An annual event to grow Arizona’s food producers, build local food systems, and cultivate collaboration
The fourth annual Arizona Food and Farm Finance Forum was held May 18 & 19, 2017, at the University of Arizona’s Environment and Natural Resources 2 Building in Tucson, Arizona, with the aim of influencing the way Arizona feeds itself and does business locally.

This event was the first event to be sanctioned by the Tucson City of Gastronomy Board as an event that helps galvanize food as a method of celebrating culture and providing the foundation for sustainable economic development. The event was attended by Arizonans from all roles of the local food economy, including food producers, buyers of local food, food manufacturers, financial institutions, farmers market organizers, CSA organizers, agribusiness developers, beginning farmers and ranchers, local governments, policy makers, local food organizations, nonprofits, students, and eaters.

The 2017 Forum featured two nationally acclaimed keynote speakers: Anthony Flaccavento of Scale, Inc. and Ethan Soloviev of How Good, Inc. (biographies to follow). Both speakers provided education on implementing food systems that are more diverse and resilient. The event’s breakout sessions and workshops adhered to three main tracks: marketing and scaling operations, accessing funding, and tools for the future. The speakers were primarily non-profit professionals, government agencies, as well as several current producers to share their experience and expertise to help each other grow.

Local First Arizona Foundation was pleased to partner with the National Young Farmer’s Coalition to host a farmer and rancher mixer at the conclusion of the first day’s programming to connect casually and learn about the ways Arizonans can engage with the Coalition’s efforts nationally.

The meals at the Forum were prepared by Chef Michael Omo and featured indigenous ingredients and incorporated a significant portion of locally sourced produce and proteins, ensuring that those who work so hard to grow our food eat well, too.

The event was brought to fruition with the support from our generous sponsors and the United States Department of Agriculture Risk Management Agency.
Anthony Flaccavento
President, SCALE, Inc

Anthony Flaccavento is an organic farmer in the Appalachian region of Virginia and author of Building a Healthy Economy from the Bottom Up: Harnessing Real World Experience for Transformative Change (University Press of Kentucky, 2016). His consulting business, SCALE, Inc, works with communities around the world to help build more locally-rooted, sustainable economies and healthier food systems. Flaccavento was the founder of Appalachian Sustainable Development and a number of other social enterprises over the past three decades. He writes and speaks regularly about the economy, food and farming, sustainability, rural development and politics. His YouTube channel, "Take Five with Tony," covers many of these same topics in down-to-earth, five minute segments. Flaccavento was the Democratic candidate for U.S. Congress in Virginia's 9th District in 2012. He is married to Laurel Flaccavento, a retired public school teacher, and has three terrific grown kids.

Keynote Speakers

Ethan Soloviev
EVP of Research, HowGood, Inc.

Ethan Soloviev is a farmer, writer, and the Vice President of Research at HowGood, Inc. He is the author of Regenerative Enterprise, Regenerative Agriculture Redefined, and the Levels of Regenerative Agriculture. As an international consultant and speaker, Ethan has helped develop and fund more than 3000 acres of regenerative agriculture in 34 countries. He and his family farm a diversified 32-acre apple farm in New York, producing apples, sheep, mushrooms, eggs, and specialty crops.

Ethan Soloviev’s keynote will deliver key insights and practical advice for financing regenerative agriculture in Arizona and beyond. Ethan’s keynote will explain the 4 levels and 5 pathways to growing the scale and depth of regenerative agriculture. Drawing from more than a decade of experience, he will explore the 4 levels and 5 pathways to growing the scale and depth of regenerative agriculture. He will deliver key insights and practical advice for financing regenerative agriculture in Arizona and beyond.

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Grant Funding for Production | Room S215
Ralph Ware; Assistant State Conservationist for Field Operations, Natural Resources Conservation Service
Cie'na Schlaefli; Program Manager & Interim Farm Manager, San Xavier Co-op Farm
Ashley Schimke; Farm to School and School Garden Specialist, Arizona Department of Education

Participants will gain an understanding of grant funding streams that are available for producers of all sizes – from large-scale operations to small community farms. Attendees will learn about the process of grant funding, including how to develop a strong application and effectively maximize these free sources of income. The workshop will explore the basics of grant writing and strategies for planning successful grant applications.

Thursday, May 18
2017 Food and Farm Finance Forum Schedule

7:45am-8:30am | Registration
8:00am-8:45am | Breakfast
8:30am-8:45am | Welcome
Kimber Lanning; Founder & Director, Local First Arizona & Local First Arizona Foundation

8:45am-9:45am | Keynote Presentation | Room S210
Kimber Lanning: Building an Economy That Works for People and Place

Scale Up: Selling Through a Distributor | Room S210
Kristen Osgood; Sustainability Coordinator, Stern Produce & Arizona Fresh Together

Local food producers who want to grow their market capacity should plan to attend the "Selling through a Distributor" workshop at the Arizona Food and Finance Forum. Attendees will get information and ideas from a local wholesale distributor, Stern Produce, on how to navigate selling through a distributor, Stern specific requirements, as well as the best approaches to take when selecting and working with distributors or brokers.

The forum will feature a variety of workshops and presentations, including:

- **Keynote Presentation**: Building an Economy That Works for People and Place by Kimber Lanning.
- **Selling Through a Distributor**: Workshop led by Stern Produce to help local food producers understand how to sell through distributors.
- **Grant Funding for Production**: Workshop providing guidance on accessing grant funding.
- **Technology 101**: Interactive workshop for businesses to learn about email and social media marketing.
- **Scale Up**: Session focused on selling through distributors.
- **Building an Economy That Works for People and Place**: Keynote presentation by Kimber Lanning.

For more information or to register, please visit the official website of the Arizona Food and Finance Forum.
Thursday, May 18
Schedule cont.

11:30am-1:00pm | Lunch
1:00pm-2:30pm | Breakout Session 1.2
What's in a Label?: Establishing Brand Through Collaboration
Room S230A
Giuseppe Biagini; Founder, International Traditional Knowledge Institute (ITKI-US)
Nina Sajovec; Founder & Director, Ajo Center for Sustainable Agriculture
Todd Bostock; Arizona Vignerons Alliance
Jack Peterson; Associate Director, Environment Services Division at Arizona Department of Agriculture
Laura Oxley; Public Information Officer and Government Liaison, Arizona Department of Agriculture
Moderated by Cindy Garver, Maricopa County Department of Public Health

Workshop attendees will have the chance to collaborate on developing functional food labels that work harmoniously to provide food safety, and promote food waste reduction and education, and explore emerging opportunities for food waste reduction and education. Participants will learn of national Re-FED initiatives to create 15,000 jobs and how to apply these solutions to small-scale businesses. Participants will also have the opportunity to collaboratively craft their own criteria and design a new food label that benefits their growing food business. Each session will focus on different aspects of creating, implementing, and maintaining food labels, with opportunities to develop and refine ideas throughout the day.
Don't miss the Arizona Small Scale Farmers Alliance Mixer Thursday, 5/18, 5pm at Welcome Diner in Tucson! Learn more at www.youngfarmers.org.

NYFC is proud to support Arizona Farmers and Ranchers!

Schedule Cont.

2:30pm-2:45pm | Transition + Coffee Break
2:45pm-4:30pm | Closing Plenary
People Power: Health and Well-being in the Food Sector | Room S107
Debbie Weingarten; Food & Agriculture Writer and Executive Director, Farm Education & Resource Network
Dana Helfer; Co-Owner, Rattlebox Farm and Board President, Farm Education & Resource Network
The sustainability of our local food system is dependent on the health and well-being of the people who power it. As we envision the future of food in Arizona and beyond, we must remember the human beings growing, cooking, growing, serving and selling that food. Join us for a discussion about health, education, and happiness, and balance eating and exercising the industry and the language and ideas that nourish us.

5:00pm-6:30pm | Evening Social with AZ Small-Scale Farmers Alliance at Welcome Diner (902 E Broadway Blvd. Tucson, AZ 85719)
Thursday, May 18, 5/18, 5pm at Welcome Diner, Tucson! Arizona Small Scale Farmers Alliance Mixer

Learn more at www.youngfarmers.org.

NYFC is proud to support Arizona Farmers and Ranchers!
Friday, May 19
2017 Food and Farm Finance Forum Schedule

7:45am-8:30am | Registration + Breakfast
8:30am-8:45am | Welcome
8:45am-9:45am | Keynote Presentation | Room S107
9:45am-10:00am | Transition + Coffee Break
10:00am-11:00am | Breakout Session 2.1 | Technology 201: Get Your Picture Straight | Room S230A
11:00am-11:30am | Networking + Coffee Break
11:30am-1:00pm | Closing Plenary | Room S107

Facilitated by Gary Paul Nabhan, Southwest Center

Thursday, May 18
2017 Food and Farm Finance Forum Schedule

7:45am-8:30am | Registration + Breakfast
8:30am-8:45am | Welcome
8:45am-9:45am | Keynote Presentation | Room S107
... S107       Facilitated by Gary Paul Nabhan, Southwest Center
Friday, May 19
2017 Food and Farm 
Finance Forum Schedule
Attendance

170

attendees from across Arizona

60%

of attendees are current farmers, ranchers, or producers of artisanal food products.

All participants hailed from rural and urban parts of Arizona. Other participants included:
• Food Distributors
• Economic development corporations
• Nutritionists
• Community Garden Managers
• Farmer’s Market Managers
• Local Government Agencies
• Members of the Board of the UNESCO World City of Gastronomy
• Professors
• Investors
• Eaters!
After attending the 2017 Food & Farm Finance Forum,

- Connected with other producers and resources across Arizona to improve situations and increase sustainability
- Identified or was set up to pursue potential funding opportunities for growing or sustaining operations
- Increased their confidence in using technology to provide customer service & marketing
- Increased confidence in their in ability to conserve water & benefit financially from waste diversion
- Better understand & can analyze opportunities to develop relationships with wholesale buyers or work with brokers

100% of producers surveyed

90% now understand methods for on-farm food safety, post-harvest handling practices & complete a food safety plan

90% increased confidence in their ability to consider return on investment when expanding their farming, ranching, or food production operations

All reported data were determined from surveys taken by attendees of either one or both days of programming. Respondents who did not attend an applicable session have been excluded from percentages.
Thank you to our sponsors!

- USDA
United States
Department of Agriculture

- Good Food Finder AZ
Local First Arizona Foundation

- Vitalyst Health Foundation
A Catalyst for Community Health

- Stern Produce
Arizona Fresh
Together

- UNESCO
United Nations
Educational, Scientific and Cultural Organization

- Designated UNESCO Creative City in 2015

- Tucson Green Living Magazine

- Edible Phoenix
Celebrating the Abundance of the Valley, Season by Season

- Edible Baja Arizona

- Arizona Compost Cats

- Let’s Grow Your Own
Arizona Cooperative Extension

- Downtown Clifton