



# Growing the Appalachian Food Economy

*A Forum on Local Food Systems and  
Sustainable Agriculture*

## CONFERENCE PROGRAM

April 3–4, 2012  
Renaissance Asheville Hotel  
Asheville, North Carolina



An Appalachian Regional Commission Conference  
Hosted by the State of North Carolina  
Co-Sponsored by USDA Rural Development, the Ford Foundation, the Mary  
Reynolds Babcock Foundation, and the Appalachia Funders Network



## Welcome to ARC's Growing the Appalachian Food Economy Forum

A fast-growing demand for local food and the need for economic diversification are leading many Appalachian communities to use food assets and sustainable agriculture in creative ways to help revitalize their economies. By providing support for local food systems, community leaders can help build stronger links between producers and consumers, a strategy that can help keep more income and wealth in the local economy.

This forum will showcase opportunities, strategies, and resources your community can use to help expand the role its food assets play in local economic development. Speakers will describe successful models and best practices in areas ranging from financing and marketing to distribution, and share creative ideas for building local food economies.

Thank you for your participation in the forum and for helping build momentum around this important development opportunity for Appalachia!



Join the forum Twitter conversation! #ARClocalfood

## AGENDA

### Tuesday, April 3, 2012

7:00 a.m.–5:00 p.m.	Registration Desk Open
7:30 a.m.–8:30 a.m.	<b>Breakfast</b> ( <i>Grand Ballroom</i> )
8:30 a.m.–9:00 a.m.	<b>Opening Session and Welcome</b> ( <i>Grand Ballroom</i> ) <b>Welcome:</b> <i>Scott Hamilton</i> , President and CEO, AdvantageWest, Fletcher, North Carolina; <i>Dale Carroll</i> , Deputy Secretary of Commerce and Chief Operating Officer, North Carolina Department of Commerce, Raleigh, North Carolina. <b>Remarks:</b> <i>James McCleskey</i> , Director, State of North Carolina Washington Office, Washington, D.C.; <i>Earl Gohl</i> , Federal Co-Chair, Appalachian Regional Commission, Washington, D.C. <b>Presiding:</b> <i>Bill Yarborough</i> , Special Assistant to the Commissioner of Agriculture, North Carolina Department of Agriculture and Consumer Services, Waynesville, North Carolina
9:00 a.m.–10:00 a.m.	<b>Presentation</b> ( <i>Grand Ballroom</i> ) <b>Local Food Systems as Economic Development: A Framework for Local Leaders</b> Local farms and food entrepreneurs—the components of a local food system—benefit local economies by supporting job creation, increasing tax revenue, and boosting tourism, as well as by keeping a greater share of local dollars in the community. This session will help community leaders understand how food systems operate and how supporting these systems can lead to stronger local economies. <b>Speaker:</b> <i>Charlie Jackson</i> , Executive Director, Appalachian Sustainable Agriculture Project, Asheville, North Carolina
10:00 a.m.–10:15 a.m.	Break
10:15 a.m.–11:45 a.m.	<b>Plenary Panel</b> ( <i>Grand Ballroom</i> ) <b>Growing Diversified Local Food Economies: Models and Resources</b> What food hubs and value chain models are being developed and what is the economic potential associated with them? How can communities encourage a “buy local” mindset? In this session, panelists will discuss best practices in developing local food systems, and resources for community leaders looking to facilitate the growth of local food economies. <b>Panelists:</b> <i>Anthony Flaccavento</i> , Organic Farmer; Owner, SCALE, Inc.; and Founder, Appalachian Sustainable Development, Abingdon, Virginia. <i>Brian Snyder</i> , Executive Director, Pennsylvania Association for Sustainable Agriculture, Millheim, Pennsylvania. <i>Stacy Miller</i> , Executive Director, Farmers Market Coalition, Charlottesville, Virginia. <i>Leah McGrath</i> , Corporate Dietitian, Ingles Markets, Inc., Asheville, North Carolina.
11:45 a.m.–1:15 p.m.	<b>Local Foods Luncheon</b> ( <i>Grand Ballroom</i> ) <b>Speaker:</b> <i>Joani Walsh</i> , Deputy Under Secretary for Marketing and Regulatory Programs, United States Department of Agriculture, Washington, D.C.
1:15 p.m.–1:30 p.m.	Break

1:30 p.m.–2:50 p.m.

## CONCURRENT SESSIONS I

### Models of Innovation: Educational Institutions as Incubation Hubs and Centers for Sustainability

(Windsor Ballroom A)

**Moderator:** *Stuart Rosenfeld*, Principal and Founder, Regional Technology Strategies, Inc., Carrboro, North Carolina  
**Speakers:** *Walter Hill*, Dean, College of Agricultural, Environmental, and Natural Sciences, and Director, George Washington Carver Agricultural Experiment Station, Tuskegee University, Tuskegee, Alabama. *Meagan Roberts*, Instructor, Horticulture Technology and Sustainable Agriculture, Western Piedmont Community College, Morganton, North Carolina. *Thomas Sewell*, Dean, Technical Education Division, Walters State Community College, Morristown, Tennessee. *Terry Tucker*, Dean, School of Arts and Sciences, and Director, Center for Organic and Sustainable Agriculture, Alfred State College, Alfred, New York.

### Food Heritage and Culinary Arts as Economic Drivers (Windsor Ballroom B)

**Moderator:** *Katherine Hoffman*, Assistant Professor, University College, Virginia Commonwealth University, Richmond, Virginia

**Speakers:** *Christine Gyovai*, Associate, Institute for Environmental Negotiation, University of Virginia, Charlottesville, Virginia. *Rosann Kent*, Program Manager, Georgia Appalachian Studies Center, North Georgia College and State University, Dahlonega, Georgia. *Mark Sohn*, Chef and Author, Pikeville, Kentucky. *Kevin Welch*, Coordinator, Center for Cherokee Plants, North Carolina State University Cooperative Extension, Cherokee, North Carolina.

### Getting Product to Market: Models of Aggregation and Distribution (Alexander Room)

**Moderator:** *Michelle Decker*, Executive Director, Rural Action, Trimble, Ohio

**Speakers:** *Eric Bendfeldt*, Extension Specialist, Community Viability, Virginia Cooperative Extension, Harrisonburg, Virginia. *Robin Robbins*, Appalachian Harvest Food Safety and Marketing Manager, Appalachian Sustainable Development, Abingdon, Virginia. *Debra Tropp*, Branch Chief, USDA Agricultural Marketing Service, Washington, D.C.

### Marketing and Branding: Improving the Viability and Integrity of Local Food Markets (Victoria Room)

**Moderator:** *Kostas Skordas*, Regional Planner, Appalachian Regional Commission, Washington, D.C.

**Speakers:** *Kristen Branscum*, Executive Director, Office of Agricultural Marketing and Product Promotion, Kentucky Department of Agriculture, Frankfort, Kentucky. *Peter Marks*, Program Director, Local Food Campaign, Appalachian Sustainable Agriculture Project, Asheville, North Carolina. *Stacy Miller*, Executive Director, Farmers Market Coalition, Charlottesville, Virginia.

2:50 p.m.–3:10 p.m.

Break

3:10 p.m.–4:30 p.m.

## CONCURRENT SESSIONS II

### Developing Shared-Use Food Processing Centers (Windsor Ballroom A)

**Moderator:** *David Hughes*, Business Development Analyst, Appalachian Regional Commission, Washington, D.C.

**Speakers:** *Kevin Kilburn*, Chef; Instructor, Shoals Entrepreneurial Center, Florence, Alabama. *Leslie Schaller*, Director of Programming, Appalachian Center for Economic Networks, Athens, Ohio. *Mary Lou Surgi*, Executive Director, Blue Ridge Food Ventures, Candler, North Carolina.

### Local and Sustainable Meat and Meat Processing (Windsor Ballroom B)

**Moderator:** *Larry Fisher*, Director of Finance, Appalachian Center for Economic Networks, Athens, Ohio

**Speakers:** *Danny Boyer*, Farmer; President, Grayson LandCare, Inc., Independence, Virginia. *Casey McKissick*, Farmer; Coordinator, NC Choices, Center for Environmental Farming Systems, Old Fort, North Carolina. *Smithson Mills*, Researcher and Consultant, Asheville, North Carolina. *Jerry Moles*, Facilitator, New River LandCare, Independence, Virginia.

### Models of Sustainability: The Role of the “Agripreneur” (Alexander Room)

**Moderator:** *Roland McReynolds*, Executive Director, Carolina Farm Stewardship Association, Pittsboro, North Carolina

**Speakers:** *Travis Edgerton*, Manager, Farmers Fresh Market, Rutherfordton, North Carolina. *Dale Hawkins*, Chef and Farmer, Fish Hawk Acres; Founder, New Appalachian Farm and Research Center, Rock Cave, West Virginia. *Michael Porterfield*, Farmer and Founder, New Sprout Organic Farms, Asheville, North Carolina.

### Farm-to-School, Farm-to-College, Farm-to-Hospital: The Value of Institutional Buyers (Victoria Room)

**Moderator:** *Pam Curry*, Executive Director, Center for Economic Options, Charleston, West Virginia

**Speakers:** *Alison Fearn*, Director of Dining Services, University of North Carolina–Asheville, Asheville, North Carolina. *Emily Jackson*, Program Director, Growing Minds Farm to School Program, Appalachian Sustainable Agriculture Project, Asheville, North Carolina. *Bekki Leigh*, Coordinator, Office of Child Nutrition, West Virginia Department of Education, Charleston, West Virginia.

4:30 p.m.

Adjourn for the Day/Dinner on Your Own

## Wednesday, April 4, 2012

7:30 a.m.–8:30 a.m.	<b>Breakfast</b> ( <i>Grand Ballroom</i> )
8:30 a.m.–9:45 a.m.	<b>Plenary Panel</b> ( <i>Grand Ballroom</i> ) <b><i>The Future of Local Food Systems and Sustainable Agriculture in Appalachia</i></b> Leaders and practitioners from a variety of perspectives discuss their vision for the local food movement in Appalachia, as well as opportunities and challenges for growth in this field. <b>Moderator:</b> <i>Jean Haskell</i> , Co-Editor, <i>Encyclopedia of Appalachia</i> , Portsmouth, Virginia <b>Panelists:</b> <i>Michelle Decker</i> , Executive Director, Rural Action, Trimble, Ohio. <i>Roland McReynolds</i> , Executive Director, Carolina Farm Stewardship Association, Pittsboro, North Carolina. <i>Leslie Schaller</i> , Director of Programming, Appalachian Center for Economic Networks, Athens, Ohio. <i>Kathlyn Terry</i> , Executive Director, Appalachian Sustainable Development, Abingdon, Virginia.
9:45 a.m.–10:00 a.m.	Break
10:00 a.m.–11:20 a.m.	<b>CONCURRENT SESSIONS III</b> <b>Innovative Financing Programs and Ideas for Farmers and Food Producers</b> ( <i>Alexander Room</i> ) <b>Moderator:</b> <i>Ray Daffner</i> , Manager, Entrepreneurial Development, Appalachian Regional Commission, Washington, D.C. <b>Speakers:</b> <i>Carol Peppe Hewitt</i> , Co-Founder, Slow Money NC. <i>Mark Kudlowitz</i> , Associate Program Manager, Community Development Financial Institutions Fund, U.S. Department of the Treasury, Washington, D.C. <i>Anna Tefft</i> , Director of Lending and North Carolina Senior Business Lender, Natural Capital Investment Fund, Inc., Winston-Salem, North Carolina.  <b>Increasing Access to Healthy Food</b> ( <i>Windsor Ballroom</i> ) <b>Moderator:</b> <i>Savanna Lyons</i> , Program Manager, West Virginia Food and Farm Coalition, West Virginia Community Development Hub, Beckley, West Virginia <b>Speakers:</b> <i>David Cooke</i> , Director, Grow Appalachia, and Director, Berea College Appalachian Fund, Berea College, Berea, Kentucky. <i>Nikki D'Adamo-Damery</i> , Coordinator, Appalachian Foodshed Project, Virginia Polytechnic Institute and State University, Blacksburg, Virginia. <i>David Holben</i> , Professor, School of Applied Health Sciences and Wellness, Ohio University, Athens, Ohio. <i>Kathlyn Terry</i> , Executive Director, Appalachian Sustainable Development, Abingdon, Virginia.  <b>Agritourism: Economic Opportunities for Local Farmers and Communities</b> ( <i>Victoria Room</i> ) <b>Moderator:</b> <i>Martha Glass</i> , Manager, Agritourism Office, Marketing Division, North Carolina Department of Agriculture and Consumer Services, Raleigh, North Carolina <b>Speakers:</b> <i>Pamela Bartholomew</i> , Agritourism Marketing Specialist, Tennessee Department of Agriculture, Nashville, Tennessee. <i>Mary Jeanne Packer</i> , President, Ghostwriters Communications, Watkins Glen, New York. <i>Monika Roth</i> , Extension Issue Leader and Agriculture Educator, Cornell Cooperative Extension of Tompkins County, Ithaca, New York.
11:30 a.m.–1:45 p.m.	<b>Local Foods Luncheon and Funders Panel</b> ( <i>Grand Ballroom</i> ) Representatives of public and private funding institutions will discuss what they have learned from past investments and how they measure success, and will identify future funding priorities to support local food systems and sustainable agriculture. <b>Moderator:</b> <i>Bill Yarborough</i> , Special Assistant to the Commissioner of Agriculture, North Carolina Department of Agriculture and Consumer Services, Waynesville, North Carolina <b>Panelists:</b> <i>Ray Daffner</i> , Manager, Entrepreneurial Development, Appalachian Regional Commission, Washington, D.C. <i>Wayne Fawbush</i> , Program Officer, Ford Foundation, New York, New York. <i>William Hobbs</i> , Director, Community Programs, USDA Rural Development, Raleigh, North Carolina. <i>Sheldon Jones</i> , Vice President, Farm Foundation, Oak Brook, Illinois. <i>Tim Richards</i> , Senior Program Officer, Community Foundation of Western North Carolina, Asheville, North Carolina.
1:45 p.m.–2:00 p.m.	<b>Closing Remarks</b> ( <i>Grand Ballroom</i> )
2:00 p.m.	Conference Adjourns
2:15 p.m.–6:00 p.m.	Participants who registered for the <b>Local Food and Farm Tours</b> should meet in the lobby of the Renaissance Asheville Hotel immediately after the conference adjourns. The tour buses will depart at 2:15 p.m. and will return by 6:00 p.m.

ARC would like to thank the following co-sponsors for their support of the *Growing the Appalachian Food Economy* forum.



Ford Foundation



Scan this QR code for an expanded agenda and more conference-related information, or visit [www.arc.gov/localfood](http://www.arc.gov/localfood)

