

2019 New England Farm to Institution Summit

WORKSHOP DESCRIPTIONS

Hosted by Farm to Institution New England (FINE) at UMass Amherst

Note: In 2019, we used an online conference app to house our workshops and presenter bios. These workshop descriptions were extracted as an archive.

A Vision and Strategy as Deep as the Problem

Hannah Weinronk, Program Coordinator, Real Food Challenge, Uprooted & Rising and the Real Meals Campaign

Food is often our greatest tie to culture, community, and the earth, and it also reflects some of the most damaging injustices we face. In this session, we will explore issues of corporate consolidation and white supremacy in the food system, and learn from the stories of people who are directly impacted. This will set the stage for an exciting dive into two strategies to challenge the issues at their core. The first is the Real Meals Campaign, a national campaign led by a diverse coalition to fundamentally re-orient the business model of the foodservice industry away from a system of exclusive relationships with Big Food companies and toward Real Meals that support producers, communities, consumers and the planet. The second is an emerging movement called Uprooted & Rising, fighting for a food system that will nourish all of us. Join us as we begin to bring these strategies to life in the unique context of New England.

BNMC Fresh! Creating a Culture of Healthy Food on the Buffalo Niagara Medical Campus

Beth Machnica, Healthy Communities Catalyst, Buffalo Niagara Medical Campus, Inc; Jonathan McNeice, Director of Healthy Communities, Buffalo Niagara Medical Campus, Inc

BNMC Fresh is a project resulting from 4 years of preceding efforts to change the food landscape among 4 hospitals on the Buffalo Niagara Medical Campus. BNMC will tell the story of how it facilitated cross-institutional collaboration among 4 hospitals to mobilize systems level food and well-being changes in a city home to the chicken wing. BNMC aims to share lessons learned and the 3 project phases to get there: Seed, Germinate, and Growth. This includes how challenges of initiating this work were overcome, how internal champions were connected within and across institutions, and how collaboration with HealthCare Without Harm accelerated efforts. Working with food distributors; institutional staff across departments including clinicians, food service, medical residents, patient experience, and administrative staff; local county government; and community partners were all key stakeholders engaged in sustaining momentum. As a look into the future to further continue these efforts, BNMC will share highlights of its work plan for its recently awarded USDA LFPP 2018-2021 proposal for the next 3 years to implement additional changes; including matching NYS crops to institutional menu cycles, tracking and sourcing solutions, and implementing a campus-wide consumer branding, marketing, and awareness campaign for regional foods.

Building Cities that Feed Themselves via Schools, Therapeutic Services & Workforce Development Programs

Alexandra Berrio, Project Developer, Trifecta Ecosystems

Building a “City that Feeds Itself” requires participation from a diverse set of stakeholders in cities and communities across the country. Within these communities are untapped “Hidden Farmers” who are ready to produce food for themselves and their areas. Farm to School initiatives set the groundwork for schools to introduce local farming and food production, however, in order to truly create a “City that Feeds Itself” we also need nonprofits, including therapeutic services and workforce development programs, to join the effort. Trifecta Ecosystems developed the “City that Feeds Itself” initiative as a comprehensive approach to challenges regarding food production, farming and the future of farming. Students and institutions are equipped with experiential learning tools, including workshops in controlled environment agriculture technology and aquaponics, with the ultimate goal of building a system for themselves where learning and skill-building continues.

Campus Farms: Food for Thought

Nancy Hanson, Director of Farm Programs, Hampshire College; Maida Ives, Manager of Farm Education and Operations, Book and Plow Farm, Amherst College; Amanda Brown, Lecturer, Sustainable Food and Farming Stockbridge School of Agriculture, UMass

College farms present a myriad of opportunities (and challenges) to feed our communities, engage students and offer ground-level education about our food system. Meet with three experienced campus farmers and pick their brains! Bring your questions and ideas, hopes and dreams.

Creating a More Humane Food System Through Institutional Sourcing: Opportunities and Challenges

Kara Shannon, Senior Manager, Farm Animal Welfare ASPCA; Sean Buchanan, VP of Sales and Marketing for Sustainable and Specialty Food Programs, Reinhart Food Service / Black River Produce; Marissa Watson, Sustainability Manager, Sodexo, University of Vermont Dining; David Conner, Associate Professor, University of Vermont

This session will feature a panel discussion on the challenges and opportunities presented by institutional humane sourcing policies, illustrated by the collaborative work being carried out in Vermont's food system. The session will begin with a quick game of Jeopardy to test participants' animal agriculture, label and certification knowledge. Panelists will provide an initial overview of meaningful animal welfare certifications and the benefits they provide for animals, farmers and consumers, followed by a discussion of the logistics of actually sourcing welfare-certified food from your community. This session will focus on the importance of education, communication and assistance for farmers, consumers and distributors, highlighting the current gaps in the humane supply chain and offering practical advice on how to close them. Panelists will discuss the role of state legislation, demand surveys, consumer education, technical and financial assistance, and cross-sector collaboration in creating a more humane food system.

Creating Cultures of Equitable Belonging in Our Food Systems

Curtis Ogden, Senior Associate, Interaction Institute for Social Change; Karen Spiller, Principal KAS Consulting

We cannot have thriving sustainable food systems if they are not fundamentally just and fail to create a deep and diverse sense of belonging. A key step in creating the possibility for real transformation is to identify the limiting and exclusive cultures in dominant mainstream food systems work. In this workshop, together we will explore aspects of dominant culture and alternatives to create more equitable belonging that will advance ALL our work.

Creative Cross-Sector Leadership for Values-Based Sourcing

Mike Grey, Vice President, Sodexo Schools; Tim Sheehan Vice President, Hospitals Sodexo; Annie Rowell, Vermont First Coordinator, Sodexo

Food service management companies provide the dining service for many institutions in New England. Within the FSMC's, each institutional sector - schools, colleges, hospitals, senior living - is managed separately in order to accommodate the widely differing needs of each sector. Due to these differing needs, it is incredibly rare for the leadership and management teams of each sector to work cross-sector to achieve mutually beneficial goals. In New England, the demand for local and sustainably sourced food in each institutional sector has been a key to bringing together the leadership from each sector to collaborate to build a new model. Stemming from the success of Sodexo's statewide local purchasing initiatives, the Maine Course and Vermont First, in creating positive economic impact by making local purchasing a priority, Sodexo's regional leadership has joined together to create the New England Growth Collaborative.

Cultivating Change: Mobilizing State-Wide Agro-Food System Change Through Farm to Campus Procurement

Lilian Brislen, Executive Director, University of Kentucky

When the University of Kentucky privatized dining services in 2012, community concern and organizing fueled the creation of a trail-blazing dining contract that both funded a one-of-a-kind local food systems center (The Food Connection), and inclusion of heavy-hitting local food purchasing requirements. While the intentions behind the local food procurement initiative were sound, there have been some bumps along the way. In this session you'll learn the behind-the-scenes details of how the UK went from counting pop and ice as 'local food' to blazing a trail for other public institutions to feature 100% local salad bars and pasture raised proteins all year long. We'll cover the details of how The Food Connection's collaborative efforts than tripled the number of GAP audited produce farmers in Kentucky, and how strategic alliance with value-chain-coordinators, food hubs, and community organizations leveraged high-impact change to benefit family farmers. The stories covered in this session will highlight the value of carefully defined metrics, smart contract language, and deep collaboration across stakeholder groups.

Designing Local Food Programs at Jails and Prisons

Rob Hicks, Food Service Manager, Franklin County Jail; Abrah Dresdale, Program Coordinator & Faculty, Franklin County Jail; Tony Hall, Garden Program Coordinator, Franklin County Jail

Are you wondering how to integrate food production, increased nutrition, vocational training, college credit, and therapeutic opportunities at correctional facilities? This session explores the Jail-to-Farm-to-College & Employment program at the Franklin County House of Corrections in Greenfield, MA. This whole systems case study serves as a model that can be adapted to respond to the goals, opportunities, and constraints of other correctional facilities. Through the lens of social permaculture design, we will explore the following: food production and preparation programs; farm/food systems college courses inside the jail; integration of food produced on-site into menus; procuring affordable, local food and minimizing logistical hurdles; role of the vendor in selling local product to jails; partnering with local farms and food businesses for post-release internship and employment opportunities.

Developing Community Partnerships to Promote Local Sea to Table

Kevin Gibbons, Executive Chef, University of Massachusetts Dartmouth; Kirby Roberts, Marketing Director, Chartwells HE; William A Mitchell Jr., Assistant Director of Campus Services Operations and Marketing and Part-Time Lecturer, English Department, University of Massachusetts Dartmouth; Laura Orleans, Executive Director, New Bedford Fishing Heritage Center, New Bedford Fishing Heritage Center

Supporting local fisherman and taking advantage of what our local ocean has to offer is our priority. To lay the correct foundation, we must begin with education. Learning about where your food comes from is one of the first steps towards the Sea to Table movement. We demonstrate to local people that it is sustainable to source from local farmers and fisheries. These "alternatives" assist the local economy and establish relationships. They establish relationships between UMass Dartmouth Dining Services (purchaser), local fisheries (growers and sellers) and our guests (consumers) and Educators such as the Heritage Center. To promote social justice and change what food we eat to support local fisheries we must create excitement in education, understanding and culinary techniques. Laura Orleans, the Director fo the New Bedford Heritage Center, will present an overview of the history and culture of commercial fishing in New Bedford, the nation's most valuable fishing port. She will provide information about fisheries regulations, cooperative research efforts, and the impact of imports on the domestic fishery. Chef Kevin Gibbons of UMass Dartmouth will offer insight as to the use of under-utilized fish. He will demonstrate culinary techniques and offer sampling. Kirby Roberts and William Mitchell of UMass Dartmouth will offer insight as to the importance of educating the consumer; marketing information and events. Each panelist will present information, Q & A, followed by tastings.

Diversity & Inclusion: Building a Sustainable, Values-Based Farm to School Program

Sasha Palmer, School Nutrition Director, Amherst Regional Public Schools; Jennifer Reese, Science & Garden Coordinator, Amherst Public Schools; Lisa Poirier, Kindergarten Teacher, Amherst Public Schools; Laura Draucker, Director of Sustainability, Amherst College

The National Farm to School Network estimates that 42% of schools in the US currently participate in farm to school programming, and interest and involvement continue to be on the

rise. As school districts look to build sustainable farm to school programs, it is imperative that diversity and inclusion be central themes. The Amherst Regional Public Schools embarked on an immersive farm to school planning process in September 2018 with the support of the USDA and Mass Farm to School. Learn how we are defining “diverse,” “inclusive,” and “sustainable” through a farm to school lens, and how these values are informing the design of our program. After sharing our experience and answering your questions, we will facilitate small group work in which participants will reflect on and discuss the strengths and challenges their institutions have in each of these areas. Together we will illuminate best practices, share resources, and engage in collaborative problem solving as we work to transform systems by building sustainable farm to school programs that celebrate and represent the range of human differences and recognize the inherent worth and dignity of all people.

Ending Hunger by Connecting Institutions with Local Food

Kristen Miale, President, Good Shepherd Food Bank of Maine

Food banks are a critical resource connecting low-income populations with healthy food. No longer volunteers moving day-old pastries, food banks have developed into sophisticated operations with extensive food handling expertise and significant capital assets including warehousing and fleet capacity. Good Shepherd Food Bank of Maine is committed to leveraging its scale to support the local food economy and help connect institutions with local food. The Food Bank's local food program contracts with farmers ahead of the growing season. The guaranteed revenue and flexible contracts allows farmers to plan ahead and invest in their businesses. Through its partnerships with colleges, schools, and health-care facilities, the Food Bank created channels allowing these organizations to distribute local, healthy food to their most vulnerable clients. Now the Food Bank is exploring how its assets, including cold storage capacity, can be a community resource for farmers. The Food Bank is currently researching the feasibility of a shared, food processing facility. Successful food businesses need scale. Learn how by partnering with a food bank, your supply chain can quickly reach the scale to be sustainable. Feeding people to meet the need today and growing successful businesses to shorten the line tomorrow: this is how we will end hunger.

Farm (Bill) to Institution

Wesley King, Senior Policy Specialist, National Sustainable Agriculture Coalition; Chloe Marshall, Policy Specialist, National Farm to School Network; Ariana Taylor-Stanley, Northeast Regional Organizer National Sustainable Agriculture Coalition

2018 was a dynamic year in the world of politics and food/farm policy. Join the National Sustainable Agriculture Coalition (NSAC) and National Farm to School Network (NFSN) as they break-down what transpired in 2018 in the world of federal food and farm policies, and how the 2018 Midterm election impacts the future of federal food and farm policies. NSAC and NFSN staff will focus specifically on programs and policies in the farm bill that support farm-to-institution initiatives, next steps with the farm bill, what could be on the horizon, and what it all means for farm-to-institution efforts in New England.

Farm to Institution Realities: Celebrating Food Hub & Institutional Partnership Challenges & Success

James Gubata, General Manager, Roger Williams University; Kevin Gibbons, Executive Chef, University of Massachusetts Dartmouth; Ginnie Dunleavy, Executive Director, Auxiliary Services, Rhode Island School of Design; David Gould, Executive Chef, RISD Dining + RISD Caters, Rhode Island School of Design; Richard Berkfield, Executive Director, Food Connects; Shayna Cohen, Senior Consultant, Karen Karp and Partners; Jon Cambra, Chef, Roger Williams University; Sarah Bernstein, Program Director, Food System Enterprise, Farm Fresh Rhode Island / Market Mobile

Food hub operators and food service directors will inspire participants with innovative success stories of food hub to institution from around New England. Big picture strategy and nitty-gritty details will paint a picture of how creative collaboration has addressed some challenging barriers to increasing local food purchasing. The panel will share lessons learned from three distinct institutions in New England, and then transition to a conversation leveraging experience and expertise from the room to share best practices and lessons learned. We invite food hubs to be in the room to learn from the panel AND to join the discussion that will be facilitated about other hubs experiences, successes, pivots, and lessons learned.

Fill Your Farm to School Advocacy Bus!

Betsy Rosenbluth, Project Director, Vermont FEED-Shelburne Farms; Amy Shollenberger, Owner, Action Circles

State and local policy can be a tremendous tool for supporting food system change, and it requires strong messaging and a coordinated advocacy effort. The Action Circles Model is designed to help you create a campaign plan that gets the results you want and fully engage your supporters in your campaign. We'll show you how the model works and how you can use it to build your base of supporters and get them mobilized to get the results you want. Participants will engage in a variety of methods to involve supporters, clarify their message, talk with policymakers and understand a power analysis. We will share valuable lessons learned, what's worked and what has not, materials, strategies, and tips for how participants can advocate for support of their programs. We'll share examples from Vermont Farm to School and tell stories from other campaigns to illustrate how it works. We have hands-on activities, so you can learn how to use our tools, and we'll give you a packet to take home. You will leave with new skills and tools you can apply right away!

Flats Mentor Farm: a Model for Supporting Successful Immigrant and Refugee Farmers

Jessy Gill, Assistant Director, World Farmers

Flats Mentor Farm, started in the early 80s, supports immigrant and refugee farmers with access to the land, agricultural infrastructure and marketing assistance needed to promote farming enterprises in this country. Flats Mentor farmers have built successful market strategies that prioritize the promotion and consumption of ethnic foods. The farm, a program of World Farmers, is based on a 70-acre parcel in Lancaster, MA. Hear from World Farmers staff about the kind of individualized support the program provides, some of the ethnic crops diverse communities are seeking, and the successful market systems in place to support the development of

immigrant-led food enterprises. We hope you will walk away with a better understanding of how we as food system advocates can support and/or facilitate development of immigrant-led farm and food enterprises, and increase access to ethnic crops and culturally familiar cuisine.

Food Fuels Learning: A School Food Security Assessment Toolkit

Kristina Kalolo, Research and Outreach Administrator, Markets Manager, Cumberland County Food Security Council (Portland Public Schools Food Security Task Force); Somali B Anna Franceschetti, Portland Public Schools Food Security Task Force Coordinator, VISTA, Cumberland County Food Security Council; Laura Robinson, Board Member (Qualitative Researcher), Cumberland County Food Security Council

The Portland Public Schools Food Security Task Force is a group of stakeholders interested in supporting, bolstering, and addressing gaps in food security work happening in Portland Public Schools. The product of a year-long, community-driven process, "Food Fuels Learning" is an unprecedented approach to researching and understanding Portland's school food system and food security programming through five key areas: charitable food programs, federal nutrition programs, school gardens, nutrition education, and sustainable food practices. Born from a year of intensive, community-based work, the Food Fuels Learning Toolkit provides schools and school districts with a blueprint for how they might holistically assess their school's food system.

Food Waste: Golden Trash Can & Complete the Circle

Ryan Parker, Maine Program Manager, FoodCorps; Adam Jankauskas, Owner, City Compost

According to the United Nations Food and Agriculture Organization, "roughly one third of the food produced in the world for human consumption every year, approximately 1.3 billion tonne, gets lost or wasted!" In this session, learn about strategies you can employ to help address the serious problem of food waste. Ryan Parker of FoodCorps will highlight how you can save thousands of dollars, make your custodial staff happier, and provide hands-on learning, leadership, and real-life skills for your students. With a student managed (read: zero to very little staff involvement) food waste recycling program, you can save money, make money, build school gardens, and return higher quality, fresher produce to your dining services program which will, in turn, increase participation rates. Adam Jankauskas from City Compost will share the basics of the compost process as well as the measurable benefits that implementing a composting program will have for your organization and how to do it.

Full Circle: Student Farmer Perspectives on Farm to Plate at a University

Daniel Mitola, Student Farmer, UConn Spring Valley Student Farm; Jessica Larkin-Wells, Student Farmer UConn Spring Valley Student Farm; Julia Cartabiano, Farm Manager, UConn Spring Valley Student Farm; Catherine Lindsay, Student Farmer, UConn Spring Valley Student Farm

What do the students think? Join us to hear from students at University of Connecticut's Spring Valley Student Farm (SVSF), who grow vegetables for use in dining halls. SVSF unites students and the greater community to learn about environmentally, socially and economically ethical regenerative food production through hands-on experience. The current climate considerations compel us to share our knowledge of sustainable communities and engage UConn students in

meaningful positive action. Hear insights about our symbiotic relationship to the campus community. We collaborate with UConn's Dining Services, Residential Life, EcoHouse Learning Community and other academic departments which utilize SVSF as a living laboratory for creating a closed loop, sustainable model. As one of the only residential student farms in New England, we offer a unique perspective as producers and consumers in the farm to plate movement. Join us for an interactive experience that will help you challenge your assumptions about potential collaborators in your own local food system! We will open with an overview of the structure and successes of SVSF, with data about grants and community involvement; then conduct an activity to network with your summit peers by practicing breaking down barriers that inhibit collaborative opportunities. We hope you will join us!

Gardens, Greenhouses, Gleaning, and More at Maine Correctional Facilities

Randall Liberty, Warden Main State Prison; Renee Page, Assistant Director, Healthy Communities of the Capital Area; Mark McBrine, Food Service Manager, Mountain View Correctional Facility

Maine correctional facilities are growing thousands of pounds of produce for use in healthier meals for inmates and to support local hunger relief programs. They are also offering Master Gardener, Compost School, and Beekeeper certifications, among other skill building opportunities like nutrition education and fresh food preparation for inmates that will be transferable upon their release. These programs provide an opportunity for incarcerated individuals to learn about food origins, sustainable agricultural practices, while giving back to the community. Correctional facilities are increasingly introducing innovative farm to institution strategies, strengthening the local food system movement.

Good Food Purchasing: How City Policy Can Increase Transparency and Shift the Supply Chain

Jose Oliva, Co-Director, Food Chain Workers Alliance; Simca Horwitz, Co-Director, Massachusetts Farm to School; Laura Benavidez, Executive Director, Food and Nutrition Services, Boston Public Schools

The Good Food Purchasing Program (GFPP) is a coalition of health, environment, education, fair labor, and animal advocates promoting food procurement that simultaneously supports five values: nutrition, worker justice, local economies, environmental sustainability, and animal welfare. GFPP provides a comprehensive food procurement tool to help cities, school systems, and other municipal bodies invest their food dollars increasingly on products meeting the five recognized values. In this interactive workshop, Jose Oliva Co-Director of the Food Chain Workers Alliance will present on the history and scope of GFPP, and the nature of GFPP as a multi-issue program. Laura Benavidez, Executive Director of Food and Nutrition Services for Boston Public Schools will speak to how she enacted the GFPP's five principles in her former role as Executive Director of Food Services for the Los Angeles Unified School District, and how she is working currently to bring the effort to Boston Public Schools. Simca Horwitz, Co-Director of Massachusetts Farm to School will moderate the panel and provide background on farm to school efforts in the state. In the latter half of the workshop, the presenters will work with

participants to identify opportunities for GFPP policy enactment in other New England municipalities.

Growing Farm to Institution in Appalachia: Barriers and Benefits

Dr. Theresa Moran, Food Studies Director, Ohio University

Ohio University, the first university in the northwest territories, is located in Athens, Ohio, the poorest county in the state. As a rural Appalachian county, our community has faced a long history of inequality and poor economic access. In an interesting juxtaposition, Ohio University is a wealthy entity within this county, acting as the single largest employer and bringing resources to the region that would not normally exist. However, when it comes to food procurement from the vibrant food system that has developed in this town, Ohio University has not done its share to become the economic driver that it has the potential to be.

Growing Health: How On-site Farms & Gardens Can Achieve Multiple Goals

Randall Liberty, Warden Main State Prison; John Stoddard, New England Regional Coordinator, Health Care Without Harm; David Maffeo, Senior Director of Support Services, Boston Medical Center

Learn from Boston Medical Center and Maine State Prison how their on-site farm programs are yielding fresh, organically grown food for their vulnerable populations while providing learning opportunities and a rehabilitative environment. David Maffeo from Boston Medical Center will share his facility's process for building their rooftop farm, the first of its kind in Boston. He will discuss how the farm has improved retail and patient food; provided fresh organic produce to low-income, food-insecure Boston residents, served as an education space for patients and the community, and provided environmental benefits. Randall Liberty will discuss the Maine State Prison's Sustainable Agriculture Program which created the ability for offenders to sustainably grow vegetables, compost organic matter, and keep bees. Since 2015 the prison farm has grown 12,000 pounds of vegetables that are used in the Inmate Kitchen and 1,000 pounds of vegetables for donation to the Rockland Salvation Army food pantry. John Stoddard from Health Care Without Harm will moderate the panel, and will utilize his expertise in rooftop farming to share general considerations for planning and implementing onsite farms and gardens, which will help participants decide how to plan their own growing space and maximize the potential community benefits.

Home-Grown Springfield: Changing the Face of School Lunch

Mark Jeffrey, Springfield District Manager, Sodexo; Timothy Gray, Food Service Administrator, Springfield Public Schools; Catherine Sands, Founding Director, Fertile Ground LLC; Elizabeth Wills-O'Gilvie, Chair, Springfield Food Policy Council

Springfield Public Schools is undergoing a transformation in its school food delivery. A nearly \$25M Culinary Nutrition Center has just opened, which will directly address the goals of improving the quality of food served; increasing participation rates; and student learning about the benefits of eating healthy. The Center, which has taken two years to build, consolidates the

schools food service operations at one site improving nutrition and with more scratch cooking and expanded local sourcing. The CNC engages students, parents, and guardians in menu development through organizing and nutrition education efforts in the short-term, while offering real opportunities to improve healthy food access, and contribute to a more equitable food system in the Commonwealth's third largest and least healthy city.

Lightning Round: Community and Student Engagement

Sarah Berquist, Lecturer and Program Coordinator, UMass Amherst Stockbridge School of Agriculture; Celeste Kurz, Student, University of Connecticut; Jenny Devivo, Head Chef / Cafe Director, Up Island Regional School District; Jordan Lake, Garden Intern / Undergrad student, UMass Amherst; Maya Atlas, Enterprise Start Up Specialist & Operations Manager, Saint Joseph's College in Standish, Maine

- "I Grew It, I Made It, and I Ate It!" Implementing and Evaluating a Bilingual Curricular Intervention for Middle School Students
- Community Lunch: The Power of Food & the Benefits of Eating Together to Create Healthy Relationships in your School's Community
- How a Liberal Arts College Has Structured their Food Program to Maximize Local Consumption and Increase Student Engagement
- How We Built This: A Dynamic Garden Internship Program Created Through Public Primary and Higher Education Collaboration

Lightning Round: Transparency, Tracking, & Traceability

Jamie Moore, Director, Sourcing and Sustainability, Parkhurst Dining; Mike Webster, General Manager of Dining Hotchkiss School

- Intro to Block Chain; Know Your Source
- The Economics of Buying Local Food

Meaningful Connections: Accelerating a Local, Sustainable Food Economy

Michael McCormack, Corporate Hospitality Services Manager, Blue Cross Blue Shield of Massachusetts; Monica Nakielski, Director, Sustainability and Environmental Health, Blue Cross Blue Shield of Massachusetts; Jen Faigel, Executive Director, Commonwealth Kitchen

An introduction to the meaningful connections Blue Cross Blue Shield of Massachusetts is creating and fostering to drive a healthy and nutritious, fair and equitable, local, sustainable regional food economy. Come and explore the strategies and programs BCBSMA has implemented in the form of employee engagement (on-site community gardens and companywide CSA program), civic engagement and community investments, and a deep dive into the partnership and practices between BCBSMA and its food service management company, FLIK, Compass Group, to source and serve local, sustainable food. Hear about the stages and steps these organizations have taken to develop a sustainable food department, featuring the collaboration with Commonwealth Kitchen and entrepreneurs as an example of success to drive a local, sustainable food economy.

Milk with Dignity: Vermont Farmworkers Report Back

Abel Luna, Milk with Dignity Campaign Coordinator, Migrant Justice

Since Ben and Jerrys' became the first company to sign onto the ground breaking Milk with Dignity Program in 2017, the Milk with Dignity team has been working hard to roll-out in farms that are part of Ben and Jerrys' supply chain. Join us for an update on how the implementation of the program is going, the challenges and successes, as well as an update from Migrant Justice about what is next for the future of the farmworker-defined Milk with Dignity Program.

New England Food for Our Health

Roger Albee, Retired, Formerly, Grace Cottage Hospital and Family Health; Sarah Downer, Associate Director, Center for Health Law and Policy Innovation, Harvard Law School; Betsy Skoda, Community Food System Coordinator, Health Care Without Harm; Jean Terranova, Director of Food and Health Policy, Community Servings

The connection between the public's health and our broken food system is evident. The prevailing food system contributes significantly to poor health outcomes and high health care costs. Increasingly health care institutions and their partners are undertaking new efforts to integrate healthy food access into treatment, to address food insecurity and chronic conditions. The food is medicine approach offers potential for improving health outcomes by supporting healthier dietary patterns, reducing health care costs, and improving quality of life. These programs link patients and families to new sources of healthy food and meals, educate them on healthy eating, and connect to local food production. This session will explain the concept of food is medicine, share background on specific initiatives underway in New England (in both rural and urban settings), from the policy proposals to program implementation, and describe how these efforts align regional food system development work by improving food access and creating new markets for farmers. Topics to be discussed include the Massachusetts Food is Medicine statewide initiative, fruit and vegetable prescription programs, and medically tailored meals, and policy proposals.

Permaculture on the Menu: UMass Dining Diet for a Cooler Planet Event

Dan Bensonoff, Sustainability Coordinator of Campus Gardens, UMass Amherst Auxiliary Enterprises; Kyana Ferro, Student Garden Coordinator, UMass Auxiliary Enterprises; Lisa DePiano, Lecturer, University of Massachusetts, Stockbridge School of Agriculture; Tony Jung, Chef de Cuisine, UMass Auxiliary Enterprises; Kathy Wicks, Director of Sustainability, UMass Amherst Auxiliary Enterprises; Cas Spera, Student Garden Coordinator, UMass Auxiliary Enterprises

UMass Dining places sustainability as a core priority. Our permaculture gardens are thriving; we are close to reaching our 20% by 2020 goal for the Real Food Challenge; we are a key partner with the campus effort to reduce waste; and we are engaged with other partners in the community to build capacity to support a strong local food system. As our efforts have evolved, we are exploring new and innovative strategies for the future. The Diet for a Cooler Planet Event builds on all of the work we have doing. The framework we agreed on for the event included 1. Plant Forward Dishes/Rethinking Protein, 2. The Pasture Factor, 3. Silvopature practices, 4. Tree

nuts, 5. Salvaged and repurposed Food, and 6. Regenerative agricultural practices. During this session, members of our team will walk participants through the process and priorities we worked through as we pulled together a team of partners, agreed on a framework, developed a menu, sourced the ingredients, created an engagement strategy, and hosted the event. Participants will also have time to outline a plan for a carbon sequestering and regenerative event of their own.

School to Farm: Agriculture Education for Students

Justin Deri, Garden / Greenhouse Manager, Falmouth Public Schools; Abbie Nelson, Food Systems Education Director, NOFA-VT and VT FEED; Christine Stillwell, Alternative High School Math Teacher, Portsmouth School District - Robert J. Lister Academy; Brett Fletcher, Alternative High School Science Teacher, Portsmouth School District - Robert J. Lister Academy; Misse Axelrod, Farmer / Educator, NOFA-VT and The Vermont Farm and Forest School; Kate Velluci, Program Coordinator, Portsmouth School District and Nutrition Department, CLIPPERS Farm to School Program

In a dynamic collaborative session hosted by Vermont, Maine, and New Hampshire Farm to School Programs, you will hear from and actively engage with educators on how they are connecting the farm and the school through agriculture education. Vermont will share their USDA School to Farm Grant Project using the 3 C framework (Community, Classroom & Curriculum). New Hampshire will engage attendees with their maple sugar shack program that combines math and science curriculum. Maine will share their experience with their greenhouse growing and lessons reaching students across the district. All three programs have been deepening their work with students for years, and can speak to successes and challenges along the way. Come to this session ready to dig in and walk away with inspiration, resources, and tangible steps to make these critical agricultural connections happen for your youth in your community.

Short Course: Farm to Institution Wholesaling for Farmers

Kitchen Table Consultants, in partnership with the Pennsylvania Department of Agriculture

This workshop is for farmers. Are you a farmer looking to deepen your understanding of whether you are financially and operationally prepared to engage wholesale buyers? If so, this workshop is for you! Join us for a FREE farm to institution training program led and developed by Kitchen Table Consultants, in partnership with the Pennsylvania Department of Agriculture. You'll leave this workshop feeling empowered with tools that provide solutions for success and help break down the barriers to institutional sales for small farms. Our agenda includes: (1) six modules to get your head around what to expect with courting buyers, how you might need to change your operation to increase opportunity, crop costing at scale and goal margins, budgeting for the wholesale enterprise on top of your whole farm budget; (2) intensive group work where everyone is engaged and eager to learn; (3) access to farm + food maker consultants with many years experience; (4) simplified project planning for attaining big goals; and (5) a printed course manual and flash drive with the entire toolkit. This workshop is intended for farmers with three seasons of experience or more. It is recommended that farmer attendees have an accounting system in

place and be familiar with it at an intermediate level (i.e., able to generate and read Profit + Loss reports). Although the workshop is designed for farmers, service providers are welcome as there will be some modules on sales to all institutions with some specific attention toward farm to school.

Short Course: Transform Your Organization Through Relationship-based Fundraising

Jenn Hayslett, Jenn Hayslett Coaching; Sonia Silbert, Training Coordinator, 350Vermont

Frustrated by fundraising? If so, you are not alone! Very few people actually want to fundraise, but for most organizations it is necessary. Good fundraising is not about money – it is about developing collaborative relationships, so your donors are invested in your work. Join dynamic and experienced fundraising trainers, Jenn Hayslett and Sonia Silbert, for an engaging hands-on workshop where you will receive checklists, scripts, templates to increase your confidence in talking directly to donors for their support. Jenn Hayslett got her start as a fundraiser 20 years ago when she started a food co-op in Vermont; over the years she has raised millions of dollars for small and mid-sized nonprofits and trained hundreds of people like you to go boldly into a donor meeting. Sonia Silbert leads trainings for 350Vermont and is an experienced fundraiser and trainer with a specialty in grassroots fundraising. Both women have a passion for empowering nonprofit staff, board, and other volunteers to tell their story, listen to their donors, and develop lasting funding relationships, which help make good work happen. This workshop is relevant and useful for the beginner as well as those with fundraising experience.

Smashing the Patriarchy in the Food System

Erin Allgood, Founder and Principal, Allgood Eats Local / ELA Consulting

As the #metoo movement has gained momentum within the last year, there has been greater attention paid to issues of power dynamics and oppression within various sectors, including the food system. Harnessing the knowledge within the room, this interactive workshop will give participants an opportunity to learn from one another and build our collective understanding of ways in which the patriarchy influences our work within the food system and in our everyday lives.

Sourcing Success: Farm to School Strategies and Stories from Farmers and Schools

Stephanie Richard, Food Service Director, Mansfield Public Schools; Kate Murphy, Food Service Director, Naugatuck Public Schools; Abbie Nelson, Food Systems Education Director, NOFA-VT and VT FEED; Shannon Raider-Ginsburg, Farmer Liaison, UCONN Extension; Molly Deegan, Program Coordinator, Put Local on Your Tray, UConn Extension; Ernie Koschmieder, Food Service Director, Groton Public Schools

Public schools seem to be clamoring for local food, so why aren't local farmers clamoring to sell? Are schools a viable market or just too much work? Hear from 3 CT food service directors and 3 CT farmers, share their stories and strategies that aim to demystify farm to school procurement and will engage workshop participants in problem solving vignettes to really get into creating solutions.

State Farm to School Policies: Trends, Best Practices, & Barriers across the Northeast and U.S.

Betsy Rosenbluth, Project Director, Vermont FEED-Shelburne Farms; Chloe Marshall, Policy Specialist, National Farm to School Network

Join farm to institution partners from the Northeast and NFSN national staff in a session about state farm to institution policies. As the farm to institution movement continues to evolve, so too do the policies that advance the movement. We have a lot to celebrate! Come learn about current policy trends and what NFSN and FINE have identified as the best practices in state policy: local procurement incentive bills, positions at state agencies, and grant funds for farm to school activities. Get the latest updates on what is happening in your state from the new April 2019 NFSN State Policy Legislative Survey, and FINE's FTI Policy Snapshots for each New England state; and hear from Maine, New York, and Vermont on their farm to school advocacy efforts. Get inspired to mobilize around policies that matter to you and then to transform the farm to institution movement.

Students Connect with Dining to Increase Seafood Consumption on Campus

Kyle Foley, Sustainable Seafood Program Manager, Gulf of Maine Research Institute; Maeve McInnis Maine, Course Director Sodexo

Participants will have a chance to hear a case study about one institution's efforts to engage students around a sustainable seafood commitment by partnering with a professor, her students, and a nonprofit. Come ready for a brainstorming session to determine solutions to similar challenges in engaging students about what's being served in the dining hall. Participants will leave with strategies, potential solutions and peer connections to address their own similar challenges.

Telling the Right Story

Lisa Fernandes, Communication Director, Food Solutions New England (UNH Sustainability Institute)

Designed for anyone either new to food system communications or wanting to enhance the quality of their work, this session will take place in two parts. The first half will be a participatory workshop about the foundations of framing and narrative, understanding how our diverse audiences carry their own frames and worldviews, how they receive and process information (including our communications!) and what we need to know before crafting our own strategic communications strategies. For the second half, we will use elements of Food Solutions New England's New Narrative Toolkit to lab out narrative and messaging guidelines for several attendees in the room. Pre-work: think about one specific audience you need to "reach" and what exactly you need them to do in order for your work to be successful. Make a few notes about everything you know, or think you know, about this particular audience. We will be using some of these examples during the session in a way that will help all attendees think through their own framing, narrative and message development for increased effectiveness in their work.

The Fantastic 4 of F2I in RI: Mobilizing a Whole Systems Approach to Institutional Supply Chain Dev.

Matt Vargas, Vice President, Business Assistance RI Commerce Corporation; Shayna Cohen, Senior Consultant, Karen Karp and Partners; Nessa Richman, Network Director, RI Food Policy Council; Sue Anderbois, Program Director, Food Strategy Commerce RI

Come meet the Fantastic Four of Farm to Institution in Rhode Island! Coordinated by The Rhode Island Food Policy Council, core partners include the Rhode Island Director of Food Strategy, the Rhode Island Commerce Corporation, FINE, and KK&P. We will describe our mission to mobilize the farm to institution supply chain using best practices from around the country. After introducing our take on providing intensive one-on-one technical assistance, and our approach to customizing the toolkits and trainings of others for use in Rhode Island, we will lead participants in framing out their own plan for partnership building, funding, and program development.

The New England Food Vision Prize: Causing Campus Collaboration for Community Change

Holly Fowler, Co-founder & CEO / Collaborator, Northbound Ventures / Henry P. Kendall Foundation; David Davidson, Managing Director, Harvard University Dining Services; Ginnie Dunleavy, Executive Director, Auxiliary Services, Rhode Island School of Design; Andrew Cox, Director of Dining Services, Smith College; Nancy Wiseman, Director of Dining Operations, University of Massachusetts Dartmouth

In April 2018, the Henry P. Kendall Foundation announced its inaugural round of the New England Food Vision prize, a \$250,000 award designed to raise awareness of the environmental, economic, and health impacts of our food choices, support regional agricultural resiliency, and use the purchasing power of institutions to influence the hearts and minds of consumers. The Foundation challenged university and college dining service teams across the region to team up with at least one peer institution to identify collaborative solutions to shared challenges of offering more regionally-produced food on their menus. The following teams were selected to implement their proposed projects: Supporting Local Fishing and Underutilized Fish Species University of Massachusetts Dartmouth with Northeastern University, Massachusetts Maritime.

Transformative Change, from Ideas to Action

Shawn Goldrick, VP Support Services, Children's Hospital, Boston; Jen Faigel, Executive Director, Commonwealth Kitchen; Jennifer Obadia, Eastern U.S. Regional Director, Health Care Without Harm

Participants will learn how an innovative food rescue project turned into a multi-product contract between a producer and purchaser. We will then workshop how to go from idea to action through multi-organization collaboration, using example projects to evaluate who to invite to the table and how to move forward.

Transforming Our Food Future: Place & Plate-based Strategies for Achieving the NE Food Vision's 50x60

Joanne Burke, Clinical Professor, University of New Hampshire Department of Agriculture, Nutrition and Food Systems; Shelley Goraj, Director of Food and Nutrition Services, Maine General; Betsy Skoda, Community Food System Coordinator, Health Care Without Harm; Mary Reilly, Executive Chef, Westfield State University

A shift towards more healthful eating is underway as people are choosing to consume more plant foods and less meat. This shift towards more plants, less animal product consumption parallels efforts to promote more sustainable food systems that support human and ecological health while also strengthening local economies. The New England Food Vision proposes an aspirational goal that our regional food system could provide 50 percent of residents' food needs by 2060 and outlines dietary practices that reflect our region's place-based resources, our diversified farm and fishing operations, and our commitment to equitable food systems that work for all. To achieve this goal, the Vision promotes increased local and sustainable production of meat, eggs and dairy, while simultaneously calling for an overall reduction animal product consumption and an increase in consumption of plant-based foods. This session will discuss the "less meat and more plant-based foods consumption" strategy to promote health, mitigate climate risk, and build the regional food system's capacity to nourish all. Participants will have an opportunity to taste chef-created recipes based on the sustainable dietary patterns, and to consider specific approaches to create sustainably centered menus as shared by food services.

Network Gatherings

Join stakeholders from all over New England for focused work in your sector.

- **Farm & Sea to Campus Network Gathering**

Kyle Foley, Sustainable Seafood Program Manager, Gulf of Maine Research Institute; Mike Webster, General Manager of Dining, Hotchkiss School; Andrew Cox, Director of Dining Services, Smith College; Maida Ives, Manager of Farm Education and Operations, Book and Plow Farm, Amherst College

- **Farm to Corrections Network Gathering**

Abrah Dresdale, Program Coordinator & Faculty, Franklin County Jail

- **Health Care Without Harm Network Gathering**

John Stoddard, New England Regional Coordinator, Health Care Without Harm

- **Northeast Farm to School Collaborative: K-12 Network Gathering**

Renee Page, Assistant Director, Healthy Communities of the Capital Area; Stacey Purslow, Program Coordinator, NH Farm to School

Field Trip: Barstow's Longview Dairy Farm

Join us for a 90-minute wagon ride tour of Barstow's Longview Farm, a 7th generation, family owned dairy farm in Hadley, MA--to learn and explore the role that cows and dairy farmers play in the farm-to-table food system. Participants will explore milk's farm to table journey, including milk production, cow care, milk safety and quality and sustainable farming practices and more. The tour will also include explanation of how the farm is working to preserve the environment and help with food waste refuse using the 21st century technology innovation such as robotic milkers and an anaerobic digester. Participants are encouraged to bring their questions for engaging dialogue with the farmers. Tour will conclude with the option to enjoy delicious local dairy products from Barstow's Dairy Store and Bakery!

Field Trip: Joe Czajkowski's Farm

Joe Czajkowski Farm specializes in growing and processing organic and conventional fruit and vegetables sold to local institutions, including public schools, UMass Amherst and Cooley Dickinson Hospital. On this 60 minute tour, you will learn about local crop production, processing and aggregation. Depending on the weather, Joe and his workers might be uncovering strawberries, digging parsnips, or thinning asparagus. Joe's business provides a model for successfully selling and distributing farm products to institutions. Field trip participants will view the on site vegetable processing facility and will observe how Joe processes and packages vegetable noodles, a popular value added product with institutions. It will be mud season so boots or appropriate outdoor footwear is strongly encouraged for this field trip.

Field Trip: Martins Farm Compost and Mulch

Martin's Farm, a family-owned business in Greenfield, Massachusetts, has been producing top quality compost and mulch for thirty years. Martin's Farm is a vital resource in the food system, taking food scraps from local institutions and transforming it into healthy compost. The compost is made up of leaves, manures, grass, recycled food wastes, cardboard and paper. During this 60 minute tour, participants will meet Adam Martin, owner and operator of Martin's Farm who will showcase the process of collecting commercial food scraps and in three months transforming into rich, dark compost. Boots or appropriate outdoor footwear is strongly encouraged for this field trip.

Field Trip: UMass Agricultural Learning Center

On this field trip, participants will tour the UMass Student Farming Enterprise and the UMass Carbon Farming Initiative. The UMass Student Farm manages 10 acres of organic vegetable production every season to service a 100+ member on-campus CSA, UMass Dining Services, two Big Y Supermarkets, and a local farmers market. Participants on this tour will get to view an off-grid greenhouse which helps produce food year-round in New England without using any fossil fuels. Additionally participants may view the former 1894 campus horse barn which has been rebuilt for student farmers to wash and pack the 75,000 pounds of vegetables they produce each year. The UMass Carbon Farming Initiative is the first temperate climate research silvopasture plot at the University of Massachusetts. Carbon farming is the practice of sequestering carbon from the atmosphere into soil carbon stocks and above ground biomass. Silvopasture, a carbon farming practice is the intentional combination of trees and livestock for increased productivity and biosequestration.

Field Trip: Western MA Food Processing Center

The Franklin County Community Development Corporation (FCCDC) is home of the Western Massachusetts Food Processing Center (FPC), a shared use and incubator commercial kitchen space that has supported over 400 farm and food business since 2001. The FPC strives to promote best practices in value added food production and food safety while supporting diverse food entrepreneurs. On this tour, you will learn more about the work of the FCCDC and FPC and how they support farming, agriculture, and entrepreneurship in Western Massachusetts and across New England. Attendees will get a chance to see the commercial kitchen in action, and

learn about the history, equipment and operational management of the space. The tour will also include a stop at Artisan Beverage Cooperative, a worker-owned cooperative that was one of the first clients of the FPC in 2001.