

Thursday, December 4, 2014

BioTech Place, 575 N Patterson Ave, Winston-Salem NC

- 11:30 - 1:00** **Registration** **Atrium**
- 12:00 - 12:50** **Foodways & Roadways—Screening & Discussion** **Atrium**
Producer **Margaret Savoca** presents this short documentary film examining the food traditions of African-Americans in Winston-Salem before the 1960s. The construction of Interstates 52 and 40 split the community and resulted in a great change in meal patterns in these neighborhoods. Following the film, get a behind-the-scenes look at the making of the film and accompanying photography exhibit. *Bring your own lunch!*
- 1:00 - 1:35** **Welcome & Opening Session** **Auditorium**
- 1:45 - 2:20** **Charlotte Area Orientation Meeting** **Room 153 A-B**
Triangle Area Orientation Meeting **Room 150**
Triad Area Orientation Meeting **Room 152**
Western NC Orientation Meeting **Room 154**
Eastern NC Orientation Meeting **Room 156**
- 2:30 - 3:30** **Stories Told & Lessons Learned: Food Councils Affecting Local Change** **Auditorium**
Presenters **Jared Cates**, **Wendy Peters Moschetti**, and **Larissa Calancie** share examples and case studies from North Carolina, Colorado, and across the country that highlight the achievements of a variety of food councils. Learn how different councils approach the program vs. policy issue, include diverse voices across their work, identify needs within their communities (using data and other means), all topics relevant to new and mature councils.
- Connecting State to Local: Vibrant Farms** **Room 150**
Our state's number one industry is agriculture and North Carolina is a national leader in agriculture diversity. From soil testing to safety concerns to marketing, farm preservation and more, what are the farm issues in your community? Learn how to navigate farm concerns and discover state level resources to help you work locally to ultimately preserve farmland and support the farmers who grow our food. Get an overview of services and programs with panelists from NC Department of Agriculture, **Ron Fish** (Agribusiness), **Annie Baggett** (Agritourism), **Heather Barnes** (Farm to School), **Sherry Barefoot** (Market News), **Paul Jones** (Media), **Victor VanNortwick** (GAP/GHP, Cooperative Grading Service), and **Evan Davis** (Farmland Preservation).
- Connecting State to Local: Thriving Local Economies** **Room 153 A-B**
NC Department of Commerce Rural Economic Development Division panelists **Libby Smith** (Asst. ARC Program Manager & Sr. Community Development Advisor), **Dr. Patricia Mitchell** (Asst. Secretary), **Hazel Edmond** (Program Manager Building Reuse Program), **Liz Parham** (Director, NC Main Street Center and the Office of Urban Development) will discuss the importance of local food economies for community and economic development, and what is happening in communities across NC. Discover state programs and assistance to help your work locally. Come with specific questions and issues from your community; panelists will guide you to information and connections you need.
- Creative Insight Council: How Do Councils Sustain Their Efforts?** **Room 152**
PREREGISTRATION REQUIRED. **Ruth Backstrom** facilitates this series of sessions to tap into collective insights around finding resources to make food councils both effective and sustainable, starting with pre-event survey responses from participants and ending with a

report back to all participants at the closing session Friday.

3:30 - 4:20 Resource Fair | Networking Break *Atrium*

REFRESHMENTS PROVIDED. Make connections with fellow participants, session speakers, and other resources. Descriptions of participating resource fair organizations are provided on following pages.

4:20 - 5:20 Interactive Discussion: Engaging Local Government in Food Efforts *Auditorium*

Moderator **Rick Morse** hosts local government panelists **John Day** (Retired County Manager, Cabarrus), **Mary Furtado** (Asst. County Manager, Catawba), **Joe Moore** (City Manager, Brevard), and **Dudley Watts** (County Manager, Forsyth) as they reflect on local food from their perspectives as chief executives of local government institutions. Bring specific questions or frustrations to share in what promises to be an interactive and lively discussion. Leave with candid insights from local government managers around what to do (and what not to do) to effectively engage your own local government leaders as allies in your food system work.

Connecting State to Local: Foodshed & Land Use Planning *Room 153 A-B*

Panelists **Edgar Miller** (Govt Relations Director, Conservation Trust for NC), **Katherine Baer** (Director of Conservation, Triangle Land Conservancy), **Kevin Redding** (Exec Director, Piedmont Land Conservancy), **Rich Shaw** (Land Conservation Manager, Orange County), **Toby Bost** (Chair, Forsyth Soil and Water Conservation District), **Kirk Ericson** (Principal Planner, Winston-Salem and Forsyth County), and **Annette Hiatt** (Senior Staff Attorney, Land Loss Prevention Project) describe the food systems landscape regarding farmland protection in North Carolina. Discover who does what at the state level and identify resources and support options to help you work locally. Come with specific questions and issues from your community; panelists will provide information and connections you need.

Connecting State to Local: Healthy People Organizers *Room 155 A-B*

Moderated by **Karen Stanley** (NC Division of Public Health), panelists **Alice Ammerman** (Director, Center for Health Promotion and Disease Prevention; Prof, Gillings School of Global Public Health and School of Medicine), **Diane Beth** (Nutrition Program Consultant, NC Division of Public Health), **Dara Bloom** (Asst. Professor and Local Foods Extension Specialist, NCSU College of Agriculture and Life Sciences), **Earline Middleton** (VP Agency Services and Programs, Food Bank of Central & Eastern NC) and **Sarah Jacobsen** (NC Alliance for Health) describe the food systems landscape regarding healthy North Carolinians. Discover who does what at the state level and identify resources and support options to help you work locally. Come with specific questions; panelists will guide you to information and connections.

Creative Insight Council (Continued) *Room 152*

5:20 - 6:30 Resource Fair | Happy Hour *Atrium*

REFRESHMENTS PROVIDED. Make connections with fellow participants, session speakers, and other resources. Descriptions of participating resource fair organizations are provided on following pages.

6:30 - 8:00 Dinner Reservations *Sign Up at Registration Desk*

Want to network over dinner? Not sure where to go? We've secured dinner reservations at a variety of restaurants in downtown Winston-Salem. Sign up as a group or join a group of other individuals looking to connect.

8:00 - 10:00 After Party *Foothills Brewery, 638 W Fourth St*

Friday, December 5, 2014

BioTech Place, 575 N Patterson Ave, Winston-Salem NC

8:00 - 8:45 **Networking Breakfast** *Atrium*

8:45 - 9:20 **KEYNOTE SESSION | Building a Network of Networks: Attempting to Shift Local, State, & Institutional Food Policy in Colorado** *Auditorium*

Food systems planner **Wendy Peters Moschetti** presents information from Colorado, where its state Food Systems Advisory Council and partners are building a Colorado Food Policy Network comprised of ~18 community food coalitions. Learn how their emerging network of councils hopes to come together in a collective voice to advance healthy food access policy, steps they have taken that helped them advance as well as missteps they could have avoided, and what the network needs now to grow.

9:30 - 10:20 **Successful Engagement: Developing Cultural Competency** *Auditorium*

Many food councils, both nationally and in NC, seek to broaden and deepen engagement in their communities. Yet groups often struggle to engage beyond traditional stakeholders - "the usual suspects." Studies show that an inclusive climate is a critical feature of successful councils and networks. Leadership scholar **Dr. Forrest Toms** shows how food councils can create a more inclusive climate by developing the cultural competency of its members and the group, while at the same time developing and building capacity to engage non-traditional stakeholders and their communities.

How Effective Are We Really? Demonstrating Council Impact *Room 153 A-B*

What makes a council or collaborative successful? How can groups demonstrate impact? Food council researcher **Larissa Calancie** explains what recent studies tell us about critical success factors for institutionalizing change and explore ways to show council success.

Food System Networks: It's All About Relationships! *Room 155 A-B*

Changing the food system is a huge undertaking. No one organization or individual can go it alone. Success requires us to intentionally connect, build relationships and learn from one another. Chesapeake Foodshed Network coordinator **Christy Gabbard** explains how a network approach can advance food system work in your community.

Creative Insight Council (Continued) *Room 152*

10:30 - 11:20 **Foundations for Collective Impact: Driving Real Food Systems Change** *Auditorium*

Presenters **Abbey Piner** and **Katie Descieux** share an exciting new trend in the field of organizational collaboration. Hear from folks who are working with Collective Impact in their communities. Plus, get a sneak preview of the new Collective Impact Toolkit for Food Councils, which helps councils harness their community's energy to make lasting change in the food system.

Winnowing to Win: Tools to Develop and Implement a Policy Agenda *Room 155 A-B*

Eating is, in part, a political act. Your community's food choices provide a chance to eat your values. Advocating for a local food system provides a way to support a vibrant local economy, a chance to improve public health, and a path to improve conditions for farm workers, farm animals and the environment. How will your community select among these worthy outcomes and target its work? **Rochelle Sparko** provides tools used for decades by community organizers that can help your council select among myriad competing issues.

Authentic Youth Engagement in Food Access Work *Room 153 A-B*

Presenters **Diana Manee** and **Kimberly Reese** share the YES! Youth Empowerment Model, explaining its underlying theory, and providing examples for implementation. Learn tangible skills that will increase your ability to support and enhance effective youth-adult partnerships for local and statewide advocacy while highlighting successful intergenerational partnerships and outcomes in food access work.

Creative Insight Council (Continued)

Room 152

11:30 - 12:15	Charlotte Area Closing Meeting	<i>Room 153 A-B</i>
	Triangle Area Closing Meeting	<i>Room 150</i>
	Triad Area Closing Meeting	<i>Room 155 A-B</i>
	Western NC Closing Meeting	<i>Room 154</i>
	Eastern NC Closing Meeting	<i>Room 156</i>
12:25 - 1:00	Closing Session – Sharing Our Creative Insights	<i>Auditorium</i>
	Creative Insight Council participants will report their answer to the question that they've processed throughout the event: "How can food councils procure the resources they need to be effective and sustainable?" Also, hear conclusions from each of the regional discussions - to understand where we'll go next with what we've learned.	
1:00 - 1:30	Networking Grab-and-Go Lunch	<i>Atrium</i>