



AGENDA FOR THE LEOPOLD CENTER MARKETING & FOOD SYSTEMS INITIATIVE AND VALUE CHAIN PARTNERSHIPS WORKSHOP

Gateway Hotel and Conference Center
April 1, 2010

- Garden Room Lobby* **7:30 a.m.** Registration and beverage service
- Garden Room* **8:30 a.m.** Opening session
- Welcome – *Jerry DeWitt, Director, Leopold Center for Sustainable Agriculture*
 - Icebreaking exercise and workshop overview – *Rich Pirog, Associate Director, Leopold Center for Sustainable Agriculture*
- 9:00 a.m.** Concurrent sessions: VCP and other working groups' updates and learnings
- Meadow Room*
- Pork Niche Market and Small Meat Processors working groups
 - Pork Niche Market Working Group – *Gary Huber, Practical Farmers of Iowa*
 - Small Meat Processors Working Group – *Arion Thiboumery, Iowa State University and Lorentz Meats (Cannon Falls, Minnesota)*
 - A discussion about small- and mid-scale meat-processing capacity
- North Prairie Room*
- Grass-Based Livestock and Fruit and Vegetable working groups
 - Fruit and Vegetable Working Group – *Margaret Smith, ISU Extension; Malcolm Robertson, Leopold Center for Sustainable Agriculture*
 - Grass-Based Livestock Working Group – *Andy Larson, ISU Extension*
- Central Prairie Room*
- Regional Food Systems Working Group
 - A discussion of local food system efforts in six regions in Iowa – *Rich Pirog, Leopold Center*
 - Leaders from local groups in the Regional Food Systems Working Group:
 - North Iowa Food & Farm Partnership – *Andrea Geary and Mallory Inman, University of Northern Iowa*
 - Northeast Iowa Food & Farm Coalition – *Brenda Ranum and Teresa Wiemerslage, ISU Extension*
 - Southwest Iowa Farms & Food Initiative – *Bahia Barry, Golden Hills RC&D; Mel Houser, Pottawattamie County Board of Supervisors*
 - Hometown Harvest of Southeast Iowa – *Detra Dettmann and Elizabet Humble, Pathfinders RC&D*
 - Northwest Iowa Regional/Local Foods System – *Sherry McGill and Abbie Gaffey, ISU Extension*
 - COMIDA and Harvest from the Heart – *Linda Barnes and Norm McCoy, Marshalltown Community College*
- South Prairie Room*
- Other Leopold Center Working Groups
 - Farm Energy Working Group – *Rich Dana, National Center for Appropriate Technology*
 - Agroforestry Working Group – *Jeri Neal and Malcolm Robertson, Leopold Center for Sustainable Agriculture; Dan Burden, ISU Value Added Ag Extension*
- Gallery Lobby* **10:15 a.m.** Break and beverage service
- 10:30 a.m.** Concurrent sessions
- South Prairie Room*
- Tracking food system impacts – *Malcolm Robertson, moderator*
 - Economic impact of increased fruit and vegetable production in southwest Iowa and the Midwest – *Dave Swenson, ISU Economics*
 - The actual cost of food systems on roadway infrastructure – *Omar Smadi and Inya Nlenanya, ISU Institute for Transportation*
- Meadow Room*
- New farmers and new students in sustainable agriculture – *Andy Larson, moderator*
 - Using webinars to teach about succession and enterprise development issues – *Luke Gran, Practical Farmers of Iowa; Dave Baker, ISU Beginning Farmer Center*
 - Experiential education engagement with working groups and communities of practice – *Betty Wells, ISU Extension*
 - Cultivating the agrarian dream for new farmers – *Andy Larson, ISU Extension*



MFSI AND VCP WORKSHOP AGENDA

- 10:30 a.m.** Concurrent sessions (*continued*)
- Central Prairie Room
- New tools to build local and regional businesses – *Rich Pirog, moderator*
 - The new Iowa Produce Market Calculator – *Randy Boeckenstedt, ISU Institute for Transportation; Rich Pirog, Leopold Center*
 - High-tunnel resource manual and producer resource tool kit – *Linda Naeve, ISU Extension Value Added Agriculture*
 - An automated mechanical intra-row weed removal system for vegetables – *Lie Tang, ISU Agricultural and Biosystems Engineering*
- Noon** Iowa lunch, meet new Leopold Center project leaders
- 1:15 p.m.** Concurrent sessions
- South Prairie Room
- Farm to School and Farm to College – *Jonah Joel Brown, moderator*
 - Student awareness and involvement in the Farm to ISU program – *Darrin Vanderplas, ISU Dining*
 - Building Farm to School programs in northeast Iowa – *Brenda Ranum, ISU Extension*
 - Price School Lab: making the change to healthy foods – *Jacque Bilyeu-Holmes, Price Lab*
- Meadow Room
- Building resilient local food systems – *Malcolm Robertson, moderator*
 - Pottawattamie County Farm to Fork, Phase III – *Bahia Barry, Golden Hills RC&D; Mel Houser, Pottawattamie County Board of Supervisors*
 - Local food systems development in the Iowa River Valley – *Jason Grimm, Iowa River Valley RC&D*
 - Building the local food system in north central Iowa – *Mark Schutt, Prairie Winds RC&D*
- Central Prairie Room
- Local and regional food distribution and fresh produce value chains – *Gary Huber, moderator*
 - Value Chain Analysis of Local Produce in Iowa – *Brian Mennecke, ISU College of Business*
 - Routing foods in southeast Iowa – *Elisabet Humble, Pathfinders RC&D*
 - Food distribution network for the Northern Iowa Food & Farm Partnership – *Andrea Geary, University of Northern Iowa*
- Harvest Room
- Adding value to alternative crops and meats – *Nick McCann, moderator*
 - Developing production, processing, and marketing of Aronia berries – *Patrick O'Malley, ISU Extension*
 - Enhancing value and marketing options for pawpaw – *Patrick O'Malley, ISU Extension*
 - Creating a meat-processing training program at Iowa's community colleges – *Gary Sandholm, Webster City Economic Development*
- Gallery Lobby **2:45 p.m.** Break and beverage service
- Garden Room **3:00 p.m.** Closing Keynote: Tools for building successful food value chains – *Anthony Flaccavento, former director of Appalachian Sustainable Development and current president of SCALE, Inc., a consulting firm helping communities build healthy local food systems*
- Flaccavento will share the story of how Appalachian Sustainable Development helped build a regional food value chain with small- and mid-size farmers in the Appalachian region of Virginia and Tennessee
- 4:00 p.m.** Adjourn

The Leopold Center for Sustainable Agriculture, the Marketing and Food Systems Initiative and Value Chain Partnerships endeavor to provide "Green" Workshops. Whenever possible we use china and glassware instead of disposable items, provide fair trade coffee and locally sourced food, compost or repurpose vegetable scraps, encourage ride sharing, minimize paper use, and recycle.

For more information about the Leopold Center for Sustainable Agriculture, visit www.leopold.iastate.edu