

Harvesting Opportunity in Kansas

A Symposium on Building
Community Wealth Through
Food and Farming

Thursday, May 31, 2018





“ We have learned that regional food systems represent a promising avenue for economic growth for both rural and urban communities through the creation of new or the enhancement of existing jobs and businesses. We also learned that, with appropriately targeted policies and support, the attendant opportunities can advance the economic and financial security of low-to-moderate-income households and communities.”

—Lael Brainard, Governor of the Board of Governors of the Federal Reserve System, and James Bullard, CEO of the Federal Reserve Bank of St. Louis.

AGENDA OVERVIEW

8:30am: Registration

9:00am: Welcome

L. Paige Fields, *Dean, the University of Kansas School of Business*

9:05am: Opening Remarks

Marlin Bates, *Director, K-State Research & Extension, Douglas County*

9:15am: Keynote Presentations

Introduction: **Nancy Thellman**, *County Commissioner, Douglas County*

LOCAL FOOD DEMAND IN THE U.S.: EVOLUTION OF THE MARKETPLACE AND POTENTIAL

Debra Tropp, *Deputy Director, Local Food Research and Development Division, U.S. Department of Agriculture*

RECENT AND EMERGING EVIDENCE OF FOOD SYSTEMS AS ECONOMIC DEVELOPMENT

Becca Jablonski, *Assistant Professor and Food Systems Extension Economics, Colorado State University*

LOCAL AND REGIONAL FOOD SYSTEMS DRIVING COMMUNITY WEALTH CREATION

Mary Hendrickson, *Assistant Professor of Rural Sociology, University of Missouri*

10:45am: Break + Snacks

11:00am: Panel Discussion

*Moderator: **Julia Freedgood**, Assistant Vice President of Programs,
American Farmland Trust*

MAKING THE CASE FOR FOOD SYSTEMS INVESTMENT: REAL-WORLD STORIES OF BUILDING COMMUNITY WEALTH THROUGH FOOD AND FARMING

Donna Pearson McClish, *Farmer and Founder, Common Ground
Producers and Growers, Wichita, Kansas*

Rosanna Bauman, *Farm Operations Manager, Bauman's Cedar
Valley Farms, Garnett, Kansas*

David Hill, *Founder and President, Mid America Bank,
Baldwin City, Kansas*

Dara Bloom, *Assistant Professor and Local Foods Extension
Specialist at North Carolina State University*

12:15pm: Locally Sourced Lunch + Networking

**1:30pm: Deep-Dive Workshops: Interactive Skill-Building
Sessions** (See next pages)

3:30pm: Break + Snacks (from The Merc Co+op)

**3:45pm: Opportunities to Seize in Kansas: Reflections and
Discussion of Next Steps**

4:30pm: Adjourn

DEEP-DIVE WORKSHOPS

Choose from the following sessions to have a specific, in-depth presentation and group conversation about the topic described. Notes will be taken at each session and compiled for a final product after the event.



Room 1128: Capacity Building and Community Wealth Creation: Tools and Indicators

In this workshop, you will learn how to identify the unique assets within your community that develop strong regional food systems and gain skills to leverage those assets for community wealth and social capital. You will also learn tools for integrating local food systems trainings into existing local programming to build a large network of local food systems advocates—as well as how to strategically disseminate these tools to affect change in a tangible way.

Mary Hendrickson, *Assistant Professor of Rural Sociology, University of Missouri College of Agriculture, Food, and Natural Resources*

Dara Bloom, *Assistant Professor and Local Foods Extension Specialist at North Carolina State University*



Room 1120: Linking Food Systems Investment to Community Planning: Implementation Tools for Agriculture, Markets and Infrastructure, and Food Access



This session will provide a hands-on experience to explore and use a new toolkit, *Growing Local*, that was written to help communities remove barriers and advance solutions to strengthen community food systems. It draws upon extensive research of local governments from across the country that have successfully improved farm viability and protected farmland, facilitated infrastructure development, and increased access to healthy and affordable food through planning, policy development, and public investment.

Julia Freedgood, *Assistant Vice President of Programs, American Farmland Trust*



Room 2011: Strategies to Win Federal Grants and Leverage Local Funding Opportunities

Calling all local food entrepreneurs: Do you have a great concept, project, or business proposition that could benefit from external investment? Have you tried to decipher the dazzling array of USDA grants but find the process a bit daunting? Are you interested in learning what really matters when you put together a grant proposal? Come join a lively discussion with two national experts with decades of

USDA grant experience, moderated by a statewide foundation program officer, with a guest appearance by a local case study success story. Be ready to pitch *your* idea in a friendly, Midwest version of “Shark Tank.” This is your chance to gain valuable tips of the trade on framing your proposal, leveraging federal and local funds, and learning where to focus your time and energy when seeking grant dollars.

Debra Tropp, *Deputy Director, Local Food Research and Development Division, U.S. Department of Agriculture, Agriculture Marketing Service*

Sam Schaffstall, *Management and Program Analyst, U.S. Department of Agriculture, Agriculture Marketing Service*

Elizabeth Stewart Burger, *Senior Program Officer, Sunflower Foundation: Health Care for Kansans*



Room 4031: Using Data and New Research to Make the Case to Local and Statewide Decision Makers for Food Systems Investment

Understanding the economic impact of local and regional food systems is important, but difficult to talk about, much less measure. Thankfully, new research is helping identify and quantify economic—and community—impacts from emerging agricultural businesses, market channels, and supply chain relationships. This session will walk through recent studies, useful tools, and important indicators that can help shed light on these important topics. In addition, participants will discuss how these recent findings and methods from other communities can be useful to urban and rural areas of Kansas—and our state as a whole.

Becca Jablonski, *Assistant Professor and Food Systems Extension Economics, Colorado State University, Department of Agriculture and Resource Economics*



Room 2141: Building Relationships and Securing Financing for New Enterprises: Tips and Tricks for Working With Your Local Banker and Impact Investors



Join an intimate and engaging discussion about the successes—and pitfalls—that come from seeking investment to build innovative food enterprises. With a local banker and two experienced agricultural producers who have pioneered new markets for Kansas foods, this session is sure to bring insightful stories of envisioning new business opportunities, and getting into the weeds of how to make them a reality. Bring your questions for a dialogue that welcomes your perspectives and seeks to lift up assets and opportunities for new food systems investment and financing in Kansas.

Jeff Hill, *Vice President, Mid America Bank, Baldwin City, Kansas*

Rosanna Bauman, *Farm Operations Manager, Bauman's Cedar Valley Farms*

Jacqueline Smith, *Co-Leader Slow Money NEKS; Founder, Central Grazing Company*

SPEAKER BIOS

KEYNOTE SPEAKERS



Debra Tropp is a 24-year veteran of USDA's Agricultural Marketing Service (AMS), where she presently serves as Deputy Director of AMS's Marketing Services Division and oversees the Division's applied research and technical assistance work on local food system development. Much of her work over the past two decades has focused on identifying marketing opportunities for locally-produced food in institutional and commercial channels, and tracking the evolution and development of business models that seek to facilitate cost-effective local food distribution.

Contact: debra.tropp@ams.usda.gov



Becca Jablonski is an Assistant Professor and Food Systems Extension Economist in the Department of Agricultural and Resource Economics at Colorado State University. As part of her position, she facilitates the Colorado Governor's Food Systems Advisory Council and is a co-leader of Colorado State University's Food Systems Extension Team. Dr. Jablonski's research and extension program is comprised of two primary components: 1) evaluating the farm and ranch profitability impacts of sales through non-commodity markets (e.g., local food markets, certification, or other product differentiation strategies); and, 2) assessing the community economic impacts of food system policies, investments, and programs.

Contact: becca.jablonski@colostate.edu



Mary Hendrickson has spent 15 years working to create local food systems in the state of Missouri through University of Missouri Extension. Her scholarship focuses on the social and economic organization of different types of food systems, the social, ecological and economic impacts of that organization, and options for changing how we organize the food system. She has worked extensively with community groups to increase the amount of fresh, flavorful and nutritious food available by providing technical assistance on marketing, business planning, feasibility studies, policy, food safety and consumer preferences to farmers and community groups. She participated as an advisor in the creation of the Greater Kansas City Food Policy Coalition, and serves as a technical advisor for the Missouri Convergence Partnership, a group of funders devoted to changing policies and environments to encourage Healthy Eating and Active Living.

Contact: hendricksonm@missouri.edu

OPENING REMARKS



Marlin Bates is the County Extension Director with K-State Research and Extension in Douglas County. He has worked extensively across the Kansas City Metropolitan region to develop and grow the local food system for the benefit of farmers, consumers, and communities. Marlin has served as a member of the Douglas County Food Policy Council since June 2014, and serving as the chair from January 2016 to December 2017.

Contact: batesm@ksu.edu

MODERATOR



Julia Freedgood is Assistant Vice President of Programs at American Farmland Trust (AFT) and leads AFT's Farms for the Next Generation initiative. In this capacity, she oversees program and policy development related to community visioning and planning for agriculture and food systems; farmland retention, succession, and access; and the Farmland

Information Center, which provides technical assistance, training and direct services on farmland protection and related issues. As co-Principal Investigator on a 5-year USDA-NIFA supported project "Growing Food Connections" Freedgood integrated, research, education and extension to address the needs of struggling farmers and vulnerable community residents by building capacity of local governments to create, implement and sustain policies and plans to foster sustainable food systems. As a final deliverable, she published *Growing Local: A Community Guide to Planning for Agriculture and Food Systems*. (See Event Resources page.)

Contact: jfreedgood@farmland.org

PANELISTS



Donna Pearson McClish is founder and CEO of Common Ground Producers and Growers Inc, a community mobile farmers market which delivers produce to food desert and food insecurity areas in Butler, Harvey and Sedgwick counties in Kansas. The market targets deliveries to food desert areas, low-income and senior populations where residents have little to no access to fresh fruits and vegetables. The community mobile market is beginning its fifth season and the need for fresh produce to these areas is greater than ever.
Contact: market@commongroundpg.com



Rosanna Bauman is the operations manager of her family's 180-Cedar Valley Farms. The farm produces meat, eggs, and is home to a meat-processing facility. Bauman won a \$60,000 Slow Money loan in 2014 and has built a "feed hub," effectively providing a ready market for non-GMO feed growers in her area and providing a needed product to local growers.
Contact: 785-448-2239



Dave Hill is President of Mid America Bank, a locally owned community bank based in Baldwin, Kansas. Mid America's niche is real estate lending. They provide customers access to in-house underwriting for a wide variety of residential and commercial real estate products. They also have secondary market options for conventional and government loans. The bank has engaged in successful, forward-thinking lending programs, including a solar-installation program and local agriculture entrepreneurs.
Contact: dhill@mid-americanbank.com



Dara Bloom is an assistant professor and Local Foods Extension Specialist at NC State University. Her current work includes providing training and resources to Cooperative Extension agents about developing community-based local food projects that integrate low-resource consumers, including training volunteers in food and nutrition as part of the Extension Master Food Volunteer program.
Contact: jdbloom@ncsu.edu

ADDITIONAL DEEP-DIVE SPEAKERS



Elizabeth Stewart Burger, PhD, MBA, works as Senior Program Officer at Sunflower Foundation: Health Care for Kansans. In this role she oversees the foundation's Healthy Living & Active Communities program area. This program area focuses on the built environment: the systems, structures and surroundings that make "the healthy choice, the easy choice" around physical activity and healthy food access.

Contact: eburger@sunflowerfoundation.org



Jeff Hill works as Vice President at Mid America Bank, based in Baldwin City, KS. In this role he wears numerous hats, with his work primarily focused on serving as a loan officer. Since coming to his family's bank he has also worked with individuals from Cromwell Environmental in Lawrence, KS to develop a leasing program that makes solar panel technology more accessible to consumers.

Contact: jhill@mid-americanbank.com



Samantha Schaffstall is a Management and Program Analyst for the U.S. Department of Agriculture's Agricultural Marketing Service (AMS). As a member of USDA AMS's Marketing Services Division, Ms. Schaffstall works to address both food access and market access issues through the evaluation of creative marketing strategies and business structures. Her most recent and current work focuses on community and urban agriculture, mobile markets, measuring economic impacts of local food systems, food value chains, and community outreach and development.

Contact: Samantha.Schaffstall@ams.usda.gov

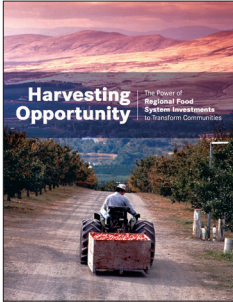


Jacqueline Smith wanted to teach her kids to love taking care of the earth, which led her family to purchase a farm northeast of the Flint Hills. Jacqueline and her family now rotationally graze 150 mixed-breed sheep south of Lawrence, Kansas. Her retail distribution business, Central Grazing Company, has been Animal Welfare Approved since 2015. In addition, Jacqueline serves as Co-Chair of Slow Money NEKS, whose mission is to build a diverse network focused on investing in our local food systems.

Contact: jacqueline@centralgrazingco.com

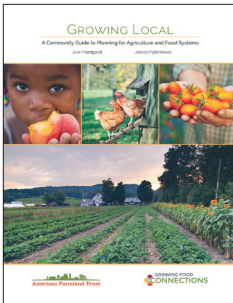
EVENT RESOURCES

Learn more about the publications and research that inspired this event



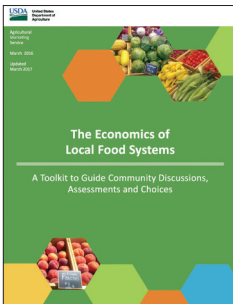
Harvesting Opportunity: The Power of Regional Food System Investments to Transform Communities, published as a partnership between the Federal Reserve Bank of St. Louis, the Board of Governors of the Federal Reserve System and the U.S. Department of Agriculture's agencies of Rural Development and the Agricultural Marketing Service focuses on regional food systems as a means for enhancing economic opportunity.

stlouisfed.org



GROWING LOCAL: A Community Guide to Planning for Agriculture and Food Systems is meant to help communities remove public policy barriers and advance policy solutions to strengthen community food systems. It builds upon successful examples that ensure communities support local farms and protect farmland, support the infrastructure needed to get food from farm to plate, and provide all community residents with access to healthy, affordable, and culturally appropriate food.

growingfoodconnections.org



The Economics of Local Food Systems Toolkit

In 2014, the U.S. Department of Agriculture Agricultural Marketing Service convened a team of regional economists and food system specialists to develop a best practice *Toolkit* for evaluating the economic impacts of local food system activities. The team, coordinated by Dr. Dawn Thilmany McFadden at Colorado State University, hopes that this Toolkit can guide and enhance the capacity of local organizations to make more deliberate and credible measurements of local and small-scale economic activity and other ancillary benefits.

localfoodeconomics.com

WHAT'S NEXT FOR KANSAS?

What do you need to take today's ideas, tools, and lessons back to your community? The Symposium organizers are working with **Bark Media** (barkmediaco.com) to develop a set of takeaway documents to equip today's participants with the summaries and resources they need to start building wealth in their communities through food and farming. Interested in learning more and helping shape these new tools?

Contact Helen Schnoes
Sustainability & Food Systems Planner for Douglas County, KS
hschnoes@douglascountyks.org
785-832-5157

**THIS EVENT IS MADE POSSIBLE
BY THE FOLLOWING PARTNERS**

