

2017

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Nov 30 - Dec 1

STATEWIDE FOOD COUNCIL GATHERING

Bermuda Run, NC



Hosted by: Community Food Strategies &
NC Local Food Council



An independent licensee of the Blue Cross and Blue Shield Association



NC STATE
EXTENSION



Burt's Bees Greater Good
Foundation
Carolina Small Business
Development Fund
John Hopkins
Center for a Livable Future
Conservation Trust for NC
Food Bank of Central and
Eastern NC

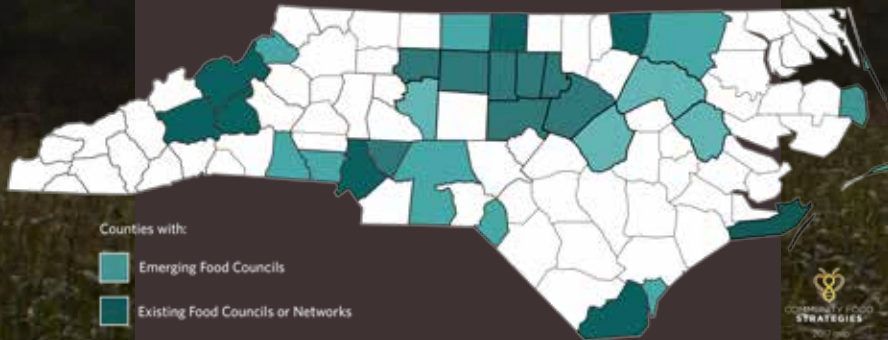
Natural Capital Investment Fund
NC Department of Agriculture
NC Farm Bureau Federation
Plan4Health NC - Initiative of
American Planning Association
NC Chapter
Produce Box
The Rural Center

www.communityfoodstrategies.org
#ncfoodcouncils



Welcome!
We are so excited you're here.

WE'VE BROUGHT YOU TOGETHER TO
LEARN, SHARE, AND TO BE INSPIRED IN
YOUR WORK TOWARD
EQUITABLE FOOD POLICY.



Counties with:
Emerging Food Councils
Existing Food Councils or Networks

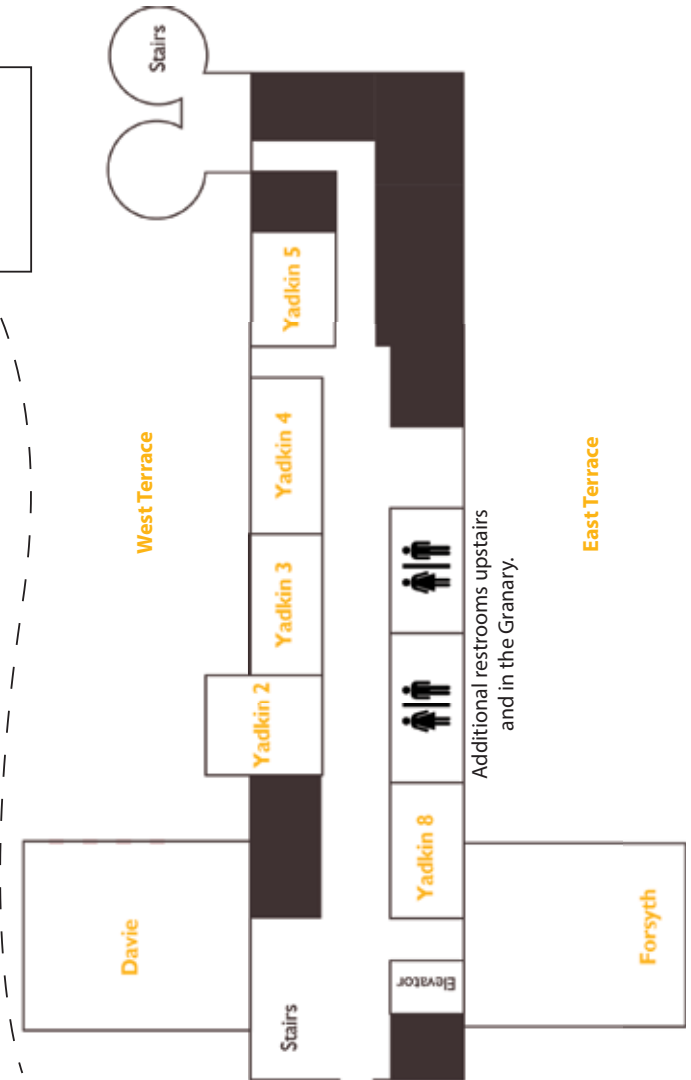
With event planning support from:
Cape Fear Food Policy Council,
Durham Farm & Food Network,
Forsyth Community Food Consortium,
Orange County Food Council, and
Watauga Food Council



MAIN BARN LEVEL I

The Loft is upstairs.

Follow the outside sidewalk to the Granary.



Follow us on social media!
[#ncfoodcouncils](https://twitter.com/ncfoodcouncils)

www.communityfoodstrategies.org

SPEAKERS

Jana Bartelson, RD, Public Health Diabetes & Nutrition Educator, Yancey Co. Health Department

Karen Bassarab, Senior Program Officer, Food Communities and Public Health program at Johns Hopkins Center for a Livable Future (CLF)

Gini Bell, Executive Director, Farmer FoodShare

Rev. Dr. Joe Blosser, Assistant Professor, High Point University

Shannon Carroll, High Country Food Hub Coordinator, Blue Ridge Women in Agriculture

John Coggin, The Rural Center

Henry Crews, Green Rural Redevelopment Organization

Neal Curran, Bull City Cool (BCC) Coordinator, Reinvestment Partners; Durham Farm & Food Network

Sarah Daniels, Executive Director of Feast Down East

Clifton Dial, St. Andrews University & ScotLand Grows

Emily Edmonds, Center for Environmental Farming Systems

Michelle Eley, NC A&T State University, NC Local Food Council

Brett Evans, Farmer, Red Hawk Farm

Savi Horne, NC Association of Black Lawyers; Executive Director, Land Loss Prevention Project

Sarah Jacobson, American Heart Association

Grace Kanoy, GeoCore Films & Davidson County Local Food Systems Network

Tracy Kunkler, Circle Forward Partners & Appalachian Foodshed Network Map

Grady McCallie, Conservation Network

Katherine Metzger, Charlotte-Mecklenburg Food Policy Council

Edgar Miller, Government Relations Director, Conservation Trust of NC; NC Local Food Council

Kivi Leroux Miller, Founder & CEO, Nonprofit Marketing Guide

Thomas Moore, NC Food Systems Coordinator, Carolina Farm Stewardship Association

Emma Olson, UNCA Health & Wellness

Mike Ortosky, Agriculture Economic Developer, Orange Co.

Preston Peck, Toxic Free NC

Cecelia Polanco, So Good Pupas

Rebecca Reeve, Results Work Consulting

Noran Sanford, Growing Change & ScotLand Grows

Katherine Savage, Director, Yancey Alliance for Young Children (YAY)

Joy Salyers, Social Activist, Folklorist

Julia Sendor, Farmer/Program Coordinator, Anathoth Community Garden & Farm

Danielle Sherman, Project Manager, Active Living By Design

Tenita Solanto, Navy Veteran Farmer, Green Panda Farms

Rochelle Sparko, Policy Director, Carolina Farm Stewardship Association

Robyn Stout, NC 10% Campaign, Statewide Program Coordinator, Center for Environmental Farming Systems

Dr. Vanessa Stuart, PhD, Ex.C.E.L.L. Community Development Corp.

Dave Walker, Watauga Food Council & Blue Ridge Women in Agriculture

Josie Walker, NC Council of Churches

Napoleon Wallace, Deputy Secretary for Rural Economic Development and Workforce Solutions, NC Department of Commerce

Herbie Walters, Listening Project Founder, Toe River Food Security Network

James Watts, Merchandising Manager, Weaver Street Market

Jenn Weaver, Town of Hillsborough, Orange County Food Council

Erin White, Founder, Community Food Lab

Maxine White, Executive Director, Coalition for Healthier Eating (CHE)

Kathleen Wood, Director & Garden Manger at DigIn Community Garden

SCHEDULE

THURSDAY, NOVEMBER 30TH

- 9:15 - 5:00 Registration
 10:00 - 11:15 Welcome & Grounding
 11:15 - 11:30 BREAK
 11:30 - 12:15 Regional Kickoff
 12:30 - 1:45 Lunch
 1:00 - 1:45 Keynote Presentation
 2:00 - 3:15 Concurrent Sessions 1
 3:15 - 3:30 BREAK
 3:30 - 4:45 Concurrent Sessions 2
 5:00 Group Photo, West Terrace
 5:00 - 7:00 Gathering Reception / Resource Fair
 7:30 Evening Social at Fiddlin' Fish Brewery, 772 Trade Street NW, Winston-Salem, NC



FRIDAY, DECEMBER 1ST

- 8:00 - 9:00 Breakfast
 9:00 - 10:15 Concurrent Sessions 3
 10:15 - 10:30 BREAK
 10:30 - 11:45 Concurrent Sessions 4
 12:00 - 1:30 Lunch
 12:30 - 1:30 Ignite Presentations
 1:30 Group Photo, Loft
 1:45 - 2:30 Regional Meetings
 2:45 - 3:15 Closing

ALL DAY

Resource Fair, Loft
 Photo Booth, Loft
 Council Communications
 Highlights, Loft
 Local Foods Videos, Yadkin 8

REGIONAL MEETINGS

REGION	ROOM
Charlotte	Forsyth
Northeast	Yadkin 2
Southeast	Yadkin 3
Triad	Granary
Triangle	Davie
Western	Yadkin 4

JOIN US FOR A
GROUP PHOTO!

5PM, THURSDAY
EAST TERRACE

1:30PM, FRIDAY
LOFT

#NCFOODCOUNCILS
2017

THURSDAY EVENING ACTIVITIES

GATHERING RECEPTION & RESOURCE FAIR HOSTED BY NC LOCAL FOOD COUNCIL ON THE EAST TERRACE

This is a perfect time to learn about funding and resource opportunities, and meet your NC Local Food Council representatives.

Join us for hors d'oeuvres, beverages, music, and good company! Featuring Bhramari Brewery, Bull City Ciderworks, and 580 Craft Beer.

FUNDER & RESOURCE BOOTHS

- | | |
|--|--|
| Appalachian Regional Commission | Natural Capital Investment Fund |
| Carolina Farm Credit | NC Community Foundation |
| Carolina Farm Stewardship Association | NC Cooperative Extension Local Food Flagship Program |
| Carolina Small Business Development Fund | Resourceful Communities |
| Center for Environmental Farming Systems | Rural Advancement Foundation International |
| Circle Forward Partners | Rural Center |
| | Self-Help Credit Union |
| | USDA Rural Development |

For more information see Resource Directory in conference packet.

EVENING SOCIAL

Fiddlin' Fish Brewery, 772 Trade Street NW, Winston-Salem, NC
7:30 - 9:30PM

Join us for an informal gathering in downtown Winston-Salem. A local food truck, Good Times BBQ, will be on site until 9pm.

Some tables will be reserved, but all food+drink must be purchased. A variety of great local restaurants are within walking distance. Please see a list of local-food friendly restaurants in your folder.



CONCURRENT SESSION 1
THURSDAY
2:00-3:15 PM

CONCURRENT SESSION 2
THURSDAY
3:30-4:45 PM

Forsyth

PRIORITIZING STRATEGIES AND RESOURCES WITH RESULTS-BASED ACCOUNTABILITY



SPEAKERS

Rebecca Reeve, Emma Olson, Dave Walker

MEANINGFUL MEASURES OF IMPACT: EXPLORING OPTIONS AND TECHNIQUES FOR MEASURING SUCCESS OF YOUR FOOD COUNCIL.



SPEAKERS

Danielle Sherman, Tracy Kunkler, Rev. Dr. Joe Blosser, Erin White

Granary

PART I: SPEAKING YOUR TRUTH: TELLING YOUR ORGANIZATION'S STORY WITH INTEGRITY AND JOY



SPEAKER

Joy Saylers, Social Activist/ Folklorist

PART II: SPEAKING YOUR TRUTH: TELLING YOUR ORGANIZATION'S STORY WITH INTEGRITY AND JOY



SPEAKER

Joy Saylers, Social Activist/ Folklorist

**You must attend Storytelling Part 1 to attend Storytelling Part II.*

Davie

COUNCIL STRUCTURES: QUESTIONS TO ASK AND TOOLS TO USE



SPEAKERS

Karen Bassarab, Center for a Livable Future, and several NC local food council members

THE LISTENING PROJECT: A TOOL FOR ENGAGING COMMUNITIES



SPEAKERS

Herbie Walters, Kathleen Wood, Jana Bartleson, Katherine Savage

EMERGING VS. EXISTING TRACK



Emerging - Workshops most appropriate for food councils in Seed or Start-up Phase.



Existing - Workshops most appropriate for food councils in Growth or Mature Phase.

Some workshops will be great for both, and are noted with both icons.

For more information about the Phases of Food Council Development, refer to the handout in your conference packet.

MAKE TIME TO VISIT THESE ACTIVITIES!

FOOD COUNCIL COMMUNICATIONS HIGHLIGHTS - LOFT

Post your own or check out other food council examples of communications materials or accomplishments here, including logos, brochures, baseline assessments, newspaper articles, event flyers, or screenshots of their website or social media pages.



FOOD SYSTEMS PHOTO BOOTH - LOFT

Create your own or use our templates to create a sign about equitable food policy and the upcoming Farm Bill. Take photos of you and your sign and share on social media.

[#ncfoodcouncils](#)
[#communityfoodstrategies](#)

LOCAL FOOD SHORT VIDEOS - YADKIN 8

Need a break from sessions, come and watch a running list of short videos that highlight food councils, local farms, and local food projects in North Carolina.



CONCURRENT SESSION 3 FRIDAY 9:00-10:15 AM		CONCURRENT SESSION 4 FRIDAY 10:30-11:45 AM		
<p>IS A FOOD HUB RIGHT FOR YOUR COMMUNITY? BEST PRACTICES FROM FOOD HUBS AROUND NC</p> <p>SPEAKERS Thomas Moore, Shannon Carroll, Neal Curran, Sarah Daniels, Maxine White</p>		<p>LOCAL & REGIONAL GOVERNMENTS: BEST PRACTICES FOR CITIZEN ADVOCATES</p> <p>SPEAKER Emily Edmonds, Center for Environmental Farming Systems</p>		Forsyth
<p>TOOLS AND STRATEGIES FOR LEADERSHIP CULTIVATION WITHIN COMMUNITY COALITIONS</p> <p>SPEAKERS Dr. Vanessa Stuart, PhD, Ex.C.E.L.L. Community Development Corp.</p>		<p>GETTING REAL ABOUT LOCAL FOOD – A REGIONAL APPROACH</p> <p>SPEAKERS Mike Ortosky, James Watts, Napoleon Wallace, Brett Evans, Gini Bell</p>		
<p>LESSONS IN ADVOCACY: HOW FOOD COUNCILS ARE IMPACTING POLICY CHANGE</p> <p>SPEAKERS Karen Bassarab, Center for a Livable Future; and Jared Cates</p>		<p>DIFFERENT PATHWAYS TO STATE AND FEDERAL POLICY CHANGE</p> <p>SPEAKERS Edgar Miller, Rochelle Sparko, John Coggin, Grady McCallie, Sarah Jacobson, Preston Peck, Katherine Metz</p>		Davie
<p>COMMUNICATIONS ESSENTIALS TO ENERGIZE AND ENGAGE VOLUNTEERS AND YOUR COMMUNITY</p> <p>SPEAKER Kivi Leroux Miller, Nonprofit Marketing Guide</p>		<p>WORKING WITH HIGHER EDUCATION INSTITUTIONS</p> <p>SPEAKERS Michelle Eley, Clifton Dial, Noran Sanford, Robyn Stout, Jose Walker</p>		Yadkin 2

More info on speakers on last page and online at communityfoodstrategies.org.

THURSDAY CONCURRENT SESSIONS

PRIORITIZING STRATEGIES AND RESOURCES WITH RESULTS-BASED ACCOUNTABILITY FORSYTH - 2:00 - 3:15PM

Learn the basic tools of Results-Based Accountability, a data-driven, decision-making process that helps communities take action in improving complex social problems. Hear how one food council has used these tools to engage their community and prioritize their actions. Then, spend some time trying out the methods.

STORYTELLING PART I: SPEAKING YOUR TRUTH: TELLING YOUR ORGANIZATION'S STORY WITH INTEGRITY AND JOY GRANARY - 2:00 - 3:15PM

Whether you're trying to attract volunteers, reach out to local government, or get funding, your success depends on your storytelling skills. This two-part session will build yours from the ground up -- real, concrete tools and examples designed specifically for food council networks. In the first session, you'll learn how to target your message to your goal and audience, how to avoid the top mistakes that cause communications to fail, storytelling fundamentals, and how to make sure you're telling stories with your community (not for them).

COUNCIL STRUCTURES: QUESTIONS TO ASK AND TOOLS TO USE DAVIE - 2:00 - 3:15PM

Learn about different types of food council structures, their pros, cons and prevalence from across the country. The focus will be on how to navigate a best structure for your councils with decision making, working groups, and fiduciary considerations. Participants will also hear from a few councils in NC structured in different ways and will have an opportunity to engage in small groups for more detailed discussion, question and answer around specific structure types.

IGNITE PRESENTATIONS

FRIDAY, DECEMBER 1, 12:30PM,
LOFT



So Good Pupas; A Social Justice Food Truck

CECELIA POLANCO, SO GOOD PUPUSAS



Connecting Food Councils to Local Government

JENN WEAVER, ORANGE COUNTY FOOD COUNCIL



Leveraging Micro-Markets

HENRY CREWS, GREEN RURAL REDEVELOPMENT ORGANIZATION (GRRO)



Farmers and the Health Department: Networking towards partnerships

GRACE KANOY, DAVIDSON COUNTY LOCAL FOOD SYSTEMS NETWORK



Putting Advocacy into Action

KATHERINE METZO, CHARLOTTE MECKLENBERG FOOD POLICY COUNCIL



The Power of Engagement

CARL VIERLING, GREATER HIGH POINT FOOD ALLIANCE



SAVI HORNE

KEYNOTE SPEAKER

THURSDAY, NOVEMBER 30, 1:00PM,
LOFT



Savonala (Savi) Horne is Executive Director of the Land Loss Prevention Project, a nonprofit organization founded to curtail epidemic losses of Black owned land and to provide legal assistance to all financially distressed and limited resource farmers and landowners in North Carolina. Ms. Horne specializes in minority agricultural issues, sustainable agriculture, food systems policy, and environmental justice policy.

Why the “Good Food” Movement needs good food laws, and what role local food councils can play.

Local Food Policy Councils (LFPC) have created momentum for integrating access to healthy, affordable food that nourishes our bodies, protects our environment, and provides fair wages; however very often people of color are left behind in this progress. In fact, marginalized rural communities are not on the radar of many LFPCs across the nation. Ensuring food systems equity is still a long way-off and needs more than just policy dialogues to have meaning in disenfranchised communities. In North Carolina, the LFPCs are working to fashion models that are working within communities to make the change that we want in our local food system. This is a time to act together, from local councils to federal Farm Bill re-authorization, we have an opportunity to share the models and policies that are working in our urban and rural communities and engage at national, state and local levels to actualize the changes needed for a food system that delivers healthy food, land conservation and justice for communities, farmers, and workers.



MEANINGFUL MEASURES OF IMPACT: EXPLORING OPTIONS AND TECHNIQUES FOR MEASURING SUCCESS OF YOUR FOOD COUNCIL

FORSYTH - 3:30 - 4:45PM

This session will showcase emerging practices for measuring success of food councils and facilitate dialogue between participants to learn about opportunities and challenges with tracking impact. Hear about Active Living By Design’s Community Action Model, aimed to increase active living and healthy eating. Other examples will include the Capital Area Food Network’s Wake County Food Security Plan, Greater High Point Food Alliance’s Neighborhood Index, and the Kumu Social Network Map.

STORYTELLING PART 2: SPEAKING YOUR TRUTH: TELLING YOUR ORGANIZATION’S STORY WITH INTEGRITY AND JOY*

GRANARY - 3:30 - 4:45PM

This second session of Storytelling will be a hands-on workshop where you can get feedback and guidance on crafting a new message, improving existing ones, or making a plan for a future communication need. The synergy of other people who understand what you’re trying to do and an experienced facilitator can’t be replicated - this is a great opportunity to put concepts into action for maximum effect. If you have a communication goal that really matters to you, attending the full workshop is highly recommended.

*You must attend the first storytelling session to sign up for the second.

THE LISTENING PROJECT: A TOOL FOR ENGAGING COMMUNITIES

DAVIE - 3:30 - 4:45PM

Toe River Food Security Network, founded in 2012, supports and facilitates relationships among organizations and agencies who work in the Yancey County Food system through convening conversations. The Listening Project is the tool we use for organizing and moving our community toward greater food security. This tool guides how we do our work and allows the work to be emergent, adaptive, and rooted in the experiences of people who are food insecure. This session will share the tool and stories from its success.



FRIDAY CONCURRENT SESSIONS

IS A FOOD HUB RIGHT FOR YOUR COMMUNITY?

BEST PRACTICES FROM FOOD HUBS AROUND NORTH CAROLINA

FORSYTH - 9:00 - 10:15AM

Food hubs are one of many models that food councils and others are using to support their local food economy. Each food council is unique, because each community is different. These groups are working to serve their community in the best way possible. This is also true with food hubs: many models have evolved to serve the varying needs of their communities. Hear from an experienced panel from very different food hubs as they talk about their successes and challenges in connecting local producers with local consumers.

COMMUNICATIONS ESSENTIALS TO ENERGIZE AND ENGAGE VOLUNTEERS AND YOUR COMMUNITY

YADKIN 2 - 9:00 - 10:15AM

Great communications are about more than just staying in touch. During this session, we'll look at practical ways to communicate with a diverse group of volunteers and community members so they feel connected to and excited about your work.

LESSONS IN ADVOCACY:

HOW FOOD COUNCILS ARE IMPACTING POLICY CHANGE

DAVIE - 9:00 - 10:15AM

Food councils across the country are working to improve policies related to food, health and agriculture. Many groups are working locally to change institutional and municipal policies and laws, and others are working on state and federal policy issues. This session will focus on how food councils can engage in policy change at all levels. Participants will hear about approaches councils across the country are taking to advocate for policy and programmatic change. We'll also work on an interactive activity to hone their capacity and approach to advocacy.

TOOLS AND STRATEGIES FOR LEADERSHIP CULTIVATION WITHIN COMMUNITY COALITIONS

GRANARY - 9:00 - 10:15AM

The goal of this workshop is to address the 'how' of leadership cultivation to address the needs for shared leadership and ownership within food councils. You will learn about tools and strategies to build and cultivate a pipeline of leaders and consider ways to organize within your food councils to plan for leadership transition over time. Participants will identify some of their own leadership strengths and styles and consider qualities in all types of leaders that are important for building lasting coalitions with strong community connection.

LOCAL & REGIONAL GOVERNMENTS: BEST PRACTICES FOR CITIZEN ADVOCATES

FORSYTH - 10:30 - 11:45AM

In this session, participants will learn about the basic organizational structure, duties, and roles of municipal, county, and regional government agencies, and how those roles often overlap with food system development needs. We'll cover practical tips and tools for reaching out to local & regional governments, as well as the basic terms & principles used in areas that affect food systems, including planning and zoning, economic development, business development, and others. Participants will leave with several resources for approaching and building strong partnerships with their local and regional government agencies.

WORKING WITH HIGHER EDUCATION INSTITUTIONS

YADKIN 2 - 10:30 - 11:45AM

This session explores partnerships between local food councils and higher education institutions. The goal of this workshop is to provide some examples of methods used, best practices, challenges and successes when working with higher education institutions. Local food council members and some partner organizations will speak about the variety of experiences and projects they have collaborated on to further food systems development in their county or region.

DIFFERENT PATHWAYS TO STATE AND FEDERAL POLICY CHANGE

DAVIE - 10:30 - 11:45AM

This panel will feature updates on current issues at the state and federal levels related to economic development, conservation, toxics, public health and sustainable agriculture. Learn how statewide organizations in North Carolina are working to impact policy change on these issues. Hear from the NC Local Food Council and from one local food council about their policy change efforts. The session will close with a facilitated conversation to identify strategies for collaboration on larger scope statewide and federal issues, and to start to answer the question: "How do we make the most impact?"

GETTING REAL ABOUT LOCAL FOOD – A REGIONAL APPROACH

GRANARY - 10:30 - 11:45AM

Like watersheds, foodsheds have little to do with geopolitical boundaries. Rather than each individual town and county in the region seeking similar opportunities and funding for all parts of the food system economy, it is increasingly apparent that the approach should be a regional one. The reality of local/regional food is that it presents many challenges, but also many opportunities. Some of the greatest challenges are in the aggregation, processing, and distribution portion of the food system. Join this experienced panel of practitioners to hear more about the realities of the maturing local food movement.