

FROM FOOD TO FLOWERS:

# Everything LOCAL

THE ILLINOIS FOOD, FARMERS MARKET  
& SPECIALTY CROP CONFERENCE



**JAN 11-13, 2023**  
**HYBRID CONFERENCE**  
**SPRINGFIELD, IL • ONLINE**

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A special thanks to those who helped make this conference possible:

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**APPLE CIDER PROVIDERS:**  
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**ORGANIZING PARTNERS:**  
Illinois Farm Bureau, Illinois Specialty Growers Association, Illinois Farmers Market Association

# New Conference, Same *great* Experience

Available both in-person and virtually, this brand-new event combines all the best parts of the events you loved in the past – the Illinois Specialty Crop Conference and the Live Local: Local Food and Farmers Market Conference, bringing together more people than ever from across Illinois' local food, specialty crop and farmers market supply chains.

Aside from networking opportunities and an expansive tradeshow, you'll have the chance to hear from leaders invested in the specialty and local food markets, engage in breakout sessions tailored to your needs and participate in workshops that dive

deep on a wide variety of production, operational and marketing topics. We have over 65 exhibit hall vendors, 100 speakers, focus groups, listening sessions, networking and more.

You are about to be a part of the largest ever Illinois gathering focused on bringing together all aspects of the Illinois local and specialty crop supply chain. The connections made here have the opportunity to benefit the local economies and food opportunities of communities across the state for years to come.

We hope you enjoy this engaging three-day event.



# FOCUS GROUPS & Listening Sessions

Please join one or all of these focus groups and listening sessions. These universities and nonprofits are hosting listening sessions and focus groups to better provide resources and materials that will help you as an industry leader and grower. See below a brief description of the sessions, their locations and times. Come prepared to answer and ask questions. These are interactive sessions.

## PLAZA F

### BARRIERS TO USING MARKETMAKER

Hosted by: The Land Connection, Illinois Farmers Market Association & Illinois Farm Bureau

Wednesday Jan 11 or Thursday Jan 12  
11:30AM-12:30PM

Join this focus group to discuss barriers to using MarketMaker, the statewide local food directory. Why are you not using the system? How can MarketMaker improve? How can you set up a MarketMaker account?

## GOVERNOR ROOM, THIRD FLOOR

### LOCAL FOOD PURCHASING ASSISTANCE PROJECT

Hosted by University of Illinois Extension on behalf of Illinois Department of Agriculture

Wednesday, Jan 11  
10:45AM-12:15PM, 1:30PM-3:00PM,  
3:00PM-4:30PM

Thursday, Jan 12  
1:00PM-2:00PM, 2:00PM-3:00PM,  
3:00PM-4:00PM

Friday, Jan 13  
9:00AM-10:00AM, 10:00AM-11:00AM

The Illinois Department of Agriculture has new USDA funding to pay farmers for Illinois-grown food to feed individuals in need from across the state. Learn how you can access funds and join the network of providers supplying locally sourced food. Join an informational meeting to discuss opportunities, challenges, and barriers. Your input will help in the development of the program.

## ILLINOIS ROOM, THIRD FLOOR

### UNDERSTANDING OPPORTUNITIES AND BARRIERS TO DIVERSIFIED AGRICULTURAL PRODUCTION IN THE CORN BELT

Hosted by: Purdue University

Wednesday, Jan 11  
11:30AM-12:30PM

We would like to invite growers to participate in one of our focus groups to discuss your questions, concerns and interests in diversifying the Midwest agricultural landscape. Participation is voluntary. This is limited to the first six recipients. Those who participate will receive \$100 as a token of participation.

## ILLINOIS ROOM, THIRD FLOOR

### SPECIALTY GROWERS DECISION MAKING DATA & INFORMATION NEEDS

Hosted by: University of Nebraska, Clemson University and MarketMaker

Wednesday, Jan 11  
(For Direct-to-Consumer Farmers)  
3:20PM-4:10PM

Friday, Jan 12  
(For Wholesale Farmers)  
11:00AM-12:00PM

This focus group is part of a USDA-funded research project, "National Agricultural Producers Data Cooperative." The project is a multi-state collaboration being led by the University of Nebraska. MarketMaker and Clemson University have partnered with the University of Nebraska to conduct a series of focus groups and interviews to better understand specialty growers' information needs that support decisions critical to their operations. Participants will be asked to respond to questions that explore information preferences for different types of decisions and where they see gaps in data and information. These sessions will be limited in size. After capacity is reached, the room will be closed.

## PLAZA B

### ILLINOIS FOOD SYSTEM COLLABORATIVE

Hosted by: Food Works Group

Wednesday, Jan 11  
3:20PM-10:00PM

The Illinois Food System Collaborative is a network of organizations and stakeholders committed to working together to expand opportunities to grow the Illinois food economy by supporting producers and market access, and to provide equitable access to good food. We are supported by DeKalb County Community Gardens, with grant funding provided by the Chicago Region Food System Fund and the Illinois Specialty Crop Block Grant Program. Join us as we home in on gaps and opportunities in the Illinois food system and brainstorm ways we can collaboratively enhance opportunities for good regional food.

## PLAZA B

### FARM BILL LISTENING SESSION: HOW WILL THIS IMPACT LOCAL FOODS & SPECIALTY CROPS

Hosted by: Illinois Farm Bureau

Thursday, Jan 12  
2:20PM-3:10PM

Join this interactive discussion on the upcoming farm bill. Hear what worked and didn't work in 2018, where we are heading in 2023 and how this is going to impact local foods, nutrition and specialty crops. Share the issues important to you and what you need advocated the most as the topic of the farm bill takes the national stage.

## PLAZA B

### GOOD FOOD PURCHASING INITIATIVE OF METRO CHICAGO LISTENING SESSION

Hosted by: Chicago Food Policy Action Council

Thursday, Jan 12  
3:20PM-4:10PM

The Metro Chicago Good Food Purchasing Initiative (GFPI) works to ensure that our community's food access sites are building transparency, accountability and racial equity through purchasing and serving local, sustainable, fair, humane and healthy food. As coordinators work to implement the Good Food Purchasing Policy (GFPP) and leverage it for equitable supply chain development and menu transformation, they are also working toward a leadership structure for the initiative that internally reflects our values of transparency, accountability and equity. Please join this session to learn more about GFPI and share your thoughts on what the decision-making looks like for issue prioritization and resource allocation.

## PLAZA C

### ILLINOIS FARM TO SCHOOL LISTENING SESSION FOR PRODUCERS

Hosted by: National Center for Appropriate Technology & Seven Generations Ahead

Friday, Jan 13  
2:00PM-2:50PM

This listening session is designed to uncover barriers to Farm to School, currently what does and does not work, and recommendations for policy, program, logistical and infrastructure solutions to make Farm to School more successful and accessible in Illinois. Your contribution helps build a more resilient food system in Illinois!

# Conference **AGENDA**

WEDNESDAY, JANUARY 11

6:00AM-9:00AM	<b>Exhibitor Check-in &amp; Set-up</b>
8:00AM-4:00PM	<b>Conference Registration &amp; Check-in</b>
9:00AM-6:00PM	<b>Exhibit Hall Open</b>
9:00AM-9:20AM	<b>Welcome &amp; Conference Overview</b> <i>Randy Graham, Illinois Specialty Growers Association Invited University of Illinois Representative</i>
9:20AM-9:35AM	<b>General Session I</b> <i>Jerry Costello II, Illinois Department of Agriculture</i>
9:35AM-10:30AM	<b>General Session II</b> <i>Sam Acho, ESPN analyst &amp; former NFL player</i>
10:40AM-11:30AM	<b>Breakout Session I</b>
11:30AM-1:20PM	<b>Lunch in Exhibit Hall</b>
1:20PM-2:10PM	<b>Breakout Session II</b>
2:20PM-3:10PM	<b>Breakout Session III</b>
3:20PM-4:10PM	<b>Breakout Session IV</b>
4:00PM-6:00PM	<b>Networking Happy Hour &amp; Appetizers in Exhibit Hall</b>
6:00PM-8:30PM	<b>Illinois Farmers Market Association Fundraiser</b> <i>Advance ticket required for fundraiser event</i>

## **BUSINESS DEVELOPMENT** PLAZA A

### **10:40AM-11:30AM** **Discounts & Donations Depot: Online Method for Selling & Buying Seconds**

*Dar Knipe, Food MarketMaker*  
Discover how farmers can move seconds or leftover products quickly and easily through a buy/sell forum on MarketMaker, the FREE Illinois Food & Farm Directory at affordable or donated rates exclusively to nonprofits. This is a session for farmers, food producers, nonprofits, farmers markets and everyone. Discover a quick, simple, free way to connect with each other and move products easily.

### **1:20PM-2:10PM** **H2A Visa Program or Temporary Labor Mobility Program of El Salvador**

*Erika Vanessa Guevara, El Salvador  
Consulate of Chicago*  
It's a temporary labor mobility program that El Salvador has been executing in recent years. It's a program that the US Embassy is directly supporting. The H-2 program has various components, some being no recruitment fees, a database that has multiple components to find the perfect match, and lastly, a process that from start to finish is being executed by the ministry of foreign affairs of El Salvador composed of a team that is divided in El Salvador and the United States.

**2:20PM-3:10PM**  
**Building a Business Plan**  
*Sean Park, Western Illinois University*  
The first step to success is a plan. Building a business plan can feel cumbersome but here are some easy steps to getting started and tricks to putting the best foot forward with lenders and build smart business practices.

**3:20PM-4:10PM**  
**Use Target Marketing to Create a  
Following**  
*Sean Park, Western Illinois University*  
What is the return on investment for marketing? How do you create successful target marketing? Determine what the right campaign is for you. Go beyond social media into the depths of how to advertise and promote your business to generate income.

## **COMMUNITY FOOD SYSTEMS DEVELOPMENT** PLAZA B

**10:40AM-11:30AM**  
**From Market to Mainstreet**  
*Kayla Gaven, Downtown Springfield  
Gordon Davis, Whimsy Tea Company  
Jessica Hicks, Itty Bitty Micro Farm*  
In this session, you will learn how a business association has used its farmers market program as a retail incubator. Panelists will discuss their experiences transitioning from market vendors to wholesalers and finally to brick-and-mortar retailers. They will share best practices, gaps they have experienced and how they plan to grow moving forward.

**1:20PM-2:10PM**  
**Building Community Food Policy  
Councils Across Illinois**  
*Rodger Cooley, Chicago Food Policy  
Action Council  
Stef Funk, Chicago Food Policy Action  
Council*  
Chicago Food Policy Action Council (CFPAC) will lead a session for community members across the state who are interested in launching (or expanding on) a food policy council structure locally. CFPAC staff will talk about the history of its council, its structure and functions, and what key issue areas we are currently engaged in. Facilitators will guide attendees through discussion around the pros and cons of different approaches to food policy advocacy in their regions and how they might organize in a way that is inclusive, adaptive and effective.

**2:20PM-3:10PM**  
**Building and Sustaining Local &  
Regional Food System Networks**  
*Emily Paul, Food Works Group*  
Food Works Group is a Washington, DC-based women-owned advisory firm that measures, strategizes and supports equitable and sustainable food ecosystems. Our work helps clients solve operational challenges with a goal of accelerating success, maximizing impact and adapting to the fast-paced evolution of regional food ecosystems. During this session, we will explore what local and regional food systems networking can look like and how they can be successful, drawing on our experience with and providing examples from food systems across the country and in Illinois.

**3:20PM-4:10PM**  
**Illinois Food System Collaborative**  
*Emily Paul, Food Works Group*  
The Illinois Food System Collaborative is a network of organizations and stakeholders committed to working together to expand opportunities to grow the Illinois food economy by supporting producers and market access, and to provide equitable access to good food. We are supported by DeKalb County Community Gardens, with grant funding provided by the Chicago

Region Food System Fund and the IL Specialty Crop Block Grant Program. Join us as we hone in on gaps and opportunities in the Illinois food system and brainstorm ways we can collaboratively enhance opportunities for good regional food.

Can't make it but want to be involved? Email Laura Brown, Project Lead, Food Works Group, at [laura@foodworksgroup.com](mailto:laura@foodworksgroup.com) to learn more.

## **FLOWER AND HERB PRODUCTION** PLAZA C

**10:40AM-11:30AM**  
**Dahlias...Digging, Dividing and  
Diseases**  
*Chris Lueking, University of Illinois*  
Dahlias can be a dazzling cut flower for your flower garden or commercial operation. Learn some dahlia growing tips for summer care while we identify some pest and diseases that can damage the blooms. Fall brings new techniques for digging and dividing the tubers as a way of propagating for next season's flowers.

**1:20PM-2:10PM**  
**So, You've Started Growing Flowers...**  
*Alexis Sheffield, University of Kentucky*  
Maybe you've got a season or two of flower growing under your belt and you're looking at what is next in your farming venture? Join Alexis, who's both a flower farmer and a horticulturist, to talk about tips for growing, market strategies and economic considerations for the future. We will leave plenty of time on the floor for questions as well.

**2:20PM-3:10PM**  
**We Proudly Grow Heirloom & Native  
Flowers**  
*Jennifer Duensing, Illinois Country Harvest*  
Jennifer Duensing of Illinois Country Harvest Heritage Farm and Gardens will lead you down the path of incorporating heirloom & native flowers and herbs into their diverse farming system, using all natural practices. She will discuss methods such as permaculture, companion planting, plant selection and more. She will also discuss the avenues they

employ to share their flowers with the community, including U-picks, fresh flower subscriptions, plant sales, photography sessions and agritourism. She will also explain how they are developing a local farm & garden trail, and farm value products.

## **URBAN AGRICULTURE PRODUCTION** PLAZA D

**10:40AM-11:30AM**  
**Financing Options for Urban Farms**  
*Paul Dietmann, Compeer Financial*  
Getting a loan can be a challenge for urban farmers. Few urban banks or credit unions know anything about the unique aspects of a farm business. In this session we'll discuss a number of financing options for urban farmers. We'll explain how to apply for a loan. Finally, we'll share some ideas on how to improve the odds of getting a loan approval.

**1:20PM-2:10PM**  
**How to Build a Community Farm  
with Little Money and Lots of People**  
*Eric Fuchs-Stengel, National Center for  
Appropriate Technology*  
Community Urban Farms have been growing in popularity to reconnect neighborhoods with the earth, local food and local community. In this express course we will cover a basic outline of strategies, resources and tools you can use to create your vision for a neighborhood communal food producer. Using several example urban farms, we will discuss what has worked and how you can navigate this complex process with very few initial resources.

**2:20PM-3:10PM**  
**Finding the Right Resources &  
Building a Network of Growers**  
Learn about resources available to you to help with loans, certifications, equipment, land and more. Meanwhile, engage with participants to begin building a network of like-minded growers to share ideas. Collaboration is key to growing urban agriculture.

## TREE FRUIT PRODUCTION PLAZA E

### 10:40AM-11:30AM

#### Apple Thinning the Best for Two Crop Years

Phil Schwallier, Michigan State University (Retired)

A discussion on using the latest tools to get the apple thinning job done and done right. New chemicals, models and vision technologies will help with achieving precision crop load management. A discussion on what strategies are used to achieve the best thinning results while also getting return bloom.

### 1:20PM-2:10PM

#### Is the Intelligent Sprayer a Good Bet for Midwest Apple Growers

Mark Gleason, Iowa State University

A new spray technology for apple spraying goes by the name of Intelligent Sprayer. It uses Lidar (a laser-based application) to target the trees and spray more accurately than a traditional airblast sprayer. Does this new spray technology make sense for you? We'll share field trial results on apples from Iowa and Ohio over the last three years.

### 2:20PM-3:10PM

#### Apple Diseases in Illinois Updates on Occurrence and Management

Mohammad Babadoost, University of Illinois

Severe scab, bitter rot, rust and abiotic diseases were observed in several orchards. Updates on management of the diseases will be provided. Final research results will be presented.

## VEGETABLE PRODUCTION PLAZA F

### 10:40AM-11:30AM

#### Management of Cucurbit Diseases in Illinois

Mohammad Babadoost, University of Illinois

This presentation will cover occurrence and management of most prevalent cucurbit diseases in Illinois, emphasizing diseases in 2022.

### 1:20PM-2:10PM

#### Boots on the Ground Research: Extension-Led Projects around Illinois

Bronwyn Aly, University of Illinois  
Grant McCarty, University of Illinois  
Zach Grant, University of Illinois  
Chris Enroth, University of Illinois

Extension educators from around the state are engaged in specialty crops research. From this panel discussion, you will learn about these ongoing research projects and their benefit to the specialty crops industry in Illinois.

### 2:20PM-3:10PM

#### Improve Drip Irrigation Management in Vegetable Production

Liz Maynard, Purdue University  
Wenjing Guan, Purdue University

This presentation discusses fruit vegetables' response to water stress, drip irrigation basics and evapotranspiration and sensor-based irrigation scheduling.

## FARMERS MARKET 101 RUBY BALLROOM

### 10:40AM-11:30AM

#### Nuts and Bolts of Managing a Market, Pt 1

Dale Hazelwood, Illinois Farmers Market Association

Laurie George, Cornell University  
Catherine Dunlap, City of Bloomington  
Farmers market management calls for a wide range of knowledge and skills - add to your toolbox and continue learning what you need to know to successfully run a market! Part 1 and Part 2 cover the basics of market development, operations, rules, vendor recruitment and more best practices. This session is designed for newer market managers.

### 1:20PM-2:10PM

#### Nuts and Bolts of Managing a Market, Pt 2

Dale Hazelwood, Illinois Farmers Market Association

Laurie George, Cornell University  
Catherine Dunlap, City of Bloomington  
Part 2 continues the overview of market operations, farmers market management and best practices. Attending Part 1 is recommended but not required. This session is designed for newer market managers.

### 2:20PM-3:10PM

#### ABC's of Farmers Market Food Safety

Justin Dwyer, Peoria County Health Department

This session covers food safety regulations for farmers markets, including the new Home to Market Act and food sampling regulations. Other necessary permits and how to build a great working relationship with your local public health department will be covered too!

### 3:20PM-4:10PM

#### Emergency Preparedness & Safety

Dale Hazelwood, Illinois Farmers Market Association

Taylor Choy, Green City Market  
Emergencies happen! Learn about the different risks that farmers markets face and how to minimize their impact. This informative presentation will help you be proactive and deal with difficult and challenging scenarios, including severe weather and other emergency situations.

## FARMERS MARKET 201 SAPPHIRE BALLROOM

### 10:40AM-11:30AM

#### Farmers Market Risk Management, Reducing Your Risk

Larry Spilker, Campbell Risk Management

Reducing risk for your farmers market is essential! This session will help you learn how to navigate insurance and potential risk for your market and vendors.

### 1:20PM-2:10PM

#### Farmers Markets to Food Banks—Rescue, Donation & Surplus: Supplying the Food Insecurity Network

Piero Taico, American Farmland Trust  
Ann Herrington, Land of Goshen Community Market

Grace Novak, Green City Market  
Most farmers markets have excess produce at the end of the day. Learn how different farmers markets work with local food pantries to redirect these products, and find out how they're working toward aggregation from producers to supply food insecurity networks.

### 2:20PM-3:10PM

#### Conflict Happens: Being Proactive

Rob Burn, L&L Solutions

Explore the side of conflict we most often ignore - ourselves. Conflict happens but we often forget we're a part of the conflict situation - understanding ourselves, our initial reaction to conflict and what drives our behaviors in conflict is the first step in working towards a positive outcome.

### 3:20PM-4:10PM

#### Events & Activities to Boost Attendance: Tourism & Edu-tainment

Cathy McDermott, Rock River Development

Customers who linger increase vendor sales. Learn how to incorporate cooking demos, musicians, children's activities and more to bring in new customers and make your shoppers stay longer! Hear stories from the Rockford and Marshall farmers markets about how they provide unique, fun experiences.

### Local Food Purchasing Assistance Project

## EXPAND YOUR SALES FIND OUT HOW

The Illinois Department of Agriculture has new USDA funding to pay farmers for Illinois-grown food to feed individuals in need from throughout the state.

Learn how you can access funds and join the network of providers supplying locally sourced food.

Join an informational meeting in the Governor's Room to discuss opportunities, challenges, and barriers.

### Wednesday, January 11 Thursday, January 12 Friday, January 13

- |                  |             |            |
|------------------|-------------|------------|
| o 10:45 to 12:15 | o 11 to 12  | o 9 to 10  |
| o 1:30 to 3      | o 1:30-2:30 | o 10 to 11 |
| o 3 to 4:30      | o 2:30-3:30 |            |
|                  | o 3:30-4:30 |            |



Hosted by University of Illinois Extension on behalf of Illinois Department of Agriculture



Illinois Extension  
UNIVERSITY OF ILLINOIS URBANA-CHAMPAIGN

College of Agricultural, Consumer and Environmental Sciences, University of Illinois, U.S. Department of Agriculture, Local Extension Councils Cooperating. University of Illinois Extension provides equal opportunities in programs and employment.



Your input will help in the development of the program.

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# Conference **AGENDA**

**THURSDAY, JANUARY 12**

8:00AM-4:00PM  
8:00AM-9:45AM  
9:00AM-6:00PM  
9:00AM-9:25AM  
9:25AM-10:30AM  
10:00AM-FINISH  
10:40AM-11:30AM  
11:00AM-1:00PM  
11:30AM-1:20PM  
1:20PM-2:10PM  
2:20PM-3:10PM  
4:00PM-5:00PM  
4:00PM-6:00PM  
6:00PM-7:00PM  
7:00PM-7:10PM  
7:10PM-7:45PM  
7:45PM-8:15PM

## Conference Registration & Check-in

### Cider Contest Registration

Illinois Room, Third Floor

### Exhibit Hall Open

### Welcome & Conference Overview

Janie Maxwell, Illinois Farmers Market Association  
Invited Illinois General Assembly Member

### General Session III

Betsy Dirksen Londrigan, USDA Rural Development  
Scott Halpin, USDA Farm Service Agency  
Kristi Jones, Illinois Department of Agriculture  
Stephanie Bess, Illinois Department of Human Services  
Lindsay Blough, Illinois State Board of Education  
Representative, USDA Natural Resource Conservation Service

### Cider Judging

Illinois Room, Third Floor

### Breakout Session V

### Illinois Organic Crop Improvement Annual Meeting

Governor Room, Third Floor

### Lunch in Exhibit Hall

### Breakout Session VI

### Breakout Session VII

### Affiliate Association Annual Meetings

Illinois State Horticulture Society • Plaza E  
Illinois Vegetable Growers Association • Plaza F  
Illinois Herb Association • Plaza C

### Networking Happy Hour & Appetizers in Exhibit Hall

### Dinner

Emerald/Ruby Ballroom

### Banquet Welcome

Richard Guebert, Illinois Farm Bureau  
Invited Representative of the Office of the Lt. Governor of Illinois

### General Session IV

Austin Flamm, Flamm Orchard  
Nic Roth, Roth Countryside Produce  
Ann Herrington, Land of Goshen Community Market  
Katelyn Majors, St. Louis Area Foodbank  
Steve Ericson, Feeding Illinois

### Awards Ceremony

2023 Illinois Cider Contest Winners  
2022 Illinois Farmers Market Association Certified  
Farmers Market Managers  
2021-23 Farmer Veteran Coalition Homegrown by Heroes  
Farmer of the Year Recipients  
2023 Friend of the Food Bank of the Year Awardee  
2022 Illinois Specialty Growers Association Award of  
Excellence Recipients

## BUSINESS DEVELOPMENT

### PLAZA A

#### 10:40AM-11:30AM

#### Cottage Food Updates

Mary Liz Wright, University of Illinois

Are you thinking about selling food made in your kitchen? Join this session for the up-to-date information on how to sell Cottage Foods in Illinois.

#### 1:20PM-2:10PM

#### Hydroponics: Business Diversification to Bring the Next Generation onto the Farm

Alexander Kappes, Greener Crop

Growing your farming business is often hindered by factors that are outside of your control. Land prices, weather and soil conditions, and labor access are some limitations farmers must navigate. Hydroponic greenhouse farms present an opportunity for farmers to expand their business and grow high-margin specialty crops year-round and independently from weather or soil conditions. Using only an acre of land these farms could also provide non-farming members a steppingstone to return to the family business. We'll explore what it takes to set up and operate a profitable hydroponic farm and ultimately, how it can help you grow your business.

#### 2:20PM-3:10PM

#### How to Make Money with Farm to Table Dinners

Eric Fuchs-Stengel, National Center for Appropriate Technology

If you have fresh local food and a beautiful farm, this is an ideal opportunity to generate additional income to diversify your revenue streams. Farm to table dinners are an excellent way to build your customer base, gain brand loyalty, highlight your growing and earn extra revenue.

In this session you will learn the details of organizing a Farm to Table event from renting silverware and finding a chef to processing payments and marketing your event.

## COMMUNITY FOOD SYSTEMS DEVELOPMENT

### PLAZA B

#### 10:40AM-11:30AM

#### Engaging Local Leaders

Ryan Whitehouse, Illinois Farm Bureau

This is an open dialogue session with a local government expert about the barriers you face with your municipality and county. It will offer real examples of situations local food faces and feature in-depth discussion on ways to address these barriers.

#### 1:20PM-2:10PM

#### Springfield Politics & Local Food

Mark Raney, Illinois Farm Bureau

Learn about the legislative process, how bills are passed, and how local food policy fits in to the legislative process. Discuss how you can make your voice heard.

#### 2:20PM-3:10PM

#### Farm Bill Listening Session: How Will This Impact Local Foods & Specialty Crops

Adam Nielsen, Illinois Farm Bureau

Join this interactive discussion on the upcoming farm bill. Hear what worked and didn't work in 2018, where we are heading in 2023 and how this is going to impact local foods, nutrition and specialty crops. Share the issues important to you and what you need advocated the most as the farm bill takes the national stage.

## FLOWER AND HERB PRODUCTION

### PLAZA C

#### 10:40AM-11:30AM

#### Evolving with the Trends

Deborah Lee, Four Winds Farm

Jessica Watson, Four Winds Farm

Join Master Herbalists Dr. Deborah Lee and Jessica Whiston for a discussion about how this family farm and homestead has gradually evolved into an Illinois-certified "Herb

of the Year Garden," sensory garden, sunflower maze and vegetable CSA farm stand. Gain amazing insights about the journey of this farm to expand to educational tours, herbal products and fresh bakery items from the Terripin Bakery.

#### 1:20PM-2:10PM

#### It Can Be Done! Growing Ginger, Turmeric and Galangal in Illinois

Chris Enroth, University of Illinois

Shelby Henning, Western Illinois University

Aromatic spices of the tropics are increasing in demand in Illinois kitchens, but we spend tons of resources getting these specialty crops shipped across the globe. Western Illinois University horticulture professor Dr. Shelby Henning and University of Illinois Extension horticulture educator Chris Enroth will take you through a growing season of three tropical spices and how they can be grown right here in Illinois.

#### 2:20PM-3:10PM

#### Growing Lavender in Southern Illinois

Richard Dorris, Lavender Falls Farm

Learn some of the techniques to growing 2,300 lavender plants for a U-pick lavender season. Richard will share some of the successes and challenges of a U-pick operation. He will discuss his steam distillation of essential oils and retail shop located on the farm.

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## URBAN AGRICULTURE PRODUCTION PLAZA D

### 10:40AM-11:30AM

#### Building Capacity: How Farms Scale Up and Grow with Limited Resources

Engage with participants in a moderated discussion about how you as farmers are working to grow in business and size to scale up business and reach a larger community.

### 1:20PM-2:10PM

#### Food Safety Considerations with an Urban Farm

Laurie George, Cornell University

Urban farms, while unique in their growing space, still face food safety requirements like all specialty crop producers. No matter the size of the farm, any space providing food to the community should make these considerations for food safety practices. Get high-level information as a small urban farm on what you should be doing for food safety practices and how to guarantee your practices grow as you do.

### 2:20PM-3:10PM

#### Urban Agroforestry

Mike Lewis, National Center for Appropriate Technology

This session will provide a general overview of the six most common agroforestry practices with an in-depth look at practical methods for incorporating agroforestry into an urban agricultural setting.

## TREE FRUIT PRODUCTION PLAZA E

### 10:40AM-11:30AM

#### Integrated Weed Management in Tree Fruit

Jed Colquhoun, University of Wisconsin-Madison

Weed management in perennial crops, like tree fruit, requires a long-term commitment and benefits from a holistic, season-long approach. In this presentation, we'll discuss the practical uses of a broad range of cultural and chemical strategies, and how to use them together in a systematic way to optimize weed control.

### 1:20PM-2:10PM

#### Occurrence and Management of Peach Diseases, Emphasizing Brown Rot

Mohammad, Babadoost, University of Illinois

Brown and bacterial spot are major peach diseases in Illinois. Results of our research on brown rot and management of bacterial spot will be discussed.

### 2:20PM-3:10PM

#### Tree Fruit Insect Pest Management Focusing on Woolly Apple Aphids, Oriental Fruit Moth and Plum Curculio

Kacie Athey, University of Illinois

This talk will highlight alternative control strategies for woolly apple aphids now that Lorsban is no longer available for use. Additionally, oriental fruit moth and plum curculio control will be discussed. This talk will focus on integrated pest management and monitoring.

## VEGETABLE PRODUCTION PLAZA F

### 10:40AM-11:30AM

#### Mesotunnels: A New Twist for Organic Cucurbit-Crop Production

Mark Gleason, Iowa State University

Tunnels are popular with organic growers because other options for controlling pest insects and bacterial diseases are weak. Mesotunnels are a new approach that can protect plants from transplant to harvest. This presentation will showcase what we've learned about mesotunnels in 3 years of field trials on organic muskmelon and acorn squash in Iowa, Kentucky and New York.

### 1:20PM-2:10PM

#### Tour of Lesser Known & Emerging Pests in Vegetables

Kacie Athey, University of Illinois

This talk will highlight insect pests in vegetables, including some new pests for Illinois. It will highlight emerging pests like the swede midge and melon worms. It will also discuss commonly encountered insects in vegetable crops that can create damage but do not necessarily need treatment. This talk will focus on integrated pest management and monitoring.

### 2:20PM-3:10PM

#### Important Tomato Diseases in 2022 and Their Management

Mohammad Babadoost, University of Illinois

This presentation will discuss prevalent abiotic and biotic tomato diseases in the 2022 season and management options for conventional and organic growers.

## FARMERS MARKET 101 RUBY BALLROOM

### 10:40AM-11:30AM

#### Creating LINK-Friendly Markets

Lauren Stern, Experimental Station

Grace Novak, Green City Market

Catherine Dunlap, City of Bloomington

What does a Link friendly market look like? This session will provide insights on creating a great customer experience for nutrition assistance users your market.

### 1:20PM-2:10PM

#### Fundraising: Grants & Hyperlocal Opportunities to Support Your Market

Janice Hill, Kane County

Sharon Gramm, Peoria Riverfront Association

Fundraising can be daunting for farmers markets! Forging partnerships within your community and beyond can lead to hyper-local grants, sponsorships and in-kind support. Learn how to tap into potential opportunities in this informative presentation.

### 2:20PM-3:10PM

#### The 'Secret Sauce' Recipe to Making Your Farmers Market the Best in the Region

Peter Rogovin, Pleasantville Farmers Market

Peter Rogovin reluctantly took over a small East Coast farmers market as an inexperienced volunteer. During his tenure, the Pleasantville, NY market has increased to over 35 vendors, earned a "Best of Westchester" award nine years in a row and became a "must visit" foodie destination. Peter will share lessons learned, his "7 keys to market success" and more!

## FARMERS MARKET 201 SAPPHERE BALLROOM

### 10:40AM-11:30AM

#### LINK Hubs: Opportunities for Smaller Markets to Offer Link

Lilly Bralts-Kelly, The Land Connection

Libby Ervin, Food Works of Southern Illinois

Hear from two LINK hubs from around the state about opportunities for smaller markets to offer LINK.

### 1:20PM-2:10PM

#### Market Metrics: Building Customer Research and Feedback into Market Strategy

Peter Rogovin, Pleasantville Farmers Market

What happens when a market researcher runs a farmers market? Annual surveys, longitudinal tracking and DEI (Diversity, Equity and Inclusion) initiatives are launched

and tracked, and the voice of the customer is ever present. Come hear how this market uses a dashboard of metrics to identify opportunities and launch programs.

### 2:20PM-3:10PM

#### Market for All

Rachel Bowen, Glenwood Sunday Market

The LINK match incentive program only matches fresh fruits and vegetables. Learn about innovative incentives programs that go beyond LINK and how to fund them.



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# Conference AGENDA

FRIDAY, JANUARY 13

8:00AM-9:00AM	<b>Conference Registration &amp; Check-in</b>
9:00AM-1:00PM	<b>Exhibit Hall Open</b>
9:00AM-9:50AM	<b>Workshop Session I</b>
10:00AM-10:50AM	<b>Workshop Session II</b>
11:00AM-11:50AM	<b>Workshop Session III</b>
11:50AM-1:00PM	<b>Lunch in Exhibit Hall</b>
12:00PM-1:00PM	<b>Illinois Specialty Growers Association Annual Meeting</b> <i>Governor Room, Third Floor</i>
1:00PM-1:50PM	<b>Workshop Session IV</b>
2:00PM-2:50PM	<b>Workshop Session V</b>

## HYDROPONIC PRODUCTION PLAZA A

### 9:00AM-9:50AM ABC's of Hydroponic Production

*Bronwyn Aly, University of Illinois*  
This presentation will cover basic information for those considering getting started in hydroponic production, including different production systems, growing media, components, terminology and more.

### 10:00AM-10:50AM Year-Round Hydroponic Greens at Joy Lane Produce: How We Grow and Market in a Rural Community

*Andrew Spray, Joy Lane Produce*  
From start-up to seasoned grower, the Spray family will share information on their hydroponic lettuce and greens operation, including their growing system, production practices and marketing techniques.

### 11:00AM-11:50AM Follow the Light: Supplemental Lighting for Hydroponic Crops

*Tony Beckmann, Taller Horticulture*  
Learn the process any grower should take before making important lighting decisions for your hydroponic system.

### 1:00PM-1:50PM Sustainable Energy Sources and Energy Efficiency for Greenhouses, Tunnels and Hydroponic Operations: What's Working Now and What May the Future Hold?

*Chris Callahan, University of Vermont*  
Join UVM Extension Associate Professor of Ag Engineering Chris Callahan to learn about good, better and best practices for managing controlled environment agriculture (CEA), such as greenhouse, tunnels, aquaponic and hydroponic systems. Let's talk about heating with alternative fuels. How about walking through your operation with an eye for energy efficiency? How well are you controlling growing conditions with your current systems? We'll discuss what to look at, look for and look forward to.

## GAP CERTIFICATION PLAZA B

### 9:00AM-9:50AM Overview of USDA GAP Programs & Key Difference with FSMA

*Pratik Banerjee, University of Illinois*  
*Zack Grant, University of Illinois*  
A brief overview of the current USDA Good Agricultural Practices (GAP) produce safety audit programs, key differences with Food Safety Modernization Act (FSMA) and a review of new USDA cost-sharing programs.

### 10:00AM-10:50AM Creating a Food Safety Plan: Risk Assessment Farm Mapping and Addressing Risks

*Laurie George, Cornell University*  
*Zack Grant, University of Illinois*  
*Pratik Banerjee, University of Illinois*  
Learn the first steps in putting a food safety plan together that establishes the foundation for a successful GAP audit. In the first of two sessions, covering how to create a food safety plan, risk assessment and management, along with farm mapping will be discussed.

### 11:00AM-11:50AM Produce Safety Systems: What Are the Key Systems, Equipment and Tools I Should Be Thinking About?

*Chris Callahan, University of Vermont*  
Join UVM Extension Associate Professor of Ag Engineering Chris Callahan to learn about critical harvest and post-harvest equipment and systems to have in place on your farm. With an eye toward third party GAP certification and the FSMA Produce Safety Rule, we will take the mystery out of the most frequent questions related to needed food safety systems, equipment and, most importantly, practices. There is no "GAP-compliant" or "FSMA-compliant" piece of equipment or tool. It all comes down to how you use and maintain.

### 1:00PM-1:50PM Creating a Food Safety Plan: What Goes into the Plan, SOP's, Training and Record Keeping

*Laurie George, Cornell University*  
*Zack Grant, University of Illinois*  
*Pratik Banerjee, University of Illinois*  
In the second session of learning how to write a food safety plan, the discussion will turn to what elements need to be included in the plan, how to develop food safety standard operating procedures (SOPs), training and required recordkeeping.

### 2:00PM-2:50PM What is it Like to be Audited for GAPs

*Phil Britton, Fresh Systems, LLC*  
Certified auditor Phil Britton of Fresh Systems LLC will walk you through what it's like to be audited for GAPs. The aim is to better understand what to expect to take the fear and tension out of being voluntarily audited.

## FARM-TO-SCHOOL TRAINING PLAZA C

### 9:00AM-9:50AM The Power of Farm to School

*Mike Lewis, National Center for Appropriate Technology*  
*Eric Fuchs-Stengel, National Center for Appropriate Technology*  
*Gary Cuneen, Seven Generations Ahead*  
*Diane Chapeta, Seven Generations Ahead*  
Understand what Farm to School is and how it can benefit you. Identifying motivations for selling to schools and how your farm goals align. Identifying action planning as a tool for meeting your farm goals through Farm to School sales.

### 10:00AM-10:50AM Selling to School Markets

*Mike Lewis, National Center for Appropriate Technology*  
*Eric Fuchs-Stengel, National Center for Appropriate Technology*  
*Gary Cuneen, Seven Generations Ahead*  
*Diane Chapeta, Seven Generations Ahead*  
Identifying the best market channels for selling to schools, based on your operation's capacity and goals.

### 11:00AM-11:50AM Growing for Schools

*Mike Lewis, National Center for Appropriate Technology*  
*Eric Fuchs-Stengel, National Center for Appropriate Technology*  
*Gary Cuneen, Seven Generations Ahead*  
*Diane Chapeta, Seven Generations Ahead*  
Know how to determine if selling to schools is right for you through whole-farm planning decision making. Understand tools that can help you determine if the school price point works for the products you have identified for school markets.

### 1:00PM-1:50PM Who's Who in Illinois Farm to School

*Mike Lewis, National Center for Appropriate Technology*  
*Eric Fuchs-Stengel, National Center for Appropriate Technology*  
*Gary Cuneen, Seven Generations Ahead*  
*Diane Chapeta, Seven Generations Ahead*  
An introduction to the Illinois Farm to School Coalition and brief sharing of information.

### 2:00PM-2:50PM Illinois Farm to School Listening Session for Producers

*Mike Lewis, National Center for Appropriate Technology*  
*Eric Fuchs-Stengel, National Center for Appropriate Technology*  
*Gary Cuneen, Seven Generations Ahead*  
*Diane Chapeta, Seven Generations Ahead*  
This listening session is designed to uncover barriers to Farm to School, currently what does and does not work, and recommendations for policy, program, logistical and infrastructure solutions to make Farm to School more successful and accessible in Illinois. Your contribution helps build a more resilient food system in Illinois!

## SOCIAL MEDIA & MEDIA MANAGEMENT PLAZA D

### 9:00AM-9:50AM Boost Your Facebook Presence with More than Just Posts

*Mindy Borden*  
You've been on Facebook for a while, but are your basic posts enough to get the engagement and impressions you really want? This session will go

over using Facebook Live, Facebook Events and other creative ways to reach your ideal audience. Note: This class is not an introduction to Facebook and assumes participants have a basic knowledge of using the Facebook platform.

### 10:00AM-10:50AM Influence Your Customers Through Instagram Reels

*Jennifer Newell, Digital Marketing Specialist*  
Why do people keep saying photos are dead and videos are the future of Instagram? What the heck is a Reel and how do you put one together? If you are on Instagram (and if you are not, you need to be!) and have asked yourself any of these questions, then this is the course for you! In this session, you'll learn how to create Instagram Reels. Note: This class is not an introduction to Instagram and assumes participants have a basic knowledge of using the Instagram platform.

### 11:00AM-11:50AM The Power of Video

*Amanda Baker, Five Food Productions*  
Lights, camera, ACTION! In this session, professional videographer Amanda Baker will teach you how you can take your smartphone videos from blah to WOW. Amanda will teach you how to use your smartphone to create video content for your social media channels and why drafting a script and video shot list can be very helpful. Have your smartphone ready so you can participate in this engaging session perfect for farmers, vendors and farmers market managers.

### 1:00PM-1:50PM Simple Strategies for Communicating through Issues

*DeAnne Bloomberg, Illinois Farm Bureau*  
*Amy Bradford, GROWMARK*  
Dig deeper into communication strategies. This session will show you real-life examples of communication strategies and include a hands-on scenario. Farmers markets, local food leaders and specialty crop producers deal with a wide range of issues. It is important to have simple, practical communication tips to help meet your goals and raise the 'agriculture brand.'



**2:00PM-2:50PM**  
**Creating Click-Worthy Social Media Graphics (Pre-Recorded Video)**  
*Natalie Kenny Marquez, Grow Marketing & Communications*  
 Learn helpful tips and tricks on how you can use the low-cost web-based platform Canva to create click-worthy graphics to showcase your content across your social media platforms (and beyond!).

**FINANCES & FUNDRAISING**  
**PLAZA E**

**9:00AM-9:50AM**  
**Expanding Production with the Working Farms Fund**  
*Emy Brawley, The Conservation Fund*  
*Kelly Larson, Windy City Harvest*  
*Alex Frantz, Midwest Foods*  
 Secure and affordable access to farmland is a top challenge facing Illinois' next-generation farmers who want to expand production. Other barriers include capital and market access and technical assistance. Come learn about an innovative new program, the Working Farms Fund, designed to provide specialty crop producers with a patient pathway to affordable land ownership. Three panelists from The Conservation Fund, Midwest Foods and Windy City Harvest will share how they are collaborating to support farmers interested in scaling production, entering new wholesale markets and building profitable business enterprises.

**10:00AM-10:50AM**  
**State & Federal Loan & Grant Programs for Local Foods & Specialty Crops**  
*Matt Harris, USDA Rural Development*  
*John Gehrke, USDA Farm Service Agency*  
*Rebecca Huston, Illinois Treasurers Office*  
 Hear from local, state and federal leaders about grant and loan programs. Understand the differences between implementation vs. planning grants, microgrants, microloans, operating loans and land access programs. Ask questions. Understand the programs that are out there from different agencies and ask the questions that will improve your application.

**11:00AM-11:50AM**  
**Putting the FUN in Fundraiser: Special Events with Long-Term Benefits**  
*Mandy Moody, Green City Market*  
*Natasha Nicholes, We Sow We Grow Project*  
*Michael Howard, Fuller Park Community Development*  
*Janie Maxwell, Illinois Farmers Market Association*  
 Hear about how innovative fundraisers from online to in-person events are generating income and creating a following.

**1:00PM-1:50PM**  
**Microgrant Programs in Illinois for Farmers, Farmers Markets and Local Food Leaders**  
*Raghela Scavuzzo, Illinois Farm Bureau*  
 Community and state leaders are getting creative to create more opportunities to grow local foods. Hear about unique opportunities around the state to leverage funding and build infrastructure with small grant programs.

**THREAT ASSESSMENT & RISK MANAGEMENT**  
**PLAZA F**

**9:00AM-9:50AM**  
**CISA 101: Who Are We?**  
*Steven Lyddon, U.S. Department of Homeland Security*  
 This session will describe the mission of the Cybersecurity & Infrastructure Security Agency (CISA), the newest agency within the U.S. Department of Homeland Security. Topics will include the overall mission of CISA, a general overview of field operations and resources available.

**10:00AM-10:50AM**  
**Security of Public Gatherings**  
*Steven Lyddon, U.S. Department of Homeland Security*  
 Public gatherings and crowded places are increasingly vulnerable to terrorist attacks and other extremist actors because of their relative accessibility and large number of potential targets. Organizations of all types and sizes, including businesses, critical infrastructure owners and operators, schools, and houses of worship face a variety of security risks. To help organizations mitigate potential risks in today's dynamic and rapidly evolving threat environment, CISA provides a compendium of resources for securing public gatherings.

**11:00AM-11:50AM**  
**Insider Threats & Pathways to Violence**  
*Steven Lyddon, U.S. Department of Homeland Security*  
 Insider threats present a complex and dynamic risk affecting the public and private domains of all critical infrastructure sectors. This section provides an overview to help frame the discussion of insiders and the threats they pose. The CISA defines insider threat as the threat that an insider will use his or her authorized access, wittingly or unwittingly, to do harm to the department's mission, resources, personnel, facilities, information, equipment, networks or systems.

**1:00PM-1:50PM**  
**Active Shooter Preparedness**  
*Steven Lyddon, U.S. Department of Homeland Security*  
 Active shooter incidents are often unpredictable and evolve quickly. In the midst of the chaos, anyone can play an integral role in mitigating the impacts of an active shooter incident. This session will provide a brief overview of products, tools and resources that CISA can offer to help you prepare for and respond to an active shooter incident.

**2:00PM-2:50PM**  
**Cybersecurity 101**  
*Steven Lyddon, U.S. Department of Homeland Security*  
 This session will provide a brief overview of the cybersecurity threat and will introduce cybersecurity services offered by CISA. In addition, concepts and definitions of basic cybersecurity techniques that individuals can use at home to make their home workspace safer will be presented. These include the definitions of ransomware, phishing, spearphishing and malware, as well as the use of measures such as strong passwords, multifactor authentication and using good cyber hygiene.

**SWEET CORN PRODUCTION**  
**SAPPHIRE BALLROOM**

**9:00AM-9:50AM**  
**Sweet Corn Insect Management in Conventional and Organic Systems**  
*Kacie Athey, University of Illinois*  
 This talk will encompass the common insect-management practices in Illinois sweet corn with a focus on genetically modified traits and corn earworm resistance. Additionally, organic sweet corn production practices will be discussed, including biological control and organic pesticides.

**10:00AM-10:50AM**  
**Understanding Sweet Corn Genetics and Traits to Select the Best Cultivars for Your Operation**  
*Derrill Kregel, Rispens Seeds*  
 Derrill will discuss traits to consider when choosing sweet corn seed varieties for your operation.

**11:00AM-11:50AM**  
**Weed Management in Sweet Corn... It Ain't Getting Any Easier**  
*Aaron Hager, University of Illinois*  
 Weed-management in sweet corn is similar to weed management in field corn in that herbicides form the foundation of contemporary weed management programs. One of the most pervasive challenges facing weed-management practitioners in corn production systems is the continual evolution of weeds resistant to herbicides. In Illinois, waterhemp (*Amaranthus tuberculatus*) has evolved resistance to herbicides from more site-of-action families than any other weed species. Perhaps even more challenging is the increasingly common occurrence of waterhemp populations using resistance mechanisms that are not well understood. This session will cover the current status of herbicide resistance in Illinois waterhemp, with particular emphasis on resistance to herbicides from Groups 15 and 27.



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**AGRITOURISM**  
RUBY BALLROOM

**9:00AM-9:50AM**  
**Teach Students and Consumers on the Farm and at the Market: Cultivate Community with Ag Literacy Efforts on Your Farm**

*Chris Wyant, Illinois Farm Bureau*  
The future of agriculture depends on the students of today. Learn how to better engage and educate students, teachers and the wider community around you while also promoting your farm business and local farmers market. Learn how Illinois Agriculture in the Classroom (IAITC) works to promote specialty crop farms and farmers markets in Illinois and how you can collaborate with IAITC in the upcoming growing season to increase ag literacy in your community. Hands-on activities and lesson ideas will also be shared, with a focus on farmers-market-themed resources.

**10:00AM-10:50AM**  
**Growing Your Family Farm During Harvest & Beyond**

*Will Kuiper, Kuiper Family Farm*  
The Kuiper family has done a lot to add new activities, products and experiences inside their fall season but also outside of the harvest season. From the Midwest Tulip Festival, weddings and unique themed events on their farm, the Kuipers have found great ways to capture new audiences and bring regulars back to the farm more often. The growth has allowed the family to bring on the next generation, keep staff and bring more revenue to the farm.

**11:00AM-11:50AM**  
**National & International Trends of Agritourism**

*Dave Lamie, Clemson University*  
*Lisa Chase, University of Vermont*  
*Claudia Schmidt, Pennsylvania State University*  
*Doolarie Singh-Knights, West Virginia University*  
Join university researchers from across the country as they discuss the trends and insights of agritourism both nationally and

internationally. Discover how this impacts Illinois Agritourism and what could help improve your business based on their research.

**1:00PM-1:50PM**  
**Agritourism Liability Tax Credit**

*Hannah McGee, Illinois Department of Agriculture*  
In 2022, a tax credit for agritourism businesses to alleviate the burden of liability insurance coverage was created. This tax credit is for \$1,000 or 100% of the insurance cost, whichever is less. In order to receive the credit, businesses must certify their business with the Illinois Department of Agriculture. Join the agency in a walk-through of the certification process.

**ISGA ANNUAL MEETING**

**FRIDAY, JANUARY 13**

**12:00PM-1:00PM**  
**Governor Room**  
**(Third Floor)**

**OPEN MEETING**



Whether you are a grower, supplier, association, or consumer...**TOGETHER** we are the voice of specialty crop growers in Illinois.



**What do we do?**



**Education:** provide trainings and resources to members and specialty crop farmers in Illinois



**Advocacy:** advocate for regulation and policy at county, state, and national level for the industry



**Promotion:** promote and increase awareness of the industry



**Research:** fund and promote research in the industry



**Mentorship and Scholarship:** provide mentoring and scholarships to beginner farmers and youth



**Market Opportunity:** build relationships to create new market opportunities for members

Join today to grow our voice!

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**What is local food and where do I fit in?**

Just as each person's connection to food is unique, so is the definition of 'local.' At Illinois Farm Bureau, resilient local food systems include farmers, businesses and consumers that work together to improve their communities.

**Join more than 300,000 members in supporting agriculture and local food systems by becoming a member today.**

**Why should I join Illinois Farm Bureau?**

If you're interested in personal and professional development, we have resources that can help. Attend one of our conferences, network with other professionals and make your voice heard in policy development surrounding local food when you join your county Farm Bureau.

**Engage in Business Development Programs**

We provide technical assistance through conferences, trainings and workshops designed to take individuals and food or farm business to the next level. Check out our full list of resources at [ifb.org/livelocal](http://ifb.org/livelocal).

**Take Advantage of New Market Opportunities**

We help members reach new customers by:

-  Managing local food directories and e-commerce platforms
-  Promoting new retail opportunities for farmers
-  Developing infrastructure for getting food from the field to the table

**Be a Voice for Local Food**

Become an advocate by:

- Connecting consumers to where their food comes from
- Meeting with elected officials to explain why their support is needed on ag-related issues
- Helping draft policy changes that can improve our organization

Meet Our KEYNOTE SPEAKERS



**WEDNESDAY KEYNOTE**

*Sam Acho, ESPN Analyst & Former NFL Player*

Join Sam Acho, ESPN analyst, former Chicago Bears player and author, for a fireside chat. During Q&A discussion, Sam will highlight how he used influence and position to help make grassroots changes in the Austin Neighborhood of Chicago. Hear how a community came together to transform one liquor store into a vital food access business designed, run and approved by the community. He will remind us that change happens when a community unites. Moreover, that everyone can create change in small or large ways if they have position.

**THURSDAY KEYNOTE**

*Betsy Dirksen Londrigan, USDA Rural Development; Scott Halpin, USDA Farm Service Agency; Kristi Jones, Illinois Department of Agriculture; Stephanie Bess, Illinois Department of Human Services; Lindsay Blough, Illinois State Board of Education; Representative, USDA Natural Resources Conservation Service*

Engage with state and federal agencies working in Illinois to build local and regional food production through loans, grants and new purchasing programs. Hear about how agencies are working to provide resources and develop programs that will improve market opportunities and create better food infrastructure in Illinois for specialty crop and local food producers. Ask your hard-hitting questions in this moderated panel discussion with food and agriculture leaders.

**THURSDAY EVENING BANQUET**

*Austin Flamm, Flamm Orchard; Nic Roth, Roth Countryside Produce; Ann Herrington, Land of Goshen Community Market; Katelyn Majors, St. Louis Area Foodbank; Steve Ericson, Feeding Illinois*

Join farmers, farmers market managers and food banks to discuss their first-hand experience with the statewide Farm to Foodbank pilot project in Illinois. Discover how, through collaboration, these farm and food businesses helped to provide 2.5 million pounds of produce to the most vulnerable populations. Learn how this new market was able to create an additional \$1.1 million in revenue for farmers while feeding their communities.

# Together, let's plan for your farm's future

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## PLANTER

THE ORGANIC & NON-GMO REPORT

# CIDER CONTEST

**THURSDAY, JAN 12**  
**ILLINOIS ROOM (THIRD FLOOR)**

**8:00AM-9:45AM..... Registration**

**10:00AM..... Judging**

**6:00PM..... Banquet & Awards Presentation**



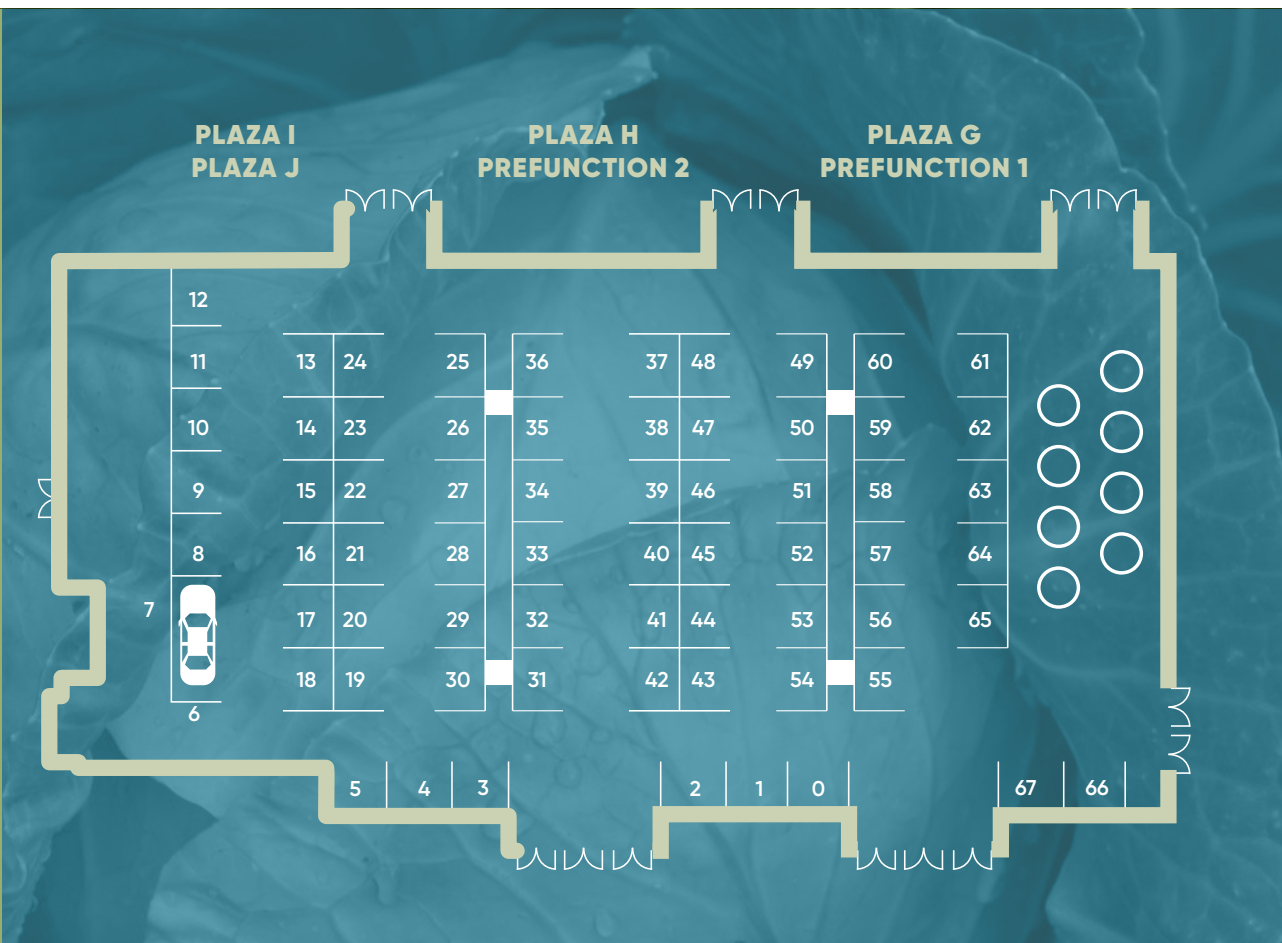
## EXHIBITOR CONTACT INFORMATION

### EXHIBIT HALL HOURS

WEDNESDAY, JAN 11  
9:00AM-6:00PM

THURSDAY, JAN 12  
9:00AM-6:00PM

FRIDAY, JAN 13  
9:00AM-1:00PM



#### AMEREN ILLINOIS ENERGY EFFICIENCY PROGRAM #0

PO Box 5098  
Peoria, IL 61601  
Phone: (309) 573-6200  
Email: PLopez2@ameren.com  
Contact: Phil Lopez

#### ANGELIC ORGANIC LEARNING CENTER #34

1545 Rockton Rd.  
Caledonia, IL 61011  
Phone: (423) 838-8479  
Email: Ritchie@learnrowconnect.org  
Contact: Ritchie Wai  
Product: Angelic Organics Learning Center programs

#### ARTHUR PRODUCE AUCTION INC. #33

PO Box 204  
Arthur, IL 61911  
Phone: (217) 853-1699  
Email: abcshop@agapemail.com  
Contact: Sheldon Raber  
Product: Local produce

#### BRIAN SEVERSON FARMS/ QUALITY ORGANIC GRAINS #42

8430 S Dwight Rd.  
Dwight, IL 60420  
Phone: (815) 584-1850  
Email: brian@qualityorganic.com  
Contact: Brian Severson  
Product: Heirloom organic grains, flours, baked goods

#### CENTER FOR AGRARIAN LEARNING AT MCHENRY COUNTY COLLEGE #62

8900 US Route 14  
Crystal Lake, IL 60012  
Phone: (815) 479-7563  
Email: ezack@mchenry.edu  
Contact: Emily Zack  
Product: MCC degrees, certificate programs & community events

#### CHICAGO FOOD POLICY ACTION COUNCIL (CFPAC) #58

1200 W. 35th St  
Chicago, IL 60609  
Phone: (773) 394-2136  
Email: justin@chicagofoodpolicy.com  
Contact: Justin Prevost-Schultz

#### COMPEER FINANCIAL #44

2600 Jenny Wren Trail  
Sun Prairie, WI 53590  
Phone: (608) 963-7763  
Email: Paul.Dietmann@compeer.com  
Contact: Paul Dietmann

#### COUNTRY FINANCIAL #37

1701 Towanda Ave  
Bloomington, IL 61701  
Phone: (309) 821-6470  
Email: carrie.corson@countryfinancial.com  
Contact: Carrie Corson

#### CREEKSTONE KETTLE WORKS #54

509 S O'Bannon St, IL-48 #127  
Raymond, IL 62650  
Phone: (217) 246-5355  
Email: creekstonekettleworks@gmail.com  
Contact: Colleen Weir

#### EXPERIMENTAL STATION #64

6100 S Blackstone Ave.  
Chicago, IL 606372912  
Phone: (312) 933-4137  
Email: Lauren@ExperimentalStation.org  
Contact: Lauren Stern  
Product: Link Up, Link Match Illinois, & 61st Street Farmers Market

#### FARMER VETERAN COALITION OF ILLINOIS #35

6724 N 300th St  
Altamont, IL 62411  
Phone: (217) 343-9254  
Email: zaelon.rohwedder@frontier.com  
Contact: Zaelon Rohwedder  
Product: FVC Illinois membership

#### FEED EARTH NOW #38

7520 Skokie  
Skokie, IL 60077  
Phone: (312) 952-1903  
Email: cathy@terreplenish.com  
Contact: Cathy Scratch  
Product: Terreplenish Regenerative Microbes

#### FEEDING ILLINOIS #19

273 Dearborn Ct.  
Geneva, IL 60134  
Phone: (630)768-8068  
Email: steve.ericson@feedingillinois.org  
Contact: Steve Ericson  
Product: Farm to Foodbank Project, foodbank information

#### FOOD WORKS OF SOUTHERN ILLINOIS #46

P.O. Box 3855  
Carbondale, IL 62901  
Phone: (618) 370-3287  
Email: libby@fwsoil.org  
Contact: Libby Ervin  
Product: Food Works programs

#### GOWAN USA #30

3005 Ozark Rd  
Ozark, IL 62972  
Phone: (618) 218-2186  
Email: jsheerwin@gowanco.com  
Contact: Jon Sherwin  
Product: Crop protection products made in the USA



Two lucky draw winners will get the \$50 Amazon gift cards. The winners will be announced at the end of conference.

## ENTER TO WIN SURVEY STRAWBERRY HANDLING

A short pre-survey that could help in understanding the existing strawberry handling from farm to consumer. This survey will help the researcher to develop predictive models that could predict the safe handling conditions for strawberries that will maintain the safety and quality of strawberry.

Thank you for your valuable time!

### HOW TO TAKE SURVEY?

1. Scan the QR code with your smart phone.
2. Fill the survey questions on the google form.
3. Submit the form.
4. Please provide the name and contact details to get a chance to win the prize.

✉ choudhry@siu.edu

**GREENER CROP INC. #48**

651 N. Broad St. Suite 201  
Middletown, DE 19709

**Email:** Alexander@greenercrop.com

**Contact:** Alexander Kappes

**Product:** Hydroponic farm management service

**H-2 VISA PROGRAM OF EL SALVADOR #63**

8605 W. Bryn Mawr Ave  
Chicago, IL 60031

**Phone:** (773) 563-4630

**Email:** consuldadochicagosv@gmail.com

**Contact:** Erika Vanessa Guevara Rodriguez

**Product:** Presenting H-2 Visa program that is being carried out by the Government of El Salvador.

**HEARTLAND COMMUNITY COLLEGE #25**

1500 W Raab Rd  
Normal, IL 61761

**Phone:** (309) 268-8586

**Email:** miranda.buss@heartland.edu

**Contact:** Miranda Buss

**Product:** Education - certificates and AA/AAS Degrees

**HEMPSTOCK PHARMS LIMITED #6 & 7**

14023 W South Street Rd  
Woodstock, IL 60098

**Phone:** (630) 301-2010

**Email:** stacy@hempstockpharms.com

**Contact:** Stacy McCaskill

**Product:** CBD Van

**IAA CREDIT UNION #29**

808 IAA Drive  
Bloomington, IL 61701

**Phone:** (309) 557-2541

**Email:** jkillian@iaacu.org

**Contact:** Jennifer Killian

**Product:** IAA Credit Union

**ILLINOIS AGRICULTURE IN THE CLASSROOM #36**

1701 Towanda Ave  
Bloomington, IL 61701

**Phone:** (309) 212-2905

**Email:** cwyant@ilfb.org

**Contact:** Chris Wyant

**Product:** Ag in the Classroom Resources

**ILLINOIS DEPARTMENT OF AGRICULTURE - HEMP PROGRAM #8**

801 E Sangamon Ave  
Springfield, IL 62794

**Phone:** (217) 524-2143

**Email:** AGR.Hemp@illinois.gov

**Contact:** Jared Garlisch

**Product:** Hemp Program Licensing Information

**ILLINOIS DEPARTMENT OF AGRICULTURE #9**

Illinois State Fairgrounds  
Springfield, IL 62794

**Phone:** (217) 524-9129

**Email:** nicole.moore@illinois.gov

**Contact:** Nicole Moore

**Product:** Specialty Crop Block Grant, Agritourism Tax Incentive, farmer's markets and more

**ILLINOIS FARM BUREAU #3**

1701 Towanda Ave  
Bloomington, IL 61701

**Phone:** (217)801-0599

**Email:** abeutke@ilfb.org

**Contact:** Ashley Beutke

**Product:** Membership

**ILLINOIS FARM TO SCHOOL NETWORK / ILLINOIS FARM TO SCHOOL COALITION #65**

PO Box 3125  
Oak Park, IL 60301

**Phone:** (608) 606-9284

**Email:** farmtoschool@sevendgenerationsahead.org

**Contact:** Diane Chapeta

**Product:** Illinois Farm to School resources and programs

**ILLINOIS FARMERS MARKET ASSOCIATION #4**

734 Remington Lane  
North Aurora, IL 60542

**Phone:** (630) 240-1530

**Email:** Janiemaxwell@ilfma.org

**Contact:** Janie Maxwell

**Product:** Promotional education materials

**ILLINOIS SPECIALTY GROWERS ASSOCIATION #12**

1701 Towanda Ave  
Bloomington, IL 61701

**Phone:** (309)557-2107

**Email:** rscavuzzo@ilfb.org

**Contact:** Raghela Scavuzzo

**Product:** Membership

**ILLINOIS STATE TREASURER OFFICE #28**

1 E. Old State Capitol Plaza  
Springfield, IL 62701

**Phone:** (217) 782-6738

**Email:** twhitfield@illinoistreasurer.gov

**Contact:** Teri Whitfield

**Product:** Illinois State Treasurers Office- Invest in Illinois programs

**ILLINOIS STEWARDSHIP ALLIANCE #47**

230 Broadway Suite 200  
Springfield, IL 62701

**Phone:** (217) 528-1563

**Email:** liz@ilstewards.org

**Contact:** Liz Stelk

**ILLINOIS SUSTAINABLE AGRICULTURE RESEARCH & EDUCATION (SARE) PROGRAM #51**

3351 N President Howard Brown Blvd  
Decatur, IL 62521

**Phone:** (217) 877-6042

**Email:** dgucker@illinois.edu

**Contact:** Doug Gucker

**INDIANA IRRIGATION CO INC #41**

12 Main St  
Onward, IN 46967

**Phone:** (574) 626-3398

**Email:** inirrigation@gmail.com

**Contact:** Mark Torkelson

**Product:** Drip and sprinkler irrigation products/design

**JOHNNY'S SELECTED SEEDS #1**

955 Benton Avenue  
Winslow, ME 4901

**Phone:** (207) 660-5948

**Email:** rdohrmann@johnnyseeds.com

**Contact:** Ross Dohrmann

**Product:** Seed company

**KATHY'S KITCHEN #31**

201 N Pitt St  
Virginia, IL 62691

**Phone:** (217) 452-3035

**Email:** kkitchen@casscomm.com

**Contact:** katherine Keylor

**Product:** Salsa, pickles, apple butter and jams

**MANAGEMYMART #49**

1831 SE 7th Ave. STE 100  
Portland, OR 97214

**Phone:** (415) 886-2830

**Email:** staci@managemymarket.com

**Contact:** Staci DeShasier

**Product:** Market management software

**MIDWEST FOODS #50**

3100 W 36th Street  
Chicago, IL 60632

**Phone:** (773) 927-8870

**Email:** alexf@midwestfoods.com

**Contact:** Alexandra Frantz

**Product:** Woman-owned produce distributor with local buying program

**FOOD SAFETY**

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thelandconnection.org

Have a solid farm food safety plan and want to go to the next level? The Land Connection has funds available to offset the costs of implementing your plan or achieving a third party food safety certification, such as GAP.

Get up to a \$500 match for your food safety project or certification!



Funding for this project was provided by the North Central Extension Risk Management Education Center, the USDA National Institute of Food and Agriculture under Award Number 2018-70027-28586. This training is additionally supported by Illinois Farm Bureau and University of Illinois Extension.

**MIGRATORY BIRD MANAGEMENT LLC #57**

21275 Gumina Rd.  
Brookfield, WI 53072  
**Phone:** (708) 878-4138  
**Email:** info@mbmbird.com  
**Contact:** Susan Hagberg  
**Product:** Avian Wildlife Control

**MILLER CHEMICAL & FERTILIZER, LLC #43**

120 Radio Road PO Box 333  
Hanover, PA 17331  
**Phone:** (217) 278-9325  
**Email:** ethanmorton@millerchemical.com  
**Contact:** Ethan Morton  
**Product:** Crop protection, production, biostimulants, nutrients and more

**MONTE PACKAGE COMPANY #2**

3752 Riverside Rd PO Box 128  
Riverside, MI 49084  
**Phone:** (269) 849-1722  
**Email:** mitchm@montepkg.com  
**Contact:** Mitch Mammina

**NATIONAL CENTER FOR APPROPRIATE TECHNOLOGY (NCAT) #67**

3040 Continental Drive PO Box 3838  
Butte, MT 59702  
**Phone:** (201) 819-9759  
**Email:** ericf@ncat.org  
**Contact:** Eric Fuchs-Stengel  
**Product:** Educational resources and expert advice for sustainable farming professionals

**NATIONAL MARKETMAKER NETWORK #5**

4 Autumn Creek Drive  
Coal Valley, IL 61240  
**Phone:** (309) 781-9020  
**Email:** rknipe@illinois.edu  
**Contact:** Richard Knipe  
**Product:** Live demonstrations, registrations and updates on MarketMaker site

**NATIONAL NURSERY PRODUCTS #39**

3650 Golfview Dr  
Williamston, MI 48895  
**Phone:** (309) 258-1630  
**Email:** beatreeman2@gmail.com  
**Contact:** Brian Aaron  
**Product:** Annual, herbaceous perennial and woody ornamental and native plants.

**NUTRIEN AG SOLUTIONS #55**

840 S 550 W  
Tipton, IN 46072  
**Phone:** (765) 714-8387  
**Email:** stuart.brenneman@nutrien.com  
**Contact:** Stuart Brenneman  
**Product:** Crop protection products and fertilizers

**RENEWAL BY ANDERSEN #11**

3307 W Farmington Rd  
Peoria, IL 61604  
**Phone:** (309) 693-6707  
**Email:** mbucklin@rbaoci.com  
**Contact:** Melissa Bucklin  
**Product:** \$20,000 custom windows sweepstakes and free consultations

**RISPENS SEEDS #59**

88 W Clear Lake Ln  
Westfield, IN 46074  
**Phone:** (317) 900-2955  
**Email:** ryan@rispensseeds.com  
**Contact:** Ryan Kingma  
**Product:** Vegetable seed

**ROCKFORD PACKAGE SUPPLY #18**

1080 Vitality Dr  
Comstock Park, MI 49321  
**Phone:** (800) 444-7225  
**Email:** mstockreef@rockfordpack.com  
**Contact:** Mary Stockreef

**RUPP SEEDS, INC. #32**

17919 County Road B  
Wauseon, OH 43567  
**Phone:** (800) 700-1199  
**Email:** bradp@ruppseeds.com  
**Contact:** Brad Paulson

**SEEDWAY, LLC #15**

PO BOX 250  
Hall, NY 14463  
**Phone:** (585) 526-6391  
**Email:** mrobson@seedway.com  
**Contact:** Matt Robson

**Product:** Commercial and Organic Vegetable Seed

**SOUTH HOLLAND BAKERY SUPPLY #60**

959 Columbia St  
Crete, IL 60401  
**Phone:** (708) 793-0337  
**Email:** Lgasparetti@shbakerysupply.com  
**Contact:** Lucio Gasparetti  
**Product:** Bakery supplies/food industry

**SOUTHERN ILLINOIS UNIVERSITY SCHOOL OF MEDICINE - FARM FAMILY RESOURCE INITIATIVE #14**

975 S. Normal Ave. MC 6892  
Carbondale, IL 62901  
**Phone:** (618) 713-0759  
**Email:** karenstallman@siu.edu  
**Contact:** Karen Stallman  
**Product:** Farm Family Resource Initiative materials

**ST. LOUIS COMPOSTING, INC. #61**

39 Old Elam Avenue  
Valley Park, MO 63088  
**Phone:** (636) 861-3344  
**Email:** rblosser@stlcompost.com  
**Contact:** Rich Blosser  
**Product:** Compost, soils and mulch

**STANDARD FOOD DISTRIBUTOR INC #13**

2211 Hawkey Dr  
Belvidere, IL 61008  
**Phone:** (815) 547-5466  
**Email:** ed@standardfoodinc.com  
**Contact:** Ed White  
**Product:** Bakery products and packaging

**STAR FARM CHICAGO #26 & 27**

934 W 50th Pl  
Chicago, IL 60609  
**Phone:** (312) 768-9949  
**Email:** starfarmchicago@gmail.com  
**Contact:** Stephanie Dunn  
**Product:** Urban agriculture/food access

**STOLLER #10**

9090 Katy Freeway Suite 400  
Houston, TX 77024  
**Phone:** (217) 461-1070  
**Email:** mmullen@stollerUSA.com  
**Contact:** Mark Mullen  
**Product:** Bio-Forge Advanced, X-Cyte, Harvest Move Urea Mate, Fortified Stimulate Yield Enhancer Plus, Sugar Mover Premier, X-Tra Power Premier, Harvest Plus

**THE LAND CONNECTION #45**

206 N. Randolph St. Suite 400  
Champaign, IL 61820  
**Phone:** (217) 840-2128  
**Email:** jacquelyn@thelandconnection.org  
**Contact:** Jacquelyn Evers  
**Product:** Education and support for farmers, food businesses and eaters

**TIMAC AGRO USA #66**

2668 Maple Ridge Road  
Platteville, WI 53818  
**Phone:** (608) 642-0589  
**Email:** robert.jarek@timacusa.com  
**Contact:** Robert Jarek  
**Product:** Plant nutrition and agronomic solutions for the needs of farmers

**UNIVERSITY OF ILLINOIS EXTENSION #52**

354 State Highway 145 N  
Simpson, IL 62985  
**Phone:** (618) 713-2076  
**Email:** baly@illinois.edu  
**Contact:** Bronwyn Aly  
**Product:** Info on Local Food Systems & Small Farms educator team and services offered by Extension

**UNIVERSITY OF ILLINOIS SMALL FARM CERTIFICATE PROGRAM #53**

2711 S. Race St  
Urbana, IL 61802  
**Phone:** (217) 722-3316  
**Email:** turino@illinois.edu  
**Contact:** Matt Turino  
**Product:** Vegetable Farming Training Program

**USDA - ILLINOIS FARM SERVICE AGENCY #21**

3500 Wabash Ave  
Springfield, IL 62711  
**Phone:** (217) 741-8062  
**Email:** mary.kirby@usda.gov  
**Contact:** Mary Kirby  
**Product:** Government farm programs and farm loans

**USDA - NATIONAL AGRICULTURAL STATISTICS SERVICE #23**

801 E. Sangamon Ave, Rm 62  
Springfield, IL 62702  
**Phone:** (314) 813-315  
**Email:** mark.schleusener@usda.gov  
**Contact:** Mark Schleusener  
**Product:** Agricultural statistics



**Illinois**  
Sustainable Agriculture  
Research & Education  
[northcentral.sare.org/state-programs/illinois/](http://northcentral.sare.org/state-programs/illinois/)

**USDA - ILLINOIS RURAL DEVELOPMENT** #24  
 2110 W. Park Ct. Suite A  
 Champaign, IL 61821  
**Phone:** (217) 352-3536  
**Email:** jennifer.warning@usda.gov  
**Contact:** Jennifer Warning  
**Product:** Financing options for small businesses and ag producers

**USDA - RISK MANAGEMENT AGENCY** #22  
 3500 Wabash Ave  
 Springfield, IL 62568  
**Phone:** (217) 241-6600  
**Email:** niccole.anselm@usda.gov  
**Contact:** Niccole Anselm  
**Product:** Risk management informational material

**WINDRIDGE IMPLEMENTS, LLC** #16 & 17  
 2073 State Highway 9  
 Decorah, IA 52101  
**Phone:** (563) 382-3613  
**Email:** bnordschow@windridgeimplements.com  
**Contact:** Brian Nordschow

**USDA - NATURAL RESOURCES CONSERVATION SERVICE - ILLINOIS** #20  
 2118 W Park Court  
 Champagin, IL 61821  
**Phone:** (217) 353-6636  
**Email:** aaron.patrick@usda.gov  
**Contact:** Aaron Patrick

**WESTERN ILLINOIS UNIVERSITY - ILLINOIS INSTITUTE FOR RURAL AFFAIRS** #56  
 1 University Circle  
 Macomb, IL 62681  
**Phone:** (217) 248-0079  
**Email:** ms-park@wiu.edu  
**Contact:** Sean Park



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# BARRIERS TO USING MARKETMAKER

FOCUS GROUP



**Be one of the first 100 focus group participants and get \$10!**

Join The Land Connection, Illinois Farm Bureau, and Illinois Farmers Market Association for a farmer focus group to discuss barriers to using MarketMaker.

- Why aren't farmers using MarketMaker?
- How can we make MarketMaker better?
- Learn how and why to have a MarketMaker account

Focus Groups will meet in Plaza F on January 11 from 11:30 a.m. to 12:30 p.m. & January 12 from 11:30 a.m. to 12:30 p.m.



**We support local food and food systems by giving Illinois farmers markets and producers access to resources, education, and connections in order to grow healthier and economically vibrant communities.**



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**CONTACT INFORMATION:**  
ILLINOIS SPECIALTY GROWERS ASSOCIATION  
1701 Towanda Avenue | Bloomington, IL 61701  
309.557.2107 | RScavuzzo@ilfb.org