

# Local Food Summit 2014



Organizational Meetings / Planning Info Sessions

November 13, 2013 & November 19, 2013

What is entailed in planning the summit?

# Brief Up-Front Introductions

- Shannon Brines: farmer (Brines Farm) and geographer (University of Michigan)
  - Involved with HomeGrown Festival and Local Food Summit planning since the events started
- Jason Frenzel: stewardship coordinator (Huron River Watershed Council)
  - Involved with HomeGrown Festival and Local Food Summit planning since the events started
- Kim Bayer: chair (Slow Food Huron Valley) and member (Washtenaw Food Hub)
  - Involved with HomeGrown Festival and Local Food Summit planning since the events started

# 1 minute introductions of today's attendees

- Can you provide 1-2 sentences on your background and interest in the local food system?
- Which Local Food Summits have you attended? Help plan? Have you helped plan anything similar?

# Summit History

- Born out of the HomeGrown Festival 2008 “de-brief” meeting
- First Summit in 2009, UM Matthaei Botanical Gardens, ~115 people attended
- Second Summit in 2010, UM School of Natural Resources & Environment, ~200 people attended
- Third/Fourth/Fifth Summits in 2011/2012/2013, Washtenaw Community College, ~300 people attended

# Summit 2013 Recap

## **HOMEGROWN LOCAL FOOD SUMMIT** **(RE) imagining** *A Fair Food System*

February 22, 2013, Washtenaw Community College

- |  |            |
|--|------------|
| <b>7:30: Registration and Breakfast</b>  | Atrium     |
| <b>8:30: Welcome: Introductions</b>  | Auditorium |
| <b>8:45: Oran Hesterman, President of the Fair Food Network</b>  |            |
| <b>9:00: <i>"Fostering Food Security and Food Justice"</i></b><br><b>Malik Yakini, Executive Director of the Detroit<br/>Black Community Food Security Network</b>   |            |
| <b>10:00: Break</b>  |            |
| <b>10:20: Panel Discussion featuring:</b><br><b>Saru Jayaraman, Co-Founder/Co-Director of the<br/>Restaurant Opportunities Centers United</b><br><b>Oran Hesterman, President of the Fair Food Network</b><br><b>Alberto Flores, Community Relations Division<br/>Director for the Michigan Department of Civil Rights</b> | Auditorium |
| <b>11:20: Revisiting Pitches &amp;<br/>Innovations for a Fair Food System</b>  | Auditorium |
| <b>12:00: Local Food Lunch</b>   | Atrium     |
| <b>1:30: Breakout Session 1</b>  | Classrooms |
| <b>2:30: Break with snacks</b>   | Atrium     |
| <b>2:45: Breakout Session 2 or Speed Skilling</b>  | Classrooms |
| <b>4:00: Closing Ceremonies</b>  | Auditorium |

*Please join us for happy hour following the Local Food Summit at  
Corner Brewery, 720 Norris Street, Ypsilanti*

**Breakout Session 1 1:30-2:30pm**

<b>Room 105 ML</b>	<b>Urban Agriculture</b>
<b>What Can You Grow in a Square? The Importance of Quantifying and - Qualifying - Small Plot Gardening to Food Security, Economies, and Health</b> <i>Amanda Maria Edmonds</i> , Executive Director, Growing Hope; <i>Danielle Gartner</i> , Program Manager, Growing Hope; <i>Andrew Billing</i> , Social Enterprise Manager, Growing Hope	
<b>Room 150 ML</b>	<b>Food Banks and Food Access</b>
<b>Thinking Outside the Bok-Choi: Food Gatherers' Efforts to Get Healthy Food to Low Income People</b> <i>Eileen Spring</i> , Executive Director, Food Gatherers; <i>Nicole Miller RD</i> , Agency Relations Coordinator, Food Gatherers; <i>Colleen Crawley</i> , Mindful Eating Coalition Member, First Unitarian Universalist Congregation	
<b>Room 148 OE</b>	<b>Community University Partnerships</b>
<b>Growing Town &amp; Gown Connections for Enhanced Educational Opportunities with the UM Sustainable Food Program</b> <i>Lindsey MacDonald</i> , Program Manager, UM Sustainable Food Program; <i>Bob Grese</i> , Director of the Matthaei Botanical Gardens and Nichols Arboretum; <i>Keith Soster</i> , Food Service Director, University Union; <i>Loren Rullman</i> , Associate Vice President for Student Affairs	
<b>Room 101 OE</b>	<b>Environment</b>
<b>Fracking in Michigan</b> <i>Jeff Irwin</i> , State Representative for the 53 <sup>rd</sup> district; <i>John Callewaert</i> , Integrated Assessment Program Director, Graham Environmental Sustainability Institute	
<b>Room 121 ML</b>	<b>Garden-Based Education</b>
<b>Gardening with Youth at the Washtenaw Detention Center</b> <i>Janice Leach</i> ; <i>Ginny Weingate</i> ; <i>Jan Burnham</i> ; <i>Norma McQuiston</i> ; <i>Gloria Santelle</i> ; <i>Madolyn Kaminski</i> ; <i>Jesse Raudenbusch</i> , Master Gardeners, Washtenaw County Juvenile Center	
<b>Room 133 OE</b>	<b>Building a Regional Food System</b>
<b>Building a Network of Food Hubs in Michigan</b> <i>Jane Bush</i> , Co-coordinator, Washtenaw County Food Hub <i>Megan Masson-Minock</i> , Food Hub Consultant/City Planner, ENP & Associates	
<b>Room 152 OE</b>	<b>Entrepreneurship</b>
<b>Get Your Goods Out There: Making the Transition to Retail and Restaurants</b> <i>Jill Lada</i> , Farmer, Green Things Farm; <i>David Klingenberg</i> , Owner, The Brinery; <i>Laura Meisler</i> , Training Development, People's Food Co-op; <i>Angie Voiles</i> , Grocery Manager, People's Food Co-op; <i>Chris Good</i> , Delivery Driver, Market & Farm Assistant, GardenWorks Farm; <i>Sylvia Nolasco-Rivers</i> , Owner & Chef, Pilar's Tamales;	
<b>Room 135 OE</b>	<b>Policy and Community Initiatives</b>
<b>Prescription for Health: Increasing Fruit and Vegetable Consumption Through Health and Food System Partnerships</b> <i>Allison Mankowski</i> , Washtenaw County Public Health; <i>Nicki Milgrom</i> , Washtenaw County Public Health	
<b>Auditorium</b>	<b>Nutrition and Health</b>
<b>Healing the Sick with Hospital Farming</b> <i>Lisa McDowell RD</i> , Director of Nutrition, St. Joseph Mercy Health System	

*ML=Morris Lawrence Building, OE=Occupational Education Building*

**Breakout Session 2 2:45-3:45pm**

<b>Room 105 ML</b>	<b>Urban Agriculture</b>
<b>Harvesting the City: Urban Food Systems Challenge Food Insecurity, Economic Inequality, and Revitalize Land in SE Michigan</b> <i>Stefanie Stauffer</i> , Grower/Owner/ Chef, Nightshade Army Industries; <i>Tyson Gersh</i> , Co-Founder/President, Michigan Urban Farming Initiative; <i>Jared Talaga</i> , Farmer, Flood Plain Farms	
<b>Room 150 ML</b>	<b>Food Banks and Food Access</b>
<b>Sourcing for Impact: Integrating Sustainable Food with the Emergency Food System</b> <i>Bekah Galang</i> , Programs Manager, Food Bank Council of Michigan; <i>Tom Cihonski</i> , Chief Operating Officer, Forgotten Harvest; <i>Katie Auwers</i> , Food Sourcing Specialist, Feeding America West Michigan; <i>Missy Orge</i> , Chief Program Officer, Food Gatherers	
<b>Room 103 ML</b>	<b>Community University Partnerships</b>
<b>Dismantling the Ivory Tower: Leveraging Academia in Support of Grassroots Fair Food Movements</b> <i>Catherine Badgley</i> , <i>Judith Heady</i> , <i>Lesli Hoey</i> , <i>Amy Schultz</i> , and <i>Gerald Smith</i> , Faculty in the Sustainable Food Group at the University of Michigan	
<b>Room 101 OE</b>	<b>Environment</b>
<b>Quitting the Bottle: How the Ypsilanti Food Co-op Ditched Plastic Water Bottles (and How You Can Too)</b> <i>Sara Blasko</i> , Coordinator, Ypsilanti Food Co-op; <i>Lisa Bashert</i> , Ypsi Bee Lady & Managing Coordinator, Ypsilanti Food Co-op	
<b>Room 123 ML</b>	<b>Garden-Based Education</b>
<b>The Impact of Farm to School: The King Learning Garden &amp; Agrarian Adventure's Farmer in the Classroom Program</b> <i>Caitlin Joseph</i> , Agrarian Adventure <i>Neha Shah</i> , 5th grade Teacher & Garden Steward, King Elementary	
<b>Room 133 OE</b>	<b>Building a Regional Food System</b>
<b>Wholesale Distribution: Keys to Gaining a Larger Audience for Local and Regional Foods</b> <i>Lindsay Way</i> , Intern, Washtenaw Food Hub Intern; <i>Dan Vernia</i> , Chef, Juicy Kitchen and Consultant, Washtenaw Food Hub Planning Team	
<b>Room 152 OE</b>	<b>Entrepreneurship</b>
<b>Investing in our Local Food Systems</b> <i>Angela Barbash</i> , CEO & Founder, Reconsider; <i>Pavan Muzumdar</i> , Managing Director, Pieris Capital LLC	
<b>Room 135 OE</b>	<b>Policy and Community Initiatives</b>
<b>To Washtenaw Food Policy Council, With Love From the Local Food Summit</b> <i>Michaella Rehmann</i> , Vice Chair, Washtenaw Food Policy Council; <i>Lindsey Scalera</i> , Secretary, Washtenaw Food Policy Council; <i>Monica Patel</i> , Policy Specialist, Ecology Center; <i>Hillary Bisnett</i> , Healthy Food Health Care Program Director, Ecology Center	
<b>Auditorium</b>	<b>Nutrition and Health</b>
<b>Nutrition Perspective From the Field of Molecular Imaging &amp; Experiences as a Restaurateur</b> <i>Mahaveer Swaroop Bhojani PhD</i> , Former Research Assistant Professor at U of M, Owner, Hut-K Chaats	
<b>Room 121 ML</b>	<b>Permaculture</b>
<b>Strategies for Strengthening Community: Perennial Food Forests, Regenerative Food Systems, &amp; Interrelationships for Community Abundance</b> <i>Jesse Tack</i> , Abundant Michigan Permaculture Ypsilanti; <i>David Hall</i> , Farmer, Beekeeper, Educator, Fair Food Matters, I/O Permaculture Services	

*Speed Skilling Options on Back Page*

# Summit 2013

## Recap

*Breakout Session 2 (cont'd) 2:45-3:45pm*

<i>Rm 101 ML</i>	<i>Speed Skilling</i>
<b>Growing Gourmet Mushrooms in Beds and on Logs</b> <i>Rebekah Uselman, Cultivation Specialist, Easygrow Mushrooms and Composting</i>	
<b>Vermiculture 101</b> <i>Jesse Raudenbush, Owner, Starr Valley Farms</i>	
<b>The Microcosm of Fermentation</b> <i>David Stormzand, Owner, Fermie's Way</i>	
<b>Indoor Winter Farming</b> <i>Paul Murray, Nutrition &amp; Wellness Educator</i>	
<b>Incubating a Community Farmers Market</b> <i>Shawn Severance, Market Organizing Team, Cobblestone Farm Market</i> <i>Evan Dayringer, Cobblestone Farm Market Vendor, Eat Ideas Farm Owner</i>	

**The Local Food Summit thanks the following sponsors for their generous funding and in-kind support:**

COMMUNITY BUILDER

Washtenaw Community College, People's Food Co-op

PARTNER

Whole Foods Market

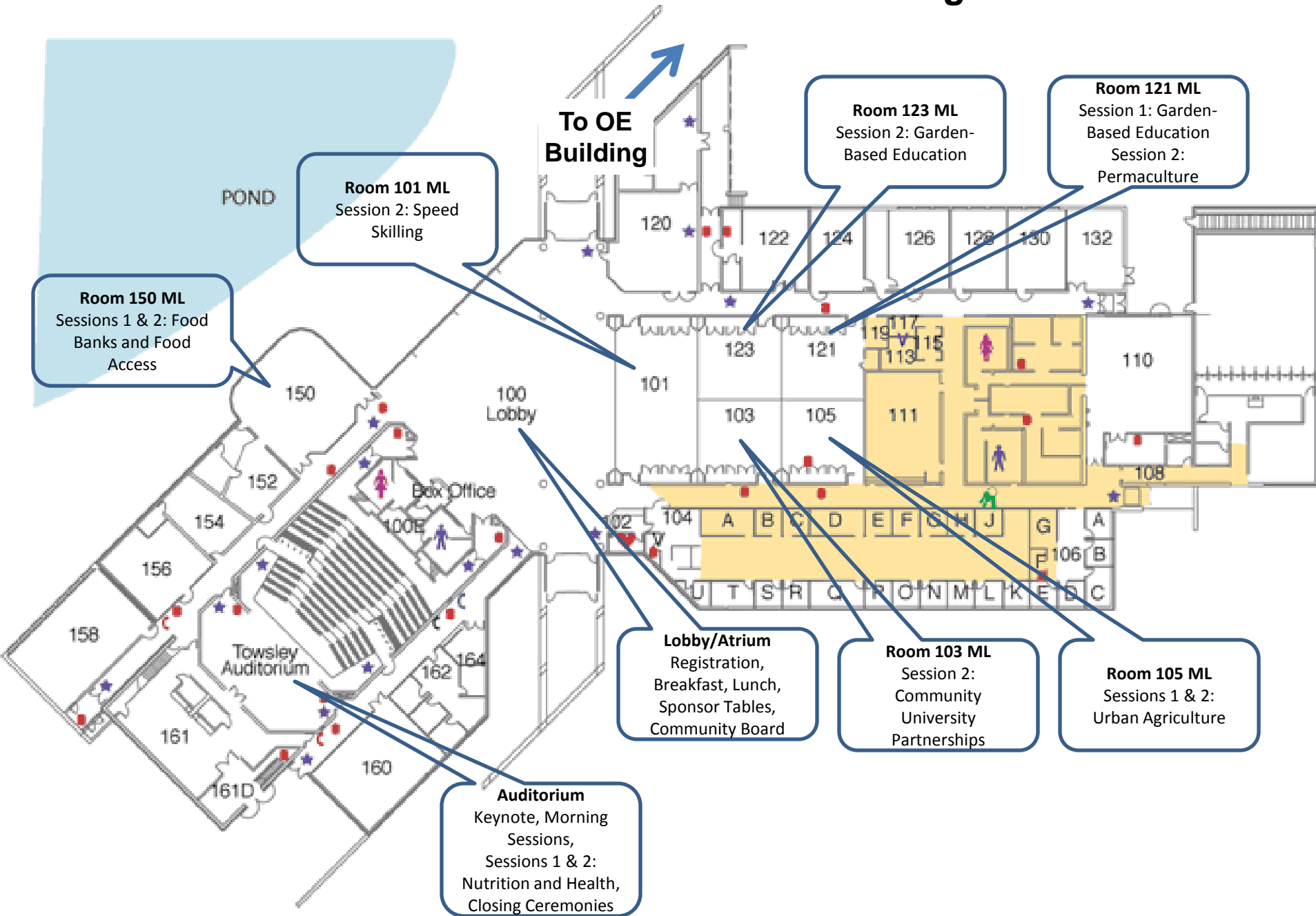
CONTRIBUTOR

Eden Foods, edibleWOW, Food System Economic Partnership,  
Riki Tiki Pies

SUPPORTER

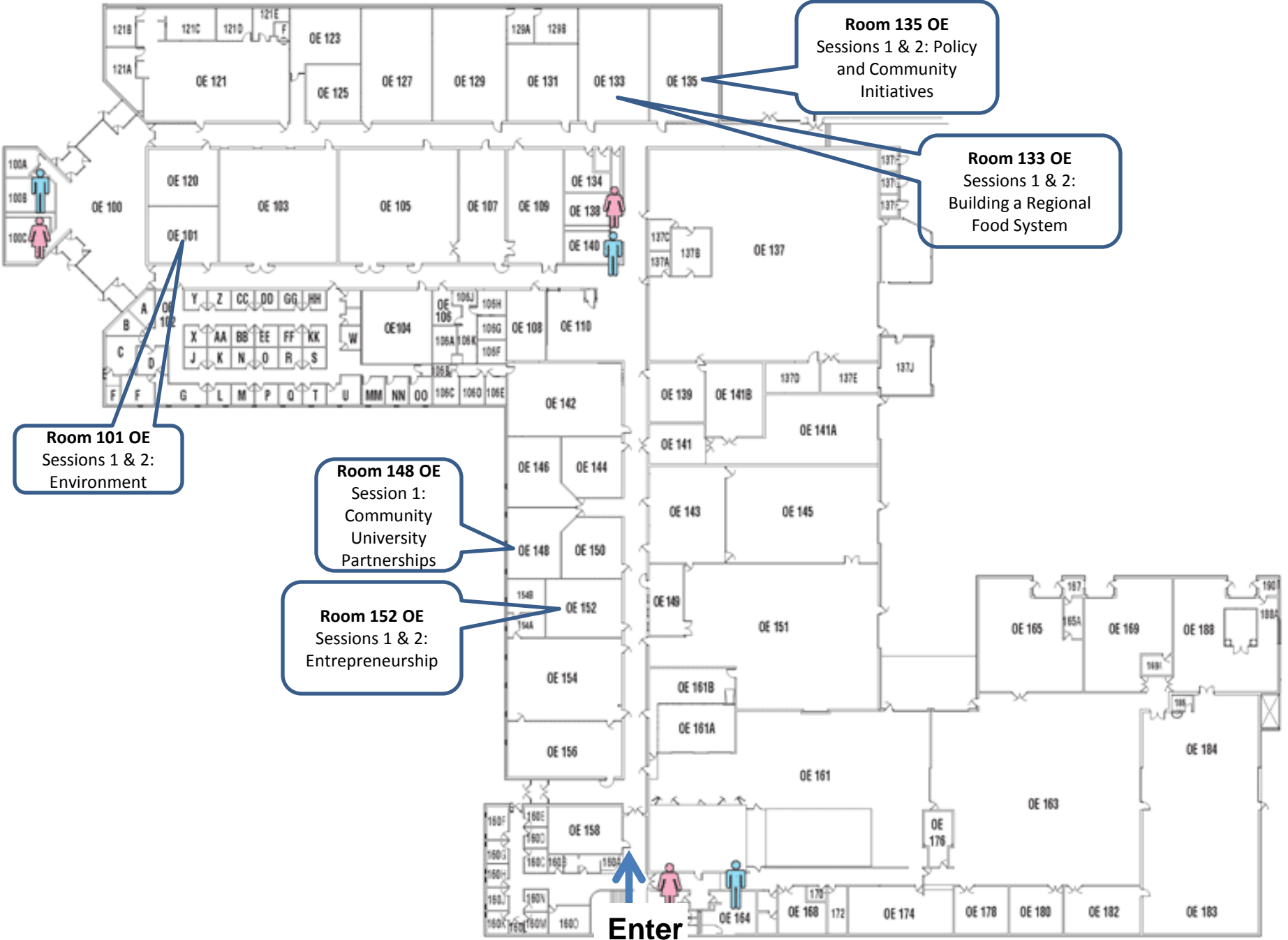
The Brinery, Silvio's Organic Pizza, Washtenaw Food Hub

# ML = Morris Lawrence Building





# OE = Occupational Education Building



**Room 135 OE**  
Sessions 1 & 2: Policy and Community Initiatives

**Room 133 OE**  
Sessions 1 & 2: Building a Regional Food System

**Room 101 OE**  
Sessions 1 & 2: Environment

**Room 148 OE**  
Session 1: Community University Partnerships

**Room 152 OE**  
Sessions 1 & 2: Entrepreneurship

Enter

# Summit 2012 GOALS

## Recap

Our day will be focused on establishing a shared understanding of Michigan's agricultural past, on knowing each other in our communities, and on informing ourselves with ideas and strategies for positive change. We intend to take action for a resilient food system that offers "peace and good food for all."

April 2, 2012  
Washtenaw Community College

<b>8:00: Registration and Breakfast</b>	Atrium
<b>8:30: Welcome: Introductions and Plans for the day</b>	Auditorium
<b>8:45: Jan Longone, Curator of the Janice Bluestein Longone Culinary Archive, Clements Library, U-M</b>	
<b>9:00: Larry Massie, Historian and Author</b> Keynote: " <i>Rubaboo, Kalamazoo &amp; Pasties Too: Aspects of Michigan's Culinary Heritage</i> "	
<b>10:00: Local Food Victories Present and Future</b>	
<b>11:30: A Slow Food Lunch in Your Neighborhood</b>	Atrium
<b>1:00: Breakout Session 1 &amp; Tour of the Farm at St. Joe</b>	Classrooms
<b>2:00: Break</b>	
<b>2:15: Breakout Session 2</b>	Classrooms
<b>3:15: Break</b>	
<b>3:30: Closing Ceremonies</b>	Auditorium

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**AUDITORIUM – Using Food Hubs to Build Healthy, Resilient Communities**

*Rich Pirog*, Senior Associate Director, MSU Center for Regional Food Systems  
Learn about efforts underway in Michigan and across the U.S. to build the capacity of regional food hubs to supply Good Food to urban and rural communities. Share innovations, insights and lessons learned about food hubs that apply to efforts underway in Washtenaw County.

**ROOM 103 – Food Sovereignty: Let's Make it Work**

*Gary Cox*, General Counsel, Farm-to-Consumer Legal Defense Fund  
Food sovereignty is a hot issue right now. But, what is it? Why is it needed? How can we accomplish it? These will be some of the topics that attorney Gary Cox will discuss when he gives examples on how to exercise food sovereignty in your own home, your community or your circle of friends and family.

**ROOM 105 – Scaling Up Local Food Access**

*Randy Burns*, Senior Buyer, Patient Food and Nutrition Services at UMHS  
*Jon and Karlene Goetz*, Owners, Goetz Greenhouse LLC  
What do institutional buyers want and what do mid-size farms have? The goal for this session is to help participants understand the requirements, challenges, limitations, and benefits of working with an institutional food purchaser.

**ROOM 121 – The State of Farm to School in Washtenaw County**

*Neha Shah*, Gardener, Advocate, and 5<sup>th</sup> grade teacher at King Elementary  
*Michaëlle Rehmann*, Farm to Food Service Program Director, FSEP  
*Elissa Trumbull*, The Agrarian Adventure; Founding Board Member  
Each Farm-to-School program is shaped by its unique community and region. Learn from featured panelists about what is underway and how you can get involved in Washtenaw County and SE Michigan - from local food in school lunch programs, school gardens, school-wide composting, farmer in the classroom visits, and more!

**ROOM 123 – What You Can Do For a Fair Farm Bill in 2012**

*Jennifer Fike*, Food System Economic Partnership, Executive Director  
*Lindsey Scalera*, Michigan Voices for Good Food Policy, NSAC  
The Farm Bill concerns more than just farms -- it affects all aspects of our food system, from how our rural communities are shaped, how our land and natural resources are managed, how our food is grown and sold, and who has access to healthy and affordable food. Learn how you can be engaged in the 2012 Farm Bill and the impact it can have on local and regional food systems.

**ROOM 128 – Power to the Pollinators! Local Honey Project is Sweet on Sustainability**

*Lisa Bashert*, Ypsi Bee Lady and Ypsilanti Food Co-op Marketing Coordinator  
Colony Collapse Disorder (CCD) continues to threaten honeybees throughout the country and Washtenaw County. From activity to advocacy to action, learn how Ypsilanti legalized backyard bees in 2009 and how the Local Honey Project continues that work to create a more sustainable community.

**ROOM 130 – Book clubs? Gardening clubs? How about Investment Clubs!**

*Angela Barbash*, Founder, Time to Reconsider  
Join us for an interactive session that will show you how "Slow Money" investment clubs work, how they can contribute to the local investing movement, and how you can be involved. This session will include a fun group activity, and of course Monopoly money!

**AUDITORIUM – Organizing Strategy: 10 steps to organizing your neighborhood, campaign, or movement (to change the world)**

*Mike Shriberg*, Education Director, Graham Environmental Sustainability Institute & Lecturer in the Program in the Environment at the University of Michigan  
Discuss strategies and techniques to effectively plan and implement a campaign for positive social change. Learn to avoid burn-out by focusing on tactics that help you reach your goals.

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*David Klingenberg*, Chief Fermenting Officer, The Brinery; *Mary Wessel-Walker*, Owner, Harvest Kitchen; and *Stefanie Stauffer*, Owner, Nightshade Army Industries  
We will cover the basics of laying your idea egg, incubating it, then hatching it!

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*Raymond DeYoung*, Associate Professor of Environmental Psychology and Planning, U-M  
Emerging biophysical limits, and the consequences of having disrupted both the climate and ecosystems leads to an unmistakable outcome: we soon will consume far less energy and fewer resources. Localization is a process for helping craft a pragmatic response to this new reality, a response that includes some unexpected psychological benefits.

**ROOM 105 – Farm Real Estate Options and Micro Loan Opportunity**

*Rosanne Bloomer*, Sr. Financial Service Officer GreenStone FCS; *Ginny Tracchia*, Project Director, The Conservation Fund; *Jeremy Moghtader*, MSU Student Organic Farm  
This discussion of farm real estate options will include: land value trends, availability, financing options including partners, and Purchase of Development Rights (PDR). In addition, the session will provide an overview of The Conservation Fund's micro loan program, the ShadeFund, available for farmers. We will also present information about securing land and launching an ag business at the Tilian Farm Development Center.

**ROOM 121 – School to Farm: A Dietitian's Vision for Connecting Food to Health**

*Diana Dyer*, MS, RD, author, and co-owner of The Dyer Family Organic Farm  
This session will describe the vision and activities of the new "School to Farm Program" developed for dietetic interns by the Hunger & Environmental Nutrition Dietetic Practice Group of the ADA with the goals of cultivating seeds of interest and creating opportunity for each attendee to develop an individual food-to-health vision.

**ROOM 123 - TBD****ROOM 128 – Secrets of Successful (Agricultural) Grant Writing: A Primer**

*Jeff Holden*, Member of Tilian's Incubator Project Advisory Board, and successful grant writer for a number of Ann Arbor efforts (e.g., FSEP, Tilian, Harvest Kitchen, etc.)  
This session will provide participants with an understanding of the time, resources, approaches, and strategies required for successful grant writing.

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# Summit 2011 Recap

March 1, 2011

Washtenaw Community College  
Morris Lawrence Building

- 7:30: Registration and Breakfast** Atrium
- 8:15: Welcome and Keynotes** Auditorium
- Detroit Eastern Market: Healthy Metropolitan Food Hub*  
Dan Carmody, Detroit Eastern Market Corporation
- Local Food as Economic Driver: Value Networks and Business Clusters*  
Ken Meter, Crossroads Research Center
- 10:30: Break and Networking**
- 11:00: Local Food Initiative Pitches** Auditorium
- 12:00: Lunch** Atrium
- 1:00: Breakout Session 1 & Tours** Classrooms
- 2:00: Break**
- 2:15: Breakout Session 2** Classrooms
- 3:15: Break**
- 3:30: Viewer's Choice Award and Wrap-up** Aud.

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**AUDITORIUM - Food policy: Models and lessons from the Great Lakes***Ken Meter, Crossroads Resource Center**Dan Carmody, Detroit Eastern Market Corporation*

Join the conversation about the role of local and regional policy in changing our food system. Our guest speakers will share models and lessons from neighbor communities and engage your ideas about local food policy in a discussion.

**ROOM 101 - New Farms and Farmers: Tilian Farm Development Center***Jeremy Moghtader, MSU Organic Farmer Training Program**Jennifer Fike, FSEP**Jeff McCabe, SELMA Café**Andrea Ridgard, 4-Season Farm Development Program @ Tilian*

This session will discuss ways we can overcome barriers to new farm creation including: access to training, land, equipment, capital, and markets. Find out about the newly formed Tilian Farm Development Center, a collaboration between FSEP, SELMA, and MSU Student Organic Farm, on land owned by Ann Arbor Township, and how you can get involved.

**ROOM 103 - Michigan Cottage Food Law: What it means for you***Liz Dahl MacGregor, Law Office of Elizabeth Dahl MacGregor**Arika Lycan, Growing Hope*

Learn the basics of the Cottage Food Law, get answers to the questions food producers often have, and hear the feedback that the presenters have been able to gather from the state about how the law will be enforced and what it means for producers and vendors.

**ROOM 105 - Get HIP to the Food Security Plan: Improving food access for all***Jenna Bacolor, Washtenaw County Public Health**Eileen Spring, Food Gatherers**Rachel Chadderdon, Fair Food Network*

Learn about WCPH's 2011 Health Improvement Plan (HIP) survey and how it can inform several local efforts to increase access to healthy food for low-income families.

**ROOM 121 - Farm to School and You!***Michaëlle Rehmann, FSEP (and friends)*

This session will look at what's happening in Farm to School and how you can get involved. We'll cover the recent passing of Child Nutrition Act, and discuss ways schools can build awareness through local food days, school fundraisers and schoolyard gardens.

**ROOM 123 - Beyond Direct Marketing: How to supply stores and institutions***Kevin Sharp, People's Food Co-op**Richard Andres, Tantré Farm**Jane Bush, FSEP**Adam Mitchel, Whole Foods Market*

This panel discussion will address the challenges small-scale local farmers face when trying to supply grocery stores and institutions, as well as the challenges that grocery stores face when trying to stock local produce to meet customer demand.

**ROOM 128 - The ABCs of Local Food, Planning, and Zoning***Megan Masson-Minock, AICP*

Participants will learn how municipal governments in Washtenaw County plan and zone land affecting the local food system – and how to influence local policy.

**ROOM 130 - What's Bromine Doing in your Burger? Toxics in our food***Jennifer Canvasser, Ecology Center*

Much of our food is processed and refined, or tainted by growth hormones, antibiotics, and toxic chemicals. This workshop will highlight the toxic chemicals common in food, suggest ways to reduce exposure, and discuss actions we can take at the state and federal level.

**AUDITORIUM - Storytelling through film***Chris Bedford, Filmmaker*

Film can be a powerful medium for raising awareness about and celebrating food. Discuss the art and science of creating effective films about food, and view some short films, including some of the submissions to the Good Food Film Festival on February 28.

**ROOM 101 - Four Season Farming in Hoophouses***Tomm Becker, Sunseed Farm*

Learn the basic concepts of hoophouse farming in the winter and how it can change our food system from Tomm, who runs a year-round CSA, Sunseed Farm, and worked as Production Manager for three years at the MSU Student Organic Farm.

**ROOM 103 - Small-scale Processing: Beyond cottage foods***David Klingenberg, The Brinery**Mary Wessel-Walker and Michelle Hartmann, Harvest Kitchen*

*Stefanie Stauffer, Nightshade Army Industries and MI Young Farmer Coalition*  
Local food entrepreneurs will share their experiences of becoming licensed to distribute their delicious processed foods, providing insight for other aspiring food businesspeople.

**ROOM 105 - Food Policy: Thriving people, thriving economy**

This invited working session will engage key stakeholders in a discussion of strategic goals and objectives of the nascent Washtenaw County Food Policy Council. The session is organized jointly by FSEP, Washtenaw County Public Health and Slow Food Huron Valley.  
*NOTE: Space is limited - please sign up at Registration.*

**ROOM 121 - Food as Medicine: Connections between food and health***Hillary Bisnett, Ecology Center/Health Care Without Harm**Corinna Borden Parker, author of I Dreamt of Sausage*

People everywhere are becoming more aware of the healing and preventive powers of good food. This panel discussion will draw on panelists' personal and professional experiences to discuss the connection between food and health – and healthcare.

**ROOM 123 - Going From the Farm to National Retail Sales***Charles Fry, American Sweet Bean Co.*

Charles will share his experiences as the largest grower of edamame in America, going from the farm to retail sales. After working as a high tech entrepreneur, Charles went back to the family farm with an innovative mindset. He'll explain what retail grocers and the food service industry expect of you and your product, and where all the money goes!

**ROOM 128 - Farm to Table Restaurants: Distribution, marketing, and customer education made simple***Karl and Cara Rosaen, Real Time Farms**Tim Redmond, Eat Local Eat Natural**Chef Maggie Long, Jolly Pumpkin**Chef Dan Vernia, Royal Park Hotel*

Real Time Farms is a web-based marketing tool that can help chefs highlight their local sourcing. Distribution company Eat Local Eat Natural can help chefs source foods from local farms. Hear how these efforts are helping create and promote farm-to-table menus.

**ROOM 130 - Michigan Wines: A taste and business success***Joel Goldberg, michwine.com and Ann Arbor Chronicle wine columnist*

Twenty-five years ago, a dozen small Michigan wineries made bad wines; today nearly 80 wineries use Michigan-grown grapes and other fruit to drive a \$300 million industry. How did we get here, and what can other food producers learn from their experience?

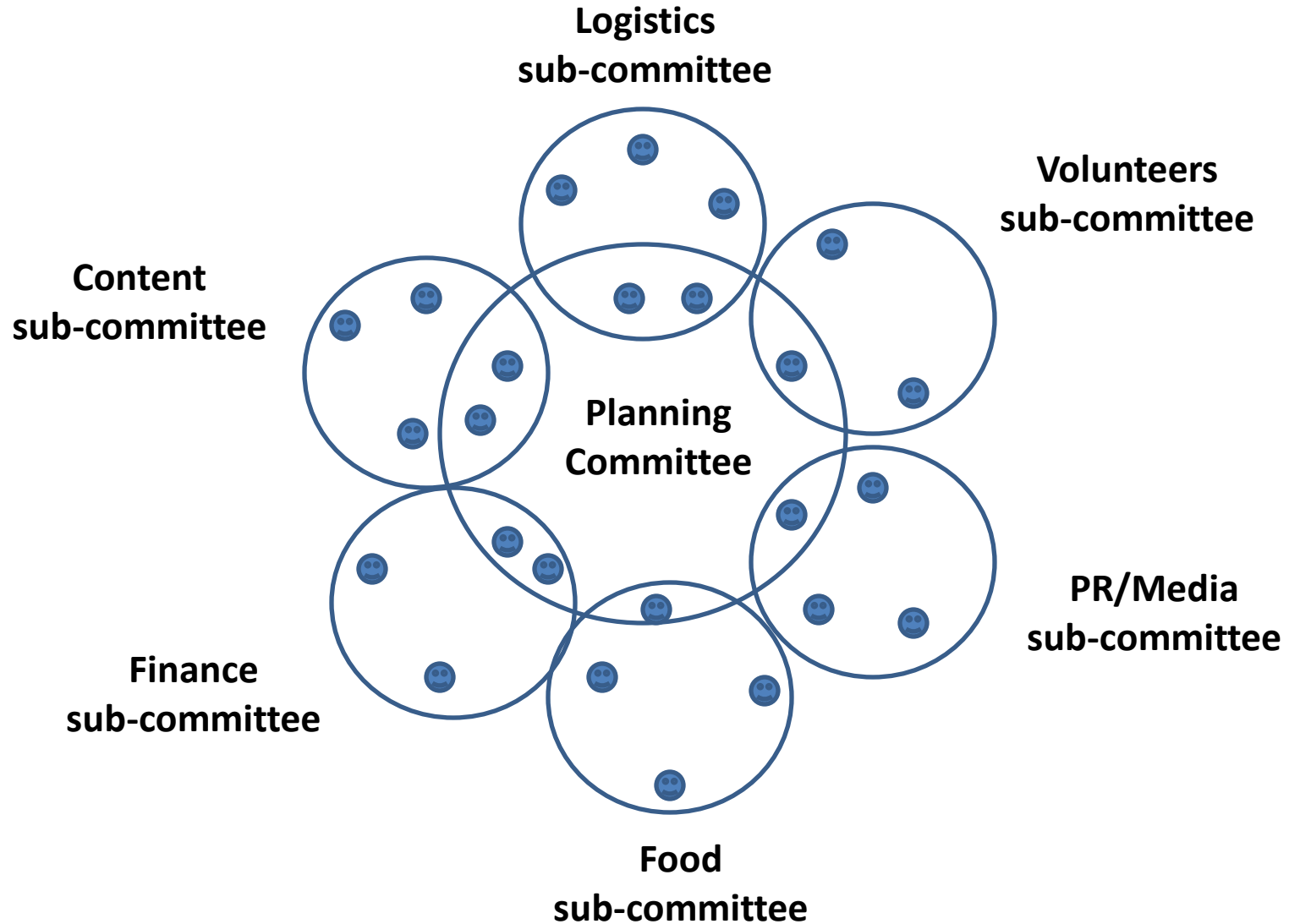
# Summit 2011 Attendance Snapshot

Ann Arbor 350  
Ann Arbor Called  
Ann Arbor Cooks  
Ann Arbor Tortilla Factory  
Anne Savage Photography  
Arbor Brewing Company  
Arborcycle  
Armstrong Acres  
Back Forty Acres, LLC  
BeWelle  
Brines Farm  
Capella Farm  
Careful Farmer, The Farm at St. Joe's  
Chelsea Community Kitchen  
City of Ann Arbor  
City of Ann Arbor Farmers Market  
Crumpany  
Dick's Pretty Good Garlic  
Downtown Home & Garden  
Dyer Family Organic Farm  
eat  
Eat Local Eat Natural  
Ecology Center  
Ed's Bread, Inc.  
Edible Avalon  
ENP & Associates  
Ethical Eating Team @ Unitarian Universalist Church  
Exploits of a Vegan Wannabe  
farrell fruit  
Food Gatherers  
Food System Economic Partnership  
Frog Holler Farm  
Grand Valley State University  
Green Toe Gardens  
Growing Hope  
Harvest Kitchen  
Healthy Solutions at Work  
Hickory Oak Farm  
holisticwisdom.org  
HomeGrown Festival  
jolly pumpkin cafe and brewery  
Law Office of Elizabeth Dahl MacGregor  
Living Stones Farm  
Local in Ann Arbor  
Locavorious  
Lunasa  
madaras design garden studio  
Mama Mofoods, LLC  
MHealthy

Michigan Nutrition Association  
Michigan Young Farmer Coalition  
Morgan & York  
MSU Extension Wayne County  
MSU Extension/AgBioResearch Advisory Council  
MSU Organic Farmer Training Program  
New Directions Youth Achievement Center  
Organic Manic  
Our Family Farm LLC  
Parmanian Acres  
People's Food Coop  
Preserving Traditions  
Project Grow Community Gardens  
Project Healthy Schools  
Real Time Farms  
Royal Park Hotel  
Saline Farmers' Market  
Savor Life Nutrition & Wellness LLC  
SELMA Café: Four Season Farmer Development Program  
Sierra Club  
Slow Food Huron Valley  
SOS Community Services  
Southeast Michigan Land Conservancy  
Steinhauser Farms  
Tantré Farm  
The Agrarian Adventure  
The Brinery  
The Conservation Fund  
The Guidance Center - Green Recover Project  
The Henry Ford  
The Johnson Hill Land Ethics Studio  
The Sage Dish  
Think Local First  
Three Dog Nursery  
Trillium Real Estate  
U-M Comprehensive Diabetes Center  
University Of Michigan Unions  
University of Michigan School of Public Health  
University of Michigan, Earth and Environmental Sciences  
VanderBee Farm Collective  
Washtenaw Community College  
Washtenaw County Public Health  
Westside Farmers Market  
Whole Foods Market  
Wishing Tree Gardens  
Woman's National Farm & Garden Association, Inc.  
Ypsi Garden Fair  
Ypsilanti Food Cooperative  
Zingerman's



# Summit Planning Structure



# Summit Planning Structure Roles

- Planning Committee maintains the vision, mission and goals of the Summit
- Sub-Committees makes sure vital tasks are completed
  - PR, invitations, media outreach, attendee/presenter recruitment
  - Content and summit program creation
  - Volunteer coordination
  - Food at the summit (secure donations and coordinate)
  - Finance - donations (food and \$), sponsorships, budget
  - Overall logistics of the summit (site coordination, registration)

# Summit Planning Commitment

- Being on the overall summit planning committee = 1-2hrs/week commitment early, 2-4hrs/week in month or so prior to summit. Committee meets in person.
- Being on a sub-committee that handles a portion of the summit = 1-2hrs/week commitment early, 2-4hrs/week prior to summit. Committee may meet in person, on phone, over email

# Summit Planning – The Road Ahead

- Summit planning committee will meet at least 2-3 times before New Year to review previous “Visioning” sessions, summit de-brief notes, and submitted (HomeWork) ideas to think about overall mission and goals for 2014 summit
- Sub-Committees begin forming now to brainstorm and gather ideas
- After New Year: Sub-Committees and Planning Committee meetings every other week

# Where do you fit in?

- Do you have an idea how you would like to be involved with summit planning?
- Do you have ideas you find really exciting for themes or components of the summit?

# Further Discussion / Brainstorm

- Are there common ideas regarding mission, goals, themes for Local Food Summit 2014?
- Are there common ideas regarding timing and venue for Local Food Summit?

# Thank You – Questions?

- Feel free to contact for further discussion or with any questions
  - Jason, [charlesfrenzel@gmail.com](mailto:charlesfrenzel@gmail.com)
  - Shannon, [brines@gmail.com](mailto:brines@gmail.com)
  - Kim, [kimbayer@gmail.com](mailto:kimbayer@gmail.com)