

# Baskets to Pallets Educator Cohort: Opening Gathering

Tuesday, August 7<sup>th</sup> and Wednesday, August 8<sup>th</sup>, 2018

Carriage House Café, Ithaca, NY

**Description of the Cohort:** The Baskets to Pallets Educator Cohort will commit to deepening their knowledge and expertise to support small and mid- sized farmers seeking to enter intermediary markets. This group of 15 educators will come together to participate in a range of focused professional development opportunities. Through pooling knowledge and skills, networking with buyers, designing bold, creative learning activities, receiving support and mentorship from experts, and providing targeted, responsive, one-on-one support to farmers, these educators will acquire valuable experiences and networks that will enable them to offer farmers the most tailored and relevant support. The formal statewide ‘Baskets to Pallets Educator Cohort’ will have a visible reputation for (collectively) providing expertise to farmers in every region of New York.

## AGENDA, DAY 1

<b>Tuesday, August 7<sup>th</sup></b>	<b>9:30am – 10:00am</b>	Arrival & Breakfast Refreshments (Enjoy home-made scones, fruit, bread, jams, coffee, tea, water and juice)
	<b>10:00am – 10:15am</b>	Welcome: Overview of the Baskets to Pallets Educator Cohort
	<b>10:15am – 10:40am</b>	Personal & Professional Introductions via Listening Partnerships
	<b>10:40am – 11:00am</b>	The Big Picture: Current Trends and Forecasts for the Local/Regional Food System (Game)
	<b>11:00am – 11:15am</b>	Morning Break
	<b>11:15am – 12:20pm</b>	The Big Picture...continued. Small Group/Large Group Discussion: “Big Goes Small and Small Goes Big: 5 Ways Big Food is Finding Growth in the New Food Economy” and “Online Grocery Set To Boom In 2018”
	<b>12:20pm – 12:30pm</b>	Group Photo
	<b>12:30pm – 1:30pm</b>	Lunch (Order from the Menu)
	<b>1:30pm – 1:45pm</b>	Capturing and Sharing our Work (Kacey Deamer)
	<b>1:45pm – 2:45pm</b>	From the Field: Perspectives on Local Opportunities and Challenges Accessing Intermediary Markets (Round Robin)
	<b>2:45pm – 3:00pm</b>	Afternoon Break & Refreshments: (Enjoy charcuterie, house pickles, cheeses, crackers and crostini)
	<b>3:00pm – 3:40pm</b>	Overview of Curriculum Modules: Example Videos, Activities; Gaps, Needs
	<b>3:40pm – 4:00pm</b>	Planning New Content: Begin brainstorming new lesson plans/activities to enhance the curriculum or to serve your audience at home

## AGENDA, DAY 2

<b>Wednesday, August 8<sup>th</sup></b>	<b>8:30am – 9:00am</b>	Arrival & Breakfast Refreshments (Enjoy home-made scones, fruit, bread, jams, coffee, tea, water and juice)
	<b>9:00am – 10:30am</b>	Teaching Creatively: Learn how to structure energizing and meaningful learning experiences for farmers (Marcia Eames-Sheavly)
	<b>10:30am – 10:45am</b>	Morning Break
	<b>10:45am – 11:15am</b>	Buyer Q&A Prep: Research Buyers and Generate Questions
	<b>11:15am - Noon</b>	Q&A with Honest Weight Food Cooperative (Department Buyers TBA)
	<b>Noon – 1:00pm</b>	Lunch (Order from the Menu)
	<b>1:00pm – 1:30pm</b>	Making the Most of the New Baskets to Pallets Cohort: How can the project support your work? How can your work support the project?
	<b>1:30pm – 2:00pm</b>	Q&A with Red Tomato (Rozalia Schleinig, Direct Store Delivery and Maria Mastanduno, Apple, Peach, and Stonefruit lines)
	<b>2:00pm – 2:30pm</b>	Q&A with Headwater Food Hub (Silas Conroy, supply chain manager & produce merchant; Ryn Adkins director of product development and farm to institution coordinator)
	<b>2:30pm – 2:45pm</b>	Afternoon Break & Refreshments: (Enjoy charcuterie, house pickles, cheeses, crackers and crostini)
	<b>2:45pm – 3:15pm</b>	Impressions and Reflections: Buyer Discussions
	<b>3:15pm – 3:30pm</b>	Closing and Next Steps
	<b>3:30 pm</b>	Adjourn