From the President

CECE DODD

Thank you for joining us during VAFMA’s 6th Annual Farmers Market Conference, "Influencers, Innovators & Incubators." Our Annual Conferences are always a labor of love, and this one is no different. Our conference committee works tirelessly for the better part of a year to fulfill our mission and support farmers markets through education initiatives, while building opportunities for collaboration, networking, advocacy and innovation that supports the growth and sustainability of farmers markets statewide. We hope this conference meets each of those objectives, teaching vendors and managers alike how to better their markets and businesses, giving you the opportunity to meet and connect with innovators, thought leaders and influencers, and inciting the excitement and vision to propel your next market season further than you’ve taken it before.

From the Executive Director

DR. KIM HUTCHINSON

VAFMA’s role as a convener and collaborator focuses on bringing experts, thought leaders and passionate individuals together from diverse interest groups to address and support the food system needs of the Commonwealth of Virginia. Across Virginia, there are many great, local efforts by the 262+ farmers markets addressing hunger, food access, sustainable agriculture, nutrition, social justice, community and economic development. With the help of our member markets, the Virginia Farmers Market Association works to bridge these efforts to form a coordinated, local food system. We strengthen connections between farmers markets and local producers in order to help them maintain sustainable businesses, engage their communities, and improve local food systems. Virginia’s markets, while showcasing Virginia’s bounty, create a unique connection between food producers and consumers and build community gathering places where everyone is welcome.

In an effort to continue to provide valuable training and networking opportunities, the Virginia Farmers Market Association is pleased to host the sixth annual Virginia Farmers Market Conference “Influencers, Innovators and Incubators.” The conference provides an opportunity for farmers, producers and market managers to come together for two days of learning, training, networking, and collaborating in order to enhance the business, marketing and long-term sustainability of Virginia agribusinesses. With the community’s help and support, previous conferences were a tremendous success, attracting producers, market managers, and local food advocates from across the state. This year our robust two-day agenda is packed with a variety of compelling breakout sessions, led by farming, business and policy professionals representing valuable and diverse facets of community building in the state of Virginia.
On behalf of the Capital Area Farmers Market Association, welcome to the Greater Richmond Metropolitan Area! We are excited to host this year’s annual VAFMA conference, as it comes on the heels of tremendous growth within the region. CAFMA’s members started meeting about three years ago, and a core number of us have been meeting ever since – once a month, at our area Food Bank, FeedMore. We have over 25 markets in the CAFMA region. Since our inception, we have gone past the Single’s Club, moved over into the Dating Field, and now some of us are Married at the Hip. We have forged strong bonds, which have yielded numerous successful initiatives...namely: a regional CAFMA website that is regularly updated (useful for sending area media), shared resources (vendors, musicians, etc.), collaborative advertising initiatives, joint pop-up events, collective brainstorming, reciprocal assistance, common language on contracts and other related documents, and much, much more. Admittedly, the “real work” happens after our meetings are officially over and we all go out to lunch together. We hope to share our beautiful city, the Capital of the South, with all of you and we’re especially glad you are here. Let us know if we can help you forge stronger bonds in your region! Visit CAFMA’s website: www.BackToTheMarket.com
APPRECIATION
FARM BUREAU HEADQUARTERS
HARDYWOOD PARK CRAFT BREWERY

Conference Committee:
Lisa Dearden, Chair
Tracy Frey, Co-Chair
Kim Usry
CeCe Dodd
Mary Delicate
Kim Hutchinson
Elizabeth Borst
CAFMA Members

VAFMA Board of Directors
Speakers and Panelists
Special Guests

Volunteers:

Caroline Donahue & Holli Elliott
Co-Owners, Grit & Glam Farm

Monica R.C. Ward
Eskabubble Founding Director & President/CEO

Erica Stratton
Urban Agricultural Fellow

WiFi password: Vendor_access
2018 COMMITTEES

MEMBERSHIP
Laura Reilly, Chair
CeCe Dodd
Mary Delicate
Rod Conner
Tracy Frey

COMMUNICATIONS/MARKETING
Tracy Frey, Chair
Justin McKenzie
Mary Delicate
Phil Easley
Deb Smith

METRICS
Mary Delicate, Chair
Tracy Frey
Justin McKenzie

DEVELOPMENT/FUNDRAISING
Lisa Dearden, Chair
Justin McKenzie
Deb Smith

MARKET MANAGER CERTIFICATION PROGRAM
Meredith Ledlie-Johnson
CeCe Dodd
Stanley Jones, III
NOSH AND NETWORK
Enjoy a continental Breakfast

WELCOME
CeCe Dodd, VAFMA President

OPENING REMARKS FROM SPECIAL GUESTS

KEYNOTE ADDRESS
Cullen Gilchrist, Union Kitchen CEO and Co-Founder

CULTIVATING A COLLABORATIVE CULTURE WITH VENDORS

ANNUAL MEMBER MEETING & LUNCH

MARKETS FEEDING COMMUNITIES: INNOVATIVE FOOD ACCESS RESOURCES

POP-UP FOOD, FARMERS MEAT, LET'S EAT!

INFLUENTIAL LEADERS PANEL

EVENING RECEPTION
Hardywood Brewery
<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tr>
<td>8:00</td>
<td>NOSH AND NETWORK OR VA FRESH MATCH MEETING Enjoy a continental Breakfast</td>
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<td>9:00</td>
<td>WELCOME Kim Hutchinson, VAFMA Executive Director</td>
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<td>9:15</td>
<td>INNOVATIVE OUTREACH: USING TECHNOLOGY TO INCREASE VENDOR SALES</td>
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<td>10:00</td>
<td>USING METRICS TO REACH INFLUENCERS</td>
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<td>11:00</td>
<td>MORNING BREAK</td>
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<td>11:15</td>
<td>ENGAGING INFLUENCERS ON A SHOESTRING</td>
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<td>12:15</td>
<td>MARKETS TALKING TO MARKETS - LUNCH</td>
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<td>CONNECTING WITH CUSTOMERS</td>
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<td>CULTIVATING COMMUNITY THROUGH PROGRAMMING AND EVENTS</td>
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<td>3:15</td>
<td>SPURRING ECONOMIC DEVELOPMENT THROUGH INCUBATION</td>
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<td>WRAP-UP AND FAREWELL</td>
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Notes:
Building a Successful Food Business

**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.

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
- Kim Usry
  Carytown Farmers Market
Annual Member Meeting

AGENDA

President's Message

2019 Elections

2019 Conference Announcement

Executive Director Update

Membership and Raffle

2018 Market Manager Certification Graduates

Closing

2019 BOARD NOMINEES

Vice President:
Tracy Frey, Williamsburg Farmers Market

Secretary:
Meredith Ledlie Johnson, VCE

NOVA Region:
Don Owens, Loudon Valley Markets

Capital Region:
Kim Usry, (2nd term) Carytown Market

Central Region:

Southside Region:

2018 MARKET MANAGER CERTIFICATION GRADUATES

Cheryl Bursch
Jana Fedele
Kelly Key
Michele Ascher
Mary Yost
Karen Cobb
Markets Feeding Communities
(Innovative Food Access Resources: SNAP & Beyond)

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

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.
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 five stations set up: a Pop-up Restaurant station, a Farmers station, a Chef Demo station, a Power of Produce Club 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.
Influential Leaders Panel - How Virginia's Farmers Markets Fuel Virginia's Agro-Economic Growth

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
Virginia Farmers Market Association

**PANELISTS**

Dr. Jewel Bronaugh
Commissioner of Agriculture

Goochland County Administrator
John Budesky

Heidi Hertz
Assistant Secretary of Agriculture

Eddie Oliver
Federation of Virginia Food Banks

Mayor Levar Stoney
Nosh & Network: 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!

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.

PANELISTS

Molly Harris
Lulus Local Food

Adam & Sarah Stokes
Farmspread
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.

PANELISTS
Darlene Wolnik
Farmers Market Coalition

Kim Hutchinson
Virginia Farmers Market Association

Mary Delicate
Virginia Farmers Market Association

Tracy Frey
Williamsburg Farmers Market

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.

PANELISTS
Brittany Mullins
Eating Bird Food

Christine Lucaci
Huckle & Goose

Renee Catacalos
The Chesapeake Table

Barb Upchurch
The Apple Cart

Chef Sariann Lehrer
The Broken Tulip

Elizabeth Stark
Brooklyn Supper
Connecting with Customers

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

SUBJECT MATTER EXPERT
Tim Bradshaw
Constant Contact

Cultivating Community through Programming and Events

What does it take to be named one of the best markets in the nation? Hear from the managers of the Charlottesville City Market and Williamsburg Farmers Market as they talk about how programming, events, and partnerships can be leveraged to create markets that have been ranked in the top ten in the nation year after year, and how to get your market recognized too!

SPEAKERS
Tracy Frey
Williamsburg Farmers Market

Justin McKenzie
Charlottesville City Market
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
Intrigued by a recipe for fruit vinegar found in a family cookbook from the late 1800s, Meredyth Archer decided to make a batch. She grew up in West Virginia drinking vinegar with her grandmother and the sweet and tart, fruity and sour taste reminded her of her childhood. The taste was so refreshing and familiar that she started making drinking vinegars, or shrubs, out of every fruit she came across. With the encouragement of her friends and family (husband Fielding draws the art on the label and used in the marketing materials), MOTHER shrub was born. Soon after launching, MOTHER shrub won the 2016 Best New Product Award at the Virginia Food and Beverage Show and Virginia Living Magazine’s 2016 Made in Virginia Award for Best Beverage. Delicious mixed with seltzer to make a soda or added to a cocktail, MOTHER shrub is now available nationally at The Fresh Market and numerous specialty and gourmet shops.
"Elizabeth Borst is Executive Director of Virginia Community Food Connections (VCFC) in the Fredericksburg region, and a state co-lead with the Virginia Fresh Match Nutrition Incentive network. VCFC works to connect people, producers and communities to increase consumption of healthy, Virginia Grown fruits and vegetables. Elizabeth is an experienced Farmers Market Manager and SNAP EBT Program Director, piloting one of the first successful nutrition incentive programs in Virginia at Spotsylvania Farmers Market in 2009. She formed a regional market network to increase community access to fresh local food, started new markets and piloted innovative programs to connect farmers and low-income families. As a Wholesome Wave partner, former Virginia Farmers Market Association Board member, and state co-lead for the Virginia Fresh Match network, she works to build collective impact at Virginia farmers markets through increased SNAP usage and federal benefit income. Elizabeth had a prior career in telecom marketing, and holds a BA in Public Policy Analysis from the University of North Carolina at Chapel Hill."

elizabethborst@gmail.com
In April 2018, Governor Ralph Northam appointed Dr. Jewel H. Bronaugh as the 16th Commissioner of the Virginia Department of Agriculture and Consumer Services. Dr. Bronaugh most recently served as the Executive Director of the Center of Agriculture Research, Engagement and Outreach (CAREO) at Virginia State University. In her leadership of CAREO, she assisted in expanding the impact of the 1890 Land Grant mission of VSU and provided oversight of the Agricultural Research and Extension Divisions. She previously served as the Virginia State Executive Director for the USDA Farm Service Agency (FSA), where she was appointed by Governor Terry McAuliffe and the U.S. Secretary of Agriculture, Tom Vilsack, in July 2015. The FSA State Executive Director is the highest ranking full-time FSA program administrator in the State. In her role with FSA, she provided oversight for critical production stabilization, price support, compliance, farm loan, conservation, environmental, and emergency assistance programs in Virginia. She was responsible for the supervision of 41 field offices and the State FSA Office, comprising 186 employees. Dr. Bronaugh is the first African American female in the nation to serve in this capacity.

Prior to being appointed to FSA, she served as the Dean of the College of Agriculture at Virginia State University (VSU) for 5 years, where she led the strategic vision for the Extension and Research divisions and the academic departments of Agriculture, Family and Consumer Sciences, and Hospitality Management. In her earlier career at VSU, she was the Associate Administrator of Cooperative Extension and a 4-H Youth Development Specialist, where she developed and delivered programs that addressed issues of bullying among today’s youth.

vdacs.commissioner@vdacs.virginia.gov
Lana has worked in food safety for over 20 years. She worked seventeen years with an Indiana local health department as the food safety/environmental program manager and 3.5 years have been with the Virginia Department of Agriculture and Consumer Services (VDACS) as a Food Safety Specialist Field Supervisor in the northern Virginia Region. As a field supervisor with VDACS, she assists other inspectors with various firms, conducts on-site field hearings for firms that are having compliance issues and conducts standardization evaluations, manufacturing inspection audits on the other inspectors in the region.

She currently covers the City of Fredericksburg, Stafford County, Orange County and Caroline County. In her free time, she is usually doing homework for her master’s degree but if not, she enjoys hiking, competing in pistol competitions, playing golf, gardening, cooking and spending time with her husband and family.

lana.buckles@vdacs.virginia.gov
JOHN BUDESKY

COUNTY ADMINISTRATOR
GOOCHLAND COUNTY

John A. Budesky has been a local government administrator for over 21 years. Most recently John served as Deputy County Administrator for Hanover County, Virginia and prior to that role he served as the City Manager for the City of Manassas. He also was appointed as the Executive Director of the Virginia Workers’ Compensation Commission during two separate Governor Administrations. Prior to serving the Commonwealth, he was the County Administrator for New Kent County, Virginia, Assistant City Administrator in the City of Hagerstown, Maryland, and a Department Head within Washington County government, in Hagerstown, Maryland. He has also operated a private consulting company specializing in strategic planning, team building, and community relations. In his on-going effort to support future generations of government leaders, he was recognized for his efforts to establish a series of lessons for “Emerging Leaders” in the local government profession. He won the prestigious Wallerstein Scholarship that is administered by the Weldon Cooper Center for Public Service, with the University of Virginia, and the Virginia Municipal League.

He also serves as an Instructor in the Virginia Tech Masters of Public Administration Local Government Certificate program. He is a member of the Virginia Local Government Management Association, the International City/County Management Association, LEAD Virginia, serves on the Board of Directors for Leadership Metro Richmond (LMR), and has actively engaged in a number of school based and community service organizations. He has obtained his Bachelor of Arts degree, majoring in criminal justice, from Edinboro University of Pennsylvania, holds a Graduate Certificate in Public Management from Shenandoah University, and a Management Certificate from the University of Maryland. He has obtained his Masters of Public Administration from Virginia Tech and is a Credentialed Manager.

jbudesky@goochlandva.us
Tim Bradshaw is the Founder and CEO of Insercorp LTD, a Web Services and Digital Marketing company headquartered in Franklin, Virginia. With over 15 years of experience in professional website design and digital marketing Tim's knowledge and expertise in new age marketing and branding has allowed Tim to develop and implement strategies for small businesses and organizations to optimize their marketing efforts to maximize their reach and engagement. As an Area Local Expert and Certified Solutions Provider Partner for Constant Contact, Tim Bradshaw will share the do's and don'ts for effective email marketing to increase open rates and drive more foot traffic to your events!

bradshawtc@insercorp.com
RENEE CATACALOS
THE CHESAPEAKE TABLE

Renee Brooks Catacalos, the former publisher of Edible Chesapeake magazine, served as deputy director for Future Harvest-Chesapeake Alliance for Sustainable Agriculture and is a former board member of FRESHFARM Markets. She is currently a member of the Steering Team for the Chesapeake Foodshed Network, a regional food system initiative working to catalyze connections and collaborations that build a sustainable, resilient, inclusive, and equitable regional food system in the Chesapeake Bay watershed. Her website is reneeatslocal.com. In The Chesapeake Table, Catacalos examines the powerful effect of eating local in Maryland, Virginia, and Washington, DC. Introducing readers to the vast edible resources of the Chesapeake region, Catacalos focuses on the challenges of environmental and economic sustainability, equity and diversity in the farming and food professions, and access and inclusion for local consumers of all income levels, ethnicities, and geographies. Touching on everything from farm-based breweries and distilleries to urban hoop house farms to grass-fed beef, The Chesapeake Table celebrates the people working hard to put great local food on our plates.

reneeatslocal.com
www.reneeatslocal.com
Mary Delicate is VAFMA's Metrics Coordinator. Since 2009 she has devoted her marketing, research and web design skills to promoting local food in Virginia. She has created websites, newsletters, blog posts and social media posts spreading the word about local farms and farmers markets. Prior to discovering her passion for local food, Mary was a business information researcher. She spent her days searching periodicals, studies, reports, databases and websites pulling out relevant data and insights for entrepreneurs. Mary loves visiting farmers markets so don’t be surprised to see her at your market! Word of warning: don’t get her started on local food, nutrition, and social media unless you have some time to talk.

mary.delicate@vafma.org
CeCe Dodd began managing the Broadway Farmers Market in the Fall of 2014 after being a vendor for six years. She is the Executive Director for the Broadway Hometown Partnership, helping coordinate community events and festivals. During the week CeCe works in Public Safety Administration for the Harrisonburg Police Department and spends her weekends pursuing food and fiber art passions. CeCe joined VAFMA in 2014, became regional lead for the Shenandoah Valley Markets in 2015 and was elected VAFMA President for the 2018-2019 term.

cecedodd@icloud.com
TRACY FREY
MARKET MANAGER
WILLIAMSBURG FARMERS MARKET

Trying to find Tracy Frey on a Saturday at the Williamsburg Farmers Market is like trying to play “Where’s Waldo.” Tracy spends most markets behind the scenes, setting up and breaking down tents and tables, running the POP Club, fixing the electricity, resolving issues, and bringing coffee to her favorite chefs. With over 5 years of experience managing a market with multiple programs, special events, and a vibrant token program, Tracy is happy to share what works and what doesn’t, when it comes to planning, executing, and analyzing events and programs at farmers markets.

THerner@williamsburgva.gov
www.williamsburgfarmersmarket.com
CULLEN GILCHRIST
CEO AND CO-FOUNDER, UNION KITCHEN

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.

cullen@unionkitchendc.com
www.unionkitchendc.com
Austin is the Executive Director of Hatch Kitchen RVA, a food and beverage incubator in Richmond, Virginia. Austin’s extensive background in product wholesale and the various workings of the food and beverage industry have helped him create and develop his own nationally recognized business, Texas Beach LLC. Austin’s vision for his most recent venture, Hatch Kitchen RVA, is to expand the food and beverage industry beyond RVA’s extensive restaurant scene. He hopes to facilitate growth of independent businesses and create opportunities and jobs, putting Richmond on the map for culinary innovation.

austin@hatchkitchenrva.com
Molly Harris opened her own restaurant, Edible Garden, in 2004 showcasing seasonally sourced ingredients and educating customers on the importance of supporting their local agricultural community and economy. In late 2008, Molly began an online farmers market with the farmers serving the restaurant and the customers seeking their fabulous ingredients for their own pantries. The next spring, the online food hub, Fall Line Farms, opened a second season of business with an innovative software solution designed by Harris and developed locally. The online platform, Lulus Local Food, enabled the food hub to grow from 25 farmers selling to one pick up location to over fifty farmers selling to five pick up locations around the city. Today, the hub, now merged with sister hub, Local Roots Food Co-op, supports over 100 local farmers and serving over 20 locations throughout the metro Richmond area. Recently acquired by supporter VaFAIRS, Lulus Local Food software is now licensed by small farms, CSAs, farmers markets and food hubs throughout the state of Virginia and across the country in Ohio, Illinois, Texas and Montana.

As the founder of this ever expanding project, Harris has involved herself in many aspects of the local food movement in Virginia including serving on the executive committees for the Virginia Food System Council and the Virginia Farmers Direct Marketing Association, a founding member of the Virginia Farm to School Working Group, a participant in the Richmond City Mayor’s Food Council and leader of the Richmond Area Buy Fresh Buy Local Chapter. Dedicated to supporting small family farms and promoting and educating communities on the value of supporting local food, she continues to search out opportunities to strengthen regional local food systems and the farmers that rely on them.

www.LulusLocalFood.com
Heidi Hertz serves as Assistant Secretary of Agriculture and Forestry for Governor Northam. Prior to her appointment, Heidi held roles in the Office of the First Lady of Virginia Dorothy McAuliffe, with the Virginia Foundation for Healthy Youth, and for the Virginia Department of Health.

Heidi serves as Chair of the Board of Directors for Shalom Farms and is active on the Virginia Tech College of Agriculture and Life Sciences Alumni Board. She holds a Bachelor of Science degree from Virginia Tech’s College of Agriculture and Life Sciences and a Master of Science degree from James Madison University. She is a native of Lunenburg County and a resident of the City of Richmond.
KIM HUTCHINSON
EXECUTIVE DIRECTOR
VIRGINIA FARMERS MARKET ASSOCIATION

Dr. Hutchinson has been a nonprofit executive, management consultant, public policy expert, federal contractor and community advocate for building healthy, sustainable communities for more than 50 years.

Prior to joining Virginia Farmers Market Association, Dr. Hutchinson served for the past five White Houses as the Special Advisor to the President of the United States on Health Equity and Disability. Prior to working in the nonprofit sector, Dr. Hutchinson was a versatile executive manager and lobbyist for a global commercial real estate development and construction company.

Upon being named Executive Director, Dr. Hutchinson stated “I have a tremendous amount of respect and passion for the work VAFMA has done across Virginia. The need for a united voice among the field to ensure full recognition that farmers, farmers markets, market vendors, agricultural producers, market customers and community partners all play a critical role in the success and sustainability of farmers markets in Virginia. I look forward to working with Virginia Farmers Market Association’s committed board, staff, and stakeholders across the Commonwealth to ensure we are an organization that represents our rich and diverse community in our mission to support farmers markets through education and training initiatives, while building opportunities for collaboration, networking, advocacy and innovation that supports the growth and sustainability of farmers markets statewide.”

Dr. Hutchinson is a native of Virginia and resides here with her family. She is an avid chef, artist, and golfer.

kim.hutchinson@vafma.org
CLAUDIA JACKSON
INTERIM SUPPLEMENTAL NUTRITION ASSISTANCE PROGRAM MANAGER
VIRGINIA DEPARTMENT OF SOCIAL SERVICES

Claudia has been with the Virginia Department of Social Services (VDSS) as a SNAP Program Consultant since 2008 where she coordinates SNAP outreach and the farmers’ market initiative and, monitors the SNAP Nutrition Education (SNAP Ed) plan. Claudia is also the lead consultant at VDSS for SNAP program integrity guidance.

Since beginning her employment with VDSS, Claudia has worked to expand SNAP participation in Virginia through outreach partnerships with other organizations and, to build and maintain a strong partnership with the SNAP Ed implementing agency, the Family Nutrition Program (FNP).

Claudia assumed responsibility for the farmers market initiative in 2013 and has worked to provide free wireless devices to farmers markets as well as to increase SNAP participation at the farmers markets.

In addition to her regular duties at VDSS, Claudia collaborated in the Virginia 3-6-5 Project to End Childhood Hunger which “...will demonstrate that childhood hunger among school-aged children can be eliminated by ensuring that children have access to healthy meals where they live, learn, and play 365 days a year.” She also is the VDSS representative for the Summer EBT grants received by the Virginia Department of Education the last two years.

Prior to her position at VDSS, Claudia worked at the Richmond City Department of Social Services for 31 years. She held several positions at Richmond City including social worker and intensive case manager supervisor.

claudia.jackson@dss.virginia.gov
(804) 726-7346
BRUCE JOHNSON  
DRAGONFLY FARMS AND ASHLAND MEAT COMPANY

Bruce has been grazing and direct marketing grassfed beef since 2007. He and his wife, Katherine, have sold at the Ashland Farmers Market for 10 years, and had on farm sales. In the fall of 2017, they sold their farm in Beaverdam and moved to Louisa, buying a bigger farm that needs to be completely rebuilt into a cattle farm. Bruce and Katherine practice regenerative grazing methods, moving the herd frequently and allowing pastures to rest, building topsoil and improving the environment. In the spring of 2018 the opportunity came up to partner in Ashland Meat Co. with Chris Stem of Harlow Ridge Farm, creating a new retail butcher/grocery in the historic Cross Brothers Grocery in Ashland.

bruce@dragonflyfarms.com  
www.ashlandmeatco.com
STANLEY JONES, III
DIRECTOR, SURRY COUNTY PARKS & RECREATION
SURRY COUNTY FARMERS MARKET

A veteran of the US Army for 13 years and a government contractor, Stanley has studied at various universities and is currently working towards his degree in Psychology. Stan has recently completed his second year as the Market Director and Surry’s Market is working hard to better the citizens, through healthy eating. During this past year, they established a small community garden to offer fresh vegetables to the seniors in the community. Next year they plan to extend that garden size to two acres, thereby providing our seniors with fresh produce and bringing more produce to our Farmer’s Market. Stan understands the power in networking and I doesn’t think “outside of the box”. THERE IS NO BOX!

sjones@surrystateva.gov
Meredith Ledlie Johnson manages the Food Access and Availability Initiative for Virginia Cooperative Extension’s Family Nutrition Program, designed to ensure that all Virginians have access to enough healthy, culturally appropriate food in their communities through increasing access to farmers markets, gardening and healthy retail outlets. She holds a master’s degree in social work with a concentration in community organizing from Hunter College, CUNY. Ledlie Johnson is the Secretary for the Virginia Farmers Market Association. Before living in Virginia, Ledlie Johnson worked as a farmers market manager and as an urban park advocate. She is excited by the possibilities offered by the local food movement to strengthen the resiliency of Virginia’s families and communities.

meredil@vt.edu
(540) 231-1704
Sariann is a small town New England girl through and through. Raised on a farm in rural Connecticut, in a town where cows far outnumbered people, she was surrounded by the sights, smells, and tastes of agriculture. Convinced she was going to be a large animal veterinarian, Sariann earned her bachelor's degree in Animal Science from the University of Vermont. Sariann spent the balance of her career managing a medical practice, and then as the director of operations at a Boston mergers and acquisitions firm. She entered the food world 6 years ago with the publication of her cookbook, A Feast of Ice and Fire: The Official Game of Thrones Companion Cookbook, a blog-turned-book by the grace of George R.R. Martin himself. Following on from the success of the cookbook launch, Sariann left the US and began training as a chef in England, where she and her future husband and business partner David crossed paths. Work in Portland, Oregon, and Scotland followed, where she developed her culinary skills, as well as restaurant and business management skills. While living in Scotland, Sariann pursued postgraduate studies in Gastronomy at Queen Margaret University, where her love of historical foods and recipes was affirmed. She enjoys rekindling love for lost foods, digging into the history behind them, and finding a place for them in our varied cultures today. The Broken Tulip serves a tasting menu style dinner Thursday through Saturday, showcasing the best our regional farmers, foragers, and fishermen have to offer. The bar serves up interesting wines, and delicious small plates from 4pm to close.

sariann@thebrokentulip.com
Huckle & Goose was started by sisters-in-law Anca Toderic and Christine Lucaciu. They share a passion for seasonal cooking and started Huckle & Goose in 2013. Anyone who has ventured into the world of seasonal cooking using farm-fresh ingredients knows it’s not an easy task. Planning meals for a whole week? Nearly impossible. We make planning local and seasonal meals simple, thoughtful, and effortless. It shouldn’t be intimidating and shouldn’t require hours of scouring cookbooks and Pinterest for perfect recipes. We wanted to change the story of frustrated home cooks everywhere and help seasonal cooking become second nature. Huckle & Goose bridges the gap between forgotten recipes (on dusty cookbook shelves, Pinterest boards, and magazine stacks) and the unique fruits and vegetables found at farmers’ markets, in csa boxes, and backyard gardens.
Justin McKenzie has had six years of experience at farmers markets; two as a vendor; two as a market aide; and two as Charlottesville City Market Manager. As a vendor Justin sold fresh produce, cut flowers, and mushrooms. In his time as a vendor he grew to love the market atmosphere and the positive impact it had on the local community. After studying Urban Planning and Sociology at Virginia Commonwealth University he returned to his hometown, Charlottesville, to work at the City Market. In 2016, Justin was named the City Market Manager and has helped continue Charlottesville’s long tradition of having the best farmers market in the region and state; Charlottesville has placed in the Top 3 markets in the country the past two years (2016 & 2017, according to American Farmland Trust). Justin believes strongly that markets have the unique ability to bring people together, support local business, and help people live healthy lifestyles.

mckenziej@charlottesville.org
Gayle is a veteran farmers market manager with nearly two decades of experience in sales and marketing in a variety of settings. She has a Master’s Degree in Sustainable Food Systems and is a popular speaker at conferences and events. She is happiest when she’s talking about food, eating food, and talking about eating food.

pgayleprice@gmail.com
Brittany is a holistic health coach and the woman behind Eating Bird Food, a wellness platform where she shares recipes, workouts, wellness articles, travel adventures and more. Brittany focuses on living a balanced life through healthy habits over dieting. Rather than promoting a specific diet, she strives to show a balanced approach to health with real-food, plant-focused meals that are not only nutritious, but also delicious and satisfying.
Eddie Oliver is the Executive Director of the Federation of Virginia Food Banks. Under his leadership, the seven regional food banks serving the Commonwealth are working together to improve access to nutritious food for all Virginians. Prior to his start with the Federation in January 2018, Mr. Oliver served as the No Kid Hungry Virginia State Director, leading the statewide campaign to increase participation in federal child nutrition programs in partnership with First Lady Dorothy McAuliffe. His efforts led to an annual increase of 10 million school breakfasts and 2 million afterschool meals and snacks served to Virginia students. For the past three years, he has worked with a broad range of partners across the Commonwealth to build a better food system that works for everyone, and is continuing that mission by leading the collaborative priorities for Virginia’s food banks.

eoliver@vafoodbanks.org
Wayne F. Pryor, a Goochland County hay and grain producer, was elected as the president of the Virginia Farm Bureau Federation in November, 2006. He served as Virginia Farm Bureau’s vice president since December 1998, and as a member of the Virginia Farm Bureau Federation board of directors since 1988.

He currently serves on the board of directors of the American Farm Bureau Federation; on the Mississippi-based Southern Farm Bureau Life Insurance Company as First Vice President; on the American Agricultural Insurance Company, and on the American Farm Bureau Insurance Services Company. He is also President of the Virginia Foundation for Agriculture in the Classroom and the Virginia Farm Bureau Federation AgPAC (political action committee).

Mr. Pryor is an Elder at Forest Grove Christian Church, where he also has served as chairman of the board. He lives in Goochland’s Hadensville area with his wife, Pattie.

Wayne.Pryor@vafb.com
Laura, originally from southwest Virginia, is the Horticulturist and Farmers Market Director for the City of Salem. Over the past 7 years, she has successfully supported several farmers market initiatives, including the SNAP acceptance program, strong regional collaboration, and the Salem Fresh Ideas Community Garden. She has proudly worked with VAFMA on various committees over the past 4 years, finding the experience invaluable to both her market and her professional growth.
Jeanelle Rogers is an Environmental Health Specialist Senior and has been working in the industry since November 2005. She is a native of the Tidewater area and a graduate of Virginia Wesleyan College and Liberty University. Jeanelle aides the community with providing education and training to business owners and those desiring to share their love for food with the community. This work is done through inspections, facilitating training groups and providing community education. Jeanelle enjoys the position that she is in and is motivated to continue to work alongside many others to make an impact on the community.
ELENA ROSENBLUM
ACCELERATOR DIRECTOR
UNION KITCHEN

As the Accelerator Director at Union Kitchen in Washington, D.C., Elena Rosenblum works closely with food and beverage entrepreneurs to build successful businesses. From refining their concept to raising investment, Elena advises more than 50 CPG companies on how to create products that meet market demand, build a sustainable business model, and scale effectively. In her previous role at Union Kitchen, Elena advised private companies, nonprofit agencies, and government entities on how to foster entrepreneurship. Elena graduated from the College of William & Mary and is a native of the DC area.

elena@unionkitchendc.com
Elizabeth Stark shares her passion for simple, seasonal recipes on the award-winning food blog Brooklyn Supper. Though Brooklyn will always have a place in her heart, she now lives with her family near the Blue Ridge Mountains in Virginia. In 2015, Brooklyn Supper won the Editors’ Choice Award for Most Delicious Food in the Saveur Blog Awards. In 2016, Brooklyn Supper was a Top 10 Finalist in the Better Homes and Gardens Blog Awards. Her blog was a 2018 IACP Awards Finalist in the Best Individual Blog category. Elizabeth’s writing has appeared in print in Vegetarian Times, and her writing and photographs have been featured online on Saveur, Condé Nast Traveler, The Kitchn, and Food52.
Chris Stem is a graduate of Delaware Valley University, located in Doylseton, PA, and obtained a bachelors degree in Large Animal Science. After completing his bachelors degree he took a position with the Hanover County Sheriff's Office in Hanover County, Virginia where he currently is a investigator in the General Investigations Division.

Chris founded Harlow Ridge Farm in 2015 where he raises Tamworth/Berkshire Hogs, Black Angus and a variety breed of sheep.

Harlow Ridge Farm quickly expanded and currently provides pork products to numerous local groceries, farm markets and restaurants in the Richmond area. In March of 2018 Chris Stem and Bruce Johnson founded Ashland Meat Co. which was a re-brand of Cross Bros. Grocery in Ashland, VA. Ashland Meat Co. offers local sourced meat, produce and provisions to the region. Ashland Meat Co. has a full time butcher shop and an on site butcher. Ashland Meat Co. provides affordable, fresh and accessible products to the Richmond community.

harlowridgefarmva@gmail.com
As Principal Software Engineer Mr. Stokes is a Co-founder of Farmspread and has developed software that runs some of the internet’s largest businesses such as Netflix, Wikipedia, and Amazon. Mr. Stokes has served on a non-profit board of a local farmers market for several years as well as being a Vendor maintaining customer relations. After being diagnosed with Celiac’s Disease, it inspired a real need to understand and to educate others about food integrity and preparation.

adam@farmspread.com
www.farmspread.com/
SARA STOKES
CO-FOUNDER, FARMSpread

Mrs. Stokes holds a Bachelor’s Degree in Interpersonal/Organizational Communication from East Carolina University and a Master’s Degree in Business Administration from Kaplan University. Mrs. Stokes coordinates meetings between Farmspread and various Organizations. Additionally, Mrs. Stokes fields support calls, implements campaigns, maintains database, creates bug reports and relays issues to the engineers as it relates to the online platform. As a former Market Manager and Vendor, Mrs. Stokes has experience helping customers make the most of their EBT benefits, planning and executing market events and structuring market operations.

sarah@farmspread.com
www.farmspread.com/
Levar M. Stoney was sworn in as Richmond’s 80th Mayor on Dec. 31, 2016. He is the youngest mayor ever elected to serve the city. Mayor Stoney was raised in Virginia by his grandmother and his father, a janitor. A product of Virginia public schools, he grew up on free and reduced lunch and was the first in his family to earn a high school diploma. He went on to graduate from James Madison University, before moving to Richmond to begin a career in public service. He rose through the ranks from Fellow in then-Governor Mark Warner's office to become the first African American Secretary of the Commonwealth of Virginia, and the youngest member of Governor Terry McAuliffe's cabinet.

He is a 2006 graduate of the Minority Political Leadership Institute here in Richmond, and serves on a number of civic and community boards including the VCU Massey Cancer Center Advisory Board; GRASP, a college-access organization; and the Jamestown Yorktown Foundation 2019 Commemoration. He is also a proud member of Richmond Crusade for Voters and the NAACP.

Since the people of Richmond elected Mayor Stoney, Richmond has been named the #2 Top Place Millennials are Moving by Time Magazine and a Top 25 Best Place to Live by U.S. News and World Report. Southern Living also named Richmond one of the South’s Best Cities. The Richmond Times Dispatch recognized Mayor Stoney as the 2016 Person of the Year. In June, 2017, he was named a Politico Rising Star.
Chef Taz’s culinary origins lie in her German Jewish heritage. After initially studying public relations, she became increasingly interested in working with food and the way people eat and decided to pursue courses in culinary science and hospitality before launching her career as a chef by interning in Lemaire, the signature restaurant in Richmond, VA’s historic Jefferson hotel. In her pursuit of the best food and produce Chef Taz's culinary journey has taken her all over Europe and she is now the co-owner of Die Kuche, specializing in high-end European tapas and the economic development company Chef’s Infusion. Passionate about the relationships between agriculture, what goes on the table and addressing the problem of urban food deserts, she founded Chefing, LLC with her business partner and mother. Chef Taz’s goal is to change lives with the production of good food regardless of social and economic status.
Nikeya Thomas is the Northern Virginia Regional Manager for the Food Safety Program at VDACS. Ms. Thomas has worked with VDACS for 5 years with 3 years of previous experience working in food industry. Her team is made up of 9 inspectors, 1 field supervisor and 1 administrative assistant. The Food Safety Program conducts inspections at retail food establishments such as grocery stores (Kroger, publix etc), convenience stores, and bakeries. In addition they also do inspections at manufacturers both large and small such as home based food businesses, breweries, wineries, kraft foods, and Anheuser Busch.

nikeya.thomas@vdacs.virginia.gov
In 2010, Barb Upchurch and Stephanie Ganz met at a Richmond-based non-profit dedicated to helping people start small businesses. There, Barb was the Director of the Women’s Business Center, and Stephanie managed the Breadwinners program—a grant-funded initiative designed to help women create food-based businesses. The two were an instant match, sharing a love of food, travel, and enterprise development; and they’ve been working together ever since. BARB UPCHURCH Speaker, problem solver, marketing maven Past Life: Created a business helping artists market and sell their art nationally. Loves gooey cheese and crisp white wines. Busy swim mom, basically lives at the pool year-round. Drives dangerously fast.

barb@theapplecartcompany.com
Edible Education is a children's cooking school, located in Midlothian, VA. We have been teaching kids to cook since 2011. Our mission is to get people excited about real, local food. I have been managing here for 3 years and over those years, I have had the pleasure of being the chef at many farmers market chef demos. Along with a passion for local food, Edible Education also owns and operates a commissary kitchen, to help other small food businesses grow.

rais@edibleedu.com
www.edibleedu.com/
Darlene Wolnik is a national advocate and trainer for farmers markets and has worked in the field for over fifteen years. Her background contains both extensive community organizing initiatives and innovative small business projects. She managed markets for New Orleans-based Market Umbrella while serving as its Deputy Director. She also designed and ran the organization’s marketshare project, one of the first technical assistance and resource sites for markets in the US. In that role, she created over 70 free resources and tools for markets. Since June of 2011, Darlene has consulted for dozens of market projects ranging from design and strategy, resource development to data collection and analysis. She authored the 2013 Vermont Market Currency Feasibility Report and the 2014 Local Food Awareness Report for Gulfport MS, both found on her website.

darlene@farmersmarketcoalition.org
www.helpingpublicmarketsgrow.com
KELLY WRIGHT, RDN
NUTRITION PROGRAM COORDINATOR
VIRGINIA’S DEPARTMENT FOR AGING AND REHABILITATIVE SERVICES

As a registered dietitian, Kelly has worked in community nutrition for her entire career. In her current role as Nutrition Program Coordinator at Virginia’s Department for Aging and Rehabilitative Services, Kelly coordinates the Senior and WIC Farmers Market Nutrition Program.

Previous to this position, Kelly has worked in state and local government, Head Start, and the Food Bank of Central New York. Before becoming a dietitian, Kelly owned and operated River Edge Mansion Bed & Breakfast, where she hosted numerous overnight guests from all over the globe. Besides being the innkeeper, she was also a caterer; serving fresh, locally grown foods whenever possible to her guests at business meetings, weddings and other special events at this historic home, built in 1818. In her spare time, Kelly enjoys playing tennis, swimming and traveling.

kelly.wright@dars.virginia.gov
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