VALUE CHAIN COORDINATION:
BRINGING PEOPLE TOGETHER

A National Good Food Network Webinar
August 30, 2018
Webinar Overview

- Tech Orientation
- Welcome
- Hosting and Evaluating Effective Convenings
- Q & A

Ellie Bomstein
Wallace Center at Winrock International
About the Wallace Center

The Wallace Center develops partnerships, pilots new ideas, and advances solutions to strengthen communities through resilient farming and food systems.

- National Focus • Systems Change
- Multi-Sector Partnerships • Market-Based Solutions

Key Strategies
- Peer Networking and Outreach
- Capacity Building, Training and Technical Assistance
- Documenting and Sharing Replicable Models and Innovations
- Applied Research and Knowledge Development
HOW TO FIND US

- Wallacecenter.org
- NGFN.org
Webinar Overview

- Tech Orientation
- Welcome
- Hosting and Evaluating Effective Convenings
- Q & A

Ann Karlen
Sarah Rocker
Mark Brault
IDENTIFYING PURPOSE

What's the need that's driving the event?
And how will your event address that need?
ORIGIN STORY:
LOCAL GROWER LOCAL BUYER

History: 2002 - 2012
Duration: Monday evening, 4 hours
Location: Reading Terminal Market (after hours)
Audience: Industry only – Chefs, Retailers, Distributors
Number of Exhibitors: 30-40
Exhibitors: Farmers and Artisan Producers
Attendance: 200-300
Elements/Sessions: Expo style
Budget: $5000
Funding: Earned/Internal
Team: Staff
Money Raised: $0
PHILLY FARM AND FOOD FEST

History: 2013 – Present
Duration: Sunday, 10am - 4pm
Location: Pennsylvania Convention Center
Audience: General Public + Industry
Number of Exhibitors: 165
Exhibitors: Farmers, Artisan Producers, Food Hubs/Distributors, Food Service, Brewers, Distillers, Cookbook Authors
Attendance: 3000-4000
Elements/Sessions: Expo, Demos, Lectures, etc.
Budget: $160,000
Funding: Sponsorship, Ticket Sales, Booth Fees
Team: Staff, Event Planner, Logistics Firm, Marketing Firm, Outside Evaluator
Money Raised in 2016: $31,226
Money Raised in 2017: -$7,228
### PHILADELPHIA GRAIN AND MALT SYMPOSIUM

**History:** 2016 - Present  
**Duration:** Saturday, 9am - 4pm  
**Location:** University of the Sciences  
**Audience:** Industry + General Public  
**Number of Exhibitors:** 18  
**Exhibitors:** Brewers, Bakers, Distillers, Chefs  
**Attendance:** 110  
**Elements/Sessions:** Educational Sessions, Demos, Lectures, Expo  
**Budget:** $11,600  
**Funding:** Sponsorships & Grant  
**Team:** Committee of 5  
**Money Raised in 2017:** $4,650
FUNDING

Let's talk about how these events are funded...
# Philly Farm & Food Fest

<table>
<thead>
<tr>
<th></th>
<th>2016 TOTALS</th>
<th>2017 TOTALS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Revenue</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ticket Sales</td>
<td>$52,807</td>
<td>$58,064</td>
</tr>
<tr>
<td>Exhibitor Fees</td>
<td>$36,154</td>
<td>$49,585</td>
</tr>
<tr>
<td>Sponsorship</td>
<td>$84,523</td>
<td>$55,000</td>
</tr>
<tr>
<td><strong>Total Revenue</strong></td>
<td>$173,484</td>
<td>$153,648</td>
</tr>
<tr>
<td><strong>Expenses</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Professional Services</td>
<td>$58,158</td>
<td>$71,945</td>
</tr>
<tr>
<td>Marketing</td>
<td>$22,524</td>
<td>$27,500</td>
</tr>
<tr>
<td>Operating Expenses</td>
<td>$17,597</td>
<td>$17,879</td>
</tr>
<tr>
<td>Venue</td>
<td>$42,823</td>
<td>$38,006</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td>$142,258</td>
<td>$160,876</td>
</tr>
<tr>
<td><strong>Gross Profit</strong></td>
<td>$31,226</td>
<td>-$7,228</td>
</tr>
</tbody>
</table>

## Revenue

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsorship Revenue</td>
<td>$84,523</td>
<td>$55,000</td>
</tr>
</tbody>
</table>

## Expenses

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional Services</td>
<td>$58,158</td>
<td>$71,945</td>
</tr>
</tbody>
</table>

**PHILLY FARM & FOOD FEST**

[Image]
## PHILADELPHIA GRAIN AND MALT SYMPOSIUM

<table>
<thead>
<tr>
<th></th>
<th>2016 TOTALS</th>
<th>2017 TOTALS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Revenue</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ticket Sales</td>
<td>$1,500</td>
<td>$2,900</td>
</tr>
<tr>
<td>Exhibitor Fees</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td>Sponsorship &amp; Grant</td>
<td>$5,000</td>
<td>$8,700</td>
</tr>
<tr>
<td><strong>Total Revenue</strong></td>
<td>$6,500</td>
<td>$11,600</td>
</tr>
<tr>
<td><strong>Expenses</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Professional Services</td>
<td>$4,500</td>
<td>$2,025</td>
</tr>
<tr>
<td>Marketing</td>
<td>$0</td>
<td>$300</td>
</tr>
<tr>
<td>Operating Expenses</td>
<td>$2,500</td>
<td>$3,950</td>
</tr>
<tr>
<td>Venue</td>
<td>$0</td>
<td>$675</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td>$7,000</td>
<td>$6,950</td>
</tr>
<tr>
<td><strong>Gross Profit</strong></td>
<td>$-500</td>
<td>$4,650</td>
</tr>
</tbody>
</table>

**Note:**

Thank you to our sponsors who make this event possible!
What are the human resources and processes needed to run these events?
PHILLY FARM AND FOOD FEST

LGLB: The one-month hustle  2002-2012

Internal planning and logistics  2013

Internal planning and outsourced logistics  2014-2015

Outsourced planning and logistics  2016-2017

Moral of the story: What is the highest and best use of your time?

IN-KIND SUPPORT:
Organizing by committee (with no hierarchy) is not easy. The success of PG&MS is a testament to our team - a small group of industry and academic partners with event experience who contributed in kind labor to plan and operate every aspect of the event.

Presented By:
Deer Creek Malthouse
USciences University of the Sciences
Brewing Science
KTC
Philly Love Beer
ENGAGING PARTICIPANTS

Getting the right folks in the room...
GETTING THE RIGHT FOLKS IN THE ROOM

- Stakeholders with different interests/needs
- What's the pitch?
- Use of personal social capital
- Reaching outside of your network
HOSTING

Social Capital in Action
PHILLY FARM AND FOOD FEST

• It's everybody's "Big Day"
• Unique face-to-face time for industry
• Your opportunity to be an ambassador
• Social capital in action – a chance to recharge

PHILADELPHIA GRAIN AND MALT SYMPOSIUM
EVALUATION

Thinking about impact outside of the box
For Whom and What Purpose?

- **Attendees**: Gauge participant satisfaction
- **Organizers**: Understand impacts of the effort
- **Supporters**: Connect impacts to broader goals (i.e., organizational, project, funding)
PHILADELPHIA GRAIN AND MALT SYMPOSIUM

Focus on relationship building as primary outcome

PHILLY FARM AND FOOD FEST

Focus on diverse outcomes for various attendee groups
PHILLY FARM AND FOOD FEST

Survey Topics by Attendee Group

**Exhibitors:** Business Connections, Sales, Marketing, Event Satisfaction

**Buyers:** Business Connections, Event Satisfaction

**Consumers:** Event Satisfaction, Sales, Information Learned, Shopping Preferences, Motivations

---

**ATTENDEES**

**Exhibitors:** 19.4% increase over 2015
**Tickets Sold:** 37.1% increase over 2015
**Libations Lounge:** 65% increase over 2015
**Industry Preview Hour:** 44.1% increase over 2015

80% of Exhibitors at PF3 sold goods on site

80% of consumers reported finding products at PF3 that they plan to incorporate into their regular shopping

86% attended PF3 to support environmental efforts

80% of consumers purchased goods at PF3

82% attended PF3 due to interest in eating healthy food

88% attended PF3 to learn about and try new food

89% attended PF3 to support the local economy
PHILADELPHIA GRAIN AND MALT SYMPOSIUM

Focus on relationship building as primary outcome

Value Chain Actors: suppliers, producers, processors, and buyers
Support Actors: educators, researchers, policymakers, funders, consultants

Questions:
- Who does business with whom?
- Who shares professional advice with whom?
- How did connections change before and after event?

Social Network Analysis
Survey Design

Results by the Numbers

Pre Event:  
Business Connections: 20  
Advice Connections: 12

Post Event:  
Business Connections: 53  
Advice Connections: 35
GRAIN AND MALT SYMPOSIUM

BUSINESS & ADVICE CONNECTIONS
EVALUATION TIPS

• Goals and purpose should guide design
• Evaluation starts at registration
• Forthcoming resources: www.wallacecenter.org/food-linc/
CLOSING REMARKS
IDENTIFYING PURPOSE
FUNDING
ORGANIZING
ENGAGING PARTICIPANTS
HOSTING
EVALUATING
WEBINARS ARE ARCHIVED

http://ngfn.org/webinars
Upcoming Webinars

▪ Currently creating a PACKED Summer and Fall Webinars usually:
  ▪ On Thursdays
  ▪ Start at 3:30pm ET / 12:30pm PT
▪ Next one is NEXT WEEK!
  ▪ Tuesday September 4
  #CommunityFood: Innovations in Leadership - Part 2: Shifting Organizational Structures for Equity and Empowerment

http://ngfn.org/webinars
Value Chain Coordination Webinar Series

- Getting Started – check the archive!
- Bringing People Together – today!
  - The art and science of “convening”
- Making Matches – Sep 20
  - Effective “market matchmaking”
- Creating Partnership Through Policy – Oct 25
  - Intelligent government and inter-business policies

http://ngfn.org/webinars

All webinars include
- Instructive and inspirational stories
- Different, relatable perspectives
- How to measure impacts
FARM BILL 2018 IS FAST APPROACHING!

- The current Farm Bill expires Sept. 30th
- Lots of local food and agriculture priorities on the line
- Visit our friends at NSAC to learn more ([sustainableagriculture.net/take-action/](http://sustainableagriculture.net/take-action/))
- The time to sit on the sidelines is over!