



GOOD FOOD *for all* THE ROAD TO 2020

Friday, October 28, 2016

KELLOGG HOTEL AND CONFERENCE CENTER EAST LANSING, MI



Farms and farmers



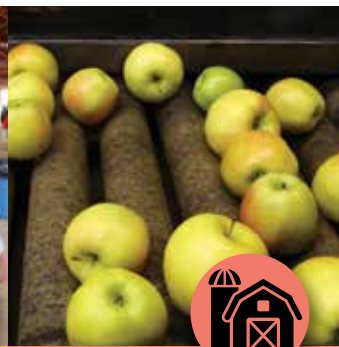
Youth



Institutions



Good food access



Food system infrastructure



Welcome to the 2016 Michigan Good Food Summit!

Thank you for taking time to be with us at the 2016 Summit. We are excited to share continued progress on the goals of the Charter at this, our fourth Summit since 2010. In the six years since the Charter was introduced, more than 900 groups and individuals across Michigan have signed the resolution of support!

Since our 2014 Summit, Michigan has seen the development of new good food projects, networks and local councils, as well as the Michigan Good Food Fund, the healthy food financing arm of the Michigan Good Food Charter. We have seen more attention given to racial equity in the food system. Through the Shared Measurement project, good food partners are examining ways to collect data so we can tell a more comprehensive and collective good food story in Michigan. Federal funding that aligns with Charter goals has also increased, further leveraging local, state, and foundation resources for this important work.

Holding the Summit allows us all to look back at the collective work accomplished and look ahead to fulfilling the promise of good food for all Michiganders in the next four years and beyond. On behalf of the Good Food Charter Steering Committee, the Summit Planning Committee and all the individuals and organizations who have embraced strategic action toward goals and agenda priorities of the Charter, thank you. Special thanks to Kathryn Colasanti, Jude Barry, Liz Gensler and Rachel Kelly with the CRFS staff and conference manager Diane Drago for their tireless work in making this event a reality. As you participate in the Summit, we hope the learning and networking opportunities offered will rekindle your passion and enthusiasm to continue your part in this work, so that all Michiganders can fully reap the benefits of a good food system.

Rich Pirog, Director
Michigan State University Center for Regional Food Systems

MICHIGAN GOOD FOOD CHARTER VISION STATEMENT

We envision a thriving economy, equity and sustainability for all of Michigan and its people through a food system rooted in local communities and centered on good food – food that is healthy, green, fair and affordable.

GOOD FOOD IS:

Healthy

It provides nourishment and enables people to thrive.

Green

It was produced in a manner that is environmentally sustainable.

Fair

No one along the supply chain was exploited during its creation.

Affordable

All people have access to it.



GOOD FOOD *for all*

THE ROAD TO 2020

October 28, 2016

KELLOGG HOTEL AND CONFERENCE CENTER
EAST LANSING, MI

AGENDA-AT-A-GLANCE

8:00 A.M.

Registration

Centennial Room

Breakfast with Exhibitors

Big Ten Room

All general sessions, lunch, breaks and the exhibits will be held in the Big Ten Ballroom on the Lobby Level.

9:00 A.M.

Welcome and Opening Remarks

FACILITATOR AND EMCEE:

Stephen Arellano, Coordinator, Office of the Foundation Liaison, Michigan Council of Foundations

Mike Hamm, PhD, C.S. Mott Professor of Sustainable Agriculture and Senior Fellow, Michigan State University Center for Regional Food Systems

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

MODERATOR: Rich Pirog, MS, Director, Michigan State University Center for Regional Food Systems

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, MI

Brian Bates, BS, Owner and Farmer, Bear Creek Organic Farm, Petoskey, MI

10:10 A.M.

Video 1: The Good Food Movement in Kalamazoo: A Snapshot

10:15 A.M.

Break with Exhibitors

10:45 A.M.

Concurrent Breakout Sessions Group #1

NOON

Lunch

1:00 P.M.

Performance: The Quest for Something Fresh by SEEDS

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 Good Food Movement in the Upper Peninsula: A Snapshot

2:20 P.M.

Break with Exhibitors

2:35 P.M.

Concurrent Breakout Sessions Group #2

3:50 P.M.

Break with Exhibitors

4:10 P.M.

Video 3: The Good Food Movement in Flint: A Snapshot

4:15 P.M.

Closing Keynote: Good Food for All: Beyond the Food System Binary

J.R. Reynolds, BS, Coordinator, Good Food Battle Creek, Battle Creek, MI

Closing Performance

Mike Ellison, Actor, Recording and Performance Artist

Chi Amen-Ra, U of M Graduate, Kresge Fellow, and internationally acclaimed percussionist

Delaney "D-Love" Ragland, Acclaimed percussionist

5:00 P.M.

Adjourn





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MODERATOR: *Rich Pirog, MS*, Director, Michigan State University Center for Regional Food Systems, East Lansing, MI

PANELISTS:

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, Detroit, MI

Brian Bates, BS, Owner and Farmer, Bear Creek Organic Farm, Petoskey, MI

Hear three leaders in Michigan's food system share experiences in their careers—which span the spectrum from farming to food business development and school food service – reflect on the progress made towards the goals and vision of the Charter and offer thoughts on next steps needed.

10:10 A.M.

Video 1: The Good Food Movement in Kalamazoo: A Snapshot

10:15 A.M.

Break with Exhibitors

When was the last time your worksite wellness program had a checkup?

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10:45 A.M.

Concurrent Breakout Sessions Group #1

Track: Business & Entrepreneurship

Session 1: (Panel) Bringing Local Meat into the Good Food Dialogue

Room 106, Lobby Level

MODERATOR: *Judith Barry*, Michigan State University Center for Regional Food Systems, East Lansing, MI

PANELISTS:

Noel Bielaczyc, MLA, 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

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?

Michigamme Room, Lower Level

MODERATOR: *Vicki Morrone*, Organic Farming Specialist, Michigan State University, East Lansing, MI

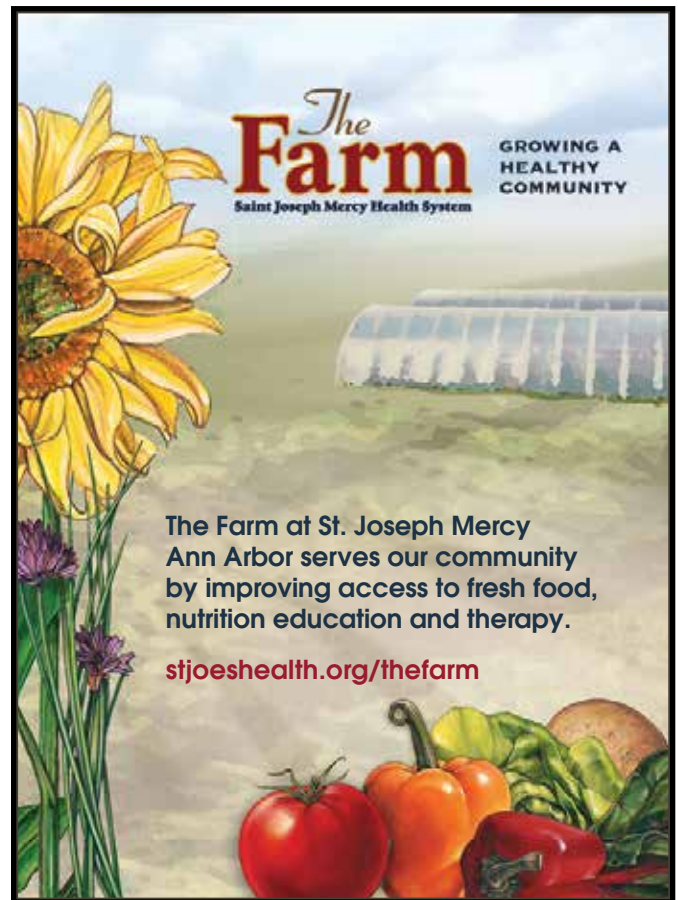
PANELISTS:

Vicki Zilke, Farm Manager, Zilke Vegetable Farm, Milan, MI

Randy Hampshire, Hampshire Farms, Kingston, MI

Brian Bates, BS, Owner and Farmer, Bear Creek Organic Farm, Petoskey, MI

Learn what different food certification labels mean for both consumers and producers. For each certification system, a farmer or processor will share his or her story of why they have invested in that label, what it means for their business, and what is the process they followed to obtain that certification and label. The labels and certifications that will be described include, USDA National Organic Program, Biodynamic, Fair Trade, and Local.



Track: Policy

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

Lincoln Room, Lobby Level

MODERATOR: *Gwendolyn Imes*, Michigan Department of Health and Human Services, Lansing, MI

PANELISTS:

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 toward 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*
Room 103AB, Lobby Level

MODERATOR: Kendra Wills, MSU Extension Educator, Michigan State University Extension, Grand Rapids, MI

PANELISTS:

Kendra Gibson, RD, Nutrition Program Instructor, Michigan State University Extension, Scottville, MI

Freddie Rosado, Owner, Circle R Farms and Chairperson, Lake County Community Food Council, Branch, MI

Meryl Smith, CLS, 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

Like many rural communities, Lake County is challenged by high levels of unemployment. More than 40% of children in the county live in poverty and many suffer from many chronic health conditions tied to obesity. The District Health Department #10 and Michigan State University Extension have secured significant federal grant resources over the past two years to organize community leaders around specific projects to create a positive culture of health in the community. These projects have engaged youth, mothers, restaurants, food pantries, farm stands, grocery stores, business leaders and local government officials. Participants attending this session will walk away with specific ideas of how they can create a Good Food culture in their rural community.

Session 5: (Panel) Creating Greater Access to Fruits and Vegetables through Innovative Programs at Farmers Markets
Riverside Room, Lower Level

MODERATOR: Lori Yelton, MS RDN, Nutritionist, Food and Dairy Division, Michigan Department of Agriculture and Rural Development, Lansing, MI

PANELISTS:

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

Renaë Hesselink, Program Manager, 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 eight 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, their implementation and lessons learned.



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Track: Organizational Development

Session 6: (Workshop) Evaluating Food Systems Change through Stories: A Hands-on Workshop

Room 105AB, Lobby Level

MODERATOR: *Rachel Kelly, Michigan State University Center for Regional Food Systems, East Lansing, MI*

PANELISTS:

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 food systems change 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: (Workshop) Developing and Building Organizational Capacity for Youth Involvement

Room 104AB, Lobby Level

MODERATOR: *Meghan McDermott, Policy Specialist, Groundwork Center for Resilient Communities, Traverse City, MI*

PANELISTS:

Anita Singh, Youth Programs Coordinator, Keep Growing Detroit, Detroit, MI

Angela Abiodun, Program Director, Detroit Food Academy, Detroit, MI

Damanique Stinson, Sa“naya Davis-Jones and Doriawn Rogers, Keep Growing Detroit Youth

Sarah Scarborough, Detroit Food Academy Youth

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

Auditorium, Lobby Level

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

MODERATOR: *Kathryn Colasanti, Michigan State University Center for Regional Food Systems, East Lansing, MI*

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, Good Food Value Chain 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: Spatial Population and Asset Representations Guide for Public Health Program Planning (How do you find what you need?)

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

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

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

Becky Kwasteniet, Food Program Manager, Baxter Child Development Center, Grand Rapids, MI

Here one’s story of how Farm to Institution in Michigan is connecting with Michigan growers and food vendors to teach children healthy eating habits by putting local, fresh, scratch-made food on the plates of children.

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

Hear about a producer cooperative that focuses its marketing 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 FDIPIR could not only have cultural benefits, but may improve public health among Native communities.

**NOON
Lunch**

1:00 P.M.

Performance: The Quest for Something Fresh: A Youth Inspired Celebration of Food and the Fine Arts

MUSICIAN: Seth Bernard, Founder, Earthwork Music Collective

PERFORMERS:

Cadence McWain, Justin Moore, David Picard, Abigail Shackley, Mackenzie Strine, SEEDS

Together, SEEDS and Earthwork Music planned a journey – a quest – to reconnect K-12 youth throughout northwest Michigan to their own sources of creativity, power and voice by cultivating a healthy relationship with food and the fine arts. The project culminated with a performance at Milliken Auditorium, titled “The Quest for Something Fresh.”

Through early 2015, K-12 students from Brethren, Forest Area, Kalkaska, Mesick and Rapid City co-created the

performance. Earthwork Music Collective musicians have helped students craft songs derived from recipes, experiences and the diverse food cultures that make up their place. Today, you will hear a few songs that were performed at the Quest with Seth Bernard, founder of the Earthwork Music Collective and artistic director of The Quest, and Brethren Middle School students. Sarna Salzman is the executive director of SEEDS.

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

Shirley Sherrod will share highlights from her long journey fighting institutional racism, while promoting empowerment strategies for economically and socially disadvantaged people. But Shirley’s story taps into a much bigger one; she and her family are just some of the tens of thousands of black farmers who have been victims of institutional racism. Hers is a story about how those farmers lost ownership of millions of acres of land in the U.S., in part because of USDA discrimination. It’s also a story of how Shirley Sherrod and others have kept fighting back—and, in some surprising ways, winning.

2:15 P.M.

Video 2: The Good Food Movement in the Upper Peninsula: A Snapshot

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?

Room 104AB, Lobby Level

FACILITATOR: Noel Bielaczyc, MLA, MSU Center for Regional Food Systems, East Lansing, MI

PANELISTS:

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

Room 106, Lobby Level

MODERATOR: Marty Gerencer, Principal, Morse Marketing Connections, LLC, Norton Shores, MI

PANELISTS:

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

Tim Slawinski, Emerging Issues Specialist, Food and Dairy Division, Michigan Department of Agriculture and Rural Development, Lansing, MI

Phil Britton, GroupGAP Coordinator, Cherry Capital Foods, Traverse City, MI

This session will provide the opportunity to hear from individuals that work with farm food safety issues. They 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. 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 Conservation Model for Beginning Farmers and Local Food Networks

Michigamme Room, Lower Level

MODERATOR: Cynthia Price, Greater Grand Rapids Food Systems Council, West Michigan

PANELISTS:

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

Room 105AB, Lobby Level

MODERATOR: Judith Barry, Michigan State University Center for Regional Food Systems, East Lansing, MI

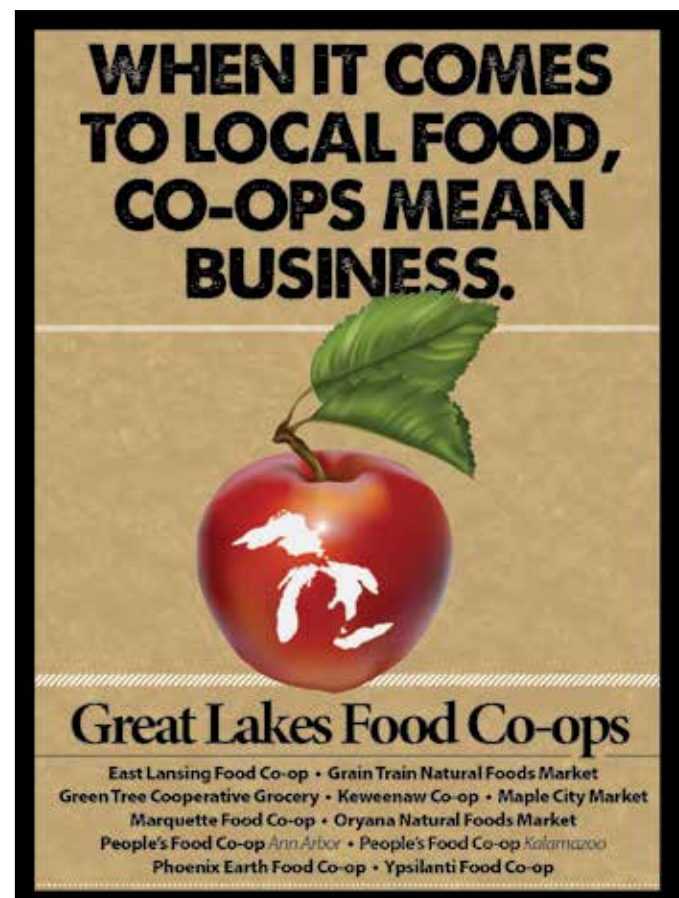
PANELISTS:

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.

Track: Food Access, Food Justice & Equity

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

Lincoln Room, Lobby Level

MODERATOR: *Kathryn Colasanti, Michigan State University Center for Regional Food Systems, East Lansing, MI*

PANELISTS:

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

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

Joanna Brown, 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

Room 103AB, Lobby Level

MODERATOR: *Jonathan Wilson, County of Muskegon, Muskegon, MI*

PRESENTER:

Kristine Ranger, M.Ed., 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). Pre-requisites were e-mailed prior to the Summit.

Track: Engaging Youth

Session 15: Connecting Kids to Healthy Food in School

Riverside Room, Lower Level

MODERATOR: *Terry McLean, MSU Extension Community Food Systems Educator and FoodCorps Michigan State Partner Supervisor, Michigan State University Extension, Flint, MI*

PANELISTS:

Monica DeGarmo, Program Manager, Office of School Nutrition, Detroit Public School Community District, Detroit, MI

Brook Juday, FoodCorps Service Member, Office of School Nutrition, Detroit Public School Community District, Detroit, MI

Jeff Martin, FoodCorps Michigan Fellow, MSU Extension Community Food Systems, Flint, MI

LaBria Lane, FoodCorps Service Member, Crim Fitness Foundation, Flint, MI

The goal of the workshop is to provide resources, road maps, and ideas for how farm to school efforts can expand beyond serving students, but also providing resources and tools for families to practice healthy eating at home. Efforts in Detroit and Flint school districts will be featured.

The Detroit School Garden Collaborative will highlight a brief history of their program and the community engagement programming they are doing with schools and their families. In Flint’s public schools, service members had extra duty this past year due to the Flint water crisis and were continually including updated information for students to take home to their families on simple ways to fight lead exposure. Encouraging healthy eating habits were also a big part of curriculum, and made their roles even more vital to the community. Resources and best practices will be shared.

Session 16: Lightning Session

Auditorium, Lobby Level

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

MODERATOR: *Lindsey Scalera, Ecology Center, Ann Arbor, MI*

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, Lansing, MI

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: Healthy Corner Stores

Tracy E. Thompson, MPH, Program Director, Child Health Alliance for Research in Michigan, Dept. of Epidemiology and Biostatistics, Michigan State University, East Lansing, MI

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

16C: Making the Most of Your Incubator Kitchen

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

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

16H: Risks vs. Benefits in Tribal Commercial Fish Harvest

Mike Ripley, B.Sc., Environmental Coordinator, Chippewa Ottawa Resource Authority (CORA), Sault Ste. Marie, MI

CORA has been monitoring tribally harvested fish from 1836 Treaty ceded waters of Lakes Michigan, Huron and Superior for the past 25 years and has documented not only a remarkable decline in contaminants, but more recently has shown that Great Lakes fish contain significant amounts of poly-unsaturated fatty acids (PUFAs) including Omega-3 Fatty Acids that have many nutritional benefits.

16I: Measuring Impact for Farmers Market Success

Amanda Maria Edmonds, Executive Director, Growing Hope and Mayor, City of Ypsilanti, Ypsilanti, MI

Learn about the Michigan Farmers Market Association’s Economic Impact pilot study with eight rural markets around the state. The power of market evaluation, shared measurement and its ability to make farmers markets recognized as the deep agents of change we know them to be will highlighted.

3:50 P.M.

Break with Exhibitors

4:10 P.M.

Video 3: The Good Food Movement in Flint: A Snapshot

4:15 P.M.

Closing Keynote: Good Food for All: Beyond the Food System Binary

J.R. Reynolds, BS, Coordinator, Good Food Battle Creek, Battle Creek, MI

Too often we all get caught up in the right way and wrong way to grow, prepare and create access to good food. Looking through an equity lens can bring into focus the spectrum of ways we can address the complex food system issues before us.

Closing Performance

Mike Ellison, Actor, Recording and Performance Artist
Chi Amen-Ra, University of Michigan Graduate, Kresge Fellow, and internationally acclaimed percussionist
Delaney “D-Love” Ragland, Acclaimed percussionist

Mike Ellison has used entertainment as a vehicle to promote social causes and charitable initiatives throughout the United States and his birth country of Ethiopia. Ellison, Chi Amen-Ra and Delaney “D-Love” Ragland will close out the day by engaging the audience in an inspiring performance you won’t want to miss!

5:00 P.M.

Adjourn



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GOOD FOOD *for all* THE ROAD TO 2020

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MICHIGAN GOOD FOOD SUMMIT MENUS

Menu created by Executive Chef Matthew Wilson

BREAKFAST BUFFET

Assorted Yogurts

With Kellogg brand Granola (Battle Creek)

Whole Fruit

Including Michigan apples

Oatmeal with Nuts and Dried Fruits

With dairy and soy milk

Hard Boiled Eggs

Regular and Decaffeinated Coffee and Teas

Kellogg Blend from Paramount (Lansing)

LUNCH BUFFET

Farmer's Market Salad

Student Organic Farm Mixed Greens, Dried Michigan Blueberries, Ferris Farm Walnuts, Amish Blue Cheese with a Michigan Maple Vinaigrette

Baked Harrietta Hills Trout

With Morel Mushroom Cream Sauce (Manistee)

Herb Roasted Michigan New Potatoes

Lake Superior Wild Rice Salad

Fresh Sweet Corn, Bell Peppers, Asparagus, Bailey Hoop House Coriander, Michigan Honey Vinaigrette

Sauteed Medley of Seasonal Vegetables

Baked Artisan Rolls

From Breadsmith (Okemos)

Mama Mucci Asparagus and Mascarpone Ravioli

With Tomato Bechamel (Canton)

New York Style Cheesecake

From Caterade (Howell)

Pulled Pork

From MSU Student Organic Farm with Faygo Root Beer BBQ Sauce

Apple Spice Cake

With Michigan Apples

Regular and Decaffeinated Coffee and Teas

Kellogg Blend from Paramount (Lansing)

AFTERNOON BREAK ITEMS

State Room Bittersweet Chocolate "WOW" with Michigan Dried Cherries

Sliced Michigan Apples

With Organic Bulk Peanut Butter from River Ridge (Sparta) and Sanders Caramel (Detroit)

Hot and Cold Cider

From Aseltines (Comstock Park)

KEYNOTE SPEAKER BIOGRAPHIES

Opening Keynote: Perspectives on the Road to 2020



Brian Bates

Owner and Farmer,
Bear Creek Organic Farm

Brian Bates owns and operates Bear Creek Organic Farm in Petoskey with his wife, Anne Morningstar. He is passionate about small farm finances, making living doing what you love, and savvy marketing.

Brian and Anne are firm believers in transparency through the value chain and have developed a philosophy called "Full Transparency Farming." This is where the farm is an open book for customers, wholesalers and fellow farmers. With no secrets, lots of ideas and some serious elbow grease, Bear Creek has gone from zero to \$175k on 1.5 acres in three years.



Devita Davison

Marketing and Communications
Director, FoodLab Detroit

Devita Davison, a native Detroit and granddaughter of a preacher, lived in New York for nearly 19 years, before returning home in 2012. For her, words are not just letters strung together; they

are vessels for love and fight, heart ache, wisdom, and profound joy.

Devita is the Director of Marketing & Communications at FoodLab Detroit, a nonprofit organization that works to provide entrepreneurs with the technical assistance, workshops, resources and the skills they need to start and grow a strong values-based food business. It is committed to serving low-resourced entrepreneurs of color and sees good food entrepreneurship as a way to build power and resilience for traditionally marginalized people and communities and promote environmental sustainability through business practices and civic engagement by entrepreneurs. Devita propels the growth of FoodLab Detroit by planning, developing and implementing all of FoodLab's marketing strategies, communications and public relations activities. She was previously the Community Kitchen Managing Director for Detroit Kitchen Connect and is a graduate of Michigan State University.



Chuck Wolford

Food Service and Purchasing
Consultant, Wayne Regional
Educational Service Agency

Chuck is the Director of Food Service and Purchasing for Wayne RESA and has been working in the school business for the past 30 years. He is a past president of the School Nutrition Association of Michigan and in 2012, was selected as the Michigan School Business Official of the year. He completed his PhD in Leadership and Organizational Development. As part of his position at Wayne RESA, Chuck operates the MOR School Food Purchasing Cooperative for 120 school districts and is committed to increasing the number of Michigan products used in schools today.

Lunch Keynote: Good Food for All: The Journey and the Destination



Shirley Sherrod

Executive Director, Southwest
Georgia Project for Community
Education

Shirley Sherrod was born in Baker County, Georgia, in 1947. The tragic murder of her father when she was 17-years-old had a profound impact on her life and was a turning point that led her to feel that she should stay in the South to bring about change. Her father, Hosie Miller, was a deacon at the local Baptist church. A white farmer shot him to death, reportedly over a dispute about livestock. No charges were returned against the shooter by an all-white grand jury.

Ms. Sherrod attended Fort Valley State College and then transferred to Albany State where she received her bachelor's degree. She studied sociology and worked for civil rights with the Student Nonviolent Coordinating Committee, where she met her future husband, Minister Charles Sherrod.

During the 1960s, Ms. Sherrod and her husband helped to form several land trusts in Southwest Georgia, in particular, New Communities Inc., collective farm they co-founded in 1969. The 6,000 acre farm in Lee County, Georgia was the largest tract of black-owned land in the U.S. It was a

KEYNOTE SPEAKER BIOGRAPHIES

laboratory and model for Community Land Trusts designed to provide an equitable and sustainable model of affordable housing and community development while providing African American farmers the opportunity to farm land securely and affordably. The project soon encountered difficulties in the opposition of area white farmers, and also from segregationist Democratic Governor Lester Maddox, who prevented development funds for the project from entering the state. A drought in the 1970s, fertilizer suppliers selling them inferior products, and their inability to get timely government loans led to the project's ultimate demise. Ms. Sherrod went on to work with the Federation of Southern Cooperatives, to help black farmers keep their land.

Ms. Sherrod earned a master's degree in Community Development from Antioch University through the Rural Development Leadership Network and completed her master's work in 1989.

Ms. Sherrod later served on the board of the Rural Development Leadership Network until she resigned from the board after accepting a position with the United States Department of Agriculture (USDA) in 2009, as the Georgia State Director of Rural Development. She was the first black person to hold that position.

She became the subject of a controversy when edited remarks were used to force her to resign. However, upon review of the complete unedited video in full context, the NAACP, White House officials, and Tom Vilsack, the United States Secretary of Agriculture, apologized for the firing and she was offered a new position. Currently, Ms. Sherrod serves as the Executive Director for the Southwest Georgia Project and works on the boards of Rural Advancement Foundation International, Rural Development Leadership Network and the Albany Chamber of Commerce.

Closing Keynote: Good Food for All: Beyond the Food System Binary



J.R. Reynolds
Coordinator, Good Food Battle Creek

J.R. Reynolds is a social justice advocate, writer, communications consultant and Certified Professional Coach. His focus is on anti-oppression work at the intersection of race, gender, ability, identity and class. J.R. is Coordinator of Good Food Battle Creek, which supports organizations

and individuals working in our food system. He also is Director of Special Projects for Beyond Diversity, which provides education and design trainings focused on anti-oppression. J.R. writes the Battle Creek Enquirer column "Humans being". Along with his companion blog, "4 Humans being," J.R. creates connections between people and across cultures, by exploring the things we share in common.

Closing Performance



Mike Ellison
Actor, Recording & Performance Artist

Mike Ellison was born in Ethiopia, raised in Reston, Virginia and fully realized himself as an actor, recording and performance

artist in Detroit. The multi-faceted entertainer has released independent albums, headlined national concert and community outreach tours, and registered acting credits that span film, theater and television.

Mike has employed entertainment as a vehicle to promote social and charitable initiatives throughout the United States and his birth country, including orphan support programs and the construction of several healthcare clinics. Stateside, he's partnered with major and grassroots non-profit organizations, as well as notable corporate sponsors to promote cancer awareness, teach African-American history, and combat bullying and teen suicide in middle and high schools. Mike's father, the late journalist Bob Ellison, was the first and to date only African-American president of the White House Correspondents' Association.

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