3:00–6:00PM  
**REGISTRATION OPEN**

5:00–6:30PM  
**NO-HOST MEET AND GREET**

We hope you will join us for an informal get-together at the hotel lobby bar. This is a great time to meet others and make some connections before the Briefing officially kicks off. And remember, sometimes the most fruitful ideas germinate on the back of a cocktail napkin…

6:30PM  
**DINNER ON YOUR OWN**

Head out in small groups to enjoy dinner in town. A list of suggested restaurants is available at the registration desk.

**OR**

6:30–8:30PM  
**TRADE POLICY DINNER (OPTIONAL, PRE-REGISTRATION REQUIRED)**

**Why Funders Need to Care about Trade Pacts that will Undermine Fair and Sustainable Food Systems**

Around the world, hard-won victories on local food policies, farm-to-institution programs, food safety regulations, worker health, animal welfare, GMO labeling, transgenic crop bans, and other issues are under threat from two of the largest proposed free trade agreements in history. The Trans-Pacific Partnership (TPP) and the Transatlantic Free Trade Agreement (TAFTA) will have devastating impacts on multiple fronts, including sustainable agriculture, food sovereignty and safety, environmental protection, public health, and human rights.

**Juliette Majot**, president of the Institute for Agriculture and Trade Policy (IATP)—a leader on international food issues and trade—will lead a conversation about the real world consequences that these new trade agreements may have for your funding priorities. Learn what actions you can take to ensure that the food systems victories we’ve achieved together over the years aren’t reversed—and important future policies outlawed—by these new trade laws.

**CO-HOSTED BY SAFSF AND GRACE COMMUNICATIONS FOUNDATION**
REGISTRATION OPEN

7:30AM–5:00PM
3RD FLOOR FOYER

BUFFET BREAKFAST

7:30–8:30AM
COUNCIL BLUFFS

WELCOME AND OVERVIEW

8:30–9:00AM
COUNCIL BLUFFS

Carol Pickering, chair, Policy Briefing Planning Committee (2014-2015); Dietel Partners, ME
Abbie Nissenson, policy associate, Sustainable Agriculture and Food Systems Funders (SAFSF), CA

PLENARY: THE ROLE OF POLICY IN SUPPORTING CLEAN WATER AND A THRIVING AGRICULTURAL ECONOMY

9:00–10:45AM
COUNCIL BLUFFS

The adverse effects of farming practices on water quality have become a major issue throughout the United States. Chemical and nutrient runoff from farmlands is one of the main causes of drinking water advisories, fish kills, and the dead zones that plague estuaries—all of which affect people’s health, livelihoods, and quality of life. Speakers at this session will bring their different perspectives to the question of how best to reduce pollution from agriculture in a way that will protect drinking water, rivers, and estuaries; allow for thriving agricultural economies; and be fair and achievable. Speakers will outline what they see as the most effective mix of incentives, innovation, and regulation to solve this challenging problem. Participants will come away with a better understanding of:

• which agricultural practices contribute to or remediate water pollution, and what factors—economic, social, and cultural—lead farmers to employ those particular practices;
• aspects of the clean water problem that require regulation, those that can be achieved through voluntary efforts, and examples of successfully combined approaches;
• what water regulations look like at local, state, and federal levels, and how those policies are made; and
• opportunities to create broad, cross-sectoral alliances that move us toward a clean water future.

ROUNDTABLE DISCUSSANTS
Deborah Atwood, executive director, AGree: Transforming Food & Ag Policy, Meridian Institute, DC
Neil Hamilton, director, Agricultural Law Center, Drake University Law School, IA (facilitator)
Susan Heathcote, water program director, Iowa Environmental Council, IA
Bill Stowe, CEO and general manager, Des Moines Water Works, IA

10:45–11:15AM BREAK AND FIND YOUR WORKSHOP
CONCURRENT WORKSHOPS

Local is Powerful for Food Policy Change

Agricultural policy discussions often focus on the Farm Bill, yet a lot of food and farm work happens at the local level, where zoning laws, health codes, purchasing policies, and partnerships with local public leaders can impact our grantees’ effectiveness. Knowing how to navigate these local policies, with whom to connect, and which tools are already available is crucial.

Come learn about resources that have been developed and hear success stories where local policy changes have built power for people—producers, aggregators, and consumers—along all the links in the value chain. Explore how philanthropy can add value to local policy efforts.

MODERATOR
Kathleen de Chadenedes, director, The School Food Initiative, Orfalea Foundation, CA

SPEAKERS
Krysten Aguilar, food planning & policy advocacy specialist, La Semilla Food Center, NM
Kimberley Hodgson, founder and principal, Cultivating Healthy Places, BC, Canada

Federal and Private Funding of Sustainability Research

The policy changes necessary for a more sustainable food and agriculture future require robust supporting research. Yet the amount of both public and private funding for research in support of conventional agriculture greatly exceeds that of organic and sustainable production. This session will demonstrate the importance of funding sustainability research and provide information about how philanthropy can have an impact in this space.

Moderator
Bruce Hirsch, executive director, Clarence E. Heller Charitable Foundation, CA

Speakers
Charles Benbrook, president, Benbrook Consulting Services, OR
Joe Colletti, senior associate dean, College of Agriculture & Life Sciences, Iowa State University, IA

NETWORKING LUNCH

1:40—2:00PM  Presentation: Can We All Agree?

A unified Good Food Policy Platform is critical to our movement’s success. In this discussion, SAFSF member Eric Kessler will share for the first time a proposed set of policy priorities developed with other members, policymakers, and industry leaders. Sure to provoke discussion and debate throughout the meeting, please join us for a first look at this platform.
PLENARY: REGIONAL LENS ON NATIONAL ISSUES

Through storytelling and discussion, the Regional Lens plenary will highlight food systems policy issues that are playing out in the Heartland—and, in many cases, throughout the country. Lively Pecha Kucha-style presentations will be followed by table discussions with the speakers. You will have the opportunity to further discuss their work, ask questions, and engage with funder colleagues.

MODERATOR
Alicia Harvie, director of advocacy and issues, Farm Aid, MA

SPEAKERS
Dawn Hernandez, student, Drake University Law School; former city councilwoman, Postville, IA
Ferd Hoefner, policy director, National Sustainable Agriculture Coalition, DC
Wendy Johnson, farmer; secretary (at-large), Practical Farmers of Iowa, IA
Adam Mason, state policy organizing director, Iowa Citizens for Community Improvement, IA
Rod Snyder, president, Field to Market: The Alliance for Sustainable Agriculture, DC

SPECIAL GUEST PRESENTATION

Iowa Secretary of Agriculture Bill Northey

Iowa plays a key role in national agriculture conversations and in national elections. We are honored to have Secretary Northey share where he sees opportunities for SAFSF and the philanthropic community to engage in productive, effective dialogue, and collaborate with others working on state and national food and agriculture policies.

BREAK/NETWORKING TIME

MEET IN LOBBY—WALK TO DES MOINES SOCIAL CLUB

Meet in hotel lobby for a short (10-minute) walk to our dinner reception in the Culinary Loft space at the Des Moines Social Club. If you would prefer to take a taxi, please notify the concierge in the lobby.

Location: Des Moines Social Club, 900 Mulberry St., Des Moines, IA

RECEPTION AND DINNER AT THE CULINARY LOFT, DES MOINES SOCIAL CLUB

The Des Moines Social Club is an innovative arts and entertainment venue located in a renovated historic art deco firehouse in downtown Des Moines. The nonprofit provides a home for local artists, offers unique programming spanning all arts disciplines, and brings people of every age and background together under one roof—all for the purpose of using the arts to create community engagement. Catered by Tangerine with local, sustainably sourced food and beverages, the evening will be a celebration of our time together in Des Moines.
Increasingly, conversations about the linkages between food, nutrition, diet, and health are taking place at the local, state, and national levels. However, policy interventions that support the types of sustainable, equitable, community-based food systems that often result in greater local resilience and better health outcomes have been much more limited. The current dialogue needs to be deepened—and existing food and farm policies re-imagined—to reflect the relationships between food production methods; access to healthy food, safe drinking water and clean air; and human health and dignity.

This plenary session will explore the case for linking sustainable food and farming with dietary and health policies; showcase sustainable food policy advocacy efforts within the public health community; and highlight the successes and challenges of community-led campaigns to promote health, community engagement, and sustainability.

MODERATOR
Kelly Brownell, dean, Sanford School of Public Policy, Duke University, NC

SPEAKERS
Denisa Livingston, community health advocate, Diné Community Advocacy Alliance, Navajo Nation, NM
Barbara Millen, founder and president, Millennium Prevention, Inc.; chair, 2015 Dietary Guidelines Advisory Committee, MA
Linda Rae Murray, adjunct assistant professor, University of Illinois at Chicago School of Public Health, IL

BREATH AND FIND YOUR WORKSHOP
(hotel check out)
CONCURRENT WORKSHOPS

New Challenges for New Farmers—Populating America’s Farmland

We need more farmers on the land. And with an aging farming population and many farmers set to retire in the coming decade, we need those farmers now. Yet beginning farmers today face significant and pressing challenges. Many are coming to the profession without a personal history or connection to farming and need networks for mentorship and skill development. Student debt and access to land, credit, and capital are also major barriers for new and beginning farmers.

Important policy developments in recent years have allocated resources and programming to support beginning farmers, but little is known about the outcomes of those efforts or if they are truly tackling the issue head on. This session will look at the sector of beginning farmers—some young, some mid-career, some immigrants, some veterans—who are in need of a supportive infrastructure spurred on by effective policy. Join us in a discussion of how philanthropic investments can advance, complement, and strengthen policymaking to support beginning farmers in getting on the land, developing prosperous farms, and advancing solutions for a sustainable food and farm future.

MODERATOR
Greg Horner, senior program officer, Cedar Tree Foundation, MA

SPEAKERS
Brian Depew, executive director, Center for Rural Affairs, NE
Sonia Kendrick, founding farmer, Feed Iowa First; member, Farmer Veteran Coalition, IA
Lindsey Lusher Shute, executive director and co-founder, National Young Farmers Coalition, NY

Media, Messaging, and Movement Building: The Role of Communication in Food and Agriculture Policy Change

This workshop will look at the critical importance of media and messaging in educating the public, activating voters, and expanding the reach of the good food movement. The panelists will frame the topic in the context of the 2016 election and Iowa caucuses and discuss how sustainable agriculture fares in the competing universe of issues. The panel will also explore how various spokespeople resonate as messengers and which food and agriculture issues motivate voters and consumers. In this session, funders will learn how to work with their resources and partners to maximize their impact, and build power for food and agriculture policy change.

MODERATOR
Scott Cullen, executive director, GRACE Communications Foundation, NY

SPEAKERS
Claire Benjamin DiMattina, executive director, Food Policy Action, DC
Donnelle Eller, reporter - agriculture, environment, and energy, The Des Moines Register, IA
Celinda Lake, president, Lake Research Partners, DC
THURSDAY  DEC 10

12:30–2:00PM
STRATEGY LUNCHES
For the past two days, we have exchanged ideas and engaged in deep thinking about a range of food and farm policy issues. This lunch is an opportunity to activate those ideas. Grab a table with colleagues and identify some next-steps you might take individually or collectively. Our intent is to begin conversations that SAFSF can help to sustain and bolster as we build power together, into 2016 and beyond. At the end of the lunch session, each table group will have a chance to report briefly on their progress.

2:00–3:30PM
PLENARY: MARKET FORCES
For those seeking to make change, the power to leverage the marketplace is an important tool in an increasingly interconnected world, and can impact local, state, and national policies.

This plenary will provide an overview of recent successes in the corporate and nonprofit arenas, as well as an analysis and discussion about possible opportunities coming down the pike. Panelists will speak to the increasing consolidation of certain segments of the marketplace and explore its ramifications. The discussion will also address how these market changes are affecting farmers.

MODERATOR
Sara Eckhouse, chief of staff, Agricultural Marketing Service, USDA, DC

SPEAKERS
Hillary Bisnett, national procurement director, Healthy Food in Health Care Program, Healthcare Without Harm, MI
Charles Eggert, founder and president, Pacific Foods, OR
Jana Linderman, president, Iowa Farmers Union, IA

3:30–4:00PM
CLOSING REMARKS & NEXT STEPS

4:00PM
DEPARTURES
2015 POLICY BRIEFING PLANNING COMMITTEE
Sarah Bell, 11th Hour Project, CA
Craig Chase, Leopold Center, Iowa State University, IA
Scott Cullen, GRACE Communications Foundation, NY
Sara Eckhouse, Agricultural Marketing Service, USDA, DC
Gail Imig, W.K. Kellogg Foundation, MI
Cecily Kihn, Aqua Fund, DC
Livia Marqués, W.K. Kellogg Foundation, MI
Mark Muller, McKnight Foundation, MN
Carol Pickering, Dietel Partners, ME (Chair)
Mikki Sager, The Conservation Fund, NC
Hilde Steffey, Farm Aid, MA

SAFSF STAFF - SANTA BARBARA, CA
Virginia Clarke, executive director
Bridget Dobrowski, program and operations manager
Huyen Nguyen, program and membership associate
Abbie Nissenson, policy associate
Dylan Tompkins, operations and communications associate

2015 SAFSF STEERING COMMITTEE
Stacey Barbas, The Kresge Foundation, MI
Maria Cadenas, Driscoll’s, CA
Tim Crosby, Thread Fund, WA (Co-chair)
Scott Cullen, GRACE Communications Foundation, NY
Kyle Datta, Ulupono Initiative, HI
Kathleen Fluegel, HRK Foundation, MN
Andrew Kang Bartlett, Presbyterian Hunger Program, KY
Jennifer MacDougall, Blue Cross Blue Shield of North Carolina Foundation, NC
Livia Marqués, W.K. Kellogg Foundation, MI
Michael Roberts, First Nations Development Institute, CO
Jeff Rosen, Solidago Foundation, MA
Mailee Walker, Claneil Foundation, PA (Co-chair)

THANK YOU TO OUR 2015 POLICY BRIEFING SPONSORS
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McKnight Foundation
The David and Lucile Packard Foundation
Walton Family Fund
W.K. Kellogg Foundation
SAVE THE DATES!

UPCOMING POLICY BRIEFINGS

DECEMBER 13-15, 2016
SACRAMENTO, CA

DECEMBER 4-7, 2017
WASHINGTON, DC

WWW.SAFSF.ORG