



2011
Sustainable Agriculture
& Food Systems Funders
9th Annual Forum

Minneapolis, MN
June 21-24, 2011



PRELIMINARY PROGRAM

CREATIVITY
At the River's Edge

FUNDING CHANGE
in food & farming systems

Minneapolis, MN June 21-24, 2011

7:00 – 8:30AM **BREAKFAST AVAILABLE**

8:30 – 11:00AM **PRE-FORUM WORKSHOPS (AT THE DEPOT HOTEL)**

Funding Food Systems 101

Are you interested in funding local food programs but aren't sure where to start? Do you have some basic experience funding food or community garden programs but would like to develop a more holistic and strategic approach? Are you looking for a funding strategy that will open up multiple program and partnership opportunities? If you answered yes or even thought about answering yes to any of these questions, the SAFSF Funding Food Systems 101 pre-forum workshop is for you!

This pre-forum workshop will provide a broad introduction to food system funding for funders new to this program area or wishing to broaden the impact of their early efforts. We will discuss the whys, whats, hows, and whos of food system to help you design an approach that works best for you, your community, and your grantee partners. You will hear from funders who have been around the block; learn about building coalitions and partnerships; and have a chance to discuss your ideas and projects. By the end you'll have a better understanding of food systems funding and the resources and assistance that is available to you through SAFSF and its partners. Please join us for this informative and interactive workshop aimed at getting you off to a quick and successful start in food system funding!

FACILITATORS

Diana Donlon, *program consultant, William Zimmerman Foundation, San Anselmo, CA*

Jeff Mansour, *senior program officer for community vitality, The Harvest Foundation, Martinsville, VA*

Communications for Action: Framing, Strategy, and Mobilization

This highly interactive workshop is designed to help us all better articulate the many issues we deal with in simple, values-based perspectives, or frames, that are applicable across issues and circumstances; to increase the power and clarity of our language; and help our grantees and allies be more strategic with their own communications, including effective use of social media. The discussion of how to frame issues will be informed by attitudinal research, including research conducted by ActionMedia in 2010 for William Penn Foundation and Delaware Valley Regional Planning Association. The discussion will be guided by the collective wisdom and experience of the participants: what are the key communications challenges and opportunities, and how can we make the most of them?

In the second half of the workshop, we'll turn to strategy: how can we as leaders in the field influence the communications, and actions, of others? In strategizing about the intersection of our national, regional and local objectives, we will focus on the opportunities presented by online mobilization. Dave Murphy of Food Democracy Now! will share the insights and implications of the success of that grass-roots effort.

FACILITATORS

Michael Goldberg, *co-founder, ActionMedia, Minneapolis, MN*

Dave Murphy, *founder and executive director, Food Democracy Now!, Clear Lake, IA*

Ted Quaday, *communications director, Organic Farming Research Foundation, Santa Cruz, CA*

Growing the Food Movement: Mapping and Strategy for Transformational Change in the Food System

A successful movement needs the diverse resources, strengths, knowledge, and passion of each of us—each of us has a role to play in dismantling the power structures that uphold the current food system, and building a transformative food movement that upholds equity and ecology as inseparable and essential pillars of real change.

Understanding the parts and the consequences of the current system—in essence, seeing the whole elephant—can help free us from its dangerous consequences. **Movement Strategy Center**, a national leader in alliance-building and movement-building theory, recently completed an initial mapping of the food movement. Mapping the movement is a tool for us to see the whole food system and the food movement—and the role that each of us plays. This view provides the groundwork for us to develop strategy for long-term systemic change.

FACILITATOR

Taj James, executive director and board president, *Movement Strategies Center, Oakland, CA*

11:00 - 11:30AM BREAK

11:30 - 1:30PM OPENING LUNCH—PLENARY (AT THE DEPOT HOTEL)

12:30PM LEARNING FROM THE PLACE—LOCATING OURSELVES IN THE UPPER MIDWEST

Virginia Clarke, coordinator, *SAFSF, Santa Barbara, CA*

MODERATOR

Ron Kroese, environment program director, *The McKnight Foundation, Minneapolis, MN*

SPEAKERS

Mayor Chris Coleman, *St. Paul, MN (INVITED)*

Mayor R. T. Rybak, *Minneapolis, MN (INVITED)*

Mona Smith, *Sisseton-Wahpeton Dakota, is a media artist, educator and the owner of Allies: media/art., Minneapolis, MN (INVITED)*

Paula Westmoreland, founder, *Ecological Gardens, co-author, This Perennial Land: Third Crops, Blue Earth and the Road to a Restorative Agriculture, Minneapolis, MN*

Minnesota provides a colorful and diverse landscape for SAFSF's community of philanthropic leaders seeking to understand the diffuse, multi-layered, and highly complex systems issues facing agriculture and food systems. Our opening plenary speakers—visionaries from across the Twin Cities—will share lessons from their work as they engage neighbors and friends in creative, dynamic, and forward thinking ways to create resilient and just systems for all.

Media artist and educator Mona Smith, Sisseton-Wahpeton Dakota, will share with us the Bdote Memory Map, an online resource created in recognition of Minnesota as an Indigenous place. Indigenous food knowledge plays an important—and too-often overlooked—role in the current food system discussions. Paula Westmoreland, founder, Ecological Gardens, and co-author of *This Perennial Land* will share from her three year sojourn across the greater Blue Earth River basin—an iconic Midwest watershed—to tell the stories of the farmers, scientists, recreationists, conservationists, policymakers, and field level state and federal agency staff who are working the land with nature in mind.

We'll learn too about the incredible work going on within the urban centers from Mayor R.T. Rybak in Minneapolis and Mayor Chris Coleman in St. Paul. Both cities have launched ambitious initiatives working to bring together key partners from local government, area businesses, community organizations, non-profits, and residents to build a healthy, local food system. Two such examples are Homegrown Minneapolis, a joint initiative of the Mayor's Office and the Minneapolis Department of Health and Family Support, and the newly formed St. Paul - Ramsey County Food and Nutrition Commission.

This session is guaranteed to launch our Forum in unexpected and exciting ways and will, we trust, set the context for rich and provocative conversations throughout the four days we have together in Minnesota.

1:30 - 1:45PM BREAK

1:45PM BUSES BOARDING FOR SITE VISITS

**2:00 - 5:00PM GETTING OUT, GETTING REAL - LOCAL SITE VISITS
(buses will return to hotel by 5PM)**

Today's site visits are designed to help us learn from the incredible network of dedicated individuals and organizations working in and around the Twin Cities.

TOUR 1 WORLDS AWAY RIGHT NEXT DOOR ST. PAUL

The first stop on this tour will be at the **Hmongtown Marketplace**, which has become a vital community gathering and shopping place for the many Hmong Americans living in the Twin Cities. With hundreds of independently owned shops and a farmers' market, there is lots to smell, taste, and see. Then we'll walk next door to visit **J&J Distributors**, a certified organic local distributor serving everything from the conventional grocer to the co-ops and institutions. They do a whole lot more than just distribute, they are also a processor, ripener, repacker, and soon to be grower.

This tour will NOT return to the hotel prior to the Summer Solstice Mississippi River Cruise!

NOTE: Long pants and closed toes shoes required for this tour.

TOUR 2 MIDTOWN GLOBAL MARKET AND MERCADO CENTRAL, NEIGHBORHOOD DEVELOPMENT CENTER SOUTH MINNEAPOLIS

LEAD

Valerie Lee, *program officer, The Minneapolis Foundation, Minneapolis, MN*

Learn how these two markets have helped create community by bringing multiple partners together and focusing on a wide range of issues from health to economic development and entrepreneurship to food access. The stops include **Mercado Central** and **Midtown Global Market**.

TOUR 3 NOURISHING NEIGHBORHOODS NORTH MINNEAPOLIS

LEAD

Sarah Hernandez, *region and community program officer, The McKnight Foundation, Minneapolis, MN*

Visit two neighborhoods that aren't waiting to improve the food system, but are doing it right now, with their community, in their neighborhood. **The Harrison Neighborhood** has been confronting the damage of racism head-on by working with the People's Institute for Survival and Beyond, which has helped lead them to opening a co-op and greatly expanding their community gardens. Just a few miles away, in the **McKinley Neighborhood** we'll learn why 'pocket farms' work and how those farms are supplying produce for their new and successful community CSA. The success of the CSA has led to a new packing and storage facility, where a local youth group is building cargo bikes as the main form of transportation for harvest aggregation.

TOUR 4 OPEN ARMS SOUTH MINNEAPOLIS

LEAD

Kathleen Fluegel, *executive director, HRK Foundation, Minneapolis, MN*

It's a simple notion—people confronting critical illness should not be without one of life's basic necessities: food. But it happens every day. **Open Arms** prepares and delivers free meals specifically tailored to meet the nutrition needs of individuals living with serious and life-threatening diseases. And they don't just serve the person who is ill—they deliver meals to anyone in a household affected by disease, including caregivers and dependent children. On this tour you'll experience what it is like to be one of the over 1,500 volunteers helping prepare and deliver meals seven days a week.

5:00 - 5:30PM **BREAK**

5:30PM **BUSES LOAD AND DEPART FOR ST. PAUL HARBOR**

6:00 - 9:00PM **SUMMER SOLSTICE DINNER CRUISE ON THE MISSISSIPPI RIVER**



We will be joined by senior staff from the National Park Service and other Mississippi River experts. Come prepared for a great evening with lots of opportunities to learn about this mighty river.

7:00 - 8:00AM **BREAKFAST AVAILABLE**

8:00 - 9:00AM **POLICY BRIEFING**

MODERATOR

Aimee Witteman, *environment program officer, The McKnight Foundation, Minneapolis, MN*

National legislators from the area will provide you the most up-to-date information possible about the Ag Committee, the Farm Bill, and any other major food legislation happening at that time.

9:00 - 10:30AM **PLENARY: AGRICULTURE AND WATER—IMPLICATIONS FOR GROWTH AND RESILIENCE**

The nexus of agriculture and water is a key issue for farmers and policy makers throughout the world. Globally, over 70% of freshwater diverted for human uses goes to agriculture. In the U.S. the Mississippi River and “dead zone” in the Gulf of Mexico provide an illustrative example of the long-term negative effects of intensive agriculture production on water quality. These present challenges are further complicated by a growing population, changing diets, and an increasingly unstable climate.

But while agriculture is a central user and polluter of water, there are examples of agro-ecological practices and policies that can be essential water restoration strategies. This panel will explore the linkages between agriculture, water, and the environment, with perspectives from the regional and global levels, and highlighting innovative models of ways forward.

MODERATOR

Aimee Witteman, *environment program officer, The McKnight Foundation, Minneapolis, MN*

PANELISTS:

Moira McDonald, *program officer in Freshwater Conservation, Walton Family Foundation, Minneapolis, MN*

Danielle Nierenburg, *project director of 2011 State of the World report, Worldwatch Institute, Washington, DC*

10:30 - 10:45AM **BREAK**

10:45 -12:00AM **PLENARY: HEALTH**

You won't want to miss this exciting plenary still under development.
Stay tuned!

12:00 - 12:15PM **BREAK**

12:15 - 1:30PM **LUNCH**

Study Groups meet

FINANCE/INVESTMENT Taryn Goodman *RSF Social Finance (Lead)*

POLICY Scott Cullen *GRACE Communications Foundation (Lead)*

URBAN AG Greg Horner *Cedar Tree Foundation (Lead)*

ECONOMIC DEVELOPMENT Tim Crosby *Carolyn Foundation (Lead)*

WATER Aimee Witteman *The McKnight Foundation (Lead)*

1:30 - 1:45PM **SAFSF BUSINESS MEETING**



1:45 - 2:15PM **BREAK**

2:15 - 3:45PM **CONCURRENT WORKSHOPS**

Food Hubs: Rebuilding Regional Food Economies

Food hubs, or regional food aggregation and coordination facilities, offer great promise for systemic social and environmental change. There is a growing interest in food hubs as a route to alleviating food deserts, increasing small farm viability, establishing much needed infrastructure, providing fresh and low-carbon footprint food to all communities, and revitalizing local economies. But the food system is extremely complicated, social and economic goals can seem at odds, and the variety of food hubs springing up may seem dizzying. This workshop aims to be a crash course on food hubs that provides a clear illustration of the variety of models that exist, the outcomes they offer and a thought provoking analysis of the key bottlenecks and leverage points for effective investment. In addition to three carefully-selected food hub managers whose operations capture a broad range of current initiatives, the draft results of a comprehensive food hub study will provide a solid foundation to the interactive discussion.

MODERATOR

Scott Cullen, executive director, GRACE Communications Foundation, New York, NY

SPEAKERS

James Barham, agricultural marketing specialist, USDA Agriculture Marketing Service, Washington, DC

Dan Carmody, president, Eastern Market, Detroit, MI

Kate Collier, director, Local Food Hub, Charlottesville, VA

Diana Endicott, coordinator, Farm to Market, Good Natured Family Farms, Kansas City area, KS

John Fisk, director, Wallace Center for Sustainable Agriculture, Arlington, VA

Promoting Sustainable Agriculture through State Policy Change

State policy solutions are an essential component of promoting sustainable agriculture. The federal Farm Bill is obviously important, but we cannot forget the opportunities available at the state level. State agencies can help expand markets for sustainably grown food, help farmers transition toward sustainable farming practices, and prohibit the worst practices of mainstream agricultural operations.

Campaigns for state policy solutions can effectively tap the boom of civic action from the local food movement. People want to be involved locally. Many people have no trust that the power brokers in Washington, DC, will fix our problems. We need to give them an inspiring avenue for participation.

This workshop will include case studies of state campaigns and discuss the backgrounds and motivations of the various players. Who are the state Farm Bureaus? How effective are the alliances of sustainable farmers? What sort of strategic coalition building can improve our successes?

MODERATOR

Pat Stuntz, program officer, Keith Campbell Foundation for the Environment, Annapolis, MD

SPEAKERS

Brad Heavner, senior policy advisor, Environment America Research & Policy Center, Baltimore, MD

David Masur, Director, PennEnvironment Research & Policy Center, Philadelphia, PA

Tony Dutzik, senior researcher, Frontier Group, Boston, MA



The Next Generation of Philanthropy

What will the next generation of philanthropy look like? How might the perspectives of younger generations affect your giving strategies? A massive generational transfer of wealth is already under way in this country. As they engage with these assets, many progressive young people are asking fundamental questions about the history of philanthropy and the nature of philanthropic practice itself. Through donor networks like Resource Generation and Bolder Giving, they are supporting and challenging each other to ask “What is possible?”, to explore new approaches to philanthropy, to consider its role in building a more just world, and to experiment with new approaches to decision-making and donor engagement.

Join three young people who are leaders of this next generation of philanthropy. Hear about their experiences (for better and worse!) and explore with them, and each other, questions about how we can learn from and challenge the history and standard practices of our collective philanthropic tradition.

MODERATOR

Meg Coward, *philanthropist; former board member, Resource Generation, Durham, NC and Boston, MA*

SPEAKERS

Jason Franklin, *executive director, Bolder Giving; trustee, The North Star Fund, New York, NY*

Jessie Spector, *national organizer, Resource Generation; individual donor; New York, NY*

Investing to Strengthen, Diversify and Sustain our Fisheries, Farmers and Food Systems

Our nation’s fisheries and farms are critical components of food systems and value chains and face a wide range of integrated regulatory, financial and environmental challenges. This workshop session will: 1) share creative strategies for financing land- and water-based food system initiatives—from concept to scale and 2) explore engage participants in exploring opportunities to invest in more holistic food system structures.

CO-MODERATORS

Ted Levinson, *senior lending manager, RSF Social Finance, San Francisco, CA*
Mikki Sager, *vice president, The Conservation Fund, Chapel Hill, NC*

SPEAKERS

Julie Davies O’Shea, *executive director, Farmer’s Conservation Alliance, Hood River, OR*

Hardy Plyler, *fisherman and member, Ocracoke Working Watermen’s Association and Ocracoke Seafood Company, Ocracoke, NC*

3:45 – 6:30PM FREE TIME OR.... PLAY!

Leave the laptop and smart phone behind! Join new friends and colleagues, get some exercise, and have a fun afternoon! Sign up for one of these great afternoon outings!

Optional outings will leave from The Depot Lobby at 4 p.m.

CANOE TRIP (Limited to 15 people, experience canoers only)

For those who love being on the water, join SAFSF member Aimee Witteman for a trip down river.



BIKE TOUR (Limited to 15 people)

Join local artist and urban agriculture expert Seitu Jones for a beautiful ride along the Mississippi River.

HOOLA-HOOPING ON THE RIVERFRONT! (Limited to 15 people)

Join SAFSF member Kathleen Fluegel (she of 10 hoop fame) and Jessica of Harmony Hoops at the edge of the Mississippi for hoops and more!

6:30PM NO-HOST DINE AROUNDS

Designed as another way to ‘mix and match’ attendees, we encourage you to sign up for one of these optional no-host ‘dine arounds’. Reservations for small groups of 6-10 will be made at area restaurants selected by our area colleagues for their great food and dedication to serving healthy, local food and supporting area producers.

SPECIAL DINE-AROUND OPTION: (LIMITED TO 32 PEOPLE)

Cooking with the Cooks of Crocus Hill



We have arranged a hands-on cooking class at the Minneapolis location, where you will work together to cook your meal and then dine on the scrumptious results at Cooks of Crocus Hill, where it's all about joy and connection! Founded in 1973 as the first gourmet cooking school in the region, Cooks of Crocus Hill has evolved in-step with the food movement and now boasts two locations, a CSA, and strong relationships with local, national and international chefs, as well as local farmers, artisan producers, and nonprofits—all of whom believe that “Life happens in the Kitchen.” Plan on three hours—we’ll start with a drink and appetizers that will be ready when we arrive, then we’ll put on our aprons and get to work!

Note: Beginners welcome and encouraged!

Limited to 32 people.

Transportation from The Depot will be arranged by SAFSF.

Cost: \$125.00 per person



7:00 – 8:00AM **BREAKFAST AVAILABLE**

8:00 – 9:30AM **PLENARY: IMMIGRATION AND THE GLOBALIZED FOOD SYSTEM**

For grant makers concerned about sustainable food systems, an understanding of the realities of the globalized food system is essential. In this plenary, we will attempt to provide an easy to understand overview of the complex globalized food system and the inherent role that migrant labor plays in that system. At the same time, we will be giving an on-the-ground human perspective of those who are working in this food system and the impacts global trade policies and local immigration policies have on their lives and the lives of their community members.

MODERATOR

TBA

SPEAKERS

Garat Ibrahim, *organizer, Center for a New America, Minneapolis, MN*

Colin Raja, *coordinator, International Migrant Rights Program, National Network for Immigrant and Refugee Rights, Oakland, CA (INVITED)*

9:30 – 10:00AM **BREAK**

10:00AM **BOARD BUSES FOR SITE VISITS**

10:15AM **BUSES DEPART HOTEL FOR SITE VISITS - ALL SITE VISITS INCLUDE LUNCH EN ROUTE.**

10:15AM – 5:00PM **SITE VISITS**

**TOUR 1
THE WEDGE TOUR**

LEAD

Kathleen Fluegel, *executive director, HRK Foundation, Minneapolis, MN*



Cooperatives have a long and rich history, particularly in the Midwest, and have an important role to play in a sustainable food system. Kevin Edberg, executive director of **Cooperative Development Services**, will provide some big-picture framing about co-ops as we head south from the city. This tour will take us through a full cycle distribution chain—from the fields to the warehouse to the store. The highly unique aspect of this particular food chain is that all parts are owned by the same group, **The Wedge Co-op**. Lindy Bannister, general manager of The Wedge will be traveling with us and will provide some historical framing for the day's visits.

We'll start at the roots: **Gardens of Eagan**, a 100-acre, urban-edge vegetable farm was established in 1973, then bought by the Wedge Co-op in 2007. It not only provides certified organic produce to the Twin Cities and surrounding communities, it also serves as educational resource to consumers and farmers through **The Organic Field School**. The farm's crew are individuals in training to become independent organic farmers. They will join us for lunch, so you can get the inside scoop about the farm from many perspectives.

From the farm we head to St. Paul to the Co-op Partners Warehouse (CPW), a certified organic distributor of organic produce, dairy, soy and juice servicing retail co-ops, natural food stores and restaurants in the Upper Midwest. CPW is a department of the Wedge Co-op and began as a service to the Wedge produce and perishables departments. It grew to serve other co-ops and businesses in six states and distinguishes itself from other distributors by its unique service relationship to area producers.



Our final stop will be the **The Wedge Co-op** store, a landmark of its South Minneapolis neighborhood since it started in 1974 on Franklin Avenue, in the basement of an apartment building by a group of neighbors who met to organize a cooperative store to provide themselves with whole and natural foods. The Wedge has grown to nearly 15,000 members from all over the Metro Area and beyond.

TOUR 2

CROSS CULTURAL FARMING

DREAM OF WILD HEALTH, MN FOOD ASSN

CO-LEADS

Andrea Bretting, program officer, Claneil Foundation, Plymouth Meeting, PA
Michael Roberts, president, First Nations Development Institute, Longmont, CO

Our first stop will take us to a 10 acre, organic farm just north of the Twin Cities, where the seeds of Native ancestors are planted, nurtured, and harvested just as they were hundreds of years earlier. At **Dream of Wild Health Farm**, they preserve and grow heirloom seeds donated by Cora Baker, a Potawatomi elder and Keeper of the Seeds, who collected over 300 varieties. During our visit, Arapahoe artist and elder, *Ernie Whiteman*, will offer basic teachings from an indigenous perspective on seed keeping, our relationship to the land, and the circle of life. After a brief tour, we'll literally get into the garden to help with chores. Yes, time to roll up your shirtsleeves and get dirty! We will enjoy a delicious lunch made of traditional foods and fresh vegetables from the garden. After lunch, we will hear from staff and the youth Garden Warriors as they describe the farm's educational programs.



Dream of Wild Health Farm



A short distance away is **Big River Farms**, a project of the **Minnesota Food Association (MFA)**, dedicated to growing farmers and growing food where we will spend the rest of the afternoon. MFA operates an immigrant and minority farmer training program together with a CSA and wholesale distribution service. They work to equip farmers with the skills and knowledge to operate their own viable organic and sustainable vegetable farming enterprise, while providing fresh, organic produce to local consumers by the farmers-in-training and promoting a more sustainable food system. *Glenn Hill*, executive director will provide an overview of MFA's programming. Participants will have the chance to meet with several of the farmers-in-training and learn from them directly about their own experiences, aspirations and plans for the future.

TOUR 3

HEALTHY LANDSCAPES, HEALTHY COMMUNITIES NORTHFIELD/CANNON FALLS

CO-LEADS

Aimee Witterman, *environment program officer, The McKnight Foundation, Minneapolis, MN*

Kristine Salmi-Snowdeal, *executive support and special projects, Organic Valley/Farmers Advocating For Organics*

In rural communities across America, economic development and sustainable agriculture are essential components to community health. On this tour southeast of the Twin Cities, we will be making visits to farms in Northfield and Cannon Falls that are working to establish healthy communities through their decisions to remain on the land, to be environmental stewards, and to contribute to economic sustainability through "agripreneurial" approaches and innovative collaborations. Three different approaches, three different scales.

Across America, small-scale farms have given way to large-scale agriculture changing the fabric of economic and community life in many rural areas. Can a new generation of farmers change that trend? Our first stop will be at **Open Hands Farm**, a 7-acre farm growing 270 varieties of vegetables, fruits, flowers and herbs. Owners *Ben Doherty* and *Erin Johnson*, will share with us why they—like many young people today—choose farming as a career and the opportunities and challenges they face as beginning farmers.

Traditional family farmers growing conventional crops and livestock are in a tough position—they see increased consolidation and industrialization of mega-farms grabbing more and more market share and at the same time often don't feel welcomed into the good food movement. Yet these traditional family farmers manage millions of acres across the country with a huge potential for improving environmental conditions and the economic prosperity of their communities. We'll visit a family farmer who works closely with the **Land Stewardship Project**, and is always balancing the needs of their family, protecting the land, and staying on the farm.

Wrapping up the tour will be a visit to **Prink Farm**. *Todd Prink* is a member of **Hillside Farmers Cooperative**, an initiative of the **Rural Enterprise Center**. The innovative model connects immigrants with the resources of established farmers looking for ways to diversify their farms and support their community. You'll meet *Maria Sosa*, one of the immigrant farmers growing black beans at Prink Farm. This stop provides a powerful example of community integration, economic development, and environmental stewardship.

TOUR 4

ONE SIZE DOES NOT FIT ALL: MEAT PRODUCTION AT SCALE - SMALL, MEDIUM, AND LARGE

NORTHFIELD/CANNON FALLS

LEAD

Virginia Clarke, *coordinator, SAFSF*

Southeastern Minnesota is home to considerable numbers of meat producers including hogs, turkeys, cattle, and more. Just an hour or so south of the Twin Cities this area presents Forum attendees with an unusual opportunity to visit and learn from a full range and scale of operators. Our first stop will be to **Holden Farms**, a privately held company operating on a large-scale model. Listed as #19 on the US PorkPower list with 40,000 sows, Holden also raises turkeys. We will be meeting with owners and touring their facilities.

We know livestock on the landscape in the small to moderate-scale spectrum represent an important and vital feature in both the social/economic perspective and sustainability/environmental understanding. The loss of independent livestock producers means the loss of integrated farming systems and then the loss of conservation, farmer opportunities, and a robust food systems. Our second stop will be **Finca Mirasol**, a small family farm outside of Northfield, where we will enjoy a delicious catered lunch al fresco. The farm produces heritage dual purpose poultry (eggs and meat) and Cornish meat broilers. After lunch we'll hear from the owners of Finca Mirasol who will describe their operations as well as from a moderate scale producer from the region about the challenges of competitive markets, intensifying corporate concentration and fewer marketing options. We'll allow for time to wander around the farm and chicken coops and enjoy the June afternoon.

From here we'll travel to Cannon Falls where we will visit **Lorentz Meats** processing plant. Lorentz offers a full suite of meat processing services from abattoir and fabrication to case-ready fresh sausages, ready-to-eat snack sticks, bacon, and ham. With about 65 employees, Lorentz works to serve national niche meat brands, while maintaining a commitment to serve a small but growing contingency of local farmers looking to sell direct. The facility, built in 2000, is USDA inspected, certified organic, and permitted for export to the European Union.

NOTE: Long pants and closed toes shoes required for this tour.

5:00PM BUSES RETURN TO HOTEL

5:00 - 6:30PM BREAK

6:30 - 9:00PM

AN EVENING OF LOCAL FOOD AND LOCAL JAZZ

Join us at The McKnight Foundation as we enjoy an evening of delicious local and regional fare while listening to the Tom Cravens Jazz Quartet.

WALKING DIRECTIONS

The McKnight Foundation is located at 710 South 2nd St on the 4th floor.

Walk out the front door of the The Depot Hotel and turn right. Turn right at the corner onto South 2nd St and walk three blocks. The The McKnight offices will be on your left. The door to enter is directly under a large mural on the wall that says "Mill City Museum".



7:00 – 8:30AM **BREAKFAST AVAILABLE**

8:30 - 10:00AM **CONCURRENT WORKSHOPS**

Effective Food Systems Funding: Funding sustainable farming projects that create positive economic and health outcomes

Are you funding food systems projects that make a difference? When are you wasting money and time? This interactive and collaborative workshop will explore multi-objective research frameworks (interdisciplinary collaboration) and creative funding models to create strong sustainable farming projects that impact the local food system on many levels from nutritional gains for affected populations to local economic stimulation. Using the Western Lake Superior Food System Assessment as a case study, we will together determine what the crucial questions are, who and what our resources are, and how grants can spur innovation and leverage resources, know-how, and the energy from existing efforts. Come to get inspired and challenged and to share the lessons you've learned.

CO-PRESENTERS

Kristine Igo, *assistant director, Healthy Food, Healthy Lives Institute, University of Minnesota, St. Paul, MN*

David Abazs, *senior fellow, Endowed Chair in Agricultural Systems, MISA, College of Food, Agriculture and Natural Resource Sciences; owner, Round River Farm and Renewables, Finland, MN*

What Motivates Behavior Change in Farmers & Consumers?

What makes us choose an organic or local product over a conventional one? What drives a farmer to switch to less-toxic pesticides? What turns a concerned citizen into an activist? Changing behavior is one of the keys to progress on most of the issues we work on as food and agriculture funders. It is compelling to think that information is the key; that once people understand the problem, they will change. That is nearly always wrong; our motivations for change are frequently irrational and subtle. In this session we'll review a few examples of environmental campaigns that have and have not worked, and look at the behavioral aspects of each. We'll gain insights into how we can align our social change efforts with the forces that motivate us as humans. We'll also touch on the food industry refrain of "personal responsibility" as the key to healthy diets, in light of the behavioral science we're discussing.

MODERATOR

Greg Horner, *program officer, Cedar Tree Foundation, Boston, MA*

SPEAKERS

Jason Duvall, *lecturer, program in the environment, University of Michigan, Ann Arbor, MI*

Wendy Gordon, *communications consultant, Natural Resources Defense Council, New York, NY*

The Battle for the Future of Agriculture in the Global South and Implications for Us

Food crises will continue to wreak havoc worldwide until the root causes of hunger are addressed. This workshop will focus on how farmers' movements around the world are spreading successful agroecological practices and defending food sovereignty—the right of people to determine their own food systems. Discussion will also explore how official aid and development policies are sidelining effective grassroots approaches by aggressively pushing "free"

trade and a GMO-led “Green Revolution” in Africa and elsewhere. These strategies will likely impoverish smallholders and lead to more rather than less hunger. Millions of lives hinge on the outcome of this battle for the future of agriculture.

Movement building in the U.S. is essential to build political pressure to curb the ongoing food crisis. The concept of food sovereignty is taking root among U.S. food justice activists as they work to transform the practices, policies and institutions of our food system. Speakers will share some of their own challenges and successes of movement building and highlight growing efforts to build alliances through linking grassroots organizing to policy advocacy and local-global struggles. By addressing root causes and building alliances, we can avoid future global food crises and build just, sustainable local food economies in the U.S.

MODERATOR

Nikhil Aziz, *executive director, Grassroots International, Boston, MA*

SPEAKERS

Eric Holt-Gimenez, *executive director, Food First, Oakland, CA*

Christina Schiavoni, *program director, Global Movements, WhyHunger, New York, NY*

Creative Financing and Alternatives for a New Agriculture

This session focuses on challenges in farm financing, access and opportunity. Speakers bring stories from around the country highlighting how current programs and policies fail to serve farms at the core of the Good Food Movement. Collaborate, learn and brainstorm how funders can offer resources and leadership in developing new alternatives that serve a diversity of farms.

Participants will better understand:

- How farm credit serves as the backbone of all food systems
- How public and private financing fail to support most farmers, particularly minority, small- to mid-scale, value-added and organic farmers
- The role of the “farmer advocate” in helping farmers access credit
- Lessons from working with USDA and agricultural extension programs
- Innovations in local and sustainable agriculture, coops and farmer apprenticeships

In-depth discussion will cover the following:

- What are limitations to public and private credit? Where should philanthropic/alternative financing fill in the gaps?
- How can funders support a diverse food system rooted in strong farmer livelihoods?
- How can funders support the recruitment and networking of farmer advocates?
- Policy reforms and opportunities in the next Farm Bill
- Potential collaborators for the SAFSF community

MODERATORS:

Alicia Harvie, *program manager, Farm Aid, Somerville, MA*

Chad Jones, *member, Resource Generation, Denver, CO*

SPEAKERS

Scott Marlow, *director, Farm Sustainability Program, Rural Advancement Foundation International (RAFI-USA), Pittsboro, NC*

Susan Stokes, *executive director, Farmers’ Legal Action Group, Inc., St. Paul, MN*

Tahz Walker, *land steward/farm manager, Stone Circle at The Stone House, Mebane, NC*

10:00 - 10:15AM **BREAK**

10:15 - 11:45AM **CLOSING PLENARY: AGRIBUSINESSES, ENVIRONMENTAL SUSTAINABILITY, AND SOCIAL JUSTICE: AN OXYMORON OR A SILVER BULLET?**

Minnesota and the Upper Midwest are home to several of the largest agribusinesses and food retailers in the world, including Cargill, Inc., General Mills, and Target Corporation. This plenary will offer attendees an opportunity to learn about the history and business models of these food companies and how they are integrating issues of environmental sustainability and social justice into their planning and practices.

MODERATOR

Jon Foley, *director, Institute on the Environment at University of Minnesota, St. Paul, MN*

PANELISTS

Kate Heiny, *sustainability manager, Target Corporation, Minneapolis, MN (invited)*

LaRaye Osborne, *vice president of Environment, Health, and Safety, Cargill, Incorporated, Minneapolis, MN*

Steve Peterson, *director of sustainable sourcing, General Mills, and owner, Peterson Farms, Paynesville, MN*

11:45AM **WRAP UP AND CLOSING**

12:00 NOON **DEPARTURES**



2011 SAFSF 9TH ANNUAL FORUM

2011 Forum Program Committee Members

JoAnne Bander, *The JoAnne & Michael Bander Family Fund*
Andrea Bretting, *Claneil Foundation*
Bill Buchanan, *USDA Risk Management Agency*
Virginia Clarke, *SAFSF*
Bridget Dobrowski, *SAFSF*
Kathleen Fluegel, *HRK Foundation*
David Fukuzawa, *The Kresge Foundation*
Becca Golden, *Ben & Jerry's Foundation*
Andrew Kang Bartlett, *Presbyterian Hunger Program*
Valerie Lee, *The Minneapolis Foundation*
Jeffrey Mansour, *The Harvest Foundation*
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Mike Roberts, *First Nations Development Institute*
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TO SEEING YOU IN 2012
IN CALIFORNIA!**

DETAILS TO FOLLOW