



Spreading the Bounty Safeguarding the Future

November 29th and November 30th, 2001
Renaissance Hotel • Philadelphia International Airport

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Farmers' Market Trust & RISA

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Pennsylvania Nutrition Education Network

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*lists are incomplete

Thank you

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Greg Bowman, Food Faith and Farming Initiative
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Rick VanVranken, Rutgers Cooperative Extension
Kevin von Klause, White Dog Café
Jack Watson, Penn State University
Delilah Winder, Bluezette and Delilah's Southern Cuisine
Lynn Wolf

And special thanks to Meredith Stone for her outstanding contributions to the *Future of Our Food and Farms Summit*

Agenda

THURSDAY, NOVEMBER 29TH

- 8:00 a.m. to 9:00 a.m. **Early Registration for Hunger Congress**
- 9:00 a.m. to 10:30 a.m.
Ballroom **Hunger Congress**
- 10:30 a.m. to 11:00 a.m. **Registration**
- 11:00 a.m. to 1:00 p.m.
Ballroom **Lunch – Opening Plenary Session & Presentation of
The Future of Our Food and Farms Career Achievement Award**
- 1:30 p.m. to 3:00 p.m.
Salon V **Session I**
 Advancing our Food Supply with Advanced Farming
Salon VI Building a Self Reliant, Sustainable Food System in a Tobacco Dependent Region
Salon VII Community Food Security and the Farm Bill
Salon VIII Food Industry Trends for the 21st Century
- 3:30 p.m. to 5:00 p.m.
Salon V **Session II**
Salon VI Career Education Strategies Utilizing Our Agriculture Industry
Salon VII Innovative Ways to Market Your Agricultural Products
Salon VIII Feeding Children Better in Kids Cafes™
 Increasing County Food Security – An Action Research Model
- 6:00 p.m. to 9:00 p.m. **Autumn Harvest Dinner**

FRIDAY, NOVEMBER 30TH

- 8:30 a.m. to 10:00 a.m.
Ballroom **Session III**
Salon V 4-H Life & Agriculture Systems Training Series (4-H LASTS)
Salon VI Community Food Assessment – What do we know about food security in our region?
Salon VII Homecoming: Sometimes I am Haunted by Memories of Red Dirt and Clay
Salon VIII Promoting Private Lands Stewardship in the Next Farm Bill
 Winning Ways with Ethnic Foods
- 10:30 a.m. to 12:00 noon
Salon V **Session IV**
Salon VI From Farm to Table: Making the Connection in the Mid-Atlantic Food System
Salon VII Homecoming: Sometimes I am Haunted by Memories of Red Dirt and Clay
 Learning about Agricultural Issues Through Structured Research and
 Internship Experiences
Ballroom Small Versus Large Farms: Can Both Survive?
Salon VIII Wholesale Produce Auctions: Keys to Success
- 12:30 p.m. to 3:00 p.m.
Ballroom **Lunch – Closing Session & Presentation of Mid-Atlantic Innovation
and Leadership Award**

The video *Our Food – Our Future* will be shown during breaks in the exhibit area.

Welcome

Welcome to the third annual *Future of Our Food and Farms Summit*

We are thrilled that you are joining us in learning about the food system, sustaining farming in the Mid-Atlantic region, improving community food security, and building partnerships among businesses, organizations, public agencies, and consumers to make affordable and nutritious food available to everyone.

For the past two years, the Farmers' Market Trust and RISA have hosted the *Future of Our Food and Farms Summit*, convening hundreds of community leaders concerned about the food and farming system of the Mid-Atlantic region. These leaders gather to network, learn from each other, and create awareness about community food security in the region for more effective food and farm policy.

At last year's Summit, several key issues arose consistently in presentations, participant discussions, Summit evaluations, and informal feedback. These overarching issues incorporated some of the most critical problems facing America's food industry from farmer to consumer. Summarized below, the issues include: 1) The widening gap between consumers and their food source; 2) Lack of public awareness of the interconnection between farming, suburban sprawl, and limited food access in urban areas; and 3) Food safety and access to information about the safety of the food supply.

ISSUE 1: The widening gap between the public and their food source

Too many people no longer know anything about food before it arrives at a retail outlet. This reflects in part the demographics of American agriculture; less than 2 percent of the population now engages in farming. While the number of farmers' markets is growing in the region, direct consumer-farmer contacts are miniscule compared to contacts between consumers and supermarkets or fast food chains. Disconnected from the source of their food, developing and maintaining a healthy food and farming system is an issue of low priority for most Americans. The issue recedes further within the context of an increasingly global economy that seemingly offers an unlimited supply of food. An all too common assumption is that if we pave our farmland and our farmers can no longer stay in business, we can import all the food we need from countries around the world.

For consumers, it can also be a question of good health. Replacing fresh food with prepackaged fast food laden with fat, sugar, and salt has had consequences: youth are increasingly obese, children are diagnosed with coronary heart disease, and youth of all ages are experiencing skyrocketing rates of diabetes.

Summit participants offered many ideas about how to deal with the public's disconnection from the source of their food — farming. Summarized below, these ideas make one consistent point: we need to increase public awareness of the food and farming system, and we need to focus heavily on youth.

WHAT IS NEEDED: Strengthen connections between people, particularly youth, and the food and farming system

Technology and disappearing farmland are likely to widen the gap between consumers and food unless steps are taken to offset this trend. Organizations and individuals concerned with farming, farmland, health, nutrition, and related subjects need to use whatever resources they have to reawaken the public, to reconnect urban and suburban Americans to the food and farming system. Marketing, advertising, and public relations initiatives, as well as funding, should be expanded to promote agriculture and farming. This needs to be a collaborative effort in which organizations share resources, experiences, and expertise, and it should encompass the Mid-Atlantic region rather than focus on one state.

Such an initiative must be multi-generational, though, it is particularly important for youth. Ideas for generating awareness among youth focused on introducing agriculture into all levels of the region's education system through such activities as including agro-ecology in the core curriculum, increasing collaboration between universities and high schools for student recruitment and mentoring, and promoting the more direct marketing of nutritious farm products to these institutions.

ISSUE 2: The unrecognized interconnection between farming, suburban sprawl, and urban food access

The growth of suburbs has occurred in tandem with rapid farmland loss and loss of access to fresh food in many urban areas. Often the connection between expansion of suburbia and contraction in food access in urban America is missed. However, these phenomena are

related and reinforce each other. Suburban subdivisions push farmers farther and farther out from urban markets directly or indirectly through tax laws, zoning regulations, and land use policies. Skyrocketing land values offer farmers higher profits from selling their land than from crop production. As suburbs have reached deeper into remaining farmland, the number of farmers has decreased steadily, until eventually the critical mass needed to sustain agricultural support services has disappeared, making it harder for the remaining farmers to stay in business. At the same time, the demise of the local retail grocer who bought produce from local farmers has exacerbated the struggle of smaller-scale growers to find markets. And as supermarkets followed middle-income populations to the suburbs, lower-income residents of inner cities were left with limited or no access to healthy fresh foods.

WHAT IS NEEDED: Build bridges between rural, urban, and suburban communities for mutual benefit

First we must make the connections between farmland loss, suburban growth, and declining urban access to fresh foods so that the full picture is visible. To do this will require a change in the model from which we work. Currently, each municipality handles these issues separately within its discrete political and tax boundaries. Municipalities need to think beyond their own borders to coordinate public policies, eliminate factionalism of the old political boundaries, and create new initiatives that link tax policies, growth/zoning/land use policies, infrastructure investments, and preservation efforts. Municipal zoning that protects prime agriculture areas/land needs to be strengthened and enforced.

In addition to working across political boundaries, we need to build alliances across stakeholder groups. Two groups, 10,000 Friends and NJ Future, that include farm bureau members, farmland preservations, and those concerned with urban sprawl among their supporters offer a useful model.

Finally, we need to increase initiatives that link farmers with urban and suburban dwellers at a very practical level. For example, expanding WIC coupon usage in farmers' markets will assist both farmers and lower-income people. Also, increasing the number of farmers' markets in lower-income urban areas will build connections between underserved urban communities and farmers seeking markets for their products.

ISSUE 3: Knowing the food we eat is safe

Concern about the safety of the food supply surfaced frequently at the 2000 Summit, particularly in relation to genetically modified organisms (GMOs), which generated intense discussion from people on all sides of the debate. Opinions diverged widely; some believed it is too soon to draw conclusions about GMOs while others were strongly opposed to their usage. Among participants, one area of common concern focused on the issue of the potential danger of allergic reactions to GMOs. Given the likelihood that the food supply will be increasingly modified through science and technology, GMOs may represent the leading edge and a technology that will undergo more scrutiny and hopefully emerge with more potential if used responsibly.

WHAT IS NEEDED: Information about the safety of the food supply

Overall the most widely discussed options for dealing with the new realities of the food supply called for information—along all points of the food production-consumption continuum so that consumers can make informed decisions. Specific suggestions included labeling foods using genetically engineered seeds to avoid possible allergic reactions; obtaining more information about GMOs themselves through rigorous testing before distribution (as is required for new drugs), increasing information sharing and coordination among regulatory agencies involved with food and GMOs, possibly reassessing FDA oversight on GMOs, and more. In addition, participants suggested expanding food labels to provide better information on nutritional value, origin of the product, and production methods.

We hope this Summit will not only provide an opportunity for more lively debate about current issues, but also lay the groundwork for cooperative efforts to find solutions to the pressing problems facing our food and farming system.

MID-ATLANTIC INNOVATION AND LEADERSHIP AWARD

Capital Area Food Bank
and
Chesapeake Bay Foundation
for the collaborative project *From the Ground Up*
and
Capital Area Food Bank
for the publication *From Farm to Table*

This award honors the innovation and leadership of Lynn Brantley, Matthew Hora, and Jody Tick of the Capital Area Food Bank and Michael Heller of the Chesapeake Bay Foundation. Through their hard work and long-standing commitment to their community, they have significantly improved the food and farming system in the Mid-Atlantic region.

From the Ground Up, founded in 1992, is based on 20 acres of the Clagett Farm in Upper Marlboro, Maryland, and provides fresh, affordable and sustainable produce to low-income neighborhoods in Washington, D.C. Some of the produce is sold through Community Supported Agriculture (CSA), in which over 300 customers receive a weekly “share” of produce in exchange for a single payment, available to low-income residents at reduced prices. The rest is sold at the Anacostia Farmer’s Market, begun in 1999 with the Union Temple Baptist Church as a way to address both the need of local growers for profitable markets and the need of urban residents for access to fresh and affordable produce. With the market and CSA, the Capital Area Food Bank and Clagett Farm bring together a variety of income and cultural groups through the production and distribution of farm-fresh produce. (www.clagettfarm.org)

From Farm to Table, published by the Capital Area Food Bank, analyzes the production, distribution, and consumption of fresh produce in the Mid-Atlantic region of the United States, and identifies international and national trends influencing each sector of the food system. The report catalogues the locations of food outlets and assesses food security in the metro Washington, D.C. area, describing how the structure of the local food system affects low-income residents. The report is designed to be an educational tool for those who wish to understand how fresh produce reaches local communities and what mechanisms operate the modern food system. (www.clagettfarm.org)

Special Guests

ARTHUR R. BROWN, JR.

Secretary of Agriculture, New Jersey

2001 Recipient of the *Future of Our Food and Farms Career Achievement Award*



Art Brown, Secretary of Agriculture for the state of New Jersey, is the 2001 recipient of the *Future of Our Food and Farms Career Achievement Award*. As Secretary of Agriculture under four Governors, Art Brown's pioneering work, innovation, and leadership have significantly improved the food and farming system in New Jersey and the Mid-Atlantic region. This award recognizes Art Brown's long-standing commitment to the agriculture community, his significant contribution to the food and farming system in the Mid-Atlantic region, his outstanding leadership and innovation, his work to advance the sustainability of the region's food system, his efforts to increase food availability to those most in need, his tireless promotion of the value of regional agriculture, and his pioneering work to improve the connection between farmers and consumers in New Jersey.

Secretary of Agriculture Art Brown—leading the state's agricultural agenda in New Jersey, the most urban state in the nation—faces a wide variety of challenges and issues. Appointed as Secretary of Agriculture in 1982, Brown charted a course for taking Garden State agriculture into the 21st century, a course focused on marketing, farmland preservation, biological control, soil and water conservation, and animal and plant disease prevention.

The Department of Agriculture set national marketing standards with its award-winning Jersey Fresh program. Nationally recognized for its efforts in biological control—using beneficial insects against crop pests—the department also forged strong goals to preserve the natural resources of the state with a broad soil and water conservation program.

In a state faced with the loss of farmland due to development, new measures have been established to retain agriculture's thriving, healthy status. Particularly notable are the Garden State Trust Fund, a constitutionally dedicated source of funding for farmland and open space preservation, that will fuel the preservation of 500,000 acres of farmland by 2010, and recent amendments to the state Right to Farm Act, legislation which protects responsible farmers from unnecessary government restrictions and nuisance legal actions.

Born in Fulton, New York and raised on a Massachusetts dairy farm, Brown learned early of the many agricultural challenges. Brown worked as a county agriculture agent for eleven years and attained professorship at Cook College before being named Secretary of Agriculture. He also held numerous positions with various agricultural firms over the years prior to that. With a bachelor of science degree in animal science from the University of Massachusetts in hand, Brown earned a master's degree in horticulture from Cook College, Rutgers University in 1977.

A member of the National Association of State Departments of Agriculture, Brown currently serves as chairman of the United States Department of Agriculture's Census Advisory Committee and chairman of both the New Jersey State Agriculture Development Committee and the State Soil Conservation Committee. He is also a trustee of the Southern New Jersey Development Council and Chairman of the Aquaculture Advisory Council. In 2001 he was named to the Farm Credit Regional Council as a representative of the Northeastern states.

In 1999 he was elected president of Food Export USA/Northeast (formerly EUSAFEC); appointed by Governor Christie Whitman as a member of the Northeast Interstate Compact Commission; named to the United States Department of Agriculture's Advisory Committee on Agriculture Statistics; and inducted into the New Jersey Nursery & Landscape Association's Hall of Fame.

He is a member of the Board of Managers of the New Jersey Agricultural Experiment Station, and a member of the New Jersey Agricultural Society, the New Jersey Agriculture Museum, the New Jersey District Export Council of the United States Department of Commerce, the National Association of State Departments of Agriculture and the New Jersey State Planning Commission.

Formerly, Brown served on the National Commission on Agriculture and Rural Development Policy; as past president and executive board member of the National Association of State Departments of Agriculture; as past president of the Northeastern Association of State Departments of Agriculture and the Eastern United States Agricultural and Food Export Council; on the board of directors of the United Fresh Fruit and Vegetable Association; as member of the United States Department of Environmental Protection's State/EPA Operations Committee; and on the United States Department of Agriculture's Advisory Committee on Swine Health Protection.

Brown has received the National Future Farmers of America's highest honor, the Honorary American Farmer Degree; the Southern New Jersey Development Council's Statesman Award; and the Golden Flower Award from the New Jersey State Florists Association and the New Jersey Plant and Flower Growers Association; and the New Jersey Education Association's 1996 Leadership Award.

He was named the 1995 Horseman of the Year by the New Jersey Horse Council and he received the President's Award from the US Harness Writers Association in 1996. In 2001 he was named Horseperson of the Year by the New Jersey Equine Advisory Board.

In 2000, Brown received the New Jersey Agricultural Society's Gold Medallion Award for service to the industry, the Essex County Board of Agriculture's Distinguished Service Award, and the New Jersey Farm Bureau's Distinguished Service to New Jersey Agriculture Award.

Special Guests



SAMUEL E. HAYES, JR.

Secretary of Agriculture, Pennsylvania

Representative Hayes was a lawmaker and legislative leader in the PA House of Representatives from 1970-1992. Representative Hayes served as Majority Leader and Whip in the PA House of Representatives. Secretary Hayes has a Bachelor of Science Degree and a Master of Education Degree from the Pennsylvania State University. Secretary Hayes served on active duty with the U. S. Army and is a veteran of the Vietnam War where he received the Bronze Star.

Secretary Hayes serves as Chairman of many committees, including, Pennsylvania Farmland Preservation Board; Pennsylvania Farm Show Commission; Pennsylvania Animal Health Commission; Hardwoods Development Council; Chairman, Agriculture Law Center Board; and the Pennsylvania Fair Advisory Board.

Samuel Hayes has also received many awards and recognitions. Some of the awards and recognitions received by Secretary Hayes include: Alumni Fellow, The Pennsylvania State University; Outstanding Alumni Award, The Pennsylvania State University; Doctor of Laws, Honorary, Juniata College; Man of the Year Award, Pennsylvania Rural Electric Cooperatives; Leadership Award, Pennsylvania State System of Higher Education; Honorary County Agent Award, County Agents of Pennsylvania; Livestock Hall of Fame, Pennsylvania Livestock Association; Guardian of Small Business Award, Pennsylvania Federation of Small Business; Pennsylvania 4-H Alumni Award, Pennsylvania 4-H; National 4-H Alumni Award, USA 4-H; Keystone Farmer Degree, Honorary, Pennsylvania FFA; American Farmer Degree, Honorary, National FFA; Young Farmer Award, Honorary, Pennsylvania; Lawmaker of the Year, Pennsylvania Retailers Association, Barn Raiser Award, Pennsylvania Farm Bureau; Special Leadership Award, Pennsylvania Rural Electric Cooperatives; Humanitarian Award, Chapel of Four Chaplains; Transportation Advocate of the Year Award, Pennsylvania Highway Information Association; Paul Harris Fellow Award, Rotary International.

Currently, Samuel Hayes is a member of the Board of Trustees, Pennsylvania State University, the Pennsylvania State Board of Education, the Warriors Mark Grange, the Pennsylvania Farm Bureau, the American Legion, and the Veterans of Foreign Wars.



HAGNER R. MISTER

Secretary of Agriculture, Maryland

Hagner R. Mister was appointed Secretary of the Maryland Department of Agriculture on February 1, 2001. He was Deputy Secretary of the Department of Agriculture from December 1998 until his appointment as Secretary. Mr. Mister owns and operates a farm in Calvert County, Maryland. A life-long resident of Calvert County, Mr. Mister graduated from Calvert County High School, and attended the University of Maryland. For more than 30 years, Mr. Mister worked with farmers in Southern Maryland, primarily in his capacity as District Conservationist for the U.S.D.A. Natural Resources and Conservation Services. Mr. Mister is a member of the Soil Conservation Society of America, and in 1983, received a Commendation Award from that group. Mr. Mister also served as President of the Old Line Chapter of the Soil Conservation Society of America in the State of Maryland. He is a member of the National Association of Conservation Districts.

From 1990 to 1998, Hagner Mister was a member of the Board of County Commissioners for Calvert County, and for five years, served as Board President. For nine years, Mr. Mister was a member of the Calvert County Board of Education, and likewise served as President of that organization. He also served in the Maryland National Guard and the Army Reserves.

Hagner Mister's many community activities include being a member of the Environmental Commission in Calvert County, and the Prince Frederick Lodge, No. 142 A.F. & A.M. He is also a member of the Calvert County Farm Bureau, and the Trinity United Methodist Church.

Mr. Mister has been a leader in economic development, not only in Calvert County, but also throughout the region, having served as Chairman for the Tri-County Council for Southern Maryland.

Hagner Mister's duties at the Maryland Department of Agriculture include heading the agency's operations, and interacting with a multitude of institutions, agencies, and organizations, including the Maryland General Assembly and the Governor's Office.



MICHAEL T. SCUSE

Secretary of Agriculture, Delaware

Michael T. Scuse was sworn in as Delaware's Secretary of Agriculture on May 11, 2001. Prior to his appointment as Secretary of Agriculture, Michael Scuse has served the public in several areas. He served for four years as chair of the Kent County Regional Planning Commission, as Kent County Recorder of Deeds from 1987-1994, and State Committee Chairman of the Farm Service Agency. He is currently the northern zone chairman of Ducks Unlimited.

Secretary Scuse, 46, currently farms 1,700 acres with his brother Dale. They grow corn, soybeans, and wheat. He resides in Smyrna with his wife, Patrice, and their two daughters.



RICK FOSTER

Vice President for Programs, W.K. Kellogg Foundation

Dr. Rick Foster is vice president for programs at the W.K. Kellogg Foundation of Battle Creek, Michigan. His programming duties include guiding Foundation efforts in food systems, rural development and leadership. Dr. Foster also serves on the Executive Team that provides overall direction and leadership for the Foundation. Specific programming initiatives for which he is responsible include: Integrated Farming Systems, Food Systems Professions Education, Managing Information with Rural America, Mid South Delta Initiative, People and Land, and the Kellogg National Leadership Program.

Dr. Foster joined the Foundation in 1991 as a visiting professional while on sabbatical leave from the University of Nebraska, where he served as a professor of agricultural education. Prior to joining the Foundation as a visiting professional, he worked in international development activities at the School of Agriculture for the Humid Tropics (E.A.R.T.H.) in Costa Rica. Dr. Foster was selected for a staff position as a program director in 1992 and appointed vice president in 1995.

Previously, Dr. Foster taught at Iowa State University, the University of Idaho, and the University of Nebraska in Lincoln between 1976-1992. He also was a Group VIII Kellogg National Fellow from 1987 to 1990.

Dr. Foster received his bachelor's, master's and doctoral degrees in agricultural education from Iowa State University in Ames. He has received many awards and honors, including the E.B. Knight Award from the National Association of Colleges and Teachers of Agriculture for outstanding scholarly publication (1990-91). He was recognized with the Distinguished Teaching Award (1987) and the Outstanding Young Professor (1990) at the University of Nebraska. He was cited as the Outstanding Student Advisor at the University of Idaho (1983). He has received distinguished service recognition from the National FFA organization, the Iowa State University Alumni Association, the National Board on Agriculture and the College of Education



KATE CLANCY

Kate Clancy is Managing Director of the Henry A. Wallace Center for Agricultural and Environmental Policy at Winrock International, and Director of the Agriculture Policy Project at the Center. Previously, she was Professor in the Department of Nutrition and Food Service Management at Syracuse University, where she taught courses in food systems, food policy, community nutrition, and food and the law.

From 1977 to 1982, she was Nutritionist and Policy Advisor at the Federal Trade Commission, and prior to that was Assistant Professor at Cornell University. In 1985 she was a Resident Fellow at the National Center for Food and Agriculture Policy, and in 1995 was Visiting Professor at the Center for Integrated Agricultural Systems at the University of Wisconsin. She received her Bachelor's degree in Nutrition at the University of Washington and her Doctoral degree at the University of California at Berkeley in Nutrition Sciences.

Dr. Clancy has done research in a number of areas, including television advertising to children, food safety policy, domestic anti-hunger programs and policy, dietary guidance, sustainable agriculture, organic food, food systems planning, and others. She has served on a variety of boards and committees, including the Food Advisory Committee of the FDA, the Governing Council of CSARE, the Statewide Advisory Council of Cornell Cooperative Extension, the Soul of Agriculture project, and the Board of Directors of Bread for the World. Kate was a founding member of the Onondaga County Food System Council and the New York Sustainable Agriculture Working Group. She is on the Board of the Michael Fields Agricultural Institute, and is former President of the Agriculture, Food and Human Values Society, the Society for Nutrition Education, and the board of the Wallace Institute for Alternative Agriculture.

She has been a consultant to many community food security and local food systems projects, and has written and spoken extensively on both areas. Her present interests are in capacity building for local policy efforts, food systems development, biotechnology, and the interface of agriculture and rural development.

J. PHILIP GOTTWALS

Philip Gottwals is the director of Claggett Wolfe Associates' agricultural-based economic development services. Mr. Gottwals specializes in economic and business development planning for resource based industries and rural communities. Mr. Gottwals leads industry specific economic research; strategic planning initiatives; land-use planning; entrepreneurial and leadership training; market research; agribusiness incubator feasibility studies; and design studies for financial support programs. Recent projects include strategic and business planning for public and private sector clients, regional studies of food marketing systems, and the design of a \$225 million tobacco transition program for the State of Maryland. Mr. Gottwals is also the co-author of *"Tilling the Soil of Opportunity: A Guide for Agricultural Entrepreneurs."*

Thursday
NOVEMBER 29TH

8:00 a.m. to 9:00 a.m.

Early Registration for Hunger Congress

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

HUNGER CONGRESS

Speakers

Diane Allen, State Senator, NJ

Sam Hayes, Secretary of Agriculture, PA

Joe Hoeffel, U.S. Representative, PA

Kathy Manderino, State Representative, PA

Bill Schluter, State Senator, NJ

Anthony Hardy Williams, State Senator, PA

Moderator

JoAnn Connelly, President, Greater Philadelphia Food Bank

The Hunger Congress is an opportunity for anyone concerned about hunger issues to hear from key elected officials about recent legislative policies affecting hunger in our region. Panelists and the audience will discuss:

- Policy implications of third national hunger study commissioned by America's Second Harvest
- Terrorism, the economy and the economic impact on emergency food system
- Components of the farm bill – food stamps, WIC, nutrition education

The Congress will present a forum for legislators to discuss their views and for advocates and constituents to ask questions and raise issues.

10:30 a.m. to 11:00 a.m.

Registration

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

Lunch

Opening Plenary Session – *Charting the Course for Mid-Atlantic Agriculture in the 21st Century* & Presentation of Future of Our Food and Farms Career Achievement Award

Speakers

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

Arthur Brown, Secretary of Agriculture, NJ

Samuel Hayes, Secretary of Agriculture, PA

Hagner Mister, Secretary of Agriculture, MD

Michael Scuse, Secretary of Agriculture, DE

Moderator

Rick Foster, Vice President of the W. K. Kellogg Foundation

What will the food and farming system look like in this region in the future? How can we foster strong locally based community food systems, connect our rural and urban communities, and ensure that underserved communities are well served? What is the role of government? Hear four Secretaries of Agriculture discuss their visions for the future of the food and farming system in the Mid-Atlantic region and how they see us working together as a region to build a safe and secure community food system.

1:30 p.m. to 3:00 p.m.

SESSION I

Advancing our Food Supply with Advanced Farming

Amy Van Blarcom, PennAg Industries and the PA Conservation Districts ■ *Walter Peechatka, PennAg Industries Association*

Most of the world's food supply is produced, processed and distributed on a large-scale production cycle. There are few self-sufficient, small farms left. How we deal with the evolution to large-scale farming will affect the future of agriculture in our states, the region, and the nation. 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

Anthony Flaccavento, Appalachian Sustainable Development

Take a hard look at the successes, failures, and key lessons in Appalachian Sustainable Development's work to build a model of sustainable agriculture in a tobacco dependent region. This hands-on session will explore how education, training, incentives to transition to alternative crops and sustainable practices, cooperative marketing, and branding have impacted farmers. Share your own experiences and learn how you can apply the lessons learned to your community.

The Farm Bill and Community Food Security

Zane Helsel, Rutgers Cooperative Extension

Find out what the upcoming Farm Bill will mean for the region, farming, hunger, and food security from a variety of perspectives. Discover how you can impact this critical legislation.

Food Industry Trends for the 21st Century

Tom Kennedy, St. Joseph's University

Participate in an engaging and dynamic presentation and learn how to plan and act strategically to ensure success amidst the dramatic changes in food industry trends.

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

SESSION II

Career Education Strategies For the Agriculture Industry

Becky Cropper, Ohio State University Extension, Community & 4-H Youth Development ■ Nicola Eyre, Ohio State University Extension, 4-H Youth Development ■ Aaron Gravelle, University of Maryland Cooperative Extension, 4-H Youth Development ■ Kara Napier, 4-H Teens for the Future ■ Corbett Phipps, Ohio Valley Vocational School ■ David Semple, 4-H Teens for the Future ■ Abbey Yochum, 4-H Teens for the Future

“Teens for the Future,” a group of teens from three rural counties, has developed experiential learning activities in career and workforce preparation in the agriculture industry, for youth groups, school enrichment programs, and field days. Take part in some of the activities and collect key information that will help you develop your own learning laboratories. Also learn key information about funding sources and program evaluation.

Innovative Ways to Market Agricultural Products

Madeline Flahive DiNardo, MBA, Rutgers Cooperative Extension ■ Dr. Karen Ensle, RD, FADA, CFCS, Rutgers Cooperative Extension ■ Michele Clancy, RD, MBA, EFNEP and FS-NEP, Rutgers Cooperative Extension

Learn how to collaborate with local agricultural businesses and government agencies to execute a marketing plan that promotes agricultural products and nutrition education. The Union County Board of Agriculture, in cooperation with Rutgers Cooperative Extension, has received “Jersey Fresh” matching funds grants from the NJ Department of Agriculture since 1995. The promotion has grown from demonstrations at Expanded Food and Nutrition Education Programs (EFNEP) and a brochure listing farm markets and garden centers, to an Internet site, cable television advertising, and a nutrition education program that reaches 10,000 youth in urban elementary schools.

Feeding Children Better in Kids Cafes™

John Kim, Capital Area Food Bank ■ Sue Leary, Kids Café, Greater Philadelphia Food Bank ■ Invited, Kids Café Coordinators from regional food banks

The average child in the U.S. sees 10,000 food ads every year; 95 percent are for fast foods, sugared cereals, soft drinks or candy (*Kelly Brownell, Yale University*). The popular Kids Café program, sponsored by regional food banks, meets the challenge of malnutrition and nutrition education for children from low-income families. Learn how this innovative program works and how each food bank matches needs and community values with resources.

Increasing County Food Security – An Action Research Model

Michael Hamm, Rutgers University, Nutritional Sciences Department ■ Andy Peterson, Rutgers University, Center for Social & Community Development ■ Judith G. Urban, Visiting Nurse Association of Central Jersey ■ Ellen Williams, Rutgers Cooperative Extension

Learn how to develop a food security strategy and apply decision-making models in your community. This panel will present a model for communication, collaboration, and coordination with regard to food production, distribution, and assistance programs among federal, state, and local governments; the agriculture community; and community-based organizations and community residents. Panelists will outline the collaborative process followed in addressing current food security issues in Monmouth County, New Jersey. Areas of focus include: community mapping, grassroots citizen participation, organizing principles, and empowerment. Learn food security strategy development and decision-making that you can apply in your community.

6:00 p.m. to 9:00 p.m.

AUTUMN HARVEST DINNER

Feast on foods from the Mid-Atlantic region prepared by some of the area's greatest chefs, including Lynn Buono of Feast Your Eyes, Jill Horn of Jill's Vorspiele, Jack McDavid of Jack's Firehouse, Joseph Poon of Joseph Poon Asian Fusion Restaurant, Kevin von Klause of the White Dog Café, and Delilah Winder of Bluezette.

Enjoy a cocktail reception and then savor the goodness of each chef's unique recipes cooked right before you, and beautifully presented.

Tickets are available for \$40.00 at the conference registration desk.

Friday

NOVEMBER 30TH

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

SESSION III

4-H Life & Agriculture Systems Training Series (4-H LASTS)

Kevin J. Mitchell, Rutgers Cooperative ■ Sherman L. Tomasino, Rutgers Cooperative Extension

The 4-H LASTS program is a method, through school enrichment activities, to “mainstream” agriculture (food and fiber system) information into existing school curriculums. 4-H LASTS trains teens with a strong background in biological sciences to teach activities emphasizing the importance of agriculture in the life science system to elementary school students. Learn about the 4-H LASTS program and training process, participate in small groups to work with sample lesson plans and teaching supplies, and prepare and present an abbreviated lesson.

Community Food Assessment – What Do We Know About Food Security in our Region?

Alison Harmon, Penn State University ■ Mary-Jo Langston, Pennsylvania Nutrition Education Network

Learn how to conduct a Community Food Assessment. Find out about resources describing methods, results, and information collection strategies that will begin to map current Community Food Assessment activities in the Mid-Atlantic region. Materials providing direction for the development of plans for implementing Community Food Assessment activities that you can promote in your community will be shared. Discuss ways to monitor Community Food Assessment activity in the region and your community.

Homecoming: Sometimes I am Haunted by Memories of Red Dirt and Clay

Watch this beautiful PBS 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. Quinn Eli, author of, *Homecoming – the Story of African-American Farmers*, the companion book to the PBS documentary, will discuss the book after the video presentation.

“This is the story of my family. This is the story of black farmers in the 20th century. This is a story of land and love.” – Charlene Gilbert

Promoting Private Lands Stewardship in the Next Farm Bill

Suzy Friedman, Environmental Defense

Find out how we can reform agriculture policies to help the environment, public health, and agricultural communities through the Working Lands Stewardship Act. The Act would ensure that federal money helps farmers, ranchers, and forest landowners protect water quality, wildlife, open space, food and water safety, and rural communities, and would promote efforts like farmers’ markets that help keep smaller farmers on the land.

Winning Ways with Ethnic Foods

Constance Pergerson, University of Maryland Cooperative Extension ■ Dr. Stephane Tubene, Small Farm Institute

International and unfamiliar foods are plentiful in many local markets. This session will provide exposure to a diverse variety of cultural foods including locally grown produce. Participants will learn about implications for incorporating new foods in meal planning; nutrient content of new foods; cultural variances/similarities in preparation, intake, and acceptance of new foods; impacts on selection, purchasing, and utilization of alternative foods; and alternatives for preparation of select food items.

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

SESSION IV

From Farm to Table: Making the Connection in the Mid-Atlantic Food System

Jody Tick, Capital Area Food Bank ■ Matthew Hora, Capital Area Food Bank

Talk with the authors of the report, *From Farm to Table: Making the Connection in the Mid-Atlantic Food System*. For the first part of the session the authors will highlight key findings from the report, with an emphasis on Mid-Atlantic food system trends, agricultural capacity, distribution networks and access to food in metropolitan Washington, D.C. The second part of the session will be a discussion of the “how to’s” of conducting food systems research, and ideas for a future regional research agenda.

Highlights of the report will be provided to session participants, and the report will be available for purchase.

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Learning about Agricultural Issues Through Structured Research and Internship Experiences

Catherine Lyons, *Minorities in Agriculture and Natural Resources Association (MANRA)* ■ Student members, *MANRA and Jr. MANRA*

Enjoy the stories of urban, rural, and suburban students about how their agricultural education has changed their lives. High school and undergraduate students will discuss their experiences with agricultural research and internships, and will share ways in which they were able to apply scientific principles to solve agricultural issues. Find out some surprising information about the new generation of agricultural leaders.

Small Versus Large Farms: Can Both Survive?

Joe Gulick, *Hostetter Management Company* ■ Clair Hershey, *Hershey Brothers Dairy* ■ Todd Hopkins, *Forks Farm* ■ Walt Peechatka, *PennAg Industries* ■ Richard Poorbaugh, *Penn State Cooperative Business Education & Research Program* ■ John Urbanchuk, *AUS Consultants*

Are trends toward vertical integration of food production and distribution systems and larger more efficient farms compatible with consumers' growing concerns about where and how their food is produced? Who wins and who loses when farms grow ever larger? Are small and large farms competing for survival in the Mid-Atlantic region? What common interests among producers and consumers could guide policy initiatives to keep small family farms viable? Bring your expertise, opinions and an open mind to this stimulating and timely panel discussion.

Wholesale Produce Auctions: Keys to Success

Dr. Stephan Tubene, *The Small Farm Institute*

Small farms have struggled to keep up with the economic and technological changes that have affected the U.S. agricultural industry since the last decade. Small family farm operators need alternative marketing strategies more than ever in order to survive in the twenty-first century. Wholesale produce auctions might be the best alternative marketing outlet for small family farms and rural communities. This session discusses five key determinants for a successful wholesale produce auction.

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

Lunch

Closing Session – Next Steps: Building a Safe and Secure Food System & Presentation of Mid-Atlantic Innovation and Leadership Award

Speakers Kate Clancy, *Director of the Henry A. Wallace Center for Agricultural & Environmental Policy at Winrock International*
Philip Gottwals, *Senior Associate of Claggett Wolfe Associates agricultural-based economic development services*

How do we work together to build a safe and secure food system in the Mid-Atlantic region? What should we do next? This final session of the Summit will address the question of what key steps we need to take to achieve a better food system in the Mid-Atlantic region. Experts will speak to the role of farmers, agribusiness, nonprofits and government.

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Charting a Course for Maryland Agriculture in the 21st Century

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Mission: The Pennsylvania Nutrition Education Network is committed to educating low income Pennsylvanians about healthful food choices and encouraging individuals to adopt positive, sustainable, nutrition related behavior through the development and support of public and private partnerships.

THE NETWORK:

- Provides a statewide forum for food and nutrition programs to share information and resources
- Implements social marketing campaigns that promote healthy eating
- Facilitates outreach and preparation of the Pennsylvania Nutrition Education Program Plan
- Encourages and supports local coalitions addressing food and nutrition issues

For more information about the Network, its activities, or funding opportunities through the Pennsylvania Nutrition Education Program, contact:

Dorrie Lisle at (814) 863-0020 or DSL10@psu.edu



The Hosts of the Third Annual Future of Our Food and Farms Summit

Building Strong Communities through Healthy Food

Founded in 1992, the Farmers' Market Trust is a nonprofit organization working to ensure that every child and family has real access to affordable and nutritious food. The Trust's mission is to increase the availability of fresh foods, develop a stable food supply in underserved communities, and improve the connection between urban and agricultural communities.

The Trust partners with over 100 organizations in the Mid-Atlantic region. Our goal is to create a community food system that prioritizes resources for lower-income people, especially children, and provides good food stores, nutrition education in schools, and opportunities for grassroots leaders to work with government officials to ensure that everyone has real access to affordable and nutritious food.

To bring this new food system to fruition, we focus our work in three key areas: initiatives to improve food access; education and marketing campaigns to help consumers improve their health and sustain the environment; and public policies that advance these initiatives. We work with teachers, health practitioners, farmers, food retailers, nutrition educators, policy-makers, grassroots leaders, anti-hunger advocates, and nonprofit and for-profit entrepreneurs.

The Trust also sponsors RISA, a network of leaders established in 1993, dedicated to improving food access and sustaining agriculture. RISA's mission is to convene diverse people with diverse ideologies to find common ground and take joint action on a singular issue—that is to support and promote the food and agriculture system in the Mid-Atlantic region.

From this network, the Mid-Atlantic Food and Farm Coalition was formed in 2001 as an alliance of businesses, organizations, public agencies and communities in Delaware, Maryland, New Jersey, Pennsylvania and Washington, D.C. This Coalition is working to create a regional compact to change the way food is produced and distributed in the Mid-Atlantic region, in order to build a safe and vibrant food and farming system. The mission of the Mid-Atlantic Food and Farm Coalition is to educate people about the food system; sustain farming in the Mid-Atlantic region; improve community food security; and build partnerships among businesses, organizations, public agencies and communities to make affordable and nutritious food available to everyone.

For more information please contact:

THE FARMERS' MARKET TRUST

1201 Chestnut Street, 4th Floor, Philadelphia, PA 19107 215-568-0830

contact@thefoodtrust.org • www.foodfarm.org