

LOCAL FOOD & FARMERS MARKET SUMMET







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Time	Session 1	Session 2	Session 3
8:30 a.m.	Welcome from Northeast Iowa Community College Lian Chee Wee, Ph.D., President		
8:45	Keynote Speaker		
9:30 a.m.	Chris Blanchard		
9:30 -10 a.m.	30 minute break		
	Restaurant Chefs	Market and Farm Photography;	FSMA and GroupGAP
10 : 50 a.m.	Round Table	Lessons Learned	Program and Certification Information
II			Farmers' Market
11 : 30 a.m.	How to Utilize the Community	Farmers Market	Vending 101
11:30 a.m.	Food System Program	Manager 101	Beyond the Farmers Market,
Noon			Where Can I Sell?
Noon-1 p.m.	Lunch		
I		Health & Safety 101	
1:45 p.m.	Farmers' Markets as	for	Farm Opportunity
1:45	Small Business Incubators	Farmers' Market	Panel
2:30 p.m.		in Iowa	
2:30 -2:45 a.m.	15 minute break		
2:45	The Power of Local Food	Developing and Building	
3:45 p.m.	in the Local Economy	Partners & Programs	Scaling up
3:45	Developing and Building	Making the Most of your	to Fill the Plate
4:15 p.m.	Partners & Programs	Farmers Market	

KEYNOTE SPEAKER



Chris Blanchard

Chris Blanchard provides consulting and education for farming, food, and business through Purple Pitchfork. He has worked in farming for the past 24 years, managing farms and operations around the country. As the owner and operator of Rock Spring Farm from 1999 to 2014, Chris raised twenty acres of vegetables, herbs, and greenhouse crops, marketed through a 200-member year-round CSA, food stores, and farmers markets. He is the host and producer of the Farmer to Farmer Podcast.

Keynote: Value and Scale in the Local Foods Marketplace

Balancing the reasons we choose to farm with the economic realities of the modern food system can challenge even the most experienced grower, and while beginning growers wash up on the rocks of scaling-up, questions about size and values create conflict within the local foods movement. Chris Blanchard will discuss how we can root our growth in good business, while not losing sight of the fertile values in which that growth occurs.



Scaling Up to Fill the Plate

With pressure from every direction to scale up market farming operations to meet the growing demand for local food, growers need to consider their goals, roles, capacity, and skills. Chris Blanchard will take you on an exploration of the challenges and opportunities in expanding your market farm.

COURSE SUMMAR





KEYNOTE: Value and Scale in the Local Foods Marketplace

Balancing the reasons we choose to farm Farm-to-table is buzzword around the The Community Food Systems Program with the economic realities of the modern food system can challenge even the most experienced grower, and while beginning growers wash up on the rocks of scalingup, questions about size and values create conflict within the local foods movement. Chris Blanchard will discuss how we can root our growth in good business, while not industry through use of local sourcing. losing sight of the fertile values in which that growth occurs.

Straight from the Farmers Mouth

Farm-to-table, Agritourism, and the increased desire for local food have provided an opportunity for revitalizing rural Iowa. Hear straight from the farmer on what they are doing and begin the discussion on how we can work collaboratively to grow this industry across Northeast and the rest of Iowa.

Restaurants Round Table Discussion

utilizing local ingredients into their menus. A panel of local chefs will discuss why field questions on how Northeast Iowa can begin to foster partnerships between food producers, promoters and the tourism

Rural Economy

Communities are working with bloggers Two, or three, or ten brains are better than one from an economic standpoint.

How to Utilize the Community Food System Program?

country and a number of local chefs are is led by ISU's Community Design Lab in partnership with the ISU Extension and Outreach Local Foods Program, with they purchase local produce and will funding from the Leopold Center for Sustainable Agriculture. It incorporates a process that promotes public interest through engagement with community leaders, leading to a holistic design incorporating community values around

The Power of Local Food in the Developing and Building Projects and Partners

across the country and are doing some is a great reason for why people, businesses, amazing things! We understand the power and organizations look to partner. By of bloggers, social media and how tourism partnering with other organizations we and partners can and do benefit. Marketing in combine our time, energy and effort just 2017 looks to be exciting through the power imagine what we can get done. Lora Friest of social media and the Internet. As more has been developing projects and building folks in rural America are embracing the relationships throughout Northeast Iowa Online world, it's also helping the Midwest for nearly two decades and well share some best management practices for others to build their own relationships.

COURSE SUMMAR



SECON 2



Market and Farm Photography; Lessons Learned

Seeing is believing or a picture is worth a thousand words photography has a impact on everyone combined with the growth of social media and marketing the power of photography cannot be denied. But how does someone get this photos and once I have them, how do I use them? Jessica Rilling will share with you how to convey your image and build your brand with the power of photography.

Farmers Market Manager 101

Market managers are tasked with a variety Have you ever wondered if you need a vary on the markets size, structure, and programs. Market managers are critical in the success of a farmers market and Steve McCargar will provide the basics for handling this task by presenting on

Health and Safety 101

of duties and responsibilities that will certification or a license to sell this or does this need to be temperature controlled or why can't I sell this pie at the farmers market? We all care about the safety of our customers and want them coming back to purchase more. This is your the years of experience he has running the opportunity to hear from the Department Winneshiek Farmers Market in Decorah of Inspections and Appeals and have your questions answered regarding all your food safety concerns.

Market

With pressure from every direction to scale Two, or three, or ten brains are better than one need to consider their goals, roles, capacity, and skills. Chris Blanchard will take you on an exploration of the challenges and farm.

Making the Most of Your Farmers Developing and Building Projects and Partners

up market farming operations to meet the is a great reason for why people, businesses, growing demand for local food, growers and organizations look to partner. By partnering with other organizations we and combine our time, energy and effort just imagine what we can get done. Lora Friest opportunities in expanding your market has been developing projects and building relationships throughout Northeast Iowa for nearly two decades and well share some best management practices for others to build their own relationships.

COURSE SUMMARI



SESSION 3



FSMA and GroupGAP, What I need to Know

What is FSMA? What is GroupGAP? How does it affect my business? These food safety programs and certifications are here and will be affecting local food producers in Iowa. Jason Grimm will provide the details and information you need to decide how they will be affecting your business.

Farmers Market Vending 101

So you want to sell or have been selling at the farmers market and want to know how to get more out your farm stand? Erik your stand and growing your farm.

Beyond the Market

The farmers market is a great way for local producers to get there foot in the door but where can you grow from there? Northeast Sessions from Patchwork Green has been Iowa is home to a number of business's selling at the farmers market for nearly 2 that are selling local produce. Hear from decades and has learned a thing or two that The Iowa Food Hub and the Oneota Food will assist you with getting the most out of Coop on how they operate, what they look for, and how they support local producers.

Farmers Opportunity Panel

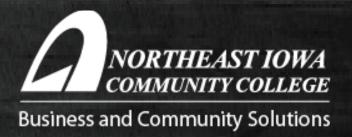
Did you know Northeast Iowa has a wide variety of programs available for farmers and ranchers in Northeast Iowa? This is your opportunity to hear from a diverse group of professionals that are looking to assist you in developing a successful farm. All the professionals will provide an overview of their programs the offer and will be available for small in depth round table discussions to answer questions you may have specific to your farm.

Scaling Up to Fill the Plate

With pressure from every direction to scale up market farming operations to meet the growing demand for local food, growers need to consider their goals, roles, capacity, and skills. Chris Blanchard will take you on an exploration of the challenges and opportunities in expanding your market

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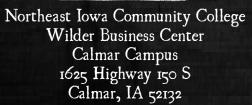






THE DEPOT OUTLET

LOCATION





LODGING

For information on lodging options, contact Winneshiek County Convention & Visitor Bureau Phone: (563) 382-2023 Online: www.visitdecorah.com

