

## REGISTRATION FORM

Take advantage of the **Early Registration Discount—\$20 off all registrations received by November 1st!**

Registration is limited so sign up early!  
One Day Rate of \$75

NAME \_\_\_\_\_

COMPANY/ORGANIZATION \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE (REQUIRED ON CREDIT CARD ORDERS) \_\_\_\_\_ FAX \_\_\_\_\_

E-MAIL \_\_\_\_\_

**SUMMIT REGISTRATION FEE** \_\_\_\_\_ **\$125**

(Discount if received by November 1) **- \$20**

**One Day Rate** \_\_\_\_\_ **\$75**

Please indicate if you plan to attend:

**HUNGER CONGRESS** \_\_\_\_\_ **+ \$15**

**THURSDAY LUNCH** \_\_\_\_\_

**SPECIAL DINNER** \_\_\_\_\_ **+ \$40**

**FRIDAY LUNCH** \_\_\_\_\_

**SUMMIT SCHOLARSHIP FUND** (optional) \_\_\_\_\_

**TOTAL \$** \_\_\_\_\_

Please make checks payable to the **Farmers' Market Trust**

CHARGE MY VISA/MC# \_\_\_\_\_ EXP. DATE \_\_\_\_\_

SIGNATURE \_\_\_\_\_

**DIETARY INFORMATION:**  Vegetarian,  Kosher,  other-please specify.

**LIMITED SCHOLARSHIPS** are available to waive or reduce registration fees and/or hotel costs. If you would like to contribute to this fund or are interested in a scholarship, please contact us at 215 568-0830 Ext. 10 or e-mail [fmtrust@libertynet.org](mailto:fmtrust@libertynet.org)

Please send or fax your registration form to:  
The Future of Our Food and Farms • Farmers' Market Trust  
1201 Chestnut Street • Philadelphia, PA 19107  
or Fax: 215 568-0882

**REFUND POLICY:** Cancellations are possible until **November 1, 2000.**  
A \$25 processing fee will be charged.  
No refunds after November 1.

**OVERNIGHT ACCOMMODATIONS:**  
Rooms are available at a discounted rate of \$118 (single or double) per night. Call the Renaissance Hotel at 610 521-5900 and say that you are attending the Future of Our Food and Farms. This special rate is valid until November 15, 2000.

**DIRECTIONS:**  
Directions are available at [www.renaissancehotels.com](http://www.renaissancehotels.com) or by calling the Renaissance Hotel at 610 521-5900.

## LEARN FROM THE EXPERTS

**Michele Clancy** Rutgers Cooperative Extension  
**JoAnn Connolly** Greater Philadelphia Food Bank  
**Becky Cropper** Ohio State University  
**Karen Ensle** Rutgers Cooperative Extension  
**Nikki Eyre** Ohio State University  
**Scott Faber** Environmental Defense  
**Anthony Flaccavento** Appalachian Sustainable Development  
**Madeline Flahive** Rutgers Cooperative Extension  
**Suzy Friedman** Environmental Defense  
**Charlene Gilbert** American University  
**Aaron Gravelle** University of Maryland Cooperative Extension  
**Mike Hamm** Rutgers Department of Nutritional Sciences  
**Alison Harmon** Penn State University  
**Zane Helsel** Rutgers Cooperative Extension  
**Clair Hershey** Hershey Brothers Dairy  
**Matthew Hora** Capital Area Food Bank  
**Tom Kennedy** St. Joseph's University  
**Curtis Kratz** Moyer Packing Company  
**Mary-Jo Langston** PA NEP  
**Sue Leary** Greater Philadelphia Food Bank  
**Cathy Lyons** Penn State University, MANRA  
**Kevin Mitchell** Rutgers Cooperative Extension  
**Walt Peechatka** Penn Ag Industries  
**Constance Perguson** University of Maryland Cooperative Extension  
**Andy Peterson** Rutgers University  
**Corbett Phipps** Ohio Valley Vocational School  
**Jody Tick** Capital Area Food Bank  
**Sherman Tomasino** Rutgers Cooperative Extension  
**Stephan Tubene** Small Farm Institute, University of Maryland  
**Amy van Blarcom** Penn Ag Industries & PA Conservation Districts  
**Ellen Williams** Rutgers Cooperative Extension

**PLUS** MANRA students from the Philadelphia area, and other youth and young adult food system experts

## LIST OF SPONSORS

**HOSTED BY:**  
**Farmers' Market Trust and RISA**

**MAJOR SPONSORS**  
(list incomplete)  
**Land O'Lakes Foundation**  
**Pennsylvania Department of Agriculture**  
**Pennsylvania Nutrition Education Network**

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**Keystone 21: PA Food Systems Professions Education Project - Cheyney University of Pennsylvania,**  
**Pennsylvania State University & The Rodale Institute**  
**Nature's Best Organic Feeds**

**FRIENDS**  
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**American Dairy Association/ Dairy Council Middle Atlantic**

For information on becoming a sponsor of the Future of Our Food and Farms Summit call Meredith Stone at 215 568-0830 Ext. 10 or e-mail [fmtrust@libertynet.org](mailto:fmtrust@libertynet.org).



c/o Farmers' Market Trust, 1201 Chestnut Street, Philadelphia, PA 19107



## Spreading the Bounty Safeguarding the Future

**New Pre-Conference  
HUNGER CONGRESS**

**November 29th to November 30th, 2001**

**Renaissance Hotel  
Philadelphia International Airport**

**Hosted by:  
Farmers' Market Trust & RISA**

**Sponsored in part by:  
Land O'Lakes Foundation  
Pennsylvania Department of Agriculture  
Pennsylvania Nutrition Education Network**

**[www.foodfarm.org](http://www.foodfarm.org)**

## THURSDAY'S PLENARY SESSION

### “Charting the Course for Mid-Atlantic Agriculture in the 21st Century”

Featuring four of the nation's most influential agricultural leaders:

**Arthur Brown, Secretary of Agriculture, New Jersey**  
**Samuel Hayes, Secretary of Agriculture, Pennsylvania**  
**Hagner Mister, Secretary of Agriculture, Maryland**  
**Michael Scuse, Secretary of Agriculture, Delaware**

Join us for this unparalleled opportunity to hear four Secretaries of Agriculture talk about their visions for the future of the food and farming system in the Mid-Atlantic region. This interactive session will include time for questions from the audience.

### NEW THIS YEAR! HUNGER CONGRESS

A new pre-conference event to find out how pending legislation will affect the region. This is an opportunity to voice your concerns and issues to state and federal legislators most involved with hunger issues.

#### WHO SHOULD ATTEND:

Farmers, food industry professionals, government officials, hunger prevention activists, policy makers, community food security advocates, extension agents, chefs, nutritionists, wholesalers, retailers, FFA, researchers, teachers, students, and anyone interested in agriculture, natural resources, the environment, nutrition, and the food system in the Mid-Atlantic region.

#### INFORMATION YOU SHOULD HAVE:

Learn from experts about how the region's food system works today, where it is going, and how we can all help shape policy for the future.

#### PLUS...THURSDAY EVENING, A SPECIAL EVENT

Featuring locally grown foods from the Mid-Atlantic Region prepared by some of the area's great chefs, including: Lynn Buono, Jill Horn, Jack McDavid, Joseph Poon, Dave Stewart, Kevin von Klause, and Delilah Winder.

#### SCHEDULE FOR THURSDAY, NOVEMBER 29TH

9:00 a.m. to 10:30 a.m.

##### Hunger Congress

11:00 a.m. to 1:00 p.m.

##### Opening Plenary Session

1:30 p.m. to 3 p.m.

**Advancing Our Food Supply with Advanced Farming** - Wondering about "advanced" agriculture? This session will explain "advanced" agriculture, how it affects our food supply, its environmental implications, and where it fits into the agricultural production model.

**Building a Self Reliant, Sustainable Food System in a Tobacco Dependent Region** - This hands-on session takes a hard look at the key lessons from Appalachian Sustainable Development's work to build a model of sustainable agriculture. We'll look at education, training, incentives to transition to alternative crops and sustainable practices, cooperative marketing, and branding!

**Community Food Security and the Farm Bill** - Learn about Community Food Security, find out what's going on with the next Farm Bill from a variety of perspectives – and discover how you can impact the final legislation.

**Food Industry Trends for the 21st Century** - An engaging and dynamic presentation on how to think, plan and act strategically to ensure success amidst dramatic food industry trends.

3:30 p.m. to 5:00 p.m.

**Career Education Strategies Utilizing Our Agriculture Industry** - "Teens for the Future" has introduced experiential learning activities for career and workforce preparation in the agriculture industry for youth. Participate in the activities yourself and learn how to develop your own learning laboratories.

**Feeding Children Better in Kids Cafes™** - Discover techniques the popular Kids Cafes™ program uses to meet the challenge of malnutrition and nutrition education for children from low-income families. Food banks from throughout the region share their experiences for you to learn and adapt in your own community.

**Increasing County Food Security - An Action Research Model** - Learn actual food security strategy development and decision-making that you can apply in your community. Panelists will outline the collaborative process they used including mapping, grassroots participation and empowerment – and give you the decision making tools to apply what you learn in your own community.

**Innovative Ways to Market Your Agricultural Products** - Attend this session and learn about the successful and unique marketing techniques that have been used to promote Jersey Fresh products to consumers.

6:00 to 9:00 p.m.

##### Special Dinner

#### SCHEDULE FOR FRIDAY, NOVEMBER 30TH

8:30 a.m. to 10:00 a.m.

**4-H Life & Agriculture Systems Training Series (4-H LASTS)** - Learn about an innovative program that trains teens to teach elementary school students about agriculture. This hands-on workshop will give you the resources to present an abbreviated lesson to other workshop participants.

**Community Food Assessment - What Do We Know about Food Security in our Region?** - We'll discuss ways to monitor community food assessment in this region. Participants will learn the essential components for conducting a Community Food Assessment.

**Homecoming...Sometimes I Am Haunted by Memories of Red Dirt and Clay** - A Presentation of the award-winning documentary written and Produced by Charlene Gilbert and Quinn Eli; Homecoming is the story of African American land loss and a chronicle of black farmers from the Civil War to the present.

**Promoting Private Lands Stewardship in the Next Farm Bill** - Learn how to reform agriculture policies to help the environment, public health, and agricultural communities through the Working Lands Stewardship Act – which would ensure that federal money help farmers, ranchers, and forest landowners protect water quality, wildlife, open space, food safety, and rural communities and promote efforts like farmers markets that help keep smaller farmers on the land.

**Winning Ways with Ethnic Foods** - Come discover and enjoy the diversity of ethnic foods! This session will expose you to a variety of cultural and ethnic foods including locally grown produce and explore how it fits into our rapidly changing demographics and the food system.

10:30 a.m. to 12:00 noon

**From Farm to Table: Making the Connection in the Mid-Atlantic Food System** - Authors will highlight key findings from their ground-breaking report, *From Farm to Table: Making the Connection in the Mid-Atlantic Food System*, discuss the "how to's" of conducting food systems research and outline ideas for future regional research.

**Homecoming...Sometimes I Am Haunted by Memories of Red Dirt and Clay** - See above.

**Learning about Agricultural Issues Through Structured Research and Internship Experiences** - High school and undergraduate agricultural research and internship participants will share ways in which they were able to apply scientific principles to solve agricultural issues.

**Small Versus Large Farms: Can Both Survive?** - Bring your expertise, opinions and an open mind to this stimulating and timely panel discussion about small and large farms competing for survival in the Mid-Atlantic region. Who wins and who loses when farms grow ever larger?

**Wholesale Produce Auctions: Keys to Success** - Learn why wholesale produce auctions might be the best alternative marketing outlet for small family farms and rural communities – and find out the 5 key factors for a successful wholesale produce auction!

#### FRIDAY CLOSING SESSION

12:30 p.m. to 3:00 p.m.

**Spreading the Bounty, Safeguarding the Future** - Where do we go from here? What are the next steps to achieving a better food system in the Mid-Atlantic Region? Led by Kate Clancy, and a panel of food system experts, this final session of the Summit will help us create a blueprint for "Spreading the Bounty, Safeguarding the Future".