

**NATIONAL
FARM TO CAFETERIA
CONFERENCE**

**DETROIT, MI
MAY 17-19, 2010**



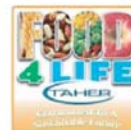
Hosted by the National Farm to School Network, a collaboration led by the Community Food Security Coalition and the Urban & Environmental Policy Institute at Occidental College, with Regional Lead Agencies and local host, Food System Economic Partnership

HOSTS:

National Farm to School Network; Community Food Security Coalition;
Urban & Environmental Policy Institute at Occidental College



SPONSORS:



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CONFERENCE**

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Funded in part by W.K. Kellogg Foundation

*National Farm to School Network
Regional Lead Agencies:*

Center for Integrated Agricultural Systems/
University of Wisconsin (Great Lakes)

Appalachian Sustainable Agriculture Project (Southeast)

Ecotrust (West)

Farm to Table/Southwest Marketing Network
(Southwest)

National Center for Appropriate Technology/Center for
Energy and Environmental Education (Midwest)

The Food Trust (MidAtlantic)

Vermont FEED/Coastal Enterprises Inc. (Northeast)

New North Florida Cooperative Association (South)

www.farmtocafeteriaconference.org

COMMUNITY FOOD SECURITY COALITION

3830 SE Division St., Portland, OR 97202

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ABOUT THE CONFERENCE

Farm to Cafeteria is TAKING ROOT all across the country. Entering its second decade, Farm to Cafeteria is becoming a permanent feature of school meals. It's now the subject of collaborations with community groups, of state policy, and even of a new national initiative within the US Department of Agriculture.

During the conference, attendees will have the opportunity to learn about initiatives involving pre-school, K-12, childcare facilities, hospitals, colleges and prisons. One workshop – Farm to School by Land and Sea – will include examples of integrating local seafood into cafeteria menus. Prospects for professional development will abound with short courses on media training, policy advocacy, and research and evaluation.

Raising the voices of youth, two flavor and film contests will kick off the conference. The winners will be awarded from the second annual nationwide Real Food Is... video contest, in which students from kindergarten to college are challenged to consider what "Real Food Is..." The conference will also host a new opportunity for youth involvement in "Cooking Up Change," a contest that challenges high school and college students to create healthy school meals, with local items, that can easily be prepared in a school kitchen. Conference attendees will have an opportunity to sample their tasty dishes.

The conference has something to offer everyone, from field trips and short courses to workshops, a sampling of local foods and perhaps best of all... the chance to connect with others. Join us in Detroit as we work together towards forging new frontiers in the realm of Farm to Cafeteria.

WHY DETROIT?

For many, it would be easy to see the more than 60,000 vacant lots scattered across Detroit and wonder how can this city be saved? However, if you look closer, you will see hundreds of residents are "Taking Root," revitalizing their neighborhoods and building communities through urban agriculture. They are providing access to fresh fruits and vegetables to their family, friends and neighbors in a city that is frequently referred to as a food desert. The citizens of Detroit are embracing the local food movement and ensuring a just, equitable food system for all through the creation of beginning farmer classes, gardening workshops, farm to institution programs and education opportunities.

As the second most agriculturally diverse state in the nation, Michigan is in the perfect position to root itself in the local food movement. Using innovative season extension techniques and growing in passive solar hoop-houses, Michigan farmers are able to provide local food year-round. From great wine trails up and down the state to microbrews you can't live without, Michigan's ag tourism goes way beyond a trip to the apple orchard. We hope you enjoy your stay in this beautiful state and are able to soak in all that is pure Michigan.

LOCAL FOODS RECEPTION :: MONDAY, MAY 17, 6:30PM - 9:00PM

The Henry Ford Museum is one of America's greatest history attractions and the perfect setting to welcome you to the state of Michigan. Learn how the staff has incorporated local food into various restaurant offerings and educational opportunities across the institution. Be inspired by America's innovative spirit as you help to shape a better future through food.

www.farmtocafeteriaconference.org

Produce Distribution in Detroit

A tremendous amount of fresh fruits and vegetables move through the City of Detroit via Eastern Market, a regional wholesale market. Visit the market and learn about how fresh food is delivered to neighborhoods in a variety of ways. Then meet Locavore Food Distributors, a distributor who can tell customers where their food came from and who grew it. Get a sneak preview of the Henry Ford's food service facilities, the host of our local foods reception.

Urban Farming and Schools in Detroit

With more than 60,000 vacant lots scattered across the city, Detroit is a prime place for urban agriculture to flourish. Just a few years ago only a handful of gardens existed, yet today there are more than 800 community gardens blossoming across the city. Tour three thriving gardens: D-Town Farms, Romanowski Urban Farm Park, and Earthworks Garden. Learn how the food service at Detroit Public Schools has incorporated Detroit grown produce into their new farm to school program and how they are helping create opportunity for their students, families and neighborhoods.

Food Production and Consumption at Michigan State University

The Student Organic Farm at Michigan State University (MSU) was created in 1999 by a group of students who desired to "get their hands dirty" and learn how to farm. Since its initial inception, the project has grown to include passive solar hoop-houses that provide students with the opportunity to learn how to grow year-round in Michigan. Tour the Student Organic Farm and then visit a MSU dorm for lunch to learn about how this land grant university is becoming a leader in the local food movement and how the MSU Food Stores operation is incorporating food grown at the Student Organic Farm into daily meal offerings.

Youth Community Gardens in Flint

Flint residents and community organizations have been making use of more than 18,000 unoccupied residential properties in the city by turning available lots into productive food gardens. Visit a Youth Farm Stand Project at Holmes Middle School that uses a solar-powered aquaponic system. Then tour three community gardens targeted towards engaging at-risk youth in a variety of different ways: Harvesting Earth Educational Farm, a garden in the Mr. Rogers Program, and Urban Youth Community Outreach's Andrew Lilly Garden.

Institutional Purchasing in Southeast Michigan

This fieldtrip will visit several institutional buyers to look at what makes local work in various settings. Visit Agrarian Adventure where the school garden and passive solar hoop-house are used to teach after-school programs and support the farm to school program. Then visit East Quad Dining Hall at the University of Michigan to learn how Chef Buzz Cummings has overcome the barriers to purchasing locally. The day wraps up with a trip to DuRussel Farms where they will share their experience with becoming GAP certified. Meet Denise Worden, of Michigan Department of Corrections, who will share how buying local has allowed her to meet nutritional standards and improve menu offerings, while simultaneously lowering costs.

SHORT COURSES :: MONDAY, MAY 17, 8:30AM - 2:30PM

Farm to Institution Research: Current Status, Opportunities and Resources

With interest in farm to institution programs at an all time high, this short course seeks to promote a more coordinated evidence-based research effort among researchers, practitioners and advocates in order to strengthen programs, practices, and policies. The course will include a mapping of research interests and projects, discussion on the establishment of a coordinated research agenda and sharing of evaluation strategies and tools.

Presenters: Michelle Markesteyn Ratcliffe, Oregon Department of Agriculture; Gail Feenstra, University of California Sustainable Agriculture Research and Education Program; Anupama Joshi, National Farm to School Network; Phyllis L. Fleming, University of North Carolina Center for Health Promotion and Disease Prevention; Allison Karpyn, The Food Trust; Katherine Ralston and Constance Newman, USDA Economic and Research Service

SHORT COURSES CONT. :: MONDAY, MAY 17, 8:30AM - 2:30PM

Schoolhouse Rock: How a Bill Becomes a Law

Ever felt confused about how the legislative process works? Or, ever wonder how you fit into the process? This interactive short course will cover the basics of how a bill becomes a law, and look at this process through the local, state and national lens. From coming up with a great idea, to organizing grassroots support behind it, to meeting with legislators, participants will uncover the key ingredients needed for successful policy change.

Presenters: Megan Elsener Lott and Jeff Eschmeyer, Community Food Security Coalition; Sarah Alexander, Food and Water Watch; Ken Morse, Healthy Oxford Hills

Media Boot Camp: Communicating Effectively

Communication works for those who work at it. This interactive media short course will be led by professional media trainers and skilled communicators to help you 1) hone your message; 2) identify tools to help you amplify your voice; 3) gain the confidence to communicate. Traditional and digital media will be covered including: press releases, op-eds, blogs, Twitter, YouTube, and more. We'll provide all the tools it takes to get media coverage and become a trusted source with the media that matter.

Presenters: Nicole de Beaufort, Fourth Sector Consulting and F3 Foundation; Eric Davis, Haberman, A Brand Public Relations Firm; Debra Eschmeyer, IATP Food & Society Fellow & National Farm to School Network; Rose Hayden-Smith, IATP Food & Society Fellow; Leslie Hatfield, Green Fork/GRACE

GREAT LAKES NETWORKING DAY :: SUNDAY, MAY 16

Calling all Farm to School enthusiasts in the Great Lakes region (OH, IN, IL MI, MN, WI, IL, Ontario)! The National Farm to School Network is hosting a networking day on Sunday, May 16, for people involved or interested in farm to school in the Great Lakes region. Network with other farm to school advocates, learn about available resources in the region and beyond, and most importantly – have a fun, social and relaxing time together!

Space is limited, first come first served.

8:30am - 12:00pm Networking Across the Great Lakes Region

Join us for an experiential networking session facilitated by staff from Local Matters, a non-profit from Columbus, Ohio. Come away with new visioning and networking tools and new friends.

1:00pm - 4:00pm Take Me Out to the Ball Game!

It's Local Food Day at the ballpark. We'll have a locally inspired lunch and watch the Detroit Tigers game. Tickets and lunch are free to those who participate in the morning session.

6:00pm - 8:00pm Great Lakes Reception

In the evening we will reconvene for a celebration of our region's diversity of local fare at the famous Eastern Market, the largest historic public market district in the US. We will also have the opportunity to mingle with the National and Regional Farm to School Network staff members from across the country.



A SAMPLING OF WORKSHOPS INCLUDE:

Integrating Education Opportunities into Farm to Cafeteria Programs

- Using Cross-Age Teachers to Deliver Farm to School Lessons
- Healthy Cooking Contests: Engaging Students in the Healthful School Food Movement
- MyGarden: Gardens and Nutrition Education in Your School

Farm to Cafeteria: Beyond the Plate

- Farm to College Activism - Engaging Administrators for Successful Outcomes
- What Did You Say? Learning to Speak the Same Language
- Healthy Food in Health Care: A Menu for Change

Farm to School Innovations

- The Lunch Box Project! Your Website to Change School Food
- Local Foods in Brazilian Lunches
- Bringing Local Foods to Schools - By Land and By Sea

Engaging Farms in Food & Education

- You Can Build the Living Educational Space Your Students Need
- Marketing Local Foods: Guides for Farmers
- Cultivating Connections in Farm-Based Education

What's Great in the Great Lakes Region

- The Impact of Chicago Public School Purchases on Michigan Farmers
- School Gardens: Growing Healthy Together

Organizing from the Neighborhood to the Nation

- It Takes a Village: Building Nutrition, Community and Economy Through Farm to School
- National Policy Opportunities and Updates from the USDA Farm to School Team
- Tips, Hints and Activities to Fill Your School Food Campaign Lunchbox

To Market, To Market

- A Radio Panel: Learning from Large Urban School Districts
- Marketing to Schools: Panel Discussion on Direct Sales & Commodity Procurement
- Farm to School and College Procurement: Matchmaking 101

POSTER SESSION :: MONDAY, MAY 17, 4:00PM - 5:00PM
:: TUESDAY, MAY 18, 5:30PM - 6:30PM

On display throughout the conference, the posters visually depict the innovations and trends in farm to cafeteria projects across the country. The content, creativity, and design of the posters will provide you new ideas for your programs back home. Poster presenters will be available during two one-hour sessions to provide you an opportunity to ask questions, network, exchange ideas and provide feedback.

OPEN SPACE SESSION :: TUESDAY, MAY 18, 1:30PM - 3:30PM

There will be an opportunity for conference participants to "design" their own workshops at an open space session. Bring your ideas and enthusiasm to this session where anyone and everyone is the presenter and participant. Ground rules and facilitation will be provided at the beginning to set the tone and structure of the session.

www.farmtocafeteriaconference.org

SCHEDULE

Sunday, May 16

8:30-8:00 Great Lakes Networking Day

Monday, May 17

8:00-4:30 Field Trips
8:30-2:30 Short Courses
4:00-5:00 Poster Session
6:30-9:00 Local Foods Reception & Welcome

Tuesday, May 18

7:15-8:15 Fun Run
7:30-8:30 Breakfast
8:30-10:00 Opening Plenary: Flavor and Film Contest Celebrations and PechaKucha 50x20
10:00-10:15 Break
10:15-11:45 Workshop Session 1
12:00-1:30 Cooking Up Change Lunch
1:30-3:30 Open Space Session
3:30-4:00 Break
4:00-5:30 Workshop Session 2
5:30-6:30 Poster Session
Dinner on your own
7:30-9:00 Movie Night

Wednesday, May 19

8:30-10:00 Breakfast & Keynote Speakers
10:00-10:30 Break
10:30-12:00 Workshop Session 3
12:00-1:30 Regional Meetings (includes lunch) OR Lunch on your own
1:30-3:00 Workshop Session 4
3:00-6:00 Community Service Project

Check out new events and details on our website:
www.farmtocafeteriaconference.org

PLENARIES

Flavor and Film Contest Celebrations and National PechaKucha 50x20

Tuesday, May 18, 8:30am – 10:00am

We'll kick off the morning by celebrating the finalists from the two youth contests culminating at the conference. Starting with screening the winning videos from the "Real Food Is..." contest, we'll then announce and introduce the winners of the first national Cooking Up Change contest. We'll highlight innovative Farm to Cafeteria projects around the country and provide conference attendees an opportunity to showcase their work via PechaKucha 50x20. This is a simple presentation format where we'll show 50 images, each for 20 seconds. If you would like to share your work, you can do so during the online registration process or contact Deb at deb@onetray.org

Wednesday Breakfast Speaker

Wednesday, May 19, 8:30am – 10:00am

Kathleen Merrigan, United States Department of Agriculture Deputy Secretary of Agriculture (invited)

CONTESTS

Cooking Up Change - A National Healthy Cooking Contest

Cooking Up Change challenges teams of high school and college students to create a healthful and delicious school meal that meets the Institute of Medicine nutrition standards, incorporates a local food item, draws from ingredients commonly available to food service, and can be easily prepared in a school kitchen. Finalists will prepare their recipes in Detroit for a prestigious panel of judges. Conference participants will sample the teams' delicious creations. Submit your recipes online by March 26, 2010. For contest guidelines and information, visit www.cookingupchange.org.

Sponsored by:



Real Food Is... Video Contest

Students are challenged to define what real food means to them by creating a short video that completes the phrase "Real Food is..." Created by the National Farm to School Network and sponsored by the Lunch Box Project, this contest is open to K-12 and college students and runs until March 29, 2010. The winners will receive \$1,000 and an all expenses paid trip to the conference to show their videos at the opening plenary. More info is available at <http://farmtocafeteriaconference.org/5/contest>

Sponsored by:



OTHER EVENTS

Fun Run

Tuesday, May 18, 7:15am – 8:15am

Join us Tuesday at 7:15am for an easy 3.5 mile run from the Renaissance Center to the Eastern Market and back.

Movie Night

Tuesday, May 18, 7:30pm – 9:00pm

Join us Tuesday night for movies, popcorn and great conversation as we watch and discuss movies about agriculture and farm to school programs.

www.farmtocafeteriaconference.org

LOCATION & ACCOMMODATIONS

The conference will be held at the Detroit Marriott at the Renaissance Center, in the heart of downtown. In addition to the Marriott, the Renaissance Center has restaurants, shopping and entertainment. Go to www.gmrencen.com to learn more.

The Marriott is offering a discounted rate of \$115/night. To reserve a room online please go to the conference website or by phone, call (800) 352-0831 and use the group code FAR. Alternative lodging options will be posted on our website; you can also use our online bulletin board for creative & affordable solutions such as room and ride sharing.

TRANSPORTATION

The nearest major airport is Detroit Metropolitan Wayne County (DTW) Airport, located about 21 miles East of the Renaissance Center. The Detroit Amtrak station is 3.5 miles from the Renaissance Center. The Greyhound bus station is just 1 mile away.

Additional transportation information is available on the conference website.

REGISTRATION

We encourage you to use our online registration system, where you may pay by credit card or check. www.farmtocafeteriaconference.org/reg

You may also register by mail with a check payment. Presenters and scholarship recipients will receive separate registration instructions.

Full conference registration includes two breakfasts, one lunch, one reception and all events Monday evening through Wednesday. Pre-conference field trips and short courses are not included in the conference registration fees.

COMMUNITY SERVICE PROJECT :: WEDNESDAY, MAY 19, 3:00PM - 6:00PM

You know a great school garden helps strengthen a farm to school program, so join us Wednesday afternoon as we help Greening of Detroit build another school garden for Detroit Public Schools. Sponsored in part by Detroit Food & Fitness.

Visit our website for more information on exhibit tables,
scholarships and work trade opportunities.
www.farmtocafeteriaconference.org



REGISTRATION FORM

Registration deadline is April 30. Register early to receive a discount and reserve your spot.

Register online with a credit card or check: www.farmtocafeteriaconference.org/reg

NAME

ORGANIZATION

ADDRESS

CITY

STATE

ZIP

PHONE

CELL

E-MAIL

CONFERENCE REGISTRATION (MAIN EVENT)

Please Note: Pre-conference Field Trips, Short Courses and the Great Lakes Session are offered at an additional cost to the conference registration fee.

Early Registration by March 26

CFSC Member Discount Rate **\$200** Standard Rate* **\$250**

Regular Registration by April 30

CFSC Member Discount Rate **\$230** Standard Rate* **\$280**

* A one-year membership is included with Standard Rate registration.

Choose one: Individual Membership Organizational Membership No, thank you.

OPTIONAL PRE-CONFERENCE EVENTS

Great Lakes Networking Session :: Sunday, May 16

Full day, 8:30am - 8:00pm **\$45** Morning Session, Baseball Game & Lunch, Great Lakes Reception

Reception only, 6:00pm - 8:00pm **\$25**

Field Trips :: Monday, May 17, 8:00am - 4:30pm, lunch included

Produce Distribution in Detroit **\$65**

Urban Farming and Schools in Detroit **\$65**

Food Production and Consumption at Michigan State University **\$65**

Youth Community Gardens in Flint **\$65**

Institutional Purchasing in Southeast Michigan **\$65**

Short Courses :: Monday, May 17, 8:30am - 2:30pm, lunch included

Farm to Institution Research: Current Status, Opportunities & Resources **\$65**

Schoolhouse Rock: How a Bill Becomes a Law **\$65**

Media Boot Camp: Communicating Effectively **\$65**

(Please choose only one field trip OR one short course.)

OPTIONAL CONFERENCE EVENTS

Local Foods Reception **\$40** Monday, May 17, 6:30pm - 9:00pm (Included in full registration)

Regional Networking Session (no charge, lunch included) Wednesday, May 19, 12:00pm - 1:30pm

Community Service Project (no charge, but space is limited) Wednesday, May 19, 3:00pm - 6:00pm

I WILL BE ATTENDING:

Monday Local Foods Reception

Tuesday Lunch

Tuesday Breakfast

Wednesday Breakfast

I PREFER:

Vegetarian meals

Vegan meals

Gluten-Free meals

PAYMENT TYPE

Check (make payable to CFSC)

Purchase Order (Payment must be received by 3/26 for early registration or 4/30 for regular registration. You will not be registered until payment is received.)

You can also register online with a credit card or check: www.farmtocafeteriaconference.org/reg

Return to: CFSC, 3830 SE Division St., Portland, OR 97202

Tax ID: 06-1495135

REGISTRATION TOTAL:

\$ _____

OPTIONAL EVENTS SUBTOTAL:

\$ _____

GRAND TOTAL:

\$ _____