Funding Greater Washington’s Food System: Opportunities Available through the 2014 Farm Bill

Friday, October 17th from 9:30 am to 4:30 pm (program begins at 10 am)
7950 Jones Branch Drive | McLean, VA 22107

Funding Greater Washington’s Regional Food System is a one-day convening hosted by Washington Regional Food Funders, a working group of Washington Regional Association of Grantmakers. It is a chance for food and agricultural-related nonprofits, businesses, institutions, local, state and federal agencies, as well as funders of all kinds, to learn about U.S. Department of Agriculture (USDA) programs, grants, and other funding opportunities available through the 2014 Farm Bill.

Agenda*

9:30 – 10:00 am  Registration

10:00 – 10:30 am Welcome and Opening Remarks

Celeste James, Director of Community Health at Kaiser Permanente of the Mid-Atlantic States and Washington Regional Food Funders Member

Basil I. Gooden, State Director - Virginia
USDA Rural Development

10:30 – 11 am Strengthening Local and Regional Food Systems using USDA Funds and Other Partnerships

- Overview of Funding Opportunities in the 2014 Farm Bill
- The Role of Funding Partnerships

Elanor Starmer, National Coordinator and Advisor, Local and Regional Food Systems,
Office of the Secretary, USDA
Wendy Wasserman, Office of Communications, USDA

* First Lady Dorothy McAuliffe has been invited to offer to address attendees at some time during the gathering.

Washington Regional Food Funders thanks Gannett Company, Inc for providing their meeting space for this event. Photo credits: L Smith for top left photo of The Organic Garden at THEARC in Washington, D.C., and Charles Borst for the middle and top right photos of the Spotsylvania Farmers Market for The Farmer’s Market Co.
11:00 – 12:15 pm  Connecting Low Income Consumers with Local, Healthy Food at Farmers Markets, Schools, etc.

Panel Discussion: Panelists from around the region will share their experiences accessing USDA and philanthropic funding to improve food security while supporting local farms. A more in-depth look at USDA programs related to Farmers Market Incentives, SNAP, Farm to School, CSA and SNAP, and Farmers Market Promotion Program

- Christopher Bradshaw, Executive Director, Dreaming Out Loud
- Michele Levy, Co-Founder, Maryland Farmers Market Association
- Lauren Shweder Biel, Executive Director, DC Greens
- Susan Roberson, Director, Richmond Public Schools Food and Nutrition Service

Q & A with Meeting Participants

Moderator and Discussion Leader: Kate Fitzgerald, Kate Fitzgerald Consulting

12:15 – 1:45 pm  Lunch and Networking

Presentation and discussion: How Are Local Governments Leveraging Other Federal Funds to Build Regional Food Systems?
Speaker: Laura Goddeeris, Center for Regional Food Systems at Michigan State University on Local Government Support for Food Systems: Themes and Opportunities from National Data

Informal, small group discussions with USDA representatives on programs presented throughout the day.

Concurrent Lunch Meeting for Virginia Funders on the 2014 Virginia Farmers Market Assessment

From the Ground Up: Building a Network of Nutrition Incentive Program Operators in Virginia. Following an overview of the Assessment results, this interactive discussion is designed for Virginia funder input on how to structure this statewide project.

Speakers: Julia Pon, Wholesome Wave and Elizabeth Borst, The Farmers Market Co., co-facilitators of the 2014 Assessment of local food access for low-income consumers in Virginia. Brief introductory remarks from Carol Pickering, Dietel Partners (lunch sponsor) and Gus Schumacher, Wholesome Wave

1:45 to 2:00 pm  Break

2:00 – 3:15 pm  Increasing Production and Distribution of Healthy, Local Food from Farm to Market

Panel Discussion: Practitioners from around the region will talk about USDA funding related to Community Food Projects, Urban Agriculture, Food Hubs, Beginning Farmers and Ranchers, Specialty Crops, etc., to increase local food production, processing, and distribution and strengthen the regional supply chain.

- Rachael Callahan, Executive Director, Common Good City Farm
- Kathryn Terry, Executive Director, Appalachian Sustainable Development
- Dena Leibman, Executive Director, Future Harvest CASA
- Chris Guerre, Maple Avenue Market

Q & A with Meeting Participants

Moderator: Jim Barham, Agricultural Economist, Rural Development, USDA
3:15 – 3:30 pm  
Summary of the Day

3:30 – 4:30 pm  
Meeting of Food Policy Advocates and Food Policy Councils from Greater Washington  
Reflections from the October 5th to 8th Chesapeake Food Policy Council Leadership Training  
Facilitator: Anne Palmer, Johns Hopkins Center for a Livable Future, Bloomberg School of Public Health

Concurrent Networking and Social Hour  
Appetizers and nonalcoholic beverages will be served. Beer and wine will be available for purchase at a cash bar.

Directions to the Meeting

The meeting will be held at Gannett/USA Today Corporate Headquarters located near the Capital Beltway in Northern Virginia at 7950 Jones Branch Drive in McLean, VA.

Transit Directions  
The meeting can be reached via the Silver Line and a short connector bus ride from one of two new Metro stops in Tysons Corner. (Fairfax County Connector Bus Route 424 from the Silver Hill Metro – slightly faster bus ride - or Connector Bus 423 from Tysons Corner Metro.) Please consult the schedules in the links provided here, and take care if you need to cross Jones Branch Drive from your stop. For any questions about Fairfax County Connector bus service, please contact Customer Service at www.fairfaxconnector.com or 703-339-7200.

Driving Directions  
Directions can be found on the next page. Free parking is available on-site.

Building Entrance Requirements  
All participants will need to check in at the security desk in the lobby before proceeding to this meeting and should bring a photo ID. There is no on-site registration for this meeting.

Please contact Lindsay Smith at smith@washingtongrantmakers.org for additional details.
Directions to Gannett Co., Inc./USA TODAY
7950 Jones Branch Drive, McLean, VA 22107
(703) 854-6000

**Route 66 from Washington D.C.:**
Take Route 66 West. Follow signs to Route 267, Dulles Toll Road. Exit at Route 123 South, Chain Bridge Road. After passing under I-495, stay in the far right lane. Exit right onto Tysons Boulevard. Turn right onto Galleria Drive that becomes Westpark Drive. At the first traffic light turn right onto Jones Branch Drive. 7950 Jones Branch Drive will be approximately ½ mile on the right.

**From the Capital Beltway (I-495):**
Take exit 46A (Tysons Corner/Route 123/Chain Bridge Road South). Stay in the right lane and take the first right exit onto Tysons Boulevard. Turn right onto Galleria Drive that becomes Westpark Drive. Turn right at the first traffic light onto Jones Branch Drive. 7950 Jones Branch Drive will be approximately ½ mile on the right.

**George Washington Parkway North from Washington D.C.:**
Take the Virginia exit from the George Washington Parkway onto I-495 South (the Capital Beltway). Continue on I-495 South for about 2 miles. Take Exit 46A (Tysons Corner/Route 123/Chain Bridge Road South exit). Stay in the far right lanes. Exit at first right onto Tysons Boulevard. Turn right onto Galleria Drive that becomes Westpark Drive. Turn right at the first traffic light onto Jones Branch Drive. 7950 will be about ½ mile on the right.

**Dulles (Limited ) Access Road:**
Exit onto the right ramp Route 7, Leesburg Pike/Tysons Corner. Immediately get in the far left lane. Turn left onto Spring Hill Road, then right onto Jones Branch Drive. 7950 Jones Branch Drive will be about ½ mile on left.

**Route 267, The Dulles Toll Road:**
Enter Route 267, the Dulles Toll Road, from the far right lane onto Spring Hill Road. Toll will be $.75. When leaving Toll Booth get into left lane at the traffic light. Exit onto one of the two left lanes of Spring Hill Road and turn left at the first traffic light onto Jones Branch Drive. 7950 will be approximately ½ mile on the left.

**Parking Information**

There are three entrances to the Gannett Building from Jones Branch Drive.

Event guests should enter through the Service / Employee Entrance.

Coming east on Jones Branch Drive, the parking entrance is the third on the right once you see the Gannett Building. Coming west on Jones Branch Drive, the parking entrance is the first on the left. **There are signs posted for all events indicating Event/Visitor Parking entrance.**

Once guests arrive at the garage entrance, they should indicate they are attending an event onsite and a Security Guard will direct them to the designated parking locations.

To exit the parking garage and enter the building, guests should take the stairs or elevator which will bring them into the lobby of our building.

**Guests must check in with Security desk in the lobby before proceeding to their event.** Security or Signage will direct you to your event location.