

**10th Annual Southwest Marketing Network Conference
Border Food Summit
September 16-18, 2102**

Monday, September 17th				
8-9:00	Breakfast & Registration	Breakfast & Registration	Breakfast & Registration	Breakfast & Registration
9:00-10:00 Sonoran	<p>Opening Session: Welcome, Jim Dyer, Southwest Marketing Network; Ecumenical Blessing by Father Sean Carroll of Kino Border Initiative in Ambos Nogales Keynote: Ricardo Salvador, Union of Concerned Scientists <i>"Connecting Wellbeing and Resilience to Weave Tomorrow's Food System;"</i> Overview: Tawnya Laveta, Farm to Table, Best kept secret of this year's conference Getting to Know Your Neighbor: Cristina Dominguez-Eshelman, La Semilla Food Center, Border BINGO</p>			
10:00-10:15	BREAK	BREAK	BREAK	BREAK
Track Name & Descriptions	Strengthening Farm Enterprises Together	Good Food For All: Communities Taking Charge!	Place Based Approaches to Food, Land, Water, and Enterprises	New Collaborations in Food & Farming
	What: Specific management tools to meet the demand for "local" food: business & financial essentials, tools for working together, cooperative crop planning, quality management systems, shared marketing & distribution, and customer loyalty	What: Examples, models and practical tools for engaging community around food system issues, projects, and policies	What: Features our unique cultural relationships with seeds, food, enterprises, the Sonoran landscape, plants and animals, and honoring water to sustain future generations	What: Highlights successful farms, food coops and community groups that use social media tools as a vehicle for alternative financing, growing and educating communities
Breakout Room	Sierra Madre	Santa Cruz	Mariposa	San Pedro
Breakout I 10:15-11:45 AM	<p>Farms Working Cooperatively Speakers: Henry Rael and Dan Hobbs becoming a coop, marketing, crop planning, quality management, reducing risk, and planned growth</p>	<p>Community Food Assessments: "Laying a Firm Foundation" Speakers: Jim Dyer-CFA framework and "why?"; Dana Eldridge, Dine Policy Institute (Navajo Nation) CFA's; Christine Hamann of Crownpoint CFA collaboration</p>	<p>Indigenous Approaches: Protecting Mother Earth and creating sustainable solutions Speakers: La Mujer Obrera, Rubi Orozco, Mercado Mayapan women's food enterprises and traditional foods; Alma Maquitico, SURCO; Robert Nutlouis, Black Mesa Water Coalition, organizing Hopi and Navajo communities, especially youth, protect Mother Earth and create sustainable, indigenous solutions</p>	<p>Telling Your Story! How to utilize social media tools to reach, educate, and grow your community Speakers: Natalie Morris of Good Food Allies and Manish Shah and Roxanne Garcia, Tucson Farmers Markets; share how mail chimp, facebook and videos educate and grow markets</p>
Lunch 12:00-1:00pm SCION Pitches Sonoran Ballroom	Lunch	Lunch	Lunch	Lunch

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Breakout Room	Sierra Madre	Santa Cruz	Mariposa	San Pedro
Breakout II 1:15 - 2:45pm	Laying the Groundwork for food hubs: farmers sharing cold storage, processing, marketing, distribution Speakers: La Semilla, Krysten Aguilar; Agricultura Network, Henry Rael; Audra Christophel & Marie Kessler Community Food Resource Center, Community Food Bank of Southern Arizona (Community Food Consignment & Farmers Mkt Manager)	“What We Can Do Together!” Community-based Collaborative Projects To Improve Access to Good Food Speakers: Yvonne Delgadillo, Nogales Community Development; Susan Kunz, Mariposa Community Health; Robert Vaughn, Ajo Regional Food Partnership from Pima County Natural Resources Parks & Recreation; Kelly Watters, Brooke Smith and Cesar Lopez Somos La Semilla partners Tierra y Libertad and WhyHunger (local/regional/national grassroots organizing)	Building Resilience into Borderland Foodscapes in the Face of Climate Change: Restoring Water, Pollinators and Food Security in the Face of Climate Change: Speakers: Borderlands Habitat Restoration Initiative, Kate Tirion, Deep Dirt Farm Institute; Caleb Weaver, Western SARE On-Farm Pollinator Habitat Project; Gary Nabhan UA Southwest Center, Ron Pulliam, University of Georgia; and David Siebert, UA Southwest Center and Altar Valley Conservation Alliance	Celebrate Your Localness: Part 1, Businesses and Community come together! Part 2, Accessing Community Capital Speakers: Francisco Cervera and Carlos Velasco Part 1: Local First Arizona affiliate Fuerza Local's new alternative model using strength in numbers to aid small businesses and diversity inclusion. Speakers: Luis and Francisco Cervera, eMoney Pool Part 2: Learn how small business owners are working together to access community capital in order to advance their businesses and local community
Breakout III 3:00 - 4:30 PM	Innovative CSAs, the financials, roles & responsibilities, record keeping, and crop planning Speakers: Clay Smith, Sleeping Frog Farms CSA; Jim McManus, Walking J Farm; Henry Rael, Agri-Cultura Network; Dana Helfer, Menlo Farms	Changing Food Policy: Knowing Where to Start and Then Get the Job Done Speakers: La Semilla, Krysten Aguilar & Rebecca Wiggins; Alicia Edwards TVC, Econ Dev county priorities & Resolutions to support state legislation; Dana Eldridge, Dine Policy Institute	Seeds of the Southwest: Ways to sustain our food and farming future Robert Stone, Gila; Justine Hernandez, Seed Library of Pima County Public Library; Bill McDorman Native Seeds/SEARCH; Rubi Orozco, Mujer Obrera, plants and seeds as our diverse inheritance	Bridging the Food Gaps: Creating Online Buying clubs Chris and Derek, Chow Locally web based online marketplace; Genevieve and Tony, El Morro Valley Coop, online buying club; Tawnya Laveta, rural food access projects in NM
Informal Networking 4:30-5:30	Facilitators & Recorders meeting, planning for Tues.	Open	Open	Open
6:00-7:00pm Sonoran Ballroom	Dinner and music	Dinner and music	Dinner and music	Dinner and music

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Tuesday, September 18th				
7-8:00am	Yoga with Dana			
8-9:00am Sonoran Ballroom	Breakfast	Breakfast	Breakfast	Breakfast
Breakout Room	Sierra Madre	Santa Cruz	Mariposa	San Pedro
Breakout Session IV 9:15-10:45	Strengthening Farm Enterprises Together: informal presentations and local resources. Share your project or enterprise with peers.	Local, Regional, State, and National Policy Currents Tucson sustainable land use plan- Jim Mazzocco; Land use on Pima County Open Spaces for farming & ranching- Kerry Baldwin; Pam Roy, NM Food & Agriculture Policy Council, connecting local, state, and federal policy opportunities.	Cultural Approaches to Land, Food and Water: informal presentations and local resources. Share your project or enterprise with peers.	Farm to School: Informal Presentations & Networking Speakers: La Semilla, Catherine Yanez and Kristina St. Cyr; FoodCorp summary of FTS in all tracks
Priorities & Next Steps Session 11:00-1:00 PM Sonoran Ballroom	Activate next steps, connect back to Keynote highlights, 2-3 juicy priorities from each Track are shared w/ whole group, then break into small groups according to priorities & interests (FULL SESSION, first 1/2 hr. Small groups from 11:30 -Lunch)	FULL SESSION, then small working groups	FULL SESSION, then small working groups	FULL SESSION, then small working groups
Lunch 1:15 pm -2:30pm Sonoran (Youth Presentation SCION pitches)	LUNCH	LUNCH	LUNCH	LUNCH
3-5pm "Wine Down" Event at Native Seeds/SEARCH				