



On December 5th & 6th 2011, farm, food, health and environment advocates met in Charlottesville to plan for the future of food security in Virginia.

2nd Virginia Food Security Summit

REPORT

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Table of Contents

Sponsors	2
Acknowledgements	4
Executive Summary	7
Summit Agenda and Process	10
Summit Participation	14
Summit Workshop Outcomes	16
Appendix A: Participant Evaluations	32
Appendix B: Participant List	45
Appendix C: Summit Agenda	53

Executive Summary

The 2nd Virginia Food Security Summit was held on December 5th and 6th, 2011 in Charlottesville, Virginia. With 324 people participating overall, the summit more than doubled in participation from that of the 1st Virginia Food Security Summit, which was held four and a half years earlier in May 2007. The Summit was a partnership initiative of the University of Virginia, the UVa Food Collaborative, Virginia Farm Bureau Federation, Virginia Food System Council, Virginia State University School of Agriculture, Virginia Tech, Washington & Lee University, and the Piedmont Environmental Council.

A Summit, distinct from a conference, usually brings people together for discussing specific proposals or developing specific strategies. The first Virginia Food Security Summit, convened in May 2007 by a partnership of the University of Virginia and Virginia Tech, decided that Virginia was ready for and needed a statewide food policy council. Over the next 18 months, a working group facilitated by the UVa Institute for Environmental Negotiation actively explored the various options and methods for forming a statewide council. In March 2009, the Virginia Food System Council held its inaugural meeting and began developing strategic goals for advancing Virginia's food system.

One need identified early by the Council was the development of a statewide plan for Virginia's food system. Now, nearly 18 months after the founding of the Council, such a plan was drafted, based on extensive research and public involvement.

The goals of the 2nd Virginia Food Security Summit were:

- To introduce the Virginia Farm to Table Plan, the first statewide strategic food security plan.
- To hear national and state leaders speak on the conditions of food systems in Virginia.
- To develop ideas and action items for implementing the Virginia Farm to Table plan.
- To learn from food system innovators from across the state.

The summit's main purpose was to launch the Virginia Farm-to-Table Plan, the first statewide strategic food security plan. Participants received the draft plan several days in advance for prior review, and at the summit participated in discussions to identify clear "next steps" to begin implementing the plan's eight priority strategies. The hope was for participants to become energized at the summit by the plan, and, conversely, for the plan to become energized by the participants' ideas for next steps.

The Virginia Farm to Table Plan objective is to identify issues facing farmers, innovators in the food system, and communities across the state, and to suggest how those can be addressed to strengthen Virginia's overall food system. Facilitated discussions were held at the summit to review the Plan's eight recommendations for immediate action and implementation. Based on the results of these discussions and a written survey, the following are the primary findings and participant recommendations:

Priority 1: Steward Plan Implementation

- Develop a structural framework that is transparent, inclusive, and clear, and that draws connections across sectors.
- Develop a marketing plan that distinguishes between different constituencies and among different purposes: education, policy, and alliances.
- Develop a business plan that includes a budget, identifies the variety of funders, and targets specific actions to specific funders.

Priority 2: Expand the Beginning Farmer and Rancher Coalition

- Expand farming education in order to re-energize the idea of farming and to address the changing nature of farms.
- Focus efforts on working and teaching farms that provide training, apprenticeships, and labor opportunities
- Expand the marketing in order to help the coalition grow.

Priority 3: Establish a Report Card

- Conduct an assessment and analysis of local foodsheds in order to build baseline data for the report card.
- Delineate benchmarks and be sure to address desired outcomes based on a community agreement.
- Create a working group that is regional and consists of a broad base of stakeholders.

Priority 4: Encourage Uniformity in Regulations

- Facilitate the development of standards for direct sales to consumers to provide transparency and access to reliable, factual information.
- Ensure proper scales for establishing processing regulations, infrastructure, and resource assistance for farmers that need help overcoming hurdles.
- Make farmland more accessible for young farmers (including financially).

Priority 5: Evaluate County, State, and Federal Support

- Overcome bureaucratic regulation barriers for implementing the use of local food in all state and county level institutions.
- Help producers in overcoming bureaucratic and regulation barriers.
- Develop education for all people, from pre-Kindergarten to higher education to consumer and producer awareness.

Priority 6: Measurable Goals

- Streamline and standardize guidelines for purchasers, farmers, and distributors.
- Educate both purchasers and farmers about all the opportunities that are available to them as well as institutional needs.
- We need a statewide umbrella system to track progress that works for everyone.

Priority 7: Informational Website and Networking Resource

- Identify the user base and the site owner.
- Spell out how this site would function, what services it would offer, and how it would look.

Priority 8: Marketing Campaign

- Include messages that explain the accessibility and importance of local food.
- The marketing campaign could take on a variety of forms.
- The marketing campaign needs to infiltrate a variety of places.

Wildcard Topics and Suggestions

- Education should be included in the Plan's top 8 strategic priorities.
- The plan should specify support for community gardens.
- The plan should strive to provide 12 full months of Virginia grown food to institutions.
- The plan should include a separate "food justice" priority.
- The plan should include a separate priority for ensuring balanced leadership and participation.

Summit Agenda and Process

The Summit began with an introduction to the future of our nation’s local food movement. Jeffrey Plank from the Office of the Vice President for Research at the University of Virginia opened the summit by outlining the Summit’s purpose and setting the stage, philosophically, for the evening panel discussion. The local food movement arises from shared values, he noted, and the participants in the summit represent a wealth of shared knowledge and social capital that can be used to advance Virginia’s food system.

The family farm is struggling in this economy to make ends meet, said Deputy Secretary Kathleen Merrigan.

The local food movement turns people from passive recipients into active food citizens, said Fred Kirschenmann of the Iowa Leopold Center

To kick off the summit on Monday evening, December 5, Kathleen Merrigan, deputy secretary of the U.S. Agriculture Department, highlighted some of the advances as well as remaining challenges facing the American agricultural system. The number of local distribution outlets for farmers – such as farmers markets, CSAs, as well as physical and virtual food hubs – has grown rapidly in the last four years. Farm to school programs are now in every state in the nation, reflecting that efforts are being made to bring fresh, healthy food into our schools. Yet our farmer population is aging, farmland is being sold and converted to development, and our nation is still battling food insecurity and hunger.

Following Merrigan’s address, a “crystal ball roundtable” discussed the desired – and most likely – future of our food security and access to healthy foods, and what are the differences between the two visions.

“We’re going to have to make a transition that is more radical than any transition we’ve ever made,” panelist Fred Kirschenmann of the Leopold Center for Sustainable Agriculture, Iowa, said, as quoted in The Daily Progress. Farmers have done what the

country originally asked them to do, becoming more efficient at boosting the yield of a few crops. Now, he said, America is in transition toward a more sustainable food production system that will support local economies and biodiversity and that will remain resilient under challenging resource and climate conditions.

Ken Meter of Crossroads Resource Center of Minneapolis, Minnesota, emphasized how America's food supply webs are complex and changing rapidly. Meter views this emergence of community-based foods as the most important step the U.S. can take toward economic recovery. Meter added later in the summit that he is bemused when he hears people ask, "How do we grow new farmers?" amidst a nation that prides itself on feeding the world. The U.S. already has several models of private-public collaboration with joint investment to accomplish common goals. One is in baseball, where we understand that every community requires good baseball fields, excellent volunteer coaches, and support from local businesses. This attention ramps up through high school and college, and into multiple levels of professional leagues. We call these networks of facilities and people who get young athletes ready for careers in professional sports a "farm system." If we can do this in baseball, why can't we do this to grow new farmers? We all understand this takes both public and private investment. It is only a matter of interest and will.

We should incentivize local business clusters that build connections and cooperation between related businesses, even though they may at times compete with each other, said Ken Meter of Crossroads Resource Center.

Panelist Renard Turner of Vanguard Ranch, a sustainable goat and organic produce farm in Gordonsville, VA, emphasized the need for a paradigm shift in how people view farmers and the profession of farming. "Farmer does not equate to dumb, backwoods or hicks," he said. To support farming as an honorable and intelligent profession, Turner envisions a network of all types of universities and colleges providing courses in sustainable agriculture. He noted that more African-Americans owned and operated farms in 1935 than they do now, and that the trend of shrinking diversity in agriculture needs to be reversed.

Panelist Heidi Hertz, the obesity prevention coordinator for the Virginia Foundation for Healthy Youth, shared a vision for increasing access to healthy nutritious food. She noted that the solutions for improving local food networks are the very same solutions that are effective for addressing obesity and diabetes.

On Tuesday morning, the following day, Virginia Delegate Tony Wilt welcomed participants to the Summit and emphasized how Virginia-grown food contributes to Virginia’s economic development and economy. He asked participants to take the Farm to Table plan seriously, as an investment in Virginia’s future, and he also challenged them to take responsibility for implementing the plan. The Plan will not succeed if people expect or wait for government to implement it. In today’s economic times, it will take everyone working together in partnerships to help put the Plan’s priorities into action and to realize success on the ground.

To grow a new generation of farmers, a network of all types of universities and colleges should teach courses in sustainable agriculture, said Renard Turner of Vanguard Ranch.

Following Delegate Wilt’s call to action, Eric Bendfeldt, of Virginia Cooperative Extension, introduced the plan and explained how its ideas and recommendations were gathered through a public involvement process of numerous listening sessions. Summit participants were then invited to discuss and record at their tables their hopes, concerns and questions about the plan. A brief question and answer session led into the workshop, where participants were invited to select one of the plan’s top eight priorities of greatest personal interest and join a facilitated small group discussion around that priority. In these discussions, participants developed ideas for specific “next steps” to implement the strategic priority, and then narrowed these ideas down to the top three recommended action steps. The workshop

portion of the summit ended with brief reports from the small discussion groups.

Over lunch, panelists from the previous evening, as well as an additional panelist from Virginia State University, were invited to offer comments and observations on the Plan and the morning workshop. After lunch, a series of 8 flash presentations showcased innovations in Virginia’s food system. Andrea Early, School Nutrition Program Director for Harrisonburg City Public Schools, discussed her challenges and successes in bringing fresh, nutritious food to the school lunch program. Dina Sorenson, a designer with VMDO Architects in Charlottesville, showed a new school design in Buckingham County that will improve youth connectivity to their food and to the outdoors as well as their selection of healthy food in the lunchroom.

Emily Manley, outreach and development director for the Local Food Hub in Charlottesville, discussed challenges and successes in establishing a distribution service

for local farmers that, through aggregation, enables them to sell to institutions. Molly Harris, founder of LuLus Local Food in Richmond, shared her innovation of an online farm to family co-op service that connects producers to customers. Mark Lilly, founder of Farm to Family in Richmond, shared his personal journey of discovering purpose in bringing fresh, nutritious food to “food deserts” in the Richmond area with his colorful repurposed school bus.

Francis Ngoh, owner of Rock Run Creek Farm in Goldvein, spoke of how he fell into becoming an entrepreneur in shiitake mushrooms and how he is making it a successful business. Stephen Kendall, procurement manager of D.C. Central Kitchen, shared how purchasing local food serves as an increasing foundation for its canning and culinary training program that provides people in need with viable job skills and a second chance at life. Phil Petrilli, mid-Atlantic regional director of Chipotle Mexican Grill, told the story of how this fast food corporation pioneered a relationship and method for sourcing all of its pork in a restaurant from a local free-range pork producer, and how it is now expanding this method of local sourcing to other restaurants in its corporate chain.

The summit was closed by Spencer Neale of the Virginia Farm Bureau Federation and Katherine Smith of the Virginia Association of Biological Farming. Together, they urged participants to stay engaged, stay committed, and stay active in making their views known to their representatives in Richmond. Echoing Delegate Wilt’s message, they emphasized that successful implementation of the Virginia Farm to Table Plan will require everyone working together.

Finally, participant evaluations of the Summit have been compiled and are available for review on the Summit website: virginiafoodsummit.org.

The solutions for improving local food networks and improving public health are the same, said Heidi Hertz of the Virginia Foundation for Healthy Youth.

It will take everyone working together in partnerships to put the Plan’s priorities into action.

Summit Participation

The Summit opening on Monday, December 5 at the Jefferson Scholars Foundation attracted 189 participants. The Summit Plenary on Tuesday, December 6 filled Alumni Hall to capacity with 311 participants.

Participants came from all regions of Virginia as well as the D.C. area (see Figure 1). Reflecting the far reach of Virginia's food system into all aspects of Virginia's economy, the Summit participants and speakers represented a wide array of interests and affiliations – farmers, producers, students, non-profits, food retail and distribution, school health workers, healthcare industry, as well as federal, state, and regional agencies (see figures 2 & 3).



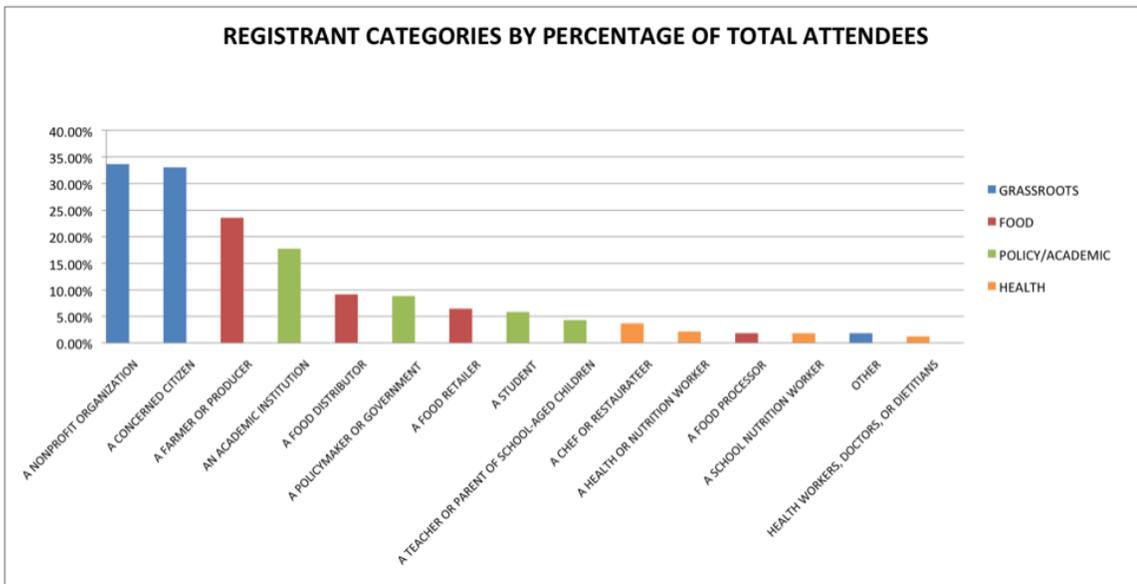
Figure 1: Participant map

Based on a survey of participants, the Summit drew strong representation from Virginians who are responsible for bringing Virginia-grown food to our tables, with 77 (24%) self-identified farmers, 30 (9%) distributors, 21 (6%) food retailers, and even 12 (3%) chefs.

Participants were able to identify as many categories as they felt applied, so it is not surprising that the summit drew most strongly from Virginia's grassroots, with more than a third, or 110 (34%), self-identified non-profits and 108 (33%) concerned citizens.

Figures 2 & 3:
Participant
representation

324 Summit Participants Self-Identified As:		
A nonprofit organization	110	33.95%
A concerned citizen	108	33.33%
A farmer or producer	77	23.77%
An academic institution	58	17.90%
A food distributor	30	9.26%
A policymaker or government	29	8.95%
A food retailer	21	6.48%
A student	19	5.86%
A teacher or parent of school-aged children	14	4.32%
A chef or restaurateur	12	3.70%
A health or nutrition worker	7	2.16%
A food processor	6	1.85%
A school nutrition worker	6	1.85%
Other	6	1.85%
Health workers, doctors, or dietitians	4	1.23%



Policy makers and academia were represented with 58 (18%) self-identified academics, 19 (6%) students, 29 (9%) policy or government staff, and 14 teachers or parent of school-aged children (4%).

Public health was represented by 7 (2%) self-identified school nutritionists, 6 (2%) health or nutrition workers, and 4 (1%) health workers or dietitians.

Summit Workshop Outcomes

During the summit discussions on the Virginia Farm to Table Plan, participants first developed a range of ideas for how to implement the plan's top eight priorities. Next they were asked to identify their top three action steps. To assist this decision, participants used the following criteria for assessing the merits of each proposed "next step."

Criteria for Selecting Top Three Action Steps

- How powerful is the action likely to be to implementing this strategic priority?
- Is the action practical?
- Is the action doable in a timeframe of 1- 2 years?
- If the action affordable (people, effort, and money)?
- Is the action politically feasible?

People who wanted to discuss issues that did not fall under the plan's top eight priorities were able to attend two "wild card" discussion groups, where they were able to identify their own suggestions for advancing the plan.

The following are the Summit participants' recommendations for how to begin implementing the Virginia Farm to Table Plan.

Priority 1: Implement the Plan

The Virginia Food System Council with its participating organizations will shepherd and support the implementation of the Virginia Farm to Table Plan by working closely with universities, agencies, organizations, and the private sector. The Council will develop and report within 9 months on a) an implementation plan; b) an implementation budget with funding options; and c) several early stage demonstration projects.

Action Steps

1) Develop a structural framework that is transparent, inclusive, and clear, and that draws connections across sectors. We can develop this framework by:

- Developing a matrix that is organized vertically to represent commodity action groups (e.g., meat, fruits), and horizontally to represent geographic regions or localities. We can designate an outreach person to each targeted partner group based on relevant interests. This will help ensure that there are cross-sector connections and information flow.
- Determining, making clear, and publicizing who “owns” the plan. Be sure to spell out who endorses, who sponsors, who carries it out, as well as how this is done and what specific criteria are used.
- Identifying partner organizations through a transparent process that allows for self-identification. Also, be sure to include youth groups.
- Defining what is meant by “work closely with” by operationalizing those terms.
- Making the implementation visible to the community by using a process map that incorporates a timeline and has measurable outcomes.
- Developing small action teams to build quick connections with real results (example: facilitate producer to supplier connections, beginning with a gap analysis [one local model is the Food Hub], perhaps using video)
- Lastly, learning from pioneers so that we don’t reinvent the wheel.

2) Develop a marketing plan that distinguishes between different constituencies and among different purposes: education, policy, and alliances. Suggestions for marketing include:

- Capturing success stories that demonstrate interest and progress.
- Including advocacy for educators and schools for the future.
- Invoking the health and food connection much more strongly than is currently in the plan.
- Attending to cultural aspects of the strategy.
- Adding a youth component.
- Incorporating language that appeals to policymakers.
- Using the CDC booklets as a model of a concise, easy-to-read document. (Contact Alison Nihiser at the CDC – suggested by Dina Sorenson)
- Inviting celebrity advocates like Michelle Obama, celebrity chefs, and homegrown heroes.

3) Develop a business plan that includes a budget, identifies the variety of funders, and targets specific actions to specific funders.

- After identifying potential funders we can share our ideas for strategy and actions. Additionally, we can make connections with health insurance companies and businesses whose wellness plans may support the strategy. A

paid staff member (aka “food czar”) would best oversee the implementation.

Other ideas for implementing the plan include hosting a “Food Corps” (an AmeriCorps service program) in Virginia and advocating for school lunch reform statewide.

Priority 2: Expand the Beginning Farmer and Rancher Coalition

Expand the Virginia Beginning Farmer and Rancher Coalition, coordinated by Virginia Tech and Virginia State University, to advance Virginia’s beginning farmer and farm worker development programs long-term. To address a) who is going to farm and b) where will farming take place.

Action Steps

1) Expand farming education in order to re-energize the idea of farming and to address the changing nature of farms. Ideas to accomplish this include:

- Expanding educational opportunities through existing programs. The Virginia Farm-to-School system could be implemented in all schools at all grade levels, while ensuring that the program is tied into the curriculum. (An example to aspire to is at CATech, where they help provide internships at food hubs or urban gardens.) The Virginia Farm Bureau’s Agriculture in The Classroom program could be extended in the classroom and 4-H and FFA could be extended to include new models and ideas in farming.
- Implementing educational opportunities through new programs. One example is rewarding kids who save seeds.
- Creating apprenticeship and teaching opportunities. This could be through high school farms that allow students to act as interns as well as to learn business development skills.
- Reestablishing vocational tech and vocational agriculture programs in the high school system. Every high school used to offer this, and now many of these programs have been dropped, to the detriment of Virginia’s efforts to grow new farmers.
- Partnering beyond just the coalition to reach out to other groups in the state to 1) reach new potential farmers and 2) re-energize the idea of farming.

2) Focus efforts on working and teaching farms that provide training, apprenticeships, and labor opportunities.

- Working and teaching farms should take advantage of opportunities that connect them to the community-at-large like selling at local markets and

conducting farm tours (e.g. “Market Central’s” model in Charlottesville). We should also support incubator teaching farms that address the changing nature of farms.

- Labor is the biggest need within this priority and requires extensive funding because it captures over 60 percent of all costs. One idea to bridge this gap is to include the IRC-Local Food Hub in working with a farming trainer program. Large farms could also host workers and may be incentivized by a policy that lets one or two people work with them; this would also bridge the apprenticeship gap.

3) Expand the marketing in order to help the coalition grow.

- In order to get the word out we could re-brand the umbrella organization of the coalition, provide a pilot curriculum from the coalition on farms, and distribute information on grants and resources for new farmers (especially youth, women, and minority communities).
- The Virginia Farmland transition program needs improved access and increased awareness. It could also combine with existing farmers to link conventional and new, sustainable/organic.
- In order to build on the apprenticeship program idea, we should focus marketing efforts to connect young farmers with existing, independent farmers.
- Since there is a lack of access to growing, we can ensure access for beginning farmers and ranchers by creating a registry or clearing house that links landowners with people who want to farm. Existing landowners could provide new land leases to allow more opportunities for new farmers to start their farm. To complement this idea, the Virginia Outdoors Foundation could focus its efforts on agricultural easements. Farmland acquisition and transfer programs could help new farmers more easily launch their transition.
- Creating a web-based statewide database of available farms, and apprentices seeking farm positions, is needed.
- The Virginia Department of Agriculture and Consumer Services could connect its getting to know farmers campaign with the \$10/week local food campaign.

Other ideas for expanding the coalition are wide and varied, but a few themes emerged during the discussion. One theme addresses the organizational capacity of the coalition. One idea is to expand recruitment and include farmers as well as youth and mentors. These new and emerging farmers also need help learning how to build capacity. This information, along with technical and useful information needs to be made available as part of this program. Finally, more funding is needed for Virginia Tech and Virginia State University for their agricultural teaching and extension efforts.

Another theme that emerged was the creation of policies that could help expand the coalition in the long-term. Policies could protect farmland from population growth through planning and zoning, as well as through policies that allow farming. We could also draft policies or subsidies that provide affordable health care for farmers.

Another theme is expanding the discussion to help make local, sustainable and organic farming accessible to everyone. We need to somehow help conventional (and established) farmers transition to local, sustainable and organic farming. This discussion needs to encompass a statewide discussion regarding both urban and rural farming. Part of this discussion might include the kind of knowledge and capital that is required to farm, as well as expanding the notion of farming, aquaculture, and honey production.

Another similar theme that emerged is enhancing the link from the market to farmers by educating them on all stages from production to labeling, packaging, processing, and operations. This idea fits alongside the Farm to Table Plan, recommendation 1.7, which is to “survey and ascertain basic infrastructure needs throughout Virginia (i.e., slaughter facilities, cooling and packing operations, community kitchens, canneries, mills and market point distribution systems).” To do this we should target canneries to survey successes in selling and delivering. Another idea within this theme is providing a registry of consultants who work in comprehensive soil analysis, whole farm planning, feasibility analysis and business planning, and even other farmers who have experienced successes.

Priority 3: Establish a Report Card

Establish a Virginia food system report card to facilitate assessment and collection of baseline data for monitoring hunger, health, and advancements of Virginia’s food system.

Action Steps:

1) Conduct an assessment and analysis of local foodsheds in order to build baseline data for the report card. An important part of this action is defining terms (especially the terms local, malnutrition, hunger, and health) and holistic measures. After doing this, we can begin the collection of data (both quantitative and qualitative) on:

- Childhood obesity
- Food insecurity, malnutrition, hunger, and health
- Senior access to information
- EBT recipient access
- Food justice and access for minority communities

- Food bank and food pantry to measure percentage of food coming from local sources
- Institutional and commercial use of local produce
- Methods by which food is grown
- Successful programs like community gardens, or gleaning donations from farmers' markets (individual gardens as well)
- Capacity for distribution and storage
- Social health--beyond physical health
- Healthy food, with no GMOs

Whenever possible, we should try to use the current tracking systems and collect existing data from other states, regions, and organizations in order to streamline the process. Such data might come from food stamp, community kitchen, and non-profit programs.

2) Delineate benchmarks and be sure to address desired outcomes based on a community agreement. A first major step for this action item is looking for examples of marketing and the use of report cards elsewhere. Once it comes to delineating benchmarks, we need to be sure to develop the economic benefit case for the changes and priorities. We also need to focus on the health and wellness aspect of sustainable food by linking it to reductions in health care spending.

3) Create a working group that is regional and consists of a broad base of stakeholders. This working group should include:

- Regional planning commissions
- Local departments of health
- Local extension offices
- Social services offices
- Land grant and other universities
- Faith-based organizations
- Citizens
- Farmers markets
- Partnerships for a healthier (fill in the blank)
- Farmers/producers
- Schools
- Non-profits/VABF
- Feeding America
- Local hospital systems

Other action items include ideas that could further strengthen a report card system. One idea is to provide revolving grant funding for land grant institutions to maintain data. Another idea is to set goals for increasing SNAP benefits for farmers. Finally, we need to be sure we track the final version of the report card to assess its success.

Priority 4: Encourage Uniformity in Regulations

Work with the Virginia Food System Council to encourage uniformity of laws and regulations at the local and state level to expand the production, processing, distribution, and marketing capacity of diverse locally grown Virginia foods.

Action Steps

- 1) Facilitate the development of standards for direct sales to consumers to provide transparency and access to reliable, factual information.
 - Consumers have a right to buy what they want and farmers have a right to sell.
 - GMO products need to be regulated and labeled.
 - Products that are currently under-regulated include milk, meat, and eggs. Milk sales need to be enabled. Meat and eggs could be better regulated during transport and process. Meat processing regulations could also include reforming tax law to facilitate cooperatives.
 - To expand distribution to K-12 schools, we could incentivize or force local purchasing for large distributors like Sysco.
 - On a similar note, regulations for kitchen inspections should be simplified to two levels--one at \$40 and the other at \$100.
 - All of these regulations need to address and consider affordability.
 - Helpful organizations for this action include: Virginia Department of Agriculture and Consumer Services; Food and Drug Administration; US Department of Agriculture; Senators Webb & Warner; Governor McDonnell; Virginia Department of Health; Virginia Independent Consumers and Farmers Association; and the Valor Program. These groups could help steer local money toward stimulating existing infrastructure.

- 2) Ensure proper scales for establishing processing regulations, infrastructure, and resource assistance for farmers that need help overcoming hurdles.
 - To ensure proper scales we can establish state zones to promote local distribution areas; by keeping it local we will ensure that a small farmer is given an opportunity to compete in the market.
 - There could also be an in-state distribution system.

- Affordable resource assistance is needed to help farmers understand regulation; mentoring is especially needed for young farmers.
- Helpful organizations for this action include: Virginia Department of Agriculture and Consumer Services; Food and Drug Administration; US Department of Agriculture; Virginia Cooperative Extension; local farmers markets; restaurants; chefs organizations; investors; farmers; market coalition; Virginia Dietetic Association; and the Community Food Security Coalition.

3) Make farmland more accessible for young farmers (including financially).

- To do so, implementing certain regulations could help make more land available, like subdividing farmland and offering it to young farmers or incentivizing landowners to host or lease to start-up farmers.
- Liability insurance costs are a hurdle that needs to be overcome to make the business easier.
- Helpful organizations for this action include: Farmers; Farm Bureau Federation (at the local level), big land owners, future farmers of America, Virginia Department of Agriculture and Consumer Services, farmland trust, 4-H, localities (Virginia Association of Counties), awareness through state of farms for sale, chamber of commerce, Piedmont Environmental Council, and Funders Environmental Foundation.

Other action item ideas build on the need for regulation. One idea is to tax sugar-containing products (that are also not grown here) because of the potential to decrease obesity, diabetes, and heart disease; there is also potential to make healthier products from farms more competitive. A factor in all of this work is providing a voice or a lobby group for small farms (both sustainable and conventional) relaying to politicians that farmers want to farm.

Lastly, someone suggested that we change the wording of the priority strategy from “to encourage uniformity of laws and regulations,” to “remove regulations that impede the development and expansion of the production, processing, distribution, and marketing capacity of diverse locally grown VA foods.”

Priority 5: Evaluate County, State, and Federal Support

Evaluate how state and federal agencies and institutions support locally grown Virginia food and farm products.

Action Steps

1) Overcome bureaucratic regulation barriers for implementing the use of local food in all state and county level institutions.

- Part of this means making sure agencies understand our goals.
- Targeted institutions should include military hospitals, procurement (by reforming the process), prisons, and K-12 schools.
- Federal and state laws need to change for K-12 low-income schools to eat both local food and food from their gardens. Currently, the farm to school program cannot adhere to complicated reduced lunch standards; people suggested that contracts need to be changed. Another problem that stands in the way is that schools don't have the storage space and infrastructure to keep the food.
- Educational materials could also be distributed in schools, like information or seeds.
- Procurement is complicated and also requires educational awareness.
- Similarly, RFPs need to include language on local food.
- The military and prison systems could have farm and agriculture programs buy local food. Gardens and small farms could also be used as a rehabilitation tool (i.e. Virginia Military Hospital) or could employ or train ex-offenders as horticulturists.
- Anna Beebe Sacha agreed to work with the military to inform them about our plan. She also shared with the group that she is currently working on a curriculum model to teach with, and utilize food from, K-12 school gardens.
- Seek approval and support from local school boards.
- One participant suggested looking toward a state funding model in Arizona, where the Department of Economic Security and Agriculture subsidizes local food programs. Seeking funding from a variety of state departments (i.e. Transportation) could go toward offering tax breaks instead of subsidies for those who comply with local food standards (including farms with less than five acres).

2) Help producers in overcoming bureaucratic and regulation barriers.

- There are currently barriers to localized meat processing, food labeling, and ease of growing and producing.

- Since meat processing facilities are currently located too far from producers, some people suggested instituting mobile slaughterhouses, or somehow lobbying for better USDA certification.
- We need to support the NRCS, which funds small-scale projects.

3) Develop education for all people, from pre-Kindergarten to higher education to consumer and producer awareness.

- Many people requested the need for more information that is accessible and helpful.
- We could address this action item by creating awareness for ways to utilize existing tools for local food product purchasing.
- Also, we could provide a central information hub on relevant grants as well as other relevant organizations.
- We could sponsor and host workshops led by successful growers. One example to aspire to is the VCE education for producers, which could be expanded to include online seminars.

Other action steps included some strong themes that are worth considering as well. One theme concerned certification systems. Participants called for increased government support for the organic certification process. There is little to no technical support for organic certification systems; while there is funding, people sometimes don't take advantage because the complexities are intimidating. Others called for a voluntary county-level local food certification program.

Another theme was pushing to provide local food for low-income people, by continuing support for the EBT program, or by working with the Department of Social Services to receive extra produce donated back to them, or by subsidizing the school bus system to help low income people visit the farmers market (or, alternatively, by providing a mobile food pantry).

Another action step was to capitalize on existing food-related events to get the word out (from Hunger Action Month, to Farm to Table week, to Agriculture Day). Besides working with government entities, local businesses should receive incentives to participate in local food programs (i.e. providing parking for farmers' markets).

Priority 6: Measurable Goals

Set measurable goals and track procurement purchases and costs of locally grown Virginia food and farm products for all state agencies, schools, universities, and other institutions.

Action Steps

- 1) Streamline and standardize guidelines for purchasers, farmers, and distributors.
 - Standardized information and guidelines need to be shared in an easy-to-access database.
 - For purchasers, we need to define what is local; what farms or food qualify; and what time of year this applies. Someone suggested that “local” should not be defined by Virginia only, but by a 120-mile radius.
 - For farmers, we need to make it easier for farms to be GAP certified and assess which farmers are currently certified. The procedure for farmers could be intertwined with the farm audit.
 - We also need to assist farmers in obtaining appropriate liability insurance and setting up invoicing systems for selling to institutions and state agencies.

- 2) Educate both purchasers and farmers about all the opportunities that are available to them as well as institutional needs.
 - One idea was to provide a handbook or “local food bible” to share more information.

- 3) We need a statewide umbrella system to track progress that works for everyone.
 - Currently, there is not one single system doing this; farm to school work is tracked but takes a lot of manpower at the state level.
 - To make this work we need to start at the top with enabling legislation and top-down support and advocacy across the state, including state leaders and agencies (and also including at the federal level and in other states).
 - We also need district-level goals (set monthly or annually depending on their preference) and a way to require or entice private contractors to share relevant data and best practices.
 - After setting goals and collecting data, we need to set a baseline and track the progress for each district.

Other action items for this goal are important to consider as well. We need to consider challenging institutions to track locally grown procurement. In doing this, we need

to avoid unfunded mandates (schools don't have much money to give incentives), recognize successes, and quantify the change and impact of this.

Building on existing ideas and programs, we could use the goals that are already adopted by the Virginia School Board Association to get better food into schools. We could also look beyond farm to school and rebrand it as a “farm to public sector” program.

Lastly, we could reform the EVA statewide system to bring in local food considerations.

Priority 7: Informational Website and Networking Resource

Establish a comprehensive informational website and networking resource for all Virginia local food system resources.

Action Steps

1) Identify the user base and the site owner.

- The user base could be farmers, consumers, and institutions.
- The owner could be a 501 or non-profit. It is important to spell out the maintenance and ownership structure when identifying the site owner.
- This action item could be accomplished by forming committees from regions that identify content categories and then generate the necessary content.
- The following organizations could be useful in helping create the website, or could just be linked to our website.
 - Virginia Department of Agriculture and Consumer Services
 - Virginia Cooperative Extension
 - Virginia Food System Council
 - Virginia FAIRS
- Make this collaborative as opposed to the “Big Dogs” owning it.

2) Spell out how this site would function, what services it would offer, and how it would look. Ideas for accomplishing this include the following:

- Creating a catalog of farms.
- Linking lots of local databases together.
- Providing networking opportunities.
- Allowing for market access.

Priority 8: Marketing Campaign

Establish a marketing campaign to challenge Virginia households and businesses to buy \$10 per week of locally grown Virginia food and farm products annually.

Action Steps

1) Include messages that explain the accessibility and importance of local food. We can express this by emphasizing:

- Healthy food and health issues.
- Flavor.
- Behaviors, especially for kids.
- The local economic benefits.
- The lower carbon footprint that comes from supporting small farms.
- The loss of agricultural land at a fast pace.
- That everyone can help preserve rural land and agricultural heritage.
- How to cook local foods by sharing recipes.
- How to use bulk amounts of food.
- The “glam” factor of buying local.

2) The marketing campaign could take on a variety of forms. These include:

- Visually portraying what is in season that costs \$10; go further and map the multiplier effect of this pledge.
- A unifying slogan, like “Take the \$10 eat local challenge”, “Virginia is for eaters”, or “Gimme \$10, 2 hands.” Other participants expressed that this message should be catered to different demographics.
- Build on existing campaigns: Buy Fresh Buy Local, NC, SNAP, VDACS, BFBL, Food Hubs.
- Printing bumper stickers with a website link.

3) The marketing campaign needs to infiltrate a variety of places. These include:

- The VDACS mission (food citizens).
- SNAP at farmers markets.
- Regional stores for most, if not all, days out of the week.
- Local agricultural groups, including farmers markets.
- Universities and other schools.
- Local businesses, especially any business that sells local products.

- VDACS, agencies and institutions. Campaigns, resources.
- Environmental groups and non-profits.
- Privately owned stores, convenience stores, and gas stations.
- Existing locally owned and operated distributors.
- Health care institutions.
- Dieticians, like the Virginia Dietetic Association.
- Individual producers.
- Chambers of Commerce.
- Rotary, Kiwanis, Ruritan, etc..
- County-level economic development personnel.
- Locally owned restaurants.
- Buy Fresh Buy Local (Contact Francine Kennedy in Shenandoah).
- Boy Scouts and Girl Scouts.
- National supermarkets.
- Solid waste companies -- no packaging.
- Social media, bloggers, tweeters.

An inventory of all our partners could be shared with others, which could help in partnering on statewide events.

4) Expand the marketing campaign by making it accessible and stronger by tapping into certain opportunities. This includes:

- Using state and federal agencies to help unify our message.
- Creating a clearinghouse website as a hub for the logo, etc..
- Providing participating restaurants and grocery stores with a decal, etc. (i.e. BFBL 60%) to show off who is serving or selling seasonal and local food
- Providing farm visits to the public.
- Targeting efforts at home near markets.
- Forming a pledge or report card to assess whether people are actually participating in the challenge; offer a frequent buyer program that counts accumulated credits and result in discounts.

“Wildcard” Group: Education and Institutional Support

Action Steps

1) Education should be included in the Plan’s top 8 strategic priorities.
Action step—identify programs and develop. See 4.1 in plan.

2) The plan should specify support for community gardens. This includes:

- Backyards, vacant lots, etc..
- Zoning policy recommendations to enable use of these spaces for food gardens.

3) The plan should strive to provide 12 full months of Virginia grown food to institutions. This will entail actions like:

- Investing in flash freezing facilities, high tunnels, etc.
- Grant programs

4) Develop guidelines for lending institutions to understand the small farm business, to put them on a par with large farms. Guidelines should include:

- Land and infrastructure needed for the small business.
- Tax policies for the small farm business.
- The independent nature of small farm business.

5) The plan does not include enough language about food insecurity. The issue of food insecurity reaches more broadly than schools and institutions, which are covered in the plan. For example, the plan could reference seniors' CPI index.

Other ideas for the improving the plan include addressing:

- A change in government focus
- Corporate influence (detrimental)
- The lack of GMO reference in document
- Appropriate labeling and public outcry about labeling
- Food safety and connection to energy
- Ensure food processors adhere to industry standards
- Access to affordable and ecologically friendly energy to cook and store food
- Environmental components are not covered in plan, i.e. farm worker health
- Changes in zoning are needed for vacant lots and abandoned, unused/underused lots.
- Ensure that food processors adhere to industry standards for processing and infrastructure
- Expansion of the inspector system
- Education for all aspects of secure food system
- Community college level research emphasis on sustainability
- National/international issues

“Wildcard” Group: Food Justice and Food Security

1) The plan should include a separate “food justice” priority. This should include reference to issues of:

- Gleaning, racism, health.
- Subsistence farming. The plan focuses on the economic viability of farming, but it should also focus on the fact that some Virginians engage in farming for daily subsistence, and are not even at the level of farming for income or profit.
- Promoting home food production, for both home consumption and local distribution.
- Educating people about food defense, which includes issues of food safety, contamination, and safe food handling
-

Organizations best suited to implement this action are existing programs/structures, including community/tech colleges and local nonprofits such as churches, schools, and key stakeholders. Funding for this might be found from public health, social services, ag extension and community development.

2) The plan should include a separate priority for ensuring balanced leadership and participation. This should include reference to issues of:

- Engaging the food insecure, rather than being ‘top down’
- Engaging both the public and private sectors, as well as the:
 - Underserved/vulnerable
 - Middle class/elite
 - Urban and rural
 - Public and private
- Developing effective models for how to engage the underserved.
- Empowering underserved populations. (Examples include workforce training for both urban and rural populations, to develop a new ag workforce).
 - First, define “empowerment”
- Accomplishing this through awareness/education programs
- Using other community engagement programs as models, such as Detroit’s “cook-eat-talk” program.

Organizations best suited to implement this action are existing programs/structures, including community/tech colleges and local nonprofits, community health organizations focusing on nutrition and physical well-being, local social-cultural issues (cooking skills), and agricultural and economic development groups.

Appendix A: Participant Evaluations

1. How helpful/important to your professional and/or personal work (and advancing Virginia's food security) was each of these elements? Please rate each.

December 5 Opening: Crystal Ball Roundtable

- 63 participants answered question #1 about the December 5th Crystal Ball Roundtable:
 - 79.4% of the respondents agree or strongly agree that the December 5th Crystal Ball Roundtable Session will be useful or helpful to their professional and/or personal work.
 - 84.1% of the respondents agree or strongly agree that the December 5th Crystal Ball Roundtable Session will be helpful in advancing our understanding of Virginia's food system.

December 6 Plenary

- 103 participants answered question #2 about the December 6th Plenary Discussion:
 - 73.8% of the responding participants agree or strongly agree that the December 6th presentation of the Farm to Table Plan was useful or helpful to their professional and/or personal work.
 - 70.9% of the responding participants agree or strongly agree that the participant workshop on the Farm to Table Plan was useful or helpful to their professional and/or personal work.
 - 51.4% of the responding participants agree or strongly agree that the lunch discussion panel on participant ideas and suggestion from the workshop was useful or helpful to their professional and/or personal work.
- 102 participants answered question #3 about the December 6th Plenary Showcase Presentations:
 - 82.9% of the responding participants agree or strongly agree that Andrea Early's presentation was useful or helpful to their professional and/or personal work.
 - 68% of the responding participants agree or strongly agree that Dina Sorenson's presentation was useful or helpful to their professional and/or personal work.
 - 91.1% of the responding participants agree or strongly agree that Emily Manley's presentation was useful or helpful to their professional and/or personal work.
 - 83% of the responding participants agree or strongly agree that Molly Harris' presentation was useful or helpful to their professional and/or personal work.
 - 74.5% of the responding participants agree or strongly agree that Mark Lilly's presentation was useful or helpful to their professional and/or personal work.
 - 56.1% of the responding participants agree or strongly agree that Francis Ngoh's presentation was useful or helpful to their professional and/or personal work.
 - 87.2% of the responding participants agree or strongly agree that Stephen Kendall's presentation was useful or helpful to their professional and/or personal work.

- 77.4% of the responding participants agree or strongly agree that Phil Petrilli's presentation was useful or helpful to their professional and/or personal work.

2. Was one evening followed by one day a good length of time for the Summit?

- 91.1% (72) of the responding participants thought that length of the Summit (one evening followed by one day) was appropriate.

3. Your interest in the food summit is:
 Professional Personal Both

- 88% of the responding participants indicated that their interest in the Food Summit was both professional and personal. 8.0% indicated a purely professional interest, and 4.0% indicated personal interest.

3A. If professional, describe your affiliation. (Please check all that apply)

- Agricultural
- Public health
- Environmental health
- Federal government
- State government
- Local Government
- Food Service (restaurant, etc.)
- Academic
- Nonprofit
- Other _____

- 86 participants answered about their professional affiliation:
 - 41.9% (36) are Agricultural
 - 23.3% (20) are Public Health
 - 9.3% (8) are Environmental Health
 - 2.3% (2) are Federal government
 - 5.8% (5) are State government
 - 5.8% (5) are Local government
 - 14.0% (12) are Food Services (restaurant, etc.)
 - 23.3% (20) are Academic
 - 43.0% (37) are Nonprofit

3B. If personal, describe your interest. (Please check all that apply)

- Personal health and life style
- Public health and equity
- Preserving the regional landscape character

- || Preserving Virginia's working lands
- || Ensuring a sustainable economy
- || Ensuring food is free from contamination
- || Ensuring the hungry are fed

- 87 participants answered question #10 about their personal interest in the Summit:
 - 86.2% (75) identified Personal health and life style
 - 73.6% (64) identified Public health and equity
 - 60.9% (53) identified Preserving the regional landscape character
 - 79.3% (69) identified Preserving Virginia's working lands
 - 57.5% (50) identified Ensuring food is free from contamination
 - 72.4% (63) identified Ensuring the hungry are fed

4. What did you like best about this Food Security Summit?

- Networking
 - Interaction
 - Networking discussions
 - Great opportunity to network Great info to mull over and take to our community
 - Networking and shared vision
 - Networking
 - Networking, hearing new ideas
 - Meeting other folks
 - Networking and inspiration
 - Networking - meeting others in the movement.
 - Participation, networking.
 - Getting to meet many of the people involved in the local food movement.
 - Networking, seeing colleagues from around the state, learning about innovations and defining next steps.
 - Networking, Monday PM discussion.
 - The information was great! Great opportunity to network with others in the industry!
 - Networking; strong sense that change is occurring, and that the direction of change is positive.
 - Being reminded of the big picture, networking and feeling like a part of the process.
 - Made new contacts and gained new information and connections to try to resolve hindrances to business advancement and gained information to help expand.
 - Interactions with other attendees; innovative ideas; bold initiatives in the showcase presentations and excellent presentations.
 - Networking
 - Networking and hearing about other successful programs in the state!
 - The act of getting people together.
 - Meeting amazing people doing amazing things.
 - Interacting, sharing of ideas.

- Speakers/Presentations
 - Diverse speakers and information/experience, networking with others
 - Showcase presentations
 - Fred Kirschenmann!
 - The innovation presentations were great, maybe they could have been before and after lunch to expand them.
 - Variety of speakers
 - Tuesday PM showcase presentations, the energy and passion of participants, presenters and organizers. The IT function was great in getting all the presentations together!
 - Good presenters
 - Speakers in showcase, lunch.
 - The presentations on what people are actually doing. Hearing about actions.
 - Good presentations. Use of open space technology.
 - Showcase presentations grouped by “themes”.
 - The showcase presentation.
 - Flash presentations
 - Great venue! Small but diverse - gave us ample opportunity to network. Flash presentations were GREAT - good ideas and food for thought.
 - The enormous variety of presenters - excellent all!
 - Innovations in distribution
 - The innovation session.
 - 1. The “Flash” presentations. 2. Movement-building through morning efforts to evaluate action steps.
 - Sharing of flash presentations.
 - Diversity of presenters.
 - Presentations; connections made with others.
 - I really enjoyed the case study presentations - great “lessons learned”.
 - The attendants and speakers. Thank you for the list. Needed more producers but I guess they were “on the farm.”
 - Bring a wide diverse number of food people together to have a good conversation. Getting Fred Kirschenmann to be here!
 - Innovations.
 - Variety of attendees. The quick after lunch lessons/sessions.
 - The attendants and speakers. Thank you for the list. Needed more producers but I guess they were “on the farm.”

- Breakout Sessions
 - Break out sessions/Mini presentations
 - Break out interactive sessions on farm to table plan
 - Facilitated sessions, report outs
 - I liked the workshop portion, but feel that the presentation and sharing of our ideas was rushed - and I feel that was one of the most important aspects.
 - The division of ideas and brainstorming session was absolutely wonderful and exciting. For many of us, who know the general issues, this allowed us to learn some details.
 - Time for breakout groups.

- Participant workshop and some of the showcase presentations. Really enjoyed the young and beginning farmer and rancher discussion.
 - Workshop breakout - extremely focused, energetic productive, meaningful goal setting.
 - Workshop on Farm to Table plan.
 - Group discussions and brainstorming. Kathleen Merrigan's presentation and Q & A.
 - Brainstorming time but group was so large and very hard to hear or be able to participate.
 - Small group discussion of help for beginning farmers and ranchers.
 - Gathering of like-minded individuals; break out sessions. Appreciated informality of talks.
 - Chipotle (just kidding!) - the Brainstorming sessions.
- Education
 - The education!
 - Great info on all different fronts/areas In general, no time was wasted (i.e. did not read boring bios for presenters)
 - The opportunity for discussion! Learning about the wonderful work of the professionals and organizations at the summit.
 - Hearing all the activity and innovation
 - Learning about all the wonderful stuff going on in Virginia - the wonderful panelists.
 - Hearing both public policy (USDA) views and the practical side (farmers) with a clear educated side.
 - Learning new information! The opportunity to meet like minded people.
 - The opportunity to hear about a lot of innovative ideas and activities to promote local foods.
 - The wealth of resources and information available.
 - Lots of information.
 - Hearing what people are doing. Lots of good ideas to think about.
 - variety of ideas
- Other
 - Great lunch. The attendance! and the quality of the participants. All the work that went into the plan. Organization of the summit was good.
 - Lots of good news about things that are already happening in Virginia- good news being an increasingly rare commodity
 - Innovative ideas from local programs
 - Allowed diverse participation. Different views from different levels.
 - Variety of people and backgrounds-their commitment to the work.
 - Diversity of people- ages, background/type of farm/food systems work, balance of presentation and discussion/dialogue
 - The wide variety of people and exposure to all the initiatives in Virginia.
 - Bringing together in one room the folks dedicated to local food. However, I think asking each person to commit to implementing one aspect of the Farm to Table Plan would have been useful. The advantage of the motivated attendees!
 - Variety of stakeholders present.
 - Well the plan is certainly comprehensive and represents a lot of input from many stakeholder groups.
 - Many voices represented.

- The variety of participants.
- Brainstorming and working collectively towards the ultimate goal of a secure food system.
- Hearing what people are doing generates ideas and energy!
- Being re-energized about why we do what we do, and hearing what else is going on throughout the state.
- Varied representation across greens industry.
- The variety and background of attendants, it was a great mix of people and discussions.
- The diversity of speakers.
- The attendees and the Chipotle lunch.
- Inspiring

5. What changes/improvements would you suggest for future Food Security Summits?

- Panel Discussions
 - Lunch panel with women represented, too. Separate rooms for work groups would be a help, but the small groups worked well.
 - Don't use same panelists for plenaries, include commodity ag sector more rigorously
 - The panelists seemed a bit more like marketing plugs or personal conversations. We know the general problems with the industrial system and why our convictions here are important. **NO NEED TO ELABORATE THIS POINT.** I would have liked to dive further into our discussion ideas, because this is where the gold is!
 - Reflections over lunch were minimally helpful. The speaker who lifted up diversity was very important.
- Speakers/Presentations
 - Loved the afternoon speakers- would have preferred hearing these speakers first followed by discussions
 - Lectures/presentations too short and scattered.
 - 5 minute presentations too short. Panel with more interaction in break-out rooms better.
 - Too many speakers! Too much time spent at our tables. Would have been good to move around - structure activities to move people around (for the purpose of meeting others) I would have preferred more time spent working on action around the Farm to Table report.
- Breakout Session
 - The flash presentations were interesting, but break out discussions would have been a little more engaging, though the presenters and moderators did a great job!
 - Break out rooms
 - Maybe add smaller break out sessions
 - Brainstorming/group discussion sessions weren't long enough
 - I think we really shortchanged ourselves during workshops by spending an hour discussing, distilling many intricate concepts into obvious sound bites (i.e. - "we need to break down barriers re: regulation") and then spending no more than 30 seconds sharing all of the groups ideas with the larger audience. I think those groups should be at least partially assigned in the future.
 - More interaction/engagement Breakout sessions for people to choose More programs discussion Less "talking at"

- More participant workshop time, active discussion.
 - The ability to move more, more breakout groups for smaller discussions.
 - I would have liked to see more focus on action-oriented steps & how to implement the ideas & suggestions brought forth today.
 - Smaller breakout sessions so you can attend what you are more interested in.
 - Present the action items.
- Venue
 - Obviously you will need a larger place! (A good problem to have!!)
 - Much more interaction - much less sitting in one big stuffy room.
 - Room too crowded. Workshop sessions too large to present concrete outcomes.
 - More open environment space-wise.
 - Larger room on Tuesday. Better view Monday night (couldn't see speakers).
 - Open doors or turn on AC - too warm! Make sure we get SWCDs involved with this effort.
 - Larger space! That is a sign of success!
- Logistics
 - Sat. sound system worked way better than Friday evening so important
 - Info given to us earlier- can we get an updated list of participants?
 - Providing more information beforehand about the food system council, i.e. - the website and what progress had been made on the farm to table plan.
 - Fresh food! The apples were great! But I wanted to eat the cilantro garnish at lunch. The food was not colorful either!!
 - Not having round tables during presentations (back toward presenter).
 - Prior to arrival more information on what is expected by participants.
 - More targeted networking based on interests. Need more breaks to be able to move - very uncomfortable by the end of the afternoon. More than 1 mic for Q & A of presentations Social opportunities scheduled in city for follow up.
 - Way too small and ran out of food; make sure enough coffee and snacks since all day was a long time!! MORE brainstorming time and better summary of Farm to Table Plan.
 - Sound systems were lacking in the evening system. Food lines were challenging during day session. More involvement from groups throughout the entire state. Bigger rooms needed for both sessions.
 - More water stations.
 - The food should be recognized on this survey. Of course, it would get high marks.
 - Having packet much earlier for review.
 - Put break-out sessions/participant workshops after the presentations to stimulate ideas. Logistics need improvement; room too small; participant workshop + lunch were poorly organized.
 - Larger space. Individual space for breakouts. Less plenary speakers - All old male "round-table" post lunch discussion. I think the gender make-up should at least reflect diversity in the attendants - i.e. > 50% women.
 - First - Thank you for the tremendous efforts put into the Plan & the Summit. I feel an assumption was made from the beginning that led to a less useful experience - that was assuming that all participants were knowledgeable about the Plan. Reading it doesn't make one truly knowledgeable. This is a huge plan, much info. to digest. Being uninformed made

it 1) difficult to even select one of the 8 areas to focus on and 2) difficult to participate in the development of ideas for implementation session > frustration. Much more time should have been spent in communicating the Plan to us. And this seems to me to be key for the success of this Plan - really good communication. We should be able to communicate amongst ourselves - if not, how can we to our fellow Virginians? An inspiration: from beginning to end this summit was about people being passionately inspired, and acting on their inspirations. Very uplifting! I suggest when the next event is planned, run it by folks who are not in the inner loop & make sure you're not assuming...

- More discussion
- More time.
- Serve local foods. A few more farmers to speak about their issues. Wall sconce lights behind speakers were blinding.

- Advertising/Marketing
 - Advertise more, provide more scholarships, promote more diversity in attendees.
 - Do some outreach to increase diversity of representations. Bigger space with breakout rooms - have 2 participant workshops on plan session.
 - Invite more grassroots nonprofits. More discussion in small groups.
 - Our organization was not involved in original summit nor is there representation from our region. It does not appear that there is any mechanism to get new partners involved going forward.
 - More marketing and advertisement.
 - Invite more food producers/growers - to offer examples of Virginia Grown.
 - How can we include more youth?
 - Need more producers
 - I was struck with the lack of presences from the healthcare system or that of the business community.
 - More food producers.

- Other
 - Excellent conference!
 - Many comments were preaching to the choir, which can be frustrating Prayer before meal might make some uncomfortable, maybe something that represents thanks without religion
 - First time at a summit/conference, so very good!
 - N/A
 - summits always challenging- what is the next step for each of us?
 - I should have taken time to read the Farm to Table plan more carefully- was too busy between receiving e-mail and time of Summit.
 - 1. A glossary of common terms and definitions used by presenters and attendees (and found in the plan) would be helpful. Several presenters referred to the need to “speak the same language” among all organizations involved in making the F2T implementation plan a reality. A glossary would ensure that we’re all speaking the same language. 2. Make agenda available electronically upon check in to conserve paper. 3. Encourage bringing your own beverage to conserve disposable cups. 4. Test PA system prior to using- Monday night was horrifically distracting. 5. Slideshow behind Tuesday 12:30 session also very distracting.
 - Networking time was nice, but I was not sure who to network with. I really wish there was a way to find out what each individual attendee’s focus is on local food. I feel the potential for

- networking was seriously hindered because of that.
- Too much sitting down and room isn't easy to move to the back to stand.
 - More grassroots innovative ideas.
 - It seemed like the issue of GMO contamination should have been at least mentioned and considered in talking about safe food.
 - Address the need for sustainable business and financial models for all local food and farming projects.
 - More state lawmakers present.
 - Add a session/component on risks. URANIUM MINING in VA is such a risk!

6. What did you learn from the discussions today that you didn't know before?

- Virginia Food System Council
 - The process of the VA Food Policy Council.

- Farm to School
 - That some schools who grow produce can't use it.
 - Did not know that Title I schools can't serve their own grown food due to regulation.
 - I learned more about farm to school and local food hubs.
 - A lot about the barriers to getting good food into schools & allowing them to eat the food they grow.

- Food Production
 - 10% of Virginia farmers are black
 - Different methods of food production is part of biological habitat conservation. Perspectives of specific producers in the dire straits of the current system Innovative, creative ways to participate (i.e. - the Farm Bus)
 - About grassroots and small entrepreneurs in the agricultural field.

- Food Distribution
 - Food hubs- new to me- school design- wow!
 - Chipotle, Food Hub, LuLu, DC Kitchen and other showcase presentations
 - I liked the explanation of the food distribution systems
 - All the different local food services
 - The breadth and scope of Charlottesville Food Hub
 - Several inspiring models- from Farm to Family Bus plus DC Central Kitchen for low-income/food deserts to designing school luncheons for healthy eating to how to create a food corporation with a conscience (Chipotle). Local Food Hub also inspiring though I knew of them before.
 - That food hubs are great way to get food moving with small farmers, and too many more to list from our brainstorming list. I would like a copy of the completed document!
 - Breadth and involvement of food hubs, "designer schools" - both very interesting.
 - The many interesting attempts to source locally and distribute local foods.
 - VA has food hubs! Yay! DC Central work with prisons - very cool

- did know about local food hubs
 - Local Food Hubs - going to look into if one exists in my area and if not maybe start one. Also, contacts for urban gardening.
 - Chipotle's level of participation in the local food movement.
 - Chipotle has been around for 18 years! What a great business model!
 - Chipotle sources local food.
 - Chipotle sources under criteria noted for both meats and produce. That all hopes are possible - folks who are making it happen.
 - Had no clue that Chipotle was fresh, local "fast food". Shows that it does work. Think the story needs to be put out there more to encourage others to do the same.
- Access and Social Justice
 - Issues related to racism; already functioning models of for-profit distribution
 - Many specifics about countering barriers and defining those barriers. Food hubs, DC Central, Chipotle, Dina's school design.
 - Food insecurity is more prevalent than I had realized, and should really be a focus moving forward.
 - Food insecurity in VA.
 - The food insecurity rates among Virginians and youth.
 - The wide attention across the state to the same issues we are working on in our own community.
- General Learning about Virginia's Food System
 - Practical helps and resources to implement more community projects
 - Chipotle's role/paradigm
 - I had no idea how much interest, passion and effort there is around these issues.
 - N/A
 - New resources for data
 - Tons of things...too many to mention
 - Different innovations
 - Lots of wonderful ideas with wonderful people.
 - A lot. Mainly the different organizations involved in this progress.
 - How passionate folks are about "grow local".
 - Lots.
 - New resources and connections, opportunities for local food security data.
 - How committed and passionate everyone is. How to go about making change with the Farm to Table Plan.
 - Information regarding industry concerns - local people making a difference!
 - Just how much is being done around our state to advance our food system
 - About the specifics of certain projects I'd heard about but didn't know the details of.
 - Info from attendee - seed savers organization in VA.
 - 1. I met a lot of people I didn't know. 2. The strength and seriousness of the movement.
 - The relations of health (diet) and the deficit.
 - There are many innovative programs and businesses that I didn't know existed in the region!

- Also more resources for farmers than I knew about.
- Economic benefit of local food purchasing, efforts in urban areas.
 - Lots of things.
 - There needs to be more structure to integrating good ideas.
 - There are so many organizations working on sustainability, locally produced, issues. Great to see this.
 - I did learn more regarding the work happening in VA.
 - The wonderful economic opportunity in the \$10 Campaign.
 - Activities in Richmond
 - The current programs going on in VA today - very informative!!
 - Many many resources became obvious when I only really knew about PEC, USDA and Extension service.

7. What action(s) will you take as a result of today's summit?

- Personal Action
 - Take ideas back to small nonprofit I'm working with in my community. Thanks for all the work that's gone into the plan- a great start!
 - Our farm's next initiative is to partner with our local school to implement farm to table through class talks, farm tour and school garden
 - Stats, ideas
 - Chipotle is good fast food, work to help promote local foods
 - Work to support local growers- more
 - Join/use CSA, develop education programs
 - Increased participation in food related activism
 - Continue to help my local farmers and spread the word as much as possible to colleagues, family and friends.
 - Lots
 - Purchase more local foods
 - Tell everyone I know.
 - Continue doing the work I am already doing with renewed vigor and dedication!
 - Talk to personal contacts about getting their produce to hubs to increase revenue for them in this tough economy.
 - I will present "buy local" information to the marketing and purchasing chains of my grocery retail chain.
 - Follow up on good leads, see how I can get more involved.
 - Go home.
 - Keep working on it!
 - Work on deciding which presenter I would like to see my farm grow with.
 - Begin volunteering locally to advocate buying/eating local.
 - Reach out to potential collaborators.
 - I will tie my organizations activities to support some of what I have heard here today. We'll try to stay connected to some of the leaders I have heard here today.
 - Do more research.
 - Continue striving!

- research local farmers in my area research guidelines for choosing local farms to buy from
 - Join the Beginning Farmers and Ranchers Coalition.
 - Get energized to write this food assessment I've been putting off!
 - Buy more local produce and tell friends how to do this too.
 - Hire interns. Encouragement to go forward. Work for Seed Savers.
 - Contact professionals about urban gardening for our health system.
 - Keep on keepin' on.
 - Continue the fight!
 - Continue on with renewed vigor.
 - Do some research into resources for farming that I learned about before the season starts and stay informed on the efforts of the VA Coalition for Beginning Farmers and Ranchers/Food System Council.
 - Continue advocacy efforts for food justice and equality.
 - Marketing \$10.00 p/wk local.
 - Work with my organization to further promote farmers markets and the Buy Fresh Buy Local initiative. Frequent my own farmers market more often. Take information to local legislators. Continue to work in urban agriculture, knowing we are not alone in our work - knowledge of support systems.
 - Keep abreast of developments. Perhaps volunteer in one of the organizations.
 - Become a participant in the New/Beginning Farmer's Coalition! Learn more about whole farming systems. Visit VSU and UVA's demonstration/research farms.
 - My organization is planning a regional workshop on fostering sustainable agriculture. I will incorporate some of the ideas & topics learned here at the workshop. We also hope to conduct a regional food system assessment.
 - Keeping myself informed & informing others.
- Community Action
 - We have already started to organize a meeting for all Rockbridge County school superintendents and nutrition directors with W&L food service staff, with Let's Move! Lexington, with goal of joining forces to bring more local, healthy foods to kids!
 - Bring these ideas and information to my community
 - Try to use new ideas to inform project development in my community.
 - Try to make sure more types of people and groups are involved in the evolution in every way.
 - Will be working with southside farmers
 - Start Charlottesville central kitchens
 - Keep working toward change in the Roanoke Valley and beyond.
 - Contact other initiate a community based food system assessment.
 - Continue involvement with regional efforts; continue to act on the Beginner Farmer Coalition suggestions (group #2).
 - Hope to start food hub/gleaning program in Richmond! Let people know what is going on in VA.
 - Convene local interested folks and look at farm to institution, perhaps using a hub.
 - Push Arlington to conduct a local food system analysis.
 - Developing a community based system in Williamsburg/James City Co.

- Networking and Education
 - Continue work on the advancement of schoolyard gardens, with more certainty of the value and the need!
 - More local food in school system and guidelines for school lunch, gardening and nutrition.
 - Continue to search for classes and groups at UVA to learn more about this. I will keep this information in mind as I enter the teaching profession and as a community member.
 - Will work harder, network more, spread the word - 'grow your own', eat/buy local.
 - Connecting to others to share food insecurity data.
 - Now that I have groundwork, I have info and plan to request and require school systems to do more than 1 week a year!
 - Work harder with different groups toward better F2S programs.
 - Talk to some of the people I met about good projects.
 - Finding more local food, networking with all the organizations I've met.
 - Will continue discussion... will network with people from Summit who work in my region.
 - Take what we've learned here and share it with our local farmers and community market growers.
 - Write some sort of summary for garden club. Network with others.

- System-wide Action
 - Write summary in VABF newsletter. -Give some feedback on Farm to Table plan- probably suggest rewording of some of key recommendations to be more action oriented. Will send ideas to Tanya soon. - Keep models/projects/organizations in mind and put farmers/ other stakeholders in touch with key persons/organizations as appropriate. -Keep Farm to Table/Food Security/VA Food System principles and goals in mind as I go about my farm consulting, newsletter writing, etc.
 - Re-create local food systems.
 - Contact the Council first - ask how I can make a difference and be a part.
 - To get my local government to understand the importance of agriculture as a resources or revenue, plan and economic development.
 - Contact VDACS to re-discuss what they can do to help with better resources for beginning farmers to have value added products. Revisit other VDACS issues and try to encourage a better partnership between them and the farmer.
 - Strengthen Food Council with additional staff (should be done).

Appendix B: Participant List

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Taskforce

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Charlottesville VA
RelayFoods.com

Kathy Zentgraf
Charlottesville VA

Tony Zentgraf
Charlottesville VA

Xiuxi Zhu
Charlottesville VA

Ed Zimmer
Charlottesville VA
Virginia Department of Forestry

Appendix C: Summit Agenda

SUMMIT OPENING, MONDAY EVENING, DECEMBER 5, 2011
Jefferson Scholars Foundation Hall, 112 Clarke Court, Charlottesville VA

5:30-7:30 pm

Welcome to the 2nd Virginia Food Security Summit

Jeffrey Plank, Associate Vice President in the Office of the Vice President for Research, University of Virginia

The Future of Our Nation's Local Food Movement: Its Role in our Food Security and Access to Healthy Food

Accomplishments in Advancing America's Food System

Kathleen Merrigan, Deputy Secretary of Agriculture, U.S. Department of Agriculture

A Crystal Ball Roundtable & Discussion: What is the Desired – and Most Likely – (And the Difference Between the Two) - Future for Our Food Security and Access to Fresh, Health Food?

Moderated by Tanya Denckla Cobb, Associate Director, UVa Institute for Environmental Negotiation

- **Heidi L. Hertz, RD**, Obesity Prevention Coordinator, Virginia Foundation for Healthy Youth
- **Fred Kirschenmann**, Distinguished Fellow at the Leopold Center and President of the Board at Stone Barns Center for Food and Agriculture
- **Ken Meter, The Robert L. Plavnick Lecturer in Urban and Environmental Planning**, President, Crossroads Resource Center
- **Renard Turner**, Owner, Vanguard Ranch Ltd., Louisa County, VA

7:30-8:30 pm

Reception

Reception sponsored and catered by UVa Dining/ Aramark
Oysters donated by the Virginia Seafood Council

SUMMIT PLENARY, TUESDAY, DECEMBER 6, 2011

**Alumni Hall, University of Virginia, 211 Emmet St South, Charlottesville
VA**

8:15

Registration and Check-In, Coffee

Breaks catered by Eric Stamer Catering, Staunton, VA

9:00

Welcome to the 2nd Virginia Food Security Summit

- **Tanya Denckla Cobb**, Associate Director, Institute for Environmental Negotiation, University of Virginia
- **Charles Green**, Director of Marketing and Development, Virginia Department of Agriculture and Consumer Services, Founding Member of the Virginia Food System Council
- **Lynda Fanning**, RD, Virginia Dietetic Association, Founding Member, Virginia Food System Council

9:10

The Summit “Charge” to Summit Participants

- **The Honorable Tony Wilt**, Delegate, 26th District, Virginia General Assembly

9:25

Rolling Out Virginia’s Statewide Farm-to-Table Plan Session

- **Eric Bendfeldt**, Community Viability, Virginia Cooperative Extension and Founding Member and Chair of Virginia Food System Council

9:45

Participants Discuss Plan and Develop Ideas for Implementation

Facilitated by UVa Institute for Environmental Negotiation

- Table conversations
- Large group Q/A

- Affinity group/ strategic action discussions
- Large group sharing of proposed actions

12:00

Lunch Buffet

Lunch sponsored and catered by Chipotle, Inc.,
Drinks and dessert catered by Eric Stamer Catering

12:30

Luncheon Roundtable: Response to Plan Workshop

Moderated by Jeffrey Plank, Associate Vice President in the Office of the Vice President for Research, University of Virginia

- **Jewel Hairston, Ph.D.**, Dean, School of Agriculture, Virginia State University, Member of Virginia Food System Council
- **Fred Kirschenmann**, “Distinguished Fellow” at the Leopold Center and “President of the Board” at Stone Barns Center for Food and Agriculture
- **Ken Meter, The Robert L. Plavnick Lecturer in Urban and Environmental Planning**, President, Crossroads Resource Center
- **Spencer Neale**, Commodity Marketing Specialist, Virginia Farm Bureau Federation, Founding Member of Virginia Food System Council
- **Renard Turner**, Owner, Vanguard Ranch Ltd., Louisa County, VA

1:15

Break

1:30

State of the State: Showcasing Food System Innovation in Virginia

Moderated by Kim Niewolny, Virginia Tech, Beginning Farmer and Rancher Coalition

1:35 Innovation in Schools, Health & Food

- Innovation in school lunch programs:
Andrea Early, RD, School Nutrition Program Director, Harrisonburg City Public Schools, Harrisonburg, VA
- Innovative lunchroom design for improving youth choice of healthy food:
Dina Sorenson, Designer, VMDO Architects, Charlottesville, VA

2:00 Innovation in Food Distribution

- Innovation in local distribution and institutional access:
Emily Manley, Outreach and Development Director, Local Food Hub, Charlottesville, VA
- Innovation in virtual online distribution:
Molly Harris, Founder, LuLus Local Food, Richmond, VA and Founding Member of Virginia Food System Council
- Innovation in local distribution and increasing access:
Mark Lilly, Founder, Farm to Family, Richmond, VA

2:35 Innovation in Food Entrepreneurship & Business

- Innovation in niche business marketing
Francis Ngoh, Rock Run Creek Farm, Goldvein, VA
- Innovation in using business for social justice
Stephen Kendall, Procurement Manager, DC Central Kitchen: Nutrition Lab, Washington, D.C.
- Innovation in corporate sourcing from local food suppliers
Phil Petrilli, Regional Director, Mid Atlantic Region, Chipotle Mexican Grill, Washington D.C., VA

3:15

Closing Remarks: Next Steps for the Farm to Table Plan

- **Tanya Denckla Cobb**, UVa Institute for Environmental Negotiation
- **Spencer Neale**, Virginia Farm Bureau Federation, Founding Member of the Virginia Food System Council
- **Katherine Smith**, Virginia Association of Biological Farming, Founding Member of the Virginia Food System Council

3:30

Post-Summit Networking Reception and Poster Session

Reception catered by Eric Stamer Catering, Staunton, Va

- Meet and Greet with showcase presenters and many other food innovators
- An opportunity for informal, personal networking conversations

5:00

Summit Close

