



## National Good Food Network Convening Agenda (DRAFT)

### Pre-Convening

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*Note: Pre-convening Events are open to representatives from Regional Lead Teams, and Advisory Council Members. In addition, a representative from Regional Lead Team Applicants is invited to our morning session, "Developing Metrics and Progress Evaluation."*

#### **Tuesday, November 18**

7:30 – 8:30 a.m. / Breakfast

#### **8:30 a.m. – 11:30 a.m. / Developing Metrics and Progress Evaluation**

Shanna Ratner, founder of Yellow Wood Associates, a rural economic development consulting firm, and program evaluator for the National Good Food Network, will lead a training session on developing metrics and implementing evaluation. With a background in agricultural economics, and over 18 years working with community organizations, local governments, and community development foundations, Shanna will provide an in-depth training on developing and using metrics for program design and evaluation, as well as an opportunity get to your program evaluation questions answered. [RSVP Required]

12:00 p.m. – 1:15 p.m. / Lunch

#### **12:30 p.m. – 1:15 p.m. / Welcome / Framing the Network / Introductions**

#### **1:15 p.m. – 2:15 p.m. / Challenges & Opportunities to Your Regional Work**

What are your region's barriers to success? How can you harness the knowledge and experience of our growing Network to scale up Good Food? In this highly interactive session, you'll work in small groups with other Regional Lead Team organizations to discuss your own challenges, learn from your Network colleagues and bring your experiences to bear on the challenges of other Regional Lead Teams.

#### **2:15 p.m. – 3:45 p.m. / Regional and National Networking: What's Working and Why**

*This is the first of two panels moderated by Regional Lead Team members and designed to share and strengthen expertise around the fundamental strategies of the Good Food Network: building a Network, and getting more good food to more people.*

In this moderated panel discussion, RLT organizations will share their stories of bringing together people, energy, ideas and resources to do more and do better. You'll hear from your colleagues around the country about what works, what doesn't, and how to create and strengthen relationships that yield both value and results.

4:15 p.m. – 5:45 p.m. / **Successful Strategies for Producing, Moving and Marketing Good Food**

*This is the second of two panels moderated by Regional Lead Team members and designed to share and strengthen expertise around the fundamental strategies of the Good Food Network: building a Network, and getting more good food to more people.*

In this moderated panel discussion, RLT organizations will discuss challenges, opportunities and successes in getting good food from farm to fork. Practitioners will share knowledge about aggregation, storage, distribution, marketing and retail connections with the intent of providing a systematic snapshot of their thriving value-chains.

6:00 p.m. – 7:00 p.m. / **Moving Forward as a Network and Community**

The goal of this discussion is to hear from the RLTs and the Advisory Council about their ideas for the GFN, their needs and what they feel they have to offer to others. We hope to gain a better understanding of how we can leverage the expertise in the network, and begin to shape the role of the Advisory Council in the Network moving forward.

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## **Convening**

### **Tuesday, November 18**

7:30 p.m. – 9:00 p.m. / Informal Dinner and Networking [RSVP Required]

### **Wednesday, November 19**

7:00 a.m. – 8:00 a.m. / Breakfast

#### **8:00 a.m. / Opening and Welcome**

#### **8:10 a.m. – 9:00 a.m. / Good Food Network Vision**

In this panel discussion, practitioners from along the value chain will discuss their role in the Network, and share thoughts on how to transform our relationships and knowledge into a powerful vehicle for scaling up and bringing more good food to more people. Producers, distributors, buyers, retailers and others will speak directly to what they have to give to and gain from this community of practice, and reflect on how we can shape the Good Food Network to meet our needs and the needs of our communities.

#### **9:00 a.m. – 10:00 a.m. / Panel: Aggregation and Distribution Models I – Logistics**

*This is the first of two moderated panels on innovative aggregation and distribution models, designed to examine successful strategies for moving more good food.*

This panel will focus on the logistics of aggregation, including storage, grading, processing and transportation. Panelists will include for-profit and non-profit practitioners from the field.

#### **10:15 a.m. – 11:15 a.m. / Panel: Who Buys Good Food?**

These folks do! This moderated panel will feature buyers from regional and national businesses including intuitional buyers, food service representatives, supermarket purchasers and NGO aggregators to discuss the challenges they face and opportunities they see in purchasing good food from farmers and other local and regional sources.

#### **11:30 a.m. – 12:30 p.m. / Peer Consulting Sessions**

In response to an appeal for a balance between large group sessions and the ability to have meaningful in-depth conversations between experts and practitioners, we are piloting NGFN Interactive Classroom sessions at this

year's Convening. Each Interactive Classroom will feature an experienced practitioner, consultant, or expert and will be limited to 10 conference participants. Each 30 minute session will provide the opportunity for participants to ask questions or discuss issues with someone from the network that has experience.

Throughout the day there will be five 30 minute sessions featuring conversations on aggregation, distribution, marketing, transportation, food access, policy, etc. The majority of consultants will be pre-selected, although space will be available for interested participants to select and form their own classrooms at the convening. Some consultants will be available for multiple time slots when possible.

12:30 p.m. – 1:30 p.m. / Lunch

1:30 p.m. – 2:30 p.m. / **Panel: Aggregation Models II – Successful Business Relationships**

*This is the second of two moderated panels on innovative aggregation models, designed to detail successful strategies for moving more good food.*

This panel will focus on relationships involved with aggregating and distributing product, including relationships between producers, distributors and buyers, but also relationships between producers, retailers and consumers around marketing and branding.

2:45 p.m. – 4:15 p.m. / **Peer Consulting Sessions (Three 30 minute sessions)**

4:15 p.m. – 5:30 p.m. / **Panel: Good Food for All**

Can businesses, NGOs and social service organizations team up to produce and distribute more healthy affordable good food for all? This panel will examine the changing shape of the food access landscape and how foundations, NGOs, social service providers and the business community can work together to meet these challenges and expand sustainable access for underserved communities.

6:30 p.m. – 8:30 p.m. / Reception

**Thursday, November 20**

8:00 a.m. – 9:00 a.m. / Breakfast

9:00 a.m. – 10:30 a.m. / **Panel: Putting Value back in the Value Chain**

Yesterday they were called supply chains - the integrated elements that moved product from the field to the table in a systematic fashion. Today, we refer to value chains as part of the strategy to ensure that the social and environmental values that we plant take root and end up on the table with the consumer. Panelists will discuss the advent of value-chains, their implementation and how we can build value into the chain as we do our work.

11:00 a.m. – 12:30 p.m. / **Financial Resources for Food Systems**

Panelists will discuss different financial resources that are available to for-profit and non-profit entities working in sustainable food systems. This discussion will focus what types of financial resources are available to Good Food Network participants and how they can access them. Panelist will include key individuals from foundations, social enterprise investors, venture capital, government and the farm credit. Time will be made to respond to questions.

12:30 p.m. – 1:00 p.m. / **Closing Remarks**