

The National Gathering: Fostering Innovative Approaches within the Buy Fresh Buy Local Chapter Network

FoodRoutes Network of San Francisco, California received \$61,380 to put on a three-day conference for the seventy-four Buy Fresh Buy Local Chapter Networks and other national partners. The conference provided comprehensive learning, networking and community building experiences for the Chapters. Funds were used for conference expenses, printing and related expenses.

[Final Report FY09](#)

Final Performance Report

February 3, 2011

FoodRoutes Network, a Project of the Tides Center

“The National Gathering: Fostering Innovative Approaches within the Buy Fresh Buy Local Chapter Network”

Grant Number 12-25-G-0914

Location: San Francisco, California

Contacts: Jessica Greenblatt Seeley, 570-673-3398

Project Summary:

FoodRoutes Network has grown the principal consumer education and marketing program in the United States for local food systems in our Buy Fresh Buy Local® Chapter Network. Initially piloting just 4 Chapter programs in 2003, the number of Buy Fresh Buy Local® Chapters has skyrocketed to 78 Chapters in 40 states. This amazing growth has been (in-part) due to the strategic design of the initial program, but also speaks to our ability to communicate with consumers. Using eye-catching visuals, marketing materials, unique community events and message building, the FoodRoutes Conservancy (FRC) has pioneered and built from the ground up an effective Buy Local Foods Network and Learning Community that reaches a broad audience of approximately 3,000 farmers.

The Buy Fresh Buy Local® Chapter Network is also unique in building collaborations between groups not only with farmers and buyers/consumers, but in bringing a diverse array of Chapter coordinators to the table. Farming and sustainable farming methods can sometimes be a controversial issue, pitting conventional agricultural against organic. The beauty of our Buy Fresh Buy Local Network is that local food systems preserve both farming and farm families, while promoting healthy delicious food. For the first time, we have groups representing farms as well as economic development councils, land trusts, cooperative extension agents and restaurateurs. Working together, we can create a very large impact and an “army” of supporters to promote local food and sustainable production practices. As a direct result of our Chapter programming, consumers can learn more about where their food comes from, and develop a true relationship with the farmer. As national coordinator for all of the Buy Fresh Buy Local® Chapters, FoodRoutes is able to bring together a diverse group of organizations who share the common passion to support local food and farms.

In response to the growing consumer demand for fresh, local and healthy foods, our Buy Fresh Buy Local Chapters must have the expertise and resources to help farmers explore new direct marketing channels such as farmers markets. The majority of our Chapter’s farmer members continue to be utilizing farmers markets as one or the primary marketing channel for their revenue. In addition, more farmers continue to expand to selling to restaurants, wholesalers and institutions, so this Gathering will also offer a learning and sharing experience to address these markets. The amount of information and perspectives exchanged when you bring together these passionate

groups will result in an inspiring and insightful experience. With the world of local food systems continually evolving every day, it is vital for FoodRoutes to be able to provide the appropriate networks and educational opportunities for our Buy Fresh Buy Local Chapters to thrive.

Project Approach:

The FoodRoutes Network (FRN) project will conducted a national conference for our 78 Buy Fresh Buy Local® (BFBL) Chapters and our partners. The Buy Fresh Buy Local® National Gathering will provide a complete learning and community-building experience for our Chapters. By bringing together all 78 Chapters and national partners, we will be able to provide an excellent learning and networking experience to help further both local and regional BFBL efforts. Our Buy Fresh Buy Local® Chapters work on a grassroots level across the country to help educate consumers about the importance of supporting local food, farms and farmers markets. While they all share this common goal, BFBL Chapters work with a diverse array of communities, organizational structures, and strategies. The sharing of each Chapter's experiences and expertise in working with various local food systems will enhance and forward the overall BFBL Network's success. This project was broken into three stages: Stage One of the project consisted of the planning and registration for the conference, coordinated by FoodRoutes and the BFBL Chapters. Stage Two was the implementation of the conference. Stage Three was the evaluation and post-conference surveying the conference and coordinating action steps that result from the event.

Goals and Outcomes Achieved:

The goal of the Buy Fresh Buy Local National Gathering was to bring together our Chapter Network working across the country to build local food systems. We feel that by bringing them together in a carefully planned and strategic **professional development** gathering, FoodRoutes will be able to offer a unique and productive experience for our groups that will integrate networking, collaboration, learning, and BFBL Community-Building.

Notable Outcomes:

1. Four new BFBL Chapters were developed in 2010 during the planning process for this project.
2. BFBL Chapters participated in workshops led by expert presenters in local food systems, including working with farmers markets, farm-to-school programs, messaging and public works programs, connecting farmers and chefs, strategizing in regional breakout sessions, connecting Chapters working in demographically similar communities, social media training, and building connections/coalitions between local food and environment.
3. FoodRoutes Network received input on developing future National Gatherings as well as a strong interest in regular regional meetings for the Chapters.
4. Over 50 Buy Fresh Buy Local Chapters were represented by 65 attendees.
5. When asked in post conference evaluation surveys, attendees responded extremely positively to the National Gathering. The average rating when asked how helpful the conference was in helping attendees grow as a Chapter was 4.5 out of a possible 5 (with 1 being not helpful and 5 being extremely helpful). There was also extremely

positive feedback on the location, agenda structure, time allowed for networking, affordability and accessibility, and energy felt by attendees.

Lastly, we had one positive unexpected outcome. The venue, the Virginia Beach Resort Hotel & Conference Center in Virginia Beach VA, also catered the entire conference. Their executive Chef John Maclure was not familiar with buying locally or directly from farmers, so our Host Chapter Buy Fresh Buy Local Hampton Roads worked intensively with him throughout the year. They met with him to discuss menus, took him out to the farms and farmers markets, and really built a great relationship to ensure that the meals served at the conference would be reflective of our commitment to local farms and farmers markets. The result was not only a delicious and sustainable series of seasonal meals, but the development of a continuing relationship between that Chapter and the Chef. He is now fully enthused and committed to supporting local farms in his restaurant. We feel this was a wonderful surprise outcome that developed as a result of this project.

Beneficiaries:

Direct beneficiaries of the National Gathering were the 78 Buy Fresh Buy Local Chapter groups across the country, as well as the national partners who will be training and networking with them. Participating national partners included Farmers Market Coalition, Chefs Collaborative, Design for Social Impact, Not Bad Design/Creatively Wired, The Food Trust, and National Farm to School Network. Secondary beneficiaries of this project were the more than 3,000 supporters and members of our Buy Fresh Buy Local Chapters, primarily farmers or farmers market groups.

Lessons Learned:

Post conference evaluation indicated a strong interest in future national AND regional meetings, due to the level of knowledge and networking attendees were able to take away from the National Gathering. FoodRoutes is working hard to ensure that Chapters will have regular “in person” opportunities to meet, in addition to the 12 conference call webinars we provide each year.

Our attendance was lower than anticipated for this conference, a challenge that we understand many likeminded events have faced through the recession. Please note that this was not intended to be a large conference open to the public, but rather an intensive training and professional development gathering specifically geared toward our 78 Buy Fresh Buy Local Chapters. Out of these Chapters, we had over 50 Chapters represented by 65 attendees. We felt this was a more than adequate number to meet our project goals to provide comprehensive professional development training opportunities for our Chapters, as we also were able to present some of the material in advance via monthly conference calls leading up to the event. In addition, we were able to provide, as planned in our proposal, cost-share assistance for Chapters who would have normally been not able to attend due to budgetary restrictions.

FoodRoutes spoke to almost all of the Chapters who stated they were unable to attend and the two major reasons were financial and time commitment. While Chapters were in

agreement that the registration fees were very fair (and included all meals, room/board and conference workshop fees), thanks to FMPP support, many of them could not get their organization's to cover travel costs. In addition, because of the unique grassroots structure of how our Chapter's are coordinated, several Chapters who were entirely volunteer (unpaid) based were unable to attend due to time commitments with their paid, day jobs. FoodRoutes worked hard to take these items into consideration in advance (by offering travel assistance in exchange for volunteer opportunities, holding the event in a family-friendly/vacation-friendly location, and providing Save the Dates and reminders for the year leading up to the conference). Discussions with both attending and non-attending Chapters have led us to strongly consider a future conference schedule as follows: bi-annual National Gathering's and 3-4 Regional Gatherings on the "off year." This would allow more opportunities for Chapters to network and develop professional, but require less travel and cost. We admit the goal to have all Chapters (74 at time this project was initially proposed) was not met but were glad we could offer those Chapters unable to attend notes, minutes, and presentations that were offered at the National Gathering through our Buy Fresh Buy Local online Groupsite.

Additional Information:

Attachments Enclosed:

Attachment 1: National Gathering Program

Attachment 2: Post Conference Evaluation Form

Attachment 3: Photo from the National Gathering

Contact Person:

Jessica G. Seeley

Deputy Director, FoodRoutes Network

570-673-3398

jess@foodroutes.org





Thank you for attending the 2010 Buy Fresh Buy Local[®] National Gathering. Please take a few minutes to complete this feedback form, as your perspective is very important in helping us evaluate for future events and programming needs.

1. Comments on the choice of venue (Virginia Beach Resort Hotel & Conference Center)? Can include service, location, meeting rooms, accommodations, food etc.
2. Would you rather FoodRoutes continue to rotate the location of the BFBL National Gathering across the country or hold regional meetings to cut down on overall Chapter travel costs? Other ideas?
3. Did you feel there was enough time to meet and converse with other Chapters?
4. On a scale of 1-5, with 1 being not helpful and 5 being extremely helpful, how would you rate the overall program in helping you grow as a Chapter? *Circle one*

1 2 3 4 5

5. What workshop was your favorite? Why?
6. I learned new and helpful information at the following workshops. *Circle all that apply*

Thursday:
Public Image Works

Farm to Chef

Urban/Suburban/Rural Breakouts

Farm to School

Friday:
Farmers Market Panel

Social Media Marketing

“A New Way to Grow”

Farmers Field/Open Breakouts

7. General Comments or Feedback?

**BUY FRESH
BUY LOCAL**®

National Gathering



SEPTEMBER 15-17, 2010

VIRGINIA BEACH, VA

VIRGINIA BEACH RESORT HOTEL & CONFERENCE CENTER

WELCOME!



Welcome to the Buy Fresh Buy Local® National Gathering!

Dear **Buy Fresh Buy Local®** Community,

It is with the humblest pleasure that I welcome you all to the 2010 National Gathering here in beautiful Virginia Beach. FoodRoutes Network has coordinated the **Buy Fresh Buy Local®** program and its campaigns since its 2002 inception. We are proud to report that today there are 77 BFBL Chapters across the country. All of you have dedicated countless hours of time, resources and passion toward a common goal: to help others **Buy Fresh Buy Local®**. Since coming to FoodRoutes in 2006, it has been a joy to get to know and meet many of your Chapters and the communities you serve. I hope this conference provides an inspiring space for all BFBL Chapters to get to know one another better, learn new and creative ways to address the issues facing local food systems, and, of course, eat some really delicious locally grown food.

I hope all of the attendees will find the area welcoming, the agenda inspiring, and of course eat well! It is too rare of an opportunity that we get to convene in one scenic destination, so please take the time to get to know your fellow BFBL Chapters during workshops, networking breaks, mealtimes, and after our sessions end for the day. Please let myself or Kirby, our great National Gathering Coordinator, know if you need anything to make your conference experience more enjoyable. And be sure to thank our Host Chapter, **Buy Fresh Buy Local®** Hampton Roads, for all of their hard work in developing a wonderful farm fresh menu with Chef John McIntyre.

Thank YOU again for all your hard work that has made the **Buy Fresh Buy Local®** Chapter program what it is today! I look forward to continuing my work with you all in building stronger local food systems.

Sustainably Yours,

Jessica Greenblatt Seeley

Jessica Greenblatt Seeley

Deputy Director, FoodRoutes Network



Welcome to Our Region...

Not quite 18 months ago, four of us sat down to plan a locavore dinner group and hatched the idea to start a **Buy Fresh Buy Local®** chapter on the side. We hardly knew what we were getting into. But lucky for us, we found a core group of enthusiastic and skilled folks with the same idea. The road has been enlightening, exhausting, and exhilarating. We have the greatest admiration for all of you and the work you have done in communities across America, and a true appreciation of FoodRoutes for attentive support and continuing leadership. Your visit to Hampton Roads is a wonderful way to highlight all of our great producers here and across Virginia. This gathering is a special reward for our neophyte group. We hope to learn and grow from our time together. Welcome to you all!

Buy Fresh Buy Local® Hampton Roads



AGENDA

Wednesday, September 15

1 – 6 pm Registration/Travel Day for Chapters

6 – 8 pm Welcome Reception: Sunset Room
Hosted by FoodRoutes Network, Buy Fresh Buy Local® Hampton Roads, Virginia Department of Agriculture, and the Virginia Food Systems Council

8 – 9 pm Evening Networking: Sunset Room

Thursday, September 16

7 – 8 am Breakfast: Sunset Room

8 – 8:30 am Welcome and Daily Introduction: Chesapeake Ballroom

8:30 – 10:00 am This Public Image Works! With Design for Social Impact: Chesapeake Ballroom

10 – 10:30 am Short Break: Snacks in Horizons Lounge

10:30 – 12 pm What's Cooking with Farm-to-Chef Efforts: *Building Locally Grown Relationships:* Chesapeake Ballroom

LUNCH: Sunset Room

1 – 2:30 pm Urban/Suburban/Rural Breakouts: Virginia Room, Chesapeake A & C

2:30 – 3:30 pm Networking Break: Snacks in Horizons Lounge

3:30 – 5 pm What's For Lunch: *Starting and Sustaining a Farm to School Program:* Chesapeake Ballroom

5 – 5:30 pm Chapter Updates: Chesapeake Ballroom

6:30 – 9pm Local Foods Dinner, Awards, and Entertainment: Sunset Room

Friday, September 17

7 – 8 am Breakfast: Sunset Room

8 – 8:30 am Daily Introduction: Chesapeake Ballroom

8:30 – 10:00 am Making the Most of Farmers Markets: *Building Communities, Growing Economies, and Addressing Challenges:* Chesapeake Ballroom

10 – 11 am Networking Break: Snacks in Horizons Lounge

11 – 12:30 pm Dumpster Diving with Social Media: *Finding hidden treasures amongst the trash!* Chesapeake A and C

LUNCH: Sunset Room

1:30 – 2:30 pm A New Way to Grow: *Linking Local Food, Farms, Communities, and the Environment:* Chesapeake Ballroom

2:30 – 3 pm Short Break: Snacks in Horizons Lounge

3 – 3:30 pm Overview of Farmer's Field Session: Chesapeake Ballroom

3:30 – 4:30 pm The Farmer's Field (Open Breakout Session)

4:30 – 5 pm Closing Session: Chesapeake Ballroom

Safe Travels Home!



WORKSHOPS

This Public Image Works!

Thursday, September 16: 8:30 - 10:30am

Location: Chesapeake Ballroom

Presenters: Design For Social Impact

Getting attention in today's world can be challenging. At Design for Social Impact, we've developed a unique approach to communication and promotion called Public Image Works. Combining the best of marketing principles and community organizing practices, Public Image Works calls attention to valuable social movements and engages the public to inspire action.

We divided the 4 Pillars of Public Image Works into concurrent workshops:

Action Plan + Relationship Power Map: **1.**A sound Action Plan (strategy) is the first step to a successful campaign. **2.**Power Map your relationships for more authentic, engaged outreach.

Distinguished Identity + Vibrant Promotions: **1.**People respond to striking visuals—use that label with care! **2.**Promote values and ideas, not just a product.

Notes:

What's Cooking with Farm-to-Chef Efforts: Building Locally Grown Relationships

Thursday, September 16: 10:30 - 12:00pm

Location: Chesapeake Ballroom

Presenters: Leigh Belanger, *Chefs Collaborative*, Ann Karlen, *Fair Food Philly & BFBL Philadelphia*

The relationship between farmer and chef is challenging, fruitful, time-consuming, and delicious. While many of our Buy Fresh Buy Local® Chapters are just starting to make farm to chef connections, we have friends and partners who have been developing these relationships for many years. One of our very first BFBL Chapters was through Fair Food Philly (then White Dog Café), and this Chapter has worked hard to strengthen and grow farmer and chef relations throughout Philadelphia. In addition, Chefs Collaborative is a national nonprofit network of chefs working to foster a sustainable food system by providing resources and education for chefs and food producers. We'll hear from two seasoned gurus of the Farm-to-Chef movement on their organization's stories and work, as well as entertain lively discussion questions from the audience.

Notes:



WORKSHOPS

Urban/Suburban/Rural Breakout Sessions

Thursday, September 16: 1:00 – 2:30 pm

Location: Virginia Room, Chesapeake A & C

We've said many times that every Chapter is unique – they have different talents, challenges, resources, and communities. This breakout session will give Chapters an opportunity to meet groups who work in similarly populated communities to discuss common goals and issues. If you work in more than one type of community, feel free to wander between two or all three!

Notes:

What's For Lunch: *Starting and Sustaining a Farm to School Program*

Thursday, September 16: 3:30 – 5pm

Location: Chesapeake Ballroom

Presenters: Anne Borgendale, *BFBL Upper Minnesota River Valley*, Jean Wallace, *The Food Trust & National Farm to School Network*, Molly Harris, *BFBL Richmond Virginia*

If your Buy Fresh Buy Local® Chapter is a Farm to School novice, or even if you have already worked wonders with your school district's food service director, this workshop is for you! From working with a cafeteria to set up a solid local food distributing system to learning about state and federal policy to help better fund your farm to school efforts, this workshop will answer those questions and more. We'll hear from 2 BFBL Chapters doing farm to school work and a representative from a local and national farm to school organization to hear different perspectives, experiences, and lessons learned. Come ready with all of your burning questions about how BFBL can help make school lunch locally grown.

Notes:



WORKSHOPS

Making the Most of Farmers Markets: *Building Communities, Growing Economies, and Addressing Challenges.*

Friday, September 17: 8:30 – 10:00am

Location: Chesapeake Ballroom

Presenters: Stacy Miller, *Farmers Market Coalition (moderator)*, Linda Aleci, *Franklin and Marshall College & BFBL Lancaster County*, Copper Alvarez, *Big River Economic & Agricultural Development Alliance and BFBL Louisiana*, Mallory Smith, *Buy Fresh Buy Local® Iowa*

Farmers markets nationwide are integral to all of our BFBL efforts. Each market is unique unto itself depending upon the types of communities they serve, the products they offer, and their individual management style. The USDA has recently released new data that showed farmers markets have grown 16% in the last 12 months! This means there are currently 6,132 such markets across the country. With that kind of accelerated growth comes responsibility and a call for action. Representatives from 3 of the original BFBL states will talk about their experiences working with famers markets. They will share ideas about regulation/guidelines, data collection, sharing economic impart information, and including farmers markets in an effective BFBL marketing strategy.

Notes:

Dumpster Diving with Social Media: *Finding hidden treasures amongst the trash!*

Friday, September 17: 11:00-12:30pm

Location: Chesapeake A and C

Presenters: Anne Kirby and Max Phillips, *Not Bad Design*

Whether you have no idea with a Tweet is, or if your Chapter is already fully immersed in the social media world of Facebook, Twitter, Blogging, and more – this is the workshop for you! Anne and Max will split our BFBL Chapters up into two groups to focus on where your Chapter currently is with social media outreach, and where'd you like to be. They'll chat about how BFBL work can be promoted through social media with a few clicks, a couple volunteers, and a creative plan. This won't be your Grandpa's Social Media Workshop - bring your laptops if you can, but get ready to interact and have fun!

Notes:



WORKSHOPS

A New Way to Grow: *Linking Local Food, Farms, Communities, and the Environment*

Friday, September 17: 1:30-2:30 pm

Location: Chesapeake Ballroom

Presenters: Rita Calvert, *BFBL Chesapeake Region*, Marcy Damon, *BFBL Chesapeake Region and the Chesapeake Bay Foundation*, Melissa Wiley, *BFBL Charlottesville/Northern Piedmont/Loudoun County and the Piedmont Environmental Council*, Jessica Seeley, *FoodRoutes Network (moderator)*

Buy Fresh Buy Local® is now approaching its 8th anniversary and we've been able to witness tremendous growth in BFBL Chapters during this time period. We began with a handful of "campaigns" administered through food and farming nonprofit organizations. Since then, we've seen a growth in diversity with BFBL in many ways - from the types of communities they work within to the missions of their coordinating organizations. In particular, a symbiotic relationship with environmental and conservation organizations has been a growing and successful model for BFBL work. We'll hear the stories of two of our own BFBL Chapters that are housed within environmental organizations, and how those partnerships were cultivated.

Notes:

The Farmer's Field (Open Breakout Session)

Friday, September 17: 3:00 - 4:30 pm

Location: Chesapeake Ballroom

By this time, lots of creative ideas will be flowing and most likely some will feel there is still a topic or two that has not been brought to the BFBL table. While FoodRoutes tried to address as many topics as possible, there is always more to talk about and sometimes you just need more time! The Farmers Field session will allow small breakout groups of attendees to discuss the issues that are on their minds. We'll compile a list of breakout session ideas throughout the conference, and then provide ample informal spaces for small groups to convene and chat.

Notes:



SPEAKER BIOS



Design for Social Impact Staff

Ennis Carter, Founder

& Director: specializes in strategic planning, promotional campaign

planning, identity management, communications design, strategic relationship management, and community organizing

Melinda Essig, Graphic Designer: leads the shop in graphic design, website design, and identity development, management, and training (designs all Buy Fresh Buy Local® chapter logos!)

James Koivunen, Message Designer: works with message and language identity, content development, editing/proofreading, and promotional strategy & implementation

Michelle McCormick, Business Manager: oversees project schedules, production management, finances, administration, and our workshop

Alex Peltz, Creative Director: heads up creative design, identity design and implementation, material development, project flow, website development, and client relations

Farm to Chef Workshop



Leigh Belanger, Chefs Collaborative: Leigh Belanger is the Program Director at Chefs Collaborative where she heads up educational initiatives aimed at making sustainability second nature for every chef in the United States. She is currently heading a New England Grow-Out initiative that brings chefs and

local growers together to produce and feature heirloom vegetables adapted to their region. Leigh has written about food and restaurants for Edible Boston, the Boston Globe, and other publications. She is pursuing a Master's Degree in Gastronomy from Boston University and is at work on her first book, Boston Homegrown, about Boston's local food landscape.



Ann Karlen, Fair Food: Ann Karlen is the founding Director of Fair Food, launched in 2001 to promote a humane sustainable agriculture system for the Philadelphia region. Ms. Karlen consults with farmers and wholesale buyers such as chefs and grocers to help build business relationships that bring more

local food into the marketplace. In 2003, she launched the Fair Food Farmstand in the Reading Terminal Market, a year round all-local grocery store selling products from over 90 family farmers and producers, and providing exceptional public education to a diverse customer base. Fair Food is also the coordinating Buy Fresh Buy Local® Chapter in the Philadelphia region. Ms. Karlen was a member of the Management Team that helped launch Common Market Philadel-

phia, a values driven local food distribution business in Philadelphia, and is currently a member of the Board of Directors.

Farm to School Workshop



Jean Wallace, The Food Trust/National

Farm to School Network: Jean Wallace leads The Food Trust's Farm to School Program, which works to improve children's health and strengthen family farms by increasing access to locally grown, healthy

food in schools, and providing nutrition and agricultural education. The Food Trust serves as the Regional Lead Agency for the National Farm to School Network in the Mid-Atlantic Region, which includes Virginia, West Virginia, New Jersey, Maryland, Delaware, Washington D.C. and Pennsylvania. As coordinator for the Regional Lead Agency, Jean works with other Food Trust staff and farm to school advocates to provide training, technical assistance, communications and an advocacy voice to promote and expand the farm to school movement. Jean is a senior manager at The Food Trust, where she also oversees the development department. Prior to joining The Food Trust in 2006, Jean was a health and medical writer, with experience as a medical journal editor, health book author, newspaper reporter, and freelance magazine writer. Jean holds a master's degree in public health from Drexel University.



Anne Borgendale, Buy Fresh Buy Local® Upper

Minnesota River Valley: Anne Borgendale grew up on a dairy farm in southwest Minnesota. She developed an interest in community based food systems while in college at the University of Minnesota, Morris. For the past 6 years she has worked for the Sustainable Farming Association of Minnesota and Buy Fresh Buy Local® Upper Minnesota River Valley. Recently, Anne has also

started working with several school districts in West Central Minnesota as a "Forager." She is sourcing local foods from area farms for the 2010-2011 school year in addition to helping the schools and farmers build long-term working relationships. Anne is a foodie who loves to cook (and eat) and has started experimenting with cheesemaking in her very small kitchen.



Molly Harris, Buy Fresh Buy Local® Richmond

Virginia: Molly grew up composting and eating fresh local food from the family garden and her neighbor's free ranging eggs when it was not the popular thing to do. As Chapter Leader for Richmond Area Buy Fresh Buy Local®, Molly has partnered with

VDACS, Virginia Farm Bureau and local non-profits as well as private retail and healthcare organizations to distribute 80,000 print guides throughout the commonwealth annually. Molly is a past board member and officer for The Center for Rural Culture, the parent 501C3 organization sponsoring the BFBL efforts. Molly is



SPEAKER BIOS

also an Executive Committee Member for the Virginia Food System Council. Recently she played a role in passing legislation in Virginia to recognize state wide Virginia Farm to School week in November. Molly is also a member of the Virginia Farm to School Work Group. In her "spare time" she is the founder, Lulus Local Food, an on-line farmers market software program that allows communities the opportunity to develop local food systems year round. She is also the founder of Fall Line Farms, an on-line farmers market program serving the Richmond area with weekly selections of fresh local food year round.

Farmers Market Panel



Stacy Miller, Farmers Market Coalition: Stacy has worked with farmers markets from a variety of vantage points: vendor, manager, researcher, and consumer. She grew and sold everything from asian mustards to zinnias while working at Even' Star Organic Farm in Southern Maryland, and later served as the manager of the Morgantown Farmers Market in Morgantown, West Virginia. In 2005, she earned a Masters of Science in Agricultural and Environmental Education from West Virginia University, and has since co-authored articles on farmers market impacts and characteristics for academic agricultural publications. She has worked for the Farmers Market Coalition since early 2008. When not working for FMC, Stacy can be found at farmers markets, in her garden, or on a bicycle.



Copper Alvarez, Big River Economic & Agricultural Development Alliance and BFBL Louisiana: Copper Alvarez serves as the Executive Director of the Big River Economic and Agricultural Development Alliance (BREADA). Her background in nonprofit work includes administration, event planning, marketing, and fundraising. Before joining BREADA, she served as an organizational consultant for Downtown Development District, the Arts Council of Greater Baton Rouge, and Plan Baton Rouge. Previously, Ms. Alvarez was Project Director for Serve! Mid City, an Americorps program. She served as vice president of a family-owned wholesale florist business in Mississippi where she served on the Mississippi Florists Association Board. She grew up spending summers on a family farm near Memphis, Tennessee. Ms. Alvarez currently serves on the Board of Directors for the Farmers Market Coalition, a national organization providing resources and networking for Farmers Markets. She is a member of the Louisiana Sustainable Local Food Policy Council and represents BREADA on the Louisiana Obesity Council. Ms. Alvarez was a member of the Louisiana Senate's 2009 'Healthy Retail Study Group' which proposed legislation to encourage increased access to fresh produce in underserved rural and urban communities.



Linda Aleci, Franklin and Marshall College & BFBL Lancaster County: Linda Aleci isn't sure if she's a local food system advocate passing as an academic or the other way around, but she is pretty sure that she's been the Chair of Lancaster's Buy Fresh Buy Local® Chapter for the last 5 years. In her abundant leisure hours she is also an Associate Professor at Franklin & Marshall College in Lancaster and an Affiliated Scholar at The Local Economy Center, the research and consulting arm of F&M's Floyd Institute for Public Policy, where she specializes in local food system development and food policy. Linda has a special interest in public markets and farmers markets, particularly those in low-income urban settings. Her research is based on extensive experience "in the field": she has been a technical consultant to a number of start-up farmers markets, regionally and nationally, including the redevelopment of the Portland (ME) Public Market House, has served as a Community Food Project evaluator for the USDA and the Community Food Security Coalition, and currently is working with the Lancaster County Planning Commission to assess the place of farmers markets in Lancaster's direct marketing sector.



Mallory Smith, Buy Fresh Buy Local® Iowa: With a scorn for to-do lists and a love for Italian food, Mallory Smith is a nonprofit management consultant, an economic development catalyst, a local foods advocate, a naturalist, and a multi-talented multi-tasker. Smith holds a degree in Home Economics with emphasis in Food and Nutrition from the University of Iowa and an MBA in Community Development through the Peace Corps Fellows program at Western Illinois University. Her development experience includes two years as a Peace Corps Volunteer in Honduras; organizing and operating Louisa Development Group, an economic development office in Louisa County, Iowa, and co-founding LIFE Microlending, Inc., an entrepreneurial support and microcredit organization in Louisa County. Her current post as state-wide coordinator for Buy Fresh, Buy Local Iowa is a part a diverse roster of clients she serves through her marketing and management business, M Smith Agency. Smith is a regular contributor to Edible Iowa and Naturally Louisa. Born and raised amidst cornfields and Hawkeye fans, Smith resides in Columbus Junction, Iowa, a small town widely regarded for its authentic tacos and guacamole.



Photo courtesy of Matthew Lester Photography

Social Media Workshop

Anne Kirby, Not Bad Design: Anne Kirby is creative partner at Not Bad Design, a good little company based in Lancaster, PA creating big design and marketing concepts. Anne's graphic and web design, custom illustration,



SPEAKER BIOS

marketing, and social media talents produce inventive marketing strategies that position clients to succeed. Anne and her NBD partner Max Phillips regularly share their expertise through online networking workshops and in Creatively Wired – The Podcast <http://creativelywired.net>. Max and Anne are also the founding members of The Candy Factory, a coworking space in Lancaster, PA.

Max Phillips, Not Bad Design: Max Phillips is creative partner at Not Bad Design, a good little design and marketing company based in Lancaster, Pa. Max draws from a deep well of marketing, branding and social media experience to bring inventive strategies to life designed to help clients grow their business. Max and his NBD partner Anne Kirby regularly share their expertise through online networking workshops and in Creatively Wired – The Podcast <http://creativelywired.net>. Max and Anne are also the founding members of The Candy Factory, a coworking space in Lancaster, PA.

Unique Collaborations



Jessica Seeley, FoodRoutes Network: Jessica Greenblatt Seeley is the Deputy Director for the FoodRoutes Network, a national nonprofit organization based in Troy, Pennsylvania. Her work involves rebuilding local food systems, mainly through the Buy Fresh Buy Local® program, which is over 75 Chapters strong across the country. Her previous work with Pennsylvania Certified Organic, a USDA-accredited organic certifier included managing a 350-client certification program, quality management systems, and grant work. Jess has spoken at numerous events, conferences, and workshops, speaking to farmers and educational professionals about agricultural, local food, and certification systems. Farming and the importance of local food systems are prevalent in her every day life. She lives with her husband on his 4th generation family dairy farm in the Endless Mountains of Pennsylvania. They provide milk, sustainably-raised meats, and dairy products to their local community through the farms own on-farm bottling facility, restaurant, and store. In her spare time she enjoys running, reading, and experimenting with canning recipes.



Rita Calvert, BFBL Chesapeake Region: Rita Calvert's passion for food has taken her into just about every aspect of the food world—chef, restaurateur, specialty food producer, gardener, photographer, writer, food stylist, event producer, farm-to-table food activist, consultant and educator. In her nearly three decades in the business, she has collaborated on print and broadcast productions with chefs such as Alice Waters, Emeril Lagasse, Marion Burros, John Shields, Jamie Oliver, worked for corporate clients including McCormick, Whole Foods and Anheuser-Busch, and done programs for organizations such as the Smithsonian Folklife Festival and the Chesapeake Bay Foundation.



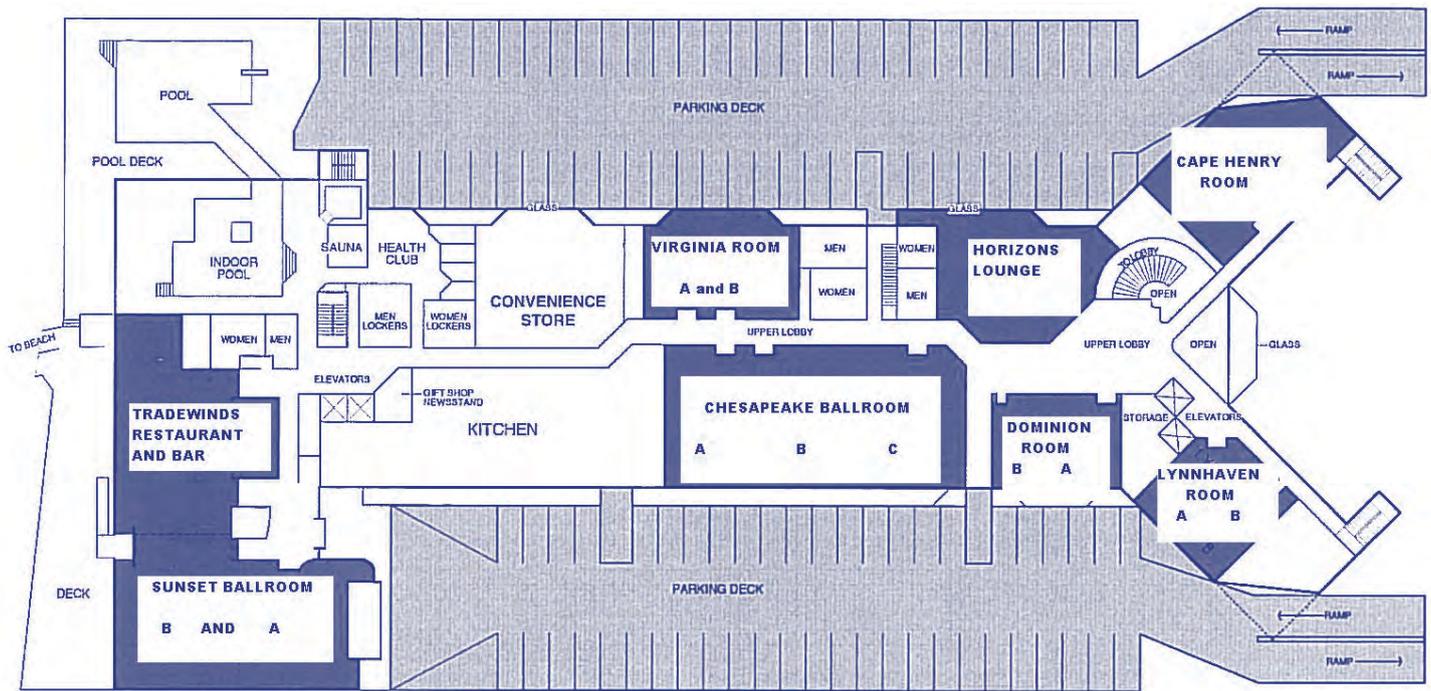
Marcy Damon, BFBL Chesapeake Region and the Chesapeake Bay Foundation: In May 2010, Marcy Damon became the coordinator of the Buy Fresh Buy Local® Chesapeake (Maryland) chapter, when the Chesapeake Bay Foundation (CBF) in Annapolis assumed management of the chapter. Although Marcy has worked for CBF for over 10 years, helping to restore tree buffers on farms, managing adult training courses, and leading landscaping workshops and conferences, she sees this new initiative as helping both organizations' missions: giving consumers and the public the information they need to make healthy local food choices and to understand the link between sustainable agriculture, strong local farm economies, clean streams, and a restored Chesapeake Bay. She has also teamed up with Rita Calvert to create the CBF Local Lunch program for staff and to hold two successful Cook Local and Eat Local events for CBF members. Originally from New Hampshire, Marcy and her husband worked on beef cattle farms in the Mid-Atlantic, before moving to a home on the Patuxent River in Southern Maryland. She has degrees from Wellesley College and American University.

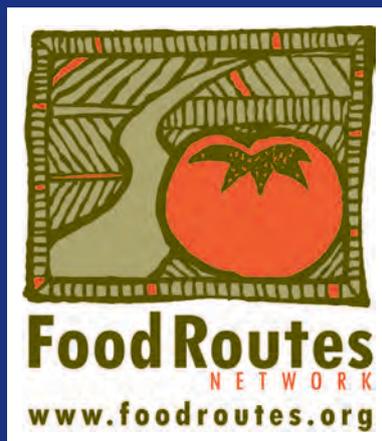


Melissa Wiley, BFBL Charlottesville/Northern Piedmont/Loudoun County and the Piedmont Environmental Council: Melissa Wiley is the Director of Special Projects for the Piedmont Environmental Council. Melissa joined the Piedmont Environmental Council in 2005 and currently serves as the director of the Virginia Piedmont Buy Fresh Buy Local® chapter. An integral component of PEC's larger Piedmont Farm and Food Connection program, PEC's BFBL initiative is working to advance economic sustainability for local farms, strengthen rural-urban connections and promote the agricultural heritage and rural communities of the Piedmont region. Melissa's work at PEC also encompasses development, community outreach and special events planning. Prior to joining PEC, Melissa served as the marketing manager for the Boston History Collaborative, where she helped develop and promote heritage tourism programs in the Boston area. She holds a B.A. from Vanderbilt University in Anthropology and Spanish, and a M.A. in Historic Preservation from the University of Georgia. Melissa, her husband Peter, and their daughter Violet, live in Charlottesville.



MAP





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Not Bad Design

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Thank you!



NATIONAL GATHERING

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