



# **The 6th Annual Virginia Farmers Market Conference**

**“Influencers, Innovators & Incubators”**

**November 1 & 2, 2018**

**Capital Area Region: Richmond, VA**

# November 1st | Day 1

**8:00 – 9:00 am – Continental Breakfast & Networking**

**9:00 – 9:15 am – Welcome & Introductions**

**9:15 am – 9:30 am – Opening Remarks from Special Guests**

**9:30 am – 10:00 am**

**Keynote Speaker: Cullen Gilchrist of Union Kitchen DC**

As CEO and Co-Founder of Union Kitchen, Cullen Gilchrist has partnered with food businesses of all sizes to grow and accelerate their success. Cullen and his team work with exceptional food businesses to connect entrepreneurs with the resources, capital, and networks that they need to establish sustainable success. Cullen oversees the operations and management of Union Kitchen's accelerator program as well as Union Kitchen's commercial kitchen, distribution company, and grocery stores.

**10:00 am – 11:15 am**

**Cultivating a Collaborative Culture with Vendors**

Creating or changing the culture of a farmers market starts at the top. During this break-out session we will tackle pertinent market issues, learn how to collaborate with managers, vendors, customers and volunteers in a way that is positive, inclusive and successful in supporting the mission of your market.

This workshop will involve working closely with others, discussing collective suggestions for addressing various issues. By developing a strategic plan of action, you will be ready to get your market on track for a successful market season, one happy vendor at a time!

**Speakers:**

Laura Reilly, Salem Farmers Market

Lisa Dearden, RVAgriculture

Stanley Jones III, Surry County Farmers Market

**11:15 am – 11:30 am – Break**

**11:30 am- 12:45pm – Lunch & Member Meeting**

**12:45 pm- 1:45pm**

**Markets Feeding Communities (Innovative Food Access Resources: SNAP & Beyond)**

Whether you are a market just starting to think about food access as part of your mission or an experienced market working with local partners to feed your community, there are many exciting programs operating in Virginia that you can learn from and participate in. Hear market leaders and state partners explain programs that link Virginia grown produce with hungry families. Plus, learn how to map your community to find alliances that will strengthen and grow your market base and local food community.

**Moderator:** Gayle Mitchell, Virginia Fresh Match

**Panelists:**

Elizabeth Borst, Virginia Community Food Connections and Virginia Fresh Match  
Claudia Jackson, Virginia Department of Social Services  
Meredith Ledlie Johnson, Family Nutrition Program, Virginia Cooperative Extension  
Eddie Oliver, Federation of Virginia Food Banks  
Kelly Wright, RDN, Virginia Department for Aging and Rehabilitative Services

**1:45 pm – 3:15 pm**

**Pop-Up Food, Farmers' Meat, Safe Chef Demos, Let's Eat! (Food Safety)**

The "Pop-Up Food, Farmers' Meat, Safe Chef Demos, Let's Eat! (Food Safety)" session is designed as an interactive way for conference participants to learn about food safety at farmers markets. There will be four stations set up: a Pop-up Restaurant station, a Farmers station, a Chef Demo station, and a station set up WRONG that participants have to FIX. Each station will have educational materials displayed and will have a working chef and supporting VDH or VDACS staff. At the end, we'll play an interactive game of Kahoot! to reinforce learning.

**Participants:**

Chef Taz, Die Kuche  
Meredith Ledlie Johnson, Family Nutrition Program, Virginia Cooperative Extension  
Raisa Wingen, Edible Education  
Lisa Dearden, RVAgriculture  
Elena Rosenblum, Union Kitchen DC  
Nikeya Thomas, VDACS Food Safety Specialist, NOVA Food Safety Regional Manager  
Lana Buckles, VDACS Field Supervisor  
Jeanelle Roger, VDH Environmental Health Specialist Senior  
Ryan Watkins, VDH Environmental Health Specialist

**Volunteers:**

Holli Elliott  
Carolina Donahue  
Grit & Glam Farm

**3:15pm – 4:45pm – Influential Leaders Panel**

Join us as we hear from local, city and state leaders of the Commonwealth on today's trends as it relates to farmers markets, health equity and food access.

**Moderator:** Kim Hutchinson, VAFMA

**Panelists:**

Dr. Jewel Bronaugh, Commissioner of Agriculture  
John Budesky, Goochland County Administrator  
Chris Felke, City of Richmond Dept. of Parks, Recreation, and Community Facilities  
Heidi Hertz, Assistant Secretary of Agriculture  
Eddie Oliver, Federation of Virginia Food Banks

**5:30pm-7:30pm - Reception**

Hardywood West Creek  
820 Sanctuary Trail Drive, Richmond 23238

# November 2nd, 2018 | Day 2

**8:00 am – 9:00 am**

## **Continental Breakfast & Networking & Virginia Fresh Match Meeting**

All Virginia Fresh Match markets are welcome to attend, and any markets interested in participating in the VFM FINI grant in Year 2. Learn more about VFM nutrition incentives and FINI, meet the VFM Regional Leads, and network with other SNAP and VFM markets!

**9:00 am – 9:15 am – Welcome!**

**9:15 am – 10:00 am**

## **Innovative Outreach – Using Technology to Increase Vendor Sales**

Learn how two innovative companies – Lulus Local Food and Farmspread — are helping farmers markets increase vendor sales.

Lulus Local Food is an innovative, cloud based ecommerce solution designed to simplify online sales for farms, farmers markets, food hubs, and CSAs – a single solution program for online sales, easy inventory management, financial reporting, reaching new customers and markets, and so much more. We work with market managers to expand their market sales by opening up opportunities for them to sell year round, to allow them to expand geographically and to take pre-market orders from customers for high demand products.

Farmspread is a platform service focused on streamlining market management operations while providing a user portal to search for farmers market, vendors and products. We will educate attendees on how they can leverage technology to help with day to day market management and how metrics and messaging can help define and drive a more successful market.

### **Speakers:**

Molly Harris, Lulus Local Food  
Adam & Sarah Stokes, Farmspread

**10:00 am – 11:00 am**

## **Using Metrics to Reach Influencers**

You've collected visitor counts, vendor info and possibly even sales totals — now what do you do with that data? Share it! Market data is a powerful aid for promoting, funding and running your market. Our speakers will talk about why and how to share your market data.

### **Speakers:**

Darlene Wolnik, Farmers Market Coalition  
Kim Hutchinson, Virginia Farmers Market Association  
Mary Delicate, Virginia Farmers Market Association  
Tracy Frey, Williamsburg Farmers Market

**11:00 am – 11:15 am – Break**

**11:15 am – 12:45 pm**

**Engaging Influencers on a Shoestring**

When a blogger, food writer or chef writes about your market it can have lasting impact. People are far more likely to trust and remember a post from their favorite influencer over an advertisement. But how do you build relationships with influencers when you are on a tight budget? Our panelists will discuss how to work with and approach influencers as well as how to best leverage social media generally.

**Moderator:** Elizabeth Stark of Brooklyn Supper

**Panelists:**

Brittany Mullins of Eating Bird Food

Christine Lucaciu, Huckle & Goose

Renee Catacalos, The Chesapeake Table

Barb Upchurch of The Apple Cart

Chef Sariann Lehrer of The Broken Tulip

**12:45 pm – 1:45 pm – Lunch – Markets Talking to Markets**

**1:45 pm – 2:30 pm – Connecting with Customers**

Constant Contact marketing expert Tim Bradshaw will discuss email marketing best practices.

**2:30 pm – 3:15 pm**

**Cultivating Community through Programming and Events**

Every day at your market is a community event. How do you choose the programming that will help more customers spend more money – by using metrics!

**Speakers:**

Tracy Frey, Williamsburg Farmers Market

Justin McKenzie, Charlottesville City Market

**3:15 pm – 4:15 pm**

**Spurring Economic Development through Incubation**

This engaging panel of emerging producers and food industry entrepreneurs focuses on how farmers markets and shared-use kitchen incubators have developed and expanded their business enterprises, as well as their local economies.

**Speakers:**

Austin Green, Hatch Kitchen RVA

Bruce Johnson & Christopher Stem, Ashland Meat Company

Meredyth Archer, MOTHER Shrub

**4:15 pm – 4:30 pm – Wrap-Up**