

Farm to Institution **SUMMIT 2015**



PROGRAM GUIDE

**APRIL 7-9 | UMASS AMHERST
PULLING TOGETHER!**

WELCOME!



Dear Farm to Institution Leaders,

Welcome to the 2015 Farm to Institution Summit!

We are very pleased to provide this dynamic three-day venue for sharing information, networking and taking collaborative action to increase the amount of regionally produced food that is used by our schools, colleges and hospitals.

The collective work of everyone at the Summit is leading to a more vibrant and values-based regional food system. Our efforts will help keep farmland in farming, sustain our fisheries, provide good jobs and support thriving businesses. They will also help ensure that healthy, fresh and delicious food is served to institutional consumers every day, regardless of their social or economic status.

One of the keys to reaching these goals is promoting greater transparency in the supply chain. As Michael Pollan says, "Imagine if we could eat every meal knowing these few simple things: What it is we're eating. Where it came from. How it found its way to our table. And what it really cost." The realization that we all need answers to these fundamental questions about the food system has inspired our Transparency Pledge (see page 43). Please take a look and let us know what actions you will take to make greater transparency in our food system a reality.

Finally, we want to take this opportunity to say thank you to a few special groups. First to our valued sponsors. Your generous support allows us to lower costs for everyone here and to provide scholarships to those who could not have attended without them. Second to UMass Auxiliary Services for providing a warm and welcoming environment for our gathering and crafting a delicious and regionally-based menu. Your hospitality, along with your pioneering farm to institution work, energizes us. Third to our speakers, presenters, field trip guides and exhibitors. Your willingness to share your stories and insights will enrich the Summit immeasurably. Finally, to all of you, without whom there would be no Summit. Thank you for giving your time, thought, experience and energy to the conversations that will take place during the next three days. We hope you will come away with new ideas, connections and opportunities that will inform and inspire your important work.

On behalf of the entire Farm to Institution Summit Steering Committee (listed on the right), thank you and enjoy the Summit.



Peter Allison
Network Director
Farm to Institution New England

www.farmtoinstitution.org

INFORMATION

HOSTS



Farm to Institution New England (FINE)

FINE is a six-state network of non-profit, public and private entities working collaboratively to strengthen our food system by increasing the amount of New England-grown food served in our region's schools, hospitals, colleges and other institutions.

www.farmtoinstitution.org



Northeast Regional Steering Committee National Farm to School Network

The National Farm to School Network is an information, advocacy and networking hub for communities working to bring local food sourcing and food and agriculture education into school systems and preschools.

www.farmtoschool.org



Health Care Without Harm

Health Care Without Harm is an international coalition whose Healthy Food in Health Care program harnesses the purchasing power and expertise of the health care sector to advance the development of a sustainable food system.

www.noharm.org



Farm to Institution New York State (FINYS)

FINYS is a statewide partnership of agricultural, public health and economic development partners who have come together to strengthen New York's regional food economy and improve the health of its citizens.

www.newyork.farmland.org/finys

ORGANIZERS

A big thank you goes out to the following individuals who spent countless hours planning this collaborative, first-year event!

Steering Committee

Peter Allison, Farm to Institution New England
Kimberly Clark, Farm Fresh Rhode Island
Stacia Clinton, Health Care Without Harm
Kaitlin Haskins, Farm to Institution New England
Glenda Neff, Farm to Institution New York State
Riley Neugebauer, Farm to Institution New England
Betsy Rosenbluth, Vermont Food Education Every Day

Event Coordinators

Olga Moriarty, Pollination Event Company
Dana Stevens, Consultant

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SOCIAL MEDIA

Social networks are a great way to get real time updates during the conference, keep in touch, connect with other attendees and share what you're learning with your community members back home.



Twitter: Twitter is a terrific way to connect with others at the conference and share highlights, tips and factoids. Use the hashtag **#F2ISummit** to follow and share general conference buzz.



Facebook: Be sure to find each of the host organizations on Facebook (especially @FarmtoInstitutionNewEngland) and tag us in your posts about the conference!

EVENT AT-A-GLANCE

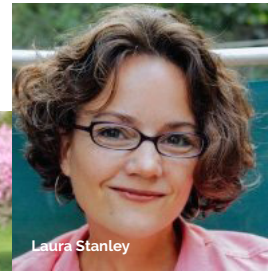
TUESDAY, APRIL 7

FARM TO SCHOOL FORUM

- 7:30 - 11:00 am Registration
- 8:10 - 11:30 am Field Trips
- 8:30 - 11:00 am Procurement Training
- 11:30 am - 12:30 pm Opening Plenary
- 12:30 - 1:15 pm Lunch & Networking
- 1:30 - 3:00 pm Breakout Session #1
- 3:15 - 4:45 pm Breakout Session #2
- 5:00 - 7:00 pm Reception
- 7:00 pm Dinner (on your own)



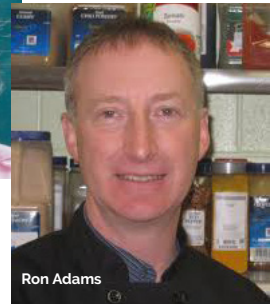
Anupama Joshi



Laura Stanley



Chuck Ross

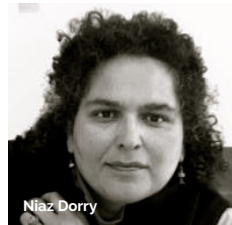


Ron Adams

WEDNESDAY, APRIL 8

CROSS-SECTOR FORUM

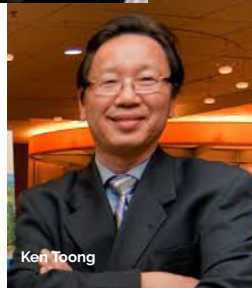
- 7:30 - 11:00 am Registration
- 7:30 - 9:00 am Breakfast
- 9:00 - 10:00 am Opening Plenary
- 10:15 - 11:45 am Breakout Session #1
- 12:00 - 1:45 pm Lunch & Special Addresses
- 2:00 - 4:45 pm Tours & Meetings
- 2:00 - 3:15 pm Breakout Session #2
- 3:30 - 4:45 pm Breakout Session #3
- 5:00 - 6:30 pm Reception
- 6:30 - 8:00 pm Dinner (tickets required)
- 8:00 - 10:00 pm Live Music & Dancing



Niaz Dorry



Jim McGovern



Ken Toong



Jesse Lege & The Bayou Brew

THURSDAY, APRIL 9

FARM TO COLLEGE FORUM

- 7:30 - 11:00 am Registration
- 7:30 - 8:30 am Breakfast
- 8:45 - 9:45 am Opening Plenary
- 10:00 - 11:00 am Breakout Session #1
- 11:15 - 12:15 am Breakout Session #2
- 12:30 - 2:00 pm Lunch & Panel
- 1:40 - 4:00 pm College Farm Tour
- 2:15 - 3:30 pm Breakout Session #3
- 3:45 - 5:00 pm Closing Session



FARM TO HEALTH CARE FORUM

- 7:30 - 11:00 am Registration
- 7:30 - 8:30 am Breakfast
- 8:30 - 9:45 am Welcome & Keynote
- 9:45 - 11:00 am Morning Exercise
- 11:15 - 12:15 am Breakout Sessions
- 12:15 - 1:45 pm Lunch & Speaker
- 2:00 - 3:15 pm Procurement Workshop (by invitation)
- 3:30 - 4:30 pm Facilitated Discussion (by invitation)



Paul Stein



Clayton Cox

HIGHLIGHTS

TUESDAY

Innovation, Collaboration & Integration: The Future of Farm to School

OPENING PLENARY | 11:30 AM - 12:30 PM | AUDITORIUM

Featuring: Anupama Joshi, Executive Director & Co-Founder National Farm to School Network; Chuck Ross, Secretary VT Agency of Agriculture, Food and Markets; Ron Adams, Food Service Director, Portland Public Schools

Inside School Food: Stories from the Trenches

RECEPTION & KEYNOTE | 5:00 - 7:00 PM | AMHERST ROOM

Featuring: Laura Stanley, Host of Inside School Food radio

WEDNESDAY

Stronger Together

KEYNOTE | 9:30 - 10:00 AM | AUDITORIUM

Featuring: Niaz Dorry, Coordinating Director, Northwest Atlantic Marine Alliance (NAMA)

Farm to Institution Leadership & Lessons: National & Local Perspectives

SPECIAL ADDRESS | 1:00 - 1:45 PM | AUDITORIUM

Featuring: Congressman Jim McGovern, 2nd Congressional District of Massachusetts; Ken Toong, Executive Director of Dining and Retail Services at UMass Amherst; Chef Matthia Accurso, Chef de Cuisine, UMass

Local Food Dinner

DINNER | 6:30 - 8:00 PM | STUDENT UNION BALLROOM

Tickets are required and will be available at the registration table.

Cajun Dance Party

LIVE MUSIC | 8:00 - 10:00 PM | STUDENT UNION BALLROOM

Featuring: Jesse Lége & The Bayou Brew

THURSDAY

Campus Leaders in Local Foods: Stories & Visions

OPENING PLENARY PANEL | 8:45 - 9:30 AM | AUDITORIUM

Featuring: Gary Kleppel, SUNY Albany (moderator), with students and staff from UVM, SUNY Albany and UMass

Food Justice: Voices From Across the Food Supply Chain

LUNCHTIME PANEL | 1:15 - 2:00 PM | AUDITORIUM

Featuring: organizers from various advocacy organizations

The Healthy Food in Health Care Imperative: An Administrator's Perspective

KEYNOTE | 9:00 - 9:45 AM | CAPE COD LOUNGE

Featuring: Paul Stein, Chief Operating Officer, MaineGeneral Health

Preserving Effective Antibiotics through Policy & Procurement

FEATURED SPEAKER | 12:30 - 1:00 PM | STUDENT UNION BALLROOM

Featuring: Clayton E. Cox, Ph.D. Advancing Science and Serving Society (AAAS) / American Society of Microbiology (ASM) Congressional Fellow, Office of Congresswoman Louise M. Slaughter



Ben DeFlorio Photography at Randolph Elementary School (VT)



Thank you to the United States Department of Agriculture for awarding us a farm to school grant to support the Farm to Institution Summit and Recipes for Success contest! USDA resources and partnership have made this event possible.

FULL PROGRAM



FARM TO SCHOOL RECIPES FOR SUCCESS CONTEST



The Northeast Regional Steering Committee (RSC) of the National Farm to School Network is pleased to share with you the results of their recent contest. Contest participants submitted their farm to school “recipes for success” for a chance to win \$500 in cash prizes, free registrations to the Farm to Institution Summit, and an opportunity to present and share their great work.

We're not talking about cooking recipes, rather — great activities, lessons, strategies and projects that improve food and farm education, school meal programs, farm to school connections and more. The contest is designed to find and share the most innovative projects and ideas in Northeast farm to school programs.

We are thrilled to announce the winners in the Northeast Farm to School Recipes for Success Contest!

GRAND PRIZE (\$300 PRIZE)

Iron Chef – Salad Challenge

Elizabeth Lichtenberg from Alton Central School in Alton Bay, NH

RUNNER UP (\$100 PRIZE)

Raising a Reader – Food Literacy Workshop

Karyn Novakowski from Somerville Farm to School Project in Somerville, MA

RUNNER UP (\$100 PRIZE)

Farm to Protein

Misse Axelrod from Washington South Supervisory Union in Roxbury, VT



CONTEST SPONSORS

Northeast Regional Steering Committee of the National Farm to School Network



The following projects will also be highlighted in the Farm to School Recipes for Success online project cookbook:

The Incredible Edible Soil

By Caroline Moore, Healthy Communities of the Capital Area, Gardiner, ME

Please Hear Us: Students' Ideas on Making School Food Better

By Nicole Bourdon, Springfield Food Policy Council School Nutrition Committee, Springfield, MA

Nutrition Education Stations

By Laura Collaro and Kathy Alexander, ANESU Food Service Cooperative, Bristol, VT

Plant, Harvest, Tomato and Potato!

By Wendy Collins, Kittery School Nutrition Program, Kittery, ME

A Food Affair to Remember: Strengthening the Community and the Individual One Meal at a Time

By Caelan Keenan, The Farm at the Vermont Youth Conservation Corps, Richmond, VT

Exploring, Saving and Fundraising with Seeds

By Claire Lafave, Island Grown Schools, Martha's Vineyard, MA

Native, Edible Outdoor Classroom

By Deirdre Holmes, Charlotte Central School, Charlotte, VT

Learn more and watch for the final recipe book:
www.farmtoinstitution.org/f2s-recipes



FARM TO SCHOOL FORUM

DAY 1: APRIL 7

BROUGHT TO YOU BY:



NATIONAL
FARM to SCHOOL
NETWORK
NORTHEAST REGION



MASSACHUSETTS
Farm to School




University of Connecticut
COOPERATIVE EXTENSION SYSTEM
College of Agriculture and Natural Resources



Farm to School Food Education Every Day!



Vermont FEED
A partnership of NOFA-VT and Shelburne Farms



new hampshire
farm to school

 **VERMONT**
AGENCY OF AGRICULTURE, FOOD & MARKETS
www.Agriculture.Vermont.gov

WORKSHOPS AT A GLANCE

TIME	TITLE	LOCATION
8:15 - 11:30 AM	Field Trip: Food Hubs & Farm to School	Meet at the Campus Center Circle
8:25 - 11:30 AM	Field Trip: Raising Livestock for School Meals: Farm to School at Vocational Schools	Meet at the Campus Center Circle
8:10 - 11:30 AM	Field Trip: Youth Development through School Gardens	Meet at the Campus Center Circle
9:00 - 11:00 AM	Procurement Strategies to Ramp up Regional/Local Foods in School Meal Programs	Rooms 162-175
1:30 - 3:00 PM	School Gardens: Growing for the Cafeteria	Rooms 165-169
	Building & Sustaining Effective Statewide Networks	Rooms 162-175
	Farm to School Funding Streams	Room 917
	Farm to School Success: What it Looks Like, How to Get There & How to Keep it Going	Rooms 804-808
	Harvest of the Month: Celebrating Local Sourcing and Seasonal Eating One Crop at a Time, at the School, District, Community & State Levels	Rooms 904-908
	New England Sea to School: Education to Consumption: How Local Fish is Making its Way into Schools	Rooms 174-176
	Vermont Farm to School Food Hub Network: Providing Collective Change	Rooms 168C
3:15 - 4:45 PM	Choose School Lunch: Increasing Positive Perceptions & Participation in School Lunch	Room 917
	Curbside Consulting – Local Procurement	Rooms 804-808
	Farm to School & Hunger Advocacy Working Together with School Meal Programs	Rooms 174-176
	Farm to School Recipes for Success	Room 163C
	Innovations in Farm to School Education	Rooms 165-169
	School Gardens as Community Hubs	Rooms 162-175
	State Policies & Planning for Farm to School	Rooms 904-908
	Targeting Farm to School Evaluation to Meet Stakeholder Needs	Rooms 168C

SCHEDULE

7:30 - 11:00 am	Registration
8:10 - 11:30 am	Field Trips
9:00 - 11:00 am	Training
11:30 - 12:30 pm	Opening Plenary
12:30 - 1:15 pm	Lunch & Networking
1:30 - 3:00 pm	Breakout Session #1
3:15 - 4:45 pm	Breakout Session #2
5:00 - 7:00 pm	Reception
7:00 pm	Dinner (on your own)

FULL PROGRAM

REGISTRATION

7:30-11:00 am

FIELD TRIPS

8:10-11:00 am

Food Hubs & Farm to School

MEET AT THE CAMPUS CENTER CIRCLE

DEPARTURE TIME: 8:15 AM

This field trip is full

Visit the Western Mass. Food Processing Center at the Franklin County CDC for an inside look at the role that food hubs can play in processing locally grown foods for school use. Tour the commercial kitchen facility and learn about the supply chain partners and other logistics that help keep local foods on the cafeteria menu year-round. See the Center's IQF Tunnel, which is the key piece of equipment for their successful frozen local foods program for schools. The field trip will also include a driving tour of some of the farms in Massachusetts' Pioneer Valley that are growing vegetables for the Center's frozen local program.

Tour Leader: Nico Lustig, Food Business Development Specialist, Western Mass. Food Processing Center at the Franklin County Community Development Corporation

Note: You must be 18 years or older, and wear close-toed shoes for this trip.

Tags: farm to school fundamentals, in the cafeteria

Raising Livestock for School Meals: Farm to School at Vocational Schools

MEET AT THE CAMPUS CENTER CIRCLE

DEPARTURE TIME: 8:25 AM

Limited tickets are available

Smith Vocational and Agricultural School has the only vocational and agricultural program in Western Massachusetts. The school offers agriculture/animal science, culinary arts, and horticulture programs. The facilities include working animal enterprises with over 500 acres of managed land. Tour the property and learn how this program is connecting the agricultural enterprise to the school cafeteria. Speak with the Food Service Director and Animal Science Director about working with youth to raise livestock for food and working with cafeteria staff to utilize unusual cuts of meat.

Tour Leader: Heather Bouley, Food Service Coordinator, Smith Vocational and Agricultural High School

Tags: education, in the cafeteria

Youth Development Through School Gardens

MEET AT THE CAMPUS CENTER CIRCLE

DEPARTURE TIME: 8:10 AM

This field trip is full

Visit the Northeast Center for Youth and Families' C.A.R.E.S program (Composting, Agriculture in the Classroom, Recycling, Eating Well, and Sustainability), a horticultural program offered at the Tri-County Schools in Easthampton, MA. This school, which serves both residential and day students with mental health and behavioral needs, uses the garden as a key therapeutic tool. C.A.R.E.S provides students and residents with a supportive, hands-on learning experience in green living, animal husbandry, vegetable gardening and healthy eating. The program includes school gardens, a student run recycling program, student managed healthy snack cafe, animal care and more. Meet with Danielle Crescione, the Alternative Programs Specialist, to hear how this program is transforming the students and the school culture at Tri-County Schools.

Tour Leader: Danielle Crescione, Alternative Programming Specialist, Northeast Center for Youth and Families

Tags: education, in the cafeteria

NOTE: Tags identify common themes in the breakout sessions that may guide attendees in their selection.

TRAINING

9:00-11:00 am

Procurement Training: Strategies to Ramp Up Regional/Local Foods in School Meal Programs

ROOMS 162-175

This session will provide an overview of federal procurement regulations and guidelines and discuss a variety of ways that schools can access local foods in accordance with federal requirements. Break-out sessions within this USDA procurement training will be tailored to four audiences: state leadership personnel and non-profit support organizations, farmers and producers, and food service directors. Participants will leave with a packet of resources and tools including examples of formal and informal bids to help with local foods procurement for school meal programs.

Presenters: Danielle Fleury, Northeast Regional Farm to School Staff, USDA Food and Nutrition Service; James Liebow, Food Service Director, Brockport Central School District and NY State Lead for National Farm to School Network; Abbie Nelson, Vermont FEED Project Director and Education Coordinator of NOFA VT; Ellie Libby, University of Maine Cooperative Extension Educator, ME State Co-Lead for NFSN

Tags: in the cafeteria, farm to school fundamentals

OPENING PLENARY

11:30 am-12:30 pm

Innovation, Collaboration & Integration: The Future of Farm to School

AUDITORIUM

What's next for farm to school? Looking forward and thinking beyond where we are now, how does farm to school innovate and adapt to become the new "normal"? With changes in agriculture, education and even our climate, panelists will address the role of policy, collaboration and innovation in the future of farm to school at the local, state, and national level.

Panelists: Anupama Joshi, Executive Director & Co-Founder National Farm to School Network; Chuck Ross, Secretary VT Agency of Agriculture, Food and Markets; Ron Adams, Food Service Director, Portland Public Schools

Moderator: Betsy Rosenbluth, Project Director Vermont FEED and Northeast Regional Lead for the National Farm to School Network

LUNCH & NETWORKING

12:30-1:15 pm

AUDITORIUM

BREAKOUT SESSION #1

1:30-3:00 pm

School Gardens: Growing for the Cafeteria

ROOMS 165-169

As a part of an integrated farm to school program, the school garden has the potential to be a source of fresh produce for the cafeteria. In this workshop we'll take a look at successful models of school gardens that "feed" school meals programs. Presenters will share their knowledge, skills and resources with participants, focusing on the necessary partnerships, food safety considerations, youth engagement opportunities and triple bottom line results of utilizing school garden grown produce in their cafeterias.

Presenters: Melissa Spear, Executive Director, Common Ground High School, Urban Farm and Environmental Learning Center; Shannon Raider, Farm Manager, Common Ground High School; Brendan Ryan, Director of Food Service, Framingham Public Schools

Tags: In the cafeteria, growing the movement

Building & Sustaining Effective Statewide Networks

ROOMS 162-175

Farm to school networks provide leadership, coordination and advocacy to advance farm to school efforts. State leaders will share successes, challenges, and unique approaches to strengthening their networks and scaling farm to school. Vermont used a systems mapping process to identify how to integrate sustainable farm to school programs into every community and dramatically improve access to healthy and local food for all students. Maine knits together a wide diversity of students, teachers, school nutritionists, parents, farmers and other groups. With diminishing funding and political support, learn how Maine weathers those challenges. Participants will be asked to share their own successes and challenges.

Presenters: Betsy Rosenbluth, Project Director Vermont FEED, Northeast Regional Lead for the National Farm to School Network, Shelburne Farms; Renee Page MPH, CLC, Assistant Director, Healthy Communities of the Capital Area, ME State Co-lead for National Farm to School Network

Tag: growing the movement

Farm to School Funding Streams

ROOM 917

This session will provide an overview of federal grant programs that support farm to school, from supply chain development to classroom curriculum integration. Participants will become familiar with the funding cycles and grant types of USDA grant programs, and hear examples of activities these programs can finance. State and local agencies, nonprofit partnering organizations, agricultural producers, and school districts will leave this session with tools that will help build or sustain farm to school work in their community.

Presenters: Danielle Fleury, Northeast Regional Farm to School Staff, USDA Food and Nutrition Service; Debbie Tropp, Farmers Markets and Direct Marketing Research Marketing Services Division, USDA Agricultural Marketing Service; David Robinson, Northern Regional Coordinator, USDA Rural Development; Nessa Richman, Planning & Development, Farm to Institution New England

Tags: farm to school fundamentals, growing the movement

Farm to School Success: What it Looks Like, How to Get There & How to Keep it Going

ROOMS 804-808

Are you interested in starting a farm to school program or taking a current one to the next level? In this interactive workshop, Keenan Haley of Sharon Elementary School and Ethan Bodin of Shelburne Farms and VT FEED will share what a successful and fully integrated program can look like. We'll also discuss the types of professional learning that we've found most helpful for building and sustaining farm to school programs. Bring your stories, questions, and challenges and as a group, we will investigate solutions and resources to help your program grow.

Presenters: Ethan Bodin, Professional Development Coordinator, VT FEED-Shelburne Farms; Keenan Haley, Classroom Teacher at Sharon Elementary School

Tags: farm to school fundamentals, education

Harvest of the Month: Celebrating Local Sourcing & Seasonal Eating One Crop at a Time

ROOMS 904-908

Harvest of the Month programs have the potential to unite classrooms, cafeterias, families, restaurants, grocery stores, and other community institutions around the simple concept of celebrating a different locally available crop each month of the school year. Presenters from Vermont, Massachusetts and Connecticut will share best practices and resources to help you integrate Harvest of the Month in classrooms with standards-based lessons in cafeterias (as a first step or as expansion of existing local food sourcing), in retail stores, and in the broader community. We invite you to bring a team of people you hope to work with on implementing or expanding your Harvest of the Month program to this workshop.

Presenters: Rebecca Mitchell, Green Mountain Farm to School; Helen Rortvedt, Food Connects; Simca Horwitz, Eastern Mass. Program Director, Massachusetts Farm to School; Noli Taylor, Director, Island Grown Schools; Alicia McAvay, Farm to School Coordinator, FRESH New London; Kimberly Clark, Farm to Cafeteria Coordinator, Farm Fresh RI; Claire Lafave, Island Grown Schools

Tags: farm to school fundamentals, growing the movement, education, in the cafeteria

New England Sea to School: Education to Consumption — How Local Fish & Other Ocean Products are Making Their Way into Schools

ROOMS 174-176

Learn how New England schools are accessing and serving Gulf of Maine fish and kelp. Gulf of Maine ground fishermen are catching a wide variety of unfamiliar but delicious species of fish like hake, Pollock and redfish. Finding markets for these fish helps support the fleet that can no longer catch the higher priced cod they have traditionally made their livelihood from. Hear about New Hampshire's fish to school project, sample kelp smoothies and kelp slaw from Maine and learn how to access fresh and local fish from Boston based Red's Best and North Coast Seafoods. Participants will leave with a list of distributors who carry sustainably harvested fish and other resources such as fish and kelp recipes.

Presenters: Stacey Purslow, NH Farm to School program coordinator, NH state lead for NFSN; Ellie Libby, University of Maine Cooperative Extension Educator, ME State Co-Lead for NFSN; Jared Auerbach, CEO, Reds Best; Andrew Wilkinson, North Coast Seafoods

Tags: farm to school fundamentals, growing the movement, education, in the cafeteria

Vermont Farm to School Food Hub Network: Providing Collective Change

ROOM 168C

Using a community of practice (CoP) model, the Vermont Agency of Agriculture, Food & Markets and four food hubs worked together to identify best practices, align synergies, and define each food hub's role in farm to school, thus creating a more effective community food movement. We were able to clearly differentiate each food hub's role and identify how they best serve farm to school, while seeing a 58% increase in local food purchases. We will be sharing the case study examples and opening the discussion up for additional sharing of best practices for food hub engagement with farm to school.

Presenters: Ali Zipparo, Senior Agriculture Development Specialist at the Vermont Agency of Agriculture, Food and Markets; Abbey Willard, Local Food Administrator at the Vermont Agency of Agriculture, Food and Markets; Richard Berkfield, Executive Director Food Connects; Sarah Waring, Executive Director Center for an Agricultural Economy; Annie Harlow, Addison County Relocalization Network (ACORN)

Tags: in the cafeteria, growing the movement

BREAKOUT SESSION #2

3:15-4:45 pm

Choose School Lunch: Increasing Positive Perceptions & Participation

ROOM 917

In the 2013-2014 school year, Portland Public Schools Food Services spent more than 15% of its food dollars on locally sourced ingredients (excluding milk) and is currently seeking to increase that number to 30% by next year. In this session, Food Service director Ron Adams and FoodCorps Service member Israel Buffardi will discuss outreach strategies and tools for engaging teachers, administrators, parents, and above all, students in conversations about food in Portland schools. This includes a multi-faceted public relations campaign to increase awareness, perceptions and participation in school meals.

Presenters: Ron Adams, Food Service Director, Portland Public Schools; Israel Buffardi, FoodCorps AmeriCorps Service Member, FoodCorps

Tags: farm to school fundamentals, in the cafeteria

Curbside Consulting – Local Procurement ROOMS 804-808

USDA's Farm to School Regional Lead will be available for one-on-one consulting on local procurement strategies. Bring your written specifications and solicitations for a review and learn how and where to add language that will help you target local products in a way that is in line with federal regulations. Already have a great example to share? Bring it by to talk about what has worked for you! All questions and feedback are welcome.

Presenters: Danielle Fleury, Northeast Regional Farm to School Staff, USDA Food and Nutrition Service

Tag: training

Farm to School & Hunger Advocacy Working Together with School Meals Programs

ROOMS 174-176

Funding and running a thriving farm to school program requires paying careful attention to the health of your school meal programs. In this workshop, learn how farm to school and hunger advocacy organizations work together to increase school meal enrollment and participation, through "breakfast after the bell," and using the afterschool and summer meal programs as a recipe for farm to school success. In this workshop, you will hear about what has worked in Vermont and Massachusetts communities, and learn simple strategies for making it happen in your state.

Presenters: Abbie Nelson, Program Director VT FEED and Education Coordinator NOFA VT; Helen Rortvedt, Educator at Food Connects; Katherine Sims, Executive Director of Green Mountain Farm to School; Jen Perry, Director of Distribution and Nutrition, The Open Door

Tags: growing the movement, in the cafeteria

Farm to School Recipes for Success

ROOM 163C

Come hear from the winners of the Farm to School Recipe for Success Contest — the most innovative projects and ideas in Northeast farm to school programs. Be inspired by these great activities, lessons, strategies and projects that improve food and farm education, school meal programs, farm to school connections and more.

Presenters: winners of the Farm to School Recipe for Success Contest

Tags: farm to school fundamentals, education, growing the movement, in the classroom

Innovations in Farm to School Education ROOMS 165-169

Come hear how three unique farm to school groups are engaging and educating students in the food system. Practitioners from Vermont, New York, and New Hampshire will highlight their interactive experiential learning strategies. From community partner engagement, to healthy try-it days, to large celebrations, these on-the-ground programs will share their experience and expertise. Join in the dialogue about involving students and building an informed future generation.

Presenters: Kindle Loomis, Program Director, Common Roots; Nicci Cagan, Chefs' Consortium; Kate Mitchell, Program Manager of CLIPPERS Farm to School Program

Tags: farm to school fundamentals, education

School Gardens as Community Hubs ROOMS 162-175

As a part of an integrated farm to school program, the school garden has the potential to serve as an on-site venue for connecting the school and its student body to the greater community. In this participatory workshop we'll take a look at successful models and new ideas, exploring ways to turn school gardens into community hubs; places where the greater community participates in growing and learning, contributes their knowledge, skills and resources, and enjoys as a destination. Participants will return to their communities with new ideas and planning tools for implementing them where they live.

Presenters: Libby Weiland, Program Manager, VT Community Garden Network; Viña Lindley, Maine School Garden Network, University of Maine Cooperative Extension

Tags: farm to school fundamentals, growing the movement, education

State Policies & Planning for Farm to School

ROOMS 904-908

What are states doing to support farm to school activities, and how can they do more? This session will explore state programs and policies being used in New England and beyond to support farm to school work, and strategies that farm to school advocates might use to help grow that support. We will also explore the intersection between farm to school and state food system planning around the region, and how state plans can foster and support farm to school activities.

Presenters: Cris Coffin, New England Director American Farmland Trust, FINE Leadership Team; Ellen Kahler, Executive Director, VT Sustainable Jobs Fund

Tags: growing the movement

Targeting Farm to School Evaluation to Meet Stakeholder Needs

ROOM 168C

Farm to school programming presents a staggering variety of evaluation opportunities, which often yield inconsistent or inconclusive results. We'll engage a roundtable discussion with participants about what is working (and not working) and present opportunities for engaging youth in participatory evaluation in farm to school. We will also use the session as a think tank to share ideas about farm to school measurement challenges. Session participants should come away with an overview of the current state of farm to school evaluation as well as some ideas about specific measurement issues.

Presenters: Andrew Powers, Finance Director and Research Associate at PEER Associates; Erin Roche, Research Specialist at the Center for Rural Studies, University of Vermont; Linda Berlin, Director at the University of Vermont's Center for Sustainable Agriculture; Catherine Sands, Founding Director at Fertile Ground and Stockbridge School of Agriculture

Tags: farm to school fundamentals, growing the movement

RECEPTION

5:00-7:00 pm

AMHERST ROOM

RSVP upon registration is required

Featuring light fare and a fabulous keynote speaker! Plus, awards will be presented to Recipe for Success Contest Winners.

CASH BAR

Keynote: Inside School Food, Stories from the Trenches

Laura Stanley

Host of Inside School Food, a production of the listener-supported Heritage Radio Network, Laura Stanley knows first hand how effective the food service industry can be in catalyzing reforms that are good for people and the environment. For twenty years, her work as a journalist and project designer has supported pioneers across the restaurant and institutional food supply chain who are blazing new trails in pursuit of a healthier and more sustainable, just, and humane food system. Laura will share a few of her favorite stories from the trenches.

DINNER ON YOUR OWN

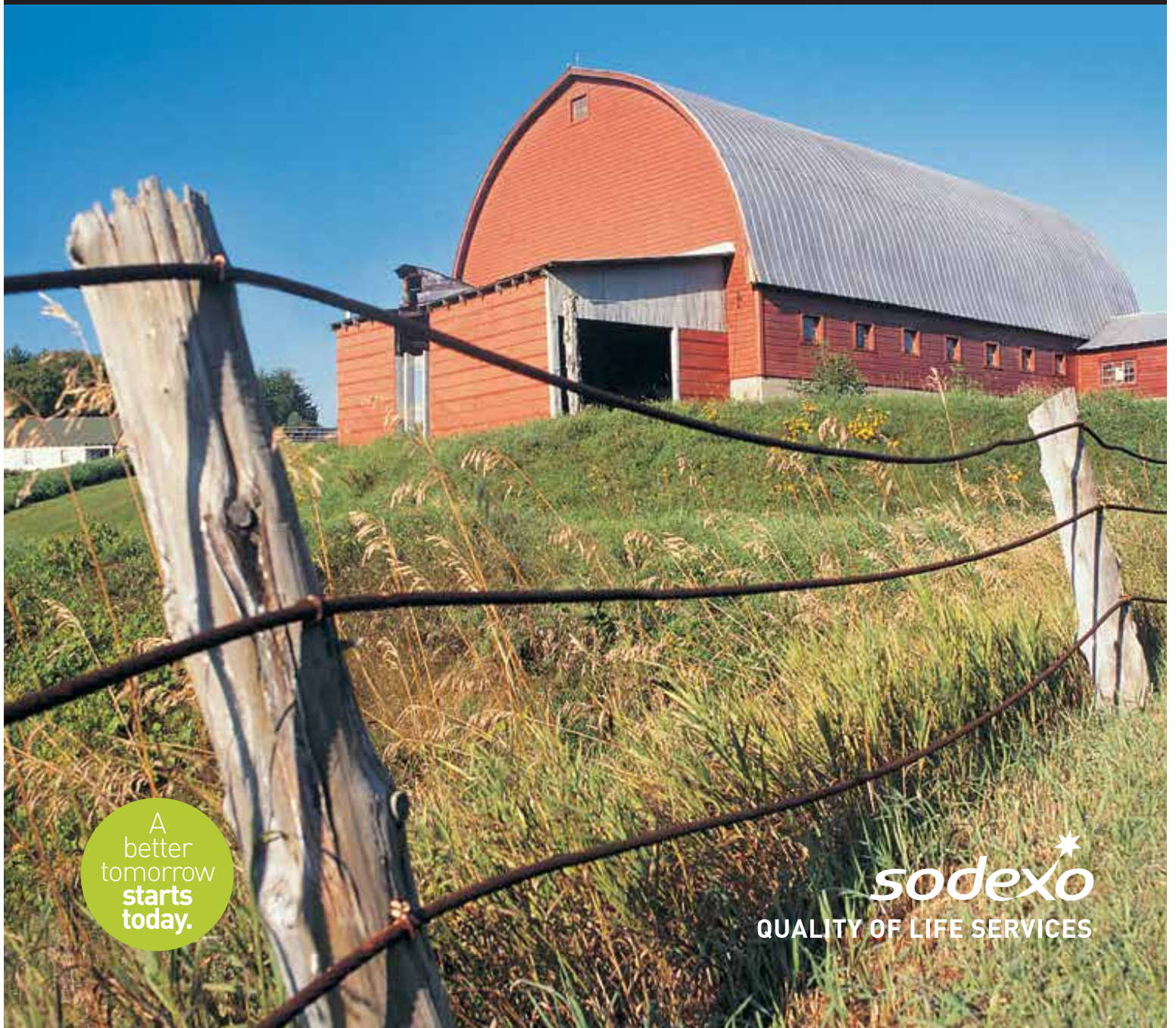
7:00 pm

EXPLORE AMHERST!

Sodexo compliments **FINE**

on the great work they're doing to advance the move to greater sustainability and to create a forum on the benefits of farm-to-institution, local sourcing of products and produce.

CAMPUS - SCHOOLS - HEALTHCARE - CORPORATE SERVICES



A
better
tomorrow
starts
today.

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QUALITY OF LIFE SERVICES



CROSS- SECTOR FORUM

DAY 2: APRIL 8

BROUGHT TO YOU BY:



WORKSHOPS AT A GLANCE

TIME	TITLE	LOCATION
10:15 - 11:45 AM	Challenges & Opportunities for Food Hubs Serving Rural Institutions	Room 174
	Finance Opportunities for Farm to Institution	Amherst Room
	Fisheries: Strategy of the Commons	Room 917
	Leveraging Procurement Policies for State Institutions	Room 168C
	Multi-Institution Purchasing of Local & Regional Foods	Rooms 804-808
	On-Farm Food Safety: Regulations, Best Practices, Applied Research	Room 803
	Defining Local: Tracking & Expanding Local Food Procurement	Room 163C
	Values Underlining Local & Regional Food Buying	Rooms 165-169
2:00 - 5:00 PM	Tour: Dining Halls as Living Laboratories for Sustainability & Healthy Food	Meet at the Campus Center Circle
	Farm to Institution Funder-Lender Meeting	Amherst Room (by invitation)
2:00 - 3:15 PM	A New England Food Vision: Promoting Racial Equity, Food Justice & Sustainable Livelihoods via Food System Transformation	Amherst Room
	Drafting Great Agreements for Wholesale/Institutional Farmers & Buyers	Rooms 174-176
	Food Forward: Creating Healthy, Sustainable Meatless Menu Options	Rooms 165-169
	Harvesting a Bumper Crop of Sustainability Gains through Soil Health	Room 803
	Institutional Food Purchasing Metrics: Challenges & Opportunities	Room 168C
	Food Safety Certification & Standard Operation Procedures for Food Hubs	Rooms 805-809
	Contracted Food Service Action Project (CFSAP) Meeting	Room 917 (by invitation)
3:30 - 4:45 PM	Adopting 50 by 60, a New England Food Vision	Rooms 804-808
	Leveraging Public & Private Institutional Food Procurement for Economic Development & Sustainability	Room 168C
	Managing Farm Employment Law Obligations with Wholesale & Institutional Sales	Rooms 174-176
	The Northeast Food Knowledge Ecosystem: Network Tools & Resources Supporting Farm to Institution Efforts Across the Northeast	Room 803
	One Fish, Four Fish. Red Fish, Green Fish.	Room 163C
	Own the Supply Chain: Cooperatives in the Food System	Rooms 165-169

NOTE: Tags identify common themes in the breakout sessions that may guide attendees in their selection.

SCHEDULE

7:30 - 11:00 am	Registration
7:30 - 9:00 am	Breakfast
9:00 - 10:00 am	Keynote
10:15 - 11:45 am	Breakout Session #1
12:00 - 1:45 pm	Lunch & Special Addresses
2:00 - 5:00 pm	Tours & Meetings
2:00 - 3:15 pm	Breakout Session #2
3:30 - 4:45 pm	Breakout Session #3
5:00 - 6:30 pm	Reception
6:30 - 8:00 pm	Dinner (tickets required)
8:00 - 10:00 pm	Live Music & Dancing

FULL PROGRAM

REGISTRATION

7:30-11:00 am
CONCOURSE

BREAKFAST

7:30-9:00 am
AUDITORIUM

WELCOME

9:00-9:30 am
AUDITORIUM

KEYNOTE

9:30-10:00 am
AUDITORIUM

Stronger Together

Niaz Dorry is the Coordinating Director for the Northwest Atlantic Marine Alliance. She is based in Gloucester, Mass., the oldest settled fishing port in the US. Niaz has been working to advance the rights, economic sustainability and ecological benefits of small-scale fishing communities for two decades. Time Magazine named Niaz as a Hero

For The Planet. Her fisheries articles appear regularly in Fishermen's Voice and SAMUDRA as well as a range of other publications. She serves on the executive committee of the National Family Farm Coalition and Granite State Fish, and numerous other boards and committees.

BREAKOUT SESSION #1

10:15-11:45 am

Challenges & Opportunities for Food Hubs Serving Rural Institutions

ROOM 174

Food hubs strengthen local food systems by developing and transforming critical food infrastructure. Low population rural areas face unique challenges for efficient local food delivery. In this session, we will hear from experienced food hubs who serve rural institutions. The discussion will address the way that these food hubs are increasing food access for underserved populations, along with outreach and marketing best practices, strategies for collaboration, and lessons learned from the unique challenges around serving rural communities. We will create a space for information sharing and brainstorming ideas to meet these unique New England challenges.

Presenters: Richard Berkfield, Executive Director of Food Connects; Catherine Cusack, Program Director at Green Mountain Farm to School; Sara Lovitz, Coordinator at Windham Farm and Food and Monadnock Menus

Tag: infrastructure

Finance Opportunities for Farm to Institution

AMHERST ROOM

New infrastructure projects require capital, and the success of capital-intensive projects depends in part upon how that capital is structured. There are many sources of grants and loans for the type of regional food infrastructure projects that the farm to institution sector will require as it grows. This session will present information about sources for loan and grant funds and how to access these funds.

Presenters: Gray Harris, Director, Sustainable Agriculture & Food Systems, CEI; Debra (Debbie) Tropp, Branch Chief, Farmers Markets and Direct Marketing Research, Marketing Services Division, USDA Agricultural Marketing Service; Todd Erling, Executive Director, Hudson Valley Agribusiness Development Corporation

Tag: funding

Fisheries: Strategy of the Commons

ROOM 917

A discussion with working fisher men and women from across New England. We plan to identify elements that can help build a new narrative for New England fisheries and resist current trends. We will discuss the ways that fishers can reconnect with their communities, the integration of seafood into the broader regional food system planning process, and how to maintain a fair and just seafood supply chain while meeting the demands of institutions and fast-growing community supported fisheries (CSFs).

Presenters: Spencer Montgomery, Slow Fish; Brett Tolley, Northwest Atlantic Marine Alliance; Tim Rider, f/v Finlander; Sarah Schumann, Eating with the Ecosystem

Tags: sustainable menu, seafood

Leveraging Procurement Policies for State Institutions

ROOM 168C

Every state has a big wallet for food purchasing by its institutions such as hospitals, prisons and residential treatment centers, as well as funding meals in schools, day care, senior meals, and emergency food. State procurement and purchasing policies can help, or hinder, efforts to source more local and regional foods by these institutions. This session brings together a panel of representatives from Massachusetts, New York and Rhode Island to consider what's working, and where states could do more. How are the procurement policies tied to state agriculture and economic development goals, and how are the results measured?

Presenters: Cris Coffin, American Farmland Trust; Glenda Neff, American Farmland Trust; Imran Kahn, New York State Department of Ag & Markets; Ken Ayers, Rhode Island Division of Agriculture

Tags: procurement, policy

Multi-Institution Purchasing of Local & Regional

ROOMS 804-808

Food system facilitators, food service directors, and others who are interested in how multiple institutions can procure local and regional foods can come to this conversation to bring their own ideas, ask questions, and learn about some of the current efforts underway in New England. Representatives from several projects will be on hand to share their experiences and models, as well as their progress so far. Conversations and efforts that bring multiple institutions together have begun in Maine, in Central NH, and in the Boston area. There was also interest in a collaboration on the I-95 corridor in recent years. We

hope participants will come ready to discuss, brainstorm, and learn more about this concept.

Presenters: Riley Neugebauer, Farm to Institution New England; Simca Horwitz, Mass Farm to School; Stacey Purslow, NH Farm to School; Kurt Shisler, Mainstreaming Project

Tags: procurement, contracts

On-Farm Food Safety: Regulations, Best Practices, Applied Research

ROOM 803

There is growing demand for improved food safety practices from farm-to-fork. While proposed regulations will require increased food safety practices, there are few resources available to meet these expectations. This session will share the most up-to-date Food Safety Modernization Act (FSMA) information relevant to the proposed produce rule, share strategies in utilizing food safety practices for enhanced market access, and touch on the research efforts conducted at UMass specific to produce safety.

Presenters: Amanda Kinchla, Extension Assistant Professor at UMass Amherst; Rich Bonanno, PhD, Assoc. Professor at UMass Amherst; Frank Mangan, PhD, Extension Associate Professor at UMass Amherst; Michael Botelho, CQP Program Manager at MA Department of Agriculture

Tag: farmer training

Defining Local: Tracking & Expanding Local Food Procurement

ROOM 163C

Definitions for 'local' vary widely across organizations, states and businesses. Some adopted 'local' definitions consider state boundaries, mileage circumferences, others capture ingredients or business location. Most local and regional supply chain partners have attempted to align 'local' definitions or track local procurement growth over time. During this workshop, two New England states and one regional distributor will share their experiences defining 'local', present policy questions that still remain, and outline on-going opportunities to track and expand local product procurement in our schools and institutions.

Presenters: Abbey Willard, Local Foods Administrator at VT Agency of Agriculture, Foods & Markets; Joanne Benoit, Sustainable Food Systems Coordinator at UMASS Amherst

Tags: defining local, tracking

Values Underlining Local & Regional Food Buying: Research & Practice of a Tiered Buying System

ROOMS 165-69

This session will cover procurement programs as well as buying and marketing local and regional foods through a values-based tiered buying system. We will present research that looks at the underlying values and goals of local and regional procurement, how this translates into desirable food attributes, and the role of ultra-local, local and regional procurement strategies. We will also discuss values-based vs. price based purchasing and use tools to define and market values and create a tiered buying system for institutions.

Presenters: David Conner, UVM; Abbie Nelson, VT FEED; Stacia Clinton, Health Care Without Harm

Tag: defining local

LUNCH

12:00-1:45 pm

AUDITORIUM

SPECIAL ADDRESSES

1:00-1:45 pm

AUDITORIUM

Farm to Institution Leadership & Lessons: National & Local Perspectives

Congressman Jim McGovern, 2nd Congressional District of Massachusetts; Ken Toong, Executive Director of Dining and Retail Services at UMass Amherst; Chef Matthia Accurso, Chef de Cuisine of Retail Dining

TOUR

2:00-5:00 pm

Tour: Dining Halls as Living Laboratories for Sustainability & Healthy Food

MEET AT THE CAMPUS CENTER CIRCLE

This tour is full; pre-registration only

Ever heard of a dining hall that doesn't serve soda? It's possible! UMass Dining's Hampshire Dining Commons is a bold example of sustainability, health, and wellness in campus dining services. Here, we test innovative strategies to increase local and real food, reduce waste, and serve tastier – yet healthier – food every day. Join UMass Dining staff for a walking tour of the dining commons, noting innovative practices in sustainability and healthy menu design.

Presenters: Rachel Dutton, University of Massachusetts Amherst Auxiliary Enterprises; Garrett DiStefano, Director, Residential Dining Services at UMass Amherst Dining Services; Joanna Benoit, Sustainable Food Systems Coordinator at University of Massachusetts Amherst Auxiliary Enterprises

SPECIAL MEETING

2:00-5:00 pm

Farm to Institution Funder-Lender Meeting

AMHERST ROOM

By Invitation

BREAKOUT SESSION #2

2:00-3:15 pm

A New England Food Vision: Promoting Racial Equity, Food Justice & Sustainable Livelihoods via Food System Transformation

ROOMS 804-808

Explore the aspirational goals of Food Solution New England's 'A New England Food Vision'. The Vision proposes that the region could grow at least 50% of its food by 2060. Core values reflect the belief that all humans have a right to healthy food, to a future in which food is sustainably produced and procured and to food systems that contribute to building thriving communities. Examine how emergent, explicit commitments to racial equity and food justice are driving food system change to address structural racism and persistent food system inequities, while positively transforming community engagement, business practices and food system opportunities.

Presenters: Joanne Burke, Food Solutions New England, Lucie Searle, Farm Fresh Rhode Island; Karen Spiller, Food Solutions New England; Nicola Williams, Sustainable Business Network of Massachusetts

Tags: food justice, 50by60

Drafting Great Sales Agreements for Wholesale/Institutional Farmers & Buyers: When, Why & How

ROOMS 174-176

Facilitated by an attorney and educator from Farm Commons, this workshop will help everyone learn more about why and how farmers and buyers can build a stronger relationship through a sales agreement or contract. Attendees will pick up tools for overcoming some of the challenges associated with drafting good agreements. The presentation will provide an overview, cover legal contract concepts such as indemnification, and address federal laws such as the Perishable Agriculture Commodities Act. Participants will get the chance to share some of their own experiences and work together to brainstorm solutions and opportunities. Finally, participants will learn about the Legal Services Food Hub, a resource where farmers can access free legal assistance with their contract drafting or enforcing needs.

Presenters: Rachel Armstrong, Attorney at Farm Commons; Laura Fisher, Communications Associate, Farm Commons; Elena Mihaly, Healthy Communities and Environmental Justice Legal Fellow at the Conservation Law Foundation

Tags: farmer training, contracts

Food Forward: Creating Healthy, Sustainable Meatless Menu Options

ROOMS 165-169

We bring you an abridged version of Food Forward, a special event for food service professionals where you'll learn how to achieve a more profitable, healthy, and sustainable dining operation. You'll hear from a pediatric nurse working with schools and hospitals, as well as a previous university special projects director from the nation's first all-vegan dining hall. Come see how others in the area are meeting and capitalizing on the ever-growing demand for meatless meals—and how you can too!

Presenters: Ashley Rhinehart, RN, Food Policy Coordinator at the Humane Society of the United States; Ken Botts, Food Policy Manager at the Humane Society of the United States

Tag: sustainable menu

Harvesting a Bumper Crop of Sustainability Gains through Soil Health

ROOM 803

A growing number of food processors, retailers and food service companies are including soil health criteria in their sustainability measure rating systems. But "what's soil health got to do with it?" In this workshop you'll find out.

USDA-NRCS Soil Health Management Systems criteria can be incorporated to help you meet your sustainability goals while satisfying consumers need for sustainable practices. An interactive presentation on the effects of soil health practices will clearly demonstrate why, when it comes to sustainability gains, "the secret's in the soil."

Presenters: Ron Nichols, Soil Health Communications Coordinator at USDA Natural Resources Conservation Service

Tag: farmer training

Institutional Food Purchasing Metrics: Challenges & Opportunities

ROOM 168C

Measuring progress toward goals is an essential element of helping institutions change purchasing practices. But it can be hard to know what a hospital, school district, college, or other institution is buying, let alone tracking values-based criteria such as local or regional, sustainably produced, wholesome, nutritious, fair, etc. Join this workshop to talk with others who track institutional food purchases about the data they collect and how they do it. We'll grapple with both the detailed and big picture questions that arise across sectors, like defining local and/or regional, getting information from distributors, and creating meaningful reports. You'll leave with new ideas, questions and contacts to help you monitor institutional purchasing changes.

Presenters: Amy Rosenthal, Research & Data Manager at School Food FOCUS; Jen Obadia, Health Care Without Harm; Emily Bernstein, School Food FOCUS; Anna Hankins, Real Food Challenge

Tags: metrics, tracking

Food Safety Certification & Standard Operation Procedures for Food Hubs

ROOMS 805-809

In order to distribute local food to institutions, food hubs and distributors often need to pass a third party food safety audit. This workshop will explore food safety audits, standard operating procedures, and how to prepare for the USDA's Good Handling Practice (GHP) audit. Learn about Farm Fresh Rhode Island's experience with GHP certification and get a sneak-peak at their forthcoming GHP toolkit for food hubs. Whether you operate a food hub or not, come learn about the process and best food safety practices for distribution facilities.

Presenters: Hannah Mellion, Program Director at Farm Fresh RI

Tag: infrastructure

Contracted Food Service Action Project (CFSAP) Meeting

ROOM 917

By Invitation

To learn more about this FINE project, please contact Kaitlin Haskins at kaitlin@farmtoinstitution.org.

BREAKOUT SESSION #3

3:30-4:45 pm

Adopting 50 by 60, a New England Food Vision

ROOMS 804-808

Presenters will teach participants the process by which Farm Fresh RI has adopted the 50 by 60 vision and identified action steps to implementation. Participants will then be led through a similar, abbreviated process to identify possible action steps they can take to help the region achieve 50 by 60. Attendees will be challenged and inspired to join in the adoption of 50 by 60 and commit to at least one action step. We suggest that participants prepare for the workshop by reading the Food Solutions New England 50 by 60 Vision and bringing along a summary of their organization's mission and goals to refer to in the workshop.

Presenters: Lucie Searle, Farm Fresh Rhode Island; Kimberly Clark, Farm to Cafeteria Coordinator Farm Fresh Rhode Island; Sheri Griffin, Co-Executive Director Farm Fresh Rhode Island

Tag: 50by60

Leveraging Public & Private Institutional Food Procurement for Economic Development & Sustainability

ROOM 168C

To what extent can institutional local food procurement be a significant engine of job creation in an urban food cluster? How can local foods be integrated into public school meal service in the country's largest school districts, utilizing existing budgets and distributors? What role can local sourcing and menuing play in a large food service company's broader sustainability platform? Three case studies from Karp Resources' recent and ongoing work will provide comparative analysis of approaches to navigating public and private protocol, policies and practices; and broaden perspectives on the varying motivations, metrics and potential impacts of institutional local food procurement.

Presenters: Shayna Cohen, Senior Consultant, Karp Resources; Karin Endy, Senior Consultant, Karp Resources

Tags: procurement, contracts

Managing Farm Employment Law Obligations with Wholesale & Institutional Sales

ROOMS 174-176

Facilitated by an attorney from Farm Commons, attendees will receive a roadmap to the complicated maze of farm employment laws. The path begins with basic farm employment law obligations such as minimum wage and workers compensation. Our roads will diverge as agricultural employment laws give way to standard employment laws when farmers develop strong institutional sales. We will also make pit stops on the subjects of interns, volunteers, work-trade arrangements. We won't just talk about obligations; participants will learn from farmers who have found solutions for merging the rules with farm realities in their operations. Finally, participants will learn about the Legal Services Food Hub, a resource where farmers can access free legal assistance with their employment contract needs.

Presenters: Rachel Armstrong, Attorney at Farm Commons; Elena Mihaly, Healthy Communities and Environmental Justice Legal Fellow at the Conservation Law Foundation

Tags: farmer training

The Northeast Food Knowledge Ecosystem: Network Tools & Resources Supporting Farm to Institution Efforts Across the Northeast

ROOM 803

Over the past two years, Farm to Institution New England has worked closely with several other regional partners, including NESAWG, on an innovative pilot project dubbed the Northeast Food Knowledge Ecosystem (NEFKE). NEFKE seeks to make food system related data and information more accessible and usable, and easier to share across the Northeast. Larger goals include more informed, strategic and collaborative efforts in support of healthy food systems across the region. In this workshop, participants will learn more about this project, with hands on opportunities for using new tools and platforms, and providing feedback guiding future development of the network.

Presenters: Jeff Piestrak, NESAWG, Mann Library at Cornell University; Kaitlin Haskins, Communications Coordinator, Farm to Institution New England

Tags: metrics, tracking

One Fish, Four Fish. Red Fish, Green Fish. ROOM 163C

Whether wild or farmed, marine conservation is driven by which fish we choose to eat. And, in North America, more than 2/3 of meals with fish and seafood are served by foodservice operations. Institutional foodservice operations can contribute to the sustainability and health of our oceans by adopting new practices for menu and concept design and purchasing. This session presents an overview of seafood sustainability issues along with a new set of best practices and expectations developed by the Monterey Bay Aquarium's Seafood Watch Program, inventor of the red-yellow-green rating system as well as an exercise in high volume menu and recipe reinvention.

Presenters: Sheila Bowman, Seafood Watch Program Manager of Culinary & Strategic Initiatives, Monterey Bay Aquarium; Bun Lai, Chef/Owner of Miya's Sushi

Tags: sustainable menu, seafood

Own the Supply Chain: Cooperatives in the Food System

ROOMS 165-169

Cooperatives give farmers, fishermen and food producers the scale, services, facilities and expertise required to supply goods to wholesale institutional markets. Cooperatives are member-owned, democratically controlled businesses that can negotiate prices and supply contracts for their members and provide the operational support needed to get products to buyers—inventory management, warehousing, processing, distribution, insurance and more. The first part of this workshop explores how cooperatives in our region are doing this work, along with organizational steps and resources. In the 2nd part of the workshop, participants frame their cooperative ideas to meet the needs of institutional buyers and leave with an action plan.

Presenters: Jonah Fertig, Cooperative Development Institute; Lynda Brushett, PhD, Cooperative Development Specialist at the Cooperative Development Institute

Tags: infrastructure, cooperatives

sus·tain·a·bil·i·ty

— a new term, for our established tradition

Handing Down A Green World

For FreshPoint there is no concrete definition of Sustainability—it is a continuous effort to implement programs that increase the sustainable attributes of our products. Small improvements can make a big difference. FreshPoint has made a commitment to its customers by taking a leading role in the support of a new vision for agricultural practices designed to protect the land and environment.



RECEPTION

5:00-6:30 pm

STUDENT UNION BALLROOM

CASH BAR

LOCAL FOOD DINNER

6:30-8:00 pm

STUDENT UNION BALLROOM

Tickets are required and will be available in limited quantities at the registration check-in table. Get them while they last!

MUSIC & DANCING

8:00-10:00 pm

Jesse Lége & The Bayou Brew

STUDENT UNION BALLROOM

Jesse Lége defines traditional Louisiana dance hall music. His unmistakable hard driving style of accordion playing and his powerful voice will get even the most staid listener up on the dance floor. Jesse and his band, the Bayou Brew, can crank up any old tune to something new and very different than you have ever heard before. Their music is deeply rooted in traditional Cajun styles but with a rhythm and beat demanded by patrons in dance halls in Louisiana and Texas. Learn more at www.jesselege.org.



FARM TO COLLEGE FORUM

DAY 3: APRIL 9

BROUGHT TO YOU BY:



*Farm to
Institution*
NEW YORK
STATE



UMASS
AMHERST

WORKSHOPS AT A GLANCE

TIME	TITLE	LOCATION
10:00 - 11:00 AM	Campus Partnerships for Farming, Hunger Relief & Student Engagement	Rooms 904-908
	Digging In, Serving Up: How a Freshman Year Food & Sustainability Discourse Fostered Healthy Change in Campus Food Service... and Vice/Versa	Rooms 905-909
	Food from the Sea: Responsible Sourcing from our Region's Fisheries	Room 903
	From "Business as Usual" to "Visionary Leadership": A Case Study of the University of Vermont Food Service RFP Process	Rooms 162-175
	Two Campus Approaches to Support Local & Healthy Foods	Rooms 804-808
	Youth & Student Activism in the Food Movement: Building Power for Our Generation	Room 917
11:15 - 12:15 PM	Diving into the Numbers: Local Food Data Analysis, A UMass Case Study	Rooms 162-175
	Local Foods & Real Food Challenge Research & Coursework at the University of Vermont	Rooms 904-908
	Real Food Calculator & Food Systems Working Groups: Tools & Strategies for Student Led Research & Cross Campus Collaboration	Rooms 805-809
	The Road to Self Op	Room 803
	Strengthening Local Food Links: Multi-Campus Contracts with Chartwells, Winter Sun Farms & Hudson Valley Harvest	Room 917
	Vermont First Initiative & Local Sourcing	Rooms 804-808
1:40 - 4:00 PM	Hampshire College Tour	Meet at Campus Center Concourse Info Desk
2:15 - 3:30 PM	Campus Farms: Food for Thought	Room 803
	Food & Ag in the Higher Education Curriculum	Rooms 162-175
	Real Food Campus Commitment Signatories Gathering	Rooms 805-809
	Scaling up Farm to College in the SUNY System	Room 917
	Seasonal & Local Menus: Concept, Implementation, Successes & Struggles	Rooms 804-808

MENUS of CHANGE

The Business of Healthy, Sustainable, Delicious Food Choices

The Culinary Institute of America and
Harvard T. H. Chan School of Public Health
June 17-19 in Hyde Park, NY

www.menusofchange.org

Where chefs and scientists, policymakers and business leaders all come together to tackle the most pressing challenges and opportunities in the foodservice industry.



SCHEDULE

7:30-11:00 am	Registration
7:30-8:30 am	Breakfast
8:30-8:45 am	Welcome & Announcements
8:45-9:30 am	Opening Plenary
9:30-9:45 am	Network Highlights & Exercise
10:00-11:00 am	Breakout Session #1
11:15 am-12:15 pm	Breakout Session #2
12:30-2:00 pm	Lunch & Panel
1:40-4:00 pm	College Farm Tour (pre-reg)
2:15-3:30 pm	Breakout Session #3
3:45 - 5:00 pm	Closing Session

NOTE: Tags identify common themes in the breakout sessions that may guide attendees in their selection.

FULL PROGRAM

REGISTRATION

7:30-11:00 am
CONCOURSE

BREAKFAST

7:30-8:30 am
AUDITORIUM

**SAVING THE LAND
THAT SUSTAINS US**


American Farmland Trust

WELCOME & ANNOUNCEMENTS

8:30-8:45 am
AUDITORIUM

OPENING PLENARY

8:45-9:30 am

Campus Leaders in Local Foods: Stories & Visions

AUDITORIUM

Join moderator Gary Kleppel and representatives from the University of Vermont, UMASS Amherst, and the State University of New York (SUNY) system to learn about the different pathways that these institutions have used to become local foods leaders in our region. You will hear about on-campus collaboration and tensions, successful partnerships with farms and distributors, student engagement and Real Food Challenge, tools for measuring success our vision moving forward. We will learn about some of their challenges and success stories, as well as what they'd like to see from the farm to college movement in our region in the future!

Presenters: Gary Kleppel, Professor of Biological Sciences, SUNY Albany (moderator); Alyssa Johnson, student at UVM; Caylin McKee, Sodexo Sustainability Manager at UVM; Anna Hankins, student at UMass; Garrett DiStefano, Director of Residential Dining Services at UMass; Mary Ellen Mallia, Director of Environmental Sustainability at University at Albany, SUNY; Radha Urribarri, Farm to SUNY Intern

ACTIVITY

9:30-9:45 am

Network Highlights & Interactive Exercise

AUDITORIUM

What is a network and what is possible when people are well connected? You will learn more about this, and hear about some examples of successful networks. Then, participate in a quick interactive exercise to get you connected to other people around you!

Facilitator: Curtis Ogden, Senior Associate, Interaction Institute for Social Change

BREAKOUT SESSION #1

10:00-11:00 am

Campus Partnerships for Farming, Hunger Relief & Student Engagement

ROOMS 904-908

Hear more from two farms and their farm managers about their models of food production in partnership with campuses. Veggies For All (VFA) is a project of Maine Farmland Trust that collaborates extensively with Unity College in rural Unity, Maine. This town-gown partnership has taken charge of food insecurity and nutrition challenges via a food bank farm that grows and distributes vegetables to those in need. VFA has grown over 100,000 pounds of vegetables and served 1,500 food insecure Mainers, as well as engaged hundreds of volunteers in thousands of hours of community-based hunger relief. Book & Plow Farm in Western Massachusetts serves the Amherst College dining hall and works closely with students. The farm has developed a number of programs to help pull in the fall harvest for an institution feeding 2000 meals a day. Hear about how 1,000 hours of volunteer time has helped to manage the farm and harvest 10,000 pounds of food.

Presenters: Pete McLean, Farmer/Co-Manager, Book & Plow Farm; Tobin Porter-Brown, Farmer/Co-Manager, Book & Plow Farm; Sara Trunzo, Farm Viability Project Manager & Veggies for All Director, Maine Farmland Trust

Tags: community engagement, food production

Digging In, Serving Up: How a Freshman Year Food & Sustainability Discourse Fostered Healthy Change in Campus Food Service

ROOMS 905-909

In 2012, Sustainability and Composition faculty engaged freshmen in a dialogue around food and the environmental, social, and economic issues involved in its production, distribution, consumption and waste. What emerged was a more aware and active student population that became invested in their college's food purchasing decisions, and campus food service that delivered even more positive change than students expected. Foremost was a significant increase in local food purchasing, made possible through a business partnership with a regional distributor that sources from local farms, and supported by the college's sustainability leadership. In turn, students learned about the business of sustainability.

Presenters: Jess Gerrior, Sustainability Coordinator, Franklin Pierce University; Matt Vaillette, Dining Manager; Bob St. Jean, Purchasing Director

Tags: curriculum, research

Food from the Sea: Responsible Sourcing from our Region's Fisheries

ROOM 903

You've successfully served more local apples, carrots, dairy... but what about protein options? What do you know about sourcing seafood from our region's waters? Opportunities exist to put more regional seafood on your plates right now – particularly through underappreciated species – and simultaneously to support the region's fishermen and coastal economies. Attend this panel discussion to learn how institutions can and should play a key role in bolstering the long-term viability of our region's marine food system.

Presenters: Kyle Foley, Sustainable Seafood Brand Manager, Gulf of Maine Research Institute; Andrew Wilkinson, Seafood Specialist, North Coast Seafoods

Tags: sustainable menu, seafood, tracking

From "Business as Usual" to "Visionary Leadership": A Case Study of the University of Vermont Food Service RFP Process

ROOMS 162-175

In 2014, the University of Vermont undertook a Request for Proposals (RFP) process for its campus dining system for the first time in 10 years. With involvement from students, faculty, and staff, the vendor selection committee developed a visionary RFP, calling on bidders to provide unprecedented transparency, accountability, and sustainable procurement strategies. The committee also conducted its process with a new commitment to transparency itself, by making the RFP a public document and hosting vendor presentations open to the entire UVM community. During this session, UVM representatives will describe how the University transitioned from a business-as-usual RFP process to a visionary position of leadership.

Presenters: Alison Nihart, Assistant to the Food System Initiative, UVM; Doug Latange, Director, Food Systems Initiative, UVM; Larry Simpson, Senior Director, Sodexo; Alyssa Johnson, Student, UVM

Tags: systems change, contracts

Two Campus Approaches to Support Local & Healthy Foods

ROOMS 804-808

Campus food systems in New England have the potential to help shape a regional food system, due to their size and buying power, their reliable demand, and the involvement of students, faculty, staff and the surrounding communities. Hear from Boston University Dining Services about local food procurement from the perspective of a contracted food service provider. And learn how the Hampshire College Farm and Healthy Food Transition effort has engaged interest on campus in local and healthy foods that are produced and consumed on campus, within the dining hall and through a campus CSA program. They will share best practices, struggles, challenges and their vision for moving forward.

Presenters: Jess Marsh Wissemann, Food, Farm & Sustainability Program Manager, Hampshire College; Sabrina Pashtan, Sustainability Coordinator, Boston University Dining Services (Aramark)

Tags: sustainable menu, campus farms

Youth & Student Activism in the Food Movement: Building Power for Our Generation

ROOM 917

Young people in general (and students in particular) are, and will be, a driving force in the food movement because of our collective ability to demand and achieve widespread structural and social change. This workshop will examine the food movement today and learn from past student movements in the US. We will think about the role of students as future decision makers in society and how our power to bring people together and demand high standards for our generation's future can move us toward an economically and spiritually resilient food system.

Presenters: Estefania Narvaez, Northeast Regional Coordinator, Real Food Challenge; Shelby Mack, Northeast Regional Field Organizer, Real Food Challenge; Rahim Hirani, student, Hampshire College

Tags: student activism, systems change

BREAKOUT SESSION #2

11:15 am-12:15 pm

Diving into the Numbers: Local Food Data Analysis, A UMass Case Study

ROOMS 162-175

Learn how UMass Dining, the largest dining services program in the nation, has created a premier institutional food sourcing program: "The UMass Healthy and Sustainable Food System." In this presentation, we'll dive into the numbers and explore how UMass is sourcing over \$3 Million Dollars per year from local/sustainable farms and food businesses. You will gain a comprehensive understanding of how UMass and Beyond Sustainability Consulting have developed data tracking tools, sourcing guidelines, and core values and why these are critically important steps for guiding your institution's local food sourcing efforts.

Presenters: Joanna Benoit, Sustainable Food Systems Coordinator, UMASS Amherst; Ryan Harb, Sustainable Food Consultant

Tags: local sourcing, tracking, sustainable menu

Local Foods & Real Food Challenge Research & Coursework at the University of Vermont

ROOMS 904-908

College and university students are asking for changes to their campus dining systems. Many initiatives, including the Real Food Challenge, have leveraged this energy to monitor and shift procurement practices. Implementing such projects at an institution can prove difficult, especially with limited resources. However, they also provide students with valuable educational experiences. Providing opportunities for classes and individual students to support the research necessary to implement the Real Food Campus Commitment and other campus food projects can bring new resources to the table and offer meaningful learning opportunities. This presentation from several UVM faculty, staff and students will highlight some of their efforts in more detail, including an overview of research that measured student attitudes, awareness and preferences for food from campus dining.

Presenters: Alison Nihart, Assistant to the Food Systems Initiative, UVM; Jennifer Porter, Graduate Research Fellow, Food Systems Program, UVM; Matthew Myers, Program Coordinator, Food System Internships, UVM; David Conner, Associate Professor, Community Development & Applied Economics; Caylin McKee, Sodexo Sustainability Manager, UVM

Tags: curriculum, research, student activism

Real Food Calculator & Food Systems Working Groups: Student-Led Research & Cross-Campus Collaboration

ROOMS 805-809

"Real Food" has increasingly become a buzzword around college campuses and beyond. But what is real? What is local? What is sustainable and what is fair? Join Real Food Challenge student leaders from Western Mass who will offer insight on both the Real Food Calculator tool and Food Systems Working Groups. The calculator is a student led research project and web application actively used by over 80 undergraduate research teams across the country to assess their campus dining purchasing information. Food System Working Groups are multi-stakeholder groups on campus that use the calculator's analysis to make decisions on strategic product shifts in a collaborative and innovative way. In this workshop you will learn about the power of transparency and collaboration.

Presenters: Jessica Newton, student, UMASS Amherst; Claire Westa, student, RFC, Smith College; Lily Carlisle-Reske, student, RFC, Smith College; Jake Burke, student, RFC, Hampshire College; Olivia Biller, student, RFC, Hampshire College; Nina Levison, student, RFC, Hampshire College

Tags: student activism, systems change

The Road to Self-Op

ROOM 803

This session will provide an overview of the ways that the dining operation at St. Joseph's College has been able to grow their local foods program both while under a food service contract, and after converting to a self-operated institution. For campuses who might have interest in switching to a self-operated model, the presentation will describe the process one-year away from contract renewal through to becoming self-operated. There will be plenty of time for discussion and questions.

Presenter: Stuart Leckie, Dining Manager, St. Joseph's College

Tags: systems change, contracts

Strengthening Local Food Links: Multi-Campus Contracts with Chartwells, Winter Sun Farms & Hudson Valley Harvest

ROOM 917

Participants will learn about the nuts and bolts of building a long-term relationship between a local food hub and food service management company, based on Winter Sun Farms and Chartwells' experiences working together over multiple

years to build up to a multi-campus contracted agreement. Panelists will discuss the value chain players from farm to college and how the relationships interconnect between the farmer, producer and distributor to ensure quality, transparency, and farmer profitability. Participants will also learn about the planning required to partner with farmers to meet Chartwells and Winter Sun's overall customer demand.

Presenters: Todd Erling, Executive Director, Hudson Valley Agribusiness Development (moderator); Jim Hyland, President, Winter Sun Farms; Paul Alward, Co-Founder, Hudson Valley Harvest and farmer; Kevin Blaney, Northeast Regional Chef, Chartwells Higher Education

Tags: systems change, contracts

Vermont First Initiative & Local Sourcing

ROOMS 804-808

Sodexo's Vermont First Initiative was highlighted as a best practice by Farm to Institution New England in their January publication of "Barriers and Opportunities for Local Food Procurement". This session will explain Sodexo's unique commitment, highlight their collaboration with stakeholders within the state, and review their preliminary measurements. Learn how this food service management company's commitment to sourcing from within Vermont will improve local institutional food purchasing and provide opportunities for economic and agricultural growth in Vermont and beyond.

Presenters: Phil Harty, Regional Vice President, Sodexo; Annie Rowell, Local Foods Coordinator, Sodexo; John Stewart, Supply Management, Sodexo; Brian Roper, District Executive Chef, Sodexo

Tags: sustainable menu, local sourcing

LUNCH

12:30-2:00 pm

AUDITORIUM

LUNCHTIME PANEL

1:15-2:00 pm

Food Justice: Voices From Across the Food Supply Chain

AUDITORIUM

Food Justice. What does it mean? In this workshop we will hear from people across the supply chain that are deeply embedded in fighting for food justice in our region! You will hear from food service workers, faculty involved in farmworker advocacy and research, fisher folk and

immigrant processing plant workers, and community members advocating for higher wages across the board as a strategy for a more resilient economy in the years to come. Join us to expand your understanding of food justice and learn directly from the people that are most impacted by our food system.

Presenters: Estefania Narvaez, Northeast Regional Coordinator, Real Food Challenge (moderator); Brett Tolley, Community Organizer, Northwest Atlantic Marine Alliance (NAMA); Diego Raymundo, Centro Comunitario de Trabajadores (CCT); Jonah Vorspan-Stein, UNITE HERE Union Member, Hampshire College; Abel Luna, Campaign Coordinator, Migrant Justice; and Hector Figarella, Organizer, Pioneer Valley Workers Center, Jobs with Justice

TOUR

1:40-4:00 pm

Hampshire College Farm Tour

MEET AT THE CAMPUS CENTER

CONCOURSE INFORMATION DESK

Founded in the 1970s, the Hampshire College Farm supports teaching and research opportunities for faculty and students; serves as a model for land stewardship and ecological agricultural practices; and provides a "living lab" for Hampshire's values, particularly in the areas of sustainability, social justice, community-building, and experiential education. The farm is home to one of the Pioneer Valley's oldest Community Supported Agriculture programs with over 200 members. As part of Hampshire's Healthy Food Transition, the farm supplies meat, maple syrup, honey and produce to Hampshire's dining service provider Bon Appetit and is now supplying 100% of the eggs used in campus dining.

Join us for a walking tour of the farm including the vegetable fields, pastures, and facilities with Food, Farm, and Sustainability Director Beth Hooker, and Farm Managers Nancy Hanson and Pete Solis. The 1.5 hour tour begins at the Hampshire College Farm Center on West Street but transportation will be provided from UMass campus center and back. Farm friendly footwear is encouraged.

BREAKOUT SESSION #3

2:15-3:30 pm

Campus Farms: Food for Thought

ROOM 803

Campus-based farms provide opportunities for fresh and healthy foods to flow directly into campus dining halls while also providing an alternative space for education and learning with and for students, and a way to engage the community. Hear from two different campus farms: Pearson Town Farm at St. Joseph's College in Maine and the UMass Student Farm in western Massachusetts. Both models provide food to the campus dining facility, work with students and faculty to offer education in agriculture and many other disciplines, and include sustainability as important principles in their operations. The presenters will draw on their experiences and share ideas on how farms can be developed on other campuses or within school communities.

Presenters: Amanda Brown, Director, UMass Student Farm; Michial Russell, Farm Manager, Pearson Town Farm, St. Joseph's College of Maine

Tags: community engagement, campus farms

Food & Ag in the Higher Education Curriculum

ROOMS 162-175

Many campus sustainability initiatives have a food component that engage different stakeholders and groups on campus. This session will provide examples from several faculty that highlight ways food systems and sustainable agriculture can be incorporated into teaching and research. The faculty will talk about development and content of their courses, interest from students, projects that have come about as a result of their work, other academic opportunities for students that relate to local and sustainable food systems, and their role in fostering student advocacy efforts for sustainable and local foods on campus.

Presenters: Nurcan Atalan-Helicke, Assistant Professor, Environmental Studies Program, Skidmore College (moderator); Gary Kleppel, Professor of Biological Sciences, SUNY Albany; James Corven, Professor of Biology/Program Manager for Sustainable Agriculture, Bristol Community College; John Gerber, Professor of Sustainable Food & Farming, Stockbridge School of Agriculture, UMASS Amherst

Tags: curriculum, research

Real Food Campus Commitment Signatories Gathering

ROOMS 805-809

The Real Food Campus Commitment has increasingly become a powerful tool for campus food system change in our region and in the country. From California to Maine, students, dining, faculty and other campus stakeholders are coming together to reach at least a 20% procurement shift to *real food* in order to reach a national goal of a billion dollars towards a *real food* economy. This session is designed for students and student advisors who are involved in a Real Food Campus Commitment.

Presenters: David Schwartz, Campaign Director, Real Food Challenge; Kira Foley, Regional Field Organizer, Real Food Challenge; Ani Quigley, Regional Field Organizer, Real Food Challenge

Tags: student activism, systems change

Scaling up Farm to College in the SUNY System

ROOM 917

Four SUNY campuses were charged with increasing purchases of New York-grown vegetables and fruit with support from a USDA Specialty Crop Grant. Since the project launch, teams from the University of Albany, SUNY New Paltz, SUNY Oneonta and SUNY Oswego have worked together with American Farmland Trust's Farm to Institution New York State team on a recipe for success. Learn how sustainability leads, food service directors, marketing professionals and students have worked together to design and lead campaigns that are driving procurement change. Gain access to their tracking, promotion and evaluation tools. Find out how this work has touched over a dozen other college campuses.

Presenters: Christina Grace, Farm to Institution New York State; Lisa Mitten, SUNY New Paltz; Mary Alexis Leciejewski, SUNY Albany; Mary Ellen Mallia, SUNY Albany; Food Service Director Oneonta or Albany (invited)

Tags: local sourcing, tracking

Seasonal & Local Menus: Concept, Implementation, Successes & Struggles

ROOMS 804-808

This presentation will highlight the ways that different campuses have adapted their product sourcing and menus to reflect the seasonal availability of local ingredients. Given the size of the campus, the system of ordering, and other factors, the method of sourcing and inclusion of local, seasonal ingredients varies. Hear more from those who prepare, order and serve food on different campuses about their efforts to build relationships with farmers, produce food on campus, create seasonal menus, and source ingredients that reflect the seasons.

Presenters: Franny Krushinsky, Chef, Dining Services Sustainability & Culinary Manager, Smith College; Chris McMahon, Chef, Bard College; David Schwartz, Campaign Director, Real Food Challenge; Kira Foley, Regional Field Organizer, Real Food Challenge; Ani Quigley, Regional Field Organizer, Real Food Challenge; Brian Roper, District Executive Chef, Sodexo

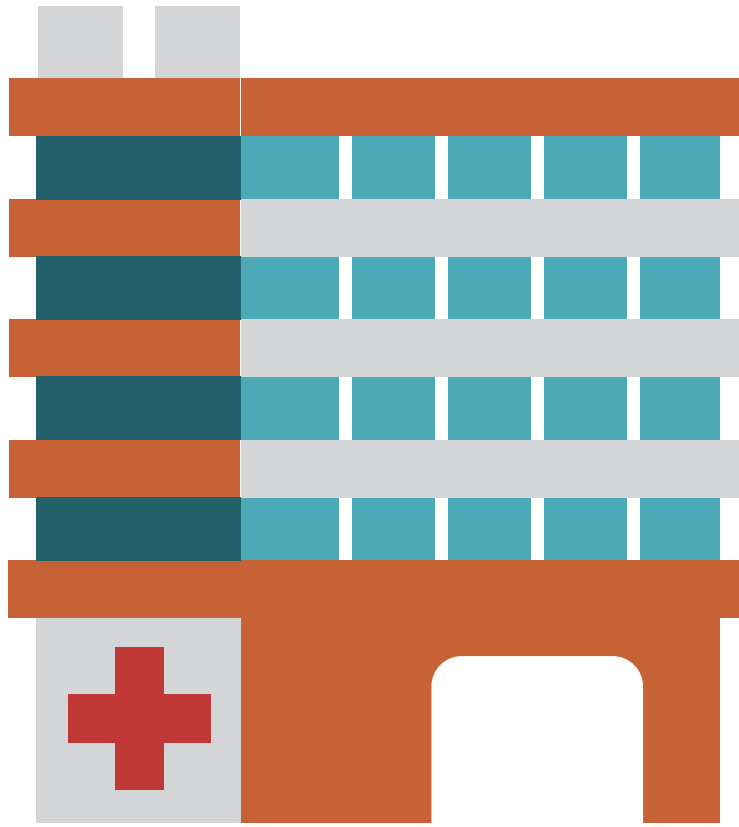
Tags: local sourcing, sustainable menu

CLOSING SESSION

3:45-5:00 pm

Farm to College Collective Impact AUDITORIUM

This session, facilitated by Curtis Ogden of the Interaction Institute for Social Change, will allow us to recognize the connectedness of the individuals and organizations who are a part of farm to college efforts in our region. We will engage participants in thinking about building a more intentional network that can connect students, chefs, dining directors, farmers, fishers, distributors, food service management companies and others so that we have greater opportunities to learn from, share with and work together to strengthen our collective efforts.



FARM TO HEALTH CARE FORUM

DAY 3: APRIL 9

BROUGHT TO YOU BY:



WORKSHOPS AT A GLANCE

TIME	TITLE	LOCATION
11:15 - 12:15 AM	Showcasing Your Work! Best Practice in Marketing Your Farm to Institution Program	Room 903
	Community Food Outreach: Preventing Illness Through Healthy Food Access	Cape Cod Lounge
	Beyond the Fringe: How to go from Dabbling in Local to Integrating into Your Systems	Rooms 905-909
	Beyond Hospitals: Innovations in Farm to Health Care	Rooms 911-915

SCHEDULE

7:30-11:00 am	Registration
7:30-8:30 am	Breakfast
8:30-9:00 am	Welcome
9:00-9:45 am	Keynote
9:45-11:00 am	Morning Exercise
11:15 am-12:15 pm	Breakout Sessions
12:15-1:45 pm	Lunch & Speaker
2:00-3:15 pm	*Procurement Workshop
3:30-4:30 pm	*Supply Chain Discussion
	<i>*By invitation</i>

FULL PROGRAM

REGISTRATION

7:30-11:00 am
CONCOURSE

BREAKFAST

7:30-8:30 am
STUDENT UNION BALLROOM

WELCOME

8:30-9:00 am
STUDENT UNION BALLROOM

KEYNOTE

9:00-9:45 am
The Healthy Food in Health Care Imperative: An Administrator's Perspective
STUDENT UNION BALLROOM
Speaker: Paul Stein, Chief Operating Officer, MaineGeneral Health

MORNING EXERCISE

9:45-11:00 am
Morning Exercise: Regional Networking in Action!
STUDENT UNION BALLROOM
Attendees will participate in a guided networking opportunity based on previously selected timely topics of interest. The session will allow for peer learning and sharing of best practices by rotating to stations with topics of interest.

BREAKOUT SESSIONS

11:15 pm-12:15 pm

1: Showcasing Your Work: Best Practices in Marketing your Farm to Institution Program

ROOM 903

Learn about three unique examples of how facilities throughout the region are marketing their farm to institution work for staff, patients, and visitors to showcase the fruits of their efforts!

Presenters: John Stoddard, Health Care Without Harm (moderator); Annie Harlow, consultant, Health Care Without Harm; Malini Ram Moraghan, FairAcre Traders

Target Audience: target food service directors, support staff

2: Community Food Outreach: Preventing Illness through Healthy Food Access

CAPE COD LOUNGE

Learn about how the new IRS guidelines for hospital community benefits allows space for food access programs. Share best practices from health care facilities utilizing community benefit and other funds to facilitate healthy food access for the community they serve.

Presenters: Jen Obadia, Health Care Without Harm (Moderator); Paul Feenan, The Farm at VYCC's Health Care Share; Rebecca Kline, Executive Director of New Haven Farms; Dr. Sanjeet Baidwan, Internal Medicine at Yale New Haven Hospital, board member at New Haven Farms

Target Audience: community benefit officers, ACOs, food service administrators, wellness coordinators

3: Beyond the Fringe: How to go from Dabbling in Local to Integrating into your Systems

ROOMS 905-909

Learn from three unique best practice examples of hospitals who have integrated their healthy food in health care activities into strategic plans, policies, budgets, and contract

Presenters: Stacia Clinton, Health Care Without Harm (moderator); Nancy Robinson, Director Patient and Guest Services, Baystate Medical Center; Conrad Olin, Director Food Service, MaineGeneral Health; Robert Cole, COO, CT Mental Health Center/Yale School of Medicine

Target Audience: food service directors, hospital leadership, wellness coordinators

4: Beyond Hospitals: Innovations in Farm to Health Care

ROOMS 911-915

The emerging health care model is one that is trending towards the decentralization of services and the promotion of prevention-based programming. This session will feature three vignettes of innovative strategies that involve: a Continuing Care Retirement Community, Community Health Center, and Senior Center.

Presenters: Kathy King, Wake Robin Life Care Community; Kimberly Clark, Farm Fresh Rhode Island; Kelsey Massis, The Dimock Health Center

Target Audience: any health care facility (hospitals or other) staff, support organizations, community benefit personnel

LUNCH

12:15-1:45 pm

STUDENT UNION BALLROOM

FEATURED SPEAKER

12:30-1:00 pm

Preserving Effective Antibiotics through Policy & Procurement

STUDENT UNION BALLROOM

Clayton E. Cox, Ph.D. Advancing Science and Serving Society (AAAS) / American Society of Microbiology (ASM) Congressional Fellow, Office of Congresswoman Louise M. Slaughter

Continued on page 36 >

AFTERNOON PROGRAM

BY INVITATION

Note: If you are not attending the afternoon invite-only session, you are welcome to attend the programming of the Farm to College Forum (see page 25).



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PROCUREMENT WORKSHOP

2:00-3:15 pm

Leveraging Your Dollars for Systems Change: How to Make Your Supply Chain Work for You

CAPE COD LOUNGE

Identify proven strategies to engage your FSMC, GPO, distributor to increase availability of the products you want. Discussion on common message/request of supply chain partners, barriers and opportunities.

Target Audience: invited food service directors, support orgs

FACILITATED DISCUSSION

3:30-4:30 pm

Working With Your Supply Chain to Increase Local & Sustainable Purchases

VARIOUS LOCATIONS (SEE BELOW)

Bring the collective conversation had during the earlier procurement workshop to your supply chain partners to identify opportunities to increase local and sustainable procurement through current contracts.

Target Audience: invited food service directors, FSMC clients, facility purchasing managers and reps from FSMCs, GPOs, distributors, aggregators

Breakout Locations:

Cape Cod Lounge: Open to health care facilities and supply chain partners working with FSMC and GPOs other than Premier, Novation, Sodexo

RM 903 - Sodexo: Open to Sodexo representatives, contracted vendors, and health care facilities whose purchasing is managed by Sodexo.

RM 905-909 - Premier: Open to Premier representatives, contracted vendors, and health care facilities whose purchasing is managed by Premier.

RM 911-915 - Novation: Open to Novation representatives, contracted vendors, and health care facilities whose purchasing is managed by Novation.



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EXTRAS



NOTES

NOTES

EXHIBITOR FAIR

Be sure to set aside time to visit with our exhibitors! Exhibitor tables are located in the main concourse near the registration area and along the perimeter of the auditorium.

EXHIBITOR DIRECTORY

American Farmland Trust
www.farmland.org

Birds & Beans
www.birdsandbeans.com

Center for EcoTechnology
www.cetonline.org

Cooperative Development Institute
www.cdi.coop

Culinary Institute of America
www.ciachef.edu

Czajkowski Farms
www.czajkowskifarm.com

Fair Food Network
www.fairfoodnetwork.org

Farm Credit East
www.farmcrediteast.com

Farmer's Cow
www.thefarmerscow.com

Farm to Institution New England
www.farmtoinstitution.org

Franklin County Community Development Corporation
www.fccdc.org

Grandy Oats
www.grandyoats.com

Green Mountain Farm to School
www.greenmountainfarmtoschool.org

Health Care Without Harm
www.healthyfoodinhealthcare.org

Massachusetts Department of Agricultural Resources
www.mass.gov/eea/agencies/agr/

Massachusetts Farm to School
www.massfarmtoschool.org

National Farm to School Network Regional Steering Committee / Vermont FEED
www.farmtoschool.org

New England Farmers Union
www.newenglandfarmersunion.org

North Coast Seafood
www.northcoastseafoods.net

Northeast Food Knowledge Ecosystem (NEFKE)

Red's Best
www.redsbest.com

Roch's Fresh Foods
www.rochs.com

Sysco/Fresh Point
www.freshpoint.com

UMass Amherst Auxiliary Services
www.umassauxiliaryservices.com

Upper Valley Produce
www.uppervalleyproduce.com

USDA Farm to School Program
www.fns.usda.gov/farmtoschool/farm-school

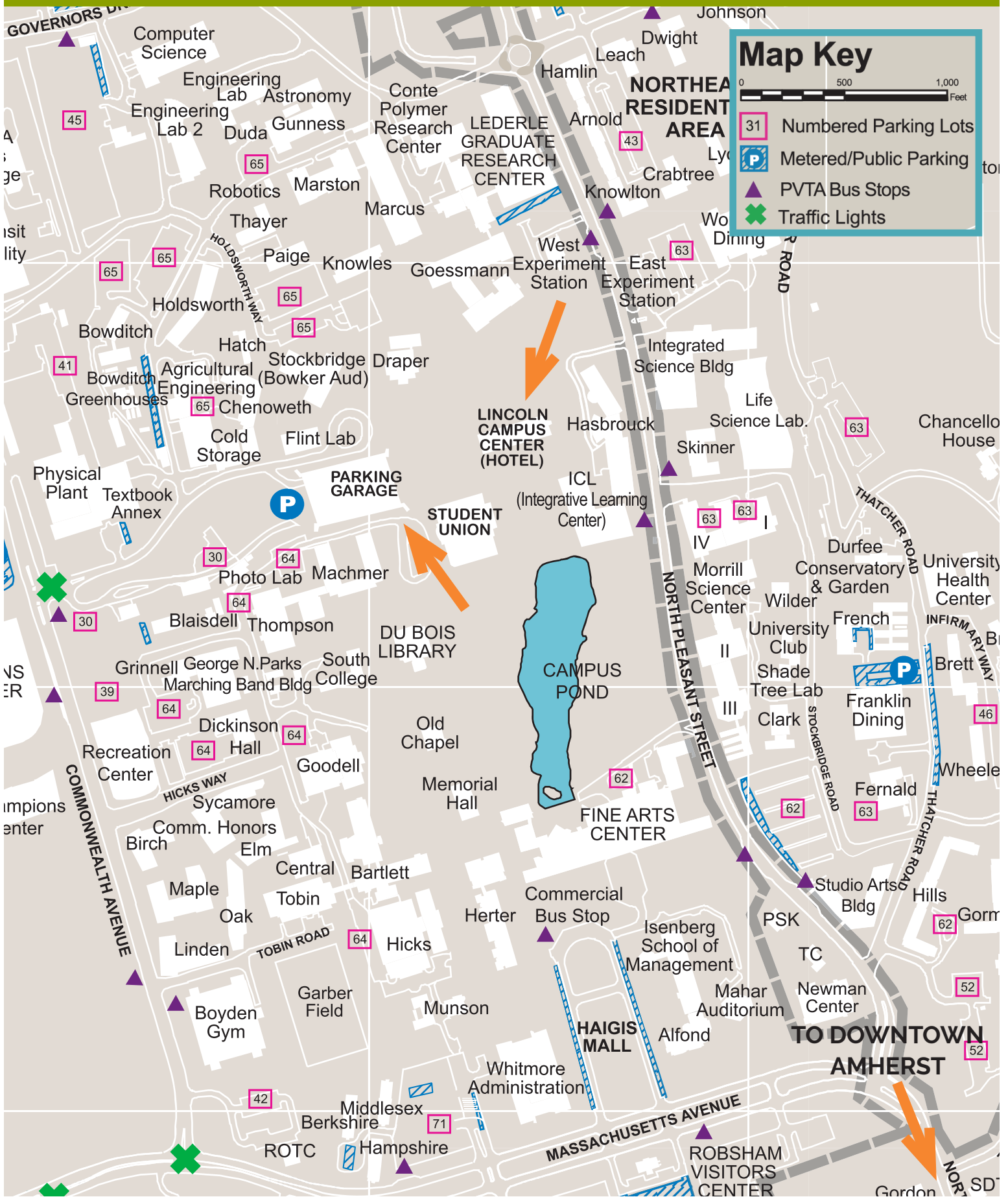
USDA National Agricultural Services New England
www.nass.usda.gov/Statistics_by_State/New_England

USDA Natural Resources Conservation Services (NRCS)
www.nrcs.usda.gov/wps/portal/nrcs/site/national/home

USDA Rural Development (RD)
www.rd.usda.gov

Vermont Youth Conservation Corps
www.vycc.org

UMASS AMHERST CAMPUS MAP



TRANSPARENCY PLEDGE



FARM TO INSTITUTION SUMMIT TRANSPARENCY PLEDGE

Pledge to promote transparency throughout our food supply chain!

A food system that is transparent from the point of production to consumption allows for individuals and institutions alike to make informed decisions in alignment with their values. Transparency allows the public to be an active participant in shaping the accessibility, affordability, and equity of our food, and creates accountability for all players in the food system. Each of us has a role to play in fostering a healthy, resilient, and just food system. We invite you to join with us in pledging to promote transparency in our food supply chain.



**VISIT THE TRANSPARENCY BOOTH NEAR REGISTRATION
TO TAKE THE PLEDGE -OR- COMPLETE IT ONLINE:**

www.farmtoinstitution.org/transparency-pledge

FARM TO INSTITUTION SURVEY

STAKEHOLDER SURVEY

How can FINE best serve you?

We've just launched a survey intended to help Farm to Institution New England (FINE) better understand and serve our stakeholders. It asks some questions about your involvement in farm to institution activities, and your opinions about FINE's services and initiatives.

The information gathered will help us and others involved in the farm to school, farm to college and farm to health care movements in New England to be more effective. We are eager to see how our work is impacting the farm to institution supply chain and to better understand the scope of innovations, barriers and opportunities you are facing. We will be using this information to plan how to better assist you — so don't be shy!

The survey will take about 15 minutes to complete. You'll be entered into a drawing to win one of four \$25 gift cards!

RESPOND TO THE SURVEY:

www.surveymonkey.com/r/fine-stakeholders



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