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

WORKING AGENDA

**Monday, October 27**

4:00 – 5:00 P.M.

**Networking Reception**

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!**

*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. (tentative)

**Tuesday, October 28**

8:00 – 9:00 A.M.

**Registration**

**Breakfast with the Exhibitors**

9:00 – 9:30 A.M.

**Welcome and Opening Remarks**

*Dru Montri,* PhD, Michigan Commission of Agriculture and Rural Development

9:30 – 10:00 A.M.

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

*Betti Wiggins,* Executive Director, Detroit Public Schools

*Barbara Norman,* Farmer and Community Organizer, Barbara Norman Blueberry Farm

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 – 10:20 A.M.

**Video Collage:** Stories from the Field

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.

**Session #1:** Attracting Money: Creative Local Sourcing Strategies

*Facilitator:* Marcy Bishop Kates, Owner/Manager, Incu-Bake, LLC

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
FACILITATOR: Lori Yelton, Michigan Department of Agriculture and Rural Development
PANELISTS:
Nancy Nyquist, Market Development Specialist, Michigan Department of Agriculture and Development
Traci Smith, USDA- Rural Development
Dean Baas, NCR SARE State Coordinator for Michigan
Kate Nault, Michigan Department of Community Health
Amanda Segar, Michigan Farmers Market Association
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, SARE and MDCH as well as lessons learned from a grantee’s perspective.

Session #3: Land Tenure and Farmland Preservation - Urban and Rural
FACILITATOR: Cynthia Price, Greater Grand Rapids Food System Council
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.

Session #4: Making Change: Youth Leaders in Food Careers and Entrepreneurship
FACILITATOR: Daniel Marbury, FoodCorps Michigan
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 four 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
FACILITATOR: J. R. Reynolds, Good Food Battle Creek
PANELISTS:
Myra Lee, Detroit Food Policy Council; Detroit Food Justice Taskforce
Noam Kimmelman, Fresh Corner Cafe; Foodlab Detroit
Lisa Oliver-King, Our Kitchen Table
Barb Smutek, Federally Recognized Tribes Extension Program, Michigan State University Extension
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
FACILITATOR: Kathryn Colasanti, MSU Center for Regional Food Systems
PANELISTS:
Chris Broadbent, People’s Co-op of Kalamazoo, Kalamazoo Farmers Market
Lisa Uganski, Ottawa County Department of Public Health, Ottawa County Food Policy Council
Dru Montri, Michigan Farmers Market Association, Hoophouses for Health
Adam Montri, MSU Center for Regional Food Systems, Hoophouses for Health
Meredith Freeman, Fair Food Network, Michigan Good Food Fund
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
FACILITATOR: Vicki Morrone, MSU Center for Regional Food Systems
This session will feature four 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

FACILITATOR: Karen Sturdivant, MSU Center for Regional Food Systems

PANELISTS:
Rich Pirog, MSU Center for Regional Food Systems
Natasha Lantz, Marquette Food Co-op, UP Food Exchange
Michelle Walk, MSU Extension, UP Food Exchange

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 poising 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: Dr. Ruben Martinez, Director, Julian Samora Research Institute

PANELISTS:
Dr. Alicia Farris, Director, Restaurant Opportunities Center - Michigan
Filiberto Villa, President, Farmers on the Move
Tom Thornburg, Managing Attorney, Migrant Farmworker Legal Services (invited)

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, Ph.D., President and CEO, Fair Food Network

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.