

# 2016 NCCES COMMUNITY AND ECONOMIC DEVELOPMENT STATEWIDE CONFERENCE

## AGENDA (Day 1)

May 25 – Wake Forest Biotech Place

12:30 – 1:00 pm      Registration (Lunch is not provided)

1:00 – 2:15 pm      Early Afternoon workshops

1.      **Market Channels, Supply Chains, and Producer Success** (*Dr. Rebecca Dunning, Dustin Adcock*)  
*For the small and mid-sized produce operation, selection of appropriate market channels is as important as decisions about production. Size and scale of an operation, producer marketing experience, availability of local market outlets, and skills of the producer can all play into decision-making about appropriate market channels. Additionally, collaborative relationships and shared values between producers and buyers can result in trust and commitment that may provide a supportive environment for a long-term sales relationship, ultimately benefiting both producer and buyer through the life of the sales relationship. This workshop will share useful information on how to guide producers through a market channel analysis for their operations, and how Extension can support the building of collaborative supply chains between producers and end markets.*
2.      **How to Keep the Momentum Going** (*Dr. Rhonda Sutton*)  
*It is exciting to start new projects, to get ideas flowing, and to conceptualize new initiatives. However, do you ever find yourself getting bogged down by details of what you want to accomplish? Do you ever feel overwhelmed by all the other “stuff” you have to do, and gradually lose interest in what excited you about a project in the first place? All too often it is easy to get sidetracked and lose focus. However, there are ways to stay on track with your projects and put into action your ideas so they become a reality. This workshop helps you develop strategies that will keep the momentum going so that you can move from conceptualization to implementation.*

2:15 – 2:30 pm      Break (Refreshments are provided)

2:30 – 3:45 pm      Mid Afternoon workshops

1.      **Planning, Implementing, and Evaluating Successful Grower-Buyer Connections Events** (*Joanna Lelekacs, Robyn Stout*)  
*Grower-Buyer Connections Events are designed to connect individual growers to individual buyers in a respectful and efficient setting. A successful Grower-Buyer Connections Event can lead to local food sales relationships. It can also facilitate knowledge exchange and understanding between growers and buyers as to the business and communication needs on both sides of the table. This knowledge exchange has the potential to facilitate successful long-term, collaborative relationships. The organizers of a Grower-Buyer Connections event can also learn and then take action to set the stage for future grower-buyer collaborations. This workshop will cover how to plan, implement, and evaluate a successful Grower-Buyer Connections Event.*
2.      **Fork2Farmer: Innovative Approaches in Agritourism** (*Dr. Susan Jakes, Becky Bowen*)  
*This training will highlight the Fork2Farmer Project which creates brief videos highlighting chef/producer relationships in counties across NC with the goal of increasing on-farm visits as an additional income stream for farmers. Come see the beautiful videos and photography, hear about the Extension to Research Project to promote farmers and see the promotion through social media and local Extension and tourism offices.*

3:45 – 4:00 pm	Break
4:00 – 5:00 pm	Agriculture Policy Dialogue with Dr. Rich Bonanno, Director of NC State Cooperative Extension, introduced by Dr. Tom Melton, Deputy Director of NC State Cooperative Extension
5:00 -6:00 pm	Reception in the Atrium (Dinner on your Own)

## AGENDA (Day 2)

May 26 – Forsyth County Extension Center

8:30 – 9:00 am	Registration and Light Breakfast (provided)
9:00 – 12:00 pm	<p>Basics of Economic Development and Local Foods presented by Dr. Becca Jablonski and Dr. Becky Hill of Colorado State University, and Dave Swenson of Iowa State University, primary contributors to USDA's <a href="#"><i>The Economics of Local Food Systems: A Toolkit to Guide Community Discussions, Assessments and Choices</i></a></p> <p><i>Dr. Jablonski and her team will guide attendees on the basics of how to assess economic impacts of the local food movement, including how to assemble a community team, use of secondary data, conducting primary data collection, and basic economic concepts.</i></p>
12:00 – 1:00 pm	Local Foods Lunch (provided)
1:00 – 3:00 pm	<p>Advanced Course on Economic Development and Local Foods presented by Dr. Jablonski, Dave Swenson of Iowa State University, and Dr. Becky Hill of CSU</p> <p><i>Dave Swenson will lead this advanced session introducing, producing, and interpreting local food impacts, followed by a Q&amp;A using participants' examples modeling and interpreting such impacts.</i></p>
3:00 pm	Adjourn