



# 7TH NATIONAL FARM TO CAFETERIA CONFERENCE AUSTIN, TEXAS APRIL 15-18, 2014

farmtocafeteriaconference.org  
conference@farmtoschool.org  
512-568-1815

## CALL FOR WORKSHOP, POSTER AND LIGHTNING TALK PROPOSALS

**Proposal Application Period:** September 13 – November 8, 2013

**No proposals will be accepted after:** November 8, 2013

**Proposal Submission link:** <https://www.surveymonkey.com/s/2014ConferenceRFP>

### INTRODUCTION

The 7<sup>th</sup> National Farm to Cafeteria Conference: Powering Up will convene more than 1,000 diverse stakeholders from across the farm to cafeteria movement—food service professionals, farmers, educators, youth leaders, policy makers, advocates, state/federal agency professionals, entrepreneurs, public health professionals and others—who together have the power to affect great change.

### PRESENTATION FORMATS

#### Workshops

Workshops are 90-minute interactive sessions that provide opportunities for significant audience participation. Workshops that build specific skills are highly encouraged, such as grant writing, policy advocacy, facilitation, network/coalition building, engaging with farmers, youth engagement and leadership development. With a limited number of workshop slots available, proposals that highlight one specific program are discouraged. Rather, it is suggested that submissions come from collaborative groups representing similar programs from across the country, creating a more comprehensive workshop on the topic. Slide presentations may be used but are not required. The workshop selection review committee will prioritize proposals that clearly demonstrate interactive elements and opportunities for active audience participation.

#### Posters

Posters should be compelling graphic presentations of programs, projects, research, etc. Posters should clearly illustrate information through graphs, photos, diagrams and a small amount of text. Poster presenters are expected to lead discussions of their poster during the highly interactive Poster Session/Share Fair during day two of the conference. *Poster presenters do not receive a discounted conference registration.*

#### Lightning Talks

Lightning talks are brief presentations (5 minutes maximum), similar to TED Talks, Pecha Kucha, Ignite, talk20, etc. Accepted lightning talks will be grouped into thematic sessions based on the content of the proposed presentation. Lightning talks often include 15-20 highly visual slides and can provide a great opportunity to generate interest in your program, project or idea. They are dynamic, force a tight focus and are likely to draw a larger audience than a conventional session. See: <http://scottberkun.com/2009/how-to-give-a-great-ignite-talk/>  
*Lightning talk presenters do not receive a discounted conference registration.*

Conference host: National Farm to School Network, a project of Tides Center  
Local host: Sustainable Food Center

## PRESENTATION TOPICS

The overarching goal of the conference is to facilitate networking, learning and information sharing on all topics related to local foods in the institutional setting (including but not limited to K-12 schools, preschools/early care settings, afterschool sites, summer feeding programs, senior nutrition programs, colleges/universities, hospitals and prisons). The following is a list of the primary topical themes guiding conference programming.

- **COMMUNITIES BUILDING POWER:** community organizing; building grassroots networks; civic engagement; capacity building and statewide/regional collaborations to realize food system change; engagement of youth and parents
- **FARM TO CAFETERIA ACROSS THE LIFESPAN AND IN ALL SETTINGS:** farm to hospital; farm to preschool (see below for more ideas); farm to school; farm to afterschool programs; farm to college/university; farm to senior centers; farm to prison; farm to “other”; and/or integration of two or more of these programs within a community
- **PROCUREMENT OF LOCAL/SUSTAINABLE FOOD:** successful integration of local and sustainable products in institutional settings; utilizing geographic preference; local product procurement strategies and guidelines within federal nutrition programs; working across the supply chain; nutrition and sustainability guidelines
- **MESSAGING FOR SUCCESS:** innovative communications strategies; story banking; the role of social media in building community and regional efforts; strategies for working with the media; innovative engagement of youth and parents; communications strategies to engage people in policy and advocacy
- **MEASURING AND REPORTING IMPACT:** developing clear project/program evaluation plans; measuring impacts; roles of health, economic, social, environmental (and other) impact measurements; linking outcomes data to advocacy work
- **FOOD JUSTICE:** farm to cafeteria in underserved communities (economically disadvantaged communities, communities of color and others); institutional racism and the farm to cafeteria movement; labor issues; partnerships addressing food security; identifying/empowering food system leaders; incorporating cultural preferences in farm to institution programs
- **FOOD HUBS/INFRASTRUCTURE STRENGTHENING FARM TO INSTITUTION:** food hubs; filling gaps in the middle of the food chain (aggregation, processing, distribution); institutional cafeterias’ roles in food hub development
- **FUNDRAISING FOR FARM TO INSTITUTION:** innovative fundraising approaches (eg., social financing); utilizing state and federal grant and loan programs; basic fundraising skill building
- **TRAINING OPPORTUNITIES/PROFESSIONAL DEVELOPMENT ACROSS THE FOOD CHAIN:** training and technical assistance opportunities for various stakeholder groups (producers, school food service, educators, policy makers, youth, parents, etc); models of professional development
- **EDUCATION ACROSS THE LIFESPAN:** curriculum; school (and other) gardens; worksite wellness programs; opportunities for parent education; youth peer to peer education; movement building

- **ADVOCATING FOR HEALTHY FOOD SYSTEM CHANGE:** engaging in policy (local, state, federal); youth/parents/teachers advocating for change; school wellness policies and farm to school
- **GROWING THE MOVEMENT:** mentoring for farm to cafeteria success; connecting new entrants to seasoned leaders in the farm to cafeteria movement; leadership development strategies; youth leadership development strategies; engaging new partners (veterans groups, juvenile offender programs & others)
- **FARM TO PRESCHOOL** (includes all early child care settings): successful procurement models and strategies for early child care settings; edible education/activities for the youngest; family engagement; training for providers.

### **AUDIENCE**

Attendees at the National Farm to Cafeteria Conference come from a variety of professions and backgrounds including food service, public health, education, policy, agricultural production, school administration, food and nutrition, sustainable agriculture and food systems advocacy, research/academia, students, funders and more. Please try to limit the use of acronyms in order to make your session accessible to all participants.

### **REGISTRATION DISCOUNT (for Workshop Presenters ONLY)**

If your workshop presentation is accepted, your workshop presentation team will be eligible for up to three, \$175 credits toward registration (this equals a 50% discount off the early-bird registration rate of \$350.) Note: Workshop presenters who register after the early-bird registration period still only receive \$175 toward their discounted registration. This discount does not apply to additional field trips, short courses or events you may choose to attend. This credit will be applied when you register for the conference, or you can choose to donate it back to the National Farm to School Network. Presenters may not attend without registering. *Please note that poster presenters and lightning talk presenters are not eligible for a discounted registration.*

### **TRAVEL COSTS**

Presenters (workshop, poster or lightning talk) will cover their own travel costs.

### **ADDITIONAL INFORMATION**

For information regarding workshop, poster or lightning talk content or the submission process, please contact Mary Stein at [mary@farmtoschool.org](mailto:mary@farmtoschool.org) or 406-570-8913. For general conference information, please contact Elizabeth Winslow at [conference@farmtoschool.org](mailto:conference@farmtoschool.org) or 512-568-1815.

### **Submission of a proposal is not a guarantee of its acceptance**

All proposals will be reviewed by the conference Program Committee. Notification of your proposal's status will be provided by December 16, 2013. We look forward to seeing you in Austin, Texas at the 7<sup>th</sup> National Farm to Cafeteria Conference.

### **Audio-Visual**

The proposal survey will ask you to outline your AV needs. You will be contacted regarding the specifics of your AV needs if your session is selected.

## **WORKSHOP, POSTER AND LIGHTNING TALK APPLICATION**

Please go to <https://www.surveymonkey.com/s/2014ConferenceRFP> to submit your application online.  
*No proposals will be accepted after November 8, 2013.*

### **The following is the list of information you will be asked to provide through the online proposal submission form:**

- Lead presenter information (name, title, organization, contact information)
- Lead presenter bio (50 words or less)
- Session title
- Session type (workshop, poster, lightning talk)
- Additional presenter information (name, title, organization, contact information)
- Additional presenter bios (50 words or less)
- Session description (50 word maximum); if selected, this 50 word description will appear in the conference program.

For workshop proposals only, provide the following:

- Please provide a more detailed overview of your workshop (150 words maximum) including two to three learning outcomes describing how participants will benefit from this session and what tools, skills or message(s) participants will “take home.” Learning outcomes should be action statements describing what participants will be able to do as a result of the experience, usually defined in terms of knowledge, skills or attitudes. Learning outcome statements should complete the following sentence with observable and measurable verbs: “After this presentation, the attendee will be able to....”
- Description of audio-visual equipment needs.

All applications:

- Any other information you would like to share about your session proposal (100 word maximum).