



# **The 7<sup>th</sup> Annual Virginia Farmers Market Conference**

**“Virginia is for Farmers Market Lovers”  
November 13-15, 2019**

**Stonewall Jackson Hotel, Staunton, VA**

# Wednesday, November 13 | Preconference

*(exact times subject to change)*

## Agritourism Tours

**11:30 am – Meet at Hotel Front Door**

*\*If driving yourself, please meet us at hotel at 11:30 or at Project Grows at noon.*

**12:00 pm – 1:00 pm – Farm Tour at Project GROWS**

**1:30 pm - 2:30 pm - Farm Tour at Overlook Farms and Produce**

**3:00 pm – 5:00 pm – Winery Tour at Bluestone Vineyards**

**6:00 pm – 8:00 pm – Early Registration - Hotel Lobby**

**(Dinner on your own)**

# Thursday, November 14 | General Conference Day 1

**7:30 am – 8:15 am – Registration, Traditional Hot Breakfast & Networking**

**8:15 am – 8:45 am – Welcome! Introductions and Session Review**

**8:50 am – 9:40 am – I. Concurrent Break-Out Sessions**

**1: Agritourism in Virginia and the Farmers Market Trail**

Heather Wheeler, VDACS;

Rachel Salatin, Fields of Gold;

Livvy Preisser, Virginia Cooperative Extension

**2: FreshLink Ambassador Model: Lessons Learned**

Rachael Sommer, Roberto Martinez & Diane Pride-Mays  
of Case Western Reserve University

**9:50 am – 10:45 am – II. Concurrent Break-Out Sessions**

**1: Agritourism Success and Lessons**

Sarah Showalter, Showalter's Orchard

**2: Nourish Your Neighbors: Getting Started with SNAP and Food Access**

Meredith Ledlie Johnson, Virginia Cooperative Extension;

Michelle Oliver, VDSS SNAP Outreach Coordinator;

Ann Vargo, FCS SNAP-Ed Agent;

Cheryl Bursch, River Street Market;

Katie Struble, LEAP

**3: Food Safety for Vendors: Food Handlers Best Practices at the Farmers Market**

Renee Boyer, Virginia Cooperative Extension

**10:55 am – 11:55 am – III: Overcoming Obstacles: Taking a Stand for Farm Freedom**  
Martha Boneta, Farmer, Policy Advisor & Commentator

**12:00 pm – 1:00 pm – Lunch**  
**Keynote Speaker:** Heidi Hertz, Assistant Secretary of Agriculture  
**VAFMA Annual Meeting**

**1:00 pm – 1:30 pm – IV: Taking Care of Yourself and Others**  
Stanley Jones, III of Senoj' & Surry County Farmers Market

**1:40 pm – 2:30 pm – V. Concurrent Break-Out Sessions**

**1: Making You, Your Land & Your Livestock's History Part of Agritourism**  
Ronald Seagrave, Seagrave & Williams Farm

**2: Business Essentials: Strengthening Your Farmers Market Enterprise**  
Michael Reilly, Virginia Foodshed Capital  
Heather Coiner, Little Hat Creek Farm  
Andrew Bayker, Althea Bread  
Erica Hellen, Free Union Grass Farm

**3: Introduction to Value Added Foods**  
Michelle McKenzie, Virginia Food Works

**2:35 pm – 3:20 pm – VI. Concurrent Break-Out Sessions**

**1: Finding Funding — How to Get to Yes**  
Tim Pfohl, Virginia Tobacco Region Revitalization Commission;  
Melissa Ball, Virginia Department of Agriculture and Consumer Services–Specialty Crop  
Block Grant Program;  
Emily Flippo, AFID Fund Program;  
Anne Herring, United States Dept. of Agriculture, Rural Development;  
Julia Clark, The Virginia Foundation for Agriculture, Innovation and Rural Sustainability (VA  
FAIRS)  
Rebecca Rowe, Va. Department of Housing and Community Development

**2: Virginia's Industrial Hemp Law: Challenges & Opportunities**  
Kyle Shreve, Virginia Agribusiness Council

**3: The Marketing Roadmap: Branding & Identity for Small Business**  
Emilie Davis, LinkHouse Consultants

**3:30 pm – 5:00 pm – VII: CRASE – Citizen Response to Active Shooter Events**  
Police Chief John R. Dodd, II, Timberville Police Department

**Wrap-Up**

**5:30 pm – 7:00 pm – Evening Cocktail Reception & Raffle**  
Cash Bar, Hotel Lobby

**(Dinner on your own)**

# Friday, November 15 | General Conference Day 2

*(exact times subject to change)*

**7:30 am – 8:15 am – Traditional Hot Breakfast & Networking**

**8:15 am – 8:45 am – Welcome! Introductions and Sponsor Recognition**

**8:50 am – 9:35 am – I. Concurrent Break-Out Sessions**

**1: Community Connections: Ways to Strengthen Food Access Programs**

Megan Townley, Project GROWS

**2: Taking it to the Streets: More about Mobile Markets**

Sam Lev, LEAP;

Analise Adams, Shalom Farms;

Katie Struble, LEAP

**3: Leadership: The Art of Cultivating a Community**

Phil Easley, Mary Jo's Flowers

**9:45 am – 10:45 am – II. Concurrent Break-Out Sessions**

**1: Virginia Fresh Match: Proven Approaches for SNAP Success**

Facilitator: Elizabeth Borst, Virginia Fresh Match Co-Lead

Chelsi Bennett, American Heart Association

Virginia Fresh Match Regional Leads: Tracy Frey, Beth Austin, Sam Lev, Nick Stavely,

Analise Adams, Katie Struble

**2: Food Safety for Farmers Market Managers: Keeping Your Market Immune From Unwanted Critters**

Lisa Dearden, RVAgriculture

**3: Built from Scratch: Starting Up A New Market & Setting it Up For Success**

Michele Ascher & Amy Jordan, Hampton Blvd Farmers Market

**11:00 am – 11:45 am – III: VAFMA Speed Q&A – Common Issues**

Interactive Round Tables on Common Market Issues

**12:00 pm – 1:00 pm – Lunch & Learn**

**1:00 pm – 1:30 pm – IV: Market Layout, a FUNctional Skit**

**1:45 pm – 2:45 pm – V: Leveraging Open-Source Tools & Metrics to Increase Market Capacity**

Nick Stavely, Community Food Works

## **2:55 pm – 3:55 pm – VI. Concurrent Break-Out Sessions**

### **1: Getting to Greener – How Farmers Markets Can Get to #PlasticFree**

Zach Huntington, Clean Streams/Litter Free VA

### **2: Why Your Facebook Cover Actually Matters: Social Media & Branding for Farmers Markets**

Emilie Davis, LinkHouse Consultants

### **3: Using Technology to Streamline Market Operations and Data Collection**

Adam Stokes, Principal Software Engineer, Farmspread

Sarah Stokes, Co-Founder, Farmspread

## **4:00 pm – 4:30 pm: Closing Session**