

4th Annual



Real Food * Real Local Conference

Celebrates four days of workshops, panels, tastings, food tours and peer exchange
July 13th through July 16th

The **Real Food Real Local Institute**, **ACEnet** and the **Athens County Convention and Visitors Bureau** are excited to announce our fourth annual Real Food Real Local conference. This yearly event brings together local food economy champions, experts, economic development professionals, grant-makers and agencies from across the country to share their stories, models and knowledge of reinventing local food and farm economies. **Whether you are a farmer, processor, market vendor, wholesale buyer, restaurant, a food entrepreneur, educator, advocate or locavore consumer---this four day event will invigorate you with fresh ideas, proven approaches, great connections, and plenty of interaction and fun.** Come prepared to learn, share and network.



This year conference partners are offering a half day pre-conference at ACEnet's Food Center on Monday, July 13th from noon to five. The Tuesday and Wednesday conference sessions are returning to last year's wonderful venue, the Eclipse Company Store in The Plains, just a few miles from Athens Ohio off of Route 33. Want to see what's happening in Southeast Ohio's food system? On Thursday, we will host an all-day local food tour of farms, processors, food hubs, wineries, craft breweries and food retailers. The July 16th tour can be reserved for separately, but seats are limited.

This year's conference is timed in conjunction with the 10th Annual Ohio Brew Week. As part of the conference we suggest that attendees participate in Ohio Brew Week evening events at Uptown Athens bars and eateries on Monday through Thursday. We will celebrate with the 30 Mile Meal Brews and Que dinner Tuesday from 6 to 8 p.m. Kiser's BBQ will host a wonderful dinner at the Eclipse Company Store Wedding and Conference Venue highlighting ingredients from the regions 30 Mile Meal farmers and food producers.



Come for one day or all four. Our conference registration options are extremely flexible. Funding from the USDA Local Food Promotion Program has allowed us to make scholarships and registration discounts available for individuals or groups. July is a beautiful time to visit Southeast Ohio! For more info, visit our links, email megganr@acenetnetworks.org or call Leslie

at 740-592-3854 ext. 115 or text at 740-541-0223. **For more information visit:** <http://acenetnetworks.org/news/4th-annual-real-food-real-local-conference/> **To register online:** <http://www.eventbrite.com/e/4th-annual-real-food-real-local-conference-tickets-8635812949>

July 13th MONDAY Pre-Conference

ACEnet Athens Incubator Campus

94 Columbus Road, Athens Ohio

11:30 - Noon	Registration	FVC event room
12:00 -12:10	Food Tasting Buffet --- Get your plate	FVC event room
12:00 -12:10	Welcome & Review the Day with Leslie Schaller & Paige Alost	FVC event room
12:10 – 12:50	Economic, Tourism & Community Impacts of the 30 Mile Meal	FVC event room
12:50– 2:00	The Appalachian Food Hub Network -- Innovations & Updates from the 30 Mile Meal & Network Communities <ul style="list-style-type: none"> ❖ Commonwealth Kitchen Incubator ❖ Canal Market District – Pavilion & Food Hub ❖ The Wild Ramp and UFI ❖ The Foodworks Alliance @ MCBI ❖ The Farmers Pantry & Community Kitchen ❖ The Nelsonville Food Hub ❖ The Chesterhill Produce Auction 	FVC event room
2:00 – 2:15	Networking Break	FVC event room
2:15 – 2:45	Tour of Nature’s Magic with Danielle Young Tour of Casa Nueva Manufacturing with Greg Lyle	Building A
2:45– 3:15	Tour of Food Ventures Center warehouse, central kitchen, packaging room and thermal processing – bottling room Meet the tenants at each location using these facilities	FVC production
3:15 – 5:30	Option One: Self-directed tour of the Chesterhill Produce Auction -- We can provide maps and directions	CPA
3:15 – 4:15	Tour of Devil’s Kettle	Across from FVC
4:15 – 4:45	Tour of Shagbark Seed & Mill	Columbus Road

Break & Hotel Check-in: Conference pricing for reservations are available at The Fairfield Inn and Suites by Marriot, The Baymont Inn and Suites and The Hampton Inn. Just mention you are attending the conference to get the rate discount. The Ohio University Inn and the Holiday Inn Express are also reasonably priced and generally located for your convenience. Visit the ACCVB website at www.athensohio.com to get a complete list of accommodation options for your stay in the Athens area.

Ohio Brew Week Events	Keg Tapping at Jackie O’s and Beer & Cheese Event at Casa Nueva
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Ohio Brew Week Program brochures are available to all conference attendees. We suggest you visit the many 30 Mile Meal month restaurant participants and participating Ohio Brew Week events during the evening hours.

July 14th TUESDAY Conference Schedule

Eclipse Company Store Wedding and Conference Venue -- The Plains, Ohio

8:30 – 9:00	Registration	Main floor
9:00 – 9:15	Welcome & conference logistics	Main floor
9:15 – 9:45	Who we are & why we are here?	Main floor
9:45 – 10:30	The Regional Flavor Overview Local Food + Place + Arts + Tourism <i>Network partners from across Ohio and West Virginia will share examples of how local food economies are promoting new economic impacts in food and heritage tourism, the arts and recreational activities</i>	Main floor
10:30 – 10:50	Networking Break Post & Sign-up for “Share Space” topics of the day	Main floor
10:50 – Noon	Local Food + Entrepreneurs + Energy + Healthy Food Goals for our peer exchange <i>ACEnet and our sector partners will provide an introduction to effective collaboration practices and tips from our local food entrepreneurs, healthy food access stakeholders and emerging energy cluster champions.</i>	Main floor
Noon – 1:00	Lunch --- The Local Food Truck Rodeo Enjoy a lunch of your choice from 3 ACEnet client food truck operators	Eat inside & outdoors
12:45 – 2:00	Keynote: Promoting Appalachia's Progressive Food Economy through Social Media Marketing - Eric Woolridge, Principal with Destination by Design and Consultant to ARC's Bon Appetit Appalachia Campaign	Main floor

Conference Keynotes: This year conference organizers are pleased to host two keynote speakers on July 14th and 15th. Eric Woolridge and Michael Shuman will be available to network with participants during their visit with us.

Tuesday at Noon: Eric Woolridge, Principal with **Destination by Design** and Consultant to ARC's **Bon Appetit Appalachia** Campaign will present **“Promoting Appalachia's Progressive Food Economy through Social Media Marketing.”**

Eric's passion includes land use planning, small-town and rural economic development, and greenway, bike, and pedestrian planning. Eric and staff created the "Social Media Marketing Cookbook" launched as part of the Partnership Development efforts of Bon Appetit Appalachia. Eric has worked as a professional planner in both the public and private sectors. Eric has a Master's in Public Administration from Appalachian State University.



Main Floor --- Regional Flavor

2:15 – 3:15	Success Stories from the Region: <i>The WV Hot Dog Story, the Wild Ramp expansion, the 30 Mile Meal phone app, The Farmers Pantry and Community Kitchen and the Canal Market District</i>	Main floor
3:30 – 4:30	Affinity Groups --- Network, share and learn by topic <ol style="list-style-type: none"> 1) Partnering with traditional media, publishers, bloggers and social media friends. 2) Starting a food hub 3) Starting multi-stakeholder and/or worker coops 4) Developing social enterprise strategies 5) 30 Mile Meal web portal 6) Using Instagram to promote local food 7) Crowd funding & accessing community investment 8) Next steps for Bon Appetit Appalachia 9) Additional “Share Space” topics from attendees 	Main floor

Upstairs --- Food + Healthy Food Access

2:15 – 3:15	Learn from experts designing local food replication models. <i>Local food practitioners from the CFI Donation Station, Country Fresh Stops, Lake to River Cooperative and more to be announced will be on hand to describe their projects and ways to replicate them in your community.</i>	Main floor
3:30 – 4:30	Affinity Groups --- Network, share and learn by topic <ol style="list-style-type: none"> 1) Farm to School and Farm to College: Models from the Field in Ohio and West Virginia 2) The Country Fresh Stops story 3) Partnerships between grant-makers and non-profits to expand healthy food access in low wealth communities 4) Community garden design & funding 5) Live Healthy Appalachia outreach & education 6) Additional “Share Space” topics from attendees 	Main floor

Main Floor

4:30 – 5:00	Shout outs --- What are we sharing & learning? <i>This is your chance to share what worked best for you today, who you still hope to connect with and what tips or tools you have to offer to others.</i>	Main floor
6:00 – 8:00	The 30 Mile Brews & Que Dinner with special musical guests --- <i>Please join us for a wonderful BBQ Buffet provided by Kiser’s BBQ and sample a selection of beers from two of our new craft breweries: Little Fish and Devil’s Kettle.</i>	In & outdoors

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July 15th WEDNESDAY Conference Schedule

Eclipse Company Store Wedding and Conference Venue -- The Plains, Ohio

8:30 – 9:00	Registration	Main floor
9:00 – 9:15	Welcome	Main floor
9:15 – 9:30	Talk back time	Main floor

Main Floor --- Food + Entrepreneurship

9:30 – 10:30	<p>Meet the local food entrepreneurs revolutionizing local/regional food systems</p> <p><i>Enjoy the stories of success and challenges of building a local food business. A panel of established and start-up food and farm entrepreneurs will provide concrete examples of the impacts they are making as we build a more sustainable economic food system.</i></p>	Main floor
11:00 - Noon	Economic Impacts of Local Foods & Why Policy Matters	Main floor

Upstairs --- Food + Energy

9:30 – 10:30	Panel on Upgrade Athens County, The Green Pathways Initiatives, Athens Solar Farm	Upstairs
11:00 - Noon	Accessing Capital for Energy Efficiency & Renewable Energy Systems	Upstairs
1:30 – 2:45	<p>Screening of Network Theory by Brad Masi</p> <p><i>Filmed in Appalachian Ohio, a region all-too-familiar with the boom and bust cycles of an extractive economy, Network Theory features six agrarian entrepreneurs who weave open, collaborative networks to create a community-based food economy. The film travels across a web of interconnected enterprises, including a worker-owned restaurant, a pizzeria, a community cannery, a farm, and an urban garden where visionary network weaver June Holley reveals that everything you need to know about cultivating a robust community can be learned in a garden.</i></p>	Upstairs

Wednesday at Noon: Michael Shuman, economist, attorney, author, and entrepreneur will present **“Pollinator Enterprises: A New, Cost-Effective Approach to Economic Development.”**



In his latest book, ***The Local Economy Solution*** (Chelsea Green, 2015), Michael’s address will present examples of successful pollinators undertaking one or more of five key economic-development functions—planning, local purchasing, entrepreneurship, partnerships, and local investment—with far greater efficacy and at a substantially lower cost than typical, taxpayer-funded programs.

Aside from being a prolific author on local economies, Mr. Shuman is also an adjunct instructor at Simon Fraser University in Vancouver, a Fellow at Cutting Edge Capital and at the Post-Carbon Institute, and a founding board member of the Business Alliance for Local Living Economies (BALLE).

Wednesday Afternoon -- Main Floor

Noon – 1:30	Michael Shuman Keynote & Lunch <i>“Pollinator Enterprises: A New, Cost-Effective Approach to Economic Development.”</i>	Main floor
1:30 – 2:30	Success Stories from the Region <i>This is your chance to share a 5 minute story of what is working in your community please let us know if you have a story to share at the registration table by 11:00 am. Spaces will be limited to a first come basis.</i>	Main floor
2:30 – 2:45	Networking Break	Main floor
2:45 – 3:45	Michael Shuman workshop <i>“What’s New in Local Investment Opportunities”</i>	Main floor
3:45 – 4:30	Conference wrap-up, feedback forms & session evaluations	Main floor

Celebrate Place: The four day conference, which includes the ACEnet Food Ventures Center, pre-conference, 2 days of conference sessions at the Eclipse Company Store Wedding and Conference Venue, the Brews and Que Dinner and the all-day 30 Mile Meal Bus Tour, is affordably priced at \$155 per person. Visit the Eventbrite registration to view individual prices for each day, keynotes, dinner and tours. Maps and directions to the ACEnet Food Ventures Center and the Eclipse Company Store Wedding and Conference Venue can be found on the web links.

July 16th THURSDAY 30 Mile Meal Tour Schedule

9:00 a.m.	Registration: Please meet in the ACEnet parking lot	FVC white room
9:15 – 10:15 a.m.	Snowville Creamery and The Brick Farm	Meigs County
10:30 – 11:45 a.m.	Barrel Ridge Farm	Angel Ridge
Noon – 1:00 p.m.	Pleasant Hill Vineyards – Catered Lunch	South new Route 33
1:30 – 1:50 p.m.	Nelsonville Food Hub	Nelsonville
2:00 – 3:15 p.m.	Nelsonville Public Square: Food, Art & Tourism ❖ Fullbrooks Café ❖ Stuarts Opera House ❖ Little B Bed & Breakfast ❖ Nelsonville Emporium	Nelsonville
3:30 – 4:00 p.m.	Little Fish Brewing Company	Armitage Road
4:15 p.m.	End at Food Ventures Center	FVC white room
Optional	Devil’s Kettle Tasting Room	Devil’s Kettle across from FVC

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