

URBAN FARMING CONFERENCE

"Cultivating Lands, Nourishing Communities, Building Businesses"

Saturday, February 9, 2013

8:30 am - 4:00 pm

Roxbury Community College ♦ Reggie Lewis Center
1350 Tremont Street ♦ Roxbury Crossing ♦ Boston, MA



Presented by



In Partnership with



Developed by



D/M/WBE

Dear Urban Farming Friends,

It is with great joy that we welcome you to the annual Massachusetts Urban Farming Conference (UFC).

Thank you greatly for your participation in the UFC which will contribute to shaping the future of urban farming in Boston and other local urban areas in Massachusetts. The UFC is designed to advance the opportunities and address the barriers involved in cultivating a thriving urban farming sector. The UFC is a forum to share information regarding what is currently happening in Boston and other local urban communities and to map out a vision for urban farming in Massachusetts.

On behalf of MDAR, we are proud to be a Co-Presenter for the state's first conference focusing entirely on urban agriculture. The seeds for this gathering were actually sown as far back as 1978 when the abundance of community gardens throughout the City of Boston inspired the U.S. Department of Agriculture to establish an urban county extension service, as well as create a special "urban farmer" designation for Suffolk County food producers. We should be grateful to the early pioneers and build on the foundations they laid.

On behalf of City Growers, we invite you to join in today's UFC conversations. We look forward to sharing our past three years of experience in converting vacant plots into urban farms and successfully growing for market. We also value your experience and are very interested in learning about your urban farming experience and expertise. Let's discuss how we can continue to develop urban farmers to succeed in the marketplace.

On behalf of the Urban Farming Institute (UFI), welcome to the first annual Massachusetts Urban Farming Conference. We are a newly formed non-profit dedicated to converting urban vacant land to farms and training low-income residents to grow for market. UFI is designed to create successful farm enterprises in Massachusetts' urban communities. Today, we are glad to hear from farmers, composters, city planners, landowners, community leaders, investors, buyers, youth, entrepreneurs and others about how we can work together to strengthen this new industry. We thank you for taking the day to participate in this important conversation. We look forward to working with you to cultivate abundant urban farming seasons.

We hope that you enjoy the SEC. Thank you for your support!

Sincerely,



D/M/WBE

URBAN FARM CONFERENCE MENU

A tribute to the rich and evolving history of Roxbury from the Germans that were here before the turn of the century brewing beer, to the myriad of Africans from the diaspora, to the Muslim population that is at our footsteps, while you reflect on food, justice, farming, and sustainability remember all the gracious hands that went into food cultivated close by.

GERMAN BREAKFAST

*Assorted Artisanal Bread Local Butter, Jam, Arugula and Sage Pesto,
Curry Apple Chutney, Herbed Cheese, & Pickled Vegetables*

AFRICAN LUNCH

*Kale and Black Eye Pea Salad with Peanut Vinaigrette
Sambusa Potato Salad
Wheat Berry Salad with Cabbage, Roasted Beets & Parsnips
and Harissa Maple Dressing
Moroccan Carrot Salad*

MEZZE RECEPTION

*Egyptian Hummus
Beet and Feta Dip
Moroccan Carrot Dip
Vegetable Crudit , Pita and Vegetable Chips
Food lovingly prepared and curated by Nadine Nelson and Global Local Gourmet, an
interactive epicurean event company that celebrates local food in global ways.
Thanks for generous donations from Boston Organics, City Feed and Supply, Fair
Foods, The Food Project, South Boston Grows, & Whole Foods.*

Farming the City – Greg Watson, Commissioner, MDAR

We are part of an exciting movement that promises to restore the city's pivotal role in agriculture. Urban agriculture is literally taking root in scores of cities and towns across the Commonwealth. Growing numbers of city residents refuse to consider themselves solely as consumers when it comes to meeting their food needs. They are revisiting and pursuing the options for "growing their own". Backyard and community gardens have flourished since the days of victory gardens. The notion of establishing commercial farms within city limits seemed inevitable in light of the growing demand for local foods. City farms can also generate a variety of economic, social, environmental benefits as well, including promoting good health and preventing chronic disease.

In 2012, Whole Foods Market® purchased
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The Massachusetts Department of Agricultural Resources is proud to join with the Urban Farming Institute in co-sponsoring the state's first conference focusing entirely on urban agriculture. The seeds for this gathering were actually sown as far back as 1978 when the abundance of community gardens throughout the city of Boston inspired the United States Department of Agriculture to establish an urban county extension service as well as create a special "urban farmer" designation for Suffolk County food producers. We should be grateful to those early pioneers and build on the foundations they laid.

So what exactly is urban agriculture?

Simply stated, urban agriculture is the term that describes efforts to demonstrate that raising food on farms in cities can be an economically viable and environmentally sustainable undertaking. Urban agriculture is NOT backyard or community gardening – two vitally important activities that focus on growing food for self-consumption. The goal of urban agriculture is to develop commercial farms within city limits in the belief that doing so will prove to be one of the most effective and direct ways to make fresh and affordable foods available in those urban neighborhoods that currently have little or no access to them – food desert oases, if you will.

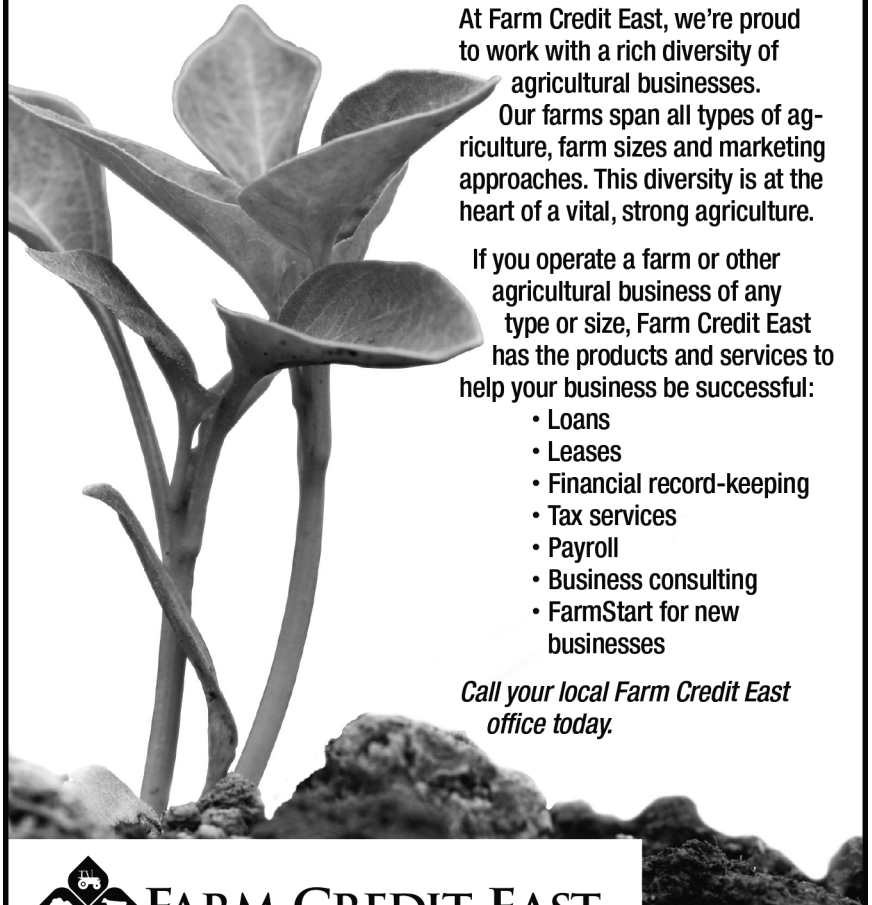
Produce and meats raised on Massachusetts' 7,700 farms currently meets about fifteen percent of the state's food needs. However, a University of Massachusetts study released in 2000 showed that the state's level of self-sufficiency in products deemed important to Massachusetts agriculture and consumers (especially eggs, dairy, vegetables, fruits and seafood) had increased from 19 percent in 1975 to nearly 32 percent in 1997.

That 13 percent increase happens to coincide with the release and implementation of a visionary policy for the state's agricultural sector by the Massachusetts Department of Food and Agriculture in 1976. Among other things, that policy provided the framework for programs designed to protect prime agricultural land and increase options for farmers to sell their produce directly to consumers. It initially led to the creation of the state's Agricultural Preservation Restriction Program (APR) and the proliferation of farmers' markets across the state and more recently to the emergence of a robust network of farms involved in Community Supported Agriculture (CSA) and "Buy Local" campaigns.

Can city-grown fruits, vegetables, honey, and eggs help boost that percentage even higher?

The Massachusetts Food Policy Council is working with stakeholders throughout the state to develop a strategic plan for increasing Massachusetts' food production. Look for urban agriculture to play a prominent role in that plan and all subsequent discussions focusing on fresh food and healthy citizens in the Commonwealth.

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FARM CREDIT EAST

8:00 am – 8:30 am, Registration Opens and Continental Breakfast
8:30 am – 9:15 am, Welcome Ceremony

Speakers:

Glynn Lloyd, *Co-Founder, City Growers and Founder and CEO, City Fresh Foods*
Gregory C. Watson, *Commissioner, MA Department of Agricultural Resources (MDAR)*

Morning Ceremony Keynote Speaker:

Eliot Coleman, *Organic Farmer, Four Season Farm*

9:15 am – 9:30 am Networking Break

9:30 am – 10:30 am Session I

Panel 1. Open Field Farming Techniques

The movement towards small scale farming in urban centers brings many benefits, such as improving access to healthy food and revitalizing neighborhoods. For farmers, it brings unique challenges that will be addressed by our round table participants. Our panel will share from their experience on what it takes to have a viable operation in a city setting sharing their production methods and how they address environmental concerns such as soil prep, water use and structural constraints.

Conversation Leaders:

Greg Maslow, *Farmer, Newton Community Farm (Moderator)*
Jess Liborio, *Boston Urban Grower, The Food Project*
Greg Bodine and Bobby Walker, *Farm Managers, City Growers*

Panel 2. Organic Farming Techniques and Season Extension Technologies

With consumers growing interest in organic and local products, more people are looking to their local farms for products that are not only fresh, but readily available and organic. With the challenges of the Massachusetts growing season, many farmers are finding solutions to extend their growing capacity to meet these needs. Hear from our panel of experts on the interest of organics and how their creative solutions for season extension can be applied to urban farming.

Conversation Leaders:

Ruth Hazard, *Vegetable Entomologist, UMass Extension Vegetable Program (Moderator)*
Jessie Banhazi, *Founder & CEO, Green City Growers*
Jolie Olivetti, *Farm Manager, Victory Programs Inc. - ReVision Urban Farm*
Eliot Coleman, *Organic Farmer, Four Season Farm*
Julie Rawson, *Executive Director of NOFA/Mass and Farmer at Many Hands Organic Farm*
Patti Moreno, *Garden Girl, Garden Girl TV*

Panel 3. Lessons from Different Market Strategies

Building a successful urban farming business takes a creative and diverse plan to not only meet local consumer needs, but to be viable enterprise as well. Today you will hear from leaders that represent different market opportunities: from restaurant to institutional. This panel will discuss sales strategy and market analysis, helping you to create a strategy to meet the growing demand for local products. Where will you sell a majority of your products? Are farmers' markets or CSA's the most viable routes for your business? Will social media and advertising play a role in the growth of your business? How can buyers and growers work strategically together?

Conversation Leaders:

Jamey Lionette, *Sales Director, City Growers (Moderator)*
Kelly Erwin, *Project Director, Massachusetts Farm to School Project*
David Warner, *President and Co-Founder, City Feed and Supply Inc.*
Kate Stillman, *Owner and Operator, Stillman's at The Turkey Farm*
Michael Leviton, *Owner and Chef, Lumiere Restaurant*

10:30 am – 10:45 am Networking Break

10:45 am – 11:45 am Session II

Panel 4. Composting: Policy, Practice and Viable Business Enterprise

A critical component for farming is healthy, nutrient-dense soil and in an urban setting, the complexities and opportunities that arise are abundant. Due to the reality of pollution in all cities, the safest alternative to existing soil is compost. Generating enough compost to meet the needs of urban farmers and gardeners will take a multi-tiered system, one that will engage policy makers and entrepreneurs alike. What are the zoning restrictions? What are the resources that can be utilized to make large volumes of compost? How do communities capitalize on this economic opportunity? Join this conversation to learn more from seasoned professionals.

Conversation Leaders:

Betsy Johnson, *Massachusetts Food Policy Alliance (Moderator)*

Gerard Kennedy, *Director of Technical Assistance, MDAR*

Bruce Fulford, *Owner and Principal, City Soil & Greenhouse*

Greg Murphy, *New England Sales Rep, Sun State Organics*

Andy Brooks, *Founder, Bootstrap Composting*

Adam Mitchell, *Partner, Save That Stuff, Inc.*

Panel 5. Roof Top Techniques

The benefits of roof top farming in an urban setting make it an attractive alternative when ground-level space is scarce, utilizing and beautifying space in a community for growing fresh produce. The possibilities abound for roof top gardening and our speakers will engage you with their vision and share best practices. Year round growing, hydroponics, vertical and container gardening are just some of the methods to be discussed. How can your model be fiscally and operationally sound? What do you need to consider for future expansion? What environmental issues are unique to roof-top gardening?

Conversation Leaders:

Mark Winterer, *Co-Founder/Director of Operations, Recover Green Roofs (Moderator)*

Mohamed Hage, *Founder, Lufa Farms*

Robert F. Fireman, *CEO, Sky Vegetables, Inc.*

John Stoddard, *Founding Farmer, Higher Ground Farm*

Panel 6. Food System Investors Meeting

Meeting the growing demand for healthy, fresh produce will take partnerships across many sectors. Addressing the financial impact will take a strategic and comprehensive approach by our financial institutions that recognize the need for and are committed to strengthening our diverse food system. Today you can participate in this conversation with leaders of several institutions that are committed to engaging in a MA food systems planning process. What are the conventional and creative vehicles needed to move capital into this new urban farming sector?

Conversation Leaders:

Gus Schumacher, *Co-Founder and Executive VP of Policy, Wholesome Wave (Moderator)*

Jo Anne Shatkin, *CEO, Conservation Law Foundation Ventures*

Thai Ha-Ngoc, *Program Analyst, Henry P. Kendall Foundation*

Alex Linkow, *Program Director, Fair Food Fund, Fair Food Network*

Julia Shank, *Slow Money*

Eric Bodzinski, *Farm Loan Manager, USDA Farm Service Agency*

11:45 am – 1:00 pm Lunch

Urban Farming Thought Leaders: A Discussion

Massachusetts has the building blocks to be one of the most active, equitable and sustainable urban farming models in the nation. Join this roundtable discussion which brings together leaders from government, community, business and the nonprofit foundation sectors to discuss their vital roles, visions and how they can work together to cultivate a thriving urban farming sector.

Conversation Leaders:

Gregory C. Watson, *Commissioner, MA Department of Agricultural Resources (MDAR)*

Mel King, *Social Activist/Community Organizer and Adjunct Professor, Department of Urban Studies and Planning, MIT*

Glynn Lloyd, *Co-Founder, City Growers and Founder and CEO, City Fresh Foods*

Greg Horner, *Senior Program Officer, Cedar Tree Foundation*

Panel 7. Land: Strategy, Community Control, Zoning and Policy

Scaling up the urban farming movement in MA brings with it the promise of transformed vacant spaces and improving neighborhood conditions, it also presents challenges for producers. Land insecurity issues, high infrastructure costs and outdated zoning policies need to be addresses to support urban farming. Join community advocates and local officials in this discussion on the need for agriculture-friendly zoning policies. What are the processes that need to take place to encourage collaboration with community members and urban farmers? How can policy change protect urban farmers from redevelopment and also encourage them to invest in their farming business?

Conversation Leaders:

Barbara Knecht, *Urban Farming Institute of Boston (Moderator)*

Bette Toney, *Tommy's Rock Neighborhood Organization*

Jessica Burgess, *Legal Counsel, MDAR*

John Tad Read, *Senior Planner/Project Manager, Boston Redevelopment Authority*

Panel 8. Viable Enterprises Other Than Fruits and Vegetables

A growing number of local restaurants and markets are actively sourcing locally grown products. Is expanding into a value-added business the opportunity you desire to capitalize on? Our Conversation Leaders will help guide entrepreneurs to assess your enterprise's viability for long term success. A business planning process will involve determining your operation's strengths and weaknesses and an exploration of your goals. What are the next best locally produced products that have viability? What tools will you need to explore your idea? Where can you obtain technical assistance? What are some key considerations regarding financing? What does expansion look like? What are the best ways to get my products to market? Join in this conversation to understand more about the process and opportunities available to help you grow a value added enterprise.

Conversation Leaders:

Margaret Connors, *Co-Founder, City Growers (Moderator)*

Jen Faigel, *Consultant, Pearl Food Production Small Business Center*

Kyle Sturgeon, *Education Director at Boston Architectural College and Co-Founder of The Productive Collective*

Ethan Grundberg, *Farm Manager, Allandale Farm*

Panel 9. Youth and Urban Farming

Massachusetts youth are the key to leading the way to transforming empty urban land into farms and community growing spaces. Hear from our panel of youth leaders on the work they've done to reshape urban spaces. What are the visions and priorities of youth leaders in the urban farming movement? How do they manage the various resistance they encounter? Where do they see their futures within the urban food movement? How can more youth be engaged in this work?

Conversation Leaders:

Dave Madan, *Urban Farming Institute of Boston (Moderator)*

Hakim Sutherland, *Chairperson, Alternatives for Community & Environment (ACE)/Roxbury Environmental Empowerment Project's Grow or Die Campaign*

Wil Bullock, *Farm Educator, The Trustee of Reservations*

Selvin Chambers, *Executive Director, The Food Project*

Kenny Lopez, *Youth Leader, The Food Project*

Shanelle Villegas, *Youth Grower, United Neighbors of Lower Roxbury*

2:30 pm – 3:30 pm Closing Ceremony

Closing Ceremony Keynote Speaker:

Malik Yakini, *Executive Director, Detroit Black Community Food Security*

Keynote Theme: "Urban Farming Lessons from Detroit"

Session Reporting and Next Steps

3:30 pm – 4:00 pm Networking Reception

Speakers

Eliot Coleman is the author of *The New Organic Grower*, *Four Season Harvest* and *The Winter Harvest Handbook*. He has written extensively on the subject of organic agriculture since 1975, including chapters in scientific books and the foreword to *Keeping Food Fresh: Old World Techniques and Recipes* by the gardeners and farmers of Terre Vivant. Eliot has more than 40 years' experience in all aspects of organic farming, including field vegetables, greenhouse vegetables, rotational grazing of cattle and sheep, and range poultry. During his careers as a commercial market gardener, the director of agricultural research projects, and as a teacher and lecturer on organic gardening, he studied, practiced and perfected his craft.

Gregory Horner is a Senior Program Officer at the Cedar Tree Foundation, a national grantmaking foundation that is based in Boston. His work focuses on grantmaking to support sustainable agriculture and reform the U.S. food system. Greg also started a Community Garden on the north shore, keeps chickens and grows food in his front yard.

Crystal Johnson leverages her 22 years experience in planning, policy development, management and analysis of energy, water, natural resources and sustainability in both the public and private sectors to serve as an Environmental Strategist. She develops the well received annual *Massachusetts Sustainable Economy Conference* designed to build bridges within and across Government, Business, Non-Profit, Community and Academic Sectors and others to foster sustainable communities for a viable 21st century economy. She has been an active environmentalist since 2nd grade.

Mel King has been active across the landscape of neighborhoods and politics of Boston for over fifty-five years, while also being an educator, youth worker, social activist, community organizer and developer, elected politician, author, and an Adjunct Professor at the Massachusetts Institute of Technology. He is responsible for creating community programs and institutions for low-income people in Boston. He is the founder and current director of the South End Technology Center. As Executive Director of the New Urban League of Greater Boston, he was involved in various community organization efforts and business development programs in the Boston-Roxbury area. In an attempt to share his experiences during his many years of community involvement, he has documented the development of the Black community in Boston from the 1950's to the 1980's in his book *Chain of Change*. As a former State Representative, Mel served the 9th Suffolk District of the Commonwealth of Massachusetts from 1973 to 1982, and was a 1983 mayoral candidate for the City of Boston. He successfully sponsored the Massachusetts Gardening and Farm Act of 1974 in which legislation stated that gardeners and farmers might use vacant public land at no cost.

Glynn Lloyd is the Founder and Chief Executive Officer of City Fresh Foods, a food service operation that daily provides over 8,000 Latin, Southern, Italian, Russian and Caribbean meals to Elders, School Students, Child Care and other institutional clients. A graduate of Boston University in Economics, Glynn has been actively involved in the Boston's urban community for the last two decades. He currently sits on the Mayor's Urban Agricultural Working Group and Mayor's Food Council. Glynn is the Vice Chair of Project Bread's Board of Directors and he was recently appointed by Governor Patrick to become a Trustee of Roxbury Community College. In addition he remains an active member of The Roxbury Moreland Historical Neighborhood Association, a supervisor of the Suffolk County Conservation District, a board member of the newly created Urban Farming Institute of Boston.

Greg Watson was sworn in as the Department's 19th Commissioner on April 2, 2012. He also served as Commissioner (1990 to 1993) under then Governors Dukakis and Weld. Commissioner Watson has a long connection to and appreciation of agriculture starting in his childhood where his grandmother tended a vegetable garden and fruit trees and visiting his uncle's working farm in Tennessee. His first hands on experience with agriculture started in 1978 as he worked with urban community groups and rural farmers to develop a network of six neighborhood-based farmers' markets in Greater Boston. Under his current leadership, Greg seeks to expand access to locally grown food across the Commonwealth with emphasis on building robust urban infrastructure solutions.

Malik Yakini is a nationally recognized leader in urban farming. He utilizes his vision, experience and expertise to serve as the Executive Director of the Detroit Black Community Food Security Network. It is a coalition of organizations and individuals working together to build food security in Detroit's Black community. Their mission is to build self-reliance, food security and food justice in Detroit's Black community by influencing public policy, engaging in urban agriculture, promoting healthy eating, encouraging co-operative buying, and directing youth towards careers in food-related fields. D-Town Farms is a seven acre farm on Detroit's west side that features organic vegetable plots, mushroom beds, four bee hives, four hoop houses for year-round food production, and a composting operation.

Panel 1. Open Field Farming Techniques

Danielle Andrews Hailing from Toronto, Canada where she worked on urban agriculture projects. For 6 years, starting in 2002, Danielle worked at The Food Project as the Boston urban grower, managing 2 acres of mixed vegetables sold mainly through a farmers market out of the Dudley Neighborhood. Currently, she manages the Dudley Greenhouse, a 10,000 square foot production and educational greenhouse that produces food year round. In her current position, she enjoys working with and supporting neighbors and neighborhood organizations that are working in partnership. Before coming to The Food Project, Danielle completed an apprenticeship at the University of California Agroecology Center.

Greg Bodine and Bobby Walker, Farm Managers, City Growers

Ethan Grundberg worked both on private farms and on a research and teaching farm in California for 5 years before moving to Massachusetts. After a year serving as the Technical Assistance and Incubator Farm Coordinator for the New Entry Sustainable Farming Project based in Lowell, he became the farm manager at Allandale Farm on the Brookline/Jamaica Plain border. Allandale Farm produces fruits, vegetables, flowers, eggs, and more on 60 acres and sells their produce in their on-farm store, to restaurants, to local grocery stores, and at the Roslindale Village Farmers' Market.

Greg Maslowe is Farm Manager of Newton Community Farm (NCF) which he has run since its inception in 2006. The farm crops on 1 acre and supports an 80-member CSA (Community Supported Agriculture), a weekly farmers' market, a 5-day per week on-site farm stand, and donations to multiple food pantries and shelters in the city. The farm's output has grown from \$30,000 in its first year to over \$90,000 presently. Greg has a Masters of Theological Studies from Pacific Lutheran Theological Seminary and a Masters in Science, Philosophy, and Religion from Boston University where his work was on the ethics of genetically modified food crops.

Panel 2. Organic Farming Techniques and Season Extension Technologies

Jessie Banhazi's frustration with the lack of access to fresh produce and green space in her Brooklyn neighborhood, led her to leave a career in reality television and moved to Boston to start Green City Growers. Green City Growers builds and maintains urban farms in unused spaces, fostering a deeper connection between communities and the food they eat. Jessie's interests and experiences lie in education, marketing, social entrepreneurship, and organic vegetable production.

Ruth V. Hazzard works for University of Massachusetts Extension as an educator and researcher in ecological pest management and vegetable cropping systems. Since getting her MS in Entomology in 1989 she has worked with both organic and conventional farmers throughout New England on pest management strategies in vegetable crops. She started the year-round Student Farming Enterprise program, now entering its 6th year, which gives UMass students practical experience in growing and marketing organic vegetables. They are excited to be neighbors with farmers, livestock, vegetables, and honeybees, and to have space to build high and low tunnels for extended season harvest.

Patti Moreno is both creator and host of GardenGirltv.com, one of the top urban gardening websites in the US (TubeMogul gave her the rank of Most Watched Garden Host on the web). Patti has contributed to *Fine Gardening's Grow Magazine*, *Organic Gardening Magazine*, *Farmers' Almanac*, *The Boston Globe*, and *the Huffington Post*, and is the co-host for the first season of the public TV show, *Growing a Greener World*. Patti has appeared on NBC's *Today* and speaks at garden centers across the country.

Jolie Olivetti has been working at Victory Programs' ReVision Urban Farm in Dorchester, MA since 2008. ReVision is an innovative community-based urban agriculture project that grows produce in its own fields and provides access to affordable, nutritious and culturally appropriate food to residents of our ReVision Family Home and our extended community. In association with ReVision Family Home, we also provide job training for youth and Boston's homeless. Jolie's interests and background are in vegetable production, environmental education, youth work, and anti-oppression work.

Julie Rawson is a lifelong farmer (with a 10 year time as a community organizer in Chicago and Boston). Growing organically since 1977 in their Dorchester backyard and thereafter on their Many Hands Organic Farm in Barre since 1982, she has been involved since 1984 in the Massachusetts Chapter of the Northeast Organic Farming Association where she serves as Executive Director. Julie has worked with four season growing in winter hoop houses for the past 7 years, and practices many low cost season extension techniques. On her farm and at NOFA over the past 6 years there has been a major focus in educating about nutrient density techniques for maximum fertility.

Panel 3. Lessons from Different Market Strategies

Kelly Erwin is the founder and director of the Massachusetts Farm to School Project, a grassroots initiative designed to help schools, pre-K through college, purchase locally grown foods for their cafeterias. The Project provides individualized sales or procurement assistance to farmers, food service operators, and distributors; conducts research regarding locally grown foods in school and college dining services; coordinates an annual "Mass. Harvest for Students Week;" and oversees the farm to school Kindergarten Initiative in Worcester. Ms. Erwin is a founding member of the National Farm to School Network, on the Leadership Team of Farm to Institution New England (FINE), and has presented farm to institution workshops throughout the U.S.

Michael Leviton, a six-time James Beard Foundation Award nominee and recipient of national awards from *Food & Wine*, *Bon Appétit*, *Gourmet* and *Saveur*, Chef Michael Leviton is dedicated to the simple and pure preparation of local, seasonal and sustainable ingredients. After working alongside some of the world's best chefs, Leviton returned to the Boston area and opened Lumière (1999), a celebrated French inspired neighborhood bistro in West Newton, and Area Four (2011), a bakery/coffeehouse and bar/restaurant in Cambridge guided by local, seasonal ingredients and wood-fired cooking. Michael's firm commitment to sustainability resulted in his 2010 appointment as Chair of Chefs Collaborative, a national nonprofit network of chefs committed to local foods and fostering a sustainable food supply.

Jamey Lionette is currently employed at City Fresh, in charge of procurement, and at City Growers, both in Roxbury. Prior to working at City Fresh, Jamey was the owner of Lionette's Market and the Garden of Eden Restaurant, in the South End. In addition, Jamey

sits on the Board of Directors of the Northwest Atlantic Marine Association (NAMA). Jamey is published on topics of sustainable food, including as a contributing author in *Manifestos on the Future of Food & Seed*. He lives in Jamaica Plain and is an organizer and advocate for local foods, whole animal utilization and responsible butchering.

Kate Stillman has been involved with farming her entire life- starting with her grandparent's dairy farm in Lunenburg, MA and her father's produce farms in Lunenburg and New Braintree, MA. She is the owner and operator of Stillman's at The Turkey Farm. In 2003, Kate graduated from the University of Massachusetts Amherst with a BS in Plant and Soil Sciences. Shortly after graduation, she began a personal "farm hunt" and purchased the "Turkey Farm" in 2006. Today, the Turkey Farm consists of two separate farms in Hardwick, where they produce conscientiously raised, antibiotic and chemical free beef, pork, lamb, chicken, turkey and eggs, marketed direct to consumers in the Boston and Central Mass areas through the farm's meat CSA and farmers' markets.

David Warner, with his wife and business partner, Kristine Cortese, co-founded City Feed and Supply in 2000. They now operate 2 locations in the Jamaica Plain neighborhood of Boston. City Feed and Supply features more than 600 local products from produce and grocery to prepared foods and home/body goods and sources from more than 40 regional farms annually including urban growers such as City Growers, the Food Project and Allandale Farm.

Panel 4. Composting: Policy, Practice and Viable Business Enterprise

Andy Brooks is the president and founder of Bootstrap Compost, Inc. - Boston's only year round residential and commercial food scrap pickup service. Working with area farms, Bootstrap has diverted nearly 175,000 pounds of food scraps from landfills. The company uses bicycles and light trucks for all of its pickups.

Bruce Fulford is owner of City Soil & Greenhouse LLC., a Boston based firm that provides environmental management and intensive crop production goods and technical services. He has worked extensively with state and federal and agencies, local nonprofits and businesses, growers and academic colleagues to develop best practices for soil remediation, composting, bio-energy, sustainable agriculture, and storm water management during his 30-year career. He has manufactured and delivered composts, mulches and blended soils, growing systems and consulting services to a broad client base of farmers, urban growers, schools, and other private and public land stewards. His collaborative projects have been instrumental in developing a regional composting infrastructure that diverts hundreds of thousands of tons of organic wastes from landfills and incineration annually.

Betsy Johnson has over 35 years of community organizing related to in urban growing, recycling and composting, air quality, occupational health, and neighborhood development issues. She is a former teacher and worked for the American Community Gardening Association, Chefs Collaborative, American Lung Association, Mass Audubon, and "green" engineering companies.

Gerard Kennedy is the director of the Division of Agricultural Conservation and Technical Assistance where he oversees the Department's Land Use, Technical Assistance, Energy and Environmental Stewardship programs. He has worked at the Department of Agricultural Resources for over 13 years in a variety of technical assistance, funding, and program management positions including programs dealing with pesticides, water quality and composting. He is a graduate of Tufts University's Agriculture Food and Environment Program.

Adam Mitchell is a Partner with Boston based Save That Stuff, Inc. His recycling career started in 1988. Mr. Mitchell spent the 1990's in New York City first as a consultant with the Sanitation Department, and later becoming a Vice President with Eastern Waste Services (EWS). Mr. Mitchell returned to Boston in 2000 to become a Principal of Save That Stuff, Inc., Mr. Mitchell diversified the company's business line to include the collection of organic waste. Mr. Mitchell is recognized regionally as an innovator in setting up sustainable waste recycling collection systems.

Gregory S. Murphy has dedicated over three decades to promoting and enhancing agriculture in Boston. He's been growing food for many years and was associate director of Boston Urban Gardeners, a national leader in community gardening planning and development. He served as president of Earthworks Boston, once renowned for its urban orchard and environmental education programs and as CEO (and truck driver) for Greenleaf Composting, then one of Boston's premier composting companies. He is director of finance for Gridco Systems, a provider of "smart grid" utility-scale power distribution solutions. Also, he is the New England Distributor for Sun State Organics, an industry leader specializing in the manufacture/distribution of organic conversion equipment and vertical garden systems.

Panel 5. Roof Top Techniques

Robert Fireman is CEO and co-founder of Sky Vegetables, an industry leader in the development of Urban Rooftop Farming and Sustainable Agriculture. His focus is on the development of the national brand and the strategic operations of the company which is now supplying local, fresh, pesticide free produce to Whole Foods and upscale restaurants in Massachusetts. He is responsible for the building of a rooftop farm in the Bronx, NY on an affordable housing complex, and is in final stages of developing a rooftop farm in Brockton, Massachusetts.

Mohamed Hage, passionate for agriculture and technology, Mohamed founded and is president of Lufa Farms, a company that designs, builds and operates greenhouses on rooftops. In order to provide locally produced, fresh vegetables to Montreal consumers, he established the first commercial greenhouse in the world, on a roof in the winter of 2011. Mohamed Hage oversees all daily

activities at Lufa Farms. Recipient in 2011-2012 of the prizes *Arista*, *Montreal inc. de demain*, *Createurs d'avenir* and *Phenix de l'Environnement*, Mohamed sits on the Board of the mayor of Montreal's Foundation. His goal now is to see this new model of agriculture gradually integrate the urban roofs of large cities.

John Stoddard, MS, is a founder of Higher Ground Farm, a Boston-based urban agriculture company that is opening Boston's first rooftop farm in the Spring of 2013. At 55,000 square feet, it will be the second largest open-air roof farm in the world. A born food enthusiast, John has enjoyed eating, cooking, and gardening his whole life. After earning a Bachelor's degree in environmental studies, John combined his passions for food and for environmental health, in his position as a Healthy Food in Health Care Coordinator for the global non-profit organization, Health Care Without Harm. John earned his Master of Science from Tufts University's Friedman School of Nutrition specializing in the Agriculture, Food, and Environment program

Mark Winterer is the Director of Operations at Recover Green Roofs, specializing in designing, building, and maintaining green roofs throughout New England and New York. Having started by designing and building simple extensive green-roof systems based on the German model, he is now focusing on developing rooftop farming green-roof systems. While German green roofs are designed to shed water and nutrients, rooftop farms need to retain water and nutrients in order to support vegetables, and Mark is currently pushing the green roof industry to develop these technologies.

Panel 6. Food System Investors Meeting

Eric Bodzinski has been with the USDA Farm Service Agency since 2006 starting out as a Farm Loan Officer Trainee and working up to the current position of Farm Loan Manager for Worcester, Middlesex, Essex, Norfolk, Suffolk and Bristol County. Mr. Bodzinski holds a BA in Business Management from Bryant University. Eric has comprehensive farm experience with orchard & berry production, vegetable production, and hay production as well as GAP Certification. He has also served as a Director on the Plymouth County Farm Bureau for the past two years.

Thai Ha-Ngoc, as the Program Assistant at the Henry P. Kendall Foundation, manages the grant award process and conducts research on key issues and trends relating to the Foundation's grantmaking strategy in strengthening the New England food system. Prior to joining the Foundation, Thai worked at the Northeast Energy Efficiency Partnerships as part of the Evaluation, Measurement, and Verification (EM&V) team. Thai has also served as an AmeriCorps member in the Massachusetts Land Initiative For Tomorrow (MassLIFT) program at the Sudbury Valley Trustees, based in Sudbury, MA. There, he monitored and developed baseline reports for conservation and agricultural land owned or managed by the regional land trust. Thai graduated with a B.A in Environmental Studies and Economics from Bowdoin College.

Alex Linkow is Fair Food Network's Fair Food Fund – Northeast Program Director. Since July 2011, Mr. Linkow has been assessing needs and opportunities to support farmers and local food entrepreneurs in the Northeast, building relationships with food system stakeholders in the region, developing the Fair Food Fund – Northeast business plan, and launching the fund. Prior to beginning this role, Mr. Linkow focused on social entrepreneurship, sustainable food systems, and marketing strategy as a graduate student in the University of Michigan's Erb Institute MBA/MS program.

August Schumacher, Jr. is currently Executive Vice President of Wholesome Wave, a Bridgeport, Connecticut based nonprofit working on nutrition incentives for diet impacted vulnerable families. Prior to his work with Wholesome Wave, Schumacher consulted with the Kellogg and Kresge Foundations. He served earlier as President Clinton's Under Secretary of Agriculture for Farm and Foreign Agricultural Services at USDA from 1997 to 2001

Julia Shanks consults with food businesses and farms, helping them maximize profits and streamline operations through business planning, feasibility studies and operational audits. She lectures on sustainable food systems and business accounting. She sits on the advisory board of Future Chefs and is the regional leader of Slow Money Boston. In addition to her consulting practice, Julia is the co-author of *The Farmer's Kitchen*, and creates custom cookbooks for small farmers seeking a way to build loyalty with their customers. Julia received her professional training as a chef at the California Culinary Academy and an MBA from Babson College.

Jo Anne Shatkin, Ph.D. leads CLF Ventures, a non-profit affiliate of the Conservation Law Foundation, New England's most influential environmental advocacy organization. She coordinates CLF Ventures efforts to build capacity in sustainable agriculture, water-related innovations, energy efficient, renewable and nanoscale technologies and related infrastructure toward a more resilient and economically sound future for the region. Jo Anne received an Individually Designed Ph.D. in Environmental Health Science and Policy in 1994 and her MA in Risk Management and Technology Assessment in 1990, both from Clark University, Worcester, Massachusetts and possesses a Bachelor of Science degree from Worcester Polytechnic University in Molecular Biology and Biotechnology.

Urban Farming Thought Leaders: A Discussion

Gregory Horner (See bio above under Speaker listing)

Mel King (See bio above under Speaker listing)

Glynn Lloyd (See bio above under Speaker listing)

Greg Watson (See bio above under Speaker listing)

Panel 7. Land: Strategy, Community Control, Zoning and Policy

Jessica Burgess is Legal Counsel for the Massachusetts Department of Agricultural Resources where she focuses on regulatory and legislative issues involving agriculture, land use, environmental, administrative and municipal law. Before working at MDAR, she specialized in municipal law and general civil litigation. She is a graduate of Assumption College and New England School of Law.

Barbara Knecht, R.A. has worked in, on and for cities for more than thirty years. Her work has included affordable housing development projects in the public and private sector as well as research, publications, education and advocacy. Ms. Knecht holds a Bachelor of Arts from the University of California, Berkeley and a Master of Architecture from Columbia University. She was awarded a Kinne Fellowship from Columbia University, a Loeb Fellowship at Harvard University, and a research grant from the Graham Foundation. She serves on the Board of Directors of Care for the Homeless, and the Streetscape committee of the Municipal Art Society. Ms. Knecht is based in Boston, and New York where she is a licensed architect and registered as a WBE.

Edith Murnane serves as the Director of Food Initiatives for the City of Boston. The Mayor's Office of Food Initiatives was established in June 2010 to engage the Boston Food Council, partners, and City departments to address directives set forward by Mayor Menino. As the Director, Edith is involved in city initiatives regarding rezoning of vacant lots for urban agriculture uses; promoting farmers markets and community supported agriculture ventures to bring locally sourced foods to city residents; developing strategies to make sure healthy food is affordable; and educating city residents about nutrition.

John (Tad) Read is Senior Planner at the Boston Redevelopment Authority where he focuses on transit-oriented development (TOD), transportation, land use and sustainability planning. Currently he is leading the BRA's Citywide Rezoning for Urban Agriculture initiative. Tad began his career leading on neighborhood and transportation planning projects in southern California. During the 1990's he turned his attention to housing policy and development as Housing Administrator in the City of Santa Monica. After coming to the east coast to earn a mid-career Masters in Design Studies degree at the Graduate School of Design at Harvard in 2004, Tad served first as TOD Planning Manager for the Massachusetts Office for Commonwealth Development before coming to the BRA. Tad holds a B.A. from Williams College and M.A. in Architecture and Urban Planning from UCLA.

Bette Toney is the neighborhood association president for Tommy's Rock (a small neighborhood south of Dudley Square). She believes passionately that urban farming is essential to increasing the *quality of life* of her neighbors. Bette has been involved in the process of obtaining public vacant land for urban farming for seven years. She is excited about the growing urban farming movement and is hopeful that it will catch fire throughout the city and state.

Panel 8. Viable Enterprises Other Than Fruits and Vegetables

Topper Carew is a Visiting Research Scholar at MIT's Media Lab. He is also the recent recipient of a MIT Martin Luther King Leadership Award for his exemplary contributions and notable success in film, television and the arts. Much of his research at the Lab is in search of media innovations. Carew also has a background and continuing interest in architecture and urban design. He sees them as catalytic vehicles for community empowerment, cultural and economic development and job creation. The interest caused him to explore how innovations in urban gardening could serve the interests of urban communities. Carew was born and raised in Roxbury

Margaret Connors is Co-Founder of City Growers, LLC. In her career as a researcher, activist and educator in public, environmental health and education, she has maintained a commitment to the advancement of health and human rights in urban communities.

Jen Faigel is a real estate and community economic development consultant. Her clients include Dorchester Bay Economic Development Corp., Dudley Street Neighborhood Initiative, the Fairmount CDC Collaborative, Lawrence CommunityWorks, North Shore CDC, and the Mel King Institute. Jen is currently working with Dorchester Bay Economic Development Corp. on a \$13.5 million redevelopment of the 2-acre former Pearl Meat Factory into a shared-use and multi-tenant food production facility as a means to create jobs, promote small business, build the infrastructure to support local food systems, and improve access to healthy food to low-income families of Boston. Jen is one of the founders and Board chair of CropCircle Kitchen, Boston's only non-profit shared-use commercial kitchen and food business incubator

Tonya Johnson is the owner of The Ancient Bakers, Inc. Ancient Bakers uses ancient grains and medicinal plants in creating a line of re-imagined bakery products for sale at local farmers markets and specialty food shows.

Kyle Sturgeon is a founding member of the Productive Collective and the dual-Director of Advanced Studios and Building Technology at the Boston Architectural College. He holds a M. Arch with high distinction at University of Michigan, where he was awarded Thesis Prize, the Alpha Rho Chi Medal, and the AIA Henry Adams Certificate in 2011. After completing his B.S. Arch with honors at the University of Virginia in 2005, Kyle worked for five years in Boston with Office Da, Kennedy & Violich, and Moshe Safdie and Associates. Kyle's current work is focused on the intersection between education, design/build architecture, and aquaponics farming.

Panel 9. Youth and Urban Farming

Kenny Lopez is a youth intern at The Food Project. Kenny is a senior at Cathedral High School in Boston, and will be attending Hamilton College this fall where his studies will include social justice, sustainability, and urban agriculture.

Dave Madan is the founder and executive director of theMOVE, which engages diverse urban youth and their communities in reflective farm workdays to inspire action for a healthier food system. He is also a member of the Board of Directors of the Urban Farming Institute, vice chair of the Board of Trustees of the UUSC (international human rights), a member of the grant making committee of the New England Grassroots Environment Fund, and a partner at Boston Investments (real estate development). Dave has a bachelor's degree from UC Berkeley in business and urban planning. He is originally from Cambridge MA.

Hakim Sutherland is a Roxbury Environmental Empowerment Project (REEP) Youth Organizer at Alternatives for Community & Environment and the elected Chair of REEP's "Grow or Die" campaign. Under his leadership, the "Grow or Die" campaign has focused on transforming vacant land in Roxbury and Dorchester into neighborhood gardens by building raised beds and guerilla gardening. He has also created workshop curricula for youth to analyze the historical injustice of land distribution in Boston, dietary health disparities for people of color, food system injustice and how to take back the food system. Hakim is a senior at Boston Green Academy and a resident of Field's Corner, Dorchester.

Shanelle Villegas is 15 years old and has been locally growing and selling food for 3 years. During the summer of 2012, while also running a Roxbury farmers market, she started a flower business with a partner that lasted until December. Along with growing and selling food she is also apart of United Neighbors of Lower Roxbury's event team where she plans event to get the community more involved and active.

Wil Bullock is a Farm Educator at The Trustee of Reservations. After growing up in Boston, he landed a job at The Food Project and that job changed his life. He has spent the last 14 years working the land and creating programs and job opportunities for inner city youth. In 2005, Wilbur became the youngest person to receive a W.K. Kellogg Foundation Food and Society Fellowship. Wil currently runs the City Harvest Youth Corps and the Charles River Valley Youth Corps for The Trustees of Reservations, supervising 12 youth and providing valuable hands-on work experience and critical leadership skills. He was a member of the 2004-2006 class of Food and Society Policy Fellows.

Selvin Chambers III is the Executive Director of The Food Project. Selvin is passionate about engaging local communities and focuses on supporting and building community-based programs and collaborations that serve a broad spectrum of youth and young adults. Selvin has been with TFP since June of 2012. Prior to joining The Food Project, Selvin served as executive director of the Elizabeth Peabody House. He has also served in leadership roles for the city of Boston's Centers for Youth & Families, the city of Cambridge Youth Programs, and City Year in several U.S. cities. He has a BS in sociology from Fitchburg State University and a certificate from the Institute of Nonprofit Management and Leadership at Boston University.

Closing Program

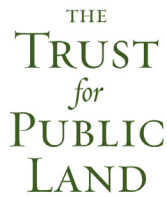
Malik Yakini (See bio above under Speaker listing)

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