



#2018goodfood  
OCTOBER 22, 2018

**2018 Michigan Good Food Summit**  
***Amplifying Voices for Equity***

**October 22, 2018 • Kellogg Hotel and Conference Center, East Lansing, MI**  
**Presented by the Michigan State University Center for Regional Food Systems**

**Working Agenda**

- 8:00 am                      **Registration and Continental Breakfast**
- 8:45 am                      **Welcome and Opening Remarks**  
**Shane Bernardo**, Board Member and Racial Equity Sub- Committee  
Member, Michigan Farmers Market Association
- 9:00 am                      **Opening Keynote**  
**Saru Jayaraman**, President & Co-Founder, Restaurant Opportunities  
Center United
- 10:00 am                      Break with Exhibitors
- 10:30 am                      **Concurrent Breakouts Sessions**

**Session 1: Uplifting Youth Vision and Leadership in Good Food Work**

**Daniel Marbury**, Crosshatch Program Director, Crosshatch Center, Bellaire, MI

**Terry McLean, BS**, Community Food Systems Educator, MSU Extension, Flint, MI

**Darren Bagley**, 4-H Educator, MSU Extension, Flint, MI

This session seeks to engage young leaders and youth program facilitators for an emergent discussion regarding a strategy for young people to drive good food efforts in Michigan. Through a sequence of interactive activities and discussion, participants will work together to brainstorm specific strategies for uplifting youth vision and action. We will strive to converge on shared commitments to help set the stage for strong youth-led efforts in the next phase of food systems improvements in our state and to offer concrete suggestions for the afternoon summit session "Michigan Good Food Post 2020 session". Participants of all ages are welcome, however young leaders are especially valued to help steer the direction of this conversation and our collective commitments to youth led action.

## **Session 2: Plate to Politics: Women Leading from the Farmhouse to the White House**

**Ash Bruxvoort, BA**, Plate to Politics Coordinator, Women, Food and Agriculture Network, Des Moines, IA

**Amanda Edmonds**, AM Edmonds, LLC

**Other presenters TBA**

Plate to Politics Plate to Politics(SM) is a nationwide effort to support and strengthen the national leadership role of women transforming our nation's food system, from the federal agriculture policy agenda to what's on our family's dinner plate. Hear from women currently serving in public office and engaged in the healthy food and farming movement. In this training, attendees will learn how to use stories to help motivate folks to take action, give money, volunteer or vote for you.

## **Session 3: Amplifying Unheard Voices Through the Media**

**Melinda Clynes, MA**, Project Editor, Michigan Nightlight and Freelance Writer/Editor, Royal Oak, MI

**Amy Kuras**, Research & Policy Program Manager, Detroit Food Policy Council, Detroit, MI

**Nina Ignaczak**, Managing Editor, Metromode and Editorial Director, Issue Media Group, Rochester, MI

In this experiential workshop, participants will learn about approaching the media to pitch a story. The session will be hands-on, leaving participants with a self-generated road map with a list of story ideas and a single idea from the list more fully formulated into a pitch. Some participants will have a chance to share their pitch, with the leaders and participants providing feedback and suggestions. Before leaving, participants will be encouraged to achieving one action toward building awareness through the media.

## **Session 4: Fair Food from Fair Labor: National and Regional Tools To Reduce Exploitation**

**Teresa Hendricks-Pitsch, JD**, Executive Director, Migrant Legal Aid, Grand Rapids, MI

**Julia Perkins**, Education Coordinator, Coalition of Imokalee Workers, Immokalee, FL

Food fairness programs and partnerships provide innovative resources to ensure a dignified livelihood for farmworkers, a stable and well-trained agricultural workforce for growers, and a safer, more sustainable food for retailers and consumers.

## **Session 5: Market to Chef: Streamlining the Shopping Experience for Chefs at the Farmers Market**

**Jae Gerhart**, Washtenaw County Local Foods Coordinator, Michigan State University Extension, Ann Arbor, MI

**Stephanie Willette**, Farmers Market Manager, Ann Arbor Farmers Market, Ann Arbor, MI

Launched in the spring of 2018, the Ann Arbor Farmers Market "Market to Chef Program" makes shopping with local farmers easier for chefs and other wholesale buyers. This project utilizes a twice weekly aggregated availability list that allows chefs to pre-order products directly from farmers. In this session, we will share our strategies for chef engagement and invite open discussion to explore ways other farmers markets can engage with chefs.

## **Session 6: Elevating Equity in the Food Policy Process**

**Raychel Santo, MSc**, Senior Research Program Coordinator, Johns Hopkins Center for a Livable Future, Baltimore, MD

**Winona Bynum**, Executive Director, Detroit Food Policy Council, Detroit, MI

**Karen Bassarb**, Senior Program Officer, Johns Hopkins Center for a Livable Future, Baltimore, MD

Join the Food Policy Networks project and the Detroit Food Policy Council for a co-learning and sharing workshop on how to elevate equity in policy. Engage in facilitated conversations about what makes equitable public policy. Learn about examples of how food policy councils are incorporating equity into their organizational structure and policy work. Together, brainstorm tangible and specific strategies for how to incorporate equity in the policy process, from development to enactment, and discuss barriers and solutions to achieve integration of equity in the policy process.

### **Session 7: Big Ideas Grow from Great Partnerships**

**Erin Caudell, BS**, Flint Fresh Operating Manager, Flint Fresh, Flint, MI

**Artina Sadler**, Food System Navigator, Community Foundation of Greater Flint, Flint, MI

**Pam Bailey, MA**, Board President, Flint Fresh, Flint, MI

Partners from organizations in the Flint Food System will share some of the pitfalls and benefits of creating a collaborative food system in Flint. From a mobile market and veggie box program to a food hub with a production kitchen in a short time frame actually developed from years of community input, policy work and laying a solid foundation of food system work over the past decade will be addressed.

### **Session 8: Scaling Your Food Business with Financing - It's All in the Preparation**

**Vicki Zilke, MSN, Owner**, Zilke Farm Kitchen, LLC, Milan, MI

**John Schoeniger**, Loan Fund Manager, Detroit Development Fund

**Javier Fortoso**, Owner, Torti Taco

Food entrepreneurs start their business based on a passion for food, but soon realize that growth often requires a loan to scale up - a daunting process to many! If you're a 'good food entrepreneur' ready to grow with financing, join us for this interactive workshop featuring Michigan Good Food Fund lenders who will demystify the requirements for financing and provide you with tips, tools, and practical steps for securing the financing necessary to thrive and grow. You'll learn the types and sources of financing, how to determine your loan readiness, the documentation you'll need, and the business assistance that is available to address your needs. You'll hear directly from a good food business owner who will share tips from his financing journey. There will also be an opportunity to address participants' financing challenges. Presented by the Michigan Good Food Fund – a \$30 million loan fund that lends between \$1,000 - \$6 million to Michigan good food businesses benefiting underserved communities.

### **Session 9: Lightning Talks**

#### **Session 9-A: Addressing Food Insecurity through Community Engagement**

**Nancy McCrohan, PhD**, Senior Project Manager, Public Policy Associates, Inc., Lansing, MI

Learn about a collaborative initiative in Benton Harbor that is engaging community members in creating a grocery store pantry model to increase healthy food access for food insecure individuals in the community.

#### **Session 9-B: Urban Food Production With Exceptional Students: The Gardens at Drew**

**Michael Craig, MA**, Special Education teacher/Director of Horticulture Program, Charles Drew Transition Center/Detroit Public Schools Community District, Detroit, MI

Learn how special needs students are addressing food inequality issues in Detroit, along with gaining valuable vocational skills, through their work with the Drew Horticultural Program.

#### **Session 9-C: Transforming School Culture from Inside Out**

**Monica DeGarmo, MA**, Program Manager, Detroit Public Schools Community District, Office of School Nutrition, Detroit, MI

Hear about the success and challenges of connecting kids to local food in the cafeteria, classroom, and beyond in Michigan's largest school district, Detroit Public Schools.

#### **Session 9-D: Invisible Workers: Slavery, Gender Violence and Poverty in Food Labor**

**Jonathan Roberts**, Community Organizer, Detroit, MI

Explore inequitable labor practices in the U.S. food and restaurant industry, including migration, sexual violence, poverty, wage theft and discrimination, and learn about actionable ways to productively intervene.

#### **Session 9-E: Advocacy for Healthy Checkout Aisles**

**Jane Kramer, BA**, Advocate for Healthy Checkout Aisles, East Lansing, MI

Hear about an initiative to improve checkout aisles in Michigan grocery stores by stocking them with healthier options that support overall community health, and learn how to advocate for healthy checkout aisles where you shop.

#### **Session 9-F: Can a Lansing-Grown Label Unify Urban Farmers and Catalyze a Robust Food System?**

**Eric Schertzing**, Board Member and Ingham County Treasurer & Land Bank Chair, Lansing Urban Farm Project and Ingham County

Hear how Lansing-area urban farmers, non-profits and community members are exploring and testing a marketing and promotional tool in an effort to unify urban farmers and strengthen the local food system.

#### **Session 9-G: Sources of Microbial Contamination on Produce in Farm Operations**

**Mark Hodorek**, Food Safety Specialist, Michigan Food Safety

Gain insight about where microbial contamination of food in farm operations originates – an informative session for food processors, handlers and everyday cooks.

#### **Session 9-H: Impact of New Work Requirements on SNAP and Food Access**

**Jess Wunsch, MPP**, Urban and Regional Planning/Public Policy Graduate Student, The University of Michigan, Ann Arbor, MI

An overview of the research study that examined the impact of SNAP policy changes in Washtenaw County in 2017 and lessons learned from the community to minimize the negative impact from such a substantial policy change.

11:45 am                      **Lunch**

12:45 pm                      **Keynote Panel: Sharing Good Food Stories from Michigan**  
**Shiloh Maples**, Healthy Foods Initiatives Coordinator, American Indian Health & Family Services  
**Eleanor Moreno**, Market Coordinator, North Kent Connect  
**Additional panelist to be announced**

1:45 pm                      **Concurrent Breakout Sessions**

**Session 10: Growing Michigan's Faith-Based Good Food Movement: An Interactive Workshop**

**Nurya Love Parish, MDiv**, Executive Director, Plainsong Farm & Ministry, Rockford, MI

**Sue Salinger**, Managing Director, Hazon-Detroit, Sylvan Lake, MI

**Ryan Cumming**, Program Director, Hunger Education, ELCA World Hunger Program, Chicago, IL

Faith-based leaders and communities have been contributing to Good Food Charter goals since the Charter was launched. But rarely have we engaged in dialogue about the values, traditions, and work we share. This workshop will facilitate learning across multiple faith traditions about current work and future opportunities at the intersection of faith and good food.

**Session 11: Collecting Stories of Food Systems Change: A Hands-on Workshop**

**Lilly Fink Shapiro, MPH**, Program Manager, University of Michigan Sustainable Food Systems Initiative, Ann Arbor, MI

**Lesli Hoey, PhD**, Assistant Professor of Urban and Regional Planning, University of Michigan, Ann Arbor, MI

This workshop will teach participants how to implement the "Most Significant Change" (MSC) method, an evaluation approach for identifying emerging successes and lessons of complex, multi-stakeholder initiatives. Repeated over time, MSC exercises help collect numerous stories, engaging many stakeholders in a dialogue to agree on the most significant changes. As groups begin to see how perceptions of progress are converging or diverging, the process itself helps build common ground by clarifying values and expectations, elucidating theories of change, and charting future directions. Workshop attendees will participate in a hands-on MSC session to tell their own stories, reflect, and discuss changes they have seen related to the Michigan Good Food Charter over the past two years. Participants will learn how to facilitate the method, will receive resources to replicate the process in their own organization or community, and will learn approaches for analyzing and communicating findings.

**Session 12: Valuing and Supporting Youth Engagement for 10 Cents a Meal and Farm to School Success**

**Elissa Penczar, MA**, Chef Instructor, Muskegon Area Career Tech Center, Muskegon, MI  
**Diane Conners, BA**, Senior Policy Specialist, Food & Framing, Groundwork Center for Resilient Communities, Traverse City, MI

**Brandon Archer**, Alumnus, Alumnus, Muskegon Area Career Tech Center, Muskegon, MI

In Muskegon County, 10 Cents A Meal policy fuels innovation around youth voice, develops youth leaders, and increases youth engagement to the benefit of programs that support good food. 10 Cents is a state-funded pilot that provides matching grants for schools to purchase Michigan-grown produce, and it provides education opportunities that legislators want to see as they consider continuing and expanding the program. Learn what legislators want to see, and how Muskegon Area Career Tech Center high school hospitality and tourism students have pioneered a replicable program that supports school food service, tests menu ideas with K-12 students, and creates impactful real-world experiences for young, new leaders. Hear from youth about the excitement and opportunity recipe development creates within a school. Learn how 10 Cents and student advocacy can support this work in your region. Identify assets in your community. Attendees will leave with templates, resources, and an action plan.

### **Session 13: Empowering Latino Farmers**

**Rubén Martinez, PhD**, Professor of Sociology and Director, Julian Samora Research Institute, Michigan State University, East Lansing, MI

**Filiberto Villa-Gomez**, Research Associate, Julian Samora Research Institute, Michigan State University, East Lansing, MI

This session will provide an overview of Latino farmers in Michigan, their needs, and the capital and livelihood strategies they employ to succeed in farming. This includes examining their degree of integration in the agricultural industry and the development of a readiness toolkit that will aid service providers in farm-specific needs. Learn about an applied research project focused on closing the gaps between Latino farmers in Michigan and service providers; the needs of Latino producers in Michigan and their coping strategies to maintain successful farming enterprises; and the development of a readiness scale that can be used by service providers to identify farm-specific needs.

### **Session 14: Michigan CSAs: Opportunities in Supporting Food Access and Farm Viability through Community Supported Agriculture**

**Garrett Ziegler**, Community Food Systems Educator, MSU Extension

**Erin Skidmore**, Good Food Systems Coordinator, Access of West Michigan

**Rebecca Titus**, Farmer, Farmers Market Manager, Titus Farms, Meridian Farmers Market

This session will highlight the potential for CSAs in Michigan to meet the dual goals of increased food access to vulnerable populations and strengthened farm viability. This session will provide perspectives on CSAs from an organization working to meet food access needs and west Michigan and a second-generation farmer who has used a CSA model to support their farms viability since 2013 to demonstrate the potential for the CSA Model to meet challenges in food access and farm viability. We will also share results from the first ever statewide Michigan CSA Survey, conducted in early 2018 by the Michigan Statewide CSA Working Group, to highlight challenges, barriers, and strategies in using CSAs to meet those dual goals. Attendees will be engaged throughout in facilitated discussion and strategizing to identify opportunities

and engage more organizations in addressing the gaps to create a win-win scenario for farmers and consumers.

### **Session 15: Designing for Equity: Modeling a Better Michigan Food System**

**Kibibi Blount-Dorn**, Education and Engagement Program Manager, Detroit Food Policy Council, Detroit, MI

**Lindsey Scalera**, Sustainable Food Program Director, Ecology Center, Ann Arbor, MI

What would a model of a more equitable food system include? Most widely-accepted conceptual models of the food system help us understand the steps from farm to plate or waste stream. While these models are helpful to illuminate some elements and processes, they often leave out key aspects of the food system such as labor, relationships, culture, health outcomes, education and career opportunities. Throughout the past 10 years, the Good Food Movement in Michigan has largely focused on cultivating local purchasing, sustainability and economic development. But as efforts to improve the food system in Michigan have progressed, we must also consider how we equip leaders in this movement to address justice, equity and inclusion. In this workshop participants will begin that journey by analyzing several widely-accepted models of the food system, exploring participants' own experiences and work, and as a group begin to design a model that reflects a more equitable food system.

### **Session 16: Learning How to Use Data to Improve Community Food Access**

**Markell Miller**, Director of Community Food Programs, Food Gatherers, Ann Arbor, MI

**Meghan McDermott**, Food & Farming Program Director, Groundwork Center for Resilient Communities, Traverse City, MI

**Janee Moore**, Food Access Public Health Consultant, Michigan Department of Health and Human Services, Lansing, MI

This interactive panel session will provide an overview of existing data sources and tools that are helpful resources for assessing baseline conditions or tracking community level outcomes. Panelists will also share examples of two community projects, one in Ypsilanti and one in Northwest Michigan, that collected data to measure community food access and food security, including the process used and how the findings informed action. Participants will be engaged directly in thinking through how they can use existing data sources in their work and develop research and evaluation questions for their programs or communities.

### **Session 17: Open Space Session**

The purpose of the Open Space session is to amplify all voices by providing Summit participants an opportunity to further explore topics covered in previous sessions and/or introduce topics not already included in the rest of the Summit programming. During the session, individuals will arrive and contribute discussion topics. After topics have been collected and sorted, we will host spaces for small groups to lead their own conversations around shared topics of interest. Conversation will be group-led and lightly facilitated to promote equitable participation from all perspectives at the table. Individuals will be encouraged to continue their discussions around the topic following the Summit. This session time will include framing to introduce the essential principles of open space facilitation so that participants will be able to hold similar conversations in their organizations, events and communities.



## Session 18: Lightning Talks

### Session 18-A: Exploring Food Access and Food Environments in a Medical Setting

**Paula Martin, MS, RDN**, Farms, Food & Health Program Consultant, The Groundwork Center for Resilient Communities, Traverse City, MI

Learn about Hunger Vital Sign, a clinical screening tool used to identify hunger, and other local food access resources developed by community partners to support healthcare providers in screening patients for food insecurity.

### Session 18-B: Farming on the Spectrum

**Lisa Szymecko, PhD, JD**, Research Associate, Michigan State University, East Lansing, MI

Hear how social farms work with socially disadvantaged groups, such as those with autism spectrum disorder, to teach food production skills while providing community-based social and health care.

### Session 18-C: Starting with Breakfast

**Bryan Van Dorn**, Manager, Healthy Kids, United Way for Southeastern Michigan, Detroit, MI

Get a retrospective look at strategies and outcomes of over five years of Michigan No Kid Hungry work, the state and federal landscape around child nutrition/hunger, and opportunities and needed partnerships to advance a statewide agenda that integrates child nutrition as fundamental to statewide goals for improving education, economy, workforce develop and health.

### Session 18-D: Improving Community Food & Health with the Grocery Store Coalition

**Alex B. Hill, MA**, Food Access and Chronic Disease Prevention Manager, Detroit Health Department, Detroit, MI

Learn how the Grocery Store Coalition is working with community members and grocers in under-served areas to help local grocery stores sustainably provide healthy food options in clean, safe stores at an affordable price.

### Session 18-E: Building an Impactful Food Council: An Online Professional Development Course

**Kendra Wills, MA**, Community Food Systems Educator, Michigan State University Extension, Grand Rapids, MI

A quick overview of the free, open-to-all "Supporting Local Food Councils" online course, which has 15 modules containing videos and written information on a variety of topics relating to the development of effective local food councils.

### Session 18-F: Reimagining the Michigan Food Hub Network

**Noel Bielaczyc, MLA**, Value Chain Specialist,, MSU Center for Regional Food Systems, East Lansing, MI

Hear how the Michigan Food Hub Network, formed in 2012, is evolving and learn about the goals and activities of the new Food Hub Practitioners Group, as well as ways to get involved with food hubs in your area.



### Session 18-G: Juvenile Justice Services

**Xaviar Jaramillo**, Executive Chef, Food Service Manager, Spectrum Juvenile Justice Services

A Chef and Service Manager for a Residential Treatment Center has many stories to tell. Hear about how teaching culinary arts enlightens (and amazes) residents about where their food comes from.

### Session 18-H: TBD

3:00 pm	<b>Break with Exhibitors</b>
3:15 pm	<b>Cultivate Michigan Awards</b> <b>Michigan Apple Crunch</b>
3:20 pm	<b>Amplifying Your Voice: Stories of Equity</b>
4:20 pm	<b>Closing Performance</b> <b><i>Manitou Wabanaisee (Spirit of the Snowbirds) Snowbird Singers</i></b>
4:50 pm	<b>Closing Remarks</b>
5:00 pm	<b>Adjourn</b>