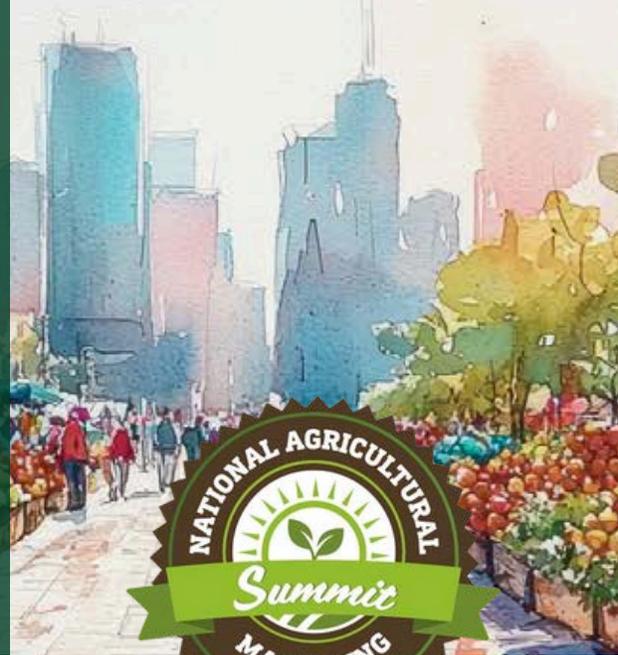


NOVEMBER 12-14, 2025

# NATIONAL AGRICULTURAL MARKETING SUMMIT

IMPROVING COMMUNITY ECONOMIES



## CONFERENCE AGENDA

### Wednesday, November 12

#### PRE-SESSIONS\*

1:00 pm - 2:30 pm **Resilient Food Systems, walk through and tabletop exercise development**

Room: Circle City 4

1:00 pm - 4:00 pm **MarketMaker**

Room: Circle City 6

\*Registration Required

#### GENERAL SESSIONS

9:00 am - 5:00 pm **Registration Open**

Room: Victory Ballroom

10:00 am - 4:30 pm **Sponsor/ Exhibitor Set up**

Room: Victory Ballroom

12:00 pm **Lunch Available**

5:00 pm - 7:00 pm **Networking Reception**

Room: Victory Ballroom

### Thursday, November 13

7:00 am - 10:00 am **Registration Open**

7:45 am **Breakfast Opens**

Room: Victory Ballroom

9:00 am - 10:00 am **Opening Plenary**

*Strategic Partnerships*

Room: Victory Ballroom

10:00 am **Break**

Room: Victory Ballroom

10:15 am - 11:15 am **Concurrent Sessions 1\***

Rooms: Circle City 4-10

11:15 am **Break**

11:30 am **Lunch Available**

Room: Victory Ballroom

12:00 pm - 1:00 pm **Plenary**

*Ag Marketing Organizations*

Room: Victory Ballroom

1:00 pm **Break**

1:15 pm - 2:15 pm **Concurrent Sessions 2\***

Rooms: Circle City 4-10

2:15 pm **Break**

2:30 pm - 3:30 pm **Concurrent Sessions 3\***

Rooms: Circle City 4-10

3:30 pm **Break**

4:00 pm **Snacks and Cash Bar Opens**

5:30 pm - 9:00 pm **Awards Banquet & Lightning Rounds**

Room: Victory Ballroom

5:45 pm *Plated Dinner*

7:00 pm *Awards w/ Local Farm Credit Partners*

8:00 pm *Bar Closes*

### Friday, November 14

7:00 am - 10:00 am **Registration Open**

7:45 am **Breakfast Opens**

Room: Victory Ballroom

9:00 am - 10:00 am **Plenary**  
*Rooted in Partnerships: Building Loyalty through Branding*

Room: Victory Ballroom

10:00 am **Break**

10:15 - 11:15 am **Concurrent Sessions 4\***

Rooms: Circle City 4-10

11:15 am **Break**

11:30 am **Lunch**

Room: Victory Ballroom

12:30 pm **Lightning Rounds**

Room: Victory Ballroom

2:00 pm **Adjourn**

# CONCURRENT SESSIONS

\*20-minute session within the hour time slot

## THURSDAY, NOVEMBER 13

### BUILDING PARTNERSHIPS & COMMUNITY COLLABORATION

#### ROOM: CIRCLE CITY 4

##### 10:15 am - 11:15 am

Farm to Food Bank - The Farmers Are First!\*

Steve Ericson

Creating New Strategies to Feed Local Markets\*

Michael Howard, Amelia Howard

From Farm to Workplace: Growing CSA Markets and Advancing Wellness\*

Katie Harvey

##### 1:15 pm - 2:15 pm

Food as Health: Transforming Regional Food Systems through Healthcare Partnerships

Erin Meyer

##### 2:30 pm - 3:30 pm

Building Procurement Partnerships for Farm to School Success: Strategies to Connect Producers and Buyers

Tomas Delgado, Michelle Howell

### DIRECT MARKETS & COMMUNITY DEVELOPMENT

#### ROOM: CIRCLE CITY 6

##### 10:15 am - 11:15 am

CSA as Medicine\*

Jairus Rossi

Driving Engagement with Community Supported Agriculture\*

Sadie Willis, Emily Spencer

Business Aspects of CSA's and Farmers Markets\*

Sarah Hanson

##### 1:15 pm - 2:15 pm

Making Recipes Work Harder: Connecting Consumers to Local Farmers through Seasonal Recipes

Mallory DeVries, Darlene Knipe

##### 2:30 pm - 3:30 pm

Collaboration is Key: Lessons and Success in Viable Farm to Foodservice

Alex Frantz

### MARKET RESEARCH, TRENDS & IMPACT

#### ROOM: CIRCLE CITY 7

##### 10:15 am - 11:15 am

Beyond the Aisles: How Rural Grocers Power Community Resilience

Lisa Bates and Courtney Long

Strengthening Ag Marketing Strategies: Practical Applications of Agriculture Finance, Tax & Asset Protection (AgFTAP)

Allison Vetter

Innovation on Wheels: Expanding Value-Added Opportunities through Mobile Processing

Lisa Bates

##### 1:15 pm - 2:15 pm

The Business of Regional Food Systems

Jodee Smith, Ashton Potter, Rachel Brandenburg

##### 2:30 pm - 3:30 pm

Direct Marketing Approaches used by Agritourism Operations in the US: Evidence from a National Survey of Agritourism and On-Farm Direct Sales

Prem Bhandari

### BUSINESS & WORKFORCE DEVELOPMENT

#### ROOM: CIRCLE CITY 8

##### 10:15 am - 11:15 am

E-Commerce That Works: Proven Strategies for D2C Farms

Katie Olthoff, Sierra Walter

##### 1:15 pm - 2:15 pm

Cross-Sector Collaboration for Food Systems Resiliency: An Innovative Framework for Vulnerable Communities, Food and Farm Businesses

Terri Barker, Renee Wiatt, Mariel Borgman

##### 2:30 pm - 3:30 pm

Wholesale Expansion for Food Businesses: Lessons Learned from an Evaluation of LFPP Projects\*

Jairus Rossi

Food as Medicine and Business Development\*

Kacey LaBonte, Courtney Long

### SUCCESSFUL APPROACHES TO MANAGING MARKETING RISK

#### ROOM: CIRCLE CITY 10

##### 10:15 am - 11:15 am

From Cost to Market: Integrating Tools for Smarter Farm Decisions

Curtis Mahnken, Katie Wantoch

##### 2:30 pm - 3:30 pm

Navigating Risk and Resilience: Insights into Value-added Products at the Farmers Market

Megan Kemp, Derek Ervin, Amanda Shreve

## FRIDAY, NOVEMBER 14

### BUILDING PARTNERSHIPS & COMMUNITY COLLABORATION

#### ROOM: CIRCLE CITY 4

##### 10:15 am - 11:15 am

Cultivating Collaboration: Lessons from Illinois' Local Food Purchase Assistance

Makala Bach, Jennifer McCaffrey

### DIRECT MARKETS & COMMUNITY DEVELOPMENT

#### ROOM: CIRCLE CITY 6

##### 10:15 am - 11:15 am

National Farmers Market Survey: Opportunities for Engagement\*

Dave Ivan

Growing a Local Food Business\*

Mary Winstead

Rooted in Partnership: Cultivating Impact Through Collaboration in Local Food Systems\*

Ticina Williams

### MARKET RESEARCH, TRENDS & IMPACT

#### ROOM: CIRCLE CITY 7

##### 10:15 am - 11:15 am

Cultivating Connections: Social Media Use in Farm Marketing\*

Leona Su

Connecting the Dots: Using AgMRC Tools to Strengthen Agricultural Market Research\*

Lighton Nakidde

### BUSINESS AND WORKFORCE DEVELOPMENT

#### ROOM: CIRCLE CITY 8

##### 10:15 am - 11:15 am

Why Do Agricultural Marketing Initiatives Fail? Managing Change with Pace Layers

Eric Pratum

### SUCCESSFUL APPROACHES TO MANAGING MARKETING RISK

#### ROOM: CIRCLE CITY 10

##### 10:15 am - 11:15 am

FVC Cares: Risk Management Solutions for Farmer Veteran-Owned Therapy Farms\*

Jeanette Lombardo

Stop the Scroll: Using Social Media to Boost Your D2C Farm Sales\*

Sierra Walter

Exploring the Market Niche Potentials for Heirloom and Heritage Crops\*

Dave Lamie