

SAVE THE DATE: OCTOBER 28, 2016



GOOD FOOD
for all
THE ROAD TO 2020

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

Working Agenda

8:00 a.m. Registration, Breakfast with Exhibitors

9:00 a.m. **Welcome and Opening Remarks**
Facilitator and Emcee for the day: Stephen Arellano - invited

Senator Debbie Stabenow (invited)

9:10 a.m. **Facilitated Networking: An opportunity to meet someone new**

9:30 a.m. **Keynote Panel: Perspectives on the Road to 2020: Where We've Come and Where We're Going**

- **Chuck Wolford, MA, MBA, PhD**, Food Service and Purchasing Consultant, Wayne Regional Educational Service Agency, Wayne, MI
- **Devita Davison**, Marketing and Communication Director, FoodLab Detroit
- **Brian Bates, BS**, Owner and Farmer, Bear Creek Organic Farm, Petoskey, MI

10:10 a.m. **Video 1: The Michigan Good Food Charter Goals in Kalamazoo**

10:15 a.m. Break with Exhibitors

10:45 a.m. **Concurrent Breakout Sessions Group #1**

Track: Business & Entrepreneurship

Session 1: (Panel) Bringing Local Meat into the Good Food Dialogue
Noel Bielaczyc, MLA, Food Hub and Meat Value Chain Specialist, 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
(invited)

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?

Vicki Morrone, Organic Farming Specialist, Michigan State University

Vicki Zilke, Farm Manager, Zilke Vegetable Farm

Linda Jackson, Biodynamic Farmer

Fred Monroe, Organic Farmer and Manager, Monroe Organic Farm

Jody Tettril, Co-owner, Higher Grounds Coffee

Each presenter will share an overview of their business and include why they chose the given label: fair trade, organic, biodynamic, and local. They will also explain briefly what it means or the process required to earn that label such as farm procedures, record keeping, processing and certification process. They will conclude with the markets they supply and how the label impacts this/these markets.

Track: Policy

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

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

Kendra Wills, MSU Extension Educator, MSU Extension

Kendra Gibson, Nutrition Program Instructor, MSU Extension

Meryl Smith, 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

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

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

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

Lori Gomez-Payne, Market Master, 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

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 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: Developing and Building Organizational Capacity for Youth Involvement

Anita Singh, Youth Programs Coordinator, Keep Growing Detroit

Angela Abiodun, Program Director, Detroit Food Academy

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

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

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: Healthy Corner Stores

Tracy E. Thompson, Program Director, Michigan State University

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

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
TBA, Michigan Farm to Institution Network

Hear one story of how farm to institution in Michigan is helping connect supply chain partners with institutional buyers, resulting in more fresh, locally-grown food on the plates of Michigan residents.

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

The producer cooperative focuses its market 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.

Noon

Lunch

1:00 p.m.

Performance: SEEDS "The Quest" program

1:15 p.m.

Keynote Address: Good Food for All: The Journey and the Destination
Shirley Sherrod, Executive Director, Southwest Georgia Project for Community Education

2:15 p.m.	Video 2: The Michigan Good Food Charter Goals in the Upper Peninsula
2:20 p.m.	Break with Exhibitors
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?

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

Michelle Walk, Community Food Systems Educator & Co-Lead U.P. Food Exchange, MSU Extension, Sault Ste. Marie, MI

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

Tim Slawinski, Emerging Issues Specialist, 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 and Farming: Conservation Model to Help Beginning Farmers and Local Food Networks

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

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.

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

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

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

Marcia Carothers, Famer's Market Manager and Cooking Coach, 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

Kristine Ranger, MA, 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:

Session 15: TBA

Session 16: Lightening Session

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

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

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: Spatial Population and Asset Representations Guide

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

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

16C: Making the Most of Your Incubator Kitchen

Anika-Kafi Summers Grose, M.Ed., Detroit Kitchen Connect Program Coordinator, Eastern Market Corporation, Detroit, MI

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 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, Chair, Resource Recycling Systems, Washtenaw Food Policy Council, Ann Arbor, MI

Learn about the first-ever national economic study of food waste and how it's recommendations 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.

3:50 p.m. Break with Exhibitors

4:10 p.m. **Video 3: The Michigan Good Food Charter Goals in Flint**

4:15 p.m. **Closing Keynote and Wrap Up**
J.R. Reynolds, BS, Coordinator, Good Food Battle Creek, Battle Creek, MI

5:00 p.m. Adjourn