



IMPACT REPORT



NATIONAL
FARM to CAFETERIA
CONFERENCE

NATIONAL FARM TO SCHOOL NETWORK

April 25–27, 2018 | Cincinnati, Ohio



ABOUT THE CONFERENCE

The National Farm to Cafeteria Conference is the only national gathering of stakeholders from across the farm to cafeteria movement, making it a key opportunity to learn, network and collaborate with like-minded leaders from across the country. Hosted biennially by the National Farm to School Network, the conference brings together food service professionals, farmers and food producers, educators, policy makers, youth leaders, representatives from nonprofits and government agencies, public health professionals and others to strengthen this national movement. Cafeterias in schools, universities, hospitals, childcare centers, corporate offices and prisons

serve tens of millions of Americans each day, placing the farm to cafeteria movement at the forefront of efforts to grow healthier communities and strengthen local food systems.

The **9th National Farm to Cafeteria Conference** was held April 25-27, 2018 in Cincinnati, Ohio at the Duke Energy Convention Center. The conference was attended by 930 stakeholders from across all 50 states, Washington, D.C., the U.S. Virgin Islands and Canada. The three-day program included 36 workshops across 12 topical tracks, inspiring plenary addresses, a poster session, eight short courses, 11 field trips and countless networking opportunities.



Conference Host – National Farm to School Network

Anupama Joshi, Executive Director and Co-Founder
Helen Dombalis, Senior Director, Programs and Policy
Jessica Gudmundson, Senior Director, Finance and Operations
Lea Madry, Development Director
Maximilian Merrill, Policy Director
Tracey Starkovich, Operations and Events Manager
Anna Mullen, Communications Manager
Lacy Stephens, Program Manager / Farm to Early Care and Education
Alena Paisano, Program Manager / Seed Change in Native Communities
Hannah McCandless, Network and Partnership Fellow
Sarah Goldman, Policy Fellow
Molly Schintler, Communications and Conference Logistics Intern
Sara Kemerer, Conference Intern
Anna Defendiefer, Development Intern

Local Host – The Ohio State University

Carol Smathers, Assistant Professor/Field Specialist, Youth Nutrition and Wellness, and Ohio Farm to School Program Director, OSU Extension Family and Consumer Sciences - The Ohio State University
Amy Forvague, Youth Wellness Program Coordinator, Ohio Farm to School, OSU Extension-Human Ecology Ext. Admin - The Ohio State University
Michaela Graham, Intern, Field Trip Coordinator - The Ohio State University

Conference Photographer: Larrison Photography
Report designed by Stone Soup Creative

CONFERENCE SPONSORS & SUPPORTERS



And many in-kind supporters, including: Almondina®, Angie's BOOMCHICKAPOP, Around the World Gourmet, Bauman Orchards, BrewCity Sausage Co., ChopChop Magazine, Cincinnati USA, DNO Produce, Edible Ohio Valley, Erie Bone Broth, High Mowing Organic Seeds, Jac's Gingerbread, J.T.M Food Group, Lifeway Foods, Mama Flasch's Gourmet Kitchen, Peaceful Fruits, Red Bike, Stanley's Market, Symmes Creek Premium Beef, The Organic Farm at Bear Creek, Tiger Mushroom Farms, Truitt Family Foods and others. Thank you!

IMPACT HIGHLIGHTS



90%

received
**professional
development**



77%

increased
**collaborations
and partnerships**



61%

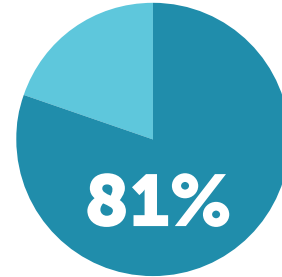
increased
knowledge of
policy issues



43%

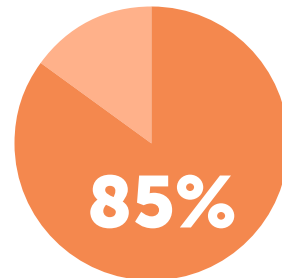
increased ability
to advance
**racial and
social equity**

**Overall conference
experience:**



Very satisfied
or satisfied

**Are you likely to attend another
National Farm to Cafeteria Conference?**



Yes

Overall session ratings:



Field Trips



Short Courses



Workshops

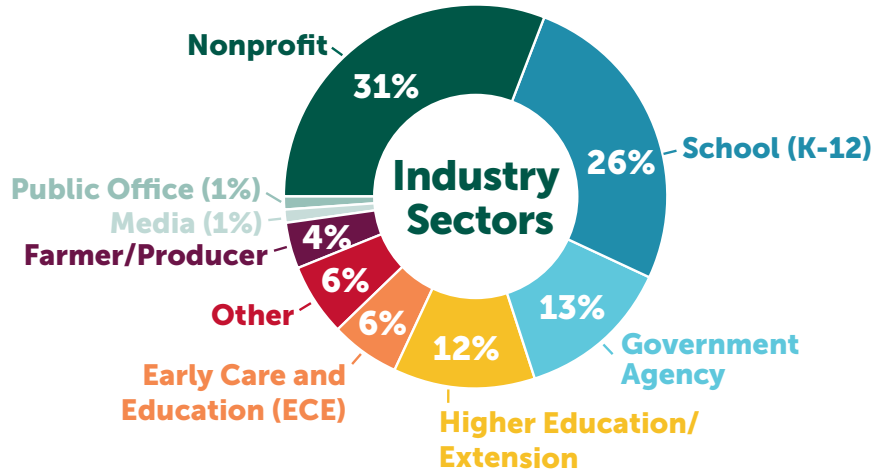


Hosting the 2018 National Farm to Cafeteria Conference gave Ohio State University the chance to highlight our state's transformational work to over 930 Farm to Cafeteria enthusiasts from all across the country, nearly 400 of whom registered for the 11 interactive field trips highlighting regional successes. The proximity and cost helped make the conference's learning and networking opportunities accessible to 140 participants from Ohio, including state network members, SNAP-Ed educators and community partners attending for the first time."

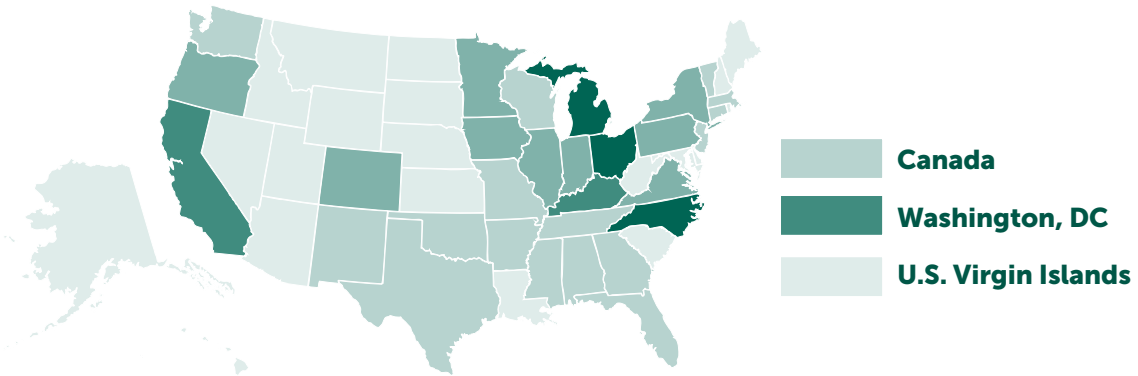
— Local Host, *The Ohio State University*

ATTENDEE SNAPSHOT

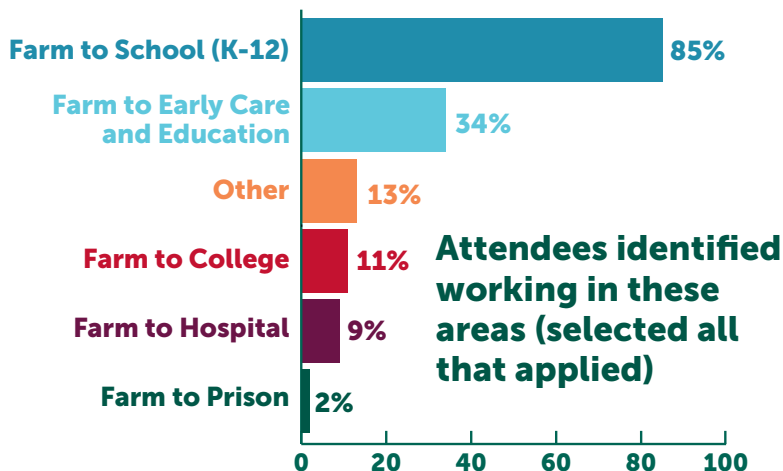
930
Attendees



Number of Attendees by Location



1-9 10-19 20-29 30-49 **50+**



“ Unlike many other conferences, this conference tends to be inclusive of all the stakeholder groups involved. Rather than a conference of only educators, this conference brings people of diverse backgrounds together. I believe this is part of the power of farm to cafeteria initiatives and it holds true for the conference.”

— Conference attendee

PROGRAM OVERVIEW



248
Presenters



41
Posters



36
Workshops



11
Field Trips



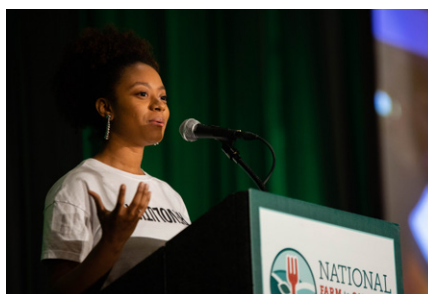
8
Short Courses

Keynote Speakers



Rodney K. Taylor, Director of Food and Nutrition Service, Fairfax County Public Schools

“Be persistent, be patient and persevere!”



Haile Thomas, Health Activist and CEO of HAPPY (Healthy Active Positive Purposeful Youth)

“When we equip children with the knowledge to cook and eat well they will spread that knowledge!”



Youth Panel, Haile Thomas (Moderator), Jada Davila, Abigail Fuhrmann, Abigail Johnstone, Noah Sweet, Pat Warner

“Have conversations with youth. Nurture our curiosity. Give us a voice.”

Plenary Presenters

Anupama Joshi, NFSN Executive Director & Co-Founder

Senator Sherrod Brown (Video Remarks), United States Senator from Ohio

Carol Smathers, Ohio Farm to School Program Director and NFSN Ohio Core Partner

Dr. Roger Rennekamp, Associate Dean and Director of Ohio State University Extension

Congresswoman Marcia Fudge (Video Remarks), U.S. Representative, Ohio's 11th Congressional District

Miguel Villareal, NFSN Advisory Board Chair

Rodney K. Taylor, Director of Food and Nutrition Service, Fairfax County Public Schools

Haile Thomas, Health Activist and CEO of HAPPY

Helen Dombalis, Senior Director, Programs and Policy
Students from the **ReFresh Collective**

Jada Davila, Burlington (Vermont) High School Junior

Abigail Fuhrmann, Student at Ohio State University and farmer at Fuhrmann Orchards

Abigail Johnstone, Student at Connecticut College

Noah Sweet, Catering and Culinary Management Student, Muskegon (Michigan) Area Career Tech Center

Pat Warner, Student at Cuyahoga Community College (Ohio)

ADVANCING RACIAL AND SOCIAL EQUITY

Advancing racial and social equity is a key priority for the National Farm to School Network, articulated in our **2017-2019 Strategic Plan** and **Theory of Change**. There are immense inequities across the food system, and we recognize farm to cafeteria as a strategy that provided opportunities to address and change these disparities. The 9th National Farm to Cafeteria Conference provided opportunities for stakeholders across the movement to share, learn and elevate equity as a central priority in their own farm to cafeteria efforts. Equity was integrated into all aspects of the conference, including prioritized scholarships, scoring of workshop proposals, selection of speakers and panelists and more.

29%

of attendees identified as biracial, multiracial, native persons or persons of color

71%

increase from 2016 conference

Program Snapshots



WORKSHOP:

Equity & Access in the School Garden Movement

Engaged participants in learning about and discussing ways in which equity and access can be addressed in the school garden movement.

Presenters:

Tristana Pirkel, Nadia Sol Ireri Unzueta Carrasco, Kendra Dawsey, Robyn Burns



SHORT COURSE:

Re-Framing Food: Food Systems Work through a Racial Equity Lens

Helped participants build and refine a shared language around racial equity and a shared analysis of structural racism in our food system.

Presenters:

Tes Thraves, Vanessa Apodaca, Stephanie Perry, Magdalena Vázquez Dathe



FIELD TRIP:

Cultivating Community Engagement with Farm to School

Explored innovative examples of community engagement through farm to school taking place across Cincinnati. Stops included the Lighthouse Charter Community School and the Civic Garden Center.

YOUTH EMPOWERMENT

Young people are the leaders and changemakers of tomorrow—and today! For the first time, we offered a special, discounted ticket for youth (ages 22 and under) to participate in the 9th National Farm to Cafeteria Conference. We also integrated youth presenters and topics about engaging youth into all areas of the conference program.

Youth-Focused Workshops:

- Youth Leadership & Engagement Track
- Growing the Future: Farm to School Through Student Empowerment
- Traditional Agriculture in Native Communities: A Case Study for Engaging Native Youth
- Fork in the Road: Tackling Equity and Empowering Youth
- Decolonizing a College's Farm-to-Table Dinner

Youth Keynote Speaker:

Haile Thomas, Health Activist and CEO of HAPPY

Plenary Youth Panel:

6 young people shared their experiences in farm to cafeteria and ideas for engaging youth in this movement.

Youth Performances:

Refresh Collective, premiered their original song "Eat Fresh." Listen to it at www.refreshcollective.org/eatfresh

Avocalypse, University of Cincinnati all-female a cappella group, provided music during the Welcome Reception.

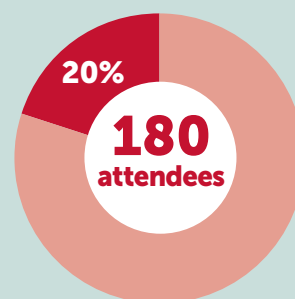
Dhadak International Dance Team, University of Cincinnati Bollywood Fusion dance team, opened the Morning Plenary with electric movement.



Scholarships

National Farm to School Network is committed to making the National Farm to Cafeteria Conference accessible to all as a part of our priority to advance racial and social equity within the movement. To ensure the conference reflects the full diversity of the movement, scholarships were prioritized for farmers and farm support organizations, farm to college and farm to hospital practitioners, early care and education providers, food service professionals, persons of color and youth.

Number of Scholarships Awarded



“ I would not have been able to attend this conference without the scholarship. I made professional connections and am so excited to continue my career in the farm to cafeteria world!”

— Conference attendee

LOCAL FOOD

The National Farm to Cafeteria Conference would not be complete without putting our food values into action. In 2018, we nearly *doubled* the quantity of local product served in meals and snacks over previous conferences. Our close collaboration with the Duke Energy Convention Center catering service made impacts beyond our own event, as well. The venue has continued to purchase from several local procurers, generating an ongoing, system-changing impact as a result from our gathering in Cincinnati.



Thank you to these Ohio and Kentucky farmers, producers and companies that provided food for our conference meals and snacks:

Almondina - Maumee, OH *

Around the World Gourmet - Columbus, OH *

Bauman Orchards - Rittman, OH *

BrewCity Sausage Co - Mason, OH *

Carriage House Farm - North Bend, OH *

Crooked Row Farm - Lexington, KY *

Davidson Family Growers - New Carlisle, OH *

DNO Produce - Columbus, OH *

Ed-Mar Dairy - Walton, KY

Elmwood Stock Farm - Georgetown, KY

Erie Bone Broth - Cleveland, OH *

Fox Tail Farm - New Richmond, OH *

Grandola Granola - Newport, KY *

Greenacres Farm Sales - Cincinnati, OH *

Jac's Gingerbread - New Albany, OH *

J.T.M. Food Group - Harrison, OH *

Little Green Pastures - Butler, KY

Mama Flasch's Gourmet Kitchen - Cincinnati *

McDowell Farm - Seaman, OH

My Artisano Foods - Cincinnati, OH

Peaceful Fruits - Peninsula, OH *

Our Harvest Cooperative - Cincinnati, OH

Salad Days Farm - Versailles, KY

Sedakka Farm - Milford, OH

Sheltowee Farm - Salt Lick, KY

Stanley's Market - Toledo, OH *

Stone Fall Farm - Winchester, KY

Sunflower Sundries - Mt. Olivet, KY

Swallow Hill Jersey Dairy - Jamestown, OH

Symmes Creek Premium Beef - Patriot, OH *

That Guy's Family Farm - Clarksville, OH

The MadHouse Vinegar Company - North Bend, OH

The Organic Farm at Bear Creek - Felicity, OH *

Tiger Mushroom Farms - Blacklick, OH *

Turner Farm - Cincinnati, OH

Turtleback Ridge Wares - Ewing, KY

TS Farms - New Vienna, OH

Whispering Breeze Farm - Mayslick, KY

Wildcat Mountain Cheese - East Bernstadt, KY

*In-Kind Donor - Thank You!



70%
locally sourced
menu



39
local food
producers



3,232
meals served

“ We think this is the coolest program... [This event] has opened my eyes in a lot of ways, and a lot of the produce you see today, we are going to continue purchasing from local farmers.”

— Executive Chef Purvill Chaney, Duke Energy Convention Center

MEDIA BY THE NUMBERS

55,080
page views

on farmtocafeteriaconference.org

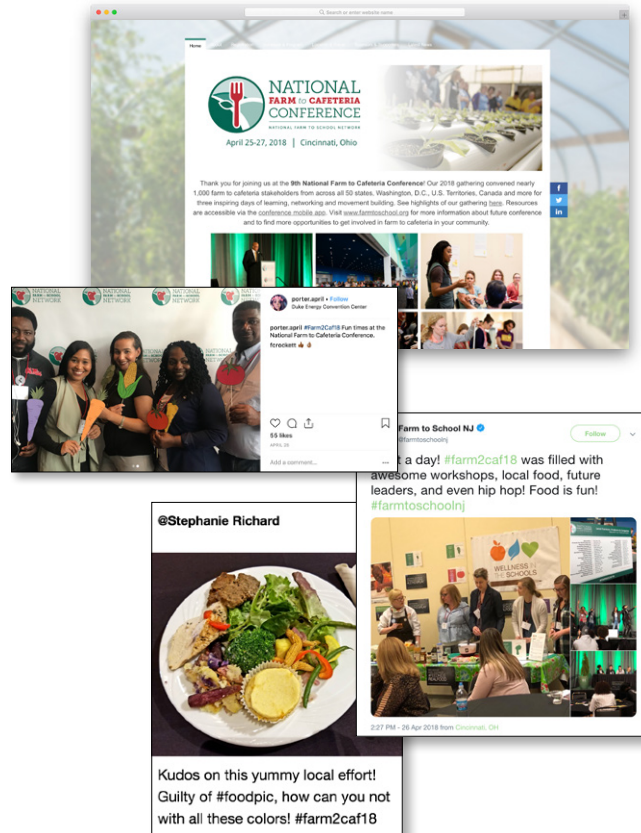
30+
media stories

69,341

users viewed
Facebook event page

938

users joined Facebook
event page



During the week
of the conference....



610
Tweets



293
Instagram posts



101
public Facebook posts



4.9m
impressions

Mobile App

769 unique users
(82% of attendees)

44,500 actions taken
within app

4,450 messages and
social shares

605 hours spent in app

14,200 navigation
icon taps

174,000 banner
impressions



WHAT'S NEXT?

We Asked: What are the top action items you plan to implement as a result of your attendance?

- Center racial equity in our farm to school work
- Expand our state farm to ECE network to include more targeted stakeholders with shared interests
- Engage my elected officials in implementing a Farm Bill that will protect small farms and the SNAP Program
- Follow up with several new organizations I did not know about before, and engage them more deeply in our work
- Implement new procurement strategies
- Engage more youth in the process of planning our school garden and maintaining it, to help them feel a sense of ownership

In Ohio

“ The Ohio Farm to School program team collaborated with OSU’s Initiative for Food and AgriCultural Transformation (InFACT) to host Ohio’s Pre-Conference and Policy Forum. Attended by more than 70 key Ohio stakeholders, this event increased awareness of Ohio’s farm to school opportunities and strengthened partnerships in a way nothing else could have. A newly-formed local food policy committee is now beginning to take action on establishing Farm to School coordinators within Ohio’s state agencies.”

— Local Host, *The Ohio State University*

10th National Farm to Cafeteria Conference (2020)

Plans for the 10th National Farm to Cafeteria Conference, to be held in 2020, are underway. Keep an eye out in early 2019 for location and date announcements! Stay tuned for our call for conference presenters. Sponsorship, in-kind donation and scholarship opportunities available soon. Have questions? Contact us at conference@farmtoschool.org. Become a member of the National Farm to School Network to receive conference updates. Sign up at www.farmtoschool.org/join



NATIONAL FARM to SCHOOL NETWORK

Growing Stronger Together

The National Farm to School Network is an information, advocacy and networking hub for communities working to bring local food sourcing, school gardens and food and agriculture education into schools and early care and education settings.

