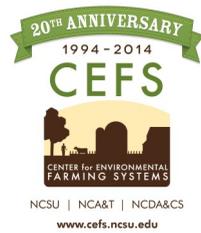


# Many Thanks to Those Who Made this Event Possible



An independent licensee of the Blue Cross and Blue Shield Association



In addition to the contributions provided by many speakers, panelists, and resource organizations, the following people gave time and energy guiding the event design to ensure its success.

- |                  |                 |                     |                  |
|------------------|-----------------|---------------------|------------------|
| Alice Ammerman   | Laura Cheatham  | Shawn Hatley        | Margaret Newbold |
| Ruth Backstrom   | Trish Cramer    | Marcus Hill         | Aaron Newton     |
| Annie Baggett    | Nancy Creamer   | Tyler Jenkins       | Abbey Piner      |
| Diane Beth       | John Day        | Mark Jensen         | Amber Polk       |
| Brandee Boggs    | Emily Elders    | Shannon Johnson     | Debbie Roos      |
| Becky Bowen      | Ron Fish        | Jennifer MacDougall | Christy Shi Day  |
| Mary Jac Brennan | Lisa Forehand   | Earline Middleton   | Libby Smith      |
| Erin Brighton    | Christy Gabbard | Rick Morse          | Rochelle Sparko  |
| Caitlin Burke    | Graham Givens   | Wendy Moschetti     | Karen Stanley    |
| Larissa Calancie | Debbie Hamrick  | Barry Nash          | Jack Thigpen     |
| Jared Cates      |                 |                     |                  |

# Connecting for the Future: A Gathering of NC Food Councils



**December 4-5, 2014**

**Winston Salem, NC**

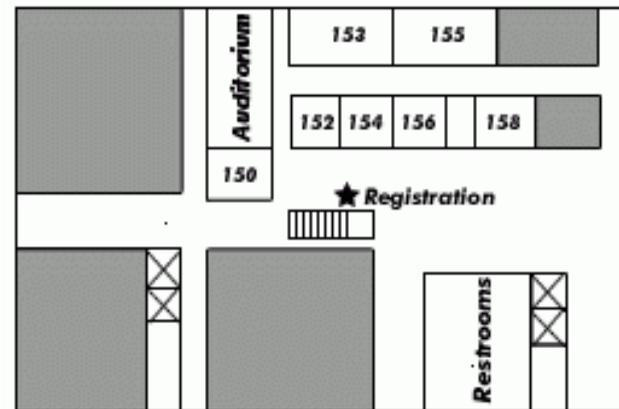
**Local Food Council of North Carolina  
in partnership with  
Forsyth Community Food Consortium**

## Welcome to Connecting for the Future: A Gathering of NC Food Councils!

The seeds for this event were sown in September 2012, when two dozen NC food council delegates came together to lay a foundation for future communication between local food councils and the state food council. During the course of the meeting, participants developed a shared vision that included strengthening relationships between local and state food councils to improve communication between them for the purpose of sharing information and resources.

*Connecting for the Future* brings that vision into being by convening state and local groups working on local food systems in a face-to-face context to learn together, increasing alignment and coordination of their efforts. It is our hope that this event facilitates connections—between individuals, concepts, and resources—that can be built upon over time. This is the beginning of a long-term conversation between state council and local councils—and we are glad you are here to shape where we all go next.

Many people participated in creating and shaping this event - state and local delegates alike - as well as organizations and individuals who see the importance of the work of food councils in strengthening community-based food systems in North Carolina. Thanks to everyone for their help in making this a meaningful event!



Biotech Place, 575 N. Patterson Ave, Winston-Salem, NC 27101

**Wireless Access:**  
IQGUEST (no password)

### AMPLIFY YOUR CONNECTIONS!



Share with others about the gathering—photos, key points, or connections you've made. Encourage your members back home to follow along!



- EMAIL: [foodpolicycouncils@lists.ncsu.edu](mailto:foodpolicycouncils@lists.ncsu.edu)
- LINKED IN: <https://www.linkedin.com/groups/North-Carolina-Food-Councils-Networks>
- FACEBOOK: <https://www.facebook.com/groups/NCfoodcouncils/>

**Wendy Peters Moschetti** - WPM Consulting works extensively with rural and urban communities to develop and implement community food assessments that lead to changes in policies, projects, and partnerships to improve access to healthy foods. WPM works closely with state non-profits and state agencies to develop and implement assessment tools, policy guidance, and trainings to promote healthy food systems. WPM also provides staff support for the Colorado Food Systems Advisory Council and coordinates the new Colorado Food Policy Network, comprised of 20 local and state food systems coalitions. Wendy has a Bachelor's in Social Welfare from the University of Washington and a Master's in City Planning from the University of California-Berkeley.

**Abbey Piner** is a Project Coordinator at the Center for Environmental Farming Systems (CEFS). She has a Masters in Urban Horticulture with a concentration in Community Engaged Design and is trained in ToPS Facilitation methods. With a background in community development through urban agriculture, Abbey uses her program experience and her systems design and facilitation skills at CEFS to help programs, organizations and communities build capacity for growing community food systems. Abbey's work runs across several CEFS programs – developing training and education tools for the NC 10% Campaign; facilitating multi-state graduate course planning in local food systems; and building training for county-based collaboration.

**Kimberly Reese**, MSW, LCSW, a Meredith College Angel and a 2009 graduate of the School of Social Work at UNC Chapel Hill, is the first graduated YES! youth staff to join the YES! team as a full-time adult staff. Kimberly is currently the program coordinator for the Real Food, Active Living initiative in Charlotte, NC. She values the opportunity to work in partnership with youth to create change and she is a firm believer that youth and adult partnerships are key to effectively addressing societal issues.

**Margaret Savoca**, PhD is a nutritionist and research fellow in the Department of Epidemiology and Prevention at Wake Forest School of Medicine and former associate professor in the Department of Nutrition at UNCG. Her research focuses on new methods for helping people improve their eating patterns while taking into account the context of their daily lives.

**Rochelle Sparko** grew up in western Massachusetts and moved to Durham, North Carolina in 2008 after spending time in New York City, Washington, D.C., and Honolulu, Hawaii. A licensed attorney since 2004, Rochelle practiced law for nearly a decade, representing low-income people in administrative proceedings and civil suits. After moving to North Carolina, Rochelle started an urban farm with her partner, Will, and spent precious free time organizing a food policy council in her community. She now works as Policy Director at the Carolina Farm Stewardship Association, where her focus is federal, state, and local level farm and food policy issues.

**Forest Toms** is as an Associate Professor in the Department of Leadership Studies Doctoral Program at N C A&T State University. His current research is in the areas of leadership development with faith-based/community leaders around spiritual capital and civic engagement. Toms is recognized nationally for his systems approach and processes related to diversity and cultural competency in the education, health and mental health fields.

# Speaker Bios

**Ruth Backstrom** - Trained in ToPS methodology (Technology of Participation Strategies), Dynamic Facilitation, and Life Coaching, with a PhD in Education, Ruth helps organizations and communities enact innovative and sustainable solutions to social and economic problems that hinder them from tapping into their collective potential. Using cutting edge facilitation methods and new economic strategies, Ruth has worked collaboratively with groups on community awareness building and strategic projects around local food and economic issues, helping groups tap into their collective intelligence.

**Larissa Calancie** is a doctoral student in the Nutrition Department at UNC Chapel Hill and the co-leader of the CDC-funded Nutrition and Obesity Research and Evaluation Network's Food Policy Council Working Group. Her research focuses on developing evaluation tools to identify best practices within food councils and to measure their impact.

**Jared Cates** holds a Masters of Social Work from UNC-Chapel Hill and has worked in grassroots organizations in North Carolina for the past 10 years. Since joining CFSA in 2011, he has focused on raising the visibility of local farm and food issues in communities across the Carolinas. His recent work has focused on connecting, organizing and mobilizing community members around critical public policy issues and food council development. Jared is an active home gardener, home brewer, kombucha head, and backyard poultry aficionado.

**Katie Descieux** is a researcher and the Research Coordinator for ASAP. She has her MA in Liberal Arts Studies with a concentration in climate studies and brings expertise on communicating scientific information to the public. Katie's local food research specializes in quantitative and statistical analysis. In her time at ASAP, she has conducted food systems research, analyzed food and agriculture related data, and assisted in consultations and evaluations of local food systems in communities around the Southeast. Her experience with internal program evaluation and the development of evaluative instruments has contributed substantially to ASAP's methodology.

**Christy Gabbard** - With over twenty years experience in agriculture, local food systems, and natural resources, Christy offers organizational development services to enhance regional food system work. Currently, she coordinates development of the Chesapeake Foodshed Network, which has a multistate reach and strives to connect, coordinate and strengthen relationships among all sectors to advance the food system in the Chesapeake Bay watershed. She also serves on the board of the Virginia Food System Council and the Appalachian Virginia Food System Council, which serves nine counties in southwest Virginia.

**Diana Manee**, MSPH, CHES, CPT, graduated in 2007 with her Master of Science in Public Health from the University of North Carolina at Charlotte and currently, she works as the Real Food, Active Living Program Coordinator and NC Youth Network Manager for Youth Empowered Solutions! (YES!). For over four years her work at YES! has shown her passion for working in partnership with youth to create sustainable community change and she demonstrates that by sitting on several boards and committees in her hometown of Asheville, NC and statewide.

# Thursday Sessions

Unless otherwise noted, all sessions are held at **Biotech Place, 575 N. Patterson Ave**

|                      |  |   |
|----------------------|--|---|
| <b>11:30 - 1:00</b>  | <b>Registration</b>  | <b>Atrium</b>   |
| <b>12:00 - 12:50</b> | <b>Foodways &amp; Roadways—Screening &amp; Discussion</b><br>Producer <b>Margaret Savoca</b> presents this short documentary film examining the food traditions of African-Americans in Winston-Salem before the 1960s. The construction of Interstates 52 and 40 split the community and resulted in a great change in meal patterns in these neighborhoods. Following the film, get a behind-the-scenes look at the making of the film and accompanying photography exhibit. <i>Bring your own lunch!</i>  | <b>Atrium</b>   |
| <b>1:00 - 1:35</b>   | <b>Welcome &amp; Opening Session</b>   | <b>Auditorium</b>   |
| <b>1:45 - 2:20</b>   | <b>Charlotte Area Orientation Meeting</b><br><b>Triangle Area Orientation Meeting</b><br><b>Triad Area Orientation Meeting</b><br><b>Western NC Orientation Meeting</b><br><b>Eastern NC Orientation Meeting</b>   | <b>Room 153 A-B</b><br><b>Room 150</b><br><b>Room 152</b><br><b>Room 154</b><br><b>Room 156</b> |
| <b>2:30 - 3:30</b>   | <b>Stories Told &amp; Lessons Learned: Food Councils Affecting Local Change</b><br>Presenters <b>Jared Cates</b> , <b>Wendy Peters Moschetti</b> , and <b>Larissa Calancie</b> share examples and case studies from North Carolina, Colorado, and across the country that highlight the achievements of a variety of food councils. Learn how different councils approach the program vs. policy issue, include diverse voices across their work, identify needs within their communities (using data and other means), all topics relevant to new and mature councils.  | <b>Auditorium</b>   |
|                      | <b>Connecting State to Local: Vibrant Farms</b><br>Our state's number one industry is agriculture and North Carolina is a national leader in agriculture diversity. From soil testing to safety concerns to marketing, farm preservation and more, what are the farm issues in your community? Learn how to navigate farm concerns and discover state level resources to help you work locally to ultimately preserve farmland and support the farmers who grow our food. Get an overview of services and programs with panelists from NC Department of Agriculture, <b>Ron Fish</b> (Agribusiness), <b>Annie Baggett</b> (Agritourism), <b>Heather Barnes</b> (Farm to School), <b>Sherry Barefoot</b> (Market News), <b>Paul Jones</b> (Media), <b>Victor VanNortwick</b> (GAP/GHP, Cooperative Grading Service), and <b>Evan Davis</b> (Farmland Preservation). | <b>Room 150</b>   |

## ONLY STAYING THURSDAY?

Please drop your session follow-up form at the registration desk before you go!

# Thursday Sessions

Unless otherwise noted, all sessions are held at **Biotech Place, 575 N. Patterson Ave**

## 2:30 - 3:30 (continued) **Connecting State to Local: Thriving Local Economies** *Room 153 A-B*

NC Department of Commerce Rural Economic Development Division panelists **Libby Smith** (Asst. ARC Program Manager & Sr. Community Development Advisor), **Dr. Patricia Mitchell** (Asst. Secretary), **Hazel Edmond** (Program Manager Building Reuse Program), **Liz Parham** (Director, NC Main Street Center and the Office of Urban Development) will discuss the importance of local food economies for community and economic development, and what is happening in communities across NC. Discover state programs and assistance to help your work locally. Come with specific questions and issues from your community; panelists will guide you to information and connections you need.

## **Creative Insight Council: How Do Councils Sustain Their Efforts?** *Room 152*

PREREGISTRATION REQUIRED. **Ruth Backstrom** facilitates this series of sessions to tap into collective insights around finding resources to make food councils both effective and sustainable, starting with pre-event survey responses from participants and ending with a report back to all participants at the closing session Friday.

## 3:30 - 4:20 **Resource Fair | Networking Break** *Atrium*

REFRESHMENTS PROVIDED. Make connections with fellow participants, session speakers, and other resources. Descriptions of participating resource fair organizations are provided on following pages.

## 4:20 - 5:20 **Interactive Discussion: Engaging Local Government in Food Efforts** *Auditorium*

Moderator **Rick Morse** hosts local government panelists **John Day** (Retired County Manager, Cabarrus), **Mary Furtado** (Asst. County Manager, Catawba), **Joe Moore** (City Manager, Brevard), and **Dudley Watts** (County Manager, Forsyth) as they reflect on local food from their perspectives as chief executives of local government institutions. Bring specific questions or frustrations to share in what promises to be an interactive and lively discussion. Leave with candid insights from local government managers around what to do (and what not to do) to effectively engage your own local government leaders as allies in your food system work.

## **Connecting State to Local: Foodshed & Land Use Planning** *Room 153 A-B*

Panelists **Edgar Miller** (Govt Relations Director, Conservation Trust for NC), **Katherine Baer** (Director of Conservation, Triangle Land Conservancy), **Kevin Redding** (Exec Director, Piedmont Land Conservancy), **Rich Shaw** (Land Conservation Manager, Orange County), **Toby Bost** (Chair, Forsyth Soil and Water Conservation District), **Kirk Ericson** (Principal Planner, Winston-Salem and Forsyth County), and **Annette Hiatt** (Senior Staff Attor-

# Friday Sessions

Unless otherwise noted, all sessions are held at **Biotech Place, 575 N. Patterson Ave**

## **Winnowing to Win: Tools to Develop and Implement a Policy Agenda** *Room 155 A-B*

Eating is, in part, a political act. Your community's food choices provide a chance to eat your values. Advocating for a local food system provides a way to support a vibrant local economy, a chance to improve public health, and a path to improve conditions for farm workers, farm animals and the environment. How will your community select among these worthy outcomes and target its work? **Rochelle Sparko** provides tools used for decades by community organizers that can help your council select among myriad competing issues.

## **Authentic Youth Engagement in Food Access Work** *Room 153 A-B*

Presenters **Diana Manee** and **Kimberly Reese** share the YES! Youth Empowerment Model, explaining its underlying theory, and providing examples for implementation. Learn tangible skills that will increase your ability to support and enhance effective youth-adult partnerships for local and statewide advocacy while highlighting successful intergenerational partnerships and outcomes in food access work.

## **Creative Insight Council (Continued)** *Room 152*

### 11:30 - 12:15 **Charlotte Area Closing Meeting** *Room 153 A-B*

### **Triangle Area Closing Meeting** *Room 150*

### **Triad Area Closing Meeting** *Room 155 A-B*

### **Western NC Closing Meeting** *Room 154*

### **Eastern NC Closing Meeting** *Room 156*

### 12:25 - 1:00 **Closing Session – Sharing Our Creative Insights** *Auditorium*

Creative Insight Council participants will report their answer to the question that they've processed throughout the event: "How can food councils procure the resources they need to be effective and sustainable?" Also, hear conclusions from each of the regional discussions - to understand where we'll go next with what we've learned.

### 1:00 - 1:30 **Networking | Grab-and-Go Lunch** *Atrium*



## **BEFORE YOU LEAVE!**

Scholarship recipients - have your group's designee pick up your group check at the registration desk from 1:00 - 1:30.

# Friday Sessions

Unless otherwise noted, all sessions are held at **Biotech Place, 575 N. Patterson Ave**

## 8:00 - 8:45 Networking Breakfast

*Atrium*

## 8:45 - 9:20 KEYNOTE SESSION | Building a Network of Networks: Attempting to Shift Local, State, & Institutional Food Policy in Colorado

*Auditorium*

Food systems planner **Wendy Peters Moschetti** presents information from Colorado, where its state Food Systems Advisory Council and partners are building a Colorado Food Policy Network comprised of ~18 community food coalitions. Learn how their emerging network of councils hopes to come together in a collective voice to advance healthy food access policy, steps they have taken that helped them advance as well as missteps they could have avoided, and what the network needs now to grow.

## 9:30 - 10:20 Successful Engagement: Developing Cultural Competency

*Auditorium*

Many food councils, both nationally and in NC, seek to broaden and deepen engagement in their communities. Yet groups often struggle to engage beyond traditional stakeholders - "the usual suspects." Studies show that an inclusive climate is a critical feature of successful councils and networks. Leadership scholar **Dr. Forrest Toms** shows how food councils can create a more inclusive climate by developing the cultural competency of its members and the group, while at the same time developing and building capacity to engage non-traditional stakeholders and their communities.

## How Effective Are We Really? Demonstrating Council Impact

*Room 153 A-B*

What makes a council or collaborative successful? How can groups demonstrate impact? Food council researcher **Larissa Calancie** explains what recent studies tell us about critical success factors for institutionalizing change and explore ways to show council success.

## Food System Networks: It's All About Relationships!

*Room 155 A-B*

Changing the food system is a huge undertaking. No one organization or individual can go it alone. Success requires us to intentionally connect, build relationships and learn from one another. Chesapeake Foodshed Network coordinator **Christy Gabbard** explains how a network approach can advance food system work in your community.

## Creative Insight Council (Continued)

*Room 152*

## 10:30 - 11:20 Foundations for Collective Impact: Driving Real Food Systems Change

*Auditorium*

Presenters **Abbey Piner** and **Katie Descieux** share an exciting new trend in the field of organizational collaboration. Hear from folks who are working with Collective Impact in their communities. Plus, get a sneak preview of the new Collective Impact Toolkit for Food Councils, which helps councils harness their community's energy to make lasting change in the food system.

# Thursday Sessions

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ney, Land Loss Prevention Project) describe the food systems landscape regarding farmland protection in North Carolina. Discover who does what at the state level and identify resources and support options to help you work locally. Come with specific questions and issues from your community; panelists will provide information and connections you need.

## Connecting State to Local: Healthy People Organizers

*Room 155 A-B*

Moderated by **Karen Stanley** (NC Division of Public Health), panelists **Alice Ammerman** (Director, Center for Health Promotion and Disease Prevention; Prof, Gillings School of Global Public Health and School of Medicine), **Diane Beth** (Nutrition Program Consultant, NC Division of Public Health), **Dara Bloom** (Asst. Professor and Local Foods Extension Specialist, NCSU College of Agriculture and Life Sciences), **Earline Middleton** (VP Agency Services and Programs, Food Bank of Central & Eastern NC) and **Sarah Jacobsen** (NC Alliance for Health) describe the food systems landscape regarding healthy North Carolinians. Discover who does what at the state level and identify resources and support options to help you work locally. Come with specific questions; panelists will guide you to information and connections.

## Creative Insight Council (Continued)

*Room 152*

## 5:20 - 6:30 Resource Fair | Happy Hour

*Atrium*

REFRESHMENTS PROVIDED. Make connections with fellow participants, session speakers, and other resources. Descriptions of participating resource fair organizations are provided on following pages.

## 6:45 - 8:00 Dinner Reservations

*Sign Up at Registration Desk*

Want to network over dinner? Not sure where to go? We've secured dinner reservations at a variety of restaurants in downtown Winston-Salem. Sign up as a group or join a group of other individuals looking to connect.

## 8:00 - 10:00 After Party

*Foothills Brewery, 638 W Fourth St*



## DON'T JUST PARTICIPATE—WIN PRIZES!

Various prizes will be awarded at the conclusion of the gathering.

- Random drawing of completed session follow-up forms—in packet.
- Random drawing of completed event evaluation survey—in email.
- Photos which best capture the spirit of the event—  
Post them here: [www.facebook.com/groups/NCfoodcouncils/](http://www.facebook.com/groups/NCfoodcouncils/)

# Resource Fair

Thursday 3:30 - 4:20 Networking Break and

Thursday 5:20 - 6:30 Happy Hour in the Atrium.

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**Appalachian Sustainable Agriculture Project (ASAP)** helps local farms thrive, links farmers to markets and supporters, and builds healthy communities through connections to local food. We assist groups with: conducting community-based local food and farm assessments, replicating key strategies for building and scaling local food systems, maximizing the impact of local food branding and promotional campaigns, supporting increased accessibility of farmers markets, engaging stakeholders in strategic planning around actionable steps for local food system development, and organizing, training, and providing ongoing support to local food working groups.

**Carolina Farm Stewardship Association** helps people in the Carolinas grow and eat local, organic food by advocating for fair farm and food policies, building the systems that organic family farms need to thrive, and educating communities about local, organic farming. CFSA staff provide local groups with support services for food council development and implementation strategies for food and agricultural policy campaigns.

**Center for Environmental Farming Systems (CEFS)** develops and promotes just and equitable food and farming systems that conserve natural resources, strengthen communities, improve health outcomes, and provide economic opportunities in North Carolina and beyond. CEFS programs span from sustainable agriculture research and education at its 2000 acre facility in Goldsboro to a range of statewide initiatives focused on developing a thriving local food economy in NC, including: Community Food Strategies, NC Choices, Food Corps, NC 10% Campaign, NC Growing Together and an emerging food justice initiative.

**Farmer Foodshare** connects people who grow food with people who need food to make fresh, local food available to everyone in the community, and to make sure farmers growing it make a healthy living. The Donation Station program is a volunteer-run, replicable model where market shoppers are encouraged to donate cash or purchase food from farmers to donate to a local hunger relief agency. POP Market is a small food-hub that aggregates and distributes wholesale priced fresh local food to underserved populations through daycare centers, senior centers, and hunger relief organizations.

**North Carolina Alliance for Health** is working on a campaign to change state policy that supports increased access to healthy foods.

**North Carolina Community Garden Partners** is a nonprofit membership organization of partners interested in “growing” community gardens, guided by these principles: *Access to healthy food; Inclusivity; Community assets; Sustainability.*

**North Carolina Cooperative Extension**, Local Food Flagship Program aims to provide support to communities to develop thriving local food systems through both direct education and our large network of extension agents located in every county. We work at every stage of local supply chains, from production through marketing to issues of consumer access.

**North Carolina Department of Agriculture & Consumer Service** provides services that promote and improve agriculture, agribusiness and forests; protect consumers and businesses; and conserve farmland and natural resources for the prosperity of all North Carolinians.

**NC Department of Commerce**, Rural Economic Development Division’s mission is to improve the economic well-being and quality of life of North Carolinian’s with particular emphasis on rural communities. Highlighted programs: The Appalachian Regional Commission (ARC) a federal-state partnership providing grants for various categories of social and economic services for 29 counties in Western NC. Economic Development Competitive Grant Program for Underserved and Limited Resource Communities provides grants to local governments and non-profits to encourage economic development activities, services, or projects that benefit underserved populations and limited resource communities. The Building Renovation Program provides building renovation grants for job creation. The NC Main Street Center provides downtown development assistance.

**North Carolina Farm Bureau Federation** is a private, non-profit, grassroots organization that has been actively promoting farm and rural issues since 1936 through governmental relations, marketing, field representation, agricultural education, member services and other programs.

**North Carolina Soil & Water Conservation Districts** assist property owners with conserving their soil, water, and other natural resources. This is achieved through planning, design, development and implementation of conservation practices. Technical and financial assistance are available to individuals, groups, schools and corporations on soil and water related concerns. Our technical assistance is tailored to the specific needs of the site being evaluated, and financial assistance is available when adequate grant funds are in place. Call or visit our office for more details about any of our programs and services.

**Rural Advancement Foundation International (RAFI-USA)** cultivates markets, policies and communities that support thriving, socially just, and environmentally sound family farms.

**Self-Help Credit Union** is the largest community development credit union in the country and development of healthy food systems is inextricably tied to its mission of trying to build wealth in rural and low-resource communities. Self-Help believes access to affordable healthy food strengthens everyone in a community. We understand the local food movement as complimentary to the Self-Help’s healthy food system strategy and we lend to it and study its impact closely.

## RESOURCES

Access presentations, resources, and other digital tools online at: [communityfoodstrategies.com/gathering](https://communityfoodstrategies.com/gathering)