The 7th 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
Blocking 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