

The Home Grown Economy 2010

Equipping You to Build Community-Based Food Systems



Local Food & Wine Sampler Showcase

Monday, February 15, 2010

5pm–8pm Southwest Minnesota State University, Marshall

Local Food Conference

Tuesday, February 16, 2010

8am–4pm Southwest Minnesota State University, Marshall

With Interactive Video Sessions at:

University of Minnesota Crookston

University of Minnesota Morris

Bemidji State University

MN State Community & Technical College, Fergus Falls

Conference Sponsored & Hosted by Congressman Collin C. Peterson

In cooperation with University of Minnesota and
Minnesota State Colleges & Universities including:

- Southwest Minnesota State University
- Bemidji State University
- Minnesota State Community & Technical College
- University of Minnesota Crookston • University of Minnesota Morris
- University of Minnesota Regional Sustainable Development Partnerships—Northwest, West Central and Central Regions
- University of Minnesota Research & Outreach Centers (SW & WC)
- Minnesota Institute of Sustainable Agriculture (MISA)

UNIVERSITY OF MINNESOTA





The Home Grown Economy 2010

Local Food & Wine Sampler Showcase

Monday, February 15, 2010, 5–8pm
CH201 Lobby, Southwest Minnesota State University, Marshall

5:00–8:00pm **Presentation by Congressman Peterson**
Music, short films and clips about community-based food systems

Conference Program Schedule

Tuesday, February 16, 2010, 8am–4pm
Upper Ballroom of the Student Center at Southwest Minnesota State University, Marshall
or by Interactive Video at University of Minnesota Crookston, University of Minnesota Morris,
Bemidji State University, or Minnesota State Community Technical College, Fergus Falls

- 7:30–8:30am **Registration**
- 8:30–8:45am **Welcome at Each Local Site**
- 8:45–9:15am **Collin C. Peterson** – Chair, U.S. House of Representatives Agriculture Committee
- 9:15–10:00am **Tom Vilsack** – Secretary, U.S. Department of Agriculture
- 10:00–10:15am **Break**
- 10:15–11:00am **Nurturing Economic Recovery through Home Grown Foods**
Ken Meter – Crossroads Resource Center. Mr. Meter consults with food initiatives in 45 regions in 20 states, and also manages the national review panels for USDA's Community Food Projects grants. His recent study of the Minnesota food economy found that community-based foods businesses build a more resilient future for Minnesota by forming strong relationships of trust. He will discuss how local food networks thrive, how local officials can help strengthen economies, and how regionally-grown food can help reduce public health costs.
- 11:00–12:30 **Community-Based Food System Innovators**
Melvyn Hauser – Pottawattamie County Iowa Supervisor. The county has committed to funding a Local Food Policy Council for five years. Mr. Hauser will discuss ways to encourage production & consumption of local food.
Bob Olson – Mr. Olson will present an overview of a Local Foods Marketing study conducted by the Food Alliance Midwest on behalf of AURI and Minnesota Farmers Union. The study explored both the Twin Cities and greater Minnesota markets, seeking to identify food product opportunities of particular interest to the retail and food service customers. The project's intent is to provide local food producer groups marketing guidelines to use as they pursue growing markets for products raised locally.
Rhys Williams – Coop Partners Warehouse. Drop-ship program delivers products directly from producers to retail & restaurant customers, insuring freshness on perishables such as grass-fed beef, natural pork & poultry. How can an effort like this help link farmers and their markets in rural areas?
Terry VanDerPol – Land Stewardship Project. Ms. VanDerPol will address ways a Community Food Assessment can address the many challenges of access to fresh, nutritious food for rural residents and economic viability of small town groceries.
- 12:30–1:15pm **Local Food Lunch**
- 1:15–3:30pm **Local Panels/Facilitated Participant Discussion at each site**
Please refer to local agendas for panel members and discussion format
- 3:30pm **Re-connect via Interactive Video for Wrap-up**
Colleen Landkammer – USDA Rural Development State Director
- 4:00pm **Adjourn**



Equipping You to Build Community-Based Food Systems

Location of the Tuesday morning conference and keynote speakers will be [Southwest Minnesota State University, Marshall](#), which will be linked with the four other locations via interactive video. Each site will host a separate afternoon session to focus on community-based food system development, economic opportunities, and issues faced in their region. These sessions will be highly interactive, providing participants the opportunity to discuss and generate ideas for next steps in local foods in their communities. After the afternoon discussions, each site will re-connect with Marshall via interactive video for a wrap-up. Final site details are subject to change, so check Congressman Peterson's web site for any late developments.

Locations

Interactive Video
Downlink Sites

**Southwest
Minnesota
State University**
Marshall

Upper Ballroom Student Center

**University of
Minnesota**
Crookston

Bede Ballroom
Student Center, Upper Level

**University of
Minnesota**
Morris

Auditorium
Administration Building
UM West Central Research
and Outreach Center
Morris

**Bemidji State
University**

Limited to first 40 to register
Deputy Hall, D111

**Minnesota
State Community
& Technical College**
Fergus Falls

Legacy Hall

Discussion Topics

Facilitated at Each
Interactive Video Site

Voices from the Field:

Innovators in southwest Minnesota's community-based food systems will engage participants in a discussion of developments in the region's local food supply chains. Presenters will also engage participants in small group settings.

Models, Tools & Resources for Community-Based Food Systems:

Panel discussions and roundtables will explore community-based marketing models, regional labeling, web-based resources and season extension technologies that provide access to healthy, locally grown food in the region.

Farm to Cafeteria:

K-12 schools, higher education campuses, hospitals and other institutional food services are seeking more locally grown foods, but supply can't keep up with demand. Food service providers, regulators and farmers will meet face-to-face to explore the opportunities and challenges of growing food for institutions. Breakout sessions include: *Beginning Farming & Campus Gardens*, *Farm to School*, and *Selling Food to Institutions*.

Improving Your Community With Local Food:

It's All About Jobs—Del Moen, Chair of Stimulating Economic Progress will discuss Harvest Thyme Bistro and Prairie Rivers Kitchen, a local food partnership in Wadena. Interactive roundtable discussions will address five opportunities in a local food economy: 1) storage and processing facilities, 2) selling to institutional customers, 3) local food and improved health, 4) farm to school, and 5) other topics of interest in building a robust local food economy.

Local Food = Healthy Community = Healthy Local Economy:

Connecting growers to consumers, on an individual scale and at the institutional level, builds a healthy local economy. This panel will address how and why communities benefit from their local food systems through a range of examples including the institutional buying program at Pine Point School on the White Earth Indian Reservation.

Panel Members

Discussion Leaders, Participants

Panel Members: Julie Christianson - Marshall Area Christian School; Marty Seigler - Sanborn USDA Meat Processing Plant; Carol Ford - Garden Goddess Produce; Reginaldo Haslett-Marroquin - Northfield Rural Enterprise Center.

Roundtable Discussion: Shannon, Andrew and Caleb Christenson, Hallock - a start-up CSA; Abby Gold, NDSU/UM Extension & NDSU landscape architecture students - Probstfield Organic Community Garden; Jim Stordahl, UM Extension - organic farmer mentor program; Andrew Sheppard - new web site—www.localfoods.umn.edu; Diane Christianson - Mentor Farmers Market; Shawn Balstad - Buy Fresh, Buy Local Red River Valley; Mike Klawitter - Organic Vegetable Production in High Tunnel.

Q&A Session: Mary Jo Forbord - UMM Healthy Eating Initiative; **Food Producers:** Dave Swenson - Swenson Orchard; Pete Thorfinson - Kadejan Market; **Food Service:** Kate Newland - Sodexo; Annette Derouin - Willmar Public Schools; **Regulations/Food Safety:** Michele Schermann - UM; **Breakout Sessions:** Courtney Tchida - UM Organic Garden; Nick Olson - LSP Farm Beginnings; Nathan Winter - McLeod/Meeker County Extension; Lynn Mader - IATP Farm to School Program; Annette Derouin - Willmar Schools; Michele Schermann - UM.

Roundtable Discussions: Del Moen, Chair - Stimulating Economic Progress; Terry Nennich, UM Extension - commercial vegetable & fruit production; Marti Lundin, Exec. Director - Beltrami Wellness Education for Long Life (B-WELL); Ashley Stevens - White Earth Land Recovery Project.

Presenters: Pine Point Farm to School staff - White Earth Indian Reservation; Mark Boen - Bluebird Gardens; Ryan Pesch - University of Minnesota Extension; Annalisa Hultberg - Heartland Food Network Coordinator Minnesota Project; Harold Stanislawski - Fergus Falls Economic Improvement Commission; Katy Olson - the Mind Body Center; and Anna Wasescha - MN State Fergus Falls.

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Keynote Speaker
Tom Vilsack, Secretary
U.S. Department of Agriculture

Secretary Vilsack has served in the public sector at nearly every level of government, beginning as mayor of Mt. Pleasant, Iowa in 1987, and then as state senator in 1992. In 1998, he was the first Democrat elected Governor of Iowa in more than 30 years, an office he held for two terms.

As Secretary of Agriculture, Vilsack has been candid and direct about the challenges and opportunities facing USDA, and the importance of fulfilling the vast missions of the Department as a champion of rural America, a steward of the environment and a protector of our food supply.

Under Vilsack's leadership, USDA is working to promote a safe and nutritious food supply for all Americans and to end child hunger by 2015. Already, the Department has implemented an increase in SNAP, its main food assistance program, to benefit families in need with an additional \$80 per month. And for the first time ever, USDA is providing healthy fruits and vegetables to women and their infant children to encourage nutritious eating, combat the obesity epidemic, and prevent health problems down the road.

Register Online

www.regionalpartnerships.umn.edu

Registration site includes links to campus maps.

Register by Mail

Fill out form below and mail to:

University of Minnesota
Southwest Research & Outreach Center
23669 - 130th Street
Lamberton, MN 56152

Please indicate below which of the five locations you plan to attend.

Welcome to The Home Grown Economy 2010

Nationwide, an increasing interest in locally grown food is creating new economic opportunities for farmers, main street businesses and residents of rural communities. Growing, processing and distributing food from the farm to the local dinner plate is the topic of the 3rd Home Grown Economy, Mon.-Tues., Feb. 15-16, 2010, in Marshall, Minnesota. To engage as many citizens as possible in building regional food systems, Interactive Video Sessions will be offered simultaneously at four additional locations in District 7.

By sponsoring this conference I hope that our 7th District constituents will learn how local food can become an economic development engine, and how we can all work together to meet growing market demands.

I hope you will be able to participate in this inspiring, educational and productive day!

Sincerely,

Collin C. Peterson, Member of Congress



Register early!
Bemidji has limited seating capacity!

FEE IS PAYABLE TO:

University of Minnesota

- Monday Sampler Showcase..... \$17
- Tuesday Conference..... \$45
- Both Showcase & Conference..... \$62
- Student Conference Fee..... \$10

Conference registration fee includes food, beverage & conference material.

For registration information contact:

Molly Werner, 507-752-5062 or werne022@umn.edu

For other conference questions contact the Congressman's office:

218-847-5056 or Toni.Merdan@mail.house.gov

For weather concerns on day of conference, call:

218-847-5056

Registration for The Home Grown Economy Showcase and/or Conference 2010

Name _____ Organization or Business _____

Check Enclosed in Amount of \$ ____ for: Mon. Showcase-Marshall only (\$17) Tues. Conference (\$45) Both Showcase & Conference (\$62)

Student Conference Fee (\$10)

I have special needs. Please contact me.

Which Conference Location Are You Registering For? Marshall Crookston Morris Bemidji Fergus Falls

Mailing Address _____ City _____

State _____ Zip _____ Phone _____ Cell Phone _____ E-mail _____

Weekend Phone to Contact You in Case of Severe Weather _____