

Southwest Marketing Network
 Urban Farming Conference
 November 16, 2009 - West Valley City, Utah
Agenda

8:00 – 8:30 am	Registration	Presenters
8:30 – 8:45	Welcome and Introductions	Jim Dyer , Southwest Marketing Network, Marvel, Colorado; Jim Goodwin , Western Rural Development Center, Logan, Utah; Tammy Hinman , National Center for Appropriate Technology, Butte, Montana
8:45 – 9:00	Mayor’s welcome and speech on Urban Farming	Salt Lake County Mayor Peter Corroon
9:05 – 10:15	<i>Seeing Yourself as Part of a Community Food System: Creating Partnerships in your Marketing.</i>	Jim Dyer - Moderator 1) Matt Jones with Slow Food Denver 2) Christi Paulson with Utah Slow Food
10:15 – 11:25	<i>Farm to School / Institution Marketing</i>	Le Adams – Moderator 1. Jim Dyer , Dyers Wool, Healthy Community Food Systems, SWMN 2. Penny Trinca , update on Farm to School activities in Utah
11:25 – 11:30	<i>Utah State University Cooperative Extension programs for small growers</i>	Scott McKendrick , USU Extension - Statewide Small Acreage Programs Coordinator
	BUFFET Lunch	
11:30 – 12:30	Lunch and Keynote Speech	Salt Lake County Commissioner Jim Bradley
12:30 – 2:00 pm	<i>Scaling Up – Is It Right for You?</i>	Ilana Blankman - Moderator 1) Mr. Jamie Gilmor , Morgan Valley Lamb, Delta, Utah 2) Jeremy East , East Farms LLC, West Point, Utah 3) Russ Tronstad , University of Arizona, Tucson, Ag Economics

2:00 – 3:15	<i>The Face of Urban Farming</i>	Tammy Hinman – Moderator <ol style="list-style-type: none"> 1. David Bell - Bell Organic Gardens in Draper, UT 2. Kyle LaMalfa – founder of People’s Market in Salt Lake City 3. Alexandra Parvaz, Wasatch Community Gardens
3:15 – 3:45	Break	
3:45– 4:30	<i>Resources for the New Urban Farmer</i>	Tammy Hinman – Moderator <ol style="list-style-type: none"> 1. Penny Trinca – First Frost Farm, Utah, Nibley, UT 2. Shawn Olsen – Davis County, USU Extension 3. Phil Rasmussen – WSARE, USU 4. Roger Koon – USDA Rural Development - Utah
4:30– 5:00 pm	<i>Tying It All Together</i> – <i>How Farm to Institution and Urban Farming Can Contribute to Local Economies and Provide Local Healthy Food Access for All.</i> <i>For possible consideration - Could we form a Wasatch Front Urban Farmers Association to promote and support urban farming along Wasatch Front counties much as Salt Lake County has recently done?</i>	Jim Goodwin, Tammy Hinman and others