Thank You for Attending!

Growing a Stronger Economy through Local Food Entrepreneurship

February 13, 2020
Indian River Research and Education Center
Fort Pierce, FL
Florida Farmers, Farmers Markets and Farm Stands: Be Outstanding In Your Field!

Are you interested in growing your customer base? Increasing sales? Expanding access to healthy foods for low income families? Strengthening your local community market and farms?

Accepting SNAP/EBT (formerly known as food stamps) may be right for your outlet!

![SNAP Card]

Fresh Access Bucks offers technical support for Florida farmers, produce stand operators and farmers markets interested in accepting SNAP/EBT!

Learn more about:
- Accepting SNAP at your market, farmstand or CSA
- EBT Equipment Options and FAB’s free equipment option
- Obtaining and using an EBT terminal
- Community Outreach
- SNAP eligible items
- Fresh Access Bucks (a statewide program that doubles SNAP/EBT for Florida-grown produce)

Check out the SNAP Technical Support page on [www.FreshAccessBucks.com](http://www.FreshAccessBucks.com) for more information.

Contact Heather Henderson for assistance!
(347) 773-8410
heather@feedingflorida.org
Growing the Economy through Local Food Entrepreneurship

Symposium Planning Team

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UF/IFAS Extension St. Lucie County

Dr. Ram Balasubramanian
QCS Chief Operating Officer

Florida Organic Growers, the Florida Farmers’ Market Association, and UF/IFAS Extension would like to thank everyone that came together to make this symposium a success. To the speakers, attendees, volunteers, and staff we sincerely appreciate your efforts.

We’d love to hear from you!
Let us know your thoughts on the symposium

Florida Organic Growers
352.377.6345
info@foginfo.org
www.foginfo.org

@Flfarmersmarkets

Special thanks to the Treasure Coast Food Bank for all of their help in organizing this event!

stophunger.org

Florida Certified Organic Growers and Consumers, Inc. (FOG) supports and promotes organic, regenerative, and sustainable agriculture

www.foginfo.org
This presentation will discuss the interconnection between food and water and their role in society. Attention will be paid to the progression of agriculture from the industrial revolution through today. The discussion will also describe a number of issues that we face as a society related to our water supply and food production, and then it will discuss the role local food production can have in helping to solve these problems.

For more information on the Florida Food Policy Council visit [www.flfpc.org](http://www.flfpc.org)
Chris Johns
Florida Food Policy Council
Board Member

Chris is a native Floridian from Hastings, Florida who currently is an attorney that practices primarily in environmental law and administrative law. Prior to becoming an attorney, Chris was a 5th-generation farmer helping manage potato production on his family’s farm. Chris became interested in food policy during law school when he had the opportunity to intern with the Harvard Food Law and Policy Clinic. Chris currently lives and practices in West Palm Beach, Florida.
Food Safety 101
Room 100A
An introduction to basic food safety and sanitation principles for food businesses

Speaker: Carol Ann Roberts - UF/IFAS Extension Family and Consumer Science Agent, St. Lucie County

Community Supported Agriculture: Customers as Investors
Room 100
Through community supported agriculture, the community invests in the farmer. Members of the community invest cash, and expect to receive local food as a return on their investment. Community investors share the potential rewards of a bounty, but also the risks of crop failure. We will discuss legal and business strategies to cultivate community investors, manage investor expectations, and make community supported agriculture work for you.

Speaker: Jesse Haskins - J. Haskins Law, P.A.

Building a Food Safety Plan for my Product
Room 100A
Learn the basic concepts and materials to include in a food safety plan. This talk will also go over the food safety plan requirements for different federal food regulations.

Speakers: Rachel McEgan – Food Safety Consultant

Are You Working on or In Your Business?
Room 100
In today's rapidly changing, high pace business world who has time to sit down and write a long drawn out business plan?

In this interactive hands on session you will learn how to develop a concise business plan that will compliment your fast paced business life and act as a catalyst for growing your business.

Speakers: Ed Skvarch - County Extension Director & Commercial Horticulture Educator UF/IFAS Extension St. Lucie County

Oh, SNAP! The why & how of SNAP/EBT acceptance at your market
Room 100B
Accepting SNAP/EBT (formerly known as food stamps) can increase vendor sales while making a positive impact on your community. Learn the steps to becoming SNAP authorized, equipment options and best practices for running a SNAP program at your market.

Speaker: Mary Hathaway– FAB Co-Manager, Central Florida Regional Contact

The Florida Farmers’ Market Association

The Florida Farmers’ Market Association is a member-based organization that believes in the power of collaboration, education, and advocacy. By building and maintaining a healthy network of farmers, food entrepreneurs, farmers market managers and consumers, we can help continue to improve and grow Florida's vast system of farmers' markets.

Become a member!
www.foginfo.org/FFMA
Permitted Facilities
Room 100A

Food regulations require that foods (other than cottage foods) intended for the retail/wholesale market must be processed in commercial kitchens. This session will cover the various requirements of these facilities and potential challenges that could be faced throughout the process. Furthermore, this session will include discussion of shared-use facilities (i.e. accelerators, incubators) as an option for beginning food entrepreneurs.

**Speaker:** Ahmed El - Director, Florida Culinary Accelerator, Immokalee

Evaluating Your Business Strengths, Weaknesses, Opportunities, and Threats
Room 100

Do you know what direction you want to take your farm? In this session you will be introduced to SWOT analysis to identify your farm's internal strengths and weaknesses and examine the external opportunities and threats that the farm business faces. SWOT analysis will help you identify the direction for your farm business and will serve as a basis for your business plan.

**Speakers:** Ed Skvarch - County Extension Director & Commercial Horticulture Educator UF/IFAS Extension St. Lucie County

Connecting with your State Officials
Room 100B

This workshop will present strategies to engage state and federal officials in your work, including legislative advocacy, policy and regulation implementation, and general awareness building about your industry and business.

**Speaker:** Krista Garofalo - Chief Strategy & Advocacy Officer, Treasure Coast Food Bank

Food Regulation
Room 100A

Hear directly from the Florida food regulatory agencies about the regulations they enforce and how to start a food business that falls under these regulations.

**Speaker:** Lisa Lambert – Department of Business and Professional Regulation

Small-Scale Farming for Success
Room 100

The small (and mini, and even micro!) farm model has earned well-deserved attention in the past several years. Small market farms have increasingly proliferated in urban and suburban areas around the US, making use of otherwise underutilized space to grow food, flowers, and medicine for local communities. Whether for-profit, non-profit, or cooperative, small ag and hort businesses can succeed as demand increases for local, fresh, seasonal foods. This talk will explore some of the key aspects for successful growing and discuss a few case-study examples.

**Speaker:** Michael James Meier

Florida Cottage Food Law
Room 100B

Florida’s cottage food law allows food entrepreneurs to use their home kitchen to produce and sell up to $50,000 annually. However, the food products allowable under cottage food law can be limiting for most food entrepreneurs. Come learn the cottage food basics and whether your food product qualifies or not for this exemption.

**Speaker:** Jen Hagen - Family Consumer and Sciences Agent with the UF/IFAS Lee County Extension Office
# Growing a Stronger Economy through Local Food Entrepreneurship

**March 13, 2020 - Indian River Research and Education Center - Fort Pierce, FL**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>8:15 AM</td>
<td>Registration &amp; Coffee</td>
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| 9:00 AM - 10:00 AM | Welcome & Keynote Address  
"Empowering Food Citizens" - Chris Johns, Florida Food Policy Council (Room 100) |
| 10:15 AM - 11:15 AM | Room 100A  
Food Safety 101 - Carol Ann Roberts |
| 11:30 AM - 12:30 PM | Room 100  
Community Supported Agriculture: Customers as Investors  
Jesse Haskins  
Room 100B  
Small-Scale Farming for Success  
Michael James Meier |
| 12:30 PM - 1:30 PM | Lunch from Healthy Harvest Catering - a program of the Treasure Coast Food Bank  
(purchased lunch ticket required)  
Room 100A  
Permitted Facilities - Ahmed El  
Room 100B  
Are you Working on or In Your Business?  
Ed Skvarch |
| 1:30 PM - 2:30 PM | Room 100  
Food Regulation - Lisa Lambert  
Room 100B  
Connecting with your State Officials - Krista Garofalo |
| 2:45 PM - 3:45 PM | Room 100B  
Building a Food Safety Plan - Rachel McEgan  
Room 100  
Are you Working on or In Your Business?  
Ed Skvarch |