

# Local Food Institute 2010

## AGENDA

### Wednesday, October 13

**7:30 a.m.**

Coffee, tea, light breakfast served in Jubilee!

**8:00 – 9:30 a.m.**

Welcome

Context and strategy – A presentation about the local food movement today and a framing of a strategic approach to building local food market initiatives.

*Charlie Jackson*

**9:45 – 11:45 a.m.**

Driving Demand – Key principles and specific actions you can take to create a climate of support and demand in which farms and businesses can thrive and innovate.

*Peter Marks and Maggie Cramer*

**12:00 – 1:00 p.m.**

Lunch

**1:00 – 3:00 p.m.**

Creating Capacity – Tools, resources, and strategies to build the capacity of farms to serve local markets and of businesses to source and identify local and connect to consumer interest.

*Peter Marks, Megan Ray, Lee Seabrook*

**3:15-5:15 p.m.**

Making connections – Creating relationships, identifying and engaging community resources.

*Emily Jackson and Molly Nicholie*

### Thursday, October 14

Visit a creamery and three farms in Western North Carolina and learn firsthand how they are successfully accessing the demand for local markets and helping to further the development of the region's local food economy.

**9:00 – 10 a.m.** Looking Glass Creamery

**10:30 a.m. – 12:00 p.m.** Hickory Nut Gap Farm

**12:00 – 1:00 p.m.** Catered lunch at Hickory Nut Gap Farm

**1:30 – 3:00 p.m.** Flying Cloud Farm

**3:30 – 5:00 p.m.** Gladheart Farm