

2016 Michigan Good Food Summit
Good Food for All: The Road to 2020
October 28, 2016 • Kellogg Hotel and Conference Center, East Lansing, MI
Presented by the Michigan State University Center for Regional Food Systems

Breakout Sessions

10:45 a.m.

Concurrent Breakout Sessions Group #1

Track: Business & Entrepreneurship

Session 1: (Panel) Bringing Local Meat into the Good Food Dialogue

Room 106, Lobby Level

Moderator: Judith Barry, Michigan State University Center for Regional Food Systems, East Lansing, MI

Panelists:

Noel Bielaczyc, MLA, MSU Center for Regional Food Systems, East Lansing, MI

Grant Fletcher, System Director, Healthy Living & Sustainability, Bronson Healthcare, Kalamazoo, MI

Dennis Heffron, Owner/Operator, Heffron Farms, Belding, MI

Ted Vaughn, President/Owner, Tolman's Wholesale Meat, Hudsonville, MI

Most conversations about “Good Food” center on fruits, vegetables, grains, and value added products. Meat and poultry are often overlooked, despite the need for healthy protein and fat in the human diet, and the important role of livestock husbandry in Michigan’s diverse agricultural systems. This panel seeks to demonstrate how and why Good Meat can be synonymous with Good Food! The session will feature facilitated discussion between an institutional food buyer, a protein supplier, and a livestock producer, representing the entire local meat value chain. We will explore how and why businesses/ organizations should include local and regional meat in Good Food programs and sourcing goals and provide models for setting up viable systems to source and serve Good Meat.

Track: Farmers & Producers

Session 2: (Panel) Label, Label, What's on the Table?

Michigamme Room, Lower Level

Moderator: Vicki Morrone, Organic Farming Specialist, Michigan State University, East Lansing, MI

Panelists:

Vicki Zilke, Farm Manager, Zilke Vegetable Farm, Milan, MI

Randy Hampshire, Hampshire Farms

Brian Bates, BS, Owner and Farmer, Bear Creek Organic Farm, Petoskey, MI

Learn what different food certification labels mean for both consumers and producers. For each certification system, a farmer or processor will share his or her story of why they have invested in that label, what it means for their business, and what is the process they followed to obtain that certification and label. The labels and certifications that will be described include, USDA National Organic Program, Biodynamic, Fair Trade, and Local.

Track: Policy

Session 3: (Panel) Policy and Advocacy Approaches toward a Healthy Sustainable Food System

Lincoln Room, Lobby Level

Moderator: Gwendolyn Imes, Michigan Department of Health and Human Services, Lansing, MI

Panelists:

Markell Miller, Vice-Chair. Washtenaw County Food Policy Council and Director of Community Food Programs, Food Gatherers, Ann Arbor, MI

Winona Bynum, RDN, PMP, Executive Director, Detroit Food Policy Council, Detroit, MI

Amy Kuras, MSW, Policy and Research Program Manager, Detroit Food Policy Council, Detroit, MI

Germaine Smith, Chair, Pollinators Policy Action Team, Washtenaw County Food Policy Council and Owner, New Bee Apiaries and Pollinator Sanctuary, Ann Arbor Twp., MI

This session will highlight the varied work of two local food policy councils, including how policy priorities are identified, the process of informing a city's policy for food security and different examples of local efforts. We will also explore efforts to engage youth in working towards healthy, sustainable food systems and develop the next generation of food system leaders. Specific examples focus on removing barriers to participating in SNAP (formerly food stamps); supporting new and beginning local farmers; working with the County government on environmentally preferable purchasing policies; and promoting grounds keeping practices that support the preservation of pollinator habitats. These examples highlight the many ways the community can help shape and transform the local food system to make sure that it is supporting healthy, resilient neighborhoods, economies and ecosystems.

Track: Food Access, Food Justice & Equity

Session 4: (Panel) The Good Food Charter in Rural Michigan*

Room 103AB, Lobby Level

Moderator: Kendra Wills, MSU Extension Educator, Michigan State University Extension, Grand Rapids, MI

Panelists:

Kendra Gibson, RD, Nutrition Program Instructor, Michigan State University Extension, Scottville, MI

Freddie Rosado, Owner, Circle R Farms and Chairperson, Lake County Community Food Council, Branch, MI

Meryl Smith, CLS, MA, RD, WIC Supervisor and Project Manager, District Health Dept. #10, Ludington, MI

Anne Bianchi, MS, RD, WIC Director, District Health Dept. #10, Cadillac, MI

Like many rural communities, Lake County is challenged by high levels of unemployment. Over 40% of children in the county live in poverty and many suffer from many chronic health conditions tied to obesity. The District Health Department #10 and Michigan State University Extension have secured significant federal grant resources over the past two years to organize community leaders around specific projects to create a positive culture of health in the community. These projects have engaged youth, mothers, restaurants, food pantries, farm stands, grocery stores, business leaders and local government officials. Participants attending this session will walk

away with specific ideas of how they can create a Good Food culture in their rural community

Session 5: (Panel) Creating Greater Access to Fruits and Vegetables through Innovative Programs at Farmers Markets

Riverside Room, Lower Level

Moderator: Lori Yelton, MS RDN, Nutritionist, Food and Dairy Division, Michigan Department of Agriculture and Rural Development

Panelists:

Sydney Debien, BA, Food Access Coordinator, Michigan Farmers Market Association, East Lansing, MI

Renaë Hesselink, Program Manager, Muskegon Farmers Market, Muskegon, MI

Bethany Beachum, Food Navigator, Michigan Farmers Market Association, East Lansing, MI

Farmers markets create greater access to fruits and vegetables. This session will highlight two innovative programs at Michigan farmers markets that seek to create awareness of farmers markets and increase access to and consumption of fruits and vegetables. In collaboration with the Michigan Fitness Foundation, the Michigan Farmers Market Association (MIFMA) has created a Food Navigator program to place Navigators in 8 farmers market that accept food assistance benefits to create greater awareness of the market, to help shoppers navigate the market, and to assist the market in establishing partnerships with SNAP-Ed providers. The Muskegon Farmers Market launched the Power of Produce Club for Kids, ages 3-13 in 2014 with a purpose of promoting healthy eating through providing \$2 worth of tokens each week to purchase fruits and vegetables and to create future shoppers of the market. Join this session to learn about these programs, how they were implemented and lessons learned.

Track: Organizational Development

Session 6: (Workshop) Evaluating Food Systems Change through Stories: A Hands-on Workshop

Room 105AB, Lobby Level

Moderator: Rachel Kelly, Michigan State University Center for Regional Food Systems, East Lansing, MI

Panelists:

Lilly Fink Shapiro, MPH, Lead Evaluator, University of Michigan, Ann Arbor, MI

Lesli Hoey, PhD, Assistant Professor of Urban and Regional Planning, University of Michigan, Ann Arbor, MI

Sue Ann Savas, MSW, Clinical Assistant Professor, School of Social Work, University of Michigan, Ann Arbor, MI

This workshop will teach participants how to implement the “Most Significant Change” (MSC) method, an evaluation approach for identifying emerging successes and lessons of complex, multi-stakeholder initiatives. Repeated over time, MSC exercises help collect numerous stories, engaging many stakeholders in a dialogue to agree on the most significant changes. The process itself helps build common ground by clarifying values and expectations, elucidating theories of change, and charting future directions. Workshop attendees will participate in a hands-on MSC session to tell their own food systems change stories while learning how to facilitate the method in their organizations and communities. Presenters will share several modifications to adapt the traditional MSC approach for use in project evaluations facing time, resource and capacity constraints, and will discuss how the stories can be analyzed and communicated.

Track: Engaging Youth

Session 7: (Workshop) Developing and Building Organizational Capacity for Youth Involvement

Room 104AB, Lobby Level

Moderator: Meghan McDermott, Policy Specialist, Groundwork Center for Resilient Communities, Traverse City, MI

Panelists:

Anita Singh, Youth Programs Coordinator, Keep Growing Detroit, Detroit, MI

Angela Abiodun, Program Director, Detroit Food Academy, Detroit, MI

Damanique Stinson, Sa’naya Davis-Jones and Doriawn Rogers, Keep Growing Detroit Youth

Sarah Scarborough, Detroit Food Academy Youth

Youth are our future and it is essential that we engage them in our work toward good food for all! In this workshop, we will facilitate ways to build organizational capacity for young people, develop organizational structures and discuss relationship building with young people.

Session 8: Lightning Session

Auditorium, Lobby Level

This session will consist of nine short presentations on a variety of topics.

Moderator: Kathryn Colasanti, Michigan State University Center for Regional Food Systems, East Lansing, MI

8A: Finding a Market for Your #2s

Kath Clark, Food Programs Manager, Food Bank Council of Michigan, Lansing, MI

Hear how 18 million pounds of Michigan grown produce is distributed throughout Michigan to families and individuals who are food insecure.

8B: Michigan Good Food Fund: Successes and Opportunities

Nick McCann, Agricultural Specialist, Michigan State University Center for Regional Food Systems, East Lansing, MI

Learn how the Michigan Good Food Fund is growing good food businesses across the state and value chain, while promoting healthy food access, entrepreneurship, and racial equity in the food system and beyond.

8C: Spatial Population and Asset Representations Guide for Public Health Program Planning (How do you find what you need?)

H.C. Michelle Byrd, PhD, MPH, Diabetes and Obesity Epidemiologist, Michigan Department of Health and Human Services, Lansing, MI

Learn about a method for developing a visual community profile of food environment scores and community resources.

8D: Cultivating Opportunity: Land Transfer Tools to Support Land Access for Beginning Farmers

Sam Plotkin, Farm Programs Manager, Leelanau Conservancy, Traverse City, MI

Learn about cutting edge tools to help beginning farmers find and purchase property.

8E: From Seed to Plate: A Farm to Institution Journey

Becky Kwasteniet, Food Program Manager, Baxter Child Development Center, Grand Rapids, MI

Here one's story of how Farm to Institution in Michigan is connecting with Michigan growers and food vendors to teach children healthy eating habits by putting local, fresh, scratch-made food on the plates of children.

8F: Harnessing the Power of Data to Help Michigan's Local Food System Thrive

Andy Bass, Chief Technology Officer, Local Orbit, Ann Arbor, MI

Get a visual overview of supply chain data in action - from menu development to transportation optimization - in support of increasing local procurement among Michigan institutions.

8G: Eat Safe Fish

Laura Gossiaux, MPH, BSN, Health Educator, Michigan Department of Health and Human Services, Lansing, MI

Learn about the health benefits and risks of eating fish from Michigan waters and how to use Eat Safe Fish Guidelines to choose fish lower in chemicals.

8H: Addressing Food Insecurity with a Local Food System

Cary M. Junior, General Manager, SouthEast Michigan Producers Association, Royal Oak, MI

Hear about a producer cooperative that focuses its marketing on serving insecure areas through Detroit area institutions and retailers.

8I: Traditional Foods in the USDA Food Distribution Program

Joe Van Alstine, President, National Association of Food Distribution Programs on Indian Reservations, Harbor Springs, MI

Re-introducing Native food traditions through foods in the FDPIR could not only have cultural benefits, but may improve public health among Native communities.

2:35 p.m.

Concurrent Breakout Sessions Group #2

Track: Business & Entrepreneurship

Session 9: (Panel) As Local Goes Mainstream, What Is Your Good Food Business' Real Value Proposition?

Room 104AB, Lobby Level

Facilitator: **Noel Bielaczyc, MLA**, MSU Center for Regional Food Systems, East Lansing, MI

Panelists:

Erika Block, Founder and CEO, Local Orbit, Ann Arbor, MI

Evan Smith, Chief of Operations, Cherry Capital Foods, Traverse City, MI

Jackie Victor, Co-Founder and CEO, Avalon International Breads, Detroit, MI

Supply chains are in the early stages of significant transformation. Mission driven food businesses are in a unique position to shape supply chain transformation and to do well, by doing good. As mainstream market adoption for local food grows, these businesses face risks, as well as opportunities - from both external and internal pressures. This will be an interactive conversation about the shifting local food landscape, focused on helping businesses identify, articulate and capitalize on their business value proposition.

Track: Farmers & Producers

Session 10: (Panel) Bridging the Gaps and Beyond in Food Safety

Room 106, Lobby Level

Moderator: **Marty Gerencer**, Principal, Morse Marketing Connections, LLC, Norton Shores, MI

Panelists:

Phil Tocco, Preharvest Food Safety Educator, MSU Extension, Jackson, MI

Tim Slawinski, Emerging Issues Specialist, Food and Dairy Division, Michigan Department of Agriculture and Rural Development, Lansing, MI

Phil Britton, GroupGAP Coordinator, Cherry Capital Foods, Traverse City, MI

This session will provide you the opportunity to hear from a panel of individuals that work with farm food safety issues and have worked together to provide support for farms working to improve the food safety efforts on their farm and comply with food safety regulations and certification programs. Presentations and discussions will focus on the basic areas of consideration for farm food safety, the Food Safety Modernization Act (FSMA) and what it means for growers, the On-Farm Readiness Review self-assessment for FSMA and considerations for determining if GroupGAP is right for you.

Track: Policy

Session 11: (Panel) Farmland Conservation Model for Beginning Farmers and Local Food Networks

Michigamme Room, Lower Level

Moderator: Cynthia Price, Greater Grand Rapids Food Systems Council, West Michigan

Panelists:

Julie Stoneman, Associate Director, Heart of the Lakes, Bay City, MI

Sam Plotkin, Farm Programs Manager, Leelanau Conservancy, Traverse City, MI

Brian Bourdages, Program Manager, Tamarack Holdings, Traverse City, MI

We need farms and farmers to meet the 2020 goals of the Michigan's Good Food Charter. Beginning with a statewide context of current trends (farmland loss, aging farmers, the shift away from intergenerational transfers, and land access barriers to young farmers), the panel will present an emerging model of innovative farmland conservation in northwest Lower Michigan. A suite of private sector programs can lower barriers for beginning farmers, address farmland succession issues, bolster agricultural businesses,

and help meet the goals of the Northwest Michigan Food and Farming Network and the Good Food Charter. Highlighted programs include FarmAbility, Farm Links, succession planning for farmers, and a new Farmland Investment Program. Audience participants will help identify opportunities and challenges to implementing similar work in their regions.

Track: Food Access, Food Justice & Equity

Session 12: (Panel) Faith Communities for Just Food

Room 105AB, Lobby Level

Moderator: Judith Barry, Michigan State University Center for Regional Food Systems, East Lansing, MI

Panelists:

Sue Salinger, Director, Hazon Detroit, Bloomfield Hills, MI

The Rev. Nurya Love Parish, M.Div., Co-founder and Executive Director, Plainsong Farm, Rockford, MI

Emma Garcia, Co-Director, Access of West Michigan, Grand Rapids, MI

Faith communities engage the food justice movement in many ways. In the Jewish world, Hazon is an international leader developing synagogue-based and farm-based immersive education on faith, sustainability, and good food. They have recently opened a Metro Detroit office bringing programs to Southeast Michigan. In the Christian world, Plainsong Farm - inspired by Hazon - is developing a network of leaders engaged in both charitable food and sustainable agriculture ministries. Access of West Michigan brings together diverse faith communities throughout Kent County to meet the Michigan Good Food Charter goals. Each of these organizations provides resources and ideas which can be adopted by faith communities throughout Michigan and their partners to advance the Michigan Good Food Charter goals.

Track: Food Access, Food Justice & Equity

Session 13: (Workshop) Food Justice and How to Grow It

Lincoln Room, Lobby Level

Moderator: Kathryn Colasanti, Michigan State University Center for Regional Food Systems, East Lansing, MI

Panelists:

Stelle Sloomaker, BA Communications Manager, Our Kitchen Table, Grand Rapids, MI

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

Joanna Brown, Our Kitchen Table, Grand Rapids, MI

Food apartheid exists in our communities—and that's where the work of food justice begins. Learn what food justice is, why we need it and how Our Kitchen Table's model is growing in Grand Rapids with food gardens, a farmers' market, popular education and policy work.

Track: Organizational Development

Session 14: (Workshop) Understanding the "Work of Leaders" on the Road to 2020

Room 103AB, Lobby Level

Moderator: Jonathan Wilson, County of Muskegon, Muskegon, MI

Panelists:

Kristine Ranger, M.Ed., Agri-food Systems Consultant, The Learning Connection, Dewitt, MI

Come learn tangible steps based on best practices that will improve your ability to lead the Good Food Movement and your own organization towards the 2020 goals. Emphasis will be placed on the skills, behaviors and knowledge required to build alignment and champion execution of the shared vision for Good Food. Leaders will also gain an understanding of how organizational health will impact this process (only one leader/organization please). ***There are prerequisites for this session.***

Track: Engaging Youth

Session 15: Connecting Kids to Healthy Food in School

Riverside Room, Lower Level

Moderator: Terry McLean, MSU Extension Community Food Systems Educator and FoodCorps Michigan State Partner Supervisor, Michigan State University Extension, Flint, MI

Panelists:

Monica DeGarmo, Program Manager, Office of School Nutrition, Detroit Public School Community District, Detroit, MI

Brook Juday, FoodCorps Service Member, Office of School Nutrition, Detroit Public School Community District, Detroit, MI

Jeff Martin, FoodCorps Michigan Fellow, MSU Extension Community Food Systems, Flint, MI

LaBria Lane, FoodCorps Service Member, Crim Fitness Foundation, Flint, MI

The goal of the workshop is to provide resources, road maps, and ideas for how farm to school efforts can expand beyond serving students, but also providing resources and tools for families to practice healthy eating at home. Efforts in Detroit and Flint school districts will be featured.

The Detroit School Garden Collaborative will highlight a brief history of their program and the community engagement programming they are doing with schools and their families. In Flint's public schools, service members had extra duty this past year due to the Flint water crisis, and were continually including updated information for students to take home to their families on simple ways to fight lead exposure. Encouraging healthy eating habits were also a big part of curriculum, and made their roles even more vital to the community. Resources and best practices will be shared.

Session 16: Lightning Session

Auditorium, Lobby Level

This session will consist of nine short presentations on a variety of topics.

Moderator: **Lindsey Scalera**, Ecology Center, Ann Arbor, MI

16A: Exploring the Incubator Farm Model as Part of Local, Regional and National Food Systems

Ben Sommers, Lansing Roots Program Manager, Greater Lansing Food Bank, Lansing, MI

Learn about the Incubator Farm Projects across the country and how local incubator farm programs are leaders in the national movement and are working towards the goals of the Good Food Charter.

16B: Healthy Corner Stores

Tracy E. Thompson, MPH, Program Director, Child Health Alliance for Research in Michigan, Dept. of Epidemiology and Biostatistics, Michigan State University, East Lansing, MI

Can changes made in healthy corner store projects be sustained after funding ends? Hear results from three stores.

16C: Making the Most of Your Incubator Kitchen

Aaron Egan, Head Chef EMC and Kitchen Manager, Eastern Market Corporation, Detroit, MI

Hear about effective programs involving food entrepreneurs, educators and together how it positively impacts the market.

16D: 10 Cents a Meal for School, Kids and Farms

Diane Conners, BS, Senior Policy Specialist, Groundwork Center for Resilient Communities, Traverse City, MI

What difference can a dime make? Learn the impact a matching incentive program can have for food service, kids and Michigan's agricultural sector, as well as a related new state pilot project.

16E: Food as Medicine: A Community Approach

Vivien McCurdy, RDN, MPA, Director for Food Safety and Nutrition, Kalamazoo Valley Community College, Kalamazoo, MI

Hear about the Kalamazoo Valley Community College Medical Culinary Program, which strives to germinate a community approach to "food as medicine" -- improving the long-term health and quality-of-life of the community.

16F: Feeding the Future: Constructing Development and Testing of a Food Paradigm Scale

Maria Cotter, Undergraduate Researcher, Food Science, Michigan State University College of Agriculture and Natural Resources, East Lansing, MI

Hear about a new psychometric instrument that could be used to determine a person's food paradigm by measuring the values they hold regarding their food.

16G: Roadmap to Reduce U.S. Food Waste Report

Nicole Chardoul, PE, Principal and Vice President, Resource Recycling Systems and , Chair, Washtenaw County Food Policy Council, Ann Arbor, MI

Learn about the first-ever national economic study of food waste and how it's recommendations can catalyze more than 15,000 new jobs, recover nearly two billion meals for the hungry, and achieve significant reductions in our national water use and greenhouse gas emissions.

16H: Risks vs. Benefits in Tribal Commercial Fish Harvest

Mike Ripley, B.Sc., Environmental Coordinator, Chippewa Ottawa Resource Authority (CORA), Sault Ste. Marie, MI

CORA has been monitoring tribally harvested fish from 1836 Treaty ceded waters of Lakes Michigan, Huron and Superior for the past 25 years and has documented not only a remarkable decline in contaminants, but more recently has shown that Great Lakes fish contain significant amounts of poly-unsaturated fatty acids (PUFAs) including Omega-3 Fatty Acids that have many nutritional benefits.

16I: Measuring Impact for Farmers Market Success

Amanda Maria Edmonds, Executive Director, Growing Hope and Mayor, City of Ypsilanti, Ypsilanti, MI

Learn about the Michigan Farmers Market Association's Economic Impact pilot study with eight rural markets around the state. The power of market evaluation, shared measurement and its ability to make farmers markets recognized as the deep agents of change we know them to be will be highlighted.