“A teacher affects ETERNITY; he can never tell where his INFLUENCE stops.”

-Henry B Adams
next steps

“Education is the most powerful weapon which you can use to change the world.”

-Nelson Mandela
Victor Quedvides | Iowa State University Extension and Outreach | Community Economic Development & Farm, Food and Enterprise Development (ISU EED & FEDE) | Retail Business Specialist
Victor, a native of Satillo, Mexico, has been with ISU EED for five years, initially as Latino Community Liaison and is now in his current position after having been the Southeast Iowa Regional Director of the Emprendedores (Entrepreneurs) Latinos de Iowa program at the Iowa Center for Economic Success. As a Retail Business Specialist, Victor provides educational opportunities and programs, consultation, and technical assistance for retail business owners and for communities seeking to build stronger local retail economies. He works with and builds relationships with Latinx businesses and communities in East and Central Iowa, as well as being a facilitator for the Navigating Difference Cultural Competency training. In 2018, Latino Business and Entrepreneurship Team for ISU EED, of which he is a part of, was presented the Iowa State University Award for Achievement in Economic Development. Victor was also awarded the 2016 Advocate of the Year by the Greater Quad Cities Hispanic Chamber of Commerce.

Greg Padgett | Next Generation Director | Practical Farmers of Iowa
Greg joins Practical Farmers of Iowa in 2016. He oversees the Next Generations programming ensuring resources, events and learning opportunities that are available for beginning farmers and farmers looking to transition their farm and land. He manages the Savings Incentive Program and helps plan many events and workshops across the state each year. A native of Eastern Iowa where he was raised on his family farm, Greg continues to build on his passion for gardening and growing local food with his family and their farm in Newton, Iowa.

Krista Smith | IA Association for the Education of Young Children, Farm to Early Care and Education Consultant
As an early childhood educator, Krista Smith has taught preschool and kindergarten, served as a preschool and childcare director, and directed children’s programming in a public library. Her involvement in food systems began when she took on her current role at the Farm to Early Care and Education Consultant at the Iowa Association for the Education of Young Children. Through systems collaboration and provider education, Krista works to integrate local foods into early care and education sites statewide.

Tammy Stotts | Iowa Department of Agriculture & Land Stewardship
Tammy Stotts has worked for the Iowa Department of Agriculture & Land Stewardship, where she has worked for over 25 years. As a marketing specialist for the Agricultural Diversification & Market Development Bureau, she has witnessed many changes in Iowa agriculture. Her experience includes roles within the Soil and Water Conservation District, Farmers Market Nutrition Program, and IDALS Organic Certification Program. Tammy currently serves as the Specialty Crop Block Grant Program Administrator and the Farm to School Coordinator for the state of Iowa.

Nancy Williams | Boys & Girls Club of the Midlands, Chief Information Officer
Nancy Williams has engaged in agriculture since elementary school. Her family raised most of the food they ate, at one time maintaining six gardens. In addition to success with FFA competitions, Nancy earned scholarships for college. She earned a Bachelor of Science degree at Louisiana State University then completed coursework for a Master of Science degree in Weed Science with a minor in Plant Pathology at Cornell University. Nancy has diverse experiences in agriculture, from an agronomist to local farmers in a Fortune 500 corporation to grassroots organizing and management for nonprofit community organizations. Nancy served in Information Technology roles for 16 years and most recently as Chief Information Officer for Boys & Girls Clubs of the Midlands, where she led award winning programs, increased technology integration and supported improved organizational outcomes. In 2010 Nancy co-founded No More Empty Pots, a nonprofit supporting the development of resilient local food systems through education, self-sufficiency and advocacy. Nancy began her role as CEO of No More Empty Pots in January 2016. With four adult children working and pursuing graduate degrees, Nancy spends a lot of time sharing her passions with diverse audiences.

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<tr>
<th>Time</th>
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<td>8:30 am</td>
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| 9:30 am | Opening Remarks | Courtney Long  
Iowa State University Extension and Outreach  
Farm, Food and Enterprise Development  
Food Systems Team Manager |
| 9:45 am | Keynote | Chelsea Krist & Nathan Spalding  
Iowa State University Extension and Outreach  
Farm, Food and Enterprise Development  
Farm to School Program Coordinator  
FoodCorps Iowa  
Program Manager |
| 10:15 am | Lightning Rounds |
| 11:15 am | Networking Break |
| 11:30 am | Breakouts | Session 1 |
| 12:30 pm - 1:45 pm | Lunch | Keynote | Samantha Schaffstall  
USDA Agricultural Marketing Service  
Agricultural Marketing Specialist |
| 2:00 pm | Breakouts | Session 2 |
| 2:45 pm | Networking Break |
| 3:00 pm | Breakouts | Session 3 |
| 4:00 pm | Capnote | Craig Chase  
Iowa State University Extension and Outreach  
Farm, Food and Enterprise Development  
Director |
| 4:15 pm | Adjourn |

### Presenter Bios

**Hilary Lanman** | Iowa State University Extension and Outreach, Program Coordinator  
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I'm Hilary Lanman, born and raised in Libertyville, Iowa. I graduated from Fairfield High School in 2006. After graduation I went on to Kirkwood Community College to studying Agriculture, and then on to Northwest Missouri State to receive my Bachelors in Agriculture Business with emphasis in Animal science. My husband Matt and I live on a small acreage by Fremont, Iowa. In my spare time, I sell Pampered Chef and Mary Kay and together, my husband and I run an antique business and raise meat goats. As you can see, we are busy people. Even though we are busy, we do get to enjoy some down time with our 2 dogs, camping, and attending auctions. Throughout the years, I have been in different agriculture fields, building contacts and experience working with growers in the field. I began my career with Iowa State University Extension and Outreach in Wapello County in April. My position with Extension is Produce with a Purpose food box coordinator, which is a grant funded position focusing on getting more local foods in the Wapello County area.

**Courtney Long** | Iowa State University Extension and Outreach | Community Economic Development & Farm, Food and Enterprise Development (ISUOE CED & FEDE) | Program Coordinator  
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Courtney is a program coordinator with Iowa State University Extension and Outreach Farm, Food and Enterprise Development and Community 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 partnerships 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 University.

**Kameron Middlebrooks** | Iowa State University Extension and Outreach, Program Coordinator  
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Kameron Middlebrooks is the Former Midwest Regional Director for the NAACP which he served from 2012-2014. Previous to this appointment, he served four years on the NAACP National Board of Directors. From 2014-2016, Kameron operated a marketing and managerial firm, North Star Marketing, which focuses telecommunication solutions for residential and business clients. From 2016-2018, Kameron worked for the Evelyn K. Davis Center as an Asset Development Associate working one on one with small business and nonprofits with the goal of helping them build their organizations. In May of 2018, he took over as the Minority Business Coordinator for Iowa State University Extension and Outreach. In this role, Kameron delivers educational programs with the goal of building capacity with minority-led organizations and small businesses in Iowa's major metropolitan areas. He is also responsible for collaborating with minority-led organizations and small businesses to assess needs and build strong networks among these organizations and businesses to build strong communities.

**Bre Miller** | Iowa State University Extension and Outreach | Farm, Food and Enterprise Development, Program Assistant  
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Bre is a program assistant on the Food Systems Team with Farm, Food and Enterprise Development at Iowa State University Extension and Outreach. She assists with evaluation for the program; community process, projects, and research; as well as the Local Food Leader and Community Food Systems certifications. Bre received her BA from the College of Design and is pursuing her MA in Community Regional Planning at Iowa State University. She is interested in food access and resource management.

**Thanh Nguyen** | Iowa State University, Sustainable Agriculture  
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Thanh Nguyen is a Fulbright graduate student in Horticulture and Sustainable Agriculture at Iowa State University. He studies the impacts of Iowa's community gardens and farms on immigrant communities. He is a co-founder and co-director of Green Youth Collective - an organization provides educational and vocational training for disadvantaged youth in urban gardening and environmental awareness in Vietnam.
Steve Adams | Iowa State University Extension and Outreach
Steve has spent over 30 years in business/community development, assisting in the creation of numerous jobs and business start-ups. Steve works aggressively to develop or initiate programs and in the completion of a number of community benefitment projects. His primary responsibilities are for providing community and business development education and planning for cities, counties, small business and various nonprofit organizations around the state. He has developed and delivered statewide curriculum for leadership, diversity, hospitality, downtown urban renewal, tax increment financing, trustee training and community planning programming. Steve has personally secured over $1.5M in grants/loans for various businesses, projects and programming that have been delivered throughout Iowa since 1999. In 2006, he was awarded the Certified Economic Developer (CED) distinction by the International Economic Development Council (IEDC).

Kim Anderson | Iowa State University Extension and Outreach | Extension to Agriculture-Extension, Program Manager
Before joining ISU, Kim worked in private industry at the U.S. Food and Drug Administration (FDA) as an investigator with the U.S. Public Health Service. Kim conducted inspections of food and medical device manufacturers, with recognition for her work on recalls and official action cases. Her regulatory experience in manufacturing includes hazard analysis, traceability, recalls, safety/quality systems, environmental sampling, and inspections. Kim is a lead instructor for PCQI, Seafood HACCP, HARP, food safety plans, GMPs, industrial sterilization, and process validation. Through the CIRAS partnership with Agriculture and Natural Resources Extension, Kim helps food companies obtain compliance through practical methods. Her regulatory experience, coupled with her engineering background provides a realistic approach in coaching manufacturers to meet compliance with FDA-regulated products. Whether updating to FSMA, just beginning, implementing changes, or training on PCQI, Kim brings a regulator’s reference point to quality system, using her knowledge to help businesses succeed. Kim has served CIRAS since 2017.

Marie Boyd | Healthy Harvest of North Iowa, Executive Director
Healthy Harvest of North Iowa is a small nonprofit that works to connect and educate in support of the local food system in North Central Iowa. They work with producers, consumers, communities, and regional partners to host programming and develop a strong culture around knowing where your food comes from. Some programming includes recipe demonstration and cooking classes, local food business networking, producing an annual local food guide, and more. They believe in creating a strong local food culture in North Iowa that positive impacts families, communities, health, and the local economy. More information about Healthy Harvest can be found on their website: www.healthyharvestni.com.

Zachary Couture | Lutherman Services | Iowa Global Greens Program, Land and Production Specialist
Zachary Couture is a passionate farmer, teacher, and advocate whose experiences oblige him to positively transform our human communities and ecosystem. Currently, he is Land and Production Specialist at Lutherman Services in Iowa’s Global Greens Program serving farmers who came to the United States as refugees. For the last 9 years he has worked to develop Global Greens into a successful model to incubate beginning vegetable farmers through production education, land access, and strategic planning decisions. He studied Humanities at Northwestern College in Orange City, Iowa.

Kaley Hohenshell | Iowa State University Extension and Outreach | Farm, Food and Enterprise Development, Program Coordinator
Kaley is involved in food systems development programming and projects. She helps coordinate and deliver Local Food Leader and Community Food Systems certification workshops and manages the online learning component for both certifications. She grew up in Bonduel, Iowa, and received her BS from Iowa State University in Child Development and Family Services.

Lyn Jenkins | EveryStep, Community Health Coordinator
Lyn coordinated grant funded nutrition education and Farm to School activities with Des Moines Public Schools for twelve years. She is a Certified Health Education Specialist and a Masters of Public Health. Lyn currently works dual roles supporting child health through education and systems work with schools, early care, and out-of-school programs.

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Morning Keynote | 9:45 am

Iowa Farm to School: Growing Capacity through Partnerships
Cheslea Krist | Iowa State University Extension and Outreach | Farm, Food and Enterprise Development, Farm to School Program Coordinator
Cheslea coordinates the annual Iowa Farm to Summer Campaign, supports the Iowa Farm to School Coalition and leads evaluation efforts around state farm to school programs and events. Equitable food systems grow through farm to school and commits to centering this in her work and partnerships.

Nathan Spalding | FoodCorps Iowa, Program Manager
Nathan was a FoodCorps service member for a year in Connecticut and two years in Iowa before stepping into his current role as Iowa Program Manager for FoodCorps. In this role, he supports 10 FoodCorps service members who deliver impactful, innovative farm to school programming in 18 Iowa schools. Nathan believes that building relationships, engaging community knowledge, and bolstering community ownership are foundational to a robust farm to school movement.

Afternoon Keynote | 12:30 pm

The Promise of Urban Agriculture: National Study of Commercial Farming in Urban Areas
The Agricultural Marketing Services Division of the United States Department of Agriculture plays many roles within the local and regional food system, one role that it values deeply is that of the “middle connector.” As a nationwide office, that among other activities, administers grants, conducts research, and provides technical assistance, AMS has the ability to connect stakeholders with funding opportunities, research, data and provide access to a network of local and regional food practitioners. This presentation will showcase some of these resources and opportunities and will present findings from a recently published report, “The Promise of Urban Agriculture: National Study of Commercial Farming in Urban Areas.”

Samantha Schafftall | U.S. Department of Agriculture | Agricultural Marketing Service, Agricultural Marketing Specialist
Samantha works to address both food access and market access issues through the evaluation of enforcement strategies and business structures. Her most recent and current work focuses on community and urban agriculture, mobile markets, measuring economic impacts of local food systems, food value chains, and community outreach and development. Samantha also works closely with the AMS Grants Division and provides technical assistance on their grant programs to potential and current grantees.

Capnote | 4:00 pm

Next Steps in Food Systems
Craig Chase | Iowa State University Extension and Outreach | Farm, Food and Enterprise Development, Director
Dr. Craig Chase is the Director of the Agricultural Marketing Resource Center (AgMRC) and Program Manager for the Farm, Food and Enterprise Development Program at Iowa State University. Chase received a MS in Agricultural Economics at ISU in 1990 and started his career in farm management looking for ways to help producers become more profitable. Chase added a PhD in Rural Sociology from ISU in 1996 and began working with farmers wanting to transition from conventional to organic production in the late 1990s. Craig began working with small sized farms on horticultural crops and small-niche livestock in the early 2000s and began leading Local Foods programming efforts at ISU in 2010. Chase added Director of AgMRC and combined the Value-Added Agriculture and Local Foods Programs responsibilities into the Farm, Food and Enterprise Development program in 2018. Overall, Craig has over 35 years’ experience in helping producers of all kinds determine ways to start a farming operation and/or improve profitability to an existing business.
Immigrant Community Gardens and Farms: Culturally Appropriate Approaches to Achieve Success
Thahn Nguyen & Zac Couture | Concord A
Refugees and new immigrants arriving in the United States often encounter a multitude of stressors, including learning a new language, laws, cultural norms, and systems while seeking jobs and housing. Community gardens and farms have shown positive impacts on enhancing sustainable agriculture and food security, especially for disadvantaged citizens. There is an increase in numbers of organizations who are trying to help with immigrants with gardening and farming within these communities. However, with cultural differences, there is a need for appropriate approaches to each community.

Calling-in Community Knowledge to Support your Farm to School Vision
Tammy Stotts, Krista Smith, Lyn Jenkins, Nathan Spalding & Chelsea Krist | Salon A
Having issues maintaining a school garden over the summer? Working to build relationships with food service staff? Trying to get local snacks served at a local early childcare center? Bring your work and concerns to us! In this highly interactive session, Iowa farm to school leaders will facilitate small group discussions through a method called “Problem of Practice.” Attendees will identify and share farm to school problems they are experiencing and, through listening, questions, and dialogue, consider new ideas, perspectives, and resources to make next steps.

Deep Dive into Food Systems Core Competencies | Courtney Long | Concord B
This presentation and discussion will share updates on a national research project with Iowa State University and USDA Agriculture Marketing Service that worked collaboratively with 30 national organization partners in local food systems to develop a set of core competencies needed for individuals working in food systems. Nine categories for competencies were identified along with learning objectives. Participants have the opportunity to provide ideas to Iowa State for the next steps.

Tools for Mapping Food Systems Networks | Kaley Hrhenshell & Bre Miller | Concord A
This session will be a starting point for exploring the complexity of food systems networks and projects. It is important to understand your individual role as well as all interconnected players. This breakout will focus primarily on networking within food systems and will feature participatory mapping activities. Participants will gain an understanding of the importance and the connection between networking and Ripple Effect Mapping; and introduce how they can be used to evaluate projects and partnerships. Participants will leave with enhanced tools and resources on Ripple Effect Mapping; as well as a food systems networking handout.

Local Food Connections: Producer Networking and Education Programs | Marie Boyd & Greg Padget | Salon A
Success in local food system development depends on the resilience of producers and local food businesses. This session will share how Healthy Harvest of North Iowa and Practical Farmers are working to build community to create a strong local food culture in North Iowa that positively impacts families, communities, health, and the local economy through “Groundtruthing Farm Viability” project.

Business Development Continuum | Victor Oyervides, Kameron Middlebrooks & Steve Adams | Concord B
A collaboration between Farm, Food and Enterprise Development (FFED) and Community and Economic Development (CED) of Iowa State University Extension and Outreach (ISUEO) partnering across ISUEO silos, has brought together the Business Development Team. The training programs for 2020 include: Introduction to the Business Model Canvas; Advanced Business Model Canvas; Introduction to LaunchU; LaunchU Entrepreneurship; and LaunchU Food Entrepreneurship. In addition, the Business Development Team will work with small businesses and entrepreneurs on any phase in the whole business continuum. Join us in this session to learn about the Business Development Continuum and all the services that are available from pre-launch to exitplanning.

Produce with a Purpose | Hilary Lanman | Concord A
This session will present on a program in Wapello County that is similar to a CSA. The project sources local produce within a 100 mile radius of Ottumwa, Iowa. This presentation will explain the program, logistics, and management. It will review what types of local foods can be aggregated and the results from utilizing local foods through an aggregated CSA model. Other interesting aspects include: the organization purchases from 17 different growers and distributes through a box program; it also connects with the Pick a Better Snack programs in the school.

Building Successful Collaborations | Nancy Williams | Salon A
Positive community impact is the result of communication and working together. Participants will learn about building meaningful and sustainable collaborations and their role of leadership in the process.

Navigating the Regulations of Starting a Food Establishment | Kim Anderson | Concord B

Session 3 | 3:00 pm

breakouts