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.
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WAYNE STATE UNIVERSITY AND SEED WAYNE
Welcome to the 5th National Farm to Cafeteria Conference

While it’s easy to see just the 60,000 vacant lots scattered across Detroit, a closer look reveals that hundreds of residents are “Taking Root” revitalizing their neighborhoods and building communities through local 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, farm to institution programs, and gardening workshops.

This conference offers an excellent opportunity to learn first-hand about these local food system changes. The workshops include a close-up view of school gardens and their role in promoting nutrition and the culinary arts, as well as integrating with curricula. The role of marketing cooperatives and their ability to fuel an alternative food system will inform participants on how to create human-scale cooperatives in their own communities. The link between Chicago Public Schools and Michigan farmers and how a bumper crop of apples led to a farm to school program will also be explored.

In addition to our regular programming, our stellar local partners have combined their energy and enthusiasm in cooking up unique opportunities for your participation, including a Local Foods Reception at the Museum at The Henry Ford to welcome you to Detroit. Incorporating an option for more physical activity into our conference, a Fun Run (or Walk) will provide an opportunity to enjoy a beautiful view of the Detroit River. Conference attendees will also have the opportunity to dig in and help build a school garden for a Detroit school.

As we move from the region to the nation, participants will hear about the role Farm to Cafeteria is playing in shaping national agendas from the Child Nutrition Reauthorization to the First Lady’s Let’s Move! campaign and USDA’s Know Your Farmer, Know Your Food initiative. We are honored to have Kathleen Merrigan, USDA Deputy Secretary of Agriculture, inform us of the progress of this initiative, as well as future plans for Farm to Cafeteria efforts planned by the Administration.

From the neighborhood to the nation, Farm to Cafeteria is Taking Root. Thanks to all of you for making that happen.

Marion Kalb & Anupama Joshi, Co-Directors, National Farm to School Network
About the Hosts

THE NATIONAL FARM TO SCHOOL NETWORK

The National Farm to School Network sprouted from the desire to support community-based food systems, strengthen family farms, and improve student health by reducing childhood obesity. The Network is a collaborative project of the Urban & Environmental Policy Institute, Occidental College and the Community Food Security Coalition (CFSC).

With funding from the WK Kellogg Foundation, the Network coordinates, promotes and expands the Farm to School movement at the state, regional and national levels. Eight Regional Lead Agencies and national staff provide free training and technical assistance, information services, networking, and support for policy, media and marketing activities. The Farm to School approach helps children understand where their food comes from and how their food choices impact their bodies, the environment and their communities at large.

This conference is organized with the assistance of the Network’s Regional Lead Agencies:

WEST:   Ecotrust, Portland, OR
SOUTHWEST: Farm to Table and Southwest Marketing Network, Santa Fe, NM
MIDWEST:  National Center for Appropriate Technology, Des Moines, IA
GREAT LAKES:  Center for Integrated Agricultural Systems, Madison, WI
NORTHEAST:  Vermont FEED, Shelburne, VT and Focus on Agriculture in Rural Maine Schools (FARMS), Wiscasset, ME
MID-ATLANTIC:  The Food Trust, Philadelphia, PA
SOUTHEAST:  Appalachian Sustainable Agriculture Project, Asheville, NC
SOUTH:   New North Florida Cooperative Association, Inc., Marianna, FL

www.farmtoschool.org

COMMUNITY FOOD SECURITY COALITION

The Community Food Security Coalition catalyzes food systems that are healthy, sustainable, just, and democratic by building community voice and capacity for change.

CFSC seeks to develop self-reliance among all communities in obtaining their food and to create a system of growing, manufacturing, processing, making available, and selling food that is regionally based and grounded in the principles of justice, democracy, and sustainability.

www.foodsecurity.org

LOCAL HOST: FOOD SYSTEM ECONOMIC PARTNERSHIP

The Food System Economic Partnership (FSEP) catalyzes change in the food system of Southeast Michigan by identifying economic development opportunities and implementing creative solutions to chronic challenges. FSEP’s goal is to simultaneously reinforce the quality of the region’s food supply and the sustainability of agricultural production, while improving the strength of the regional economy.

FSEP provides research, education, and outreach to build urban and rural partnerships, resulting in agricultural economic development opportunities, sustainable communities, and healthy local economies. Their activities include assisting farmers and food system entrepreneurs with business development; facilitating establishment of farm to institution programs; conducting food system research; and organizing educational events that bring together producers and consumers.

The strength of FSEP comes from the combined effort of five county governments, farm organization leaders, food industry leaders, community groups, resource providers, and food system and economic development experts.

www.fsep.michigan.org
## Conference Overview

### Monday, May 17

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<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>2:30 – 5:30 PM</td>
<td>Registration Open • Renaissance Foyer</td>
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<tr>
<td>4:00 – 5:00 PM</td>
<td>Poster Session • Renaissance Foyer</td>
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<td>5:15 – 6:30 PM</td>
<td>Buses to Reception leave Marriott • Meet in Renaissance Foyer</td>
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<tr>
<td>6:30 – 9:00 PM</td>
<td>Local Foods Reception • The Henry Ford, Dearborn, MI</td>
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<td>8:30 – 9:30 PM</td>
<td>Buses to Marriott leave Reception • Henry Ford Clock Tower Entrance</td>
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### Tuesday, May 18

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<td>7:00 – 4:00 PM</td>
<td>Registration Open • Renaissance Foyer</td>
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<tr>
<td>7:15 – 8:15 AM</td>
<td>Fun Run • Meet in Renaissance Foyer at 7:15 am</td>
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<tr>
<td>7:30 – 8:30 AM</td>
<td>Breakfast • Renaissance Ballroom</td>
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<td>8:30 – 10:00 AM</td>
<td>Opening Plenary: Flavor and Film Contest Celebrations and Farm to Cafeteria 50x20 • Renaissance Ballroom</td>
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<td>10:00 – 10:15 AM</td>
<td>Break</td>
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<td>10:15 – 11:45 AM</td>
<td>Workshop Session 1 • Nicolet, Brulé, Richard and Cadillac Rooms</td>
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<tr>
<td>11:45 – 1:30 PM</td>
<td>Cooking Up Change Lunch • Renaissance Ballroom</td>
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<tr>
<td>1:30 – 3:30 PM</td>
<td>Open Space Session • Renaissance Ballroom and various rooms</td>
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<td>3:30 – 4:00 PM</td>
<td>Break</td>
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<td>4:00 – 5:30 PM</td>
<td>Workshop Session 2 • Nicolet, Brulé, Richard and Cadillac Rooms</td>
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<td>5:30 – 6:30 PM</td>
<td>Poster Session • Renaissance Foyer</td>
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<td>Northern Roots: Canada Digs In! • Brulé</td>
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<td>Dinner on Your Own</td>
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<td>7:30 – 9:00 PM</td>
<td>Movie Night: Lunch Line and Grown in Detroit • RenCen 4 Theater, Tower 200, Level 2</td>
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### Wednesday, May 19

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<tr>
<td>8:00 – 11:00 AM</td>
<td>Registration Open • Renaissance Foyer</td>
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<tr>
<td>7:30 – 8:30 AM</td>
<td>Breakfast • Renaissance Ballroom</td>
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<td>8:30 – 10:00 AM</td>
<td>Kathleen Merrigan Keynote Address • Renaissance Ballroom</td>
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<td>10:00 – 10:30 AM</td>
<td>Break</td>
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<td>10:30 – 12:00 PM</td>
<td>Workshop Session 3 • Nicolet, Brulé, Richard and Cadillac Rooms</td>
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<td>12:00 – 1:30 PM</td>
<td>Regional Meetings • Nicolet, Brulé, Richard and Cadillac Rooms</td>
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<td>OR Lunch on Your Own</td>
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<td>1:30 – 3:00 PM</td>
<td>Workshop Session 4 • Nicolet, Brulé, Richard and Cadillac Rooms</td>
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<td>3:00 – 6:00 PM</td>
<td>Community Service Project • Meet in Renaissance Foyer at 3:00 pm</td>
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Workshop Listings by Track

Integrating Education Opportunities into Farm to Cafeteria Programs

Session 1: Using Cross-Age Teachers to Deliver Farm to School Lessons • Brulé A
Session 2: MyGarden: Gardens and Nutrition Education in Your School • Brulé A
Session 3: Healthy Cooking Contests: Engaging Students in the Healthful School Food Movement • Brulé A
Session 4: Fresh & Local in Philly Schools: Growing, Cooking, Buying, & Learning Through Collaboration • Brulé B

Engaging Farms in Food & Education

Session 1: Helping Grow Farmers to Meet the Demand • Cadillac B
Session 2: You Can Build the Living Educational Space Your Students Need • Cadillac B
Session 3: Marketing Local Foods: Guides for Farmers • Cadillac B
Session 4: Cultivating Connections in Farm-Based Education • Cadillac A

Farm to Cafeteria: Beyond the Plate

Session 1: Farm to College Advocacy: Engaging Administrators for Successful Outcomes • Brulé B
Session 2: Healthy Food in Health Care: A Menu for Change • Brulé B
Session 3: Local Is Affordable • Brulé B
Session 4: What Did You Say? Learning to Speak the Same Language • Brulé A

What’s Great in the Great Lakes Region?

Session 1: School Gardens: Growing Healthy Together • Richard A
Session 2: Collaboration in the Food System: Urban and Rural Cooperative Marketing Models • Nicolet B
Session 3: Creating Economic Opportunity and Addressing Food Security in Detroit • Nicolet
Session 4: The Impact of Chicago Public School Purchases on Michigan Farmers • Richard A

Farm to School Innovations

Session 1: Bringing Local Foods to Schools, By Land and By Sea • Cadillac A
Session 2: Brazil National School Meal Program: From Family Farmers to 47 Million Students • Cadillac A
Session 3: 3 Places, 3 Approaches: Farm to School Weeks in Virginia, Maryland, and Washington, DC • Cadillac A
Session 4: The Lunch Box Project! Your Website to Change School Food • Cadillac B

Organizing from the Neighborhood to the Nation

Session 1: It Takes a Village: Building Nutrition, Community and Economy Through Farm to School • Richard B
Session 2: National Policy Opportunities and Updates from the USDA Farm to School Team • Richard B
Session 3: Procuring Food for the School Meals Programs 101 • Richard A
Session 4: Tips, Hints and Activities to Fill Your School Food Campaign Lunchbox • Richard B
6:30 – 9:00 pm
Local Foods Reception
Museum at The Henry Ford, Dearborn, MI
As you stroll through The Henry Ford, you'll be inspired by America's innovative spirit and have the opportunity to taste the best that Michigan has to offer. Learn how the staff incorporates local food throughout the institution while meeting the people who have helped the Farm to Cafeteria movement Take Root.

The Henry Ford is about 15 miles from the Marriott. Buses will begin departing from the Marriott at 5:15 pm and the last bus to The Henry Ford will depart at 6:30 pm. Buses will return to the Marriott between 8:30 and 9:30 pm.

8:30 – 9:30 pm
Buses To Marriott Leave Reception
The Henry Ford Clock Tower Entrance

The C.S. Mott Professor of Sustainable Agriculture at Michigan State University is pleased to be a sponsor.

We engage communities in applied research and outreach that promote sustainable food systems to improve access to and availability of healthy, locally-produced food.

For more information:
www.mottgroup.msu.edu
517-432-1612
mottgroup@anr.msu.edu
Daily Schedule & Event Descriptions

Tuesday, May 18

7:15 – 8:15 AM
FUN RUN • Meet in Renaissance Foyer at 7:15 am

7:30 – 8:30 AM
BREAKFAST • Renaissance Ballroom

8:30 – 10:00 AM
OPENING PLENARY:
Flavor and Film Contest Celebrations and Farm to Cafeteria 50x20 • Renaissance Ballroom

Empowering youth to be the forces of change in the local food movement is exemplified by celebrating the two contests culminating at the conference: Cooking up Change - National Healthy Cooking Contest (organized by the Healthy Schools Campaign and the National Farm to School Network) and Real Food Is Video Contest (created by the National Farm to School Network). After opening remarks by Dr. Gail Christopher, Vice President for Programs at the W. K. Kellogg Foundation, and Christie Vilsack, National Honorary Co-Chair of the first national Cooking up Change contest and wife of Secretary of Agriculture Tom Vilsack, will announce the winners of the contest. Attendees can sample the students’ recipes served at lunch.

Students were challenged to define what real food means to them through a nationwide video contest sponsored by the Lunchbox. We'll watch Lincoln’s Journey to Real Food, the winning video from 5th grader Olivia Farrell from Lincoln Elementary, Mount Vernon, Washington, who will share her video-making experience and accept the $1,000 prize to be expended on a cafeteria food project at Lincoln Elementary. Olivia’s video received the most votes in the open public voting period.

All 50 states and Canada have successes to showcase in our Farm to Cafeteria 50x20 presentation. We invited submissions from every state to depict their Farm to Cafeteria efforts with an image and a caption that could be summed up in 20 seconds. Of all the submissions, the National Farm to School Network chose one photo for each state to provide a snapshot of our national foothold, highlighting innovative Farm to Cafeteria projects around the country and in Canada. We hope you’ll enjoy our photo album made possible by you.

10:00 – 10:15 AM
BREAK

10:15 – 11:45 AM
WORKSHOP SESSION 1

Food Safety from Farm to Food Service • Nicolet A

Colleen M. Bess, Michigan Dept. of Agriculture, Pesticide and Plant Pest Management Division; Elaine Brown, Michigan Food & Farming Systems (MIFFS); Kathy Gutowski, Manistee Area Public Schools

Learn about GAP standards, key requirements, available resources and status so you can share this information with farmers you work with to get good food to cafeterias. Then learn about some ways in which schools are using more fresh produce and addressing food safety from purchase to service.

A Radio Panel: Learnings from Large Urban School Districts • Nicolet B

Getachew Abatekassa, Michigan State University; Gail Feenstra, UC Davis; JoAnne Berkenkamp, Saint Paul Public Schools community partner; Dorothy Brayley, School Food FOCUS Learning Lab Coordinator; David Conner, Michigan State University; Jim Groskopf, Saint Paul Public Schools; Leo Lesh, Denver Public Schools; Andy Nowak, Slow Food Denver; Jean Ronnei, Saint Paul Public Schools; Anne Wilson, Denver Public Schools

This panel will be structured like a “radio show” in which panelists respond to direct questions about the insights and learnings to date from School Food Focus’s Learning Lab. This national project has been exploring new supply chains for more healthful, sustainable and locally grown foods in school lunches.

Using Cross-Age Teachers to Deliver Farm to School Lessons • Brulé A

Flannery Cerbin, Americorps for NE Iowa Farm to School; JoAnne Cross, GROWN Locally Coordinator; Teresa Wiersmaling, Iowa State University Extension; Rachel Wobeter, Americorps for NE Iowa Farm to School

Six rural school districts in cooperation with the Northeast Iowa Food and Fitness Initiative are using trained high school youth as “Team Teachers” to facilitate Farm to School lessons with elementary youth each month. In this session, participants will experience a simulated training offered to the high school students.
Farm to College Advocacy: Engaging Administrators for Successful Outcomes • Brulé B

Daniel Bowman Simon, New York University; Andy Sarjah-ani, Montana State University

We will highlight specific and practical examples for engaging administrators in a university atmosphere. We will discuss strategies that have been used (both successfully and heretofore unsuccessfully) to affect both policy change and facilitate community partnerships that bolster a Farm to College program and on-campus agriculture while raising awareness campus-wide and improving food security.

School Gardens: Growing Healthy Together
• Richard A

Elizabeth Gering, UW-Extension Dane County; Nathan Larson, Community GroundWorks at Troy Gardens; Nicole Raymond, Intermediate School District; Anne Scott, CS Mott Group for Sustainable Food Systems

Create a symbiotic relationship between Farm to School and school gardening initiatives in your school. Learn how to get children and teens excited about eating a variety of fresh vegetables and fruits through fun hands-on gardening and cooking activities at your school garden or farm.

It Takes a Village: Building Nutrition, Community and Economy Through Farm to School • Richard B

Doug Davis, Burlington Schools Food Service; Ken Meter, Crossroads Resource Center; Bobby Young, Burlington School Food Project

Connecting through the community is the best approach to create a sustainable food system, especially in troubling economic times. School food providers are finding ways to market their programs, build constituent support and remain solvent by helping to build a sustainable and just food system. Learn about various ways schools can develop social capital to invest in the local food economy.

Bringing Local Foods to Schools, By Land and By Sea • Cadillac A

Amanda Beal, Cultivating Community/Maine Eat Local Foods Coalition; Brett Tolley, Northwest Atlantic Marine Alliance; Jessica Libby, Port Clyde Fresh Catch; Amy Winston, National Farm to School Network

By introducing a series of innovative projects currently underway in New England, presenters will illustrate and lead discussion on how the Farm to School movement can be strengthened by building alliances between farming and fishing communities; thus, providing youth in coastal communities fresh local foods from both land and sea.

Helping Grow Farmers to Meet the Demand • Cadillac B

Dorothy Barker, Operation Spring Plant; Don Bustos, American Friends Service Committee (AFSC); Daniel Teague, Fedial Gonzalez, Angelina Lopez, La Placita Gardens; Tony Serrano, ALBA Organics

What do farmers need to meet the capacity of the cafeteria? In this interactive audience participating panel of farmers and farmer advocates we’ll explore how: finances, technical assistance, infrastructure, procurement, and off season growing can help our local farmers bolster their capacity to meet the needs of the cafeteria.

11:45 – 1:30 PM
LUNCH: Cooking Up Change
• Renaissance Ballroom

Come cheer on the final teams from Cooking up Change – A National Healthy Cooking Contest as their recipes are showcased at lunch. Three finalist teams from high school and college categories competed to create a healthful and delicious school meal. Contestants will be available to during the luncheon and to share recipe cards for you to take home.

1:30 – 3:30 PM
OPEN SPACE
• Renaissance Ballroom and various rooms

Was there a subject that you hoped would be covered at the conference that you have not seen yet in your workshops? Did you start a discussion over coffee but didn’t have the time or right people to finish it?

This is the opportunity for you to create the discussion group that you have been missing. Bring your ideas and enthusiasm to this session where anyone and everyone is the presenter and participant. Ground rules and facilitation will be provided just after lunch to set the tone and structure of the session. This is not to be missed, as many important relationships and projects have started in open space sessions.

3:30 – 4:00 PM
BREAK

4:00 – 5:30 PM
Workshop Session 2

Kids are the Customers: Marketing Local Food In Schools • Nicolet A

Renee DeWinds, Food Service Director Frankfort-Elberta Area Schools; Eugene Peyerk, Food Service Director Glen Lake Community Schools; Joan Tobin, Eat Local Food LLC
Redefine “marketing” by exploring new, creative and exciting ways to market local foods to students in school cafeterias, to parents, and to the greater community. Learn how to use the unique local qualities of your area to design a successful marketing strategy.

Collaboration in the Food System: Urban and Rural Cooperative Marketing Models • Nicolet B

Pam Benike, Southeast MN Food Network; Larry Gates, Eitan Sussman, Greening of Detroit; Nicki Zahm, Greening of Detroit

Urban gardeners and farmers in the ‘Grown In Detroit’ cooperative collectively sell produce at local farmers’ markets and to restaurants. The Southeast Minnesota Food Network helps producers coordinate marketing, sales and distribution of products. Both projects use the cooperative model to increase the availability of local food, maximize the returns, ensure fair prices, and provide access to markets.

MyGarden: Gardens and Nutrition Education in Your School • Brulé A

Becky Henne, Michigan Nutrition Network; Norm Lownds, Michigan State University

MyGarden will present ideas, curricula, funding possibilities, ongoing connections and virtual activities that connected gardens and nutrition. The session will prepare participants to start their own MyGarden program and to connect it to the 4-H Children’s Gardens and other programs across the state.

Healthy Food in Health Care: A Menu for Change • Brulé B

Hillary Bisnett, Ecology Center; Christa Betts, Sparrow Health System; Lisa McDowell, St. Joseph Mercy Hospital; Frank Turner, Henry Ford West Bloomfield Hospital

The combined purchasing power of schools and hospitals can significantly influence the ability to have healthy food, healthy environment, and healthy citizens. Nationally, over 250 hospitals have signed the Healthy Food in Health Care Pledge. This session will share success stories on how hospital food service managers are working toward a sustainable food system.

Farm to School and College Procurement: Matchmaking 101 • Richard A

Kelly Erwin, Massachusetts Farm to School Project; Abbie Nelson, Vermont FEED

How do you figure out if farm to institution is going to be successful for THIS farm or THAT school? Through a discussion of local food distribution options, and role-playing, we will delve into the crucial details related to local food purchasing transactions. A handbook will be provided.

National Policy Opportunities and Updates from the USDA Farm to School Team • Richard B

Jeff Eschmeyer, Community Food Security Coalition; Kate Fitzgerald, National Sustainable Agriculture Coalition; Loren LaCorte, USDA – Food and Nutrition Services; Kathy Lawrence, School Food FOCUS; Megan Lott, Community Food Security Coalition; Chuck Parrott, USDA – Agriculture Marketing Services

This session will highlight opportunities for advancing the Farm to School movement at the national level, as well as provide an overview of the USDA’s Farm to School Team. The workshop will provide an opportunity for participants to share their Farm to School experiences, and discuss how to take advantage of current policy opportunities.

Brazil National School Meal Program: From Family Farmers to 47 Million Students • Cadillac A

Fabio Gomes, National Cancer Institute, Ministry of Health, Brazil; Najla Veloso Sampaio Barbosa, National Fund for Development of Education, Brazil; Maria Luiza da Silva, National Fund for Development of Education, Brazil; Dillian Adelaine César da Silva, Ministry of Health, Brazil

This presentation will highlight Farm to School programs in Brazil, focusing on the strategic approach to offer fruits and vegetables to schoolchildren by purchasing from smallholder farmers. We will also discuss inter-agency public policy based on agrarian development, education and health as well as social participation in planning and implementation.

You Can Build the Living Educational Space Your Students Need • Cadillac B

Anthony Geraci, Baltimore City Public Schools; Denzel Mitchell, Baltimore Montessori Public Charter School; Greg Strella, Great Kids Farm, Baltimore City Public Schools

We built a farm! You can too! Explore how classroom, schoolyard and farm-based education compliment Farm to School programs. Learn why you need these spaces, see what they look like, meet the people developing them and identify the resources in your community for starting and succeeding with living educational spaces.
5:30 – 6:30 pm
Northern Roots: Canada Digs In! • Brulé

Joanne Bays, BaysGroup Consulting; Dr. Mary McKenna, University of New Brunswick; Lori Nikkel, FoodShare/Toronto Partners for Student Nutrition; Lori Stahlbrand, Local Food Plus

Join your northern colleagues and help us to expand our roots across borders. Discover how Canadians are growing local in schools, universities, hospitals and other public institutions. Reflect on the similarities and differences. Share ideas, information, and resources about ways to build upon each other’s successes during an interactive question and answer period.

6:15 pm: Doors; 6:30 pm: First Screening; 8:30 pm: Second Screening

Movie Night: Lunch Line and Grown in Detroit • RenCen 4 Theater, Tower 200, Level 2

Farm to Cafeteria issues come to the big screen! Filmmakers Michael Graziano and Ernie Park will premier their film, Lunch Line, while director Mascha Poppenk shows her film Grown in Detroit. All filmmakers will discuss the movies with the audience after each showing. Come early for free snacks and beverages, featuring natural, organic and local food - including Applegate Farms Organic Grass-fed Beef Hot Dogs.

Movie Night

Taking Root is proud to present two stellar films about Farm to Cafeteria issues during our double feature movie night.

Tuesday, May 18. Screenings at 6:30 and 8:30 followed by Q&A with the filmmakers

Ren Cen 4 Theatre, GM RenCen, Tower 200 Level 2, Detroit, MI 48243

Grown in Detroit: Just imagine... teen moms becoming urban farmers. Utopia? Not in Detroit. Nature is taking over the city and the new generation is taught to harvest its profit. www.grownindetroitmovie.com

Lunch Line reframes the school lunch debate through an examination of the program’s surprising past, present, and possible future. http://www.ujifilms.com/works/lunchline.html

Evaluation of Four Farm to School Programs: Highlights of Results • Nicolet A

Phyllis Fleming, UNC Center for Health Promotion and Disease Prevention; Amy Paxton, University of North Carolina at Chapel Hill, Center for Health Promotion and Disease Prevention

Descriptions of evaluation designs and methods and highlights of results from four different farm to school programs will be presented. The use of mixed methods and the importance of adapting methods to program uniqueness will be discussed. Lessons learned and recommendations will be summarized.

Creating Economic Opportunity and Addressing Food Security in Detroit • Nicolet B

Jennifer Fike, Food System Economic Partnership; Theresa Ramirez, Office of Food Service, Detroit Public Schools; Ida Short, Detroit Public Schools Board; Monica White, Department of Sociology, Wayne State University; Betti Wiggins, Office of Food Service, Detroit Public Schools; Malik Yakini, Detroit Black Community Food Security Network

The local food movement is sweeping through Detroit, creating economic and educational opportunities across the city. Learn how regional and local non-profits and the public school system are working together to address issues of food security, food access and economic development.

Healthy Cooking Contests: Engaging Students in the Healthful School Food Movement • Brulé A

Bjorn Bergman, Vernon Area AmeriCorps Farm to School Member; Monique Hooker, Sara Klinzing, Healthy Schools Campaign; Abbie Nelson, Vermont FEED

This session introduces student cooking competitions that highlight local, fresh and healthful school food, the need for additional resources for school food programs, and opportunities for young chefs to learn about healthy cooking. Presenters will share lessons learned and facilitate a dialogue to help attendees develop contests in their communities.

Local Is Affordable • Brulé B

Stuart Leckie, Bon Appetit at St Joës in Maine; Michial Russell, Pearson Town Farm; Thomas Sheehan

Whether it is Local Grass Fed Beef, Local Organic Milk, or Local Fresh Organic Produce you always hear the argument, “We can’t afford it.” That saying needs to go. As Administrators, Managers and Chefs we need to discover new ways to make local purchasing the norm in our operations. Learn how to eliminate price from the decision making process.
Procuring Food for the School Meals Programs 101  
• Richard A

Jaclyn Kupcha, USDA/FNS/CND; Loren LaCorte, USDA/FNS/CND

This session will provide an overview of how food purchases are made in the School Meals Programs, with a focus on how regulations impact the purchase of local farm products through Farm to School. It will also include a summary of the geographic preference policies from the Farm Bill, and mechanisms and strategies for schools to purchase foods from local farmers.

National Good Food Network Panel • Richard B

John Fisk, Wallace Center at Winrock International; Marty Gerencer, National Good Food Network; Denis Jennisch, Sysco Food Service Grand Rapids, MI; Chris Kirby, OK Dept of Agriculture, Food & Forestry; Otavio Silva, The Food Conservancy

Representatives of the National Good Food Network will describe the accomplishments of NGFN, including farm to institution case studies and models. Sysco’s support of getting regional food into schools and institutions will be highlighted as a model. A new farm to school publication on increasing efficacy of distribution, food safety and communication will be introduced.

3 Places, 3 Approaches: Farm to School Weeks in Virginia, Maryland, and Washington, DC  
• Cadillac A

Matt Benson, Virginia Cooperative Extension; Stewart Eidel, Maryland Department of Education; Andrea Northup, DC Farm to School Network

There’s something for everyone to learn from Maryland’s Homegrown School Lunch Week, Virginia’s Farm to School Week and Washington, DC’s Local Flavor Week! Leave this workshop with an understanding of three successful models for organizing Farm to School weeks, sample media and outreach materials, and tips for implementing your own successful week.

Marketing Local Foods: Guides for Farmers  
• Cadillac B

Teresa Cuperus, Wisconsin Department of Agriculture, Trade, and Consumer Protection, Buy Local, Buy Wisconsin Program; Colleen Matts, C.S. Mott Group for Sustainable Food Systems at Michigan State University

Learn how farmers of various scales can access local markets, including schools and other institutions, with Marketing to Michigan Schools: A Step By Step Guide and The Buy Local, Buy Wisconsin Program. Also hear about the development of new food safety approaches for smaller, more diversified producers in Wisconsin.

12:00 — 1:30 PM
Lunch on Your Own

Or Regional Meetings

South • Nicolet A  
Mid-Atlantic • Nicolet A  
Great Lakes • Brulé B  
West • Brulé B  
Southeast • Richard A  
Northeast • Richard B  
Southwest • Cadillac A  
Midwest • Cadillac B  
Canada • LaSalle A

The Regional meetings, led by the Regional Lead Agencies of the Farm to School Network, will cover Farm to School accomplishments in the last year including strategic plan highlights and policy updates. This session will also provide an opportunity for folks to discuss the kinds of services they would like to see provided. Our Canadian friends will also have the chance to meet together at this time. Lunch is provided for those who signed up for the regional meeting while registering.

1:30 — 3:00 PM
Workshop Session 4

Marketing to Schools: Direct Sales and Commodity Procurement • Nicolet A

Glyen Holmes, The New North Florida Cooperative; Chuck Parrott, United States Department of Agriculture

Industry professionals will discuss their work selling, marketing, and purchasing food for the National School Lunch Program. Workshop participants will learn about the advantages and challenges of grower cooperatives, how small to mid-sized distributors can meet the needs of the school lunch program, and what to expect when doing business with the federal government.

Agriscience and Farm to School: Together Like Peas and Carrots • Nicolet B

Michael Dewey, Charlotte Public Schools Student; Martin Fabrik, Charlotte Public Schools Student; Maegan Householder, Charlotte Public Schools Student; Rachel Leightner, Springport Public Schools Student; Emily Reardon, Springport Public Schools; TM Russell, Springport Public Schools Student; Nick Thompson, Charlotte Public Schools

Career-tech agriscience programs in Michigan are developing Farm to School projects and engaging students in meaningful, experiential learning about agriculture and food systems connections. Learn how agriscience students grow, process, cook, eat, market, and teach others about foods grown at their school, and in their town, county, and state.
What Did You Say? Learning to Speak the Same Language • Brulé A

Pat DuRussel, DuRussel Farms; Denise Worden, Food Service Administration, Region III, Michigan Department of Corrections

We may all be speaking the same language, but as farmers and food service directors we have our own lingo. In this fun and informative workshop you will learn how to bridge the communication gap and just what it means when the farmer says “one hundred 100 weights.”

Fresh & Local in Philly Schools: Growing, Cooking, Buying, & Learning Through Collaboration • Brulé B

Deborah Bentzel, Fair Food; Laquanda Dobson, Agatston Urban Nutrition Initiative; Loretta Steffy, School District of Philadelphia

This lecture-based session will highlight how school gardening, local food purchasing, culinary and nutrition education programs were implemented and complement one another in the School District of Philadelphia. This workshop will feature remarks from the coordinating non-profit agencies, a school district food service manager, and from a high school senior. Q&A will follow.

The Impact of Chicago Public School Purchases on Michigan Farmers • Richard A

Bob Bloomer, Chartwells-Thompson Hospitality; Richard Friske, Friske Orches; Val George, Michigan State University; Eric Hahn, Locavore Food Distributors; Jean Saunders, Chartwells-Thompson Hospitality

Learn how a bumper apple crop in Michigan resulted in the creation of a Farm to School program for Chicago, the nation’s third largest school district. Panel members will share how the initiative was developed and how this very successful program benefits school children and regional farmers.

Tips, Hints and Activities to Fill Your School Food Campaign Lunchbox • Richard B

Meredith Hayes, FoodShare Toronto; Michael Lewis, FoodShare Toronto; Brooke Ziebell, FoodShare Toronto

Join FoodShare for an overview of some of their most exciting school food initiatives! Facilitators will provide guidance of what makes their projects successful, sustainable and most importantly, easily replicable. Workshop rotations will delight young-at-heart participants, giving them a first-hand experience of activities from classroom-based, citywide and national campaigns.

Cultivating Connections in Farm-Based Education • Cadillac A

Ilidi Carlisle-Cummins, Community Alliance with Family Farmers; Erica Curry, Shelburne Farms; Dana Hudson, NE Farm to School Network

Encourage students to be adventurous in the lunchroom by giving them a healthy serving of farm-fresh education. Increasingly, local farmers are becoming teachers and farms are adding value to their operations by connecting with their communities. Hear highlights from successful farm education programs and learn about resources for everything from lesson development to business planning.

The Lunch Box Project! Your Website to Change School Food • Cadillac B

Beth Collins, Lunch Lessons LLC; Ann Cooper, Lunch Lessons LLC

This session bridges the gap between a desire to implement change and having tools to accomplish this goal. Meet, learn, and get answers to your questions from leaders in affecting real improvement in school food. Participants will be introduced to a free resource that offers recipes, budgets, studies, marketing, purchasing, skill building, and community.

3:00 – 6:00 pm
Community Service Project • Meet in Renaissance Foyer at 3:00 pm

THE LunchBox
Healthy Tools To Help All Schools
WWW.THELUNCHBOX.ORG
Other Events

**Monday, May 17**

4:00 – 5:00 PM  
**Poster Session • Renaissance Foyer**

On display throughout the conference, our poster session visually depicts 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 the two one-hour sessions to provide you an opportunity to ask questions, network, exchange ideas and provide feedback.

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**Tuesday, May 18**

7:15 – 8:15 AM  
**Fun Run • Meet in Renaissance Foyer at 7:15 am**

For those interested in a bit of exercise, join us for an easy run or walk along the Detroit RiverWalk. With beautiful views of the Detroit River, this 1.5 mile out-and-back run will leave from the GM Plaza and Promenade just outside of the Renaissance Center’s GM Garden.

5:30 – 6:30 PM  
**Poster Session • Renaissance Foyer**

See above description.

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**Wednesday, May 19**

3:00 – 6:00 PM  
**Community Service Project • Meet in Renaissance Foyer at 3:00 pm**

You know a great school garden helps strengthen a Farm to School program, so on Wednesday afternoon attendees will have the opportunity to help Greening of Detroit build a school garden for a Detroit school. This is your chance to get your hands dirty and give back to our great host community. Buses to the garden site will leave from the Marriott immediately following the final workshop session. Sponsored in part by Detroit Food & Fitness and Greening of Detroit.

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**Monday – Wednesday**

**EXHIBIT HALL • Cartier**

Visit the Exhibit Hall to learn about non-profits, institutions, government agencies and businesses working on Farm to Cafeteria issues.

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**National Good Food Network Panel:**

*Session Three – Wednesday, May 19 10:30 to 12:00*

- Learn how the NGFN uses market-based solutions to connect farms to schools
- Hear about the “value chain” model developed by the NGFN in partnership with Sysco Corporation
- Sign up for updates on NGFN resources, webinars and regional convenings
- PLUS! Check out a new farm to school food safety manual and online toolkit

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Heifer International started in 1944, Heifer USA in 1947. Since that time, we’ve focused on local food systems, advocacy, urban agriculture, indigenous peoples and beginning and immigrant farmers in the American Southwest, Mississippi Delta Region and Appalachia. All to help end hunger and poverty and care for the Earth. Learn more at our web site.

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There’s been a Heifer USA almost as long as there’s been a Heifer.

Heifer International started in 1944, Heifer USA in 1947. Since that time, we’ve focused on local food systems, advocacy, urban agriculture, indigenous peoples and beginning and immigrant farmers in the American Southwest, Mississippi Delta Region and Appalachia. All to help end hunger and poverty and care for the Earth. Learn more at our web site.
Thank you to all who made this conference possible!

Local Planning Committee

Ashley Atkinson, Greening of Detroit
Marilyn Barber, D-Town Farms
Paul Baumgartner, Grand Rapids Public Schools
Hillary Bisnett, Ecology Center & Health Care Without Harm
Gloria Bourdon, Genesee Intermediate School District
Alan Breneman, Concord Community Schools
Elaine Brown, Michigan Food & Farming Systems
Garry Bulluck, MSU Extension Wayne County
Jane Bush, Grazing Fields
Erin Caudell, Ruth Mott Foundation
Dan Carmody, Eastern Market Corporation
Diane Conners, Michigan Land Use Institute
Patrick Crouch, Earthworks Garden
Buzz Cummings, University of Michigan – East Quad
Sarah Fillius, Food System Economic Partnership
Diane Golzynski, Michigan Department of Community Health
Jeannie Hausler, Michigan Department of Agriculture
Becky Henne, Michigan Nutrition Network
Carla Iansiti, Michigan State University – Sustainability/Culinary Services
David Lahey, Ann Arbor Public Schools
Colleen Matts, CS Mott Group for Sustainable Food Systems
Marta Mittemaier, Michigan State University – Food Stores
Marla Moss, Michigan Department of Education
Kami Pothukuchi, Wayne State University – SEED Wayne
Theresa Ramirez, Detroit Public Schools
Emily Reardon, Springport Public Schools
Michaela Rehmann, Food System Economic Partnership
Lisa Richter, Earthworks Garden
Kevin Sarb, Michigan Department of Education
Susan Schmidt, The Henry Ford
Anne Scott, CS Mott Group for Sustainable Food Systems
Rick Shapero, Cedarville Community Foundation
Eitan Sussman, Greening of Detroit
Joan Tobin, Eat Local Food
Elissa Trumbull, Agrarian Adventure & Growing Hope
DeWayne Wells, Gleaners Food Bank
Betti Wiggins, Detroit Public Schools
Denise Worden, Michigan Department of Corrections
Malik Yakini, D-Town Farms

National Planning Committee

Le Adams, Farm to Table, National Farm to School Network, Southwest Regional Lead Agency
Emily Becker, Community Food Security Coalition
Debra Eschemeyer, Urban & Environmental Policy Institute, Occidental College, National Farm to School Network
Andy Fisher, Community Food Security Coalition
Heng Lam Foong, Urban & Environmental Policy Institute, Occidental College
Glyen Holmes, New North Florida Cooperative
Glyen Holmes Jr, New North Florida Cooperative
Anupama Joshi, Urban & Environmental Policy Institute, Occidental College, National Farm to School Network
Marion Kalb, Community Food Security Coalition, National Farm to School Network
Kristen Markley, Community Food Security Coalition
Bob Perry, Sustainable Agriculture & Food Systems Working Group, University of Kentucky
Michaela Rehmann, Food Systems Economic Partnership
Keith Richards, Southern Sustainable Agriculture Working Group
Vonda Richardson, New North Florida Cooperative
Blake Robbins, Portland State University
Eddie Rory, New North Florida Cooperative
Sara Tedeschi, UW Madison CIAS, National Farm to School Network, Great Lakes Regional Lead Agency
Hai Vo, Real Food Challenge, University of California - Irvine
Stacey Williams, EcoTrust, National Farm to School Network, West Regional Lead Agency
EXHIBITORS • Cartier

ANNIE’S HOMEGROWN
APPLEGATE FARMS
C.S. MOTT GROUP FOR SUSTAINABLE AGRICULTURE AT MSU
CALDER DAIRY
CAPUCHIN SOUP KITCHEN
CARTIER, RENAISSANCE BALLROOM
CHARTWELLS • THOMPSON HOSPITALITY
COMMUNITY FOOD SECURITY COALITION
D-TOWN FARM
EAT LOCAL EAT NATURAL
EAT LOCAL FOOD LLC
ECOLOGY CENTER
EZ GARDEN LLC
FOOD SYSTEM ECONOMIC PARTNERSHIP
FRESHWAY FOODS
GREENING OF DETROIT
LEARN GREAT FOODS
MICHIGAN DEPARTMENT OF AGRICULTURE
NATIONAL FARM TO SCHOOL NETWORK
SEED WAYNE
TAHER, INC
THE WHOLE PLATE • YOUTH INITIATIVE HIGH SCHOOL
TRUITT BROTHERS
USDA FARM SERVICE AGENCY
USDA RURAL DEVELOPMENT
WALLACE CENTER AT WINROCK INTERNATIONAL

Poster Session Presentations
• Renaissance Foyer

Monday 4:00 – 5:00 pm
Tuesday 5:30 – 6:30 pm

A Garden for Every Child: Growing Food in Urban Areas
Cultivating Connections to Virginia’s Cafeterias—Local Food in Schools, Colleges and Universities
Ensuring Access By Design: Project Re-Designing Your Farmers’ Markets
Examining the Post-Adoption Role of Policy Entrepreneurs Through the Vermont Farm to School Program
Farm and Garden Education Case Studies of the Monadnock Region, New Hampshire
Farm to Preschool: Strategies for Growing Healthy Children
Farm to School — An Initiative Across 3 States
Farms to Schools Fundraiser: A Delicious and Local Way to Raise Money!
Freshen Up with a VISTA!
Growing Sustainable School Gardens; Promoting Healthy Youth Development
Jamestown, RI All Local (within 15 miles) Lunch
Kindergarten Farm Food Initiative: Farm to School in Kansas City
Local Food Initiative and Campus Garden Program at Hotchkiss School
New Hampshire Farm to Cafeteria: Multiple Pathways to Success
Sacred Earth, Sacred Food
Seeds for Learning: New Opportunities for a Philadelphia Community
Solutions to Environmental Problems (STEP): Food Systems Strengthening Farm to School Efforts in Wisconsin Communities through Service Activities
Sustainable Food and Bioenergy Systems: Interdisciplinary Program at Montana State University
Sustainable School Kitchens in Developing Countries: Linking Food, Education, Technology, and Design
The Kitchen Crusaders Youth Leading Youth to Healthy Food
Using Institutional Purchasing to Make Meat Production More Sustainable
Thank you for all that you do to help students across the country enjoy healthy and delicious meals at school every day!

From the lunch tray to the kitchen table, Applegate Farms is committed to changing the meat America eats. Learn how we help inspire change on the farm, in schools, and in communities:

LUNCH LINE
A new documentary, presented by Applegate Farms, to promote change at all stages of the school lunch line.

www.facebook.com/lunchlinefilm

EAT to a NEW BEAT
Art and music mix with food and nutrition facts to motivate kids to eat to a new beat.

www.eatto anewbeat.com

For more information on our natural and organic meat products, visit www.applegatefarms.com

Save the Date!
5th Annual
FSEP Conference
Building a Better Food System in Southeastern Michigan
Thursday, June 24, 2010
Jackson Career Center,
Jackson, Michigan
Register on-line at
www.fsepmichigan.org

FOOD CORPS
IN DEVELOPMENT: AN AMERICORPS SCHOOL GARDEN AND FARM TO SCHOOL PROGRAM

(503) 863-7270
info@food-corps.org
www.food-corps.org

Rooted in the American Farm.

the henry ford
Detroit


Food System Economic Partnership works to catalyze change in the food system of Southeast Michigan through urban and rural collaboration. This is accomplished through programs such as Farm to School and Agriculture Business Development. To learn how you can become involved go to: www.fsepmichigan.org
Plant the seeds of Farm to School

www.farmtoschool.org