



Tri-State Locally Grown *conference*

Small Farms: A Renewed Opportunity
Building and Supporting a Sustainable Local Food System

Thursday, November 29, 2007

9 am - 4 pm

John Wood Community College in Quincy, IL

This conference is designed for farmers, consumers, chefs, retailers, educators and others who are interested in building and supporting a sustainable local food system. Experts from Illinois, Iowa and Missouri will share their research and experiences in local food system work. Displays on marketing tools, local food system work and interesting topics will be available throughout the day. Lunch will be prepared by Chef Michael Mitchell of Busy Bistro and will highlight local foods.

Our keynote speakers:

Rich Pirog from the Leopold Center for Sustainable Agriculture at Iowa State University has been Program Leader for the Center's Marketing and Food Systems Initiative since 2001, and became Associate Director in February 2007. Pirog directs the Value Chain Partnerships for a Sustainable Agriculture (VCPSA) project, a multi-organizational effort that provides technical assistance to farmer-led food, fiber, and energy businesses.

Pirog's work on food miles, ecolabels, and place-based foods has been publicized in magazines and media outlets across the globe and is often cited in college courses that focus on food systems and sustainable agriculture.

Alisa Smith Co-author of *Plenty: One Man, One Woman, and a Raucous Year of Eating Locally* is a freelance journalist whose work has appeared in Reader's Digest, Outside, Utne Reader, and many other publications. Based in Vancouver, she spends her summers in a wilderness cabin in northern British Columbia.

J.B. MacKinnon Co-author of *Plenty: One Man, One Woman, and a Raucous Year of Eating Locally* is the author of the acclaimed *Dead Man in Paradise*, which won the 2006 Charles Taylor Prize for Literary Nonfiction. He is the winner of three national magazine awards as a freelance writer, and is a former senior editor at *Ad-busters*. He lives with his co-author in Vancouver.



This program is part of the Small Farms: A Renewed Opportunity Workshop series and is sponsored by the University of Illinois Extension, Illinois Stewardship Alliance, The Land Connection, USDA Natural Resources Conservation Service, and Western Illinois Sustainable Agriculture Society. Support for these programs provided by a grant from the Illinois Department of Agriculture, C-2000 Sustainable Agriculture Grant Program.

University of Illinois, U.S.D.A and local Extension Councils Cooperating
The University of Illinois Extension provides equal opportunities in programs and employment.

Conference Schedule

8 am	Registration		
9 am	Making the Case for Investment in Sustainable Regional Food Networks Presented by Rich Pirog, The Leopold Center		
10 am	<p>Getting the Word to Your Local Market As more consumers seek food from a farmer they know and trust, "Getting the word out" is one of the most crucial parts of a successful local farming enterprise. This session will provide a menu of options to improve your ability to reach local consumers, including brochures, business cards, & flyers, creating websites, email newsletters and newspaper articles. Farmers are invited to bring current marketing materials for a quick evaluation. Presented by Terra Brockman.</p>	<p>Why Buy Local? Leslie Cooperband and Sarah Hultine will introduce the concepts of a locally based food system in contrast to our current, globally based food system. They will cover the potential social, economic and environmental benefits of local food systems and provide examples of local food system activities in rural communities in central Illinois. Methods to engage other stakeholders in communities to develop local food systems will be covered.</p>	<p>Beyond the Hype: The Real Benefits of Local Food Systems From Time Magazine's admonishment to 'eat local' to Localvores in the American Way magazine --- everyone's talking about local food systems. What's all the attention about? Are there real benefits to relocalizing our food systems? Dr. Mary Hendrickson will share why local food systems make sense for farmers, eaters and our communities.</p>
11 am	<p>The 100 Mile Diet Presented by Alisa Smith and J.B. MacKinnon, Authors of <i>Plenty: One Man, One Woman, and a Raucous Year of Eating Locally</i></p> <p>The Book chronicles a full year as the coauthors Alisa Smith and James MacKinnon adhered to the 100-Mile Diet. The Canadian couple decided not to eat anything produced beyond a 100-mile radius of their Vancouver apartment. While not preaching that everyone should eat only within the 100-mile guidelines they share their experiment and the major benefits: They ate healthier; discovered foods and markets they had never imagined; and learned astonishing lessons about the way we choose our nourishment.</p>		
12 pm	Local Lunch		
1 pm	<p>Connecting Farmers, Consumers & Chefs This panel presentation will cover issues related to developing and strengthening relationships with your customers. Presenters include: Tracey Vowell, Chef and farmer; Jennifer Schutter, U of MO. Horticulture Specialist and Darla Campbell, U. of MO. Ag Business Specialist. Deborah Cavanaugh-Grant will serve as facilitator.</p>	<p>Local Food Issues: Access for All? Will local food initiatives leave out those with the least amount of resources? How is the local food initiative accounting for people on food stamps? What are the successes in Illinois that have demonstrated the very poor can afford local food and can even be involved in the production of it? Learn how to make connections with EBT for local food purchases and how to serve those at greatest risk for hunger and obesity. Presented by Robin Orr.</p>	<p>The Role of Education and Research in Local Food Systems Development Rich Pirog of the Leopold Center will present this session on how and why educators and others can facilitate the development of local, small-scale alternative food systems. This session will explore ways local food system development can benefit local economies, the environment, social relationships, health and other important impacts on our communities.</p>
2 pm	<p>Post Harvest Handling Guide Presented by Dennis Fiser & Jim Slama this session will cover the importance of proper post-harvest handling and packing techniques for small and mid-scale farmers looking to sell to wholesale buyers. Sustain's "Field Guide for Post-Harvest Handling and Packing" is the first major manual of its kind geared towards small and mid-scale sustainable Midwestern farmers. It discusses standard issues such as storage temperature and package sizes, but also provides new information on various certification opportunities, food safety, and solutions to common problems on smaller scale farms, such as limited access to cooling facilities.</p>	<p>Northeast Iowa Food & Farm Coalition Dr. Craig Chase will present on the Coalition's goals to: 1) Provide an opportunity for existing and new producers to diversify; 2) Explore development of regional processing and storage facilities to add value to Ag products in the area; and 3) Increase consumption of locally grown food on a local, regional and national level. This session will highlight the opportunities, challenges, and progress made by the organization as they work to develop a local food system.</p>	<p>Local Food Barriers and Opportunities As consumers become aware of the benefits and availability of local foods, the opportunities for local farmers increase. At the same time, there are many barriers that farmers encounter when marketing their products locally. These barriers range from lack of marketing connections and compelling marketing materials, to legal and structural barriers concerning the transporting and selling of farm products. This session will introduce the main opportunities and barriers, with time for Q and A. Attendees will receive a handout of useful resources that will help farmers deal with local food barriers. Terra Brockman will present this session.</p>
3 pm	<p>Buy Fresh Buy Local Presented by Mallory Smith this session will provide an overview of the Buy Fresh Buy Local program which now has 50 chapters in 28 states. An introduction to brand based marketing will be shared with Buy Fresh Buy Local Iowa used as a case study.</p>	<p>Beyond Your Plate: Advocacy and Actions that Support Local Food Systems Buying all the local food you can? If you've ever wondered how you can support local food systems beyond your dinner table, this session is for you. Learn about policies and strategies that further strengthen your local food systems - at home, in school, in your community and at the state level. A panel presentation by Brenda Derrick, Detra Dettmann, and Mary Hendrickson.</p>	<p>A How To Session: Examples of Local Food System Work This panel presentation will highlight the local food system work that has been accomplished in 3 very different communities. Presenters are Neric Smith, Iowa State Extension, Carrie Edgar, University of Illinois Extension, & Tricia Wagner, University of Missouri Extension.</p>

Our Presenters:

Terra Brockman is the founder and Executive Director of The Land Connection, a nonprofit working to ensure healthy farms, healthy food, and healthy communities. The Land Connection saves farmland, trains farmers in entrepreneurial farming, connects local producers and consumers, and helps educate farmers and the public on the many benefits of growing and eating local organic foods. Terra was raised in central Illinois, and when not helping out on her brother's or sister's organic farms, does freelance writing and editing.

Darla Campbell is a University of Missouri Agriculture Business Specialist in Northeast Missouri where she has worked with local food networks for seven years. She works with producers on direct marketing, pricing, budgeting and business planning. She works with Farmers' Markets, restaurants, grocery stores, wholesale auction and institutions to bring high quality products to consumers while putting more of the profit in the producers' pocket.

Deborah Cavanaugh-Grant is Extension Specialist for Small Farm and Sustainable Agriculture for University of Illinois. Deborah provides statewide leadership for educational programming for commercial small farmers, managers and coordinators of various direct and alternative marketing channels, and non-commercial small acreage landowners. She works with county and regional Extension personnel to deliver educational programming on a regional and statewide basis. She is also co-facilitator of the Central Illinois Farm Beginnings Program. Deborah serves as the North Central Region Sustainable Agriculture Research and Education (NCR SARE) Coordinator.

Dr. Craig Chase is a farm and agricultural business management field specialist for Iowa State University Extension. Chase has over 26 years experience in helping producers with business planning, financial analysis and decision making, risk management, and sustainable agriculture and water quality issues. More recently he has been focused on analyzing organic and food-based alternative agricultural enterprises and regional food system development.

Leslie Cooperband, Ph.D., is a soil scientist by training and was Associate Professor of Soil Science at the University of Wisconsin for seven years. Since moving to Illinois in 2004, she has been engaged in research and outreach related to local food systems in Central Illinois. She and her husband also own and operate Prairie Fruits Farm, Illinois' first farmstead goat cheese making facility and organic fruit orchard.

Brenda Derrick, R.D. Nutrition & Wellness Coordinator in the University of Illinois Extension - Adams/Brown Unit, coordinates the annual Locally Grown FoodFest, the Tri-State Local Food Policy Council and other local food activities in western Illinois. Brenda has a BS in Food and Nutrition from Northeast Missouri State University (now known as Truman State University) and a MS in Human Nutrition, Foods and Food Systems Management from the University of Missouri-Columbia. Her professional background includes 12 years in public health nutrition, and health promotion.

Detra Dettmann, Coordinator, USDA - Natural Resources Conservation Service, Pathfinders Resource Conservation and Development, Inc. Through her work assisting Pathfinders, Detra has been involved with the Fairfield Buy Fresh Buy Local campaign for 2 years and coordinated efforts with the Southeast Iowa Local Food Network for a year. Both of these projects have involved capacity building for local food producers by finding new or expanded markets for products. The projects have linked institutional buyers (restaurants and an assisted living business) with local producers and assisted producers and institutions in using Buy Fresh Buy Local materials to help "brand" their businesses. These projects have focused on building public awareness and education about the local food system through special events and public relations.

Carrie Edgar is County Director of the Adams/Brown Unit of University of Illinois Extension. She provides supervision and coordination of Extension programming, fund development & budget management in Adams and Brown counties. Edgar initiated the Unit's Locally Grown program, a coordinated, comprehensive effort to assist producers to market locally grown products and educate consumers and retail outlets on the availability, nutritional aspects, economic, and environmental impacts of buying local.

Dennis Fiser, Sustain Program Assistant, recently graduated from University of Chicago with a B.A. in environmental studies. He was awarded honors for his thesis work on food policy councils and local food movements. Dennis recently spent a full year studying abroad in Berlin, Germany, where he spent time working on an organic cattle farm in the countryside. He came back with a strong belief in the importance of sustainable agriculture and began as an intern for Sustain in October 06. He is now a full-time member of the organization and has worked on a number of projects, including a map of Community Supported Agriculture (CSA) drop-off locations in Chicago, the 2007 FamilyFarmed.org EXPO, Chicago Green Festival, and currently a post-harvest handling and packing manual for farmers in the Midwest.

Dr. Mary Hendrickson is Extension Associate Professor in the Department of Rural Sociology at University of Missouri. Hendrickson directs the Food Circles Networking Project, an extension program focused on linking farmers and consumers, and serves as Associate Director of the Community Food Systems and Sustainable Agriculture program. Hendrickson's research and extension program focuses on understanding the changes taking place in the global food system and helps farmers, eaters, and communities create profitable alternatives. She works extensively with community groups to increase the amount of fresh, flavorful and nutritious food available. Hendrickson was a Food and Society Fellow from 03-05, and served as president of the Agriculture, Food and Human Values Society and the Community Food Security Coalition. She is the recipient of the Cooperative Service Award presented by the National Farmers Union. She holds a BS in agribusiness from University of Nebraska, and a masters and Ph.D. in rural sociology from University of Missouri.

Sarah Hultine, Community Development Specialist with University of Missouri Extension, recently completed a Master of Urban and Regional Planning degree from the University of Illinois at Urbana-Champaign, where her thesis research focused on the community and economic development potential of local food systems in rural communities.

Robin Orr, Ph.D., Extension Specialist for University of Illinois Extension serves as the coordinator of Expanded Food and Nutrition Education Program and Family Nutrition Program. Robin works with staff to deliver programming to low-income families with children, including nutrition education and resource management of food dollars. She also serves on numerous State and National boards including: Team Nutrition, Food Security, and obesity with USDA, TEAM UP, Interagency Nutrition Council, Arthritis Board, Cardiovascular Health Board, Cancer Board, Illinois Steering Committee on Obesity, Society for Nutrition Education, Society for Nutrition Education Foundation, Food and Nutrition Science Alliance Board, Discovery Television Advisory Board for Health Connection, Illinois Food Systems Policy Council and many others.

Jim Slama is President of Sustain and the founding publisher and editor of Conscious Choice magazine. His work has been featured in Chicago Magazine, the Chicago Tribune, Crain's, The New York Times, San Francisco Chronicle, and Utne magazine. Jim is now on the executive team of Mayor Daley's Chicago Organic Committee, which is developing a plan to support organic food production, marketing, and distribution in Chicago.

Jennifer Schutter has been a University of Missouri Horticulture Specialist for the Northeast Region of Missouri for 6 years, and is located in the Adair County Extension Center in Kirksville. Jennifer works with the Missouri Grown program, Master Gardeners, commercial vegetable growers, market gardeners, and homeowners on various horticulture issues. Jennifer is a Missouri native, and a graduate of Oklahoma State University.

Mallory Smith serves as statewide coordinator for Buy Fresh Buy Local Iowa, a national program promoting local foods and sustainable agriculture. Smith has a BA in Home Economics from the University of Iowa and an MBA in Community Development from Western Illinois University. Her development experiences include two years as a Peace Corps volunteer in Honduras, a stint as a Chamber of Commerce president and setting up and running an economic development office in Louisa County, Iowa. Buy Fresh Buy Local Iowa is part of a diverse roster of clients that Smith works with through her business, M Smith Agency.

Neric Smith is the County Extension Education Director for Iowa State University Extension in Jefferson County. Neric's responsibilities include serving as the administrator for the county office, conducting programming in ISUE's 6 program areas, and providing service to the people of Jefferson County. In his work, Neric works closely with food and agriculture producers in addition to many businesses and organizations dealing with food products. Local food systems and food safety are 2 items that have been identified as a county-based need.

Tracey Vowell grew up in New Orleans where she learned to love strong, full flavors. She took her first turn as cook at Frontera Grill some 17 years ago. She quickly rose to sous chef, then moved a few feet north to the Topolobampo kitchens to hone her skills with the finesse and pace that the menu offers. Tracey then moved up to managing chef and worked closely with Executive Chef Rick Bayless in both restaurants, managing a staff of near 40, and a growing group of farmers while writing menus and creating new dishes for both dining rooms. In 2000 she bought an almost ten acre farm just south of Kankakee and started producing specialty vegetables. For 6 years she shared her time between the restaurant and the farm, eventually giving up her chef career at the end of 06 to work on the farm full time. Part farmer, with a deep-seated respect for nature, part artist-chef with a love for expert craftsmanship, she now spends most her days on the farm.

Tricia Wagner has a MA in Ecological Agriculture and has been involved with local foods and sustainable agriculture in Missouri for 11 years. She has farmed for the past 5 years. She was the program director for Gateway Greening addressing inner city food access and production. The past 3 years Tricia has been with University of Missouri Extension working to connect farmers with local markets and exploring cooperative distribution. She just completed the first year of a pilot project distributing local foods from 9 area farmers to 4 St. Louis inner city neighborhoods that have limited access to fresh produce. Tricia lives on a farm outside of Hermann, MO with husband, Scott and 2 sons, Henry & Oliver.

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- Fill out the entire form.
- One registrant per enrollment form. Feel free to make copies.
- For each time slot, indicate 1st, 2nd, and 3rd choice. Class numbers are limited and will be filled on a first come basis - all enrollments will be dated upon arrival at the office.
- Tear off registration section and mail to:
University of Illinois Extension - Adams/Brown Unit
330 S. 36th St. Quincy, IL 62301
- Include a check made payable to **University of Illinois**.
- Deadline for advance registration is **Wed., Nov. 21, 2007**. Cancellations will be accepted up to Wed., Nov. 21, 2007. No refunds after this date.
- Registration is \$25.00 per person (lunch included).
- Registration received after Nov. 21st and at-the-door (**only if space is available**) is \$25.00 per person (lunch on your own).
- No refunds due to cancellations beyond our control. (i.e. weather, power outage, flood, fire, etc.)
- If you need a reasonable accommodation to participate, please contact us at 217-223-8380.

Please complete:

Name: _____

Address: _____

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For each time slot, indicate 1st, 2nd, & 3rd choice		
9:00 - 9:50 Making the Case for Sustainable Regional Food Networks		
10:00 - 10:50		
	A	Getting the Word to Your Local Market
	B	Why Buy Local?
	C	Beyond the Hype: Real Benefits of Local Food Systems
11:00 - 11:50 The 100 Mile Diet		
12:00 - 1:00 Lunch		
Check one	<input type="checkbox"/> Vegetarian <input type="checkbox"/> Non-Vegetarian	
1:00 - 1:50		
	D	Connecting Farmers, Consumers & Chefs
	E	Local Food Issues - Access for All?
	F	The Role of Education in Local Food System Development
2:00 - 2:50		
	G	Post Harvest Handling Guide
	H	Northeast Iowa Food & Farm Coalition
	I	Local Food Barriers & Opportunities
3:00 - 3:15		
	J	Buy Fresh Buy Local
	K	Beyond Your Plate: Advocacy and Actions
	L	A How to Session: Examples of Local Food System Work