

C: FSEP Entrepreneur Spotlight: Bizzy Lizzy Bakery

Erik and Sheila Rae, Owners, Bizzy Lizzy Bakery will share their experience in launching of the Bizzy Lizzy Bakery and their uniquely healthful gourmet cookies.

D: How to Sell Produce Direct to Schools

Michaëlle Rehmann, FSEP Farm to School Program Director and Colleen Matts, Farm to School Specialist, C.S. Mott Group for Sustainable Food Systems at Michigan State University will share the nuts and bolts of what it takes to sell fresh produce directly to school food service programs.

E: Food, Farming and Community

Susan Santone, Director of Creative Change Educational Solutions will share "Food, Farming and Community" a curriculum developed in conjunction with Michigan State University Museum's "Voices Project". The curriculum engages learners in a broad scope of issues and historic factors affecting today's food system.

F: Moving Local Food Into Institutions: Demonstrating Impact

Kamyar Enshayan will focus on ways of making local foods more visible, working with institutional food buyers, and planning for growing a local food infrastructure.

11:30 - 1:00

Lunch & Networking

Enjoy a delicious lunch of local foods prepared by Lenawee Vo-Tech Culinary Arts students under the direction of Chef Corbett Day.

Inspiring remarks by Frankie Brooks, Culinary Associates "A Taste of Elegance"

Visit the silent auction.

1:15 - 2:15

Concurrent Sessions (Select One)

G: Michiganian's Perspectives on Farmers' Markets and Local Food

Susan Smalley, David Connor and Kathryn Colasanti, C.S. Mott Group for Sustainable Food Systems, Michigan

State University will highlight the results of focus groups and telephone surveys conducted with Michigan residents to gain their perspective on purchasing local food and shopping at farmers markets.

H: Small-Scale Organic Vegetable Production

Jeremy Moghtader, Michigan State University Student Organic Farm and Dan Pavuk, MSU Extension will discuss the aspects of small-scale organic vegetable production, including cropping practices, soil fertility and management of pests.

I: Democratizing Food in an Era of Economic Crisis

Wynne Wright, Assistant Professor, Department of Community, Agriculture, Recreation and Resource Studies, Michigan State University will discuss how to engage community members in a public forum utilizing "The Rising Cost of Food", a publication developed in Michigan.

J: Conducting a Community Food Assessment

Phil Tocco, FSEP Research Committee Chair will discuss Community Food Security Assessments as a Tool for Resource Allocation. Participants in this session will learn the main components of a Community Food Security Assessment. The session will also cover how to conduct one and give an example of one conducted in Jackson County.

K: Detroit Food Policy Council

Malik Yakini, Detroit-Black Community Food Security Network will share the history of the organizations' successful effort to establish the Detroit Food Policy Council. The DFPC's structure, goals, membership, funding and relationship to city government will be discussed.

L: FSEP Works: A Working Relationship between a Chef and Farmer

Nick Seccia, Executive Chef, The Henry Ford and Jonathon Goetz, Goetz Farm will share insight into their three year old business relationship and collaboration between a local chef and local farmer that met at an FSEP Conference.

2:30 - 3:30

Concurrent Sessions (Select One) continued on back

FSEP CONFERENCE REGISTRATION

Cost includes materials, attendance at sessions, and lunch. There are NO refunds. Those who make reservations by phone but do not attend will be responsible for payment.

- Early registration with payment: \$40 (must be postmarked by June 1)
- Registration June 2 and after as space permits, \$50
- Full-time student registration: \$40 (payable at door, ID required).
- No walk-in registrations will be accepted.
- Please make checks payable to Food System Economic Partnership or register on-line at www.fsepmichigan.org
- For questions/registration, contact Melissa Draganic at (734) 240-3180 or e-mail Melissa_Draganic@monroemi.org.
- Interested in Exhibiting? Please call or e-mail Jennifer Fike at (734) 222-6859 or fikej@ewashtenaw.org

Check to publish your information in our listing of conference attendees.

Please indicate your top 3 break-out session preferences by letter: _____, _____, _____ (interest preference only to determine session space availability)

Name _____

Organization _____

Address _____

City _____

State _____ Zip Code _____

Phone Number _____

E-Mail _____

Mail registration and check payable to
Food System Economic Partnership to:

Monroe County MSU Extension
963 S. Raisinville Rd.
Monroe, MI 48161



food system
economic partnership

FOOD SYSTEM ECONOMIC PARTNERSHIP C O N F E R E N C E



Building a better food system
in Southeastern Michigan!



Thursday, June 18, 2009

LISD Tech Center
Lenawee County Vocational Technical Center
1372 North Main Street (M-52)
Adrian, MI 49221

FSEP PARTNER ORGANIZATIONS:

The mission of FSEP is to catalyze change in the food system of southeastern Michigan. FSEP is a nonprofit organization working in Jackson, Lenawee, Monroe, Washtenaw and Wayne counties.

Governments

Jackson County Administration
Lenawee County Administration
Monroe County Administration
Washtenaw County Administration
Wayne County Executive's Office
Michigan Department of Energy, Labor & Economic Growth

Farm Business/Commodity Organizations

Michigan Coalition of Black Farmers
Michigan Farmers Union
Organic Growers of Michigan

Businesses/Institutions

The Henry Ford (Museum & Greenfield Village)
Zingerman's Community of Businesses
Eat Local Food, LLC
Locavorious

Community Organizations And Partners

Agrarian Adventure
Lenawee Economic Development Corporation
21st Century Seeds of Hope
Washtenaw Land Trust
Ecology Center
edible WOW
The Conservation Fund
Huron River Watershed Council

Resource Providers

MSU Extension Washtenaw County
MSU Extension Lenawee County
MSU Extension Jackson County
MSU Extension Monroe County
MSU Extension Southeast Michigan
MSU Extension Wayne County
MSU Mott Group for Sustainable Food Systems
MSU Product Center for Agriculture and Natural Resources
University of Michigan - Multidisciplinary Graduate Student Research Team

For more information on registration, sponsorship and directions to the conference, please visit www.fsepmichigan.org

M: Prescription for Health: Connecting Low-Income Clinic Patients with a Farmers' Market

Jenna Bacolor and Lily Guzman, Washtenaw County Public Health Department will provide an overview of Prescription for Health and share evaluation data from this innovative program that provides clinic patients with tokens redeemable for fresh produce at the Downtown Ypsilanti Farmers' Market.

N: Moving Fresh Local Produce through the Food Service Channel: the Sysco Grand Rapids 2008 Experience

Denis Jennisch, Sysco Foods and Joe Colyn, Originz, will share lessons learned from this initiative to move more fresh produce to food service customers. The presentation will include a discussion on branding, networking with farmers, and the key role of local aggregators for cost effective and timely movement and risk management.

O: Michigan Farm Market Association Update

Dru Montri, Michigan Farm Market Association will give an update on MIFMA activities across the state to promote local food consumption by connecting more farmers to consumers through farmers' markets. She will also highlight the services to assist communities in beginning new farmers markets or expanding existing ones.

P: FSEP Farm to School Update

Michaëlle Rehmann, FSEP Farm to School Program Director will share the successes and challenges of FSEP's farm to school initiative in Jackson, Washtenaw and Wayne counties and how FSEP is connecting schools with local farmers to provide access to fresh produce.

Q: Home Food Preservation

Rena Basch, Locavorious and Brenda Reau, MSU Extension will discuss the resurgence of preserving food at home and how to safely can and freeze fresh fruits and vegetables.

R: MSU Product Center Services

Tom Kalchik, Associate Director, MSU Product Center will present an overview of the services available to entrepreneurs and provide highlights of the economic impact of the Product Center in the five-county FSEP region.