

**Leopold Center for Sustainable Agriculture
Marketing and Food Systems Initiative &
Value Chain partnerships Workshop
Gateway Hotel and Conference Center
March 30, 2009**

7:30 a.m. to 8:30 a.m. - REGISTRATION – Garden Room Lobby

8:30a.m. to 9:00 a.m. - Opening Session

Welcome - Jerry DeWitt, Director, Leopold Center for Sustainable Agriculture
Workshop Overview - Rich Pirog, Associate Director, Leopold Center for Sustainable Agriculture

9:00 a.m. to 10:15 a.m. – Concurrent Sessions

Value Chain Partnerships: Updates and Learnings

- 1. Pork Niche Market Working Group - South Prairie Room**
 - Gary Huber, Practical Farmers of Iowa

- 2. Small Meat Processors Working Group - Meadow Room**
 - **A discussion about small and mid-scale meat processing capacity -** Arion Thiboumery, North Central Regional Center for Rural Development

- 3. Grass-based Livestock Working Group and Fruit and Vegetable Working Group - Central Prairie Room**
 - **Social support and agriculture that is truly grassroots -** Andy Larson, Iowa State University Extension
 - **Fruit and Vegetable Working Group -** Margaret Smith, Iowa State University Extension and Malcolm Robertson, Leopold Center for Sustainable Agriculture

- 4. Regional Food Systems Working Group - Harvest Room**
 - **A discussion of local food system efforts in six regions in Iowa -** Rich Pirog, Leopold Center for Sustainable Agriculture
 - **Leaders from local groups in the Regional Food Systems Working Group:**
 - North Iowa food and Farm Partnership - Andrea Geary & Gale Carlson, University of Northern Iowa.
 - Northeast Iowa Food and Farm Coalition - Brenda Ranum & Teresa Wiemerslage, Iowa State University Extension.
 - Southwest Iowa Farms and Food Initiative - Keith Booth, Wallace Foundation & Steve Olsen, Iowa State University Extension.

- Hometown Harvest of Southeast Iowa - Detra Dettmann and Elizabet Humble, Pathfinders RC&D.
- Northwest Iowa Regional/Local Foods System - Pat Garrity and Angela Jackson, PrairieSun Organics, LLC.
- Marshall County - COMIDA -Claudia Prado-Meza & John Paulin, Prairie Rivers RC&D

10:15 a.m. to 10:30 a.m. - Break – Gallery Lobby

10:30 a.m. to Noon - Concurrent Sessions

5. Saving energy and labor and tracking economic impact - South Prairie Room

- **Regional Economic Impact of Local Food Initiatives** - Dave Swenson, Economics, Iowa State University
- **Grinnell Petroleum Replacement Initiative Phase 2** - Rich Dana, National Center for Appropriate Technology
- **The use of machinery sharing as a strategy for intergenerational transfer of farm assets** - Darren Jarboe and Roger Ginder, Center for Crops Utilization Research, Iowa State University

6. New farmers and new students in sustainable agriculture - Meadow Room

- **PFI's Next Generation Program** - Teresa Opheim, Practical Farmers of Iowa
- **Latino Farmers and Local Multi-cultural Food Systems** - Claudia Prado Meza and Jan Flora, Sociology, Iowa State University
- **MBA with Minor in Sustainable Agriculture Program** - Becky Rasmussen, Nick McCann, and Karina Crosignani, MBA students, Iowa State University

7. New tools to build local and regional businesses - Central Prairie Room

- **U.S. Food Market Estimator** - Randy Boeckenstedt, Center for Transportation Research and Education, Iowa State University and Rich Pirog, Leopold Center for Sustainable Agriculture
- **Web-based Local Food Ordering Template** - David Reisner, Agrestic Software and Lora Friest, Northeast Iowa RC&D

Noon to 1:15 p.m. - Lunch - Garden Room - Meet New Project Leaders

1:15 p.m. to 2:45 p.m. - Concurrent Sessions

8. Livestock production systems and Iowa Agri-tourism - South Prairie Room

- **Show Me the Money in Grazing and an Organic Dairy Farm** - Larry Tranel, Iowa State University Extension

- **Profitability in Meat Goat Enterprises** - Dennis DeWitt, Iowa State University Extension
- **Iowa Agri-tourism** - Marsha Laux, Iowa State University Extension

9. Building resilient local food systems - Meadow Room

- **Pottawattamie Count Farm to Fork** - Shirley Frederiksen, Golden Hills RC&D
- **I-Food: The Iowa Valley Local Food Experience** - Christine Taliga, Iowa Valley RC&D
- **Expanding Leadership in the Food Economy in Blackhawk and Surrounding Counties** - Kamyar Enshayan, University of Northern Iowa

10. Local and regional food distribution – Central Prairie Room

- **Iowa Food Cooperative** - Gary Huber, Iowa Food Cooperative and Practical Farmers of Iowa
- **High Tunnel Distribution Models** - Ray Hansen, Iowa State University Extension
- **Food Processing and Distribution Feasibility in Northwest Iowa** - Pat Garrity

11. Business skills and financing in local and regional food enterprises - Harvest Room

- **Building a Web-based Farmer Business Network: Is It as Easy as They Say?** - Penny Brown Huber and Kelli Miller, Grow Your Small Market Farm Network
- **New Farmer Jump Start Project** -Keith Booth, Wallace Foundation and Steve Olsen, Iowa State University Extension
- **Iowa MicroLoan: Eligibility, Application and Procedure** - Craig Downs, Iowa MircoLoan and Ron Prescott, Iowa State University

2:45 p.m. to 3:00 p.m. - Break - Gallery Lobby

3:00 p.m. to 4:00 p.m. - Keynote

The Evolving Role of Foundations in Developing a More Sustainable Food System - Virginia Clark, Coordinator, Sustainable Agriculture and Food Systems Funders

4:00 p.m. - Adjourn