Growing a Stronger Economy Through Local Food & Entrepreneurship

MARSHALL STUDENT CENTER
4103 Cedar Circle
Tampa, FL 33620

FRIDAY, MARCH 6, 2020
9 a.m. to 5 p.m.

A SPECIAL THANK YOU TO OUR PARTNERS:
Florida Organic Growers (FOG)
Florida Farmer Market Association (FFMA)
Center for the Advancement of Food Security and Healthy Communities
Are you a farmer selling your farm products directly to consumers at farmers markets or through other outlets?

Are you a local food entrepreneur looking for training and advice on marketing your products?

Are you thinking about selling your products direct-to-consumers but need more information on regulations, food safety, business planning, and the programs and organizations out there that can help?

If this sounds like you, make sure to register for the Southwest Florida Symposium “Growing a Stronger Economy Through Local Food and Entrepreneurship” in Tampa! The symposium is a one-day event including speakers, training, and workshops aimed at bridging the gap between complex state and federal regulations and small-scale farmers and food entrepreneurs in Florida.
AGENDA

8:30 – 9:00 A.M. Registration and Coffee

9:00 – 10:00 A.M. Welcome Keynote Introduction: David Himmelgreen (Introducing Dean), Dean Eric Eisenberg (Intro), Keynote Speaker: Dr. Brooke Hansen “Regenerating and Diversifying Food Systems Through Collaboration”

10:15 – 11:15 A.M. Food Safety 101 Sarah Ellis
Florida Food Regulation Lisa Lambert
Fresh Cottage Food Law, Seasoned with Production and Processing Regulations Mary Beth Henry
Oh, SNAP! The Why & How of SNAP/EBT Acceptance at your Market Heather Henderson

11:30 – 12:30 P.M. Open For Business: Best Practices at Farmers Markets and Farm Produce Stands Jessica Mendes
Florida Food Regulation Karen Diaz Serrano

12:30 – 1:30 P.M. Lunch

1:30 – 2:30 P.M. Permitted Facilities Ahmed El
Community Supported Agriculture: Customers as Investors Jesse Haskins
Alternatives in Marketing Your Farm Emmanuel Roux

2:45 – 3:45 P.M. Building a Food Safety Plan for My Product Rachel McEgan
Market Legal Toolkit Ben Feldman
Food Sovereignty & Food Entrepreneurship Dell DeChant
Will Schanbacher

4:00 – 4:30 P.M. Keystone Speaker: Dell deChant - “The New Agrarianism: Marketing the Local”
GROWING A STRONGER ECONOMY THROUGH LOCAL FOOD & ENTREPRENEURSHIP

ERIC EISENBERG
DEAN

Eric M. Eisenberg is professor of communication and since 2007 has served as dean of the College of Arts and Sciences at the University of South Florida.

As Dean of the largest college at USF—with nearly 600 faculty, 18,000 students and a budget of nearly $100 million—Eisenberg has sharpened the focus of faculty work through the creation of three interdisciplinary schools, 22 departments, and 10 interdisciplinary research centers. Working closely with faculty, staff, and academic advisors, he has successfully applied a combination of policy and process changes, course redesign and intrusive advising to significantly impact rates of progression, graduation, and employment.

BROOKE HANSEN
KEYNOTE SPEAKER

Dr. Brooke Hansen is a sustainability focused anthropologist with specialties in food, farming, agritourism, and women’s studies. For over 15 years, Dr. Hansen taught sustainability-oriented service learning courses in Hawai’i with focus on food, culture, and resilience. At the University of Hawai’i at Hilo, she taught classes in the College of Agriculture on agritourism, women as farmers, and spice agribusiness. She was the faculty director of the campus food waste composting program led by Students of Sustainability and worked with local farmers on developing agritours and value-added products. In Florida, Dr. Hansen teaches at the USF Patel College of Global Sustainability and is engaged with research on sustainable tourism, food sovereignty, and community-based agriculture. She is a member of the USF Urban Food Sovereignty Group, the Tampa Bay Network to End Hunger, the Hillsborough County Farm Bureau Women’s Leadership Committee, and the Tampa Bay Regional Resiliency Coalition. She recently collaborated with Hillsborough County and jointly submitted the $200,000 Rockefeller Foundation Food System Vision Prize for the “The Hillsborough Hub: A Food Systems Collaboratory.”

SARAH ELLIS
SPEAKER

Sarah Ellis is a Family and Consumer Sciences Agent for UF/IFAS Extension Citrus County. She has assisted with the development and launch of the Citrus County Community Kitchen after seeing a need. This licensed and inspected shared-use commercial kitchen is available for rent providing local food based businesses and food entrepreneurs space and equipment.

MARY BETH HENRY
SPEAKER

Mary Beth Henry is the UF/IFAS Extension Polk County Small Farms Extension Agent and co-leader of the statewide UF/IFAS Small Farms Extension Statewide Program. She earned a M.S. in Entomology from the University of Florida and B.S. in Crop and Soil Sciences from Michigan State University.

She is a 2019 recipient of the Distinguished Service Award for the National Association of County Agricultural Agents (NACAA) and project lead for the revamped UF/IFAS Small Farms and Alternative Enterprises website, and recipient of the 2019 NACAA national communications award. She is also a lead editor for the nationally awarded Florida Direct Marketing Handbook.

Mary Beth grew up on a small farm, has a passion for predatory mites and agritourism, and recently purchased a small farm herself. Mary Beth grew up canning and gets a thrill with the sound of each jar sealing.
Lisa Lambert is a training and research consultant for the Division of Hotels and Restaurants in the Department of Business and Professional Regulation. She provides sanitation and safety training and assists with policy decisions for the division staff.

Jessica Ryals is the Sustainable Food Systems & Agricultural Agent for UF/IFAS Extension in Collier County. She develops food system educational programs that focus on farm food production, processing, distribution, regulation, safety and collaborates with producers, small-business owners, citizens, and industry members to strengthen access to a local and regional food system.

Karen Diaz Serrano serves as the Community Health and Nutrition Coordinator for Feeding Tampa Bay and is currently enrolled at the University of South Florida to obtain her Ph.D. in Medical Anthropology.

Ben Feldman currently serves as the Interim Executive Director for the national Farmers Market Coalition, where he previously worked as the Policy Director.

Ben has spent his career in farmers markets. Prior to joining the Farmers Market Coalition, Ben worked at the Ecology Center where he helped found the California Alliance of Farmers’ Markets, served as vice-chair of the CDFA Farmers’ Market Advisory Committee, Administered the California Market Match Program, and championed policy to improve connect low-income shoppers and farmers at farmers’ market. Ben also worked for the Pacific Coast Farmers Market Association where he managed the first farmers market on a Kaiser Permanente campus.
AHMED EL
SPEAKER
Ahmed El is the Culinary Program Manager for the Florida Culinary Accelerator at Immokalee located in Southwest Florida. He oversees the operations and management of the kitchen and provides guidance to members in the areas of food regulations, and marketing.

EMMANUEL ROUX
SPEAKER
Emmanuel Roux, a Frenchman was born in Tunisia and raised between North Africa and the South of France on wheat and dairy family farms where his older brother pioneered the organic farm movement in France the early sixties and owned one of the first certified organic farm. Emmanuel served in the French navy, worked at the United Nations in Geneva and was field administrator for a US oil research company in the Sahara and West Africa. He studied hotel management at the Institut International in Glion in Switzerland and subsequently moved to New York city in 1975 as general manager of the Lotos club, an arts and literature club in Manhattan founded in 1870. For 12 years he was founder and CEO of the first upscale pasta company in the US. In 1993 he moved to St Peters burg and contributed to the renewal of downtown by owning 3 restaurants on Central Avenue and advocating for the arts and culture as an economic engine.
For the last 14 years he has conceived and managed urban agriculture projects in downtown St Petersburg and the bay area. He is currently managing a 1/2 acre educational urban farm in the heart of downtown. He is a consultant advising organizations on urban agriculture as an educational and outreach tool focused on improving quality of life in urban settings by helping urban residents reconnect with nature as an antidote to the excesses of consumerism.

RACHEL McEGAN
SPEAKER
Rachel McEgan holds a BSc, MSc, and PhD in Food Science, specializing in food microbiology during each of these degrees. Rachel currently works as a Food Safety Consultant on a variety of projects including creation of HACCP and Food Safety Plans, raw material risk assessments, and supplier food safety assessments. She is based out of Lakeland FL, but takes on projects throughout the USA or Canada. Her previous career experience included positions with JBT, UF IFAS, Kraft Foods, Kemptville College, and Nestle. She has professional food safety experience in corporate food safety, in-plant quality assurance, and education and training. She has worked with a variety of food categories including: fresh produce, citrus juice, process cheese, cheese, and confections/chocolate.

HEATHER HENDERSON
SPEAKER
Heather Henderson has been working to increase food access and food literacy in low-income communities for 7 years.
Currently, she is the South Florida Regional Coordinator with Feeding Florida for the Fresh Access Bucks (FAB) program, a statewide nutrition incentive program active in 54 farmers markets and direct to consumer outlets across Florida. Before joining the FAB team, Heather’s work focused on farm to school and school gardens as a FoodCorps service member in New Britain Connecticut and Food Systems Specialist for UF/IFAS Extension.
Heather received her B.S in Food and Nutrition Sciences from Florida State University.
DELL DeCHANT
SPEAKER

Dell deChant is the Associate Chair of the Department of Religious Studies at the University of South Florida.

He is a Master Instructor and has served at USF since 1986. The author of three books, over 30 articles in professional publications, and chapters in twelve books, deChant’s specialization is religion and contemporary cultures. His current research focuses on religious, literary, and ecological expressions of Agrarianism as they manifest in American popular culture.

deChant is Chair of the Environmental Committee of the City of New Port Richey, a founding member of Food Policy Council of Pasco Country, a member of the Florida Food Policy Council and the Board of Directors of Ecology Florida.

WILLIAM D SCHANBACHER
SPEAKER

William D Schanbacher is an Associate Professor in Religious Studies, at USF. He holds a PhD in Religion from Claremont Graduate University, a Master of Theological Studies from Duke Divinity School, and a BA in Economics and History from the University of Colorado, Boulder.

His primary area of research is social and religious ethics with the focus on the intersection between ethics, religion, economics, politics, human rights, and food. He is the author of The Politics of Food: The Global Conflict between Food Security and Food Sovereignty that The Guardian ranked among the top five books on feeding the world, The Global Food System: Issues and Solutions, and Food as a Human Right: Combating Global Hunger and Forging a Path to Food Sovereignty.

JESSE HASKINS
SPEAKER

Jesse Haskins started J. Haskins Law, P.A. to focus on local food communities. Jesse builds partnerships between farmers and communities.

Prior to dedicating his practice to local agriculture, Jesse served as assistant attorney general for the State of Florida, assistant general counsel for the Florida Department of Financial Services, and as attorney for a large insurance defense firm.

Jesse graduated from the Duke University School of Law in 2009. Jesse is an avid foodie. His favorite ingredient is tahini.

DAVID HIMMELGREEN
SPEAKER

David Himmelgreen is a professor of Anthropology and the director of the Center for the Advancement of Food Security & Healthy Communities (CAFSHC). The Center for the Advancement of Food Security and Healthy Communities (CAFSHC) is the result of a partnership between the University of South Florida and Feeding Tampa Bay. CAFSHC’s mission is to transform the conversation about food insecurity using research, education, and transformational programs to facilitate social equity that results in healthier communities in Tampa Bay and beyond.
WORKSHOPS

FOOD SAFETY 101
An introduction to basic food safety and sanitation principles for food businesses

FRESH COTTAGE FOOD LAW, SEASONED WITH PRODUCTION AND PROCESSING REGULATIONS
Considering producing jams jellies and other products to sell? You need to know about the Cottage Food Law! What is allowed for sale under this law? What’s not allowed? What are the labeling requirements and maximum sales allowed? Learn more about the recent changes to the law and how to keep it between the lines. Considering exceeding these limits? We’ll highlight how to take it to the next level to produce a wider range of products, finishing with a snapshot of various production and processing regulations to seed and feed your future endeavors.

OH SNAP! THE WHY AND HOW OF SNAP/EBT ACCEPTANCE AT YOUR MARKET.
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.

FLORIDA FOOD REGULATIONS
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.

OPEN FOR BUSINESS: BEST PRACTICES AT FARMERS MARKETS AND FARM PRODUCE STANDS
For small farmers selling at a farmer’s market & farmer’s market managers; learn about regulations, best management practices, insurance options, food safety and resources available.

FEEDING TAMPA BAY
From food recovery to distributing nutritious food throughout the Tampa Bay region, Feeding Tampa Bay leads the way in designing innovative programs to empower our food-insecure neighbors.

PERMITTED FACILITIES
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.
COMMUNITY SUPPORTED AGRICULTURE: CUSTOMERS AS INVESTORS

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.

ALTERNATIVES IN MARKETING YOUR FARM

Urban farms in particular and farms in general are an ideal educational tool which in turn can improve the farm bottom line. Millennials seek experiences over consumer goods and are focused on wellness which creates opportunities for farms to leverage resources with high margin revenues. Emmanuel Roux will explore farms value added possibilities.

BUILDING A FOOD SAFETY PLAN FOR MY PRODUCT

Starting a farm or food business? Much like a sound business plan can organize your business strategies and open the door to accessing capital, a food safety plan is key to managing your food safety risks and can open the door to accessing larger markets. The hardest part of any new plan is figuring out where to start. Learn the basic components and materials to include in a food safety plan and how to use your food safety plan to document your practices and reduce your risks. We’ll also highlight specific resources and templates available tailored to different types of food safety plans.

MARKET LEGAL TOOLKIT

Federal Policy Round Up. The 2018 farm bill brought changes to key federal programs that impact farmers markets. Learn about these changes and the latest on USDA programs. Legal Toolkit Quick Hits. This quick introduction to the farmers’ market legal toolkit will give participants an overview of the toolkit and key topics to better understand and mitigate risk in a farmers market setting.

FOOD SOVEREIGNTY & FOOD ENTREPRENEURSHIP

We will engage the topic of Local Food Entrepreneurship in the context of food sovereignty with a focus on local production, local governance, and local distribution. Workshop will include background on the historical and cultural context of food sovereignty, current expressions, and how it relates to direct-to-consumer systems.

THE NEW AGRARIANISM: MARKETING THE LOCAL

The address will present Agrarianism as a worldview and a set of embodied cultural practices that are both a direct challenge and a helpful alternative to the current economic systems that disadvantage food entrepreneurs who sell direct-to-consumers. Attention will be give to the history of Agrarianism, its vision and principles, and its function as a platform for empowering local “home grown” businesses and enterprises.