

# 2018 Live Local Local-Regional Food Conference Agenda

## **November 5, 2018**

*Take one Full-day workshop or two half-day workshops*

**Registration** 7:30AM-8:30AM

**Produce Safety Workshop:** 8:00AM-5:00PM

**Full Day Workshops:** 9:00AM-5:00PM

**½ Day AM Workshops:** 9:00AM-12:00PM

**Break:** 10AM-11AM (varied by workshop)

**Lunch:** 11:30AM-1:30PM (varied by workshop)

**½ Day PM Workshops:** 1:00PM-5:00P

**Break:** 3:00PM-4:00PM (varied by workshop)

**Networking Cocktail Hour:** 5:00PM-7:00PM

**Optional Farm to Table Dinner:** 7:30PM-9:30PM (Ticketed event: Epiphany Farms)

## **November 6, 2018**

**Registration:** 7:15AM-8:30AM

**Networking Breakfast:** 7:15AM-8:30AM

**Welcome:** 8:30AM-8:45AM

*Raghela Scavuzzo, Illinois Farm Bureau*

**General Session:** 8:45AM-9:30AM

**Good Food, Good Community: Where Are We Heading?**

*Arthur Neal, USDA Agricultural Marketing Services*

**Breakout Session:** 9:45AM-10:45AM

1. **WHO NEEDS A PLAN ANYWAY?**  
*Sybil Ege, DREAM Hub*
2. **10 Things Your Lender Wants You To Do**  
*Andrew Larson, German American Bank*  
*Paul Dietmann, Compeer Financial*
3. **Identify Tech to Streamline your Business**  
*Raghela Scavuzzo, Illinois Farm Bureau*
4. **Collaborating with Food Banks**  
*Steve Ericson, Feeding Illinois*  
*Mike Miller, River Bend Foodbank*

**Break:** 10:45AM-11:10AM

**Breakout Session:** 11:10AM-12:10PM

1. **Simple Affordable Steps to Tracking sales and Collecting Inventory**  
*Raghela Scavuzzo, Illinois Farm Bureau*
2. **What funding is out there?**  
*Sean Park, Illinois Cooperative Development Center*
3. **Working with Technical Partners: Build the Right Thing, with the Right People, for the Right Price**  
*Adrian Bettridge-Wiese, 2Wav*
4. **The Business of Farm to School**  
*Jenna Segal, USDA Food and Nutrition Services*

**Lunch:** 12:10PM-1:10PM

**General Session:** 1:10PM-1:55 PM

***Building Food Communities Together***

*Moderator: Katie Novak, Katie Novak Cooperative Coaching*

*Tory Dalhoff, Greater Peoria Economic Development Council*

*Courtney Long, Iowa State Extension*

*Corey Chatman, Experimental Station*

**Breakout Session:** 2:10PM-3:10PM

**1. *Changing the Rules: Creating Frameworks for Group Decision Making***

*Adrian Bettridge-Wiese, 2Wav*

**2. *Grants for Non-Profits***

*Jim Matson, Matson Consulting*

**3. *MarketMaker: Connecting Sellers with Buyers in a Local Market***

*Dar Knipe, MarketMaker*

**4. *What about Co-ops?***

*Sean Park, Illinois Cooperative Development Center*

**Break:** 3:10PM-3:35PM

**Breakout Session:** 3:35PM-4:35PM

**1. *Win-Win Strategies for HR: How to Find, Engage and Retain the Right Staff*** (Business Development Track)

*Kristine Ranger, Knowledge Navigator*

**2. *The Economics of Community Food Development: Cashing in on Theories***

*Mark Jenner, Greenville University*

**3. *MealConnect: Feeding America's Food Rescue Platform of Today and Tomorrow*** (technology track)

*Shelby Phillips, Feeding America*

**4. *Online Markets: Creating New Markets***

*Dar Knipe, MarketMaker*

*Molly Harris, Lulu's Local Food*

**General Session:** 4:45 PM-5:30PM

***Strong Partnerships Build Strong Businesses***

*Moderator: Katie Novak, Katie Novak Cooperative Coaching*

*Danny Murphy, MightVine Tomato*

*Kevin Echevarria, DREAM Hub*

*Catherine Dunlap, Downtown Bloomington Farmer's Market*

*Caven Sullivan, Petersburg Poultry Processing*

*Eric Frantz, Dill Pickle Food Co-op*

**Dinner & General Session:** 5:30PM-7:30PM

***Adopting Agroforestry in Central Illinois: Economic Opportunities and Challenges***

*Tory Dahlhoff, Greater Peoria Economic Development Center*

*Dr. Sarah Lovell, University of Illinois*

*Dr. Nick Paulson, University of Illinois*

*Bill Davison, University of Illinois Extension*

*Scott Williams, Fields Restored*

*Will Glazik, Regenerate Illinois*

***November 7, 2018***

**Networking Breakfast:** 7:30AM-8:30AM

**General Session:** 8:30AM-9:00AM

***The Relationship of Community and Local Foods***

*Jim Matson, Matson Consulting*

**Breakout Session:** 9:15AM-10:15AM

1. ***When It All Hits the Fan***  
*Jaqueline Hannah, Food Cooperative Initiative*
2. ***Building Strong Partnerships***  
*Shelby Parchman, FamilyFarmed*
3. ***How to DIY your Product Marketing in the Digital Age***  
*Kelly Gagnon, Grit HQ*
4. ***Getting Started with Cottage Food: New Law, New Foods, New Businesses***  
*Molly Gleason, Illinois Stewardship Alliance*  
*Katie Bishop, PrairErth Farm*  
*Martha Kerns, Natural Artistry*

**Break:** 10:15AM-10:45AM

**Breakout Session:** 10:45AM-11:45AM

1. ***Using Your Story to Connect to Customer Values***  
*Raghela Scavuzzo, Illinois Farm Bureau*
2. ***Value of Buyer-Seller Relationships***  
*Katie Novak, Katie Novak Cooperative Coaching*  
*Eric Franz, Dill Pickle Food Co-op*
3. ***Your Brand - It's more than Just a Logo!***  
*Kelly Gagnon, Grit HQ*
4. ***Food Safety Modernization Act: On Farm Readiness Reviews***  
*Ifueko Osemwoto, U.S. Food and Drug Administrator*

**Lunch:** 12:00PM-1:00PM

**Closing:** 1:00PM

## **2018 Live Local: Local & Regional Food Conference Program**

### **Descriptions**

***Monday November 5, 2018***

#### **Full Day Workshops:**

##### ***Food Safety Modernization Act: Produce Safety Workshop***

*Laurie George, University of Illinois Extension*

*Zachary Grant Bell, University of Illinois Extension*

*Doug Gucker, University of Illinois Extension*

*James Theuri, University of Illinois Extension*

Do you have concerns about safety in your produce operation? Are you concerned about compliance with FSMA? Do you want to know more about the difference between FSMA and GAPs? Then the Produce Safety Alliance Grower Training might be for you!

In addition to learning about produce safety best practices, key parts of the FSMA Produce Safety Rule requirements are outlined within each module. There will be time for questions and discussion, so participants should come prepared to share their experiences and produce safety questions.

The trainers will spend approximately seven hours of instruction time covering content contained in these seven modules:

- Introduction to Produce Safety
- Worker Health, Hygiene, and Training
- Soil Amendments
- Wildlife, Domesticated Animals, and Land Use
- Agricultural Water (Part I: Production Water; Part II: Postharvest Water)
- Postharvest Handling and Sanitation
- How to Develop a Farm Food Safety Plan

Thanks to a grant from the National Farmers Union manuals and the certification are included for free in this workshop.

#### ***Wholesale Success***

*Atina Diffley, FamilyFarmed*

The FamilyFarmed Farmer Training program is a comprehensive program designed to help small and mid-acreage fruit and vegetable farmers with one of the biggest challenges they face: growing their businesses! This program gives farmers the resources and tools they need to make sure their produce is of the highest quality, to manage food safety and other risks, and to nurture the relationships with customers that they need to be successful.

During training learn to create healthy long-term relationships and actively seek buyers. Discuss how to maintain buyer relationships including varieties, quality, pricing, communication, sequential planting, quality control, merchandising trends, and more. Build a committed relationship by telling compelling stories about yourself, farm, and products. Through this workshop you will learn tools, tips, and resources to find success in the wholesale market. Leave with an in-depth manual to take home.

## AM ½ Day Workshops:

### **Veterans: Planning for Success**

Mary Kirby, USDA Farm Service Agency

Brad Dearing, Dearing Family Farm

Chad Woodburn, Illinois American Legion

Christopher Grant, Illinois Department of Veterans Affairs

Laurie George, University of Illinois Extension

Paige Buck-Mitchell, USDA Natural Resource and Conservation Services

Steve Thursby, USDA Farm Service Agency

Travis Eisele, USDA Farm Service Agency

Donald Mulson, USDA Rural Development

Erin Cleary, Illinois Department of Agriculture

Robert Aherin, Agrability

Learn how to get started in farming and how to qualify for government programs that reward land stewardship and conservation efforts. Discover how to pursue profitable niche markets and organic certification. This half-day workshop will discuss business plan development, value-added grants, the homegrown by heroes' program, conservation practices, record keeping, disabled veterans, organic production, and food safety.

### **Grant Writing 101**

Shelby Phillips, Feeding America

Discover what types of grants are available and how to identify if they are the right fit for you. Learn some useful tips to making your grant application stand out. Hear from a grant expert on best practices and useful guides to getting the most money for your business.

### **A Thriving Board**

Bruce Nims, Millikin University

Adrian Bettridge-Wiese, 2Wav

A thriving Board of Directors provides visionary leadership and effective oversight. This workshop helps Directors know what to do and how to do it. When a Board understands its responsibilities, when Directors recognize what is expected of them, and when a framework exists to facilitate effective discussion and decision-making, the Board of Directors can truly lead the organization into a more successful future.

### **Re-imagine Your Food Enterprise**

Ellen Phillips, \_\_\_\_\_

Deborah Cavanaugh-Grant, New Leave Consulting

When you've been working a while it sometimes pays to take a step back and look at the big picture. This workshop will help you stop for a moment and look for the profit. What are you really good at doing? Are there ways to minimize risk by diversifying? Are your crop budgets in line with reality? Are there funding sources that can take your business to the next level? Join us as we help you re-imagine your food enterprise.

### **Farm to Fork Tour: Petersburg Poultry Processing Plant**

A year ago, Illinois opened the second poultry processing center in the state. Not only does the poultry center provide local meat, it also brought dozens of jobs in the community. The Sullivan's understand every job created is money spent on the local economy. A USDA inspected poultry facility helps all small

poultry producers in the community. Visit the facility. Hear first hand from the owners how this facility is changing local foods in Illinois.

### **PM ½ Day Workshops:**

#### **German-American Transatlantic Roundtable: Direct Food Marketing**

*Corrina Jess, German American Chamber of Commerce Midwest*

*Arthur Neal, USDA Agricultural Marketing Services*

*Dave Bishop, PrairiErth Farm*

*Marc Bremer, Bremer Bros.*

*Johannes Pass, Local Village Farming Community*

*Florian Kraus, Bavarian Restaurant*

*Markus Brill, Embassy of the Federal Republic of Germany*

*Mike Doherty, Illinois Farm Bureau*

This initiative brings together representatives of the German and U.S. agricultural sectors for knowledge exchange and network building, with the intention of reducing trade barriers between Germany and the United States.

Today's workshop opens a dialogue between American and German experts in Consumer Engagement in Agriculture. We will discuss best practices and current challenges in both countries. The German Federal Ministry for Economic Affairs and Energy supports this program through the European Recovery Program (ERP). Active exchange between American and German agriculture professionals in the context of this initiative will form professional and emotional bonds at the corporate and personal levels. We hope that you will share your experiences and insights gathered at this event with your fellow farmers, coworkers, friends, and family. Thank you for participating in this exchange and helping us strengthen transatlantic dialogue and friendship.

#### **Capital Campaign Planning**

*Katie Novak, Katie Novak Cooperative Consulting*

A Capital Campaign can feel daunting and intimidating. If you've read Food Co-op Initiative's Capital Campaign Workbook you may be wondering where to start. How on earth will we raise that much money? Green Top Grocery Owner Loan Campaign Chair, Katie Novak recently lead an effort to raise over \$1.4 million in owner loans (and donations) and will share how she took the great information in the Tool Kit and created a system that works. You'll learn exactly where to start, how to create your teams (yes! You need more than 1 team) and how to implement a system that generates results.

#### **Food Good Community: Building Together**

*Jim Matson, Matson Consulting*

*Gary Matteson, Farm Credit*

The Good food Good Community ½ day work shop featuring national experts in local food Systems Value Chains including Gary Matteson, National Farm Credit Vice President for Young, Beginning Small Farmers Programs and Outreach in Washington, D.C., and Jim Matson, who owns Matson Consulting. These experts will facilitate discussions on the local value chain of food and how to extend that supply chain from growing and processing to producing, distributing and consuming.

As part of the discussion participants will see where their efforts fit with the larger local food efforts to show where you are on the value chain. This workshop is a bit of Local Food 201. “What are local food systems? Why do they matter? And what efforts can we do to successfully impact them?”

Additionally, the workshop will explore the community efforts to strengthen the “values based” local food systems from seed to table, through sustainable production, direct to consumer sales, farmers markets and food hubs, fair treatment of farmworkers and investment in local economies. The facilitators use their vast experience in local food efforts to include national examples local food efforts with frank discussions of what has worked and what hasn’t.

### ***Growing into Your Business: Loans and Lending and for Food and Farm Entrepreneurs***

*Andrew Larson, German American Bank*

*Paul Dietmann, Compeer Financial*

Beginning farmers and businesses often get anxious about the prospect of “going into debt.” However, upfront capital requirements and early operations expenditures can leave startup enterprises strapped for cash, and therefore highly vulnerable to disruptions. In this workshop, you’ll talk with lenders who specialize in alternative and sustainable agriculture – as well as your fellow food and farm entrepreneurs – about ways to get started without debt, how to decide when a loan is the right tool for you, and, when the time comes, how to get approved.

### ***Farm to Fork Tour: Epiphany Farm***

Epiphany Farm is committed to supporting, growing, and showcasing a thriving, local food culture. At Epiphany Farm harnesses ideas from a wide range of agricultural theories including permaculture, pasture rotation. They have created a food system through their farm and restaurants. Visit their estate for agritourism, their farm, and take a hayride. Learn how they created a self-sustaining food system within central Illinois.

## ***Tuesday November 6, 2018***

### **General Sessions**

#### ***Good Food, Good Community: Where are Heading***

*Arthur Neal, USDA Agricultural Marketing Services*

Producer participation in local food systems is growing, and the value of local food sales, defined as the sale of food for human consumption through both direct-to-consumer (e.g., farmers’ markets) and intermediated marketing channels (e.g., sales to institutions or regional distributors), appears to be increasing. This session will share tips for and examples of establishing strategic local and regional food promising partnerships, as well as provide updates underway at USDA to support such growth.

#### ***Building Food Communities Together***

*Moderator: Katie Novak, Katie Novak Cooperative Coaching*

*Tory Dalhoff, Greater Peoria Economic Development Council*

*Courtney Long, Iowa State Extension*

*Corey Chatman, Experimental Station*

Hear from leading areas organizations on collaboration and building food communities. Understand how they built their food networks and where they see local food communities heading. Take an opportunity to ask questions and better understand your role in building a strong food community.

### **Strong Partnerships Make Strong Businesses**

*Moderator: Katie Novak, Katie Novak Cooperative Coaching*

*Danny Murphy, MightVine Tomato*

*Kevin Echevarria, DREAM Hub*

*Catherine Dunlap, Downtown Bloomington Farmer's Market*

*Caven Sullivan, Petersburg Poultry Processing*

*Eric Frantz, Dill Pickle Food Co-op*

*Join a farmer, distributor, processor, farmer's market, and cooperative grocery store for a discussion about their role in the local value chain. Hear how their relationships to other in the value-chain impact their business. Discuss their challenges, successes, and vision for local foods. Find out how they impact the local value chain.*

### **Adopting Agroforestry in Central Illinois: Economic Opportunities and Challenges**

*Tory Dahlhoff, Greater Peoria Economic Development Center*

*Dr. Sarah Lovell, University of Illinois*

*Dr. Nick Paulson, University of Illinois*

*Bill Davison, University of Illinois Extension*

*Scott Williams, Fields Restored*

*Will Glazik, Regenerate Illinois*

What happens when an ag economist, a conventional farmer, an agroforestry land owner, an agroforestry researcher and an Extension educator get together to discuss the potential for agroforestry systems in Central Illinois? Join this session to find out! Tory Dahlhoff, Rural Development Coordinator for the Greater Peoria Economic Development Council, moderates this session that aims to shed more light on the economics of agroforestry—a regenerative agriculture system with potential to substantially increase ecosystem services on the farm and create diverse revenue streams for farmers. How can Central Illinois farmers and landowners fold this system—based on productive perennial crops—into their long-term land and business plans? Through a guided discussion, the panelists will touch on the opportunities and challenges of adopting these systems. Q&A will follow the discussion. The full session will also be live-streamed via the Savanna Institute Nutshell learning series.

## **Breakout Session: Business Development Track**

### ***WHO NEEDS A PLAN ANYWAY?***

*Sybil Ege, DREAM Hub*

Starting and running a business by the seat of your pants is not a good idea. And by the way, hope and luck are not viable strategies. Learn why planning is essential and why financial planning, in particular, is critical to success and essential for getting funding - either from a lender, a family member, or an investor. Developing and managing your business based on a strong understanding of your finances is not boring - it should be exciting, as this is your livelihood!

### ***Simple Affordable Steps to Tracking sales and Collecting Inventory***

*Raghela Scavuzzo, Illinois Farm Bureau*

Tracking sales and inventory can improve your business. Get a better understanding of your profit-loss. There are simple steps to being understanding your sales vs. lost product. These steps can be taken for any type of food enterprise. Before investing in expensive inventory software learn a few ways to start small. Walk through tracking sales, setting prices, and understanding your business.



## **Changing the Rules: Creating Frameworks for Group Decision Making**

*Adrian Bettridge-Wiese, 2Wav*

How do you build consensus for a group decision? How do you ensure that everyone has a chance to voice their position and be heard? How should a group even approach making a decision? This session will teach a number of important skills and concepts that will ensure your groups thrive.

## ***Win-Win Strategies for HR: How to Find, Engage and Retain the Right Staff***

*Kristine Ranger, Knowledge Navigator*

Agriculture is hog tied by a “job seekers” market and leadership teams that lack knowledge and understanding about best practices in human resource development, organizational development, and human resource management. There is an urgent and compelling need to fine tune the entire Human Resource system to ensure timely decisions on business optimization through human capital investments -- including how to attract good candidates, how to assess role and culture fit, and how to retain the best people. These critical tasks must be integrated across all aspects of a business strategy and supported by the right culture, the right leadership, the right organizational design, the right management practices and the right processes, policies and procedures.

## **Breakout Session: Funding and Financing Track**

### ***10 Things Your Lender Wants You To Do***

*Andrew Larson, German American Bank*

*Paul Dietmann, Compeer Financial*

Do you know your cost of production? How about marketing costs? Will you be paying income taxes this year? Should you? Bookwork is seldom the farmer’s favorite chore, but the successful entrepreneur keeps tabs on their numbers just as closely as their crops and livestock. There are a few key things that every food and farm businessperson can do – and a few things they can avoid – to keep their financial house in order and maintain a positive lending relationship with their local financial institution.

### ***What funding is out there?***

*Sean Park, Illinois Cooperative Development Center*

What is the different funding out there (loans, grants, investment)? Learn approach funding your local food business. Hear about USDA, Treasury, and Small Business Development Programs along with the cash flow expectations.

### ***Grants for Non-Profits***

*Jim Matson, Matson Consulting*

James Matson of Matson Consulting, LLC has helped clients secure more than \$100 million in grant funding. In this session, he will share an overview on approaches to thinking about which grants to apply for, how to write better applications, and managing the grant after the award. The workshop will even include a few sources on where to look for non-profit grants. Join us and bring your questions as the session will have Q&A .

### ***The Economics of Community Food Development: Cashing in on Theories***

## Breakout Session: Technology Track

### **Identify Tech to Streamline Your Business**

*Raghela Scavuzzo, Illinois Farm Bureau*

You don't need to be an expert or a millionaire to integrate technology into your business for efficiency. Find simple, affordable, easy-to-use technology to help streamline your business. Discuss different options to help make your business more efficient. Ask questions and learn the basics of integrating technology into your food business.

### **Working with Technical Partners: Build the Right Thing, with the Right People, for the Right Price**

*Adrian Bettridge-Wiese, 2Wav*

If you want to build cabinets, you call a carpenter. But what do you do for a technical project? Even something as simple as a new web site can be laden with jargon and complications. This session will give you an idea of how technical projects work, how to select and collaborate with a technical partner, and common pitfalls for both clients and partners to avoid.

### **MarketMaker: Connecting Sellers with Buyers in a Local Market**

*Dar Knipe, MarketMaker*

Are you trying to find local markets or are you trying to connect better with consumers? Hear about a free to use data platform where you can post your business or map local businesses. Message and speak to users. Find out how organizations in Illinois have collaborate to create shared information and make it easier for all users. Start small but make sure your business is found. Better connect with the food community around you.

### **MealConnect: Feeding America's Food Rescue Platform of Today and Tomorrow**

*Shelby Phillips, Feeding America*

This session will present a walkthrough of the benefits MealConnect offers to donors, Feeding America partner food banks, and their agencies. We will discuss the key features of the platform as well as a roadmap for the future. Participants will also learn how they can leverage the technology to facilitate food rescue in their local communities with the support of their local food bank.

## Breakout Session: Market Opportunities Track

### **Collaborating with Food Banks**

*Steve Ericson, Feeding Illinois*

*Mike Miller, River Bend Foodbank*

Learn about potential "market" and benefits in partnering with your local Feeding Illinois food bank. Will include a top-down overview of the Feeding America food bank network, the need and demand for fresh produce and protein by this stakeholder group, and the opportunities for cost-recovery transactions with the state's food banks. Also, we will offer a fundamental outline of potential tax incentives for donating.

### ***The Business of Farm to School***

*Jenna Segal, USDA Food and Nutrition Services*

The purpose of this session is to learn how Farm to School efforts can support your farm and create new business opportunities, while strengthening community food systems and improving the quality of food served in schools. Learn how to overcome barriers related to selling directly to schools, food safety best practices, and hear farm to school success stories that have allowed farmers' businesses to flourish!

### ***What about Co-ops?***

*Sean Park, Illinois Cooperative Development Center*

The cooperative model is when the business is owned and controlled by the people who use the products, suppliers, and services. Cooperatives can vary by membership and type. Although this has been model has been for years it is a growing movement in the food industry. From cooperative grocery stores, distributors, and processors this business model is happening. Discover the basics and if this business model might be a fit for you.

### ***Online Markets: Creating New Markets***

*Dar Knipe, MarketMaker*

*Molly Harris, Lulu's Local Food*

*Two technology companies are going to explore and explain the changes they see in the changing market. With consumers desire for choice, online shopping, and instant ordering the companies will explain how they see online markets development and connect buyers and sellers. Discover how to start small or change the business as a farmer's market, farm, or retail business to utilize online market avenues.*

## ***Wednesday November 7, 2018***

### **General Sessions**

#### ***The Relationship of Community and Local Foods***

*Jim Matson, Matson Consulting*

One of the nation's top local food experts will deliver keynote addresses Nov. 7 during the morning session. James Matson of Matson Consulting is a much sought-after speaker on local foods and rural communities. He will reprise his well-received role from last year's conference as a keynote presenter. In this session, Matson plans to shine the food spotlight on how community and local foods interact. There will be a little of small-town life, a few numbers, a little policy, and a lot of optimism.

James Matson has operated Matson Consulting Since 2001. Previously he ran international development projects and worked as an agricultural marketing specialist with USDA Rural Business Cooperative Service, Washington, D.C.

### **Breakout Session: Communication Track**

#### ***When It All Hits the Fan***

*Jaqueline Hannah, Food Cooperative Initiative*

When it all hit the fan dealing with public blowups and setbacks. The local press runs a disparaging article about your project. Someone in the community is making it their sudden and bold hobby to bad mouth your project. A owner/donor to your project is "calling you out" for not meeting the goals/values they feel they were promised. If nothing like this has happened to you yet, it will! It's the nature of cutting a new path in a public way, there are moments of crisis and even public disparagement. As leaders, we need to be ready for them and react to them in ways that strengthen rather than weaken

our organization/project. While this session by co-op expert Jacqueline Hannah was originally created for co-op boards, it has been so popular she's expanded it just for our conference to be a fun and informative tutorial on leadership for all boards, EDs, and CEOs!

### ***Using Your Story to Connect to Customer Values***

*Raghela Scavuzzo, Illinois Farm Bureau*

One of the most powerful ways you can create stability in your market is through name brand marketing. It isn't just product your customers want and need. The opportunity to have a relationship with your business has a value with a shelf life must longer than fresh food. It also creates goodwill and a committed customer who will support you even if disaster hits. To build a committed relationship with your customers learn to tell a compelling story about yourself, your business, and your products.

## **Breakout Session: Relationship Building Track**

### ***Building Strong Partnerships***

*Shelby Parchman, FamilyFarmed*

### ***Value of Buyer-Seller Relationships***

*Katie Novak, Katie Novak Cooperative Coaching*

*Eric Franz, Dill Pickle Food Co-op*

Meeting the needs and values of buyers is fundamental to creating a healthy long-term relationship. Maintaining the relationship requires attention to details from packaging, labels, codes, pricing, communication, quality control, and more. Learn how to create trusting relationships between buyers and sellers. Hear from both sides on what they need and want.

## **Breakout Session: Marketing Track**

### ***How to DIY your Product Marketing in the Digital Age***

*Kelly Gagnon, Grit HQ*

There is a difference between marketing and doing it the right way. Grit HQ will present best practices for small farm, distributors and specialty grower marketing - focusing on messaging and branding, website and social media content, and DIY video and photography. Attendees will leave with a list of resources to use and a clear plan of attack on how they can market their own farms and produce more efficiently and effectively to their target consumer using free and low-cost resources.

### ***Your Brand - It's more than Just a Logo!***

*Kelly Gagnon, Grit HQ*

The new consumer - those millennials - are making purchasing decisions based on brands they are connected to. So you need to have an authentic, strong brand... and communicate it. Branding is more than just a logo. In this session attendees will do a targeted brand assessment, develop specific action steps to continue to develop their brand, and create a preliminary plan to communicate their brand. Attendees will leave with a list of resources to present their brand more efficiently and effectively on a budget.

## **Breakout Session: Policy and Regulation Track**

### ***Getting Started with Cottage Food: New Law, New Foods, New Businesses***

*Molly Gleason, Illinois Stewardship Alliance*

*Katie Bishop, PrairErth Farm*

*Martha Kerns, Natural Artistry*

Release the tomatoes! and the pickles, and the kimchi. Thanks to the passage of the Food Freedom Act in 2017, and the Home-Canned Tomato Bill in 2018, farmers and food entrepreneurs now have more options than ever for processing food in their home kitchen and selling at farmers markets. Join bill champions Illinois Stewardship Alliance to discuss the ins and outs of the new regulations and learn from a panel of 3 cottage food entrepreneurs everything you need to know about getting started in the cottage food industry.

***Food Safety Modernization Act: On Farm Readiness Reviews***

*Ifueko Osemwoto, U.S. Food and Drug Administrator*

Taking steps to prevent contamination of produce is the primary purpose of the Food Safety Modernization Act's (FSMA) Produce Safety Rule. The FDA is committed to making sure that the standards designed to minimize the risk of contamination are workable, and that farmers have the information and tools needed to effectively implement them. One of the resources now available to farmers is the On-Farm Readiness Review (OFRR) program.

## General Session Speaker Biographies



### ***Arthur Neal, USDA Agricultural Marketing Services***

Arthur L. Neal, Jr. currently serves as the Deputy Administrator of the Transportation and Marketing (TM) Program for the U.S. Department of Agriculture's (USDA) Agricultural Marketing Service (AMS) in Washington, DC.

Arthur provides leadership in market research and technical assistance for local food systems development, conducting economic analysis regarding the transportation of agriculture products from farm to market, and directing the funding of

approximately \$100 million dollars in grants for local food marketing and the competitive marketing of specialty crops. Arthur also oversees the USDA Farmer's Market at headquarters, and the People's Garden Initiative, which is a Departmental effort to encourage the creation of school and community gardens across the country.

Before joining the Transportation and Marketing Program in 2011, Arthur spent 14 years at USDA's National Organic Program (NOP) where he served as Associate Deputy Administrator and played a leading role in the development and enforcement of national organic standards for the production, handling, and certification of organic agricultural products. During his tenure at NOP, Arthur served as the U.S. delegate on organic agriculture for the United Nation's Food and Agriculture/World Health Organization's Codex Alimentarius Commission.



### ***Corey Chatman, Experimental Station***

Corey Chatman is the Link Up Illinois program manager at the Experimental Station, a not-for-profit incubator of innovative cultural projects and small-scale enterprises located on the south side of Chicago. Link Up Illinois provides funding and support for farmers markets and Co-ops to operate the Link Match incentive program. Link Match is a healthy food incentive earned by SNAP/Link shoppers when making a purchase at a participating farmers market or Co-op. Since 2010 Corey has worked to increase the acceptance of SNAP at farmers markets by providing free support to market managers. Corey is a past board member of the Illinois Farmers Market Association, and a current board member of the Farmers Market Coalition.



***Courtney Long, Iowa State University Extension***

Program coordinator with Iowa State University Extension and Outreach. Courtney coordinates the Community Food Systems Program that promotes coalition development, strategic doing, and implementation of local food system projects in a multi-year process. Courtney is passionate about community engagement, public health, food access and holistic programming.



***Katie Novak, Katie Novak Cooperative Coaching***

Katie volunteered for the Green Top Grocery Cooperative as soon as she got the chance and was hired as the co-op's first employee (Outreach Manager) in April 2013.

During her tenure at the co-op she would often be approached by other co-ops seeking guidance and advice. Over time, those requests became more and more frequent. Before she knew it she had more work than she knew what to with and Katie Novak Cooperative Coaching was born. Katie now works from her home in Plano, Tx assisting co-ops with topics ranging from outreach growth to hiring your first employee to capital campaign planning.



***Tory Dalhoff, Greater Peoria Economic Development Center***

Tory Dalhoff is the Director of Communications and the Rural Development Coordinator for the Greater Peoria Economic Development Council. He is also a 2018 co-chair of the Regional Fresh Food Council, a growing partnership of stakeholders working to further develop the food system as a driver of regional economic development and to increase access to healthy local food products.

Tory brings a background in journalism, marketing, and content creation to his work in economic development and is presently working to complete the Rural Community and Economic Development graduate program at Western Illinois University.





***Catherine Dunlap, City of Bloomington***

Catherine Dunlap is the Outreach and Events coordinator for the City of Bloomington's Downtown Development Division. As part of this position, she manages the award-winning Downtown Bloomington Farmers' Market and First Friday monthly promotion. Prior to this position, Catherine worked in downtown development and community development for more than 15 years, including her role as the associate director of the Green Economy Initiative at Heartland Community College. Prior to that, she was the downtown development specialist for the Wisconsin Main Street Program, housed in the Wisconsin Economic Development Corporation, for six years. Previously, she was the executive director of the three Main Street programs in Bloomington, IL, Cape Girardeau, MO and Mascoutah, IL. She has Bachelor of Arts in Communications Arts from Culver-Stockton College in Canton, MO and recently completed her Master's in Public Administration from the University of Illinois-Springfield.

***Caven Sullivan, Petersburg Poultry Processing***



***Danny Murphy, MightyVine***

When Danny Murphy was pitched the idea of working at MightyVine, he took it without hesitation, excited to work with a new company from the ground up. In preparation for this role, and to better understand the farm, Murphy spent eight months in the Netherlands, learning about Dutch greenhouses and their cutting-edge technologies – the same technologies used at MightyVine's 7.5-acre sustainable, hydroponic tomato greenhouse.

Currently the man behind MightyVine's business development and sales, Murphy is never without a job to do. Heading up marketing and branding, as well as social media, there's always a task for Murphy to take on. Much like a utility player in baseball, he's able to adapt and learn multiple positions, tackling each new challenge with absolute enthusiasm.

Hailing from the North Shore, Murphy grew up in Glencoe, Illinois, leaving when he was 18-years-old. After traveling the country for five years, trying to find the right place and school for him, he settled in California and lived there for nearly eight years. During his time in California, he earned a Bachelor's in Sociology from California State University-Northridge while working at Sober College. In this position, Murphy tended to teens and adults with substance abuse problems, helping them resolve their issues. He credits his time at Sober College as invaluable as it has helped him navigate and manage a range of people and situations.





***Kevin Echevarria, DREAM Hub***



***Bill Davison, University of Illinois Extension***

Bill Davison is the Local Food Systems and Small Farms Educator serving the communities in Livingston, McLean and Woodford counties. Bill is responsible for offering leadership, developing community programs and providing expertise in sustainable agriculture. He will contribute to the training and educational needs of the Master Naturalist program in the Livingston, McLean and Woodford Unit. His primary interests are agroforestry, season extension, organic farming, and developing infrastructure like food hubs.

***Dr. Nick Paulson, University of Illinois***



***Sarah Taylor Lovell PhD., University of Illinois***

Dr. Sarah Taylor Lovell is an Associate Professor of Landscape Agroecology and the Director of Undergraduate Studies in the Department of Crop Sciences at the University of Illinois. Her research program has evolved from a unique interdisciplinary background, including an MS and PhD in Agronomy followed by a master's in landscape architecture (MLA). She also spent several years working as a Field Research Biologist in the agricultural industry.

Dr. Lovell's research focuses broadly on the analysis and design of multifunctional landscapes, with emphasis on urban agriculture and whole-farm planning. The work in urban agriculture assesses the benefits of food production systems including plant biodiversity, pollination services, and cultural functions, as well as the impact on food security of the participating households.



***Scott Williams Fields Restored***

Siblings Sandra and Scott Williams inherited part of a family farm in Ogle County IL from their father, who taught them about crop rotation, grassed waterways, contour plowing, and other innovative conservation practices now considered standard in traditional Midwestern agriculture.

After acquiring some additional farmland, the two decided to invest in an agroforestry experiment which they established on 14 acres which had long been managed in corn-soybean rotation. They named the new project “Fields Restored” to acknowledge the transition from traditional monoculture to a more sustainable and environmentally diverse system of food production.



***Will Glazik, Regenerate Illinois***

Will Glazik from Paxton, IL is a second-generation organic farmer and crop advisor. Will was raised on a mixed row crop and livestock certified organic farm before he studied Crop Sciences at the University of Illinois. After graduation will went to work in agriculture retail sales prior to share crop farming 240 acres. Currently he is utilizing some no till organic practices on his farm as well as consulting for organic row crop transition farmers. Will is a cofounder of the IDEA Farm Network which is a learning community for organic and conservation minded farmers in the Midwest. He raises corn, soybeans, and wheat as well as specialty grains like open pollinated corn and wheat for brewers and distillers



***Jim Matson, Matson Consulting***

Mr. Matson is a business advisor with nearly thirty years marketing, developing, researching, writing, and teaching experience in management for private, government, and non-profit organizations. Via Matson Consulting, LLC, based in Aiken SC, he applies his experience to foster success for local foods, and rural communities. Since 2001, Matson Consulting has aided hundreds of rural businesses and communities in areas as broad as food hubs, meat processing, supply chain logistics, and distillery marketing.

Matson has extensive know-how with grants includes administering federal grant programs and creating program grant manuals for U.S. and international grant programs. He has shared this knowledge through workshops, enlightening producers and grant writers on techniques for successful grants.

## Curbside Consulting Services Available

*Included with your registration you have the option to sign-up for 30-minute to 1-hour slots to sit down with any of the consultants about any of the topics listed. Get one-on-one assistance with experts. Ask specific questions about your business!*



### **Andrew Larson, German American Bank**

Andy Larson is an Agriculture and Commercial Loan Officer with German American State Bank, where he is always looking for good customers in both conventional and alternative agriculture. Andy grew up on a dairy farm near Pecatonica, IL, went to college at the University of Notre Dame, and earned his MBA with a minor in Sustainable Agriculture from Iowa State. Andy spent 10 years working as an agriculture educator for University Extension, specializing in ag entrepreneurship and farm-direct marketing for small farms. After work, he helps his wife and daughters produce free-range brown eggs for local restaurants, retailers, and farmers markets.

#### What can you discuss with him?

- Agriculture & Small Business Lending
- Financial Statements
- Business Planning
- Marketing Planning
- Loans vs. Grants vs. Cost Share



### **Adrian Bettridge-Wiese, 2Wav**

Adrian Bettridge-Wiese is Chief Operations Officer at 2wav, a software and business consulting firm based in Champaign, IL. He specializes in product development, process improvement, and bridging the divide between technical and non-technical stakeholders. Adrian holds Bachelor of Music and Master of Human Resources and Industrial Relations degrees from the University of Illinois.

#### What can you discuss with him?

- Building good hiring processes: "How do I hire for this role?"
- High-level feasibility of a software development: "Here's a thing I want to build, what do you think?"
- Ideas for technical solutions to business problems: "I've got this thorny problem do you think there's a technical solution?"
- Negotiation strategies: "I've got this deal I'm trying to make; can you offer any advice on the negotiation?"





***Deborah Cavanaugh-Grant, New Leaf Consulting***

Deborah Cavanaugh-Grant is the Market Manager for the Old Capitol Farmers Market and the Owner/Consultant of New Leaf Consulting. Prior to starting her consulting business. Deborah was employed by the University of Illinois Extension as a Local Food Systems and Small Farms Educator. Deborah is a Certified Market Manager with more than 30 years of experience working in sustainable local food systems, Deborah brings a wealth of experience at the local, state, regional and national levels. She is currently involved in several local foods and small farm organizations, including the Illinois Farmers Market Association and Slow Food Springfield.

What can you discuss with her?

- Financing
- Business Planning



***Jim Matson, Matson Consulting***

Jim Matson is a business advisor with nearly thirty years marketing, developing, researching, writing, and teaching experience in management for private, government, and non-profit organizations. Via Matson Consulting, LLC, based in Aiken SC, he applies his experience to foster success for local foods, and rural communities. Since 2001, Matson Consulting has aided hundreds of rural businesses and communities in areas as broad as food hubs, meat processing, supply chain logistics, and distillery marketing.

What can you discuss with him?

- Grants
- Feasibility Studies
- Business Plans
- Food Hubs
- Regional Food System Planning



***Katie Novak, Novak Cooperative Coaching***

Katie volunteered for the Green Top Grocery Cooperative as soon as she got the chance and was hired as the co-op's first employee (Outreach Manager) in April 2013. Over time, those requests became more and more frequent. Before she knew it she had more work than she knew what to with and Katie Novak Cooperative Coaching was born. Katie now works from her home in Plano, Tx assisting co-ops with topics ranging from outreach growth to hiring your first employee to capital campaign planning.

What can you discuss with her?

- Capital Campaign Planning & Fundraising
- Community Planning
- Community Outreach & Volunteer Management
- Event Management



***Kelly Gagnon, Grit HQ***

Kelly Gagnon is the founder of GRIT Consulting, a Decatur-based marketing firm that supports non-profits, mission-focused small businesses, and social media campaigns. By working alongside non-profits and small businesses, GRIT Consulting works helps individuals and organizations establish their messaging and brand and then communicate messaging efficiently and effectively. GRIT Consulting assists with social media management, branding and print design, and all things fundraising and public relations. With clients ranging from statewide Ag Safety agencies to a farm-to-table soup kitchens to a Central Illinois Education Foundation, GRIT works alongside clients to establish affordable, strong branding. As her company name suggests, she gets your marketing done with GRIT.

What can you discuss with her?

- Marketing
- Branding
- Social Media
- Website Design/Content



***Shelby Phillips, Feeding America***

Shelby joined Feeding America's supply chain team earlier this year to help the MealConnect platform surpass the milestone of 1 billion pounds of rescued food. Prior to that, he ran Autolyze Consulting, a business he founded to help food businesses scale their operations with technology. His expertise in food systems began at an early age working every position in the family beer distribution business until leaving to pursue a consulting career with Accenture. There he worked on large scale technology projects in multiple industries, eventually pursuing an opportunity to serve as Director of The Plant's educational non-profit, Plant Chicago. When not connecting with startups and entrepreneurs in the food system, you can find him riding his bike, climbing, or composting.

What can you discuss with him?

- Technology & Software Systems
- Food Rescue
- Supply Chain Coordination



***Sybil Ege, DREAM Hub***

For 30 years, Ms. Ege's early career experience was in corporate America in the Information Technology field, managing the development and implementation of large and complex software systems. She has also been a small business owner for over 14 years, starting in the 1990s. Ms. Ege additionally managed the Illinois Small Business Development Center at Elgin Community College from 2011 through 2016. Ms. Ege started Oracle Business Planning, a consulting service focused on financial and business planning in 2016. She became a senior member and partner of the Dream HUB, an Elgin company providing a variety of micro-leasing and integrated services that support the start-up and growth of food businesses in 2017.

What can you discuss with her?

- Budgeting
- Business Planning

## **Exhibitors**

AgrAbility  
Cahokia Rice  
FamilyFarmed  
Farm Credit Illinois  
German American Bank  
Greater Peoria Economic Development Center  
Illinois Cooperative Development Center  
Illinois Department of Agriculture  
Illinois Farm Bureau  
Illinois Farmer's Market Association  
Illinois Farm to School Network/Seven Generations Ahead  
Illinois Specialty Growers Association  
Illinois Stewardship Alliance  
Illinois Treasurer's Office  
Lulu's Local Food  
MarketMaker  
National Farmers Union—Produce Safety Program  
The Land Connection  
University of Illinois Extension  
USDA Agricultural Marketing Services  
USDA Farm Service Agency  
USDA Food and Nutrition Services  
USDA NASS

## **Sponsors and Donors**

Gail's Pumpkin Patch  
Illinois Cooperative Development Center  
Illinois Department of Agriculture  
Illinois Pork Producers Association  
Nuemiller Farms  
German American Bank (w/logo)  
Greater Peoria Economic Development Center (w/logo)  
FamilyFarmed (w/logo)  
Farm Credit IL (w/logo)  
Illinois Farm Bureau (w/logo)  
Katie Novak Cooperative Consulting (w/logo)  
National Farmers Union (w/logo)  
Prairie Farm Dairy (w/logo)  
Savencia Cheese USA (w/logo)  
USDA Agricultural Marketing Services



## **Here's Our Local**

Thank you to all our farmers and processors that helped all our meals to be locally sourced from Illinois products.

### **Bremer Bros.**

Metropolis, IL  
Providing: Beef

### **Cahokia Rice**

McClure, IL  
Providing: Rice

### **Gail's Pumpkin Patch**

Beason, IL  
Providing: Pumpkins, Gourds, Dried Corn, Décor

### **Homer Grown**

Murhpysboro, IL  
Providing: Acorn Squash and Popcorn

### **MightVine**

Rochelle, IL  
Providing: Hydroponic Tomatoes and Cherry Tomatoes

### **Neumiller Farms**

Savanna, IL  
Providing: Potatoes

### **Petersburg Poultry Processing**

Petersburg, IL  
Providing: Chicken

### **Prairie Farms Dairy**

Edwardsville, IL  
Providing: Ice Cream

### **Prairie Fruits Farm and Creamery**

Champaign, IL  
Providing: Assorted Goat Cheeses

### **Prairie Pure Cheese**

Belvidere, IL  
Providing: Assorted Cheeses

**PrairieErth Farm**

Atlanta, IL

Providing: Cabbage, Beets, Carrots, Radishes

**Rendleman Orchards**

Alto Pass, IL

Providing: Apples, Jams, Jellies

**Savencia Cheese USA**

Lena, IL

Providing: Assorted Goat Cheese

**Silver Creek Farms, LLC**

Spring Valley, IL

Providing: Hydroponic Lettuces

**Sweitzer Produce**

Cobden, IL

Providing: Sweet Potatoes

**Windsweep Farm**

Dixon, IL

Providing: Beef

**Zehr Family Farm**

Washington, IL

Providing: Pork

