



*Indiana Uplands*  
**WINTER FOOD  
CONFERENCE**

**Thursday | Jan. 30 | 9 a.m.–5 p.m.**





Photo by James Brosher, Indiana University

## WELCOME

We appreciate you taking the day to attend this conference—to learn with and meet others working to strengthen our regional food system in the Indiana Uplands. People attending the conference today are from many sectors in the food system. Some of you may know a lot about your roles in this system, and others of you may be new to the conversation, but we imagine you will all discover that you have a lot to contribute. Please enjoy listening, considering new ideas, and sharing today. Everyone's experience matters—we all eat!

For the past year, we have been working with many stakeholders throughout the region as part of two major efforts at Indiana University—the Center for Rural Engagement and Sustainable Food Systems Science. We have been listening to what you are doing, what you want to see in your community food systems, and what needs are out there. In Fall 2019, we hosted 12 county listening sessions using an input framework to guide discussion and to open the conversation to community members who were unable to attend the meetings. The information we received from more than 200 participants in-person and online informed our *Indiana Uplands Local Food, Local Good Report*, which is being shared at today's conference.

Overall, this rural region has many things going on, and we were excited to engage with so many people and participate in such rich discussions. It is our hope that this conference will bring together the innovators and leaders interested in working to continue to strengthen our regional food system, and that you all leave the conference inspired and better connected. We also hope you walk away today with more knowledge about what is possible in the realm of food system development, and that you think about these new possibilities in the context of your own food communities.

The conversation does not end today! We will be hosting a series of quarterly meetings throughout the region in 2020 to build the Indiana Uplands Food Network and keep the connections and conversations cooking. Please reach out to us as organizers or to any of the many presenters and attendees who you meet today. There is a great wealth of expertise and collective experience at the this conference, so take advantage of the open invitation to connect and to keep engaging now and in the future.

On behalf of the Center for Rural Engagement and Sustainable Food Systems Science, thank you.

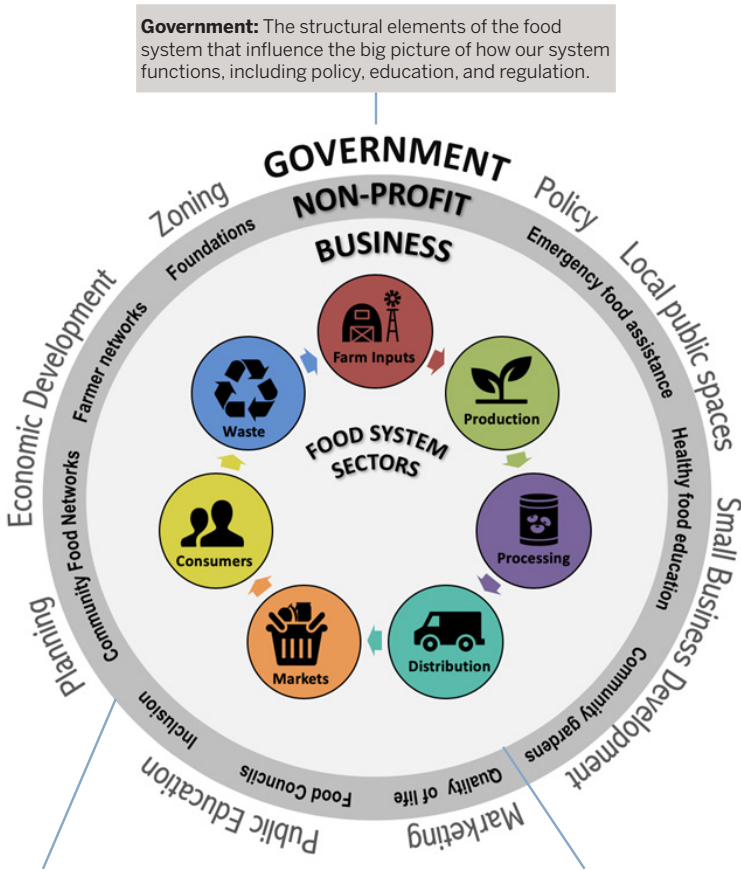
Jodee Ellett  
Community Engagement  
IU Sustainable Food Systems  
Science

Claire Frohman  
Regional Food Systems Assistant  
IU Sustainable Food Systems  
Science

Jacob Simpson  
Resilient Communities Liaison  
IU Center for Rural Engagement

# VISUALIZING FOOD SYSTEMS

A system is a set of practices that work together as part of a mechanism or network. Systems change addresses multiple parts of the system. The diagram below is a visualization of our food system in the interconnected spheres of business, non-profit, and government sectors where food systems change can occur.



Community development for food systems seeks to explore alternative options for production, aggregation, processing, and distribution, along with the political, social, and economic factors that influence community well-being.

These efforts can create the new networks of processes, actors, resources, and policies required to produce, process, distribute, access, consume, and dispose of food in a regional setting.

# AGENDA

8:30 a.m.– 9:00 a.m.	<b>Registration</b> —Continental breakfast provided by JavAroma	Brinegar Hall
9:00 a.m.– 9:30 a.m.	<b>Welcome Remarks</b>  <i>Kerry Thomson, Executive Director of Indiana University's Center for Rural Engagement; Dr. James Farmer, Indiana University Sustainable Food Systems Science</i>	Brinegar Hall
9:30 a.m.– 10:45 a.m.	<b>Business and Economic Development for the Indiana Uplands Food System</b>  <i>Leslie Schaller and Adam Kody, Appalachian Center for Economic Networks</i> A growing shift towards the relocalization of regional food economies is enabling rural food and farm operators to sustain farmland, secure their livelihoods, and create new market opportunities. For 30+ years, the Appalachian Center for Economic Networks (ACEnet) has supported food and farm networks to become an economic driver in Appalachian Ohio. Presenters will share their model of food sector development focusing on ACEnet's approaches for shared-use infrastructure, in-depth technical assistance, collaborative markets programs, and leveraged investments. Success strategies and impact metrics will demonstrate the role local food can play in building robust, rural economies.	Brinegar Hall
10:45 a.m.– 11:00 a.m.	<b>Break</b>	
11:00 a.m.– 12:00 p.m.	<b>A.M. Breakout Sessions</b> (see options on the next page)	Various
12:00 p.m.– 1:00 p.m.	<b>Lunch</b> —Taco bar lunch buffet provided by the Lost River Market and Deli featuring Paoli High School Ag Program pulled pork, and roasted local butternut squash.	Brinegar Hall
1:00 p.m.– 1:30 p.m.	<b>Panel Discussion: Value Chain Coordination</b>  <i>Presenter and Moderator: Dr. Rhonda Phillips, FAICP, Dean, Honors College and Professor, Agricultural Economics, Purdue University</i> <i>Panel: Rachel Beyer, City of Bloomington; Oak Hawk, Food and Growers Association; Joseph Fischer, Fischer Farms Natural Foods LLC; Virginia Pleasant, NWI Food Council</i> This presentation and brief panel discussion will cover a multi-year USDA Local Food Promotion Program grant to increase the wholesale and institutional market channels throughout Indiana for local food growers.	Brinegar Hall
1:30 p.m.– 3:00 p.m.	<b>P.M. Breakout Sessions</b> (see options on the next page)	Various
3:00 p.m.– 5:00 p.m.	<b>Networking and Curbside Consulting</b> —Afternoon refreshments provided by The Kitchen at 5th and Main, Mitchell, IN.  Meet and mingle with your peers in food systems work and sit down for some one-on-one consulting with the presenters from the day.	Brinegar Hall
3:15 p.m.– 3:45 p.m.	<b>Cooking Matters Demonstration</b>  <i>Megan Songer, Indy Hunger Network</i> Join us in cooking up something wonderful and learn more about the Cooking Matters national program for teaching basic skills for low-cost cooking for families.	Brinegar Hall

## A.M. BREAKOUT SESSIONS

### **Farmers' Markets: Increasing Customers, Adding Community Value, and Expanding Outreach (Room: 201 Allen)**

*Amber Kelly, Historic Newburgh Farmers' Market*

Market managers, farmers, supporting organizations, and local food eaters are invited to join this session to learn about different types of farmers markets' and activities to increase your market participation. Share what you are doing at your market that you like and learn what others are doing that is successful. Discuss creating an online market using the Market Wagon platform.

### **Establishing a Regional Food Network (Room: 101 Klumpp)**

*Angela Babb, Indiana University Sustainable Food Systems Science and Bloomington Food Policy Council*

Food and farm economies can thrive if public policy and community engagement support equitable access to the food system. We will learn about what a food council or network can do, and why a food council may be important for the Indiana Uplands region.

### **Value Chain Coordination Work with Schools (Room: 301 Fillion)**

*Leslie Schaller, ACEnet*

Educational and healthcare institutions are demonstrating a stronger commitment to local procurement, but the opportunity of connecting farmers, local food producers, and food service professionals presents unique challenges. Value chain coordinators are people working between growers and buyers to connect the dots by offering creative solutions and strategies to make local food purchasing a reality for institutional buyers like schools.

## P.M. BREAKOUT SESSIONS

### **Agritourism in the Indiana Uplands (Room: 201 Allen)**

*Roy Ballard, Purdue Extension-Retired; Arann Banks, Jackson County Visitor Center*

Agritourism is a growing industry for Indiana farmers and consumers. In 2017, 393 farms generated \$8 million in revenue from agritourism activities. This reflects a 42% increase in the number of farms and a 75% increase in revenues for agritourism operations in Indiana since 2012. Join this session to discuss how we might work together in the Indiana Uplands to coordinate, promote, and support agritourism businesses.

### **Processing for the Indiana Uplands Food System: Shared-Use Kitchens and Meat Processing (Room: 101 Klumpp)**

*Adam Kody, ACEnet; Nate Brownlee, Nightfall Farm; Jay Burton, One World KitchenShare*

In this session, we will explore the concepts of shared-use processing facilities including shared-use kitchens, community kitchens, shared meat processing facilities, and establishing a butcher shop for farmers. We will hear from several speakers with experience managing facilities and learn the types of technical assistance, business assistance, and economic contribution these maker spaces for food can generate for a rural region.

### **Indiana Grown for Schools (Room: 301 Fillion)**

*Naima Gardner, Indiana State Department of Health; Heather Tallman, Indiana State Department of Agriculture*

Indiana Grown for Schools, led by the Indiana State Departments of Health and Agriculture, is an initiative to help schools procure more locally grown and raised food for school food services. In this session you will receive a buyers' guide for local food, learn more about the ways school food service directors can purchase locally grown food, and how administrators, students, parents and teachers can lead and participate in creating healthy, local food environments at our schools.

# SPEAKERS



**Leslie Schaller**

**leslies@acenetworks.org**

*Director of Programs, Appalachian Center for Economic Networks (ACEnet)*

Leslie Schaller has directed multiple training and technical assistance programs which assist micro-entrepreneurs through small business curriculum development, contract services, and the formation of support networks of resource providers as director of programs. Leslie secures public and private funding through grants and fees for services to support regional brand initiatives, targeted sector training, financial management support and capital access. She is responsible for working directly with entrepreneurs throughout the intake and assessment process, start-up and expansion stages. Leslie is currently a partner of the Aspen Institute's Scale Academy, the Central Appalachian Network, the Ohio Food Policy Network, the Ohio Food Hub Network, and UpGrade Athens County.



**Adam Kody**

**adamk@acenetworks.org**

*Food Enterprise Coordinator, Appalachian Center for Economic Networks (ACEnet)*

Adam Kody joined the ACEnet staff in December 2016, serving as the food ventures coordinator. Adam manages ACEnet's shared-use kitchen incubator. He provides training and technical assistance to food and farm microenterprises. Adam is licensed by the Better Process Control School, having received training in thermal processing, sanitation, and food safety procedures. He supervises production in the thermal processing room and trains new entrepreneurs to use processing equipment and comply with food safety and good manufacturing practices. In addition to ensuring that food producers maintain a high level of sanitation, he also assists in the scaling up of recipes to suit the level of production that the client hopes to attain, ensuring a beneficial and informative process for all clients, new and old alike.



**Rhonda Phillips**

**rphillips@purdue.edu**

*Dean and Professor, Purdue University*

Rhonda grew up on a large diversified farm in the Deep South, operated a dairy goat farm while in college, and has since pined to return to farming. (In the meantime, she experiments with converting her backyard into a more sustainable household food system, aka "mini-farm," and supporting her community's local food systems.) As a community development and planning specialist, she focuses her research and outreach on fostering improved quality of life and well-being. She is dean of the Honors College at Purdue University and a professor in the Agricultural Economics Department. Rhonda is a member of the College of Fellows of the American Institute of Certified Planners (FAICP). She is author of several books, including *Growing Livelihoods*, *Local Food Systems and Community Development* and the text, *Introduction to Community Development*. Previously, she taught courses in local food systems as a faculty member in sustainability and community development at Arizona State University.



**Angela Babb**

**ababb@indiana.edu | (812) 856-5028**

*Indiana University*

Angela is a critical food geographer whose work encompasses food justice, ideology, and political economy. Angela is currently a post-doctoral fellow with the IU Ostrom Workshop, where she collaborates on sustainable food systems research across Indiana, the U.S., and beyond. Her personal research on the Supplemental Nutrition Assistance Program (SNAP) focuses on the Thrifty Food Plan, which is the basis of SNAP allotments to food insecure households. She is working to develop a socially just calculation of basic food needs for determining SNAP benefits.



**Roy Ballard**

**rballard@purdue.edu | (317) 642-6566**

*Ag and Natural Resources Educator-Retired*

Roy Ballard served as a Purdue Extension Educator for Agriculture and Natural Resources, first in Floyd and then in Hancock County. During that time, Roy has had the pleasure of working with a very diverse clientele including farmers producing commodity crops and livestock such as tobacco, corn, soybeans, hogs, and cattle to those with niche markets in vegetables, fruit, agritourism, mushrooms, flowers, botanicals and honeybees to name just a few.

During his Extension career of 28 years Roy dedicated much of his time to assisting small farm owners who desire to diversify their existing operations with new enterprises and new marketing systems and with beginning farmers seeking ways to keep their acreage productive, profitable, and personally rewarding.

Roy holds a B.S. degree in agricultural education from Purdue University and a master's degree in secondary education from Indiana University. Roy is a beekeeper, a gardener, and a woodworker in his spare time.



**Arann Banks**

**arann@jacksoncountyin.com | (812) 524-1914**

*Executive Director, Jackson County Visitor Center*

Arann Banks proudly serves as executive director of Jackson County Tourism. Jackson County is representative of rural America with a vast agriculture presence varying from corn to soybeans to melon varieties. Jackson County serves as the Crossroads of Indiana with coastal US Highway 50 and one of America's most traveled vacation highways, I65. A life-long resident of Indiana, Banks has dedicated her career to quality of life through her work with the American Red Cross, and her decision to accept the challenge of promoting tourism in a quaint Hoosier county with a robust agricultural community. Banks claims that Hoosier hospitality and pride of the family farms makes her job easier. As a proud member of Indiana Farm Bureau, and her board position on the Jackson County Industrial Development Corporation, she makes it a priority to keep Jackson County at the table.



**Rachel Beyer**

**rachel.beyer@bloomington.in.gov | (812) 349-3558**

*Local Food Coordinator, City of Bloomington*

Rachel Beyer is the local food coordinator for the City of Bloomington, working on a USDA grant project to connect Indiana farmers with institutional buyers. Her background is in organic vegetable production and she has been a manager and educator on small farms around the midwest for ten years, including most notably the Michigan State Student Organic Farm and the Purdue Student Farm. She and her husband operate a market garden, called Mavourneen Farm, on family land in rural Monroe County.

# SPEAKERS



**Nate Brownlee**

[nightfallfarm@gmail.com](mailto:nightfallfarm@gmail.com) | [nightfallfarm.com](http://nightfallfarm.com)

*Nightfall Farm / Hoosier Young Farmers Coalition*

Nate and Liz Brownlee raise livestock on Nightfall Farm in Crothersville, Indiana. Liz grew up on the farm, and Nate's first job was on a farm - and neither thought they would grow up to be farmers. After learning more about where food comes from (through college classes and their experiences being vegetarian), Liz and Nate realized that the best way to control the food they ate was to produce it. They gained experience farming throughout New England, and returned home to Liz's family farm to put those lessons to work. Six years later, they sell food through their 55-member meat CSA, three farmers markets, and three chefs. They raise meat chickens, laying hens, pigs, lambs, and turkeys on pasture, using rotational grazing. They are officers in the Hoosier Young Farmers Coalition, and are very interested in making sure that Hoosiers have access to all of the good food that we can grow in Indiana.



**Jay Burton**

[jburton@bloomington.com](mailto:jburton@bloomington.com) | [kitchenshare.net](http://kitchenshare.net)

*General Manager of Commissary Operations, One World KitchenShare*

Jay's career with One World began in 2003 at the young age of 20. In the last 16 years, he has learned from many of our community's great culinary minds and notes that food is one of the few things that everyone has in common. The KitchenShare program helps people pursue their culinary dreams, without the hurdle of having to build their own commercial kitchen.



**James Farmer**

[jafarmer@indiana.edu](mailto:jafarmer@indiana.edu) | [sfss.indiana.edu](http://sfss.indiana.edu)

*IU Sustainable Food Systems Science*

James Farmer is the PI on the Sustainable Food Systems Science initiative and is an associate professor in the School of Public and Environmental Affairs. His research focuses on sustainable food systems and land conservation. Recent projects include a study of the utility of high tunnels for Indiana specialty crop producers; farmer diversification in the tri-state area of Indiana, Michigan, and Ohio; and urban ecology and the role of municipal parks preparing for climate change. James convenes the Human Dimensions Lab and co-directs the IU Campus Farm.



**Dave Fischer**

[dave@ffnatural.com](mailto:dave@ffnatural.com) | (812) 631-0353 | [ffnatural.com](http://ffnatural.com)

*Fischer Farms*

Dave and his wife Diana own and operate Fischer Farms near Jasper, IN. They sell four truckloads per week of beef raised on their farm and pork, turkey, eggs, maple syrup from neighboring farms to over 150 restaurants and universities across Indiana and into Chicago. They utilize innovative, regenerative farming techniques to sequester carbon and improve their soil.



**Joseph Fischer**

[joseph@ffnatural.com](mailto:joseph@ffnatural.com) | (812) 630-3609 | [ffnatural.com](http://ffnatural.com)

*Fischer Farms*

Fischer Farms sells beef raised on their farm along with pork, turkey, eggs, and maple syrup from neighboring farms to over 150 restaurants and universities across Indiana and into Chicago. Joseph is responsible for sales and customer management and he also works with distributors and their sales representatives to source local food for their wholesale customers.





**Naima Gardner** [ngardner1@isdh.in.gov](mailto:ngardner1@isdh.in.gov) | (317) 234-3498 | [in.gov/isdh/20060.htm](http://in.gov/isdh/20060.htm)

*Nutrition Coordinator, Indiana State Department of Health*

Naima is the nutrition coordinator in the Division of Nutrition and Physical Activity at the Indiana State Department of Health. There, she works with community partners around the state to improve nutrition environments in a variety of settings (schools, workplaces, communities, retail, etc.). Prior to her role at ISDH, Naima was the campaign coordinator for healthy food financing for the American Heart Association, a position that allowed her to work in the policy realm to increase equitable access to healthy food throughout the state. Naima holds a master's degree in public health from Indiana University as well as a culinary arts degree from Johnson and Wales University. She worked as a professional chef for several years. Naima is passionate about food and food systems, particularly the ways in which food systems impact public health and social justice. Naima was born and raised in Bloomington, IN (go Hoosiers!) and currently resides in Indianapolis with her husband and two children.



**Oak Hawk**

[vcc@foodandgrowers.com](mailto:vcc@foodandgrowers.com) | (802) 233-6113  
[foodandgrowers.com/local-food-vcc-position](http://foodandgrowers.com/local-food-vcc-position)

*Value Chain Coordinator, Southeast Indiana Farm Connect*

Oak Hawk began his position as a Value Chain Coordinator with Indiana Farm Connect and the Food and Growers Association of Batesville, IN in April 2018. Oak is working to develop wholesale market channels in Southeastern Indiana with an emphasis on helping farmers prepare for wholesale markets and building collaborative relationships across the supply chain. He holds an M.S. in sustainable food systems from Green Mountain College. He also operates a market farm with his wife and brother-in-law on family land in Rushville, IN. They live on the farm with their 3-year-old son, dog, and many cats.



**Amber Kelly**

[amber@historicnewburgh.org](mailto:amber@historicnewburgh.org) | (317) 695-8548  
[newburghfarmersmarket.org](http://newburghfarmersmarket.org), [marketwagon.com](http://marketwagon.com)

*Event Coordinator, Historic Newburgh Farmers' Market*

*Operations Manager, Market Wagon LLC*

Amber is a classically trained chef whose love of local food and quality ingredients led her to her local farmers' market when she returned to her hometown in Southern Indiana after working in Michelin starred restaurants in Europe. In 2014 she agreed to manage her local market that was on the chopping block for closure. Amber implemented a vigorous restructuring and marketing plan to turn around the market. Since 2014 the Newburgh Farmers' Market has outgrown its original location and grown from 12 vendors and 400 weekly visitors, to 50 vendors and 2,400 weekly visitors. In 2017 she took step into the digital world and accepted a position with Market Wagon, Indiana, an online farmers market. With both traditional and online farmers' market experience, Amber brings a unique perspective on market management.

# SPEAKERS



**Virginia Pleasant** [virginia@nwifoodcouncil.org](mailto:virginia@nwifoodcouncil.org) | (317) 250-1005 | [nwifoodcouncil.org](http://nwifoodcouncil.org)

*Value Chain Coordinator, NWI Food Council*

Virginia is the value chain coordinator and vice president of the NWI Food Council. She is also a Ph.D. candidate, with research focusing on small scale diversified farms in Indiana. An anthropologist by training, she is passionate about telling the stories of under represented farmers, building community resilience, and improving farm viability. In her VCC role, she is working to connect producers with institutional purchasers.



**Megan Songer**

[msonger@indyhunger.org](mailto:msonger@indyhunger.org)

*Cooking Matters Program Manager, Indy Hunger Network*

Megan is the Cooking Matters Program Manager for Indy Hunger Network. She graduated from IUPUI in 2016 with her bachelor's degree in Public Health with an emphasis on Community Health. In her last year of college, she was a wellness intern at a camp for children from low-income families, where she realized how much Marion County struggles with food insecurity. Her favorite memory was having the children try smoothies; many of the children had never tried the fresh fruits and asked for more. That experience led her to join the Indy Hunger Network in April 2017 as an AmeriCorps VISTA for the Cooking Matters program, and she now oversees that program as a full-time staff member. Megan enjoys teaching others the importance of cooking a healthy, nutritious meal on a budget.



**Heather Tallman**

[htallman@isda.in.gov](mailto:htallman@isda.in.gov)

*Indiana Grown*

Heather Tallman is the program director of the state's Indiana Grown program. She previously served as member development program manager and has been with the state's agriculture department since 2017. Prior to joining the department, Tallman created and founded her own food media company, Kitchen Sink Media.



**Kerry Thomson**

[kthomso@iu.edu](mailto:kthomso@iu.edu) | (812) 855-0568 | [rural.indiana.edu](http://rural.indiana.edu)

*Executive Director, IU Center for Rural Engagement*

Kerry Thomson leads the Center for Rural Engagement's efforts to improve the lives of Hoosiers. Kerry's work as a community builder began at a young age through her service with several charitable organizations, including Habitat for Humanity where she held many roles at local affiliates in Lynchburg, Virginia and Twin Cities, Minnesota, and later at Habitat for Humanity International. Kerry moved to Bloomington, Indiana in 1997 where she led the affiliate to unprecedented growth and success. Kerry's focus, and the hallmark of her work, is on building community across lines which too frequently become barriers, creating relationships which span boundaries of race, culture, and income. She has served on the boards at Indiana University Credit Union, Indiana Habitat for Humanity, Habitat for Humanity International's US Council, and Tithe Advisory Board.

# CURBSIDE CONSULTING AND VENDORS

<b>Curbside Consulting</b>	<b>Who</b>
Rural tourism	<i>Arann Banks</i>
One World KitchenShare	<i>Jay Burton</i>
Direct marketing Regenerative agriculture	<i>Dave Fischer</i>
Value chain coordination Fisher Farms	<i>Joseph Fischer</i>
Farm to school Indiana Grown for Schools Network Indiana State Department of Health Nutrition Initiatives	<i>Naima Gardner</i>
Food and Growers Association Southeast Indiana Farm Connect Value chain coordination	<i>Oak Hawk</i>
Shared-use kitchens Food business development and support	<i>Adam Kody</i>
Community and local food systems Community development	<i>Rhonda Phillips</i>
Economic development for food systems Value chain coordination Shared-use kitchens Food business development and support	<i>Leslie Schaller</i>

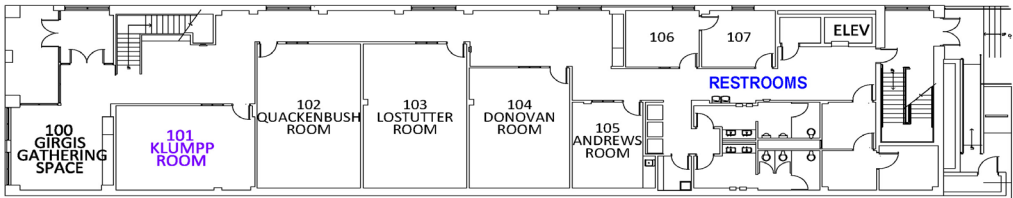
  

<b>Vendors</b>	<b>Who</b>	<b>Where</b>
Indiana University Sustainable Food Systems Science	<i>Jodee Ellett, Claire Frohman</i>	<i>1st floor hall</i>
Indiana University Center for Rural Engagement	<i>Jacob Simpson</i>	<i>1st floor hall</i>
South Central Community Action Program (SCCAP)	<i>Laurie-Ann Curry</i>	<i>1st floor hall</i>
Society of St. Andrew—Indiana	<i>Ann Radtke</i>	<i>1st floor hall</i>
U.S. Small Business Administration	<i>Martin Anderson</i>	<i>1st floor hall</i>
Southern Indiana Center for Independent Living	<i>Ralph Purkhiser</i>	<i>1st floor hall</i>
Fischer Farms Natural Foods, LLC	<i>Dave and Joseph Fischer</i>	<i>2nd floor hall</i>
Nightfall Farm	<i>Nate Brownlee</i>	<i>2nd floor hall</i>
Natures' Gift, LLC	<i>Linda Woodbury</i>	<i>2nd floor hall</i>
Eskenazi Health	<i>Lois Dennison</i>	<i>2nd floor hall</i>
The Kitchen at 5th and Main	<i>Bill Killen</i>	<i>2nd floor hall</i>

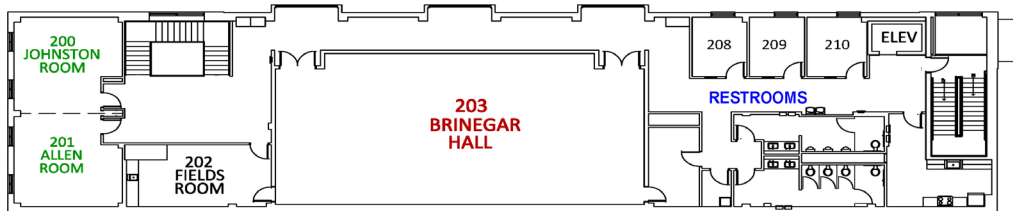
Learn more  
Become a partner  
Propose a project

rural.indiana.edu | sfss.indiana.edu

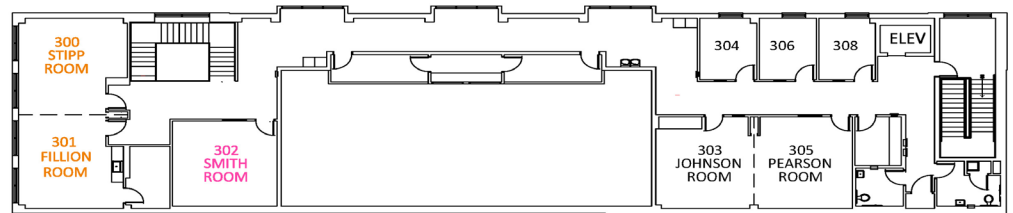
 iurural  iu\_rural  iu\_rural



FIRST FLOOR



SECOND FLOOR



THIRD FLOOR



*This event is a collaboration with Indiana University Center for Rural Engagement and Sustainable Food Systems Science.*