

7<sup>TH</sup> ANNUAL FORUM  
June 23-26, 2009  
FINAL PROGRAM



SUSTAINABLE AGRICULTURE  
AND FOOD SYSTEMS FUNDERS



GREENSBORO, NORTH CAROLINA

SUSTAINABLE AGRICULTURE &  
FOOD SYSTEMS FUNDERS



A project of Community Partners

805.687.0551  
[www.safsf.org](http://www.safsf.org)



TUESDAY, JUNE 23

**7:00 - 8:30AM** >>> Buffet breakfast available

**8:30 - 10:00AM** >>> Plenary

### **Sacred Cows, Illegal Aliens, and Conscientious Investors: Labor, Faith and Finance in the American Meat Industry**

This plenary will provide a brief overview of the many pressing issues involved in the way we produce meat in America and then focus in on how an intersection of leaders in the worlds of labor, faith and finance are seeking to shift the meat industry's exploitative practices.

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#### MODERATOR

**Judith LaBelle**

*President, The Glynwood Center, Cold Spring, NY*

**Leslie Lowe**

*Director of Energy and Environment Programs, Interfaith Center on Corporate Responsibility, New York, NY*

#### SPEAKERS

**Rabbi Morris Allen**

*Project Director, The Hekhsher Tzedek, Mendota Heights, MN*

**Reverend David Ostendorf**

*Executive Director, Center for New Community, Chicago, IL*

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**10:15AM** >>> Buses depart Proximity Hotel

### **Tour One**

This tour will spend most of the morning at Chaudry Halal Meats, a family-owned slaughter facility in Siler City. Our guides for the morning will be Abdul Jalil Chaudhry, owner of the facility and Renee Elkins, chicken plant manager.

[www.ces.ncsu.edu/chatham/ag/SustAg](http://www.ces.ncsu.edu/chatham/ag/SustAg)

### **Tour Two**

This tour will spend the morning at North Carolina A&T's 480 acre University Farm, the state's largest classroom! Our visit will be led by Ray McKinnie, Associate Dean, Administrator—Cooperative Extension, NC A&T. [www.ag.ncat.edu/farm/index.html](http://www.ag.ncat.edu/farm/index.html)

**Both Tours** will spend the afternoon at the Goat Lady Dairy, an organic farm, dairy, goat cheese operation in Climax, NC. Following a *direct-from-the-farm* lunch, Steve Tate, co-owner and cheesemaker will give us a tour of their operations.

[www.goatladydairy.com](http://www.goatladydairy.com)

**5:00PM** >>> Buses return to Proximity Hotel



**Just arrived?** At 4 p.m. Meet Hotel staff in the lobby for a **'Back of the House' Sustainability Tour**

Come to the lobby and learn from the very knowledgeable staff from the Proximity Hotel as they share some of their more than 70 in-house sustainability practices! This tour will be repeated Tuesday and Wednesday at 4 p.m. as well.



Come celebrate the regional bounty of the Southeast.

**6:30 - 9:00PM** >>> **Eat Here! A Celebration of the Southeast**

Join together with farmers, producers, chefs and friends from Greensboro and elsewhere around North Carolina as we kick off the Forum and celebrate the regional bounty of the Southeast. Welcome to Greensboro—Mayor Yvonne Johnson. Food sourced and prepared by Bart Ortiz, Operating Partner and Executive Chef, Print Works Bistro. North Carolina producers supplying food for tonight's dinner include: *Goat Lady Dairy, Cane Creek Farms; Braeburn Farm, Eastern Carolina Organics, Childress Vineyards; and Faucette Farms.*



WEDNESDAY, JUNE 24

**7:00 - 8:30AM** >>> Buffet Breakfast

**8:30AM** >>> Welcome and Forum Opening

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**Bill Buchanan**

*USDA-Risk Management Agency, Co-chair,  
2009 Forum Planning Committee, Member,  
SAFSF Steering Committee, Washington, D.C.*

**Virginia Clarke**

*SAFSF Coordinator, Santa Barbara, CA*

**Kolu Zigbi**

*Jessie Smith Noyes Foundation, Co-chair, 2009 Forum  
Planning Committee, former Co-Chair, SAFSF Steering  
Committee, New York, NY*

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**8:45AM** >>> Opening Keynote

**It's All in the Mix: How Demographic Shifts Are Redefining  
the "Sense of Place" in the New South**

Explore sense of place in the Southern Comfort of the conference. Sense of place has been defined as the attribution of non-material characteristics to a place; the "soul" of a place; its genius loci. In the deep roots of the south, sense of place is often used to describe the geography, psychology and sociology of a region rife with contradictions. This opening session presents the experiential and professional insight of a local expert, *James H. Johnson, Jr., PhD*, Director, Urban Investment Strategies Center & Co-Director, Center for Sustainable Enterprise, Kenan Institute of Private Enterprise, the University of North Carolina at Chapel Hill, NC. Dr. Johnson's remarks will accelerate our knowledge of the changing landscape of the Southeast and encourage new insights about the depth of the soul of the New South. With empirical and anecdotal evidence from two Southern states he will document the nature and magnitude of current shifts in demographics, economics, and culture.

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**MODERATOR**

**Tara Sandercock**

*Community Foundation of Greater Greensboro,  
2009 Forum Planning Committee, Greensboro, NC*

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**10:15AM** >>> Break

**10:45AM - 12:15PM** >>> Regional Reflections

A facilitated discussion for participants to meet with colleagues to reflect on issues highlighted in Dr. Johnson's opening keynote within their own regions.

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**GRAPHIC FACILITATOR**

**Tara Sandercock**

*Community Foundation of Greater Greensboro,  
2009 Forum Planning Committee, Greensboro, NC*

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WEDNESDAY, JUNE 24

**12:30 - 1:30PM** >>> Buffet Lunch and brief SAFSF Business Meeting

**1:30 - 2:00PM** >>> Break

**2:00 - 3:30PM** >>> Three Concurrent Workshops

### Youth as an Emerging Force in Food Systems Change

Youth are an emerging force that can help us reach the next level in food system change. While youth have long been drivers of social change, today's youth are organizing in new and powerful ways. This session highlights the work of the Real Food Challenge, which is harnessing youth energy to bring "real food" to college campuses across the nation, a \$4 billion market. Our panel, all of whom are engaged in the breadth of this movement, will explore how today's youth are engaging their peers to shape and contribute to the overall sustainable food movement at multiple levels, including personal, community, institutional, and political.

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#### MODERATOR

**Bob Scowcroft**

*Executive Director, Organic Farming Research Foundation, Santa Cruz, CA*

**Anim Steel**

*Director, National Programs, The Food Project, Boston, MA*

**Hillary Wilson**

*Farmer at Maverick Farm in the Blue Ridge Mountains, Crucis, NC*

#### SPEAKERS

**David Hamilton**

*Coordinator, Southeast Region, Real Food Challenge, Cedar Grove, NC*

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### Helping Farmers Thrive: Farmer Resource Network

In the midst the current economic downturn and credit/mortgage crisis, Southern farmers considering or already committed to sustainable transition face steep challenges in financing, disaster risk, technical and marketing support, environmental stewardship, and labor issues. This workshop addresses these issues directly, with Farm Aid hosting presentations by two of its major Southern grantees, the Rural Advancement Foundation International-USA and the Florida Organic Growers, and by a farmer who has worked closely with one of these organizations. What specific strategies are currently needed to assist transitioning farmers and deepen the sustainable farming movement across the South? How best to include the region's at-risk, low-income farmers and farm workers in this movement? How to prepare for inevitable natural disaster when the safety net for sustainable and low-income farmers is so thin? This session will offer concrete, issue-specific examples of the current work of Farm Aid grantees in the South, and reserve time for a wider discussion of direct-service initiatives and related grant-making to help farmers thrive.

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#### MODERATOR

**Joel Morton**

*Director, Hotline & Farmer Resource Network, Farm Aid; Somerville, MA*

**Marty Mesh**

*Director, Florida Organic Growers, Gainesville, FL*

**John Vollmer**

*Organic Farmer, Vollmer Farm, Bunn, NC*

#### SPEAKERS

**Scott Marlow**

*Director of Community-based programs, Rural Advancement Foundation International—USA; Pittsboro, NC*

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WEDNESDAY, JUNE 24

## Economic Crisis or Opportunity? Philanthropic Investments

*Philanthropy is contingent on the ebb and flow of individual, family and corporate wealth, and the nonprofit sector is dependent on philanthropy, government resources, and earned income.*

— Peter Karoff, *Reset: The New Name of the Game*

The assumed gentle ebb and flow in the financial markets has, over the past year+, taken a drastic turn. For most grantmakers, asset bases are dramatically smaller, or, in some cases, have disappeared altogether. Yet we all still want to make a difference, effect impact, and keep our commitments to our issues and communities. Savvy grantmakers of all types and sizes are looking beyond traditional grantmaking strategies to do more with less. We've been talking about program related investments (PRI) for years, and informal research suggests that PRIs actually became a bright spot in the portfolios of some grantmakers in the last many months. Whether you're well on your way or "don't want to waste a good crisis", the same questions apply: How do we think more strategically about the "other 95%" of foundation assets? What kinds of strategies are other foundations considering? Who are the intermediaries who can help us? How do we as community partners think creatively about all of the assets we manage as the environment changes and opportunities and challenges emerge? Join seasoned practitioners from both the finance and program side of the house as they share their experiences, talk about options available to any size foundation Right Now, and discuss next steps.

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### FUNDER PANELISTS

#### Kathleen Fluegel

*Executive Director, HRK Foundation, St. Paul, MN,  
and steering committee member, PRI Makers Network*

#### Jeff Rosen

*Director of Finance, Solidago Foundation,  
Northampton, MA*

#### Elizabeth Ü

*Manager—strategic development, RSF Social  
Finance, San Francisco, CA*

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**3:30 - 4:00PM** >>> Break

**4:00 - 5:30PM** >>> Study Groups! Participate in a small learning group—topics to be announced on site.

**4:00 - 5:00PM** >>> Back of the House Sustainability Tour of the Proximity Hotel (optional)

**5:30 - 6:30PM** >>> Free Time

### TWO EVENING OPTIONS:

**6:30PM** >>> Dine Arounds or dinner on your own

Join colleagues at one of the no-host dinner 'dine arounds'. Reservations for small groups will be made at area restaurants especially selected by local residents.

**6:30 - 9:30PM** >>> **Food, Inc.**, by filmmaker Robert Kenner

How much do we really know about the food we buy at the local supermarket and feed to our families? Join SAFSF member Oxfam America for an evening of film, light refreshments and discussion. Refreshments served from 6:30 – 7:30 p.m., film at 7:30 p.m., discussion to follow. Location: Carousel Cinema at 1305 Battleground Avenue in Greensboro.



## THURSDAY, JUNE 25

**7:00 - 8:30AM** >>> Buffet Breakfast

**8:30 - 9:15AM** >>> SAFSF as a learning community—What's needed? What's next? Who is missing?

Study groups report out, attendees to share ideas for upcoming learning opportunities for the network.

**9:45AM** >>> Buses depart Proximity Hotel

All participants will travel together to southwest Virginia in/around Martinsville.

**10:30AM** >>> Tour of Chesapeake Custom Chemical Corporation, Ridgeway, VA

Chesapeake Custom Chemical is a four year old specialty chemical producer. Primary products are methyl esters (Biodiesel) sold into the international fuel market. Currently, the plant operates primarily on rendered poultry fat. The products are produced in 10,000 gallon batch chemical reactors. The Biodiesel is tested in-house and conforms to the latest version of ASTM D- 6751. Chesapeake Custom Chemical is a member of the National Biodiesel Board. Tours will be led by *Allen French*, President / Technical Director; *Eldon Thigpen*, VP Sales & Marketing; and *Mike Calloway*, Plant Manager.

**12:00PM** >>> Bus departs Chesapeake Custom Chemical Corporation

**12:30PM** >>> Arrive at The Spencer-Penn Centre

[www.thecentreatspencerpenn.com](http://www.thecentreatspencerpenn.com)

Buffet lunch—catered by Center Stage Catering, featuring the best of local products from the Blue Ridge. [www.ediblevibe.com](http://www.ediblevibe.com)

**1:30PM** >>> Welcome

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**Jeff Mansour**

*Senior Program Officer, The Harvest Foundation,  
Martinsville, VA*

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**Mary Jordan**

*Executive Director, The Spencer-Penn Centre,  
Martinsville, VA*

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THURSDAY, JUNE 25

**1:45PM »»» Cultivating the Emergence and Promise of Clean, Green Sustainable Aquaculture**

With rapidly depleting oceans, a growing population and rising demand for seafood, aquaculture is expanding rapidly and is certain to expand even further in coming years. Nearshore and offshore aquaculture poses many environmental problems and is unsustainable while inland re-circulating systems present an opportunity to grow fish in a clean, responsible and profitable way but is in its infancy and needs to be nurtured and supported so that we don't repeat the mistakes made with livestock production. The next several years are going to be critical to this industry and the public, funding community and policymakers desperately need to be educated. This panel will conclude with an exploration of how the next generation of aquaculture can be cultivated and how funders can help.

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**MODERATOR**

**Scott Cullen**

*Executive Director, GRACE/  
The New Tamarind Foundation*

**Bill Martin**

*CEO, Blue Ridge Aquaculture, Martinsville, VA*

**SPEAKERS**

**Marianne Cufone**

*Campaign Director, Fish Program, Food and Water Watch,  
Washington, D.C.*

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**3:15PM »»» Bus departs Spencer Penn**

**4:00PM »»» Arrive at Fairy Stone State Park**

Fishing, kayaking, nature trails, hula hoop contest, and more!

[www.dcr.virginia.gov/state\\_parks](http://www.dcr.virginia.gov/state_parks)

Get ready for a good Southern 'pig-pickin'! Sourced with care and love by Renita Page we will enjoy products from sustainable, organic minority farmers/producers from North Carolina and Virginia. Local dessert delights will be provided by local baker Ingrid Caldwell, and farmer-direct, sustainable coffee from Honduras provided by Honduras Coffee Company. Wines poured by Villa Appalaccia and Black-snake Meadery. Local beer available too!

Get ready to dance! Or at the least get your toes tapping to the music of some very talented young musicians Montana Young and Friends.

[www.youtube.com/watch?v=LJG2wsmBGw0](http://www.youtube.com/watch?v=LJG2wsmBGw0)

**8:00PM »»» Bus departs Fairy Stone Park**

**9:00PM »»» Return to Proximity Hotel**





FRIDAY, JUNE 26

7:00 - 8:30AM >>> Buffet breakfast available

7:30 - 8:30AM >>> Site Visit debrief (*Optional*)

7:30 - 8:30AM >>> Study Groups – Next Steps (*Optional*)

8:30 - 10:00AM >>> Three Concurrent Workshops

### The Future of Urban Agriculture

What kind of agriculture addresses global warming, reduces air pollution, beautifies cities, provides healthy food where produce is scarce, and is ten times more productive than row crops? Urban Agriculture! It may seem like a new trend, but archaeology tells us it has been around for over 4000 years. Urban Ag has long been an important part of the food system in many countries, most famously in Cuba. It is enjoying a renaissance in the US, with talk of Victory Gardens and local foods aligning with concern about food deserts, urban blight and rising food prices. But how can Urban Ag scale up to become a larger force in the food system? We'll start this session with a "state of the state" of Urban Ag, and move quickly into a discussion of the potential for growth and ways that funders can help this growth.

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#### MODERATOR

**Greg Horner**

*Program Officer, Cedar Tree Foundation, Boston, MA*

#### SPEAKERS

**Daniel Dermitzel**

*Associate Director & Farmer, Kansas City Center for Urban Agriculture, Kansas City, KS*

**Mary Seton Corboy**

*Co-founder, Greensgrow Farm, Philadelphia, PA*

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### Land Security and Access to Healthy Foods: Arresting Land Loss and Building Local Food Economies on a Foundation of Traditional Food Cultures

This workshop addresses how issues of land access and tenure can either under gird or undermine food system sustainability. The focus will be on small holders, particularly African American and Native American. We will explore how institutionalized racism and class privilege are asserted through the legal system in the application of heir property laws and the denial of access to government supported agricultural programs. This issue is critical for minority land retention throughout the south, and particularly in NC. We will focus on a multi-state effort to redress these concerns through legal reform and policy change. We will consider how reforms instituted in the 2008 Farm Bill may be employed to protect land tenure, and strengthen access to USDA programs. With these new tools, farmers and rural communities can develop sustainable local and regional food systems that feature the production of culturally appropriate foods necessary to protect community health.

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#### MODERATOR

**Kolu Zigbi**

*Program Officer, Jessie Smith Noyes Foundation, New York, NY*

#### SPEAKERS

**Beverly Collins-Hall**

*Executive Director of American Indian Mothers, Shannon, NC*

**Savi Horne**

*Executive Director, North Carolina Association of Black Lawyers Land Loss Prevention Project, Durham, NC*

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FRIDAY, JUNE 26

## Moving Beyond Barriers: Building New Partnerships

Our rapidly changing world is facing global crises in food systems, climate and the economy. In recent years organizations have been responding to new challenges and opportunities, reaching across divides of age, class, race, ethnicity, issues and national borders to build new strategies and alliances, towards broad movements for social justice. Grantmakers, too, have resources and ideas to contribute to this process. Too often, however, power imbalances between funders and grantseekers make it difficult to work in truly collaborative partnership with those whose work we support. This session will describe an initiative by funders working closely with grassroots leaders to develop useful principles and guidelines for more effective funder/movement engagement. In small group sessions participants will share their own experiences and thoughts, and discuss ongoing opportunities for dialogue and learning for moving beyond the power dynamic between funders and grantee allies, to work collaboratively and effectively for long-term social change.

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### MODERATOR

**Mark Randazzo**

*Coordinator, Funders Network on Trade and Globalization, San Francisco, CA*

### SPEAKERS

**Millie Buchanan**

*Program Officer, Jessie Smith Noyes Foundation, Asheville, NC*

**Maria Aguiar**

*Director of Global Programs, Grassroots International, Boston, MA*

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**10:00AM** >>> Break and Check out of Hotel

**10:30AM** >>> **PLENARY**

## A Rights Based Food System (RBFS)

Human and environmental rights, including resource rights, are potentially the conceptual “glue” to connect food system alternatives that otherwise often strive for different goals. Rather than fighting for independent wins, the concept of RBFS can help advocates and funders to find common ground among themselves and a coherent unified goal. *Molly Anderson*, principal at Food Systems Integrity, will present the vision, principles and goals of Rights-Based Food Systems (RBFS). *Edgardo Garcia*, secretary general, Rural Workers Association (Asociación de Trabajadores del Campo (ATC) will share perspectives on how RBFS relates to their goal and strategy of Food Sovereignty in Nicaragua. *Baldemar Velásquez*, executive director of Farm Labor Organizing Committee (FLOC) will address a rights-based approach for farm workers.

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### MODERATOR

**Maria Aguiar**

*Director of Global Programs, Grassroots International, Boston, MA*

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FRIDAY, JUNE 26

**12:00PM** >>> Lunch and closing plenary

### Reinventing the Common Good

Some believe that we are living in a time of fundamental change, that we have the potential of redefining what is and perhaps what should be - the common good. But do we have a vision of the common good today? How does agriculture and food fit into that vision? Where do we as a philanthropic community fit in? As we look forward, what does success look like and how will we deal with the compromises it will require?

Leading off our final conversation will be [\*Karl Stauber\*](#), president and CEO at the Danville Regional Foundation in Danville, VA. Given Karl's thirty-plus year career, he brings insight as a philanthropic colleague having held posts at several foundations, including the Northwest Area Foundation in Minnesota where he was an early supporter of sustainable agriculture and food systems work. He also brings to the table an understanding and perspective of the public sector having served as Under Secretary for Research, Education, and Economics and as Deputy Under Secretary for Rural Development at the USDA.

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#### MODERATOR

**Jeff Mansour**

*Senior Program Officer, The Harvest Foundation,  
Martinsville, VA*

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**2:00PM** >>> Forum Wrap up and Close



# 7<sup>TH</sup> ANNUAL FORUM June 23-26, 2009

## SAFSF PROGRAM AND STEERING COMMITTEE

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### Special thanks to the 2009 Forum Planning Committee!

**Bill Buchanan (co-chair),**  
*USDA—Risk Management Agency, Washington, DC*

**Imani Constance Burnett**  
*Southeastern Council of Foundations, Atlanta, GA*

**Kate Clarke,**  
*SAFSF, Santa Barbara, CA*

**Virginia Clarke,**  
*SAFSF, Santa Barbara, CA*

**Scott Cullen,**  
*The New Tamarind Foundation/GRACE, New York, NY*

**Bruce Hirsch**  
*Clarence E. Heller Foundation, San Francisco, CA*

**Andrew Kang Bartlett**  
*Presbyterian Hunger Program, Louisville, KY*

**Jeff Mansour**  
*The Harvest Foundation, Martinsville, VA*

**Tara McKenzie Sandercock**  
*Community Foundation of Greater Greensboro, Greensboro, NC*

**Kolu Zigbi (co-chair)**  
*Jessie Smith Noyes Foundation, New York, NY*

### 2009 SAFSF Steering Committee

**William (Bill) Buchanan**  
*USDA—Risk Management Agency*

**Becca Golden**  
*Ben & Jerry's Foundation*

**Bruce Hirsch (Co-Chair)**  
*Clarence E. Heller Charitable Foundation*

**Greg Horner, (incoming Co-Chair, 7/1/09)**  
*Cedar Tree Foundation*

**Bruce Karmazin**  
*The Lumpkin Family Foundation*

**Cecily Kihn**  
*Agua Fund, Inc.*

**Ron Kroese**  
*The McKnight Foundation*

**Ricardo Salvador**  
*W. K. Kellogg Foundation*

**Geraldine (Gerry) Wang**  
*William Penn Foundation*

**We look forward to seeing you  
in Philadelphia for the 8th Annual  
SAFSF Forum, June 2010.**

*Exact dates and location TBD.*

