

Baskets to Pallets Educator Cohort: Opening Gathering

Tuesday, August 7th and Wednesday, August 8th, 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

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

AGENDA, DAY 2

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