

FSEP PARTNER ORGANIZATIONS:

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

Governments

Jackson County
Lenawee County
Monroe County
Washtenaw County
Wayne County

Businesses/Institutions

Consumers Unlimited
Del Bene Produce
Eat Local Food LLC
Greenstone Farm Credit Services
McClellan Produce Sales & Distribution, Inc.
Orai Group
The Henry Ford
Zingerman's Community of Businesses

Farm Organizations

Michigan Coalition of Black Farmers
Michigan Farm Bureau
Michigan Farmers Union
Michigan Food & Farming Systems
Michigan Organic Food & Farm Alliance
Organic Growers of Michigan

Resource Providers

C.S. Mott Group for Sustainable Food Systems
MSU Extension
MSU Product Center for Agricultural and Natural Resources
Select Michigan Campaign
University of Michigan

Community Organizations

Agrarian Adventure
Food Gatherers
Growing Hope
Lenawee Chamber for Economic Development
Slow Food Detroit
Slow Food Huron Valley
21st Century Seeds of Hope
Washtenaw Land Trust

DIRECTIONS TO IHM

From Ann Arbor:

I-94 East toward Detroit
Take 194A to merge onto I-275 S toward Toledo
Take exit 2 for US-24/Telegraph Road
Turn right at US-24/Telegraph Road
Slight right at N Telegraph Road
Turn left on to Custer Drive by Independent Dairy
Turn left at W. Elm Ave.
Approximately .7 miles to IHM

From Lansing:

I-96 East toward Detroit
Take the M-5 N/I-96/I-275 exit toward Toledo/Detroit
Merge onto I-275 S/I-96 East
Continue to follow I-275 East
Take exit 2 for US-24/Telegraph Road
Turn right at US-24/Telegraph Road
Slight right at N Telegraph Road
Turn left on to Custer Drive by Independent Dairy
Turn left at W. Elm Ave.
Approximately .7 miles to IHM

From Detroit:

I-75 South toward Toledo
Take Exit 14 for Elm Ave.
Slight right at East Elm Ave
Approximately 2 miles to IHM

From Ohio:

I-75 North toward Detroit
Take Exit 14 for Elm Ave.
Turn right at East Elm Ave.
Approximately 2 miles to IHM



Food System Economic Partnership
705 N. Zeeb Rd, PO Box 8645
Ann Arbor, MI 48107-8645



FOOD SYSTEM ECONOMIC PARTNERSHIP CONFERENCE



Building a better food system
in Southeastern Michigan!



Thursday, April 3, 2008

Immaculate Heart of Mary Motherhouse

610 West Elm Avenue
Monroe, MI 48162

CONFERENCE AGENDA



CONFERENCE OBJECTIVE

Participants will gain an understanding of the local food system and explore opportunities for growth in production, processing, distribution, sales and consumption of local foods.

8:15 - 9:00 am
Registration

9:00 - 9:45 am
Keynote Address

Judith LaBelle, President of Glynwood Center. Located in the Hudson Valley in New York, Glynwood Center helps communities address change in ways that conserve local culture and natural resources while strengthening economic well-being.

10:00 - 11:00
Concurrent Sessions (Select One)

A: New Food Safety Requirements for Institutional Buyers

This panel discussion facilitated by Ruth Blackburn, Farm to School Coordinator, will explore food safety issues related to producing, purchasing and using fresh Michigan products in schools and other institutions.

B: Basics of Farmland Preservation

Peg Kohring, Midwest Regional Director for The Conservation Fund, will define purchase of developments rights, discuss how it works for farmers and agencies and show how farmers have benefited from the program.

C: Creating New Markets within the Local Supply Chain

Getachew Abate, MSU Product Center and Phil Tocco, FSEP Research Chair will highlight supply chain research on locally grown foods in Jackson, Lenawee and Monroe counties. Tom Kalchik, MSU Product

Center will demonstrate the MarketMaker program and how it can assist producers in creating new markets.

D: Good Things Growing in Detroit

Ashley Atkinson, Greening of Detroit Project Manager, will give an overview of the Garden Resource Program Collaborative, a network and service organization that she oversees for more than 350 food-producing gardens and farms within Detroit's city limits.

E: Marketing Local Food

You know how to grow it, but how do you sell it? Michelle Lutz of Maple Creek Organic Farm and Joan Tobin of Eat Local Food will present local food marketing strategies and tips for farmers and farmers markets.

11:15 - 12:15
Concurrent Sessions (Select One)

F: Successful Food Business Entrepreneurs

Mike Score will moderate a panel discussion with three successful food system entrepreneurs. John Calder; Calder Dairy, Alvin Ernst; Ernst Farm and John Hochstetler; Our Family Farm, CSA will talk about their business development experiences.

G: Detroit Food and Fitness Initiative

Nikita Buckhoy, Project Manager for the Detroit Food and Fitness Initiative and Cheryl Danley, Academic Specialist for the C.S. Mott Group for Sustainable Food Systems will discuss the Detroit Food and Fitness Initiative that is improving access to high-quality, locally grown or produced foods

H: Farm Fresh Food Goes to School

FSEP Farm to School team members will provide an update on the successes and challenges of Farm Fresh Fridays (Ann Arbor), Food of the Month (Chelsea) and efforts at the Henry Ford Academy (Dearborn).

I: Favoring Local Foods

Nick Seccia, Executive Chef for The Henry Ford will share how he secures local foods and creates flavorful options for diners at The Henry Ford restaurants.

J: IHM Facility Tour

Take a tour of the IHM facility and learn about the sustainable technologies and methods utilized on this

green campus, including a geothermal heating and cooling system, a gray water recycling system and restored natural habitats.

12:30 - 2:00
Lunch & Networking
Silent Auction and Local Business Marketplace
2:15 - 3:15
Concurrent Sessions (Select One)

K: Creating Food Products for Diverse Markets

Creating Food Products for a Diverse Consumer Base - Panel discussion moderated by Mike Score. Lydia Gutierrez, Hacienda Mexican Foods, Muralli Jayaraman, Madras Masala Restaurant, and Michael Wimberly, the Hope District have been invited to share their experiences creating and distributing food products for the growing diverse population in southeastern Michigan.

L: Nuts and Bolts of Food Distribution

Learn about food distribution with Mitch Gasche of Superior Sales, a distribution company based in Hudsonville, MI, and Jim Koan of Almar Orchards, a regional grower who has been selling through the distribution chain.

M: Shrek Sells Happy Meals: The Impact of Food Marketing on Childhood Obesity

Sharon P. Sheldon, MPH, Program Manager of Washtenaw County Public Health, and Jenna Bacolor, Program Supervisor, Washtenaw County Public Health discuss actions parents and school staff can take in your home, your schools and your community to combat the impact of fast food marketing on your children.

N: Michigan's Growing Wine Industry

Linda Jones, Executive Director of the Michigan Grape and Wine Industry Council, will talk about the recent growth of the industry and new initiatives to promote more local food and wine at Michigan restaurants.

O: St. Mary Organic Farm Tour

Tour this beautiful two-acre farm located on the IHM campus. In 2001, St. Mary Organic Farm became a Community Supported Agriculture (CSA) organization with approximately 100 members and supporters, growing over 25 varieties of organic fruits and vegetables during the growing season, May through October.

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: \$30 (must be postmarked by March 17)
- Registration March 18 and after as space permits, call for registration.
- Full-time student registration: \$30 (payable at door, ID required).
- No walk-in registrations will be accepted.
- Please make checks payable to FSEP (credit cards not accepted).
- For questions/registration, contact Melissa Draganic at (734) 240-3180 or e-mail Melissa_Draganic@monroemi.org.
- Interested in Exhibiting? Please call Jennifer Fike at (734) 222-6859

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 FSEP to:

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