

THE MICHIGAN GOOD FOOD SUMMIT



OCTOBER 27-28, 2014
Lansing Center, Lansing, MI

TAKE YOUR PLACE
AT THE
TABLE

DETAILED AGENDA

Good Food is a growing movement in Michigan. We want you to be a part of it!

MONDAY, OCTOBER 27

3:00 P.M.

Registration Opens

Center Concourse, 1st Floor

4:00 – 5:00 P.M.

Networking Reception

Governor's Concourse, 2nd Floor

Join friends and colleagues for an early opportunity to network before the film, while enjoying great food and beverages from Michigan farmers and producers.

5:00 – 7:00 P.M.

Movie Night!

Governor's Room, 2nd Floor

Cesar Chavez: Join us for a showing of the film that chronicles the birth of a modern American movement. Cesar Chavez, tells the story of the famed civil rights leader and labor organizer.

TUESDAY, OCTOBER 28

8:00 – 9:00 A.M.

Registration

Center Concourse, 1st Floor

Breakfast with the Exhibitors

Ballroom, 1st Floor

All general sessions, lunch and breaks will be held in the Ballroom on the first floor.

9:00 – 9:10 A.M.

Welcome and Opening Remarks

Dru Montri, PhD, Michigan Commission of Agriculture and Rural Development and Director, Michigan Farmers Market Association, East Lansing, MI

9:10 – 9:30

Taking YOUR Place at the Table

MIFFS FACILITATION TEAM:

Michelle Napier-Dunnings, Michigan Food & Farming Systems Executive Director

JoAnna Trierweiler (JT), Facilitation Team Member

Rory Neuner, Facilitation Team Member

The day will start with a call to action and a chance to talk with someone new.

9:30 – 10:00 A.M.

Keynote: Growing and Buying Good Food: Stories, Challenges and Opportunities

MODERATOR: Christine Quane, Regional Food Hub Director, Eastern Market Corporation, Detroit, MI

Betti Wiggins, Executive Director, Detroit Public Schools Office of School Nutrition, Detroit, MI

Barbara Norman, Owner/Operator, Barbara's Blueberry Batch, Covert, MI

Betti Wiggins, food service director for Detroit Public Schools, and Barbara Norman, farmer and community organizer from Covert, Michigan, will share their experiences as leaders in Michigan's good food movement. Their joint presentation will touch on the challenges they've seen as well as the opportunities ahead, not only in their own roles in institutional food service and farming but for Michigan more broadly.

10:00 – 10:30 A.M.

Video Collage: Stories from the Field

- **Goal 1:** Beaumont Hospital; Royal Oak, MI
- **Goal 2:** Good Medicine Farm; Milan, MI
- **Goal 3:** Cherry Capital Foods; Traverse City, MI
- **Goal 4:** American Indian Health and Family Services, Fresh Food Share program; Detroit, MI
- **Goal 5:** Waterford School District, Mason Middle School; Waterford Township, MI
- **Goal 6:** Eastern Upper Peninsula Intermediate School District, Whitefish Township School; Whitefish Township, MI

10:30 – 11:00 A.M.

Break with the Exhibitors

11:00 A.M. – 12:15 P.M.

Breakout Sessions: Group 1

All breakout sessions will be repeated at 2:30 p.m. in the same rooms.

Session #1: Attracting Money: Creative Local Sourcing Strategies

Room 202, 2nd Floor

FACILITATOR: *Marcy Bishop Kates, Owner/Manager, Incu-BaKe, LLC, Holt, MI*

PANELISTS:

Angela Barbash, Founder, Reconsider, Ypsilanti, MI

Lynne Brown, Lead Consultant, Mid Michigan Consulting, Williamston, MI

Stephen Arellano, MA, Farmer and Food Processor, Five Elements Farm, Mt. Morris, MI

In this day and age, there are people who want to put their dollars into the local economy. How can you find those individuals? This workshop panel will explore a variety of options for reaching out and connecting with potential private dollars. The panelists will also share their concrete fund raising experiences.

Session #2: Getting the Grant: Opportunities and Tips for Grants to Support Good Food Charter Goals

Room 203, 2nd Floor

FACILITATOR: *Lori Yelton, MS, RDN, Michigan Department of Agriculture and Rural Development, Lansing, MI*

PANELISTS:

Nancy Nyquist, Market Development Specialist, Michigan Department of Agriculture and Development, Lansing, MI

Traci Smith, Director of Business Programs, USDA-Rural Development, East Lansing, MI

Dean Baas, PhD, Senior Research Associate, Michigan State University Extension, Centreville, MI

Amanda Shreve, Manager, Programs & Partnerships Michigan Farmers Market Association, East Lansing, MI

Panelists in this session will share tips and suggestions for more competitive grant applications, including insights on funders, grant writing, proposal reviewing and funding decisions. The session will also highlight grant opportunities offered by MDARD, USDA and SARE, as well as lessons learned from a grantee’s perspective.



Session #3: Land Tenure and Farmland Preservation - Urban and Rural

Room 204, 2nd Floor

FACILITATOR: *Cynthia Price, Greater Grand Rapids Food System Council, Grand Rapids, MI*

PANELISTS:

Rachelle Bostwick, Earthkeeper Farm, Kent City, MI

Tepfirah Rushdan, Director of Urban Agriculture, The Greening of Detroit, Detroit, MI

Patty Birkholz, West Michigan Director, League of Conservation Voters

During the past several decades farmers have struggled to afford land and many vitally-needed beginning and young growers have faced challenges finding places to farm. Even though this was somewhat alleviated by the economic downturn, which lowered land prices across the board, the problem continues. At the same time, use of land in cities for growing food has become equally challenging for a wide range of reasons: speculation, zoning and the sense that development is a higher and better land use. Panel members will explore all sides of the issue, including a presentation from a coalition working to advance one solution: permanent farmland preservation.

Proud to support the goals of the Michigan Good Food Charter

FAIR FOOD NETWORK
GROW THE GOOD

Fair Food Network is a national nonprofit pioneering solutions that support farmers, strengthen local economies, and increase access to healthy food, especially in our most underserved communities.

www.fairfoodnetwork.org

Session #4: Making Change: Youth Leaders in Food Careers and Entrepreneurship

Governor's Room, 2nd Floor

FACILITATOR: *Daniel Marbury, Michigan Fellow, FoodCorps, Traverse City, MI*

PARTICIPATING PROGRAMS:

Mr. Rogers Say "NO" Program, Flint, MI

REPRESENTED BY: *Jennifer Miller, Asiah Watkins, Taren Green, Jaq'von Vaughn, Ken Silas, Paul Bell, Omari Byron, Evan Green, Cierra Turner, and Director Greg Gaines*

Detroit Food Academy, Detroit, MI

REPRESENTED BY: *Brandy Harvey, Brenda Harvey, DeShawn Lindsay, Program Director Will Mundel, and Executive Director Jen Rusciano*

Simply Salads, Salinac County ISD Ag Tech Program, Peck, MI

REPRESENTED BY: *Mary Markel, Racheal Kneebone, and Director Robert Sollman*

FarmRaiser, Traverse City, MI

REPRESENTED BY: *Chief Cultivator Christina Carson*

Across the state young leaders are creating new food products and expanding food access in their communities as they participate in programs to grow their own knowledge and experience. Panelists in this session will share an overview of three inspiring career learning and entrepreneurship projects driven by a new group of food system change makers. Afterwards, the audience will have a discussion on expanding opportunities for young leaders to communicate and create the reality of Good Food for everyone in Michigan.

Session #5: Equity in the Food System: Facing Race and Poverty

Room 103-104, 1st Floor

FACILITATOR: *J. R. Reynolds, Good Food Battle Creek, Battle Creek, MI*

PANELISTS:

Myra Lee, MPP, Program Coordinator, Detroit Food Justice Task Force, Detroit, MI

Noam Kimmelman, MPH, Co-Owner, Fresh Corner Café L3C, Detroit, MI

Lisa Oliver-King, MPH, Executive Director, Our Kitchen Table, Grand Rapids, MI

Barb Smutek, MS, Extension Educator, Michigan State University Extension, Sault Ste. Marie, MI

This session will explore how to achieve greater equity in the food system by facing race and poverty, and the role these issues play in determining who has access to healthy foods, how investments are made in communities, and health outcomes. Panelists representing urban and rural areas will describe how their work intentionally addresses race and poverty, which is vital to achieving a more just and equitable food system.

Session #6: Partnering to Increase Food Access: Innovative Strategies

Room 101-102, 1st Floor

FACILITATOR: *Kathryn Colasanti, MSU Center for Regional Food Systems, East Lansing, MI*

PANELISTS:

Chris Broadbent, Farmers' Market Manager, People's Co-op of Kalamazoo, Kalamazoo, MI

Lisa Uganski, BS, RD, Ottawa County Department of Public Health, Ottawa County Food Policy Council, Holland, MI

Adam Montri, Hoophouse Outreach Specialist, Michigan State University, East Lansing, MI

Meredith Freeman, Fair Food Network, Michigan Good Food Fund, West Bloomfield, MI

This session will highlight a range of ways that businesses, non-profits and the public sector are partnering to increase access to healthy food for underserved communities in Michigan. Panelists will present on a range of innovative strategies enabled through partnerships related to farmers market practices, food pantry sourcing, and grant and loan programs for farmers and food businesses.

Session #7: Challenges and Opportunities in Connecting to Local Markets: Farmer Perspectives

Room 205, 2nd Floor

FACILITATOR: *Vicki Morrone, MSU Center for Regional Food Systems, East Lansing, MI*

PANELISTS:

Christine Miller, BS, Owner, Spartan Country Meats, LLC, Willamston, MI

Vicki Zilke, RN, CPNP, Farmer, Owner, Zilke Vegetable Farm, Milan, MI

Cary Junior, Manager, SouthEast Michigan Producers Association, Royal Oak, MI

This session will feature three different farmers who are selling to different types of local markets, including institutions, food hubs, farmers markets and through farm co-ops, who will each share the challenges faced and emerging opportunities. The session will also highlight the state networks and programs supporting local market opportunities for farmers, including Cultivate Michigan, the Michigan Food Hub Network and the Michigan State University Livestock Work Group.



Session #8: Achieving and Measuring Food System Change in Michigan

Room 201, 2nd Floor

FACILITATOR: *Karen Sturdivant, MSU Center for Regional Food Systems*

PANELISTS:

Rich Pirog, Senior Associate Director, MSU Center for Regional Food Systems, East Lansing, MI

Courtney Pinard, PhD, Research Scientist, Gretchen Swanson Center for Nutrition, Omaha, NE

Isaias Solis, MSW, Director, Power of We Consortium, Lansing, MI

Amy Yaroch, Executive Director, Gretchen Swanson Center for Nutrition, Omaha, NE

Michelle Walk, MA, Community Food Systems Educator, MSU Extension, Sault Ste. Marie, MI (morning only)

Natasha Lantz, Marquette Food Co-op, UP Food Exchange, Marquette, MI (afternoon only)

The Michigan Good Food Charter has a set of goals to be met by 2020 but how are we going to achieve these goals and how are we going to measure the change? Panelists in this session will discuss how networks in Michigan have achieved change, how we as a state can measure food system change and how Michigan is poisoning itself to significantly impact our local food system in the future.

12:15 – 1:30 P.M.

Lunch

1:30 – 1:45 P.M.

Performance: Food Warriors

The Food Warriors Youth Development Program is the youth component of the Detroit Black Community Food Security Network. Youth in the program learn urban gardening, health and nutrition, while becoming active co-creators of solutions to the issues of food injustice and insecurity.

Their performance of “The Food Warriors Anthem” will encapsulate the realities and ideals of the program and the work of the youth.

1:45 – 2:15 P.M.

Keynote Panel: The Legacy of Cesar Chavez: Working toward a Fair Food System for All

MODERATOR: *Ruben Martinez, PhD, Director, Julian Samora Research Institute, East Lansing, MI*

PANELISTS:

Alicia Farris, D.Min., State Director, Restaurant Opportunities Center–Michigan, Detroit, MI

Filiberto Villa Gomez, President, Farmers on the Move, Battle Creek, MI

Tom Thornburg, JD, Co-Managing Attorney, Farmworker Legal Services, Kalamazoo, MI

One of the four attributes of good food is “fair,” meaning no one along the supply chain is exploited. In this keynote presentation, three speakers – representing a network of restaurant workers in Southeast Michigan, the only farmer co-operative of Hispanic farmers in Michigan and a legal firm serving migrant and seasonal farmworkers – will explore what “fair” means in the context of their work and the future of the food system in Michigan. Dr. Ruben Martinez, Director of the Julian Samora Research Institute at Michigan State University, will moderate the presentation.

2:15 – 2:30 P.M.

Break with the Exhibitors

2:30 – 3:45 P.M.

Breakout Sessions: Group 2

The morning breakout sessions will all be repeated in the same rooms.

3:45 – 4:00 P.M.

Break with the Exhibitors

4:00 – 4:30 P.M.

Closing Keynote: “Where Do We Go From Here? Building Bridges to Advance the Good Food Movement”

Oran B. Hesterman, PhD, President and CEO, Fair Food Network, Ann Arbor, MI

Dr. Hesterman will paint a picture of the good food movement in Michigan and beyond, and explore how we can work together to advance a more just and sustainable food system for all.

4:30 – 5:00 P.M.

Where Will YOU Go From Here?

MIFFS FACILITATION TEAM:

Michelle Napier-Dunnings, Michigan Food & Farming Systems Executive Director

JoAnna Trierweiler (JT), Facilitation Team Member

Rory Neuner, Facilitation Team Member

The day will conclude with reflections and a call to carry the movement forward.

