



“Planting Ideas, Harvesting Health”

National Association of Farmers’ Market Nutrition Programs (NAFMNP) 2010 Annual Conference - Portland, Oregon “Planting Ideas, Harvesting Health” - October 6-9, 2010

Wednesday, October 6

8:00 am	-	10:00 am	NAFMNP Board Meeting (current members)
10:00 am	-	12:00 pm	Best of Portland walking tour (on your own) For tickets go to http://www.portlandwalkingtours.com/tours/best_of_portland.php
10:00 am	-	2:00 pm	Downtown Portland Farmers Market on your own (see link at end of agenda)
1:00 pm	-	5:00 pm	Registration
3:00 pm	-	5:00 pm	Ask & Tell: State to State Roundtable – open to all
7:00 pm	-	9:00 pm	RECEPTION

Thursday, October 7

7:00 am	-	Noon	Registration
7:30 am	-	8:30 am	Continental Breakfast
8:30 am	-	9:15 am	Welcomes
9:15 am	-	10:00 am	Prescription for Health: Visit Your Farmers’ Market
10:00 am	-	10:30 am	Break
10:30 am	-	Noon	USDA Grant Recipients Panel / FNS Town Hall
Noon	-	1:30 pm	Lunch on your own
			Breakout Sessions (choose one)
1:30 pm	-	2:45 pm	<ol style="list-style-type: none"> 1. Farmers’ Markets: Growing Senior Nutrition 2. WIC CVV and Farmers: Implementation Overview 3. EBT and the FMNP’s
2:45 pm	-	3:15 pm	Break
			Breakout Sessions (choose one)
3:15 pm	-	4:30 pm	<ol style="list-style-type: none"> 1. WIC CVV and Farmers: Implementation Overview 2. Buy Fresh, Buy Local: Promoting Farmers’ Markets in Fresh Ways 3. EBT and the FMNP’s
4:30 pm	-	5:30 pm	Regional Caucuses
5:30 pm	-	7:00 pm	Dinner on your own
7:30 pm	-	8:30 pm	Movie at Hotel: “Good Food”

Friday, October 8

7:00 am	-	9:00 am	Registration
7:00 am	-	8:00 am	Continental Breakfast
8:00 am	-	10:00 am	NAFMNP Annual Business Meeting
10:00 am	-	10:30 am	Break
10:30 am	-	11:45 am	Fresh Food for All: The Role of Farmers' Markets in a Sustainable Food System
11:45 am	-	1:15 pm	Lunch & Raffle (provided by NAFMNP)
1:30 pm	-	2:45 pm	Breakout Sessions (choose one) <ol style="list-style-type: none">1. Wit and Wisdom – Welcoming Senior Shoppers at Farmers' Markets2. WIC CVV and Farmers: Farmer Training3. New Partners, New Solutions: Farm to School, Fresh Fruit & Vegetables Program, and More
2:45 pm	-	3:15 pm	Break
3:15 pm	-	4:30 pm	Breakout Sessions (choose one) <ol style="list-style-type: none">1. WIC CVV and Farmers: Farmer Training2. Grant Writing 101: Know Your Basics3. Community Based Garden Initiative
4:30 pm	-	6:30 pm	NAFMNP Board Meeting (for new Board members)
6:30 pm			Dinner on your own Beyond Bizarre Tour (on your own) For tickets go to http://www.portlandwalkingtours.com/tours/beyond_bizarre.php

Saturday, October 9

10:00 am	-	11:00 am	Food Works Farm Tour – Sauvie Island
11:30 am	-	Noon	Portland Farmers Market at Portland State University "Welcome"
Noon	-	2:00 pm	Portland Farmers Market at Portland State University On Your Own
			Travel Home

Link to Downtown Portland Farmers Market

http://www.portlandfarmersmarket.org/sec_experience/markets/Wednesday_Downtown_Mkt.php

Portland Farmers Market at Portland State University

http://www.portlandfarmersmarket.org/sec_experience/markets/Saturday_PSU_Mkt.php

About the Presentations

Ask & Tell: State to State Roundtable

This is a great opportunity to get to know other members! Join your colleagues in a facilitated conversation to learn program tips from around the country and share your successes.

Plenary Sessions:

Prescription for Health: Visit Your Farmers Market

Connecting health and agriculture on the Kaiser Permanente and Oregon Health Sciences University door steps provides a powerful healthy living message to employees, patients and the community at large. Come hear how farmers' markets become a catalyst for sustainable food purchasing in health care institutions.

USDA Grant Recipients Panel / FNS Town Hall

Hear about Specialty Crop Grants, Federal State Market Improvement Program (FSMIP) and Farmers Market Promotion Program grants from grantees, get an FNS update, and participate in a USDA question and answer session.

Fresh Food for All: The Role of Farmers' Markets in a Sustainable Food System

Farmers' markets are great places to buy fruits and vegetables and make for great outings. They also play a vital role in ensuring fresh, nutritious food for all, strengthening communities and stimulating local economies, and supporting small family farms that preserve our rural landscapes.

Breakout Sessions:

Farmers' Markets: Growing Senior Nutrition

Produce from farmers' markets helps increase nutrition for seniors participating in the Senior Farmers' Market Nutrition Program. Come learn how produce can help lower hypertension with the DASH diet, and how fiber and other nutrients found in fresh fruits and vegetables can contribute to healthier seniors.

WIC CVV and Farmers: Implementation Overview

Compare and contrast two states' experiences with implementing the authorization of farmers to accept the WIC fruit & vegetable cash value voucher (CVV). A separate session will focus on each state's experience with training farmers to accept the CVV. This session will be offered twice.

EBT and the FMNP's

Hear from Chickasaw Nation WIC how they researched and implemented EBT in markets. The session will contain basics of EBT technology and working with farmers and markets. This session will be offered twice.

WIC CVV and Farmers: Farmer Training

Compare and contrast two states' experiences with training farmers to accept the WIC fruit & vegetable cash value voucher (CVV). A separate session will provide an overall picture of each state's implementation experience. This session will be offered twice.

Buy Fresh, Buy Local: Promoting Farmers' Markets in Fresh Ways

Farmers' markets and community programs across the country are finding fresh new ways to encourage people to support their local growers and shop fresh!

Wit and Wisdom: Welcoming Senior Shoppers at Farmers' Markets

Hear how farmers' markets can succeed at attracting and accommodating senior FMNP customers. Find new ways to address barriers and improve program success.

Grant Writing 101: Know Your Basics

This session will give program staff an overview of grant writing requirements and improve your skills. If you are not a trained grant writer, what do you need to know to succeed?

New Partners, New Solutions: Farm to School, Fresh Fruit & Vegetable Program, & More

Learn about government programs that seek to connect families with fresh fruits and vegetables through our schools.

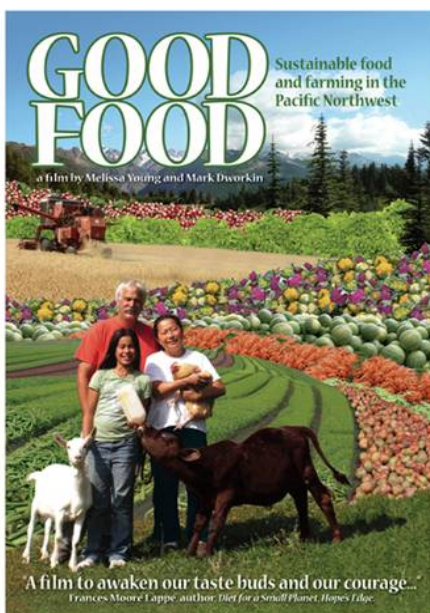
Community Based Gardening Initiative

The experience of a home or community garden can lead families to a healthier lifestyle. This awareness also promotes local farmers' markets and our FMNP's. Hear from one advocate who garnered a very small grant into a successful project supported by strong community partnerships.

Special Offering ~ "Good Food" Movie. Join us Thursday evening! Open to the public.

Something remarkable is happening in the fields and orchards of the Pacific Northwest. After leaving the land for decades, family farmers are making a comeback. They are growing much healthier food, and more food per acre, while using less energy and water than factory farms. And most of this food is organic.

For decades Northwest agriculture was focused on a few big crops for export. But climate change and the end of cheap energy mean that each region needs to produce more of its own food and to grow it more sustainably. *Good Food* visits farmers, farmers' markets, distributors, stores, restaurants, and public officials who are developing a more sustainable food system for all. <http://www.goodfoodthemovie.org>



www.goodfoodthemovie.org

Don't miss Saturday!

Join us for a one hour tour of **Food Works'** local farm. Food Works employs young people and teaches them the values of growing good food and giving back to the community. Transportation is included.

Then, enjoy a short introduction to the **Downtown Portland Farmers Market** and plenty of time to explore all the exciting offerings of local produce and prepared goods.