

# Action Steps

"Setting goals is the *first step* in turning the invisible to the *visible*."  
-Tony Robbins

- What is your why?
- What do you want to do?
- What impacts will you make?
- Who will you impact?

| What will be your <i>first steps</i> ? | by when? |
|--|----------|
| 1.                                     | →        |
| 2.                                     | →        |
| 3.                                     | →        |



## COMMUNITY FOOD SYSTEMS Annual Event | 2019

March 29<sup>th</sup>, 2019 | Des Moines, Iowa

Ramada Tropic Resort and Conference Center



# Agenda

- 8:00 am Registration & Networking  
9:00 am Welcome & Poster Lightning Round  
9:45 am **Keynote**  
*Capacity Development* | Sommer Sibilly-Brown  
Virgin Islands Good Food Coalition, Inc.
- 10:15 am Networking Break  
10:30 am Award and Certification Panels  
10-state panel | food systems certification
- 
- 12:00 pm **Lunch & Keynote**  
*What is Happening in Local Foods?* | Arthur Neal  
USDA Agriculture Marketing Service
- 
- 1:10 pm Breakout Session 1  
2:10 pm Breakout Session 2  
3:10 pm Breakout Session 3  
4:10 pm **Capnote**  
*Creating Momentum* | Courtney Long  
Iowa State University Extension and Outreach
- 4:30 pm Adjourn

# Notes

*"The best way to predict the future is to **create** it."*  
-Bruno Peccoud

**Carly McAndrews** is a student in the Graduate Program of Sustainable Agriculture at Iowa State University. She works on a collaborative donation gardening project called Growing Together Iowa. Growing Together Iowa offers mini-grants to Master Gardeners across the state who build or maintain donation gardens to address food insecurity in their communities.

**Alyssa McKim** supports organizations and county agents throughout the state of N.C with a focus on developing sustainable, place-based garden programs in low resource communities. She has worked in Central America with coffee farmers in the mountains of Mexico. In Peru, she worked with a small indigenous community to build their local economy by establishing a market to local restaurants in nearby towns. She holds a Master's Degree in Agriculture Education and is a certified Local Food Leader. Her passion and dedication to education and equitable social systems have been a primary emphasis in her work with community food systems.

**Meredith McLean** leads Hunger Free Dallas County's Pop Up Produce Stand which brings fresh, affordable produce to rural towns that don't have grocery stores in an effort to increase access and consumption of healthy foods for improved health.

**Rachael Miller** is an assistant professor of businesses at Alaska Pacific University. Her career in food systems ranges from food sovereignty research to street food entrepreneurship. Rachael is the co-chair of the Alaska Food Policy Council and manager or APU's Kellogg Campus, an 800+ acre, food producing farm.

**Margaret Murphy** works in educational outreach in consumer horticulture. Her work in community food systems relates to producers involved in direct-to-consumer sales and the development of donation and community gardens. Margaret has experience in grant writing, event and volunteer coordinating, as well as garden writing. She received her BA in psychology from Lawrence University, WI and her MS in biology from Western Kentucky University.

**Emily Paull** works with the Local Foods and Value Added Agriculture Extension & Outreach programs at Iowa State University. She has been involved with Food at First in Ames for many years which serves to feed the hungry while reducing food waste. As the administrative assistant for her programs she touches on many different aspects of food systems and production and has most recently been researching value added products from food loss.

**Ron Rainey** is a Professor with the University of Arkansas and works as an Extension Economist within the Agriculture Economics and Agribusiness Department. With over 25 years of experience, he works with all segments of the food system value chain from production to retail in Arkansas and across the U.S. His Programmatic expertise focuses on risk management and business planning with an emphasis on strategic product marketing. Dr. Rainey currently serves as the Director of the Southern Risk Management Education Center and Arkansas MarketMaker.

**Karen Rodekamp** has worked at Iowa State for over 19 years, taking a major role in Iowa State Dining's sustainability efforts. She played a significant part in helping get ISU's Farm to ISU program off the ground at its inception in 2008 and has continued to play a key role in its success. Established to provide fresh local products to Iowa State students, the Farm to ISU program strengthens Iowa's economy by purchasing from local producers, Iowa-based companies and organic and fair trade products. Other sustainability initiatives that Karen oversees at ISU Dining include the composting and multiple forms of recycling efforts at ISU Dining. In addition to these duties, Karen also serves as the liaison to Food at First. ISU Dining partners with Food at First, a local non-profit organization which supplies meals and food items to Ames community members in need.

**Chris Seeger** is a Professor and Extension Specialist in Landscape Architecture and Geospatial Technology at Iowa State University. He specializes in the integration of geospatial technologies, crowd-sourcing and data visualization to develop local current datasets and indicators that can be used in the community planning and design process. Seeger teaches GIS workshops and for credit-courses that utilize open-source software and data. Professor Seeger leads the ISU Extension and Outreach Indicators Program. This program aims to provide community demographic, health, transportation and other economic data resources to the public and local decision makers

**Dr. Tony Thompson** is a little bit data scientist, a little bit farmer, a little bit local foods guru, and a whole lot entrepreneurial. Tony oversees Prudent Produce's #GoodFoodDelivered service that connects more than 300 central Iowa families with fresh produce and a whole lot more. With the understanding that growing the market for local foods involves meeting eaters where they are, Prudent works hard to source locally when possible to support Iowa's Food Farmers while utilizing a national network to ensure that families eat well all year long.

**Celise Weems** is an economist with the University of Arkansas Division of Agriculture where she supports specialty crop direct to consumer producers in their marketing efforts. She has worked with ag companies most of her career including USDA and Dow chemical. Celise helps local markets reach their marketing goals. Celise is enthusiastic about childhood literacy and participates in several reading programs for elementary children. She received her B.S. and M.S from The University of Arkansas at Fayetteville before heading to the University of Arkansas at Little Rock to pursue an MBA. Celise believes time is the most precious commodity.

**Vanessa Wielenga** is a registered dietitian and the Assistant Extension Educator at the University of Nebraska-Lincoln focusing on regional food systems; specifically food access and availability. She partners with multiple state and regional organizations to support communities across Nebraska to implement healthy food access initiatives. Extension programs offered to address food access include Choose Healthy Here for retail and vending machines, Double Up Food Bucks for retail including farmers markets, Cultivating Health Our Way for donation gardens, Find Healthy Here for food pantries and the emerging Nebraska Regional Food Systems initiative to support all Nebraskans from farm to fork.

# Breakout Sessions

## Session 1 | 1:10 pm

### Beginning Farmer Training | Salon A

Beth Grabau | Zac Couture | Emily Coll

### Mapping and Technology | Ballroom

Ron Rainey | Matt Tortora | Tony Thompson | Dar Knipe | Christa Hartsook | Chris Seeger

### Teaching through Art | Salon A

Tina Bakehouse

## Session 2 | 2:10 pm

### Food Systems Curriculum and Certification (part 1) | Ballroom

Courtney Long | Kathleen Liang | Arthur Neal

### Power of Produce | Salon A

Margaret Murphy

### Farmer Feasibility | Salon B

Gary Matteson

## Session 3 | 3:10 pm

### Food Systems Curriculum and Certification (part 2) | Ballroom

Courtney Long | Kathleen Liang | Arthur Neal

### Open Session | Salon B

Presenters

### Food to its Highest Purpose: Gleaning, Donation, Composting | Salon B

Emily Paull | Aubrey Alvarez | Carly McAdhrews | Karen Rodekamp

# Keynotes



## Sommer Angelique Sibilly-Brown

is a Local Foods System Advocate and the Founder and Executive Director of the Virgin Islands Good Food Coalition, Inc (VIGFC). VIGFC seeks to raise awareness about the importance and impact of a healthy local food system in the territory. Ms. Sibilly-Brown believes collaboration, partnership and the creation of a shared vision are the only way we can rectify some of the seemingly insurmountable issues that plague our territory, especially as it pertains to food and food production. She strives to bridge the gap between people and their food. In many community's farmers, ranchers and producers are disconnected from each other and the communities they serve. VIGFC connects people to information, resources and opportunity but also connects institutions whether private or public back to its people. Her vision is to aid in the revitalization of agriculture in the Virgin Islands and the unite local food producers, local businesses, and local consumers to create a sustainable network of local food options.



## Arthur L. Neal, Jr.

Arthur L. Neal, Jr. serves as the Deputy Administrator of USDA's Transportation and Marketing (TM) Program, which is under the Agricultural Marketing Service (AMS). To help accomplish the agency's mission of facilitating the competitive and efficient marketing of agricultural products, Arthur provides leadership and direction for awarding over \$120 million dollars in grant programs that support the development and growth of local and regional food systems. Those funds also aid economic research and technical assistance that address marketing challenges for a wide array of agriculture industries. In 2018, he led the USDA team that developed and published the country's first National Bioengineered Food Disclosure Standard. This Standard regulates how manufacturers must disclose bioengineered food information to retail consumers.

Arthur, a native of Louisiana, graduated summa cum laude with a bachelor of science degree in Agriculture Economics from Southern University and A&M College in Baton Rouge, Louisiana, and earned a master's degree from the Dale Bumpers College of Agriculture, Food and Life Sciences at University of Arkansas-Fayetteville.

Arthur and his wife, Angelia, reside in the Washington, DC metro area.



## Courtney Long

is a program coordinator with Iowa State University Extension and Outreach in the departments of Agriculture and Natural Resources and Community and Economic Development. Courtney manages the Food Systems Team and coordinates the Community Food Systems Program- a community process to develop and design local food systems in partnership with communities. She is passionate about community engagement, public health, food access and holistic programming. Courtney has been working with local food systems and design for access to healthy, local and regional foods since 2010 with various appointments and research. Courtney received her Bachelors of Landscape Architecture in 2010, Certificate of Healthcare Garden Design in 2010, a MS of Sustainable Agriculture in 2012, Certificate of Integrative Nutrition in 2013, and is currently pursuing a PhD in Sustainable Agriculture from Iowa State.

# Presenter Bios

**Aubrey Alvarez** is co-founder and Executive Director of Eat Greater Des Moines in Des Moines. She is a graduate of the University of Northern Iowa and Drake University. She is also a member of the leadership team for the Iowa Hunger Coalition, Regional Food System Working Group, and Hunger Free Dallas County Coalition. She also is active in the Iowa Food Waste Stakeholder Coalition, Partnership For a Hunger Free Polk County, and OpportUNITY Food Insecurity Work Group.

**Tina Bakehouse** currently serves Malvern Bank as the chief creative officer. Prior to that, Tina was the outreach and communication coordinator for Golden Hills RC&D, enhancing the arts, culture, and local foods in eight counties in Southwest Iowa. She has received bachelor's degrees in communication studies and psychology; as well as a master's degree in communication studies. Tina uses her creativity and passion for the arts to help people communicate effectively and solve problems.

**Sue Beckwith** is the Executive Director of the Texas Center for Local Food (TCLF). TCLF collaborates with organizations across Texas and the U.S. to develop local food enterprises that support Texas sustainable agriculture and rural job creation. Sue is a former farmer, past president of Texas Organic Farmers and Gardeners Association and was the start up project manager for Coyote Creek Organic Feed Mill, the only certified organic commercial feed mill in Texas. She lives in Elgin, Texas.

**Adriana Botic** first got involved in food systems work as a volunteer for Montalbano Farms at the Logan Square Farmer's Market in Chicago, Illinois. She holds a Master of Public Health (MPH) degree and a bachelor's degree in political science and has eight years of experience in chronic disease prevention working with diverse communities. Adriana currently works for the Cancer, Cardiovascular, and Pulmonary Disease Grants Program at the Colorado Department of Public Health and Environment (CDPHE), and strives to contribute to advancing equity.

**Emily Coll** is a Program Coordinator for the Iowa State University Extension and Outreach Value-Added Agriculture Team. Her work primarily focuses on helping food crop farmers realize and improve farm profitability by diversifying market outlets.

**Zac Couture** is a farm manager and educator for Global Greens incubator farm. Formerly a carpenter and Spanish teacher, Couture discovered a love for farming when he volunteered at LSI to connect former-refugees to community gardens. Since then he has helped develop the Global Greens program into a successful model for training beginning vegetable farmers through strategic planning decisions, curriculum development, and hosting over 40 classroom and in-field workshops. He played a key role in the management of their CSA in its pilot year and in starting the Global Greens Farmers' Market.

**Christa Hartsook** is the small farms program coordinator for Iowa State University Extension and the Agricultural Marketing Resource Center (AgMRC). Her employment responsibilities involve providing technical assistance to small farmers and acreage owners, outreach and education of value-added agriculture topics, program coordination and promotion of the national Ag Marketing Resource Center. Hartsook received her B.S. degree in journalism from Iowa State University and is currently pursuing a Master's in agricultural education.

**Kaley Hohenshell** is currently a coordinator for the Community Food Systems (CFS) program. She assists with project management, partnership development and research for the program. Her work is focused on helping deliver the Local Food Leader and Community Food Systems certification workshops as well as develop and manage the online portions of the certifications. Kaley grew up in Bondurant, Iowa and received her BS from Iowa State University studying child development and family services.

**Darlene Knipe** is Co-founder of the National Food MarketMaker Program, formerly an Extension Specialist with University of IL for over 20 years, she has served as Principal Investigator of numerous projects involving the development of quality driven food supply chains which give producers of value-added agricultural products better market access. She has presented local, regional and national workshops and seminars on a variety of topics including marketing, entrepreneurship and brand marketing for agricultural products. She has worked internationally, providing technical support for entrepreneurship development programs targeted to developing countries.

**Dr. Kathleen Liang** received MS and PhD from the Department of Agricultural Economics at Purdue University. She is an award-winning educator and the Founder of Dollar Enterprise. For more than 30 years, she has been engaged in interdisciplinary and integrated research, teaching, and outreach projects to tackle issues such as multifunctional agriculture, food deserts, food networks, and incorporating Big Data in solving challenges coupled in human systems and natural systems. Dr. Liang has received funding from USDA, NSF, Kellogg Foundation, and other organizations to explore new knowledge in agriculture and community development through integrated scientific approaches.

**Gary Matteson** is the Farm Credit Council's Vice President of Young, Beginning, Small Farmer Programs and Outreach. This includes policy work on local foods and direct-to-consumer agriculture. He frequently speaks to beginning farmer audiences on basic financial skills. For thirty years Gary was a small farmer raising greenhouse wholesale cut flowers marketed in the Northeast and beef cattle for local sales.