NGFN FOOD HUB COLLABORATION

SPRING 2014 CONFERENCE

MARCH 26-28 | RALEIGH NC

COMPLETE AGENDA AVAILABLE ON ANY DEVICE!

SESSION DETAILS, SPEAKER BIOS, ATTENDEE LIST, PERSONAL PLANNER

APP STORE
1. DOWNLOAD GUIDEBOOK FROM YOUR APP STORE
2. OPEN THE APP AND CLICK DOWNLOAD GUIDES
3. CLICK REDEEM CODE, AND ENTER CODE: FOOD

or QV CODE
SCAN THE CODE TO ACCESS THE APP

USE YOUR WEB BROWSER
1. GO TO m.guidebook.com
2. SEARCH FOR “FOOD”
3. CLICK ON “NGFN FOOD HUB COLLABORATION CONFERENCE”

(THIS METHOD WORKS FOR ALL DEVICES WITH A BROWSER)
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 am to 5:00 pm</td>
<td>Registration open</td>
</tr>
<tr>
<td>State Ballroom Foyer</td>
<td>Check in for site visits at least 30 minutes before departure on a tour.</td>
</tr>
<tr>
<td>7:00 am to 8:00 am</td>
<td>Breakfast Buffet</td>
</tr>
<tr>
<td>State Ballroom Foyer</td>
<td>Breakfast available for those attending pre-conference site visits</td>
</tr>
<tr>
<td>7:45 am to 12:00 pm</td>
<td>Site visits</td>
</tr>
<tr>
<td></td>
<td>Check complete conference agenda online for site visit descriptions</td>
</tr>
<tr>
<td>9:00 am to 12:00 pm</td>
<td>Intensive Training Courses</td>
</tr>
<tr>
<td>University B</td>
<td>Food Safety Planning for Food Hub Managers</td>
</tr>
<tr>
<td>Michelle Pfannenstiel—President, Dirigo Quality Meats</td>
<td></td>
</tr>
<tr>
<td>University C</td>
<td>Advanced MS Excel for Business (Note: You must bring your own computer)</td>
</tr>
<tr>
<td>University A</td>
<td>Reduce Error, Retain People: Five Steps to an Effective Staff Training System</td>
</tr>
<tr>
<td>Peggy da Silva—Principal, Consulting for Community</td>
<td></td>
</tr>
<tr>
<td>12:00 pm to 1:00 pm</td>
<td>Lunch</td>
</tr>
<tr>
<td>State Ballroom CDEF</td>
<td>Join us for a lunch prepared with local, organic and in-season food</td>
</tr>
<tr>
<td>1:00 pm to 1:40 pm</td>
<td>Conference Kick off and Keynote Speaker</td>
</tr>
<tr>
<td>State Ballroom CDEF</td>
<td>Dr. Jill Long Thompson—Chair of the Board and CEO of the Farm Credit Administration</td>
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<tr>
<td>2:00 pm to 5:00 pm</td>
<td>Intensive Training Courses</td>
</tr>
<tr>
<td>University A</td>
<td>Reduce Error, Retain People: Five Steps to an Effective Staff Training System</td>
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<tr>
<td>Congressional B</td>
<td>Access to Capital</td>
</tr>
<tr>
<td>Carol Peppe Hewett—Slow Money NC; Kate Danaher—RSF Social Finance; Alex Linkow — Fair Food Fund; Courtney Tellefsen — The Produce Box; Steve Peters — Sandhills Farm to Table; Lance Lothen — The Reinvestment Fund</td>
<td></td>
</tr>
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<td>University C</td>
<td>Advanced MS Excel for Business (Note: You must bring your own computer)</td>
</tr>
<tr>
<td>Chancellor</td>
<td>Customer Journey Mapping: Building Customer Relationships to Increase Sales, Service,</td>
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<tr>
<td>Erika Block—CEO and Noah Fulmer—Director of Training/Capacity Building, Local Orbit</td>
<td>and Impact</td>
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<tr>
<td>State A</td>
<td>Responding to the Market Demand for Safe Food</td>
</tr>
<tr>
<td>Steve Warshawer, NGFN Food Safety Coordinator; Michelle Pfannenstiel, Dirigo Quality Meats; Donna Burke-Fonda, USDA AMS; Jim Slama, FamilyFarmed.org; Heidi Weider-quist, Chipotle Mexican Grill</td>
<td></td>
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<tr>
<td>State Ballroom EF</td>
<td>Setting Goals and Tracking Progress: Keys to Improving Food Hub Viability</td>
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<tr>
<td>Featuring speakers from VT Farm Viability Program, Red Tomato, Green Mountain Farm Direct, Mad River Food Hub L3C, Prairie Ventures LLC, Wholesome Wave.</td>
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<tr>
<td>State B</td>
<td>Strengthening Small Farms and Food Hub Operations: Bootcamp for Financial Success</td>
</tr>
<tr>
<td>Chad Gerencer—Morse Marketing Connections LLC, Gary Matteson—Farm Credit Council, Erin Pirro—Farm Credit East ACA</td>
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</tr>
<tr>
<td>University B</td>
<td>The Business Landscape: Defining Your Unique Position in the Market</td>
</tr>
<tr>
<td>Kathy Nyquist—Founder and Principal, New Venture Advisors</td>
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<tr>
<td>5:15 pm to 6:45 pm</td>
<td>Open Space Sessions</td>
</tr>
<tr>
<td>State Ballroom CDEF</td>
<td>Lead or join in on an impromptu discussion around a topic that interests you!</td>
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<tr>
<td>6:45 pm to 8:45 pm</td>
<td>Local Food Reception and Networking</td>
</tr>
<tr>
<td>State Ballroom Foyer</td>
<td>Join us for a local food strolling dinner and reception</td>
</tr>
</tbody>
</table>
### 7:00 am to 11:00 am
Registration open
State Ballroom Foyer

### 7:00 am to 8:30 am
Breakfast
State Ballroom Foyer Start the day with nourishment and networking

### 8:30 am to 10:15 am
**Opening and Welcome | Plenary: The Journey of Healthy Regional Food Systems—North Carolina**
State Ballroom CDEF *Featuring speakers from BCBSNC Foundation, RAIF-USA, Center for Environmental Farming Systems, Carolina Farm Stewardship Association, and Land Loss Prevention Project. Check complete conference agenda for speaker bios and plenary details.*

### 10:15 am to 10:30 am
Break
State Ballroom Foyer Tea and coffee available

### 10:30 am to 12:00 pm
**Concurrent Workshops I**

**University C** Beyond David and Goliath

**University B** Economic Impacts of Food Hubs
- Becca Jablonski — PhD Candidate at Cornell University, Rich Pirog—Associate Director, MSU Center for Regional Food Systems

**University A** Food Banks as Food Hubs
- Leona Davis—Education/Advocacy Coordinator, Community Food Bank of Southern Arizona, Mitch Gruber—Food Access Programs, Foodlink, Kathryn Strickland—Executive Director, Food Bank of North Alabama, Sharon Thornberry —community food systems manager, Oregon Food Bank

**Chancellor** Food Hub Financing 101: Introduction to Financing and Business Diligence for Food Hubs
- Darrow Vanderburgh-Wertz—Portfolio Manager for Investments, Wholesome Wave, Daniel Wallace—Program Developer for Sustainable Agriculture, CEI

**Congressional B** Legal Tools for Food Hubs
- Laurel Handel—Partner, Foscolo & Handel PLLC

**State A** Processing at Food Hubs
- Robin Morris—Director, Mad River Food Hub L3C, John Waite—Executive Director, Western MA Food Processing Center, Sarah Waring—Executive Director, Center for an Agricultural Economy

**State B** Selling a Lot Without Selling Out
- John Fisk—Director, Wallace Center at Winrock International, Dennis Derryck —President/Founder, Corbin Hill Food Project, Sandi Kronick—CEO, Eastern Carolina Organics, Bu Nygrens—Purchasing Director, Veritable Vegetable

### 12:00 pm to 1:25 pm
**Lunch and Keynote Speaker**
State Ballroom CDEF *Doug O’Brien—USDA Deputy Under Secretary for Rural Development*
1:30 pm to 3:00 pm

Concurrent Workshops II

University C Building Networks that Work: Cultivating Networks to Support Food Hub Commerce
Rich Pirog—MSU Center for Regional Food Systems, Ann Karlen—Fair Food, Marty Gerencer—Morse Marketing Connections LLC, Pam Roy—Farm to Table New Mexico, Kathryn Terry — Appalachian Sustainable Development

State A Food Hub Financing 201: Shark Tank—Financiers Evaluate Real Food Hub Businesses
Gary Matteson — Farm Credit Council, Erin Pirro — Farm Credit East, Tom Cosgrove—Farm Credit East, Gray Harris—CEI Maine

Congressional B Optimizing Your Triple Bottom Line
Nicole Mason—Veritable Vegetable; Sean Buchanan—Black River Produce

University B Healthy Food, Healthy Economies
Allison Hagey—PolicyLink; Kate Fitzgerald — Fair Food Network; Eugene Kim — National Sustainable Agriculture Coalition; Ellen Vollinger — Food Research and Action Center

State B Local Demand Paradox: Why the Largest Customers Do Not Buy, and What You Can Do About It
Kathy Nyquist—Founder and Principal, New Venture Advisors

University A Quality Management Systems: A Cooperative Approach to Food Safety for Food Hubs and Farmers
Mark Ames—President, AQS Management Systems, Donna Burke-Fonda—Assistant Section Head, U.S. Department of Agriculture, Steve Warshawer—Enterprise Development, La Montanita Co-op and Wallace Center at Winrock International

Chancellor The Trap of Trying to be All Things to All People: The Need to Specialize and Do It Well

3:15 pm to 4:45 pm

Plenary: Getting the Margin to Meet the Mission

State Ballroom CDEF Featuring speakers from Black River Produce, Wisconsin Food Hub Cooperative, Matson Consulting, The Farm Credit Council, New Venture Advisors, ALBA Organics, FarmilyFarmed.org. Check complete conference agenda for speaker bios and plenary details.

4:45 pm to 5:00 pm

Break

State Ballroom Foyer Tea and coffee available

5:00 pm to 6:30 pm

Curbside Consulting

See staff to assist you to your pre-arranged appointments.

6:30 pm

Dinner on your own

Check complete conference agenda for local restaurant suggestions and locations.

UVM FOOD HUB MANAGEMENT PROFESSIONAL CERTIFICATE PROGRAM
learn from leaders - become a leader
learn.uvm.edu/foodhub
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<td>Breakfast</td>
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<tr>
<td>7:30 am to 8:25 am</td>
<td>Curbside Consulting</td>
</tr>
<tr>
<td>8:30 am to 10:15 am</td>
<td>Plenary: Cutting Edge State Level Initiative for Food Hub Development</td>
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<tr>
<td>10:15 am to 10:30 am</td>
<td>Break</td>
</tr>
<tr>
<td>10:30 am to 12:00 pm</td>
<td>Concurrent Workshops III</td>
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<td>12:00 pm to 1:00 pm</td>
<td>Lunch and Keynote Speaker</td>
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**University B**

A Tale of Three Cities: Sustainable Hub Models for Food Access
- Sharon Cech—Regional Food Systems Program Manager, Urban & Environmental Policy Institute at Occidental College
- Carol Coren—Principal, Farm to Family Foods & Cornerstone Ventures, LLC

**University A**

Challenges and Opportunities of Multi-Channel Food Hub Sales
- Amy McCann—CEO, Local Food Marketplace
- Jesse Rye—Co-Executive Director, Farm Fresh Rhode Island
- Neil Staufer—General Manager, Penn’s Corner Farm Alliance
- Laura Theis—Customer Service Advocate, Local Food Marketplace

**State B**

Getting to the Bottom of Triple Bottom Line Businesses: Exploring Food Hub Financial Viability
- Micaela Fischer—Graduate Affiliate, Michigan State Center for Regional Food Systems
- James Matson—Owner, Matson Consulting
- Kathy Nyquist—Founder and Principal, New Venture Advisors
- Erin Pirro—Farm Business Consultant, Farm Credit East/ACA
- Darrow Vanderburgh-Wertz—Portfolio Manager for Investments, Wholesome Wave

**University C**

Measures that Matter
- Jacqueline LeBlanc—Junior Associate, Yellow Wood Associates Inc
- Shanna Ratner—Yellow Wood Associates Inc
- Kristen Suokko—Executive Director, Local Food Hub

**Congressional B**

STOP! Don’t Build that Hub!
- Karen Hiniker Simons—Local Economies Project
- Jim Slama—President, FamilyFarmed.org
- Bradley Austin—Produce and Floral Coordinator, Whole Foods Market Southern Region
- Jeff Gorelick—Principal, Foster-Caviness Foodservice
- Heidi Weiderquist—Director, Quality Assurance and Food Safety, Chipotle Mexican Grill

**State A**

Using Integrated Capital to Change Food Systems
- Kate Danaher—Sr Lending Associate, RSF Finance
- Linda Jo Doctor—Program Officer, W.K. Kellogg Foundation
- Haile Johnston—Director, Common Market Philadelphia
- Michael Roberts—Program Associate, The 11th Hour Project
- Mailee Walker—Executive Director, Claneil Foundation

**Chancellor**

What do Buyers Want?
- Jim Slama—President, FamilyFarmed.org
- Bradley Austin—Produce and Floral Coordinator, Whole Foods Market Southern Region
- Jeff Gorelick—Principal, Foster-Caviness Foodservice
- Heidi Weiderquist—Director, Quality Assurance and Food Safety

**12:00 pm to 1:00 pm**

Lunch and Keynote Speaker
- Michael Taylor—Deputy Commissioner for Foods and Veterinary Medicine, Food and Drug Administration
1:10 pm to 2:40 pm  
**Concurrent Workshops IV**

**University B**  Finding Common Measures for the Nation’s Food Hubs  
*Shanna Ratner—Principal, Yellow Wood Associates LLC, Jacqueline LeBlanc—Junior Associate, Yellow Wood Associates Inc and Feast Down East,*

**Chancellor**  Food Hub Business Structures: Knowing Your Choices, Understanding Their Implications  
*Joanna Hamilton—Food Systems Researcher, CLF Ventures, Ben Tettlebaum—Rhodes Fellow/Attorney, Conservation Law Foundation*

**State A**  Frozen  
*Cheryl Kollin—CEO, Farm to Freezer, Molly Riordan—Special Projects Coordinator, Common Market Philadelphia, Jan Tusick—Center Director, Mission Mountain Food Enterprise Center, John Waite—Executive Director, Western MA Food Processing Center*

**University A**  Meaty Challenges: Strategies for Food Hubs Interested in Marketing and Distributing Proteins  
*Sean Buchanan—Business Development Manager, Black River Produce, Jennifer Curtis—Co-Founder and COO, Firsthand Foods, Casey McKissick—Program Director, NC Choices, Tina Prevatte—Co-CEO, Firsthand Food, Evan Smith—Chief of Operations, Cherry Capital Foods*

**State B**  Schools as a Market  
*Kathy Lawrence—Director of Strategic Development, School Food FOCUS, Linda Malleys—CEO and President, FarmLogix, Samantha Benjamin-Kirk—USDA Farm to School Lead, Helen Dombalis—Policy and Strategic Partnerships Director, National Farm to School Network, Dave Prather—General Manager, Western MT Growers Cooperative*

**Congressional B**  Toward More Sustainable Agriculture  
*Devona Bell Sherwood—Program Officer, Wallace Center at Winrock International, Nancy Creamer—Director, Center for Environmental Farming Systems; Daniel Doyle—Executive Director, Mississippi Sustainable Agriculture Network; Leila Wolf rum—Operations Manager, Company Shops Market; Lesley Sykes—Account and Product Manager, Red Tomato; Jesse Rye—Co-Executive Director, Farm Fresh Rhode Island; Sara Clow—General Manager, Grow Food Carolina; Chris Hartman—President, Headwater Foods*

**Multi-Stakeholder Benefits and Opportunities**  
*James Matson—Owner, Matson Consulting, Laura Theis—Customer Service Advocate, Local Food Marketplace representing Idaho’s Bounty Co-op; Diane Chapeta—Operations Manager, Fifth Season Co-op; Sandi Kronick—CEO, Eastern Carolina Organics; Steve Peters—General Manager, Sandhills Farm to Table*

2:45 pm to 3:15 pm  
**Closing**

State Ballroom CDEF
The Wallace Center would also like to thank the following conference sponsors:

Chatham University
Veritable Vegetable and
Perdue University