

MOBILE MARKET SUMMIT AGENDA

Jacobs School of Medicine and Biomedical Sciences

955 Main Street, Buffalo, NY 14203

Tuesday March 5th – Wednesday March 6th

Day 1 Tuesday, March 5th 2019

9:00-9:30 **Register and Check-in**

9:30-10:00 **Welcome to Mobile Market Summit** (Room 1220)

Lucia Leone, Assistant Professor, University at Buffalo

Lucas Signorelli, Executive Director, St. Louis MetroMarket

10:00-11:00 **Plenary Address** (Room 1220)

Elyse Guidas, Executive Director, Farm Express

The State of the Food System: How Mobile Markets Create Equity in Local Communities. Kick off the 2019 Mobile Market Summit with a deep dive into the current state of the food system. In her address, Elyse Guidas will discuss the challenges we face in our modern food economy and the unique opportunity mobile markets have in shaping equitable, thriving local food systems for everyone.

11:00-11:15 **Break**

11:15-12:30 **All Summit Session 1** (Room 1220)

11:15-11:45 Presentation of “Who is Here” Using Pre-Summit Survey Results

Hannah Heacox, Mobile Market Manager, Hub City Farmers’ Market

Hannah Heacox will present the results from the pre-summit survey as a way to provide market-to-market context for those in attendance at our summit.

11:45-12:30 Speed Networking

Lindsey Haynes-Maslow, Assistant Professor, North Carolina State University

A fun and quick way to meet and connect with and learn from other summit attendees.

12:30-1:30 **Lunch and Networking** (Room 1220)

Veggie Meter Demonstration by University at Buffalo Research Team

Visit us online!

<http://www.myveggievan.org/summit-organizers.html>

Social media: #MobileMarket19

Facebook Group: “Leaders in Mobile Food Markets”

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1:30-2:20

All Summit Session 2 (Room 1220)

Best Practices and Unique Mobile Market Models from Interviews with 21 Experienced Mobile Markets

Christina Kasprzak, Doctoral Student, University at Buffalo

Findings from 21 interviews with established mobile market coordinators, or “key informants,” throughout the United States will be presented. Identifying “best practices” from established mobile markets provides a community-tested level of evidence that can guide the start of new mobile markets or improve existing ones.

2:30-3:30

Concurrent Session 1

Session 1: Program Evaluation (Room 1220)

Hannah Heacox, Mobile Market Manager, Hub City Farmers’ Market

Eliza Dexter Cohen, Food Access Manager, Food on the Move

Lucia Leone, Assistant Professor, University at Buffalo

What do the stakeholders want?! In this session you will hear from 3 seasoned mobile market veterans on how and why they utilize program evaluation tools to demonstrate program effectiveness, document accomplishments, and avoid “mission drift”. You will also have the opportunity to participate in guided discussion on the subject with other summit attendees.

Session 2: Farmers Register Presentation (Room 1225B)

Jon Chamot, Co-Founder and Farmers Register Program Manager, Perigee Labs

Farmers Register suite of retail management tools can make operating a mobile market more efficient... and fun! Learn how Farmers Register helps you stay more engaged with your customers and operations, and our coming plans to more aggressively tackle food insecurity.

3:30-3:45

Break (Room 1220)

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3:45-5:15 **All Summit Session 3** (Room 1220)

Fundraising Models & Program Sustainability Roundtable

Elyse Guidas, Executive Director, Farm Express

Lucas Signorelli Executive Director, St. Louis MetroMarket

Annika Morgan Co-Founder & COO, Fresh Truck

Additional co-facilitators

This session will showcase a variety of successful fundraising models used by mobile markets nationwide: healthcare sponsorship, fee-for-service, donor cultivation, grants, and more. We'll start with a panel discussion featuring mobile market operators from each fundraising category, and transition to small group breakout sessions, rotating to allow each group the opportunity to speak with a funding model expert. The session will be interactive and discussion based.

5:30-7:30 **Happy hour, hors d'oeuvres and networking**

Big Ditch Brewery, 55 E. Huron St. Buffalo 14203

Dinner on Your Own

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7:30-8:30 **Breakfast Available** (2nd Floor Atrium outside Room 2120B)

8:15-8:30 **Welcome and Orientation to the Day** (Room 2120B)

8:30-10:15 **All Summit Session 4** (Room 2120B)

8:30-9:00 Overview of the Farm Bill

Lindsey Haynes-Maslow, Assistant Professor, North Carolina State University

In December 2018, the federal government passed the 2018 Farm Bill, the largest piece of legislation governing agriculture in the U.S. Hear about how many of the programs in the Farm Bill are related to or can impact your mobile market.

9:00-10:15 Panel Discussion on Healthy Food Incentive Programs

Annika Morgan, Co-Founder & COO, Fresh Truck

Dazmonique Carr, Owner, Deeply Rooted Produce

Eliza Dexter Cohen, Food Access Manager, Food on the Move

Leah Porter, Director, Twin Cities Mobile Market

In some cases, bringing healthy food closer to a neighborhood isn't enough to reduce barriers to access for low-income shoppers. Hear about how these mobile markets use healthy food incentive programs to increase purchasing power for households to put more fresh food on the table.

10:15-10:30 **Break** (1220)

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10:30-11:45 **Panel Discussion 1: Market Operations and Logistics** (Room 1220)

Carrie Hoey, Coordinator, Curbside Market by Foodlink

Tom Phillips, Executive Director, StarkFresh

Stacey Tilton, Coordinator, ProMedica Farms/Veggie Mobile

Erin Close, Mobile Market Director, Arcadia Center for Sustainable Food & Agriculture

Eliza Dexter Cohen, Food Access Coordinator, Food on the Move

How do you ensure your mobile market stays stocked with quality choices at every stop, every time? These panelists share their varied operational approaches and lessons learned as the behind-the-scenes support to keep markets rolling, product stocked, and customers coming back.

11:45-12:45 **Lunch and Networking** (Room 1220)

12:45-1:30 **Concurrent Session 2**

Session 1: Veggie Van Mobile Market Toolkit (Room 2120B)

Lucia Leone, Assistant Professor, University at Buffalo

The Veggie Van toolkit is a set of evidence-based resources for mobile market operations. We will review all of the current and planned toolkit components and how they can be used by organizations looking to start or modify a mobile market program. The session will also present the research and process used to develop and refine the Veggie Van toolkit.

Session 2: Mobile Market Vehicle Design (Room 1225A)

Fred LaForge, Co-Founder & CEO, The Farmers' Truck

Facilitated by Hannah Heacox, Mobile Market Manager, Hub City Farmers' Market

If the people can't come to you, you must go to them! Fred LaForge, an expert in the field of mobile market vehicle design, will present on his methods, his designs, and his plans moving forward in making mobile market vehicles functional, fashionable, and accessible.

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1:30-2:30 **Panel Discussion 2: Community Engagement and Marketing** (Room 2120B)

Annika Morgan, Co-Founder & COO, Fresh Truck

Lindsey B. Barrow Jr., Founder & Director, Lowcountry Street Grocery

Lindsey Haynes-Maslow, Assistant Professor, North Carolina State University

Leah Porter, Director, Twin Cities Mobile Market

How do we bring more people to our market? These mobile market leaders share their insights and best practices on how they connect with their shopper community to foster engagement and drive sales.

2:30-2:45 **Closing Remarks** (Room 2120B)

3:00-5:00 **Informal Meetings and Visits to Local Food-Focused Businesses TBD**

Sign-up at Summit

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