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FINAL PROGRAM

# Shaking it Up, Making it Last

A REAL FOOD SYSTEM FOR ALL

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June 15-18, 2010  
Philadelphia, PA

**SAFSF 8TH ANNUAL FORUM**

STAINABLE AGRICULTURE &  
FOOD SYSTEMS FUNDERS



**7:00 - 8:30am** BREAKFAST AVAILABLE

**8:30am** WELCOME

**Virginia Clarke**, coordinator, Sustainable Agriculture and Food Systems Funders (SAFSF), Santa Barbara, CA

**PLENARY: SHALL WE DANCE? HOW NEW PARTNERS ARE HELPING TO BUILD A STRONGER FOOD SYSTEM FOR ALL**

Urban agriculture is not just about food production in a city but rather offers a uniquely powerful opportunity for partnerships to build community health in all aspects—nutritional, environmental, economic and social across actors from seemingly disparate disciplines. Conducted as an interview, this session will provide us with insights from a green builder, a health researcher, and a social justice community organizer in an effort to learn how urban agriculture fits into their worlds and why it fits into their priorities. Knowing this kind of cross-disciplinary work does not come without its challenges, our guests will help us to understand some of the challenges they face in their work: What are the ‘language’ barriers? How do cultural disconnects play out? And, perhaps most importantly, how can our work together have greater meaning and impact? Where can philanthropy fit into this quickly growing and ever-changing sphere?

**MODERATOR**

**Greg Horner**, program officer, Cedar Tree Foundation, Boston, MA

**PANELISTS**

**Kimberley Hodgson**, manager, Planning and Community Health Research Center at the American Planning Association, Washington, D.C.

**Jason McLennan**, CEO, Cascadia Region Green Building Council, Seattle, WA

**Maria Salgado**, programs director, Nuestras Raices, Holyoke, MA

**10:00am** PLENARY: GETTING OUT, GETTING REAL, GOING URBAN

Today’s site visits are designed to help us learn from the incredible network of dedicated individuals and organizations working in and around urban ag issues—broadly defined.

Our speakers for this session will provide insiders’ background, depth and context as we set off across Philadelphia and across the state line into New Jersey.

**SPEAKERS**

**Joan Reilly**, senior director for Philadelphia Green, the urban greening division of the Pennsylvania Horticulture Society

**Domenic Vitiello**, founding president, Philadelphia Orchard Project

**11:00am** BREAK and Board trolleys for site visit departures

**11:30am** TROLLEYS DEPART SOFITEL HOTEL for site visits (will return to hotel by 5:00p.m)

## TOUR 1

### CHANGING FOOD CHOICES

(West Philadelphia)

#### CO-LEADS

**Duane Perry**, trustee, *The Philadelphia Foundation, Philadelphia, PA*

**Andrew Toy**, director, retail resource network, *The Enterprise Center, Philadelphia, PA*

Making healthy food accessible to everyone sounds so simple, yet it is not so easy to do. We will start our tour with lunch hosted and catered by the **Urban Nutrition Initiative (UNI)**, a university-community partnership based at the University of Pennsylvania that engages youth in improving community nutrition and wellness. Following lunch, one of UNI's high school youth leaders will facilitate a dynamic panel of public and private sectors leaders who are working to create greater access to healthy food. The panel will feature **Common Market**, a nonprofit that enhances regional food self-reliance by creating efficient local food distribution infrastructure that connects local farmers to urban communities and institutions; **Bon Appetit**-University of Pennsylvania, the university's food service provider that values and sources local food; **Brown's Family ShopRites**, which opened ShopRite grocery stores in low-income communities in Philadelphia with support from the Fresh Food Financing Initiative. The Obama administration modeled its \$400 million National Healthy Food Financing Initiative after the Fresh Food Financing Initiative.

From UPenn we will travel to visit the **Teens4Good** garden in the Fairmount Park area, one of several in the city, where high school students from across the city grow produce that is sold to the nearby ShopRite. The afternoon will conclude with a visit to **Mill Creek Farm**, an educational urban farm that has become a central gathering point for the neighborhood. The farm's founders leased the farm location in 2003 from the Philadelphia Water Department. The land has been up for consideration for reuse to build housing and the farm's story provides an all too real-life example of the complications of land rights/ownership issues facing many urban farms across the country.

## TOUR 2

### CITY FARMING FOR BUSINESS AND COMMUNITY

(North and Northwest Philadelphia)

#### CO-LEADS

**Andrea Bretting**, program officer, *Claneil Foundation, Plymouth Meeting, PA*

**Geraldine Wang**, director of the *Environment and Communities program, William Penn Foundation, SAFSF Co-chair, Philadelphia, PA*

This tour will start with a tour and lunch at **Greensgrow**, a 3-acre hydroponic farm located on an abandoned lot that was a former steel plant in one of Philadelphia's oldest industrial neighborhoods. Developed in 1998, Greensgrow is proving that abandoned land can be

not only reclaimed, but returned to the neighborhood as a valuable asset. Greensgrow now includes a nursery, a farmers market, and a community supported agriculture (CSA) that makes weekly deliveries of fresh produce to the local senior center and is working with a local church to develop a community kitchen enterprise.

Our next stop will be **The Hope Garden** at the Mt. Airy Stenton Family Manor, a homeless shelter for families. The garden is a satellite farm/farm education project of **Weavers Way Co-op** and allows residents and community volunteers—adults and children alike—to participate in growing the food that helps feed their very large extended shelter family. Our final stop of the afternoon will be to the **Awbury Arboretum** located in the Germantown section of Philadelphia. In partnership with several other non-profits and one commercial tenant, the Arboretum has converted the 16-acre northwest tract into the Awbury Agricultural Village where they are working to connect the urban community with nature, history, agriculture and more through community, farm and childrens' gardens, greenhouse, hoop-houses, and productions fields.

### TOUR 3

## RECLAIMING VACANT LANDS AND COMMUNITY BUILDING

(North and Northeast Philadelphia)

#### LEAD

**Mailee Walker**, executive director, Claneil Foundation, Plymouth Meeting, PA

The first stop on this tour will provide participants with a chance to 'step into their shoes' with women from **Witnesses to Hunger** in their North Philadelphia neighborhood. Hear their personal stories and learn what it means to strive for healthy family living in economically challenging neighborhoods. From here we'll travel to **Norris Square Neighborhood Project**, the hub of the predominantly Latino Norris Square area where we will have lunch. Norris Square Neighborhood Project is an example of re-purposing vacant land in ways that gather and build community; engage people in gardening and connect people to their culture and roots. Following lunch, we will have time for conversation about the multi-faceted food access challenges for urban families, and learn about the creative work and partnership between Norris Square Neighborhood Project and the **Philadelphia Horticulture Society's Philadelphia Green** project. Our final stop for the day will be the **Urban Tree Connection's** Montgomery Garden Club to meet the youth and community liaisons for this garden who work to revitalize their neighborhoods by transforming abandoned open spaces into safe and functional places.



## TOUR 4

### A UNION OF URBAN FOOD, FAITH AND EMPOWERMENT

(Camden, New Jersey)

#### LEADS

**Andrew Johnson**, *program officer, environment and communities, William Penn Foundation, Philadelphia, PA*

**Michelle Knapik**, *program director, environment/contemplative practice, Geraldine R. Dodge Foundation, Morristown, NJ*

Camden is facing daunting fresh food and poverty challenges in some inspiring ways. Our tour will start with lunch at **Cathedral Kitchen**, which has been providing hot, nutritious meals and other services to the residents of Camden since 1976. In 2008, Cathedral Kitchen broke the emergency food service mold when it opened a 13,000-sq ft facility that integrates medical and dental services. We will learn how their new Culinary Arts program is training area residents for careers in food service, important in a city in which 38% of the population lives below the federal poverty line.

From Cathedral Kitchen we will travel to the **Camden City Garden Club** (CCGC) and the **Camden Children's Garden**. Long considered a 'food desert', Camden has one full-service supermarket for 80,000 residents (the national average is one supermarket per 10,000 residents), making access to fresh food quite limited. A unique partnership between CCGC and the faith community led by the Camden Community Gardening Faith-Based Leadership Council, is changing Camden's food access story. In the span of a few years, these groups have created 25 gardens on formerly vacant lots, bringing the total number of community gardens to 31 (with more on the way). This initiative focuses on "how-to" and education, and the act of gardening is starting conversations. Bonding over their gardens, neighbors are not just growing food, they're growing community.

**5:00pm ALL TROLLEYS RETURN TO HOTEL**

Tuesday

JUNE 15



## EAT HERE!

**6:00 - 8:00pm** A LOCAL FOODS DINNER AT THE SOFITEL HOTEL

**Join us to celebrate local food, meet new friends, and jump into the start of SAFSF's 8th Annual Forum!**

## DESSERT AND THE MOVIES!

**8:00 - 10:00pm** SAFSF welcomes **Grantmakers in Film + Electronic Media (GFEM)** as our partner for a special evening of film and conversation. The inter-related issues of sustainable agriculture, food safety, and the elimination of hunger are coming to the forefront, but how can you take advantage of this awareness and accelerate action? Media can move your mission. Join **Alyce Myatt**, executive director of GFEM, and **Katy Chevigny**, co-founder and senior director of Arts Engine, as they present a selection of short films from Arts Engine's pioneering Media That Matters collection. The collection—which attracted more than 3 million viewers worldwide in 2009—includes several to be shown tonight that highlight food-related issues and solutions for human security on a local, national and global scale.



GRANTMAKERS IN  
FILM + ELECTRONIC MEDIA

**7:00 – 8:30am** **BREAKFAST AVAILABLE**

**8:30am** **WELCOME AND OVERVIEW**

**Feather Houston**, *president, William Penn Foundation, Philadelphia, PA*

**8:45am** **KEYNOTE: CAPITAL AT THE POINT OF IMPACT**

Philadelphia Federal Reserve Bank board member, **Jeremy Nowak**, will provide a window into the Mid-Atlantic region, setting the context for our four day meeting. As founder and CEO of The Reinvestment Fund (TRF), Nowak has worked with government, business, nonprofit and philanthropic organizations, to push innovation across many fields, from community development, arts, clean energy, and education. TRF has delivered almost \$1 billion into over 2,500 projects and, while working in the weak market cities over the past 25 years, sustainable agriculture and the food sector have emerged in TRF's portfolio as a stabilizing and revitalizing force. In the last few years, innovation and capital combined to spark the creation of Pennsylvania's Fresh Food Financing Initiative, which recently was cited as inspiration for the \$400 million Federal Healthy Food Financing Initiative introduced as part of the Administration's 2011 budget and as a key pillar of First Lady Michelle Obama's *Let's Move* initiative. Nowak will provide thoughts about the challenges and opportunities that may be ahead for sustainable agriculture and food systems funders and practitioners.

**10:15am** **BREAK**

**10:45am** **PLENARY: BEYOND THE BUBBLES AND PEAKS: THINKING AHEAD IN A TRANSITIONAL ECONOMY**

Environmental and economic sustainability go hand in hand. How well do we as funders understand the priorities and perspectives of community level economic developers and venture capitalists? As we implement our own funding strategies, are we confident that we are preparing ourselves and our grantee partners for what lies ahead or will we be perpetually drawn into fighting past battles? This plenary session offers a chance to hear from leaders in thought and action—food system analyst **Ken Meter**, President, Crossroads Resource Center in Minneapolis, on informing and influencing state and local decision-making; community investor and Green for All senior strategist **Melissa Bradley** on strategically investing in community change; and author and futurist **John Michael Greer** on his vision of a post-peak, "Ecotechnic Future".

**MODERATOR**

**Tim Crosby**, *trustee, The Carolyn Foundation, Seattle, WA*

**12:15pm** **BUFFET LUNCH — SAFSF BUSINESS MEETING**

**1:45 – 2:00pm** **BREAK**

## CONCURRENT WORKSHOPS (4 OPTIONS)

### 2:00 - 3:30pm **THE ART AND SCIENCE OF FOUNDATION/GOVERNMENT/COMMUNITY COLLABORATION**

Many of us have been immersed in the rhetoric of funder/government/community collaboration. In this workshop, we will learn the nuts and bolts of building collaborations in communities throughout the United States to increase access to healthy food for low-income individuals and food desert communities as well as increase sales for local farmers. We will learn from colleagues at Wholesome Wave Foundation about the basics behind their double value coupon program and market box nutrition program. Efforts under USDA programs such as the Farmers Market Promotion and Beginning Farmer and Rancher Development Programs will be featured as will the Mississippi Department of Agriculture and Commerce's collaborative work to increase hoop house agriculture under the Environmental Quality Incentives Program (EQIP). Handouts will be provided to help funders better understand the efficacy and specifics of working with and leveraging USDA programs and the opportunities they present.

#### MODERATOR

**Gus Schumacher**, *chair, Wholesome Wave Foundation, Washington, DC*

#### SPEAKERS

**Errol Bragg**, *deputy administrator, USDA, Ag Marketing Services, Washington, DC*

**Paige Manning**, *policy and communications advisor, Mississippi Dept of Agriculture & Commerce, Jackson, MS*

**Michel Nischan**, *chef/owner of the Dressing Room: A Homegrown Restaurant at the Westport Country Playhouse; president/CEO, Wholesome Wave Foundation, Westport, CT*

### CONNECTING SOCIAL ENTERPRISE & COMMUNITY CAPITAL

A healthy, diverse, just and sustainable food system is composed of healthy, diverse, just and sustainable ventures along all components the food value web. Farms, food processors, wholesalers, distributors, retailers and institutions that serve food are all part of this vivid picture. However, social entrepreneurs often report that lack of capital keeps them from planning, launching, maintaining, or growing their sustainable food businesses, leaving gaps in the overall system. In this session, panelists—including a social entrepreneur, a sustainable business network leader, and a community capital provider—will share their story of working together to launch a thriving network of food-based social enterprises. The inclusive model they pioneered now serves as inspiration for communities around the country that are building sustainable food systems. Come to this session to learn how to identify, spark, and nurture connections between the social enterprises and community capital in your locale.

#### MODERATOR

**Don Shaffer**, *president/CEO, RSF Social Finance, San Francisco, CA*



## **SPEAKERS**

**Michelle Long**, executive director, the Business Alliance for Local Living Economies, Bellingham, WA

**Jeff Rosen**, director of Finance, Solidago Foundation, Northampton, MA

**Judy Wicks**, founder, White Dog Café and Foundation; co-founder, the Business Alliance for Local Living Economies; investor, The Reinvestment Fund

**Sandy Wiggins**, chair, E3 Bank; Principal, Consilience LLC; past chair, U.S. Green Building Council, Philadelphia

## **AGRICULTURE, WATER QUALITY, AND PUBLIC HEALTH**

This workshop will focus on how farming in the US affects water quality and public health, how actors at different levels—on the ground and at the policy level—are trying to reconcile food production and protection of water supplies, where incentives work, and where regulation and better enforcement are needed. Speakers will discuss work going on in the Chesapeake Bay to restore water quality by changing the ways that agricultural conservation is funded, delivered, credited, and verified. Discussion will also address needed changes to laws and regulations affecting farming practices

## **MODERATOR**

**Robert Lawrence, MD**, director, Center for A Livable Future, Johns Hopkins University, Baltimore, MD

## **SPEAKERS**

**Craig Cox**, senior vice president for Agriculture and Natural Resources, Environmental Working Group, Ankeny, IA

**Suzu Friedman**, deputy director, Center for Conservation Incentives at Environmental Defense Fund, Washington, DC

## **BRINGING GREATER FAIRNESS, SAFETY AND SUSTAINABILITY TO FOOD IN THE US: A NEW CERTIFICATION SYSTEM FOR DOMESTIC AGRICULTURE**

Major US farm worker organizations have begun a collaborative process, incubated by Oxfam America, to improve working conditions in U.S. agriculture by engaging and collaborating with food safety and food-environment NGOs, as well as with key regional, national, and international agribusiness and food corporations in the US food industry. This multi-stakeholder initiative (MSI) intends to produce a negotiated agreement among these major stakeholders that empowers farm workers to ensure they receive decent wages, work free of discrimination, and labor in safe and dignified work environments, while also improving food safety and food-related environment conditions. The MSI's goal is engagement between the stakeholders to develop and implement greater corporate social and environmental accountability that improves the bargaining power, wages and working conditions of farm workers while implementing proposals for greater food safety and sustainability that have not been possible through legislation or regulation. A certification process will be established to recognize those growers and food industry companies which ensure adherence to those standards throughout their supply chain.

## **MODERATOR**

**Michael E. Conroy**, *co-director, Colibri Consulting—Certification for Sustainable Development, Austin, TX*

## **SPEAKERS**

**Erik Nicholson**, *national vice president, United Farm Workers, Tacoma, WA*

**Irit Tamir**, *campaign and advocacy advisor, Oxfam America, Boston, MA*

**3:30 - 4:00pm** **BREAK**

**4:00 - 5:30pm** **STUDY GROUPS - AND MORE - DETAILS TO FOLLOW!**

**6:30pm** **NO-HOST DINE AROUNDS (OPTIONAL)**

Designed as another way to 'mix and match' attendees, we encourage you to sign up for one of these optional no-host 'dine arounds'. Reservations for small groups of 6-10 will be made at area restaurants selected by our area colleagues for their great food and dedication to serving healthy, local food and supporting area producers.

**7:00 - 8:00am BREAKFAST AVAILABLE**

**8:00 - 9:30am PLENARY: REFOCUSING THE NATIONAL FOOD SYSTEM**

Dramatic increases in early onset of adult medical conditions associated with childhood obesity and the need to contain healthcare costs have placed obesity at the center of industry, public health, political, and medical debate. Utilizing a unique design approach, Columbia University and MIT with the support of the United Health Foundation joined forces to study a broad system-based view of childhood obesity. The main conclusion—the food system and health are integrally linked.

To ensure that efforts to fight obesity and support population health are sustainable, we must develop a national food system based on access, affordability, quality and health. The foodshed concept, based on the idea of a watershed, from which a large percentage of a region's food could be sourced, is an answer to this challenge. Panelists will discuss the unique opportunity to build on the groundswell of consumer enthusiasm, government interest, economic and environmental necessity, and healthcare reform to transform the U.S. food system into a positive driver towards population health.

#### **MODERATOR**

**Tenley E. Albright, MD**, *director, MIT Collaborative Initiatives, Cambridge, MA*

#### **SPEAKERS**

**Kubi Ackerman**, *design research coordinator, Urban Design Lab, Earth Institute at Columbia University, New York, NY*

**Kenneth Kaplan, MSW, MArch/MHP**, *chief strategy officer, MIT Collaborative Initiatives, Cambridge, MA*

**Fred Kirschenmann**, *president, Stone Barns Center for Food and Agriculture, distinguished fellow, Leopold Center for Sustainable Agriculture, Ames, IA*

**Reed V. Tuckson, MD, FACP**, *executive vice president and chief of medical affairs, UnitedHealth Group; member, board of directors, United Health Foundation, Minnetonka, MN*

**9:30 - 10:00am BREAK - BOARD BUSES FOR SITE VISITS**

**10:30am BUSES DEPART SOFITEL FOR SITE VISITS**

**All site visits include lunch en route. Buses will return by 5pm.**

## TOUR 1

### INNOVATION AND ADAPTATION: GROWING IN THE GARDEN STATE

#### LEAD

**Alison Hastings**, *senior environmental planner, Delaware Valley Regional Planning Commission, Philadelphia, PA*

Although New Jersey is more often seen as a sprawling bedroom community of New York and Philadelphia, there are still quality food-producing farms of various types and scales. Stops on this tour include **Seabrook Farms**, the place where flash freezing was invented, which now processes 100 million pounds of frozen vegetables annually; and **Seabrook Educational Center**, which offers perspectives on its complex history of labor relations. We will end at **Springdale Farm** to hear a tale of business adaptation that has enabled this operation to be the last farm standing in suburban Cherry Hill, NJ. Participants will gain insights into agriculture land use challenges in suburban communities, as well as farmland preservation efforts.

## TOUR 2

### NEW VISIONS FOR FARMING IN HISTORIC LANCASTER COUNTY

#### CO-LEADS

**Tom Curren**, *director, NE Land Trust Consortium, The Pew Charitable Trusts, Philadelphia, PA*

**Cecily Kihn**, *program director, Agua Fund, Inc., Philadelphia, PA*

**Brian Snyder**, *executive director, Pennsylvania Association for Sustainable Agriculture (PASA), Millheim, PA*

Lancaster, legendary for its rich farming tradition, is also home to some local foods innovators.

While we watch the fertile landscape roll by our tour bus, we'll hear about the development pressures and agricultural preservation efforts both in the immediate area as well as throughout the northeast from the **Northeast Land Trust Consortium** and **Lancaster Farmland Trust**. Our first stop is **John J. Jeffries Restaurant** where local foods shine in the hands of Chef Sean Cavanaugh. Chef Cavanaugh will share his approach to local sourcing with special emphasis on humanely raised meats. After lunch, we'll be introduced to the transformative success of **Lancaster Farm Fresh Cooperative (LFFC)** an organic marketing and distribution co-op. We'll visit an Amish vegetable farm and the farm of a non-Amish founding member of LFFC and end our day with a visit to LFFC's warehouse and distribution center before returning to Philadelphia.



**TOUR 3****LOCAL FOODS COLLABORATIONS: LIVING COMMUNITIES CONNECTING PEOPLE, LANDSCAPES, AND SUSTENANCE IN CHESTER COUNTY****CO-LEADS**

**Marilyn Anthony**, *southeast regional director, Pennsylvania Association for Sustainable Agriculture (PASA), Exton, PA*

**Mailee Walker**, *executive director, Claneil Foundation, Plymouth Meeting, PA*

Our tour of Chester County begins at **Camphill Village** where we will tour their CSA farm and the creamery operated by artisan cheesemaker and dairy farmer Sue Miller of **Birchrun Hill Farm**. Located on 432 acres of farm and garden, and inspired by the teachings of Rudolf Steiner, Camphill has launched several local foods based businesses. Guest speakers will address the hunger needs of Chester County and another will share his experiences as a successful local foods grocer. After lunch at the Village Café, we'll stop for some unique shopping at **Kimberton Whole Foods**. Our last visit will be **Yellow Springs Native Plant Nursery and Goat Dairy** where we will tour the healthy landscape, meet the Nubian goats, and taste the Renzi's sophisticated handmade goat cheeses.

**5:00pm BUSES RETURN TO HOTEL**

**6:30pm MEET IN LOBBY IF YOU WISH TO JOIN OTHERS FOR A 15-20 MINUTE WALK TO TONIGHT'S EVENT**

**7:00 - 9:00pm EVENING AND DINNER AT THE HISTORIC READING TERMINAL MARKET**



Join us for dinner, music and fun at one of the city's most treasured resources.

**The Reading Terminal Market** is a 118 year old historic public market located just blocks from City Hall and next to the Convention Center. The Market's popularity is on the rise with over 5.8 million visits—and a total of \$21.4 million in business for the vendors in 2009—a record on both fronts!! We'll learn a bit about the market and efforts to increase the sales and visibility of local and regional producers and enjoy delicious local and regional foods and drinks.

Enjoy live jazz performed by the **New Earth Trio**.

**7:00 - 8:30am BREAKFAST AVAILABLE****SITE VISIT DEBRIEFS** *(Optional)*

Tables will be reserved for those interested in joining others for informal conversation about the learning on Thursday's site visits.

**CONCURRENT WORKSHOPS****8:30 - 10:00am FIGHT THE POWER OR ENLIGHTEN THE POWERFUL?**

As we celebrate and support the growth of local, organic and sustainable food movements, the juggernauts of chemical and fossil-fuel-intensive agriculture and cheap, nutrient-poor "food" keep getting bigger and gobbling more resources. Are we doing enough to respond to this reality? What are the strategies to reform, stymie or stop the corporate food system's negative impacts?

This session will feature a lively, provocative debate focusing on differing strategies: a reformist approach that seeks to achieve large-scale, though incremental, changes by working with corporate actors, and a radical approach that opposes corporate rights and asserts community rights and even the rights of nature. Draw your own conclusion about the advantages and disadvantages of each approach and leave with a clearer understanding of ways to change the dominant food system.

**MODERATOR**

**Joann Lo**, *coordinator, Food Chain Workers Alliance, Los Angeles, CA*

**SPEAKERS**

**Hal Hamilton**, *executive director, Sustainable Food Lab, White River Junction, VT*

**Thomas Alan Linzey**, *executive director, Community Environmental Legal Defense Fund, Chambersburg, PA*

**BUILDING THE WAVE FOR ORGANIC FARMING**

The simplistic notion that farms produce only food and fiber leads naturally to an obsession with yield—that higher production is always better, without regard to other effects. However, the principles of multifunctionality reveal a remarkable array of social and environmental services that organic agriculture can provide. These include stewardship of the land, water, air and wildlife on and around farms, energy conservation, atmospheric carbon management, and farm community health improvement.

An added benefit of multifunctionality is the creation of new opportunities for cross sector partnerships to further the organic movement. One potential partner is the ocean conservation community. This session will explore what an organic farmer in Iowa and a kayaker in California can gain from working with each other, and what policy solutions and advocacy tools can be used to link the objectives of these two communities.

**MODERATOR**

**Samantha Campbel**, *president, The Keith Campbell Foundation for the Environment, Annapolis, MD*

**SPEAKERS**

**Ariane Lotti**, *policy associate, Organic Farming Research Foundation, Santa Cruz, CA*

**David Wilmot**, *president, Ocean Champions, Capitola, CA*

**10:00 - 10:15am BREAK****10:15am PLENARY: FOOD SAFETY—CHANGING LAWS, NEW RESPONSIBILITIES**

Food borne illnesses and outbreaks is nothing new and neither is regulation. Federal food safety regulation dates back to 1906. Public outrage at the inadequacies of the laws to protect the public fueled new legislation in 1938. Today, nearly some eight decades later, we still rely on the major provisions of the 1938 law: inspections by the Food and Drug Administration (FDA); labeling requirement for nonstandard food items; sanitary conditions in food preparation facilities; and monitoring of animal feed and drugs. In 2002, FDA was also given responsibility for making sure that facilities are safe from terrorism. Responsibility for meat and livestock processing is under USDA's jurisdiction.

The focus on updating the food safety regulations has been fast-tracked over the last year. In March 2009, President Obama created a new Food Safety Working Group. The House of Representatives passed a comprehensive food safety bill in July 2009 and the Senate is currently working on passing a related bill. Additionally, new rules for HACCP plans are being considered and interagency coordination is improving.

So with all these changes, what's on the table now regarding food safety regulation and how are the complexities of the food system being incorporated? This session will help us understand how we got here, and provide information that can help propel us forward as the conversations continue.

**MODERATOR**

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

**SPEAKERS**

**Ferd Hoefner**, *policy director, National Sustainable Agriculture Coalition (NSAC), Washington, DC*

**Tom Laskawy**, *writer, Grist Magazine; co-director, Food and Environment Reporting Network (FERN), Philadelphia, PA*

**Russell Libby**, *executive director, Maine Organic Farmers and Gardeners Association (MOFGA), Unity, ME*

**Joan Norman**, *owner, One Straw Farm, White Hall, MD*

**11:45AM WRAP UP AND CLOSING****12:00 NOON DEPARTURES**





# SAFSF 8th Annual Forum

## THANK YOU TO OUR SPONSORS!

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## SPECIAL THANKS TO THE 2010 FORUM PLANNING COMMITTEE

**Bill Buchanan**, *USDA-Risk Management Agency, Washington, DC*  
**Virginia Clarke**, *SAFSF, Santa Barbara, CA*  
**Tim Crosby**, *Carolyn Foundation, Seattle, WA*  
**Scott Cullen**, *The New Tamarind Foundation/GRACE, New York, NY*  
**Bridget Dobrowski**, *SAFSF, Santa Barbara, CA*  
**Alison Hastings**, *Delaware Valley Regional Planning Commission, Philadelphia, PA*  
**Cecily Kihn**, *Agua Fund Inc., Philadelphia, PA*  
**Jeff Mansour**, *The Harvest Foundation, Martinsville, VA*  
**Duane Perry**, *The Philadelphia Foundation, Philadelphia, PA*  
**Mailee Walker**, *Claneil Foundation, Plymouth Meeting, PA*  
**Geraldine Wang**, *William Penn Foundation, Philadelphia, PA*

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**Bruce Karmazin**, *The Lumpkin Family Foundation*  
**Cecily Kihn**, *Agua Fund, Inc.*  
**Ron Kroese**, *The McKnight Foundation*  
**Ricardo Salvador**, *W. K. Kellogg Foundation*  
**Geraldine Wang** (Co-chair), *William Penn Foundation*

**WE LOOK FORWARD TO SEEING YOU IN MINNEAPOLIS IN 2011!**