



Food System Economic Partnership  
705 N. Zeeb Rd, PO Box 8645  
Ann Arbor, MI 48107-8645



## FOOD SYSTEM ECONOMIC PARTNERSHIP C O N F E R E N C E



Building a better food system  
in Southeastern Michigan!



Thursday, June 24, 2010

Jackson Area Career Center  
6800 Browns Lake Road  
Jackson, MI 49201

2:15 - 3:15

Concurrent Sessions (Select One)

### M. Monroe County Youth Farm Stand Project: Growing Good Food and Great Kids

**Brenda Reau, County Extension Director, Monroe County MSU Extension.** Learn about how the Monroe County Youth Farm Stand Project is creating fresh food access, improving the diets of youth, developing green space and facilitating neighborhood pride.

### N. Michigan Neighborhood Food Movers Fresh Delivery Program

**Warren Thomas, Keith Love and Greg Bostic, Owners, Field of Our Dreams Mobile Market and Lisa Johanon, Owner, Peaches and Greens.** Local entrepreneurs from Detroit will share how they have collaborated with the State of Michigan in developing mobile markets to provide greater access to fresh fruits and vegetables.

### O. Gaining Ground for Local Foods through Co-operatives

**Michaëlle Rehmann, FSEP Farm to Food Service Director and Jane Bush, FSEP Business Development Specialist.** There will be a discussion of how both farmers and food service directors can benefit from building co-operatives.

### P. Eat WashTENaw!

**Jeff McCabe and Rachel Chadderdon, Organizer of HomeGrown Local Food Summit.** Learn about this local campaign with the goal of sourcing 10% of the food eaten in Washtenaw County from the local foodshed within ten years.

### Q. Lessons Learned from Thriving Local Operations

**Kris Hirth, Owner, Old Pine Farm, Jonathon Goetz, Owner, Goetz Farms and Michelle Hartmann, Harvest Kitchen.** Hear first hand from business owners how they are meeting the growing demand from consumers for local food options.

## PARTICIPATING ORGANIZATIONS

Agrarian Adventure  
C.S. Mott Group for Sustainable Food Systems at MSU  
Eat Local Food, LLC  
edible WOW  
Gould Farms  
Jackson County  
Legacy Land Conservancy  
Lenawee County  
Locavorous  
Michigan Coalition of Black Farmers  
Michigan Farmers Union  
Monroe County  
MSU Extension  
MSU Product Center for Agricultural and Natural Resources  
Slow Food Huron Valley  
State of Michigan—DELEG  
SYN Associates LLC  
The Conservation Fund  
The Henry Ford  
University of Michigan  
Washtenaw County  
Wayne County  
Zingerman's Community of Businesses

## SPONSORS

C.S. Mott Chair of Sustainable Agriculture  
SYSCO Food Services of Detroit  
USDA Rural Development

For more information on registration,  
sponsorship and directions to the conference,  
please visit [www.fsepmichigan.org](http://www.fsepmichigan.org)



CONFERENCE OBJECTIVE

Participants will gain an understanding of the local food system and explore opportunities for growth in production, processing, distribution, sales and consumption of local foods.

8:30 - 9:30 am

Registration

9:30 - 10:30 am

Concurrent Sessions (Select One)

**A. Michigan Made Specialty Food Products: From Concept to Launch**

**Dianne Novak - Specialized Services Coordinator and Frank Gublo, Ag Innovation Counselor, MSU Product Center.** Do you have a great idea for a food product? This session will give an overview of what you need to do to produce and sell your product and develop a successful business.

**B. Food and Agriculture Policy for Michigan: How You Can Use the Michigan Good Food Charter**

**Kirsten Simmons, Executive Director, Michigan Food Policy Council and Kathryn Colasanti, Academic Specialist, C.S. Mott Group for Sustainable Food Systems - MSU.** Learn about Michigan's Good Food Charter and how it was developed; examine strategies to move our state forward by engaging political candidates and community leaders in discussion about Good Food opportunities.

**C. Utilizing MarketMaker to Buy and Sell Local Food Products**

**Tom Kalchik, Associate Director, MSU Product Center.** MarketMaker is a powerful on-line tool to connect customers interested in local food products to producers of those products. Businesses who would like to register with MarketMaker will be given an opportunity to complete the process while attending the conference.

**D. Get Creative: Marketing Local Foods in Schools**

**Michaëlle Rehmann, FSEP Farm to Food Service Director, and Joan Tobin, Owner, Eat Local Food LLC.** Gain ideas of marketing school food service programs within the community and how to engage students, school administrators, teachers, families, local farmers and community leaders. Learn how marketing local food in school meal programs can be a positive educational experience!

**E. Savor Local Flavors in Jackson Michigan!**

**Heather Price, Owner, Sandhill Crane Winery and John McLaughlin, Owner McLaughlin Farms.** Two successful entrepreneurs in the Jackson area will share how their businesses are meeting the consumer demand for locally produced foods

**F. Farmland Preservation and Land Acquisition Options for Local Farmers**

**Ginny Trocchio, Project Director, The Conservation Fund/Ann Arbor Greenbelt.** This session will present an overview of the Ann Arbor Greenbelt Program, how the program works with similar locally funded programs in Washtenaw County, how the program is working with farmers and what has been accomplished.

10:45 - 11:45

Concurrent Sessions (Select One)

**G. Integrating Farm to School into Your School**

**Michaëlle Rehmann, FSEP Farm to Food Service Director.** The food system cross all disciplines and can be used to reinforce lessons learned in other aspects of the school day. Learn how Farm to School can tie together many school programs and initiatives and help improve the health and well-being of students.

**H. Community Supported Agriculture: A Winning Combination for Farmers and Consumers**

**Panel of local CSA operators moderated by Debi Weiker, FSEP Leadership Team Member.** Learn about how the CSA model works from both the perspective of farmers and consumers. Their will be a discussion of successes and barriers from a variety of CSA owners.

**I. Preserving the Local Harvest without Processing**

**Jennie Stanger, Consumer Horticulture Educator, Monroe County MSU Extension.** Learn methods of

indoor and outdoor storage of fresh fruits and vegetables to be able to enjoy home grown produce beyond the growing season.

**J. Food Safety on the Farm**

**Phil Tocco, Extension Educator, Jackson County MSU Extension.** Explore perceptions of safe food and participate in a discussion of food safety, where it begins, where it ends and the responsibilities of each member in the food system.

**K. Getting Local Food to Customers: Perspectives from Multiple Points in the Supply Chain**

**Moderated by Victoria Bennett of Washtenaw Community College.** Ever wonder how farmers, local food businesses, independent groceries and restaurants get local food from the fields to the customer? Attend this session to hear stories from the people who do it every day.

**L. The Internet as Toolshed: How to Choose the Right Tool for the Job.**

**Erika Block, Founder of Local Orbit.** This workshop explores online tools and services that can help build your farm or food business. Erika will cover social media basics along with demonstrating Local Orbit, a new online service that supports independent food production and local economies.

11:45 - noon

Visit Exhibits and Silent Auction

Noon - 1:15

Seasonal Local Food Lunch and Networking

1:15 - 2:00

Keynote Presentation

**Michael Sands on identifying and developing our next generation of farmer entrepreneurs.** Sands is Executive Director of the Liberty Prairie Foundation, a private operating foundation dedicated to providing leadership in natural resource management and land conservation in northern Illinois. He also founded and runs the Farm Business Development Center, a business incubator for beginning organic farmers committed to creating financially rewarding and ecologically healthy farm businesses in the suburban landscape.

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Cost includes materials, attendance at sessions, and lunch. There are NO refunds. Those who make reservations by phone but do not attend will be responsible for payment.

- Early registration with payment: \$40 (must be postmarked by June 8)
- Registration June 8 and after as space permits, \$50
- Full-time student registration: \$40 (payable at door, ID required).
- No walk-in registrations will be accepted.
- Please make checks payable to Food System Economic Partnership or register on-line at [www.fsepmichigan.org](http://www.fsepmichigan.org)
- For questions/registration, contact Melissa Draganic at (734) 240-3180 or e-mail [Melissa\\_Draganic@monroemi.org](mailto:Melissa_Draganic@monroemi.org).
- Interested in exhibiting? Please call or e-mail Jennifer Fike at (734) 222-6859 or [fikej@fsepmichigan.org](mailto:fikej@fsepmichigan.org)

Check to publish your information in our listing of conference attendees.

Please indicate your top 3 break-out session preferences by letter: \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_ (interest preference only to determine session space availability)

Name \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone Number \_\_\_\_\_

E-Mail \_\_\_\_\_

Mail registration and check payable to Food System Economic Partnership to:

Monroe County MSU Extension  
963 S. Raisinville Rd.  
Monroe, MI 48161