



OCTOBER 23 - 25, 2022

NATIONAL AGRICULTURAL MARKETING SUMMIT

GROWING OUR COMMUNITIES TOGETHER





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CONFERENCE TO COMPLETE OUR EVALUATION:



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OCTOBER 23 - 25, 2022

AGENDA OVERVIEW



SUNDAY, OCTOBER 23

PRE-SESSIONS

9:00 AM **FDRS Board Meeting**
Room: Coral Reef

12:00 PM **Lunch**

1:00 PM **S-1088 Meeting**
Room: Coral Reef

MarketMaker Partner Meeting
Room: Oleander

GENERAL SESSIONS

4:00 PM **Registration Open**

4:30 PM **1890 Network Session**
Room: White Sands

6:00 PM **Welcome Reception**
Appetizers and cash bar
Room: Emerald

MONDAY, OCTOBER 24

7:00 AM **FDRS Business Breakfast**
Room: White Sands

8:00 AM **Registration Opens**

MarketMaker Meeting: Focus Group
Room: Oleander

FDRS Research Session I
Room: Ballroom E

9:45 AM **FDRS Research Session II**
Room: Ballroom F

11:30 AM **FDRS Researcher Luncheon**
Room: Ballroom AB

1:30 PM **Welcome & Opening Plenary Session**
Room: White Sands
Growing Your Business with Value-added Products
Meghan Austin, George Cowie, Mike Daniels, Greg York

3:00 PM **Exhibit & Poster Session**

3:30 PM **Plenary Session II**
Room: White Sands
Local Foods and USDA's Food Systems Transformation
Deputy Administrator Tricia Kovacs and Deputy Under Secretary Mae Wu

4:15 PM **Exhibit & Poster Session**

6:00 PM **Summit Reception & Awards Banquet Dinner**
Room: Ballroom ABC

TUESDAY, OCTOBER 25

7:30 AM **Breakfast**
Room: Ballroom ABC

8:30 AM **Plenary Session III**
Room: Ballroom ABC
Equity Work at USDA
Dr. Dewayne Goldmon

9:30 AM **Concurrent Track Sessions I**

10:30 AM **Break**

10:45 AM **Concurrent Track Sessions II**

11:45 AM **Exhibit & Poster Session**

12:00 PM **Summit Luncheon**
Room: Ballroom ABC

1:30 PM **Concurrent Track Sessions III**

2:30 PM **Exhibit & Poster Session**

3:00 PM **Plenary Session IV**
Room: Ballroom ABC
Valued Voices Creating Equitable Food Policy and Systems
Erica Hall and Erica Hardison

4:00 PM **Summit Closing Networking Event**
Appetizers
Room: Emerald Coast

SESSION TRACK:

EQUITABLE AND INCLUSIVE FOOD MARKETS

Room: Oleander

MARKETING AND BUSINESS INNOVATION

Room: Coral Reef

BUILDING PARTNERSHIPS AND COMMUNITY COLLABORATION

Room: Ballroom D

MARKET RESEARCH, TRENDS, AND IMPACT

Room: Ballroom E

SUCCESSFUL APPROACHES TO MANAGING MARKETING RISK

Room: Ballroom F

CONCURRENT SESSIONS I 9:30 AM

From Farm to Food Bank: Building an Equitable Food System In Illinois
Steve Ericson, Janie Maxwell, and Raghela Scavuzzo

Creating Functional Online Marketing and Sales Networks
Pamela Monnette and Kami Semick

For Farmers, by Farmers: Facilitating Online Learning Networks through TXFED.org
Sue Beckwith

Fostering Food Entrepreneurship: Connections between Incubator Kitchens and Farmers Markets
Dr. Ashley Colpaart and Hailey Edmondson

Building Resilience and Recovery into the Local and Regional Food System
Lilian Bristen, Dawn Thilmany, Samantha Schaftstall

Understanding how Communities Come Together for Resilient Food Systems: A Comparison of Five Place-based Communities
Courtney Long

Evaluating USDA AMS Grant Program Focusing on Socially Disadvantaged Communities: Successes and Challenges of Collaborative Partnerships
Dr. Jennifer Taylor and Dr. Virginie Zoumenou

Food Systems Mapping Demo
Darlene Knipe and Rich Knipe

Growing a Local Coffee Brand from Scratch: A Case Study of Umble Coffee
James Barnes

How to Market in a Digital Era: Innovative Experiences in Florida
Lauri Baker

How New Jersey Farmers Managed Supply Chain Disruptions, Labor Shortages, and other Marketing Risks during the Pandemic and Post-pandemic
Robin G. Brumfield

CONCURRENT SESSIONS II 10:45 AM

Farmers Markets as Food Access Hubs
Taylor Choy

Making Local, Affordable Produce Accessible to SNAP Recipients across Illinois with the Link Match Incentive Program
Lauren Stern

Advancing Federal Nutrition Benefits Acceptance through Technology
Amy Crone

Connecting Urban and Pre-urban Farmers with Food Insecure Communities through New Wholesale Opportunities: Policymaking, Personality, and Popsicles
Stephanie Dunn

We Got the Beet: Innovative, Cross-sector Partnerships Grow through Iowa Farm to School and Early Care
Chelsea Krist and Krista Smith

Urban and Rural Partnerships: Allow Both to Grow!
Michael Howard

Strengthening the Southern Region Extension and Research System to Support Local and Regional Foods Needs and Priorities
Marcus A. Coleman and Russ Garner

Visualizing Cross Sectoral Local and Regional Food System Data for Better Decision-making and Disaster-preparedness
Ashley Chaifetz, Hannah Leighton, Abby Long, and Joshua Stoll

Marketing for Farmers, Ranchers, and Makers
Pamela Monnette and Kami Semick

JUMP TO PAGE 14 FOR CONCURRENT SESSION ABSTRACTS

CONCURRENT SESSIONS III 1:30 PM

Managing Markets: Exploring the Impact of Farmers Market Management
Anna Ellis, Hilary B. King, and Andrea Rissing

How to Clarify your Marketing Message so Customers Listen, Engage, and Buy
James Barnes

Agritourism Resources: What's Missing?
Lisa Chase and Dave Lamie

The Cottage Food Industry: From Cupcakes to Cash
Cindy Brison

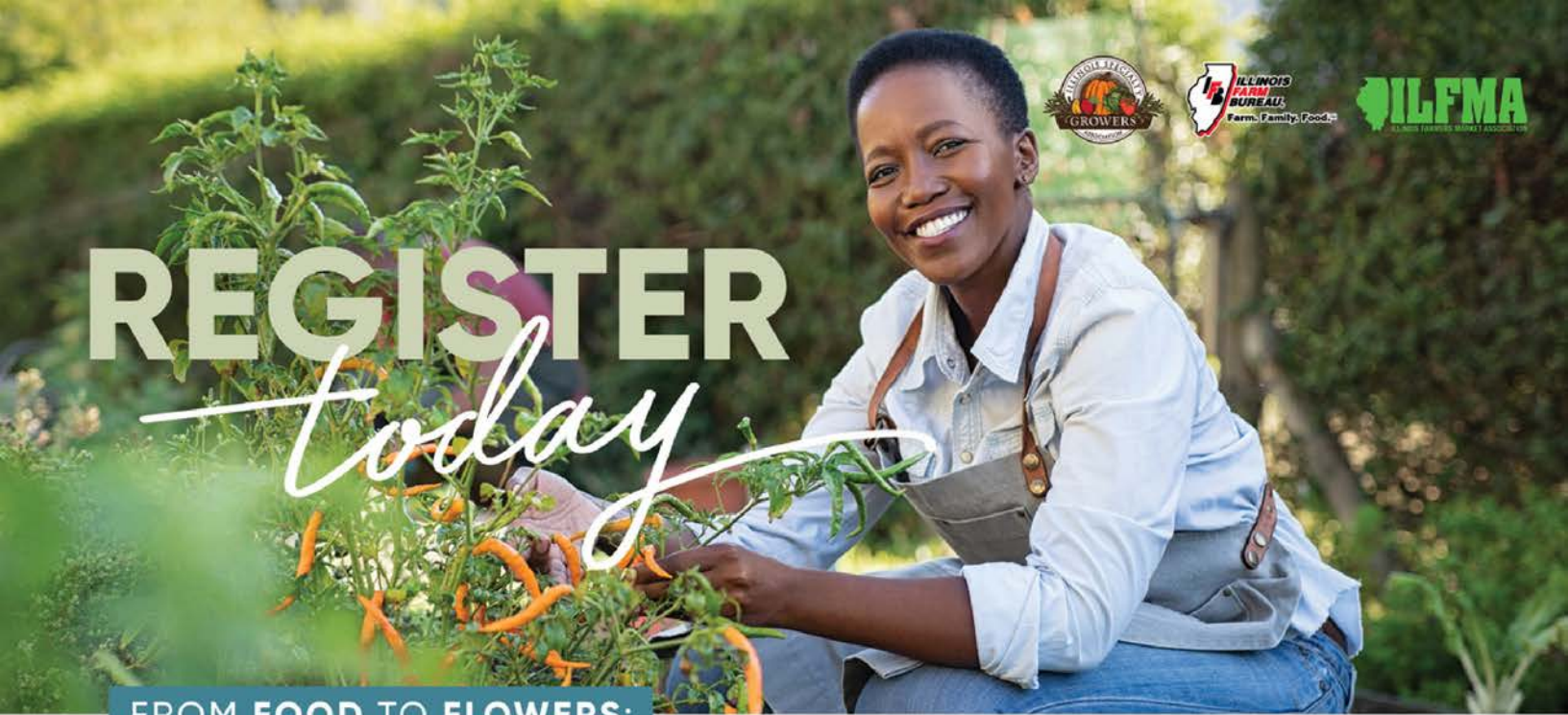
Leveling Up your Brand with MarketMaker
Darlene Knipe and Jeanette Lombardo

Data Needs for Community Supported Agriculture (CSA): Reflections from 4 years of the CSA Innovation Network
Jairus Rossi and Tim Woods

The State of Local Producer Sales in Independent Grocers: Is there Interest for Continuing our Community Food Systems?
Lisa Bates, Courtney Long, and Megan Kemp

Direct Marketing Meat through E-commerce: Challenges and Successes
Katie Olthoff

Strengthening Regional Crop Distribution and Processing
Daniel Carmody, Rob Rhulig, and Brandon Seng



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JAN 11-13, 2023

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OPENING PLENARY SESSION

MONDAY, OCTOBER 24 | 1:30 PM
WHITE SANDS

GROWING YOUR BUSINESS WITH VALUE-ADDED PRODUCTS

USDA Rural Development National Office staff will be on hand to present program basics about the Value-Added Producer Grant. The session will include a discussion into the program purpose, project eligibility and applicant eligibility. In addition, the Rural Development staff will provide program updates about the upcoming application cycle. Joining Rural Development will be past recipients of the Value-Added Producer Grant who will discuss their experience working with the grant and how they utilized their award to further their value-added business ventures. The session will conclude with a Question and Answer session.



Meghan Austin
Manager, Cindale Farms

Meghan is a second generation dairy farmer and a cattle veterinarian from Marianna, Florida. She is a graduate of the University of Florida and manages her family's dairy, Cindale Farms, alongside her husband, Brad (with help from their 10 year old daughter, Emma). Their farm is a pasture-based, jersey herd and her family is passionate about sharing their farm-to-table story. Along with her

husband and parents, her family operates an artisan ice cream company, Southern Craft Creamery, where they sell ice cream wholesale along the Gulf Coast, as well as through their ice cream & coffee shop in downtown Marianna. She is responsible for managing the bottling of their creamline whole milk and, the soon to be opened, bottling facility & Southern Craft Creamery Market. Meghan is actively involved with the dairy industry on both the state and national level serving on the Southeast Dairy Check-off Committee, National Milk Producers Animal Health & Well-being Committee & on the Board of Directors for Florida Dairy Farmers. She is also involved with her local town's downtown revitalization by serving as Vice Chair of Marianna's Main Street Board of Directors.



George Cowie
Winemaker, Chautauqua Vineyards & Winery, DeFuniak Springs, FL

George was born into a winemaking family in Paris, AR. While working for the family winery George attended the University of Arkansas and earned a BS and MS in College of Agriculture, Food Science Department. His thesis was devoted to the study of canopy management with the use of trellis systems and leaf removal and the effects on must and wine quality. In 1990 George and his wife

Terri relocated to Florida when he began work as Winemaker for Chautauqua Vineyards & Winery in DeFuniak Springs, FL. Since that time George has developed Chautauqua's product line of bottled wines and assisted in growing the bulk juice, bulk wine, and custom crush operations of the winery. Chautauqua Vineyards wines have earned awards in many competitions over the years, but the consistent growth in retail sales and loyal customer base are the result of a team effort that begins in the acres at the vineyards, through the tanks and barrels, to the smiles at the tasting bar.



Mike Daniels
Management and Program Analyst, USDA Rural Development

Mike was born and raised on a small dairy farm in SE Wisconsin. He graduated from the University of Wisconsin Platteville in May of 1987 with a degree in Ag. Business and a minor in Business Administration. He has been married for 32 years and has two adult sons. Mike has 35 plus years working for USDA Rural Development. Covering all programs from Ag lending, Single Family Housing, Multi Family Housing and Business Programs. Since January 2020 I am the co-program lead for the Value Added Producer Grant Program in the National Office for Rural Business and Cooperative Services.

OPENING PLENARY, CONTINUED

Greg York

Management and Program Analyst, USDA Rural Development

Greg York is a Management and Program Analyst with the USDA Rural Development Agency, based out of Washington, D.C.. Greg's primary role is working on the Value-Added Producer Grant on the National Office level but has also worked on the program at the State Office level in both California and Washington state. Greg has over 10 years' experience working the Value-Added Producer Grant (VAPG) program. The Value-Added Producer Grant assists agricultural producers enter into value-added activities related to the processing and marketing of new products. The goals of this program are to generate new products, create and expand marketing opportunities and increase producer income.

PLENARY SESSION II

MONDAY, OCTOBER 24 | 3:30 PM
WHITE SANDS

LOCAL FOODS AND USDA'S FOOD SYSTEM TRANSFORMATION

Deputy Undersecretary Wu and Deputy Administrator Kovacs will discuss the important role local and regional foods play in USDA's Food System Transformation work announced earlier this year. The USDA Local and Regional Foods Division's (LRFD) Regional Food Business Centers play a key role in this Food System Transformation plan. Wu and Kovacs will share information on these Centers as well as other AMS programs and funding opportunities targeted towards local and regional food systems development.



Tricia Kovacs

Deputy Administrator for Transportation and Marketing,
USDA Agricultural Marketing Service

Tricia Kovacs is the Deputy Administrator for Transportation and Marketing in USDA's Agricultural Marketing Service. She leads AMS grant programs, research and data dissemination on transportation of agricultural products from farm to market, a research and development team

focused on local and regional food systems, and the USDA Farmers Market, a living laboratory for farmers market best practices. Tricia came to USDA in 2016 as local and regional food systems policy advisor in the USDA Agricultural Marketing Service Administrator's Office, where she coordinated efforts across USDA to support the local and regional food sector and led projects to improve farmer readiness in relation to the Food Safety Modernization Act and USDA Harmonized Good Agricultural Practices (GAP) program. Prior to joining USDA, Tricia managed Regional Markets programs at Washington State Department of Agriculture, where she was founding Program Manager for the state Farm to School Program and led the Small Farm Direct Marketing Program. Tricia holds a M.Sc. in Sustainability, Planning, and Environmental Policy from Cardiff University in Wales and a BA from the University of Virginia.



Mae Wu

Deputy Under Secretary of Marketing and Regulatory Programs, USDA

In January 2021, Mae Wu was appointed to the U.S. Department of Agriculture as Deputy Under Secretary of Marketing and Regulatory Programs. Prior to joining USDA, Deputy Under Secretary Wu served as a Senior Director at the Natural Resources Defense Council, helping to lead the organization's health and food work. She also worked with the federal government to revise the Total Coliform Rule, as well as served on the Environmental Protection Agency's Pesticide Program Dialogue Committee and its National Drinking Water Advisory Council. Deputy Under Secretary Wu holds a bachelor's degree in chemical engineering from Rice University, a master's degree in environmental policy from the University of Cambridge, and a Juris Doctor from Duke University.



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**“EMPOWERING PRODUCERS
TO MANAGE RISKS”**



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PLENARY SESSION III

TUESDAY, OCTOBER 25 | 8:30 AM
BALLROOM ABC

EQUITY WORK AT USDA

Deputy Undersecretary Wu and Deputy Administrator Kovacs will discuss the important role local and regional foods play in USDA's Food System Transformation work announced earlier this year. The USDA Local and Regional Foods Division's (LRFD) Regional Food Business Centers play a key role in this Food System Transformation plan. Wu and Kovacs will share information on these Centers as well as other AMS programs and funding opportunities targeted towards local and regional food systems development.



Dr. Dewayne L. Goldman

USDA Senior Advisor for Racial Justice and Equity

Dr. Dewayne L. Goldman received his bachelor's and master's degrees from the University of Arkansas and his Ph.D. from Iowa State University, all in agronomy. After four years as a field researcher with American Cyanamid (acquired by BASF) he joined Monsanto Company (acquired by Bayer Crop Sciences), working 25 years in the agricultural chemical and seed industry.

He held various positions in technology development, where he conducted research on all southern row crops and managed research and development trials in soybeans, rice, and cotton. Later in his career, he worked on Monsanto's government affairs team and in human resources, retiring as the Outreach Lead for Bayer Crop Sciences in 2019. In 2020, he served as the Executive Director of the National Black Growers Council, an organization that he was instrumental in creating and advised for over 10 years. Throughout his education and career, he has worked on diversity initiatives and maintained working relationships with several land-grant universities, non-profit entities, and community-based organizations.

Goldman has served on numerous advisory boards, including the Dean's Executive Advisory Board at his alma mater, as well as on local and state boards for 4-H and the Natural Resources Conservation Service. He has also served on regional and national advisory boards for organizations such as MANRRS, the Policy Center for Socially Disadvantaged Farmers and Ranchers, the Southern Risk Management Education Center, and multiple terms on USDA's Advisory Committee for Minority Farmers and Ranchers. He also farms in southeast Arkansas where he produces corn, rice, and soybeans.

On March 1, 2021, he was announced as the inaugural Senior Advisor for Racial Justice and Equity at USDA where he serves as a key advisor to the Secretary of Agriculture. In this Presidential appointment, he provides counsel on a broad range of matters, as mandated by the Biden-Harris administration. He routinely liaises with relevant White House personnel on designing, planning, and executing key initiatives and priorities while also representing the Secretary and USDA on high level inter- and intra-agency working groups and public facing forums. He provides leadership on the implementation of congressional initiatives and on cross-departmental racial equity work. Goldman works closely with the Secretary and the department to address the cumulative impacts of prior discrimination, working with his colleagues to transform USDA into a racially equitable department.

CLOSING PLENARY SESSION IV

TUESDAY, OCTOBER 25 | 3:00 PM
BALLROOM ABC

VALUED VOICES CREATING EQUITABLE FOOD POLICY AND SYSTEMS

The Florida Food Policy Council, whose mission is to create opportunities to collaborate, celebrate, and advance equitable food policies to improve quality of life, will lead our discussion in the closing capnote. They will share about their members and how discussions are taking place across the state related to food policy and system development. Specifically with a focus on the voices in the food system that add value to food policy, food businesses, and community. The discussion will showcase the intersectional work of the food system and its relationship with natural and environmental justice.



Erica Hall

Board Chair/Executive Director, Florida Food Policy Council

Erica Hall, M.S. CED, MBA, ARM, has a multi-disciplinary background as a community economic development practitioner, project and program management, community organizer, environmental justice advocate, Board member, Justice, Equity, Diversity, and Inclusion (JEDI) facilitator/trainer/consultant, and Senior Legal Professional with interests in intersectional environmentalism exploring the connection between sustainability, resiliency, food waste, climate change, food insecurity, the built form and placemaking, economic resilience, racial, social justice and equity, housing diversity, and affordability. Erica is currently the Board Chair/Executive Director of the Florida Food Policy Council; a statewide food policy council working to explore and address gaps in the food system in Florida. Erica is also a member of the Executive Committee of the Sierra Club, Florida Chapter and Executive Committee member of the Suncoast Sierra Club. Erica also serves as a member of the Florida Department of Agriculture and Consumer Services (FDACS) Food Security Advisory Committee.



Erica Hardison

Board President, One Community Grocery Co-op

Erica Hardison is board president for One Community Grocery Co-op, a start-up cooperatively owned grocery store in St. Pete's Southside neighborhood. She has worked in St. Petersburg for over 20 years to promote meaningful change in a variety of areas based on her foundational goal of making the lives of all people better through sustainable, cooperative and collaborative development. Her experience as an educator, small business owner, and community organizer, has honed her natural ability to solve problems and think logically, creatively, and globally, while acting locally.



FIND
Products
and Services
Across the
Food System

CONNECT
Directly with
Growers,
Buyers,
Processors
and More

BUILD
A Stronger
Business
and Value-
Chain

What is MarketMaker?

CONNECTIONS.

MarketMaker is a national network of states that connects all businesses in the food supply chain. The site can help a grocery store find farm-fresh foods or assist a farmer in finding a place to sell his crops.

TARGETS.

MarketMaker is the largest, most up-to-date collection of demographic and business data online. Details can be queried then summarized on a map to show concentrations of consumer markets, strategic partners, food deserts, or locations where food banks or CSAs would be most useful.

SOLUTIONS.

MarketMaker's Buy & Sell Forum hosts time sensitive posts including: requests for specific food products, freight sharing opportunities, and equipment for sale.

FoodMarketMaker.com



Food Buyers
Food Sellers
Wholesalers
Processors
Wineries
Retailers
Farmers
Food Banks
Farmers Markets
Agritourism Businesses
Schools
Fisheries
CSAs

MarketMaker allows you to:

IDENTIFY potential markets by demographic characteristics.

LOCATE producers, processors, wholesalers, food retailers, farmers markets and restaurants.

SEARCH for a particular type of business, a type of food produced (organic, non-GMO), quantities, certifications, and more.

REGISTER your business or operation on the website so other businesses and potential customers are able to locate and connect with you.

ENHANCE the online presence of your business. With MarketMaker your information can be shared across multiple platforms.

National Partners



Contact Us

Dar Knipe, Co-Founder & Principal
FoodMarketMaker.com
dknipe@foodmarketmaker.com | 309.428.0128



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CONCURRENT SESSION TRACKS

EQUITABLE AND INCLUSIVE FOOD MARKETS | ROOM: OLEANDER

This track explores the evolution of agriculture and our food systems over the last century with a focus on equity and inclusion. Presenters will discuss institutional norms, government policy, and accepted practices that have guided the food market structure. Discussions may examine equity and inclusion through a myriad of perspectives including ethnicity, social, market channels, and scale of production.

MARKETING AND BUSINESS INNOVATION | ROOM: CORAL REEF

This track highlights the technological adaptations and advancements in agricultural marketing, business development and sustainability. Topics may address strategies to pivot online, creative sales platforms, new business services, dynamic business models and unique customer engagement techniques. These presentations will explore alternate and successful strategies across the dynamic food marketing and business sector.

BUILDING PARTNERSHIPS AND COMMUNITY COLLABORATION | ROOM: BALLROOM D

This track features high impact efforts related to agriculture entrepreneurship or food systems development that were successful, in part, to partnerships and collaborations. Sessions will share efforts to promote and involve public/ private partnerships and non-traditional collaborations.

MARKET RESEARCH, TRENDS, AND IMPACT | ROOM: BALLROOM E

This track explores emerging trends and data analytics across agriculture and food markets which detail new resources and advancements across the industry. Discussions will include applicability of market data whether through visualization, feasibility, and research, and/or stakeholder empowerment with data collection methodologies.

SUCCESSFUL APPROACHES TO MANAGING MARKETING RISK | ROOM: BALLROOM F

This track explores emerging trends and data analytics across agriculture and food markets which detail new resources and advancements across the industry. Discussions will include applicability of market data whether through visualization, feasibility, and research, and/or stakeholder empowerment with data collection methodologies.

WE WOULD LOVE TO HEAR YOUR FEEDBACK!
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CONCURRENT SESSIONS: ABSTRACTS

ORGANIZED BY SESSION TRACK

TRACK: EQUITABLE AND INCLUSIVE FOOD MARKETS

FROM FARM TO FOOD BANK: BUILDING AN EQUITABLE FOOD SYSTEM IN ILLINOIS

9:30 AM | 1-HOUR SESSION | ROOM: OLEANDER

A partnership between Feeding Illinois, University of Illinois, Illinois Farmers Market Association, and Illinois Farm Bureau has begun implement on a pilot farm to food bank program throughout the state of Illinois. Farms have product that are considered 'seconds' that currently do not have a market in Illinois and due to infrastructure and logistics barriers identified through a feasibility study has been unable to brought to food banks or pantries. Mid to Small farms often does not have enough product for food banks and the logistics of transportation or packaging can be expensive. The partnership has worked to build aggregation space on farms and at farmers markets to increase quantity and shared logistics. The food banks help alleviate cost of lost product and creating a more sustainable food market; while decreasing food waste; and reaching vulnerable populations. This network and system helps to create infrastructure to potentially expand larger regional food distribution. The group will share on successes, challenges, and long-term goal.

Steve Ericson

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Janie Maxwell

Executive Director,
Feeding Illinois
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Raghela Scavuzzo

Associate Director of Food Systems
Development,
Illinois Farm Bureau
rscauzzo@ilfb.org

TRACK: EQUITABLE AND INCLUSIVE FOOD MARKETS

FARMERS MARKETS AS FOOD ACCESS HUBS

10:45 AM | 20-MINUTE SESSION | ROOM: OLEANDER

Access to local food is a right, not a privilege. Green City Market, a nationally-recognized nonprofit organization, puts their mission where their mouth is by providing essential food access programs to the Chicagoland community. By collaborating with other nonprofits and government agencies, GCM partnerships create programming that makes local, sustainable food accessible to all. Learn about: partnerships between the Illinois Farmers Market Association and Feeding Illinois to compensate farmers for providing food to Illinois food pantries; providing matching funds to SNAP/EBT clients through fundraising and grant funding to triple the value of their purchases – making EBT dollars stretch further and increasing sales for producers; recovering unsold food at markets to redirect to local pantries to distribute to their clients the same day; utilizing growing space as a donation garden to supply community fridges with farm-fresh produce; and, partnering with local hospitals that screen folks facing food insecurity who are not eligible for SNAP benefits, to provide fresh produce and products to underserved communities

Taylor Choy

Operations Manager
Green City Market
taylor@greencitymarket.org

TRACK: EQUITABLE AND INCLUSIVE FOOD MARKETS

MAKING LOCAL, AFFORDABLE PRODUCE ACCESSIBLE TO SNAP RECIPIENTS ACROSS ILLINOIS WITH THE LINK MATCH INCENTIVE PROGRAM

10:45 AM | 20-MINUTE SESSION | ROOM: OLEANDER

Link Up Illinois is increasing the affordability and accessibility of nutritious fresh fruits and vegetables sold in Illinois. By funding Link Match programs at farmers markets, farm stands, food co-ops, independent grocery and corner stores for low-income Illinoisans, we are rebuilding the connection between local agricultural producers and families most in need. In addition to funding, Link Up Illinois also provides participating markets and food outlets with training and technical assistance for implementing these nutrition incentive programs successfully.

Lauren Stern

Senior Program Manager
Link Up Illinois
lauren@experimentalstation.org

CONCURRENT SESSIONS: ABSTRACTS

TRACK: EQUITABLE AND INCLUSIVE FOOD MARKETS

ADVANCING FEDERAL NUTRITION BENEFITS ACCEPTANCE THROUGH TECHNOLOGY

10:45 AM | 20-MINUTE SESSION | ROOM: OLEANDER

Facilitated by one of our SNAP/EBT specialists, the proposed workshop will introduce direct marketing farmers and farmers markets to the MarketLink grant program to accept SNAP payments. The first part of the workshop explains what is provided through the MarketLink grant for eligible farmers and farmers markets, such as free point-of-sale (POS) equipment, one-year free TotilPay Go subscription, and technical assistance. The specialist will then break down the requirements and best practices for the SNAP Retailer authorization. The last portion of the workshop will cover additional MarketLink projects and how it will streamline farmers and markets' payments for Farmers Market Nutrition Program (FMNP) participants, such as eWIC/FMNP/incentives, and Online SNAP.

Amy Crone

Project Manager

MarketLink

amy.crone@marketlink.org

TRACK: EQUITABLE AND INCLUSIVE FOOD MARKETS

MANAGING MARKETS: EXPLORING THE IMPACT OF FARMERS MARKET MANAGEMENT

1:30 PM | 1-HOUR SESSION | ROOM: OLEANDER

A partnership between Feeding Illinois, University of Illinois, Illinois Farmers Market Association, and Illinois Farm Bureau has begun implement on a pilot farm to food bank program throughout the state of Illinois. Farms have product that are considered 'seconds' that currently do not have a market in Illinois and due to infrastructure and logistics barriers identified through a feasibility study has been unable to brought to food banks or pantries. Mid to Small farms often does not have enough product for food banks and the logistics of transportation or packaging can be expensive. The partnership has worked to build aggregation space on farms and at farmers markets to increase quantity and shared logistics. The food banks help alleviate cost of lost product and creating a more sustainable food market; while decreasing food waste; and reaching vulnerable populations. This network and system helps to create infrastructure to potentially expand larger regional food distribution. The group will share on successes, challenges, and long-term goal.

Anna Ellis

Research Scientist

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Andrea Rissing

Assistant Professor of Sustainable

Food Systems

Arizona State University

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TRACK: MARKETING AND BUSINESS INNOVATION

CREATING FUNCTIONAL ONLINE MARKETING AND SALES NETWORKS

9:30 AM | 20-MINUTE SESSION | ROOM: CORAL REEF

This session will discuss opportunities and provide examples of how agricultural producers are using the internet to market, sell and donate their products. Recognizing that the internet is one of many possible sales channels used by producers, we will describe how producers are using the internet to their advantage. We will go into detail on how producers can gain marketing visibility to buyers online, how online technologies can increase operating efficiencies, and ways producers can obtain price premiums for specialty agriculture products through online marketing.

Pamela Monnette

Producer Outreach and Onboarding

Food4All

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Kami Semick

Founder and CEO,

Food4All

kamisemick@food4all.com

CONCURRENT SESSIONS: ABSTRACTS

TRACK: MARKETING AND BUSINESS INNOVATION

FOR FARMERS, BY FARMERS: FACILITATING ONLINE LEARNING NETWORKS THROUGH [TXFED.ORG](https://txfed.org)

9:30 AM | 20-MINUTE SESSION | ROOM: CORAL REEF

The peer-to-peer online training system TXFED.org has over 400 enrollments in its first year. This innovative on-demand system is perfect for the large state of Texas and is adaptable to other states. In the session, we will share details of our course offerings, our collaborative course development process, our approach to equity, and student reactions.

Sue Beckwith

Executive Director,
Texas Center for Local Food
sueb@texaslocalfood.org

TRACK: MARKETING AND BUSINESS INNOVATION

FOSTERING FOOD ENTREPRENEURSHIP: CONNECTIONS BETWEEN INCUBATOR KITCHENS AND FARMERS MARKETS

9:30 AM | 20-MINUTE SESSION | ROOM: CORAL REEF

An environment that fosters food entrepreneurship requires not only a market for food products, but also a facility for legal, scalable production. Farmers markets and incubator kitchens both play critical roles in local food infrastructure that supports early-stage food businesses. This presentation will focus on existing connectivity between farmers markets and shared-use, incubator kitchens, as well as opportunity for more intentional collaboration between the larger communities of practice. This call for increased connectivity will be illustrated through exclusive findings from a first-time 2021 survey of food businesses operating in shared-use, incubator kitchens, a 2022 survey of farmers market managers, and incubator kitchen-specific industry resources to foster the continued establishment and growth of kitchens in these collaborations.

In our 2021 survey of food businesses operating in shared-use commercial kitchens, over 50% of respondents typically sell at farmers markets, making it an important sales channel for early stage businesses. We also surveyed farmers market managers in Spring 2022 about which shared-use kitchen they refer to vendors. 60% of respondents have one or more kitchens they refer vendors to, and 15% have plans to open a kitchen of their own associated with their market, or already manage a kitchen. These findings highlight existing collaborations between markets and kitchens, as well as opportunities to further connect these communities of practice that often share like missions, stakeholders, funding, and infrastructure.

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TRACK: MARKETING AND BUSINESS INNOVATION

CONNECTING URBAN AND PRE-URBAN FARMERS WITH FOOD INSECURE COMMUNITIES THROUGH NEW WHOLESALE OPPORTUNITIES: POLICYMAKING, PERSONALITY, AND POPSICLES

10:45 AM | 1-HOUR SESSION | ROOM: CORAL REEF

In this presentation, Star Farm Chicago will share five years' results of working to aggregate local produce to fill the wholesale and retail demand in food and transportation deserts, and how building upon the shared mission with community partners and farmers, hopes to sustain local farms while channeling the most nutritious, high quality, culturally relevant product into various communities serving specific client needs, and hopefully change the health and wellness outcomes of underserved communities while supporting sustainable farms. In addition to trailblazing new wholesale and retail relationships for local produce in underserved communities, we'll share our experiences of making it fun and accessible to all.

Stephanie Dunn

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Star Farm Chicago
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CONCURRENT SESSIONS: ABSTRACTS

TRACK: MARKETING AND BUSINESS INNOVATION

HOW TO CLARIFY YOUR MARKETING MESSAGE SO CUSTOMERS LISTEN, ENGAGE, AND BUY

1:30 PM | 1-HOUR SESSION | ROOM: CORAL REEF

Most agribusiness entrepreneurs struggle to talk about what they do. And it's costing them social media engagement and sales. This session will present a proven marketing communication framework to help agribusiness entrepreneurs reach customers to grow revenue. This session will also be interactive as entrepreneurs learn how to apply the framework to their marketing. For example, one company used the framework to triple its sales growth in Mississippi:

<https://youtu.be/b2PFa858ik4>.

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TRACK: BUILDING PARTNERSHIPS AND COMMUNITY COLLABORATION

BUILDING RESILIENCE AND RECOVERY INTO THE LOCAL FOOD SYSTEM

9:30 AM | 20-MINUTE SESSION | ROOM: BALLROOM D

“What would 2020 have looked like if a collaborative network of research, engagement, and outreach across local and regional food system stakeholders, university researchers, and USDA leadership had been in place?” This is the question the Local and Regional Food System (LRFS) Recovery and Resilience project seeks to answer. The project focuses on translating lessons learned from local and regional food systems stakeholders during the COVID-19 pandemic and simultaneous social crises into a more refined, long-term collaborative strategy for fostering recovery, and equitable approaches to LRFS resilience. Join us for a panel discussion as we hear community partners and team members reflect upon and examine the lessons, impacts, and successes of the first and second phase of the LRFS Response to COVID-19 project.

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TRACK: BUILDING PARTNERSHIPS AND COMMUNITY COLLABORATION

UNDERSTANDING HOW COMMUNITIES COME TOGETHER FOR RESILIENT FOOD SYSTEMS: A COMPARISON OF FIVE PLACE-BASED COMMUNITIES

9:30 AM | 20-MINUTE SESSION | ROOM: BALLROOM D

This presentation will highlight project findings related to a grant project funded through the Agricultural Marketing Resource Center- Resilient Community Food Systems. The research focused on understanding resilient food systems and impacts of natural disasters and COVID-19, roles of community organizations, and how community values show up in response and interest in local foods work. The project also assessed Land Grant University Extension's role in responding to disasters and supporting community food systems. The presentation will provide an overview of findings from the research and action planning sessions in five place-based communities in Arkansas, Iowa, Texas, Virgin Islands and Alaska. A comparison of data from interviews, surveys and focus will be shared. The presentation will conclude with a brief overview of next steps each community is taking based on the research process and action planning that started in summer 2022.

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CONCURRENT SESSIONS: ABSTRACTS

TRACK: BUILDING PARTNERSHIPS AND COMMUNITY COLLABORATION

EVALUATING USDA AMS GRANT PROGRAM FOCUSING ON SOCIALLY DISADVANTAGED COMMUNITIES: SUCCESSES AND CHALLENGES OF COLLABORATIVE PARTNERSHIPS

9:30 AM | 20-MINUTE SESSION | ROOM: BALLROOM D

To properly achieve the USDA AMS Grant Programs mission, it is imperative to consider the accessibility of AMS grant programs to black, indigenous, and people of color (BIPOC) agricultural farmers, ranchers, fishers, and businesses, and to understand the history and context of relations between USDA and (BIPOC) populations which have led to a lack of trust between these communities and the agency. This session will discuss the successes and challenges of collaborative qualitative data collection approaches relating to engaging farmers and farmers' organizations in a research study to evaluate USDA AMS Grant Programs focusing on socially disadvantaged communities. Acknowledging regional differences in challenges faced by agricultural businesses, project leaders from the University of Maryland Eastern Shore (who have been working with farmers and businesses in northern regions) and Florida A&M University (who have been working with farmers and businesses in southern regions) along with co-leaders from across the nation, will also discuss regional differences in both their data collection and outreach efforts and also their preliminary findings. Through this presentation, attendees will also learn about the strategies used to engage farmers and farmers' organizations in focus group data collection and understand how to organize the data collection for a successful data analysis and comprehensive recommendations.

Dr. Jennifer Taylor

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CONCURRENT SESSIONS: ABSTRACTS

TRACK: BUILDING PARTNERSHIPS AND COMMUNITY COLLABORATION

EVALUATING USDA AMS GRANT PROGRAM FOCUSING ON SOCIALLY DISADVANTAGED COMMUNITIES: SUCCESSES AND CHALLENGES OF COLLABORATIVE PARTNERSHIPS

9:30 AM | 20-MINUTE SESSION | ROOM: BALLROOM D

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Agricultural Marketing Resource Center

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CONCURRENT SESSIONS: ABSTRACTS

TRACK: BUILDING PARTNERSHIPS AND COMMUNITY COLLABORATION

WE GOT THE BEET: INNOVATIVE, CROSS-SECTOR PARTNERSHIPS GROW THROUGH IOWA FARM TO SCHOOL AND EARLY CARE

10:45 AM | 20-MINUTE SESSION | ROOM: BALLROOM D

The Iowa Farm to School and Early Care Coalition brings together a dynamic group of partners engaged in food systems and education. It remains the only statewide coalition whose stakeholders are youth ages birth through high school; whose partners span the early care and education and K-12 school worlds. As the group bridges institutional gaps to enhance local food procurement and engagement, creative partnerships with food hubs, producers, and local procurement coaches become increasingly essential. This session will share the history of the Iowa Farm to School and Early Care Network and the unique scope of this group's work. We will describe the staying power and essential partnerships in state local food incentive programs and highlight the importance of equity and inclusion frameworks in fostering new relationships. Attendees will learn how the coalition's effort to elevate support and funding for farm to early care and education initiatives- alongside K-12 initiatives- has created policy opportunities and wins for a spectrum of stakeholders engaged in local food systems work.

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TRACK: BUILDING PARTNERSHIPS AND COMMUNITY COLLABORATION

URBAN AND RURAL PARTNERSHIPS: ALLOW BOTH TO GROW!

10:45 AM | 20-MINUTE SESSION | ROOM: BALLROOM D

Eden Place Farms will share how its partnerships with Rural Farmers and USDA programs allowed both halves of the partnership to benefit and grow. How rural farmers gain by linking up with local urban growers and expanded their own markets and annual sales.

Michael Howard

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TRACK: BUILDING PARTNERSHIPS AND COMMUNITY COLLABORATION

STRENGTHENING THE SOUTHERN REGION EXTENSION AND RESEARCH SYSTEM TO SUPPORT LOCAL AND REGIONAL FOODS NEEDS AND PRIORITIES

10:45 AM | 20-MINUTE SESSION | ROOM: BALLROOM D

Southern Extension and Research Activity – 47 (SERA-47) was officially established in 2016 and renewed in 2021. The purpose of the SERA is to “establish integrated multi-disciplinary, multi-state working groups in order to holistically address high-priority issues related to local and regional food systems in the South. Advisors have shared that many groups of this type are not sustained beyond the first year. One of the challenges is that the groups typically rely on meeting virtually. SERA-47 is no exception as it does a majority of its work virtually. Over the duration of the project, the group has experienced both successes and challenges. Through the session we will highlight the accomplishments of the group, how its leadership structure has supported the effort, as well as the basic aspects of this team that we believe contribute to its longevity and hopefully long-term success. This presentation will provide an update on the work and process used by the group in addition to introducing you to possible collaboration at the regional level.

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CONCURRENT SESSIONS: ABSTRACTS

TRACK: BUILDING PARTNERSHIPS AND COMMUNITY COLLABORATION

AGRITOURISM RESOURCES: WHAT'S MISSING?

1:30 PM | 20-MINUTE SESSION | ROOM: BALLROOM D

What are the best resources that you rely on for your agritourism programming? What is missing from the toolkit? How can we collaborate across the country (and beyond) to share research, tools, and best practices? Join us for a discussion of current agritourism resources and future anticipated needs. We'll share information about what already exists and how you can contribute to a library of resources, contacts, and services. This session will contribute to the development of a national network of agritourism service providers and a central location for housing the latest research and best resources.

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R. David Lamie

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TRACK: BUILDING PARTNERSHIPS AND COMMUNITY COLLABORATION

THE COTTAGE FOOD INDUSTRY: FROM CUPCAKES TO CASH

1:30 PM | 20-MINUTE SESSION | ROOM: BALLROOM D

The pandemic allowed the Cottage Food industry to explode, and it shows no sign of stopping! These producers can offer niche products to consumers that fill a need for buying local. Decorated cookies, syrups, and local honey are all examples of products that are contributing to Nebraska's economic wellbeing. Cultural and health related items are very popular also-from kolaches to gluten free breads. This relatively new industry gives a producer with a tasty product the chance to be self-employed and earn extra money. The producer is purchasing local supplies to create their products, and this adds to the Nebraska economy also. Collaborations between Extension and local health departments, the Department of Ag, Farmer's Markets, Local Foods Groups, and other entities create an environment for success for these producers!

Cindy Brison

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TRACK: BUILDING PARTNERSHIPS AND COMMUNITY COLLABORATION

LEVELING UP YOUR BRAND WITH MARKETMAKER

1:30 PM | 20-MINUTE SESSION | ROOM: BALLROOM D

The Farmer Veteran Coalition has ownership of the Homegrown By Heroes label. Currently we are introducing our certified growers to the platform to increase their farm sales. In the process we have found several unique ways to utilize the platform to increase sales for our certified producers who wish to sell value added products.

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TRACK: MARKET RESEARCH, TRENDS AND IMPACT

FOOD SYSTEMS MAPPING DEMO

9:30 AM | 1-HOUR SESSION | ROOM: BALLROOM E

In this session we will perform a live demo of the newly revamped advanced mapping tool on the MarketMaker platform. The tool allows you to build maps using useful secondary data sources and over 1.8 million food industry businesses, in addition to the nearly 40,000 detailed business profiles that are featured in the suite of over websites and plug ins that are currently "Powered by MarketMaker." The project was a collaborative effort with the Ag Marketing Resource Center (AgMRC) and Iowa State.

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CONCURRENT SESSIONS: ABSTRACTS

TRACK: MARKET RESEARCH, TRENDS AND IMPACT

VISUALIZING CROSS SECTORAL LOCAL AND REGIONAL FOOD SYSTEM DATA FOR BETTER DECISION-MAKING AND DISASTER PREPAREDNESS

10:45 AM | 1-HOUR SESSION | ROOM: BALLROOM E

Join us as the Local and Regional Food System (LRFS) Recovery and Resilience Project shares their new data visualization tool. Given Secretary Vilsack's recent announcement of \$130M for LAMP programs, we hope that this tool can help food systems stakeholders make better use of data to both define their challenges and opportunities, and measure impacts. The new tool is intended to support community stakeholders in planning/evaluating local and regional food system interventions, programs, and policies. In real time, see how the project team works with audience participants to utilize the tool to think through application of data for grant proposal, project evaluation, and problem identification. Provide feedback on how else the tool can be improved and hear about next iterations of the tool.

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TRACK: MARKET RESEARCH, TRENDS AND IMPACT

DATA NEEDS FOR COMMUNITY SUPPORTED (CSA) AGRICULTURE: REFLECTIONS FROM 4 YEARS OF THE CSA INNOVATION NETWORK

1:30 PM | 20-MINUTE SESSION | ROOM: BALLROOM E

In this session, the founding partners of the national CSA Innovation Network (CSA-IN) discuss their efforts at collecting CSA trend data from partners in the networks. We identify areas where we have had success in evaluating consumer and farmer trends from primary data collection efforts, while highlighting the challenges of standardizing metrics across organizations in a national network. We also discuss specific metrics, data needs, and research priorities we see emerging in the CSA space. Additionally, we will consider how COVID-19 has altered CSA's future by pushing farmers into digital platforms and increasing consumer demand for CSA. This influx of new shareholders who engage with farmers digitally has created new opportunities for data collection and has highlighted the need to understand what priorities and values are characteristic of these new shareholders. We conclude with thoughts on how data and metrics can be used to assist farmers with marketing and engagement efforts.

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TRACK: MARKET RESEARCH, TRENDS AND IMPACT

THE STATE OF LOCAL PRODUCER SALES IN INDEPENDENT GROCERS: IS THERE INTEREST FOR CONTINUING OUR COMMUNITY FOOD SYSTEMS?

1:30 PM | 20-MINUTE SESSION | ROOM: BALLROOM E

Thriving local small businesses are essential for healthy communities and local economies. Previous research has demonstrated there are opportunities to strengthen relationships between local food producers and independent grocers. These stronger relationships can increase the availability of locally produced food, amplify the reach of the economic benefits to local produce, and build capacity for both producers and grocers. This session will highlight a tri-state project that worked to determine the capacity, best practices, opportunities, and barriers for independent grocers to purchase locally produced foods. Join us in a discussion of the project's findings, outcomes, and impactful next step strategies.

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CONCURRENT SESSIONS: ABSTRACTS

TRACK: MARKET RESEARCH, TRENDS AND IMPACT

DIRECT MARKETING MEAT THROUGH E-COMMERCE: CHALLENGES AND SUCCESSES

1:30 PM | 20-MINUTE SESSION | ROOM: BALLROOM E

ChopLocal has worked with nearly 4 dozen niche meat producers (farmers and small processors) to set-up and operate their ecommerce stores. In addition, the company has received hundreds of survey responses as part of a grant-funded needs assessment. This session will cover the lessons learned from these initiatives, including challenges faced by d2c niche meat producers, trends, and keys to success.

Katie Olthoff

Co-Founder/COO

ChopLocal

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TRACK: SUCCESSFUL APPROACHES TO MANAGING MARKETING RISK

GROWIN A LOCAL COFFEE BRAND FROM SCRATCH: A CASE STUDY OF UMBLE COFFEE

9:30 AM | 20-MINUTE SESSION | ROOM: BALLROOM F

Marketing a local food brand can be overwhelming for any entrepreneur. This presentation will explain the steps to help a local coffee brand grow its online audience and income. Umble Coffee's CEO received a practical and easy-to-implement marketing plan from the Bricks-To-Clicks® Marketing Program at Mississippi State University.

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TRACK: SUCCESSFUL APPROACHES TO MANAGING MARKETING RISK

HOW TO MARKET IN A DIGITAL ERA: INNOVATIVE EXPERIENCES IN FLORIDA

9:30 AM | 20-MINUTE SESSION | ROOM: BALLROOM F

Small scale growers in Florida have a unique opportunity to take advantage of the proliferation of niche and specialty markets with their price premiums. Additionally, the state has a rapidly growing population and large tourism sector that is creating a growing local demand for locally produced agricultural products. In this reality, Florida growers need to continually inform new customers of the great products and services that the Florida agricultural industry has to offer. Several agricultural entrepreneurs in the state have approached this challenge by using social media and the internet to promote their products or services and make digital sales. We share innovative ideas from six agricultural enterprises, that represent a variety of agricultural products, from across the state to provide lessons on how to make the most this new digital paradigm. We also show how we are working with similar agricultural entrepreneurs through our marketing manual and hybrid extension programming to training growers to create a marketing plan that includes digital marketing strategies.

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CONCURRENT SESSIONS: ABSTRACTS

TRACK: SUCCESSFUL APPROACHES TO MANAGING MARKETING RISK

HOW NEW JERSEY FARMERS MANAGED SUPPLY CHAIN DISRUPTIONS, LABOR SHORTAGES, AND OTHER MARKETING RISKS DURING THE PANDEMIC AND POST-PANDEMIC

9:30 AM | 20-MINUTE SESSION | ROOM: BALLROOM F

Due to the pandemic, non-essential businesses in New Jersey were shut down by emergency orders for several months in 2020. Direct-market farmers faced closures of farmers' markets, restaurants, and other in-person sales outlets due to COVID-19. Rutgers offered extension workshops to deal with these topics and surveyed farmer to determine how they responded to these market. Buyers were looking for quality, nutritious food, without standing in the long queues. Farm markets were deemed essential services and saw increases in their customer base and sales by turning to online sales, socially distanced activities and contactless pickup. Since January 2020, consumer demand for grocery products in New Jersey increased by 23 percent. Employment rates among low-income workers (<\$27K) dropped by 32 percent (Harvard University, 2021).

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TRACK: SUCCESSFUL APPROACHES TO MANAGING MARKETING RISK

MARKETING FOR FARMERS, RANCHERS, AND MAKERS

10:45 AM | 1-HOUR SESSION | ROOM: BALLROOM F

Local farming and food businesses are inspired and fueled by the passion and dedication of their founders. But to survive, thrive and reach profitability, local food businesses still have to employ a marketing strategy—just like any company does. When it comes to marketing, employing the “Four Ps (4 P’s)” strategy—of product, price, place and promotion, is an effective method to build a marketing plan. The 4 Ps philosophy is a ‘marketing mix’ plan used to effectively market a product or service to a target audience. It was first introduced in the 1960s. While marketing has become increasingly complex in the decades since the 4 Ps remain at the heart of every successful marketing plan. This session discusses the 4 P's as it relates to marketing for farmers, ranches and makers.

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TRACK: SUCCESSFUL APPROACHES TO MANAGING MARKETING RISK

STRENGTHENING REGIONAL CROP DISTRIBUTION AND PROCESSING

1:30 PM | 1-HOUR SESSION | ROOM: BALLROOM F

For 130 years, Eastern Market in Detroit Michigan has operated a public wholesale distribution center for regional farmers with 19th century infrastructure. Without cross docking and refrigeration Eastern Market has slowly lost market share and has been looking for a way to build a modern regional public wholesale distribution center. Within the last five years, the Eastern Market Partnership has been developing crop processing pilots including small batch freezing and fresh cut operations serving local growers. Recently, the State of Michigan awarded Eastern Market \$12 million towards the development of a new wholesale distribution and processing campus that would provide space for a new wholesale distribution center immediately adjacent to an expanded crop processing center. Eastern Market plans to create a regional public distribution center that connects farmers to many different market outlets including fresh, fresh-cut, frozen, canning, and other value-added options.

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POSTER ABSTRACTS

ADVANCING FEDERAL NUTRITION BENEFITS ACCEPTANCE THROUGH TECHNOLOGY

MarketLink believes in technology that works for farmers, markets, and consumers and we are excited to share how technology is changing the way farmers and consumers accept federal nutrition benefits and electronic incentives, such as SNAP, WIC, and FMNP. With an eye to business sustainability through growing a customer base and providing equitable access to fresh food for all, the poster will showcase the latest in available systems to shift from physical, paper or token-based programs to streamlined electronic options. Our poster will also illustrate how MarketLink developments will enable more real-time analysis, accountability, and accuracy in reporting.

Amy Crone, Project Manager, MarketLink
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EXPERIENCE FROM BEGINNING URBAN FARMERS: FINANCIAL EDUCATION FACILITATES UNDERSTANDING MANAGING MARKETING RISK

Beginning farmers found it difficult to understand managing marketing risk during risk management education class. The Educator changed the teaching strategy by introducing basic economics/financial concepts – demand, supply, market, price, cost, revenue, loss, and profit - the class gained interest in learning marketing risk.

Michael Elonge, Senior Extension Agent, University of Maryland College Park, melonge@umd.edu

HELPING PRODUCERS EVALUATE MARKET CHANNEL PROFITS

Many farmers sell their products directly to customers, which helps emerging and smaller operations achieve more profitability and sustainability. One of the challenges that is unique to those employing farm-to-table marketing is determining the most profitable or appropriate marketing channels to use to sell their products. The FINPACK Market Channel Analysis has been developed to assist producers in evaluating which marketing channels were most profitable so they can focus their marketing on the opportunities with the highest returns. This tool will let farmers analyze both enterprise and marketing channels simultaneously or allow farmers to focus just on marketing channel returns. Combined, this information will help producers better understand their market channels and help them improve their profitability. This presentation will highlight the analysis tool, discuss the reports and how they can be used by producers, and provide information on how individuals can get involved.

Curtis Mahnken, Extension Economist, Center for Farm Financial Management, University of Minnesota
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FOSTERING FOOD ENTREPRENEURSHIP: CONNECTIONS BETWEEN INCUBATOR KITCHENS AND FARMERS MARKETS

An environment that fosters food entrepreneurship requires not only a market for food products, but also a facility for legal, scalable production. Farmers markets and incubator kitchens both play critical roles in local food infrastructure that supports early-stage food businesses. This presentation will focus on existing connectivity between farmers markets and shared-use, incubator kitchens, as well as opportunity for more intentional collaboration between the larger communities of practice. This call for increased connectivity will be illustrated through exclusive findings from a first-time 2021 survey of food businesses operating in shared-use, incubator kitchens, a 2022 survey of farmers market managers, and incubator kitchen-specific industry resources to foster the continued establishment and growth of kitchens in these collaborations.

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SERA-47: BUILDING LOCAL AND REGIONAL FOOD SYSTEMS COLLABORATIONS IN THE SOUTH

SERA-47 (Southern Extension and Research Activity), “Strengthening the Southern Region Extension and Research System to Support Local & Regional Foods Needs and Priorities” was established to integrate multi-disciplinary, multi-state working groups to holistically address high-priority issues related to local and regional food systems in the South. The initial 5-year project as approved in 2016 and the project was renewed in 2021. The renewed efforts, “Local and Regional Food Systems and Research: Network Development, Emerging Issues and Policy Development” will build upon the foundation of the earlier iteration of SERA-47 with a continued emphasis on collaborative efforts among extension and research professionals but developing intentional linkages with non-Land-Grant institutions and non-profit organizations with an interest in local and regional food systems. Additionally, research and extension activities providing evidence for public policy recommendations at the local, state, or regional level have also been incorporated as a new project thrust.

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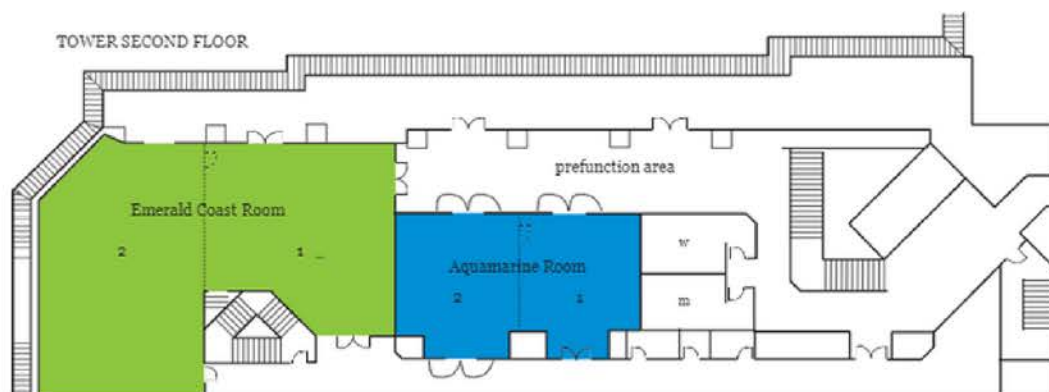
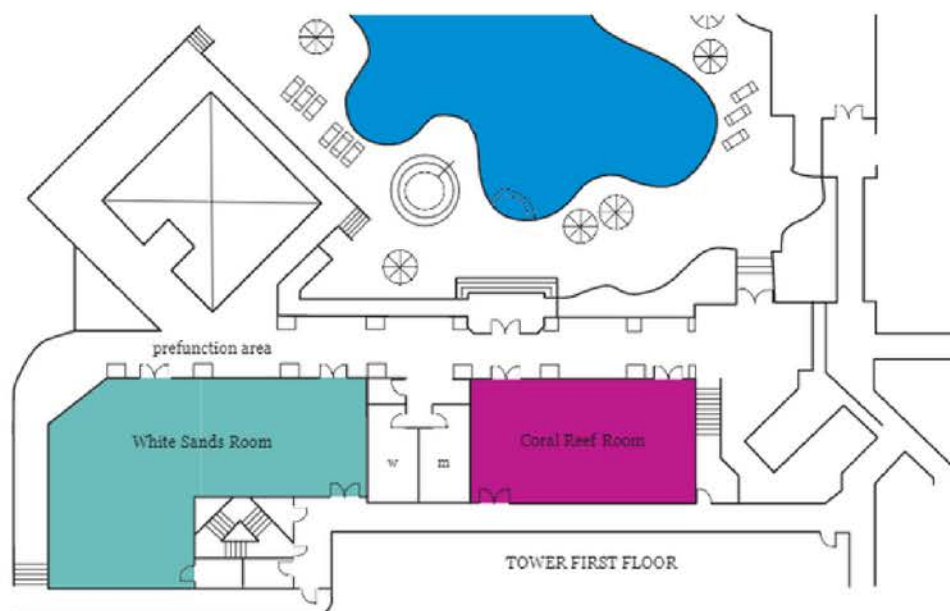
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WE WOULD LOVE TO HEAR YOUR FEEDBACK!
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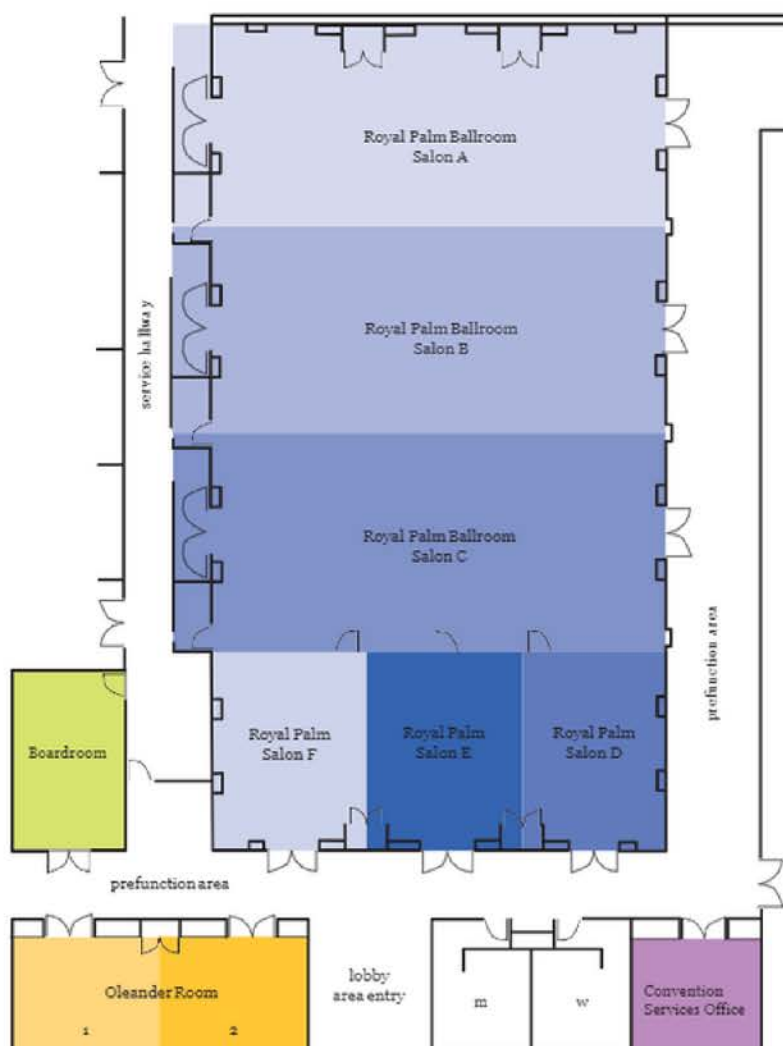


HOTEL MAP



Room Name	Size	Sq.	BANQUET	RECEPTION	CLASSROOM	Theater	Conference	CRESCENT ROUNDS
White Sands	L-shape	2,150	140	200	144	240	58	78
Coral Reef	50 X 28	1,305	70	100	72	168	42	36
Aquamarine	46 X 22	1,178	60	100	54	100	30	36
Aquamarine 1 or 2	22 X 32	506	30	50	27	30	16	30
Emerald Coast	L-shape	2,300	140	225	144	240	54	72
Emerald Coast 1	33.5 X 26	880	50	85	40	75	28	30
Emerald Coast 2	47 X 31	1,404	70	140	60	140	32	36

HOTEL MAP



ROOM NAME	SIZE	Sq. Ft.	BANQUET	RECEPTION	CLASSROOM	THEATRE	CONFERENCE	CRESCENT ROUNDS
Royal Palm Ballroom A-F	109 x 62	6,758	420	600	378	700	-	234
Salons A, B, C each	62 x 27	1,690	80	150	81	130	40	48
Salons D-F	62 x 27	1,690	80	150	81	130	40	48
Salons D, E, F each	27 x 20	540	30	45	27	32	16	12
Oleander Room	22 x 40	880	40	80	42	81	26	24
Oleander 1 or 2	22 x 20	440	20	40	18	36	16	20
Convention Services	23 x 17	391	-	-	-	-	-	-
Boardroom	24 x 16	384	conference style				12	-



THANK YOU FOR ATTENDING THE 2022 NATIONAL AGRICULTURAL MARKETING SUMMIT



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