

AGENDA

NEWfare

8-9 a.m. Registration and Opportunity to see student poster sessions, visit local food booths, and enjoy a yogurt parfait.

9 a.m. Welcome and overview of the day.

9:05-10 a.m.

Keynote Speaker: Theresa Marquez, Chief Marketing Executive, CROPP Cooperative.

This is the largest organic farmer cooperative in the United States. CROPP Cooperative includes Organic Valley and Organic Prairie brands. CROPP consists of over 1600 small and mid-size family farmers and markets and includes over 200 certified organic products including milk, cheese, butter, spreads, eggs, soy, produce, and meat. Marquez joined the Cooperative in 1995 and has helped to grow the business from \$5 million to over \$600 million in 2010.

10:15 a.m.-12 p.m. Facilitated, Interactive Breakout Sessions where panelists share their thoughts and you contribute your ideas. Each session seeks to answer the following questions: 1) Why and how are these businesses and organizations helping to cultivate health and create jobs through the local food economy? 2) What next steps are needed to move businesses and organizations in the direction of synergies that promote better health, good jobs, and a thriving local food economy?

10:15-11 a.m. Sessions A, B, and C

11:15 a.m.-12 p.m. Sessions A, B, and C (repeated)

12-1 p.m.: Featuring Sustainable, Local, Organic, Food (SLO)

1-2 p.m.: Plenary Session: Featuring Margaret Krome, Policy Program Director for the Michael Fields Agricultural Institute in East Troy, Wisconsin.

In this capacity she coordinates the annual national grassroots campaign to fund federal programs supported by the National Campaign for Sustainable Agriculture, and works to develop state programs and policies supporting environmentally sound, profitable, and socially responsible agriculture.

Plenary panelists will synthesize the forum session and address two key questions:

1. How can the local food economy cultivate health and jobs in Northeast Wisconsin?
2. What are the next steps needed to move in the direction of better health, more good jobs, and a thriving local food economy?

Panelists: **Theresa Marquez:** Organic Valley
Michael Finney: Oneida Nation, Eco-Services

Facilitated, Interactive Breakout Session Information

Session A: NEW Farm and Value-Added Food Businesses as Economic Drivers.

Value chains are examined as a strategy to meet the increasing consumer demand for healthy local food by generating new revenue streams for regional growers, restaurants, and artisan food producers. Hear how these ventures can promote regional job growth, encourage local healthy living, attract and recirculate local food dollars, and drive the local food economy.

Facilitator: **Valerie Dantoin Adamski**,
NWTC Organic Food and Agriculture Instructor.

Panelists: **Dale Johnson:** Sun-Century Organic Sunflower Oil
Tom Lutsey: Waseda Farms, Organic GrassFed beef
Mary Pat Carlson: Farm Market Kitchen

Session B: Local Food Economy in Health and Wellness Programs.

Good health is good for the local economy, because healthy people tend to be more productive and incur lower associated health care costs. Nutrient-dense foods, high quality drinking water, and institutional health and wellness programs are explored as complementary paths to improving community health.

Facilitator: **Karen Early**, UW-Cooperative Extension-Brown County Nutrition Education Program Coordinator.

Panelists: **Dr. Debra Pearson:** UW-Green Bay, Professor of Human Biology & Nutritional Sciences; Co-Director, Center for Food in Community and Culture
Bill Hafs: Director, Brown County Land and Water Conservation Dept.
Regina Young: Clinical Nutrition, Food & Nutrition Services, Bellin Health

Session C: Connecting Farmers, Food, and Community.

The growing consumer demand for local food promotes closer ties between those who produce and market our food and those who purchase, prepare and eat it. In addition to farmers markets, CSAs and community gardens, panelists will discuss new local food distribution systems including wholesale brokerage of local foods and cooperative marketing enterprises.

Facilitator: **Jeff Metoxen**, Oneida Nation, Tsyunhehkwa Manager.

Panelists: **Fred Depies:** Trust Local Foods, connecting farmers to local markets
Lynn Walter: President of the Board of New Leaf Market Cooperative
Teresa Engel: Wisconsin Dept. Ag Trade & Consumer Protection; Buy Local, Buy Wisconsin