FROM **FOOD** TO **FLOWERS**:

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THE ILLINOIS FOOD, FARMERS MARKET & SPECIALTY CROP CONFERENCE









PROGRAM PREVIEW AND REGISTRATION

JAN 11-13, 2023

HYBRID CONFERENCE SPRINGFIELD, IL • ONLINE

- Attend In-Person at the Crowne Plaza Hotel Springfield, IL
- View LIVE-Streamed Sessions Remotely
- Year-Round Access to Exclusive Full Conference Video Library



LEARN MORE: SPECIALTYGROWERS.ORG/EVERYTHINGLOCAL.HTML

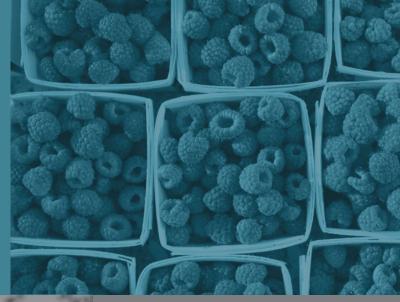


New Conference Same que a Experience



WANT TO KNOW WHAT TO EXPECT?

Take a glance at our conference brochure for a closer look at the workshops, breakout tracks and keynote speakers tailored specifically to support the people and organizations who make up the thriving Illinois local food system.





SUBMIT YOUR APPLE CIDER CONTEST APPLICATION

Sponsored by the Illinois State **Horticulture Society**

Thursday January 12 6:00 p.m. Awards Presentation (at Banquet)

Download the cider contest application at: specialtygrowers.org/everythinglocal.html

For more details, contact: Ken Johnson University of Illinois (217) 243-7424 kjohnso@illinois.edu.

Available both in-person and virtually, this brand new event combines all the best parts of the events you loved in the past – the Illinois Specialty Crop Conference and the Live Local: Local Food and Farmers Market conference – bringing together more people than ever from across Illinois' local food, specialty crop and farmers market supply chains.

Aside from networking opportunities and an expansive tradeshow, you'll have the chance to hear from leaders invested in the specialty and local food markets, engage in breakout sessions tailored to your needs and participate in workshops that dive deep

on a wide variety of production, operational and marketing topics. And, if you can't make it to the in-person event, our virtual option allows you to access all the conference's best content and even attend the tradeshow via our virtual exhibit hall.

Most importantly, you'll be a part of the largest ever Illinois gathering focused on bringing together all aspects of the Illinois local and specialty crop supply chain. The connections made here have the opportunity to benefit the local economies and food opportunities of communities across the state for years to come.



WHAT IS INCLUDED IN CONFERENCE **REGISTRATION?**

- 16 Breakout Topics with 80+ Speakers
- 3 General Sessions
- Daily Lunch
- Banquet Dinner
- Networking Events
- 60+ Exhibitors

- · Giveaways from Exhibitors
- Virtual Exhibit Hall & **Educational Sessions**
- Hourly Live-Streamed
- · Permanent Video Library

REGISTRATION RATES AND DETAILS

All pre-conference and virtual conference registration must be received by January 2, 2023. No virtual registration will be available after this date. All other registration must be done at the conference and meals cannot be guaranteed.

HOW TO REGISTER

Register online:

specialtygrowers.org/everythinglocal.html

Or.

Mail enclosed registration form to:

Illinois Specialty Growers Association PO Box 8 Bloomington, IL 61702

REGISTRATION PRICING

Preregistration:

Member	\$75
Non-Member	\$175
On-Site Registration (required after Jan 2)	
Member	\$150
Non-Member	\$250

HOTEL RESERVATIONS

Crowne Plaza Hotel & Convention Center 3000 S. Dirksen Parkway | Springfield, IL

A block of rooms at the Crowne Plaza has been reserved at a discounted rate of \$105 per night plus 13% tax. Lodging includes WiFi access. Lodging reservations must be made by Saturday, December 10, 2022 to be guaranteed the \$105 room rate.

To reserve your room, call the Crowne Plaza Hotel at 217-529-7777 and ask for the Everything Local Room Block. Or you can register online with the group code S5G. The link to the hotel can be found at: specialtygrowers.org/everythinglocal.html.

GETTING THERE

Directions from I-55

Exit 94, Stevenson Drive. Go west one block to Dirksen Parkway. Turn right (north) 1.5 blocks. Hotel is on the right (3000 S. Dirksen Parkway).

INTERESTED IN BEING A CONFERENCE SPONSOR OR EXHIBITOR?

Check out our website for available sponsor and exhibitor packages.

QUESTIONS?

Contact: Tisa Sanderson

contact@illinoisspecialty.org | (309) 557-2107





WEDNESDAY **KEYNOTE**

Sam Acho, ESPN Analyst & Former NFL Player

Join Sam Acho, ESPN analyst, former Chicago Bears player and author, for a fireside chat. During Q&A discussion, Sam will highlight how he used influence and passion to help make grassroots changes in the Austin Neighborhood of Chicago. Hear how a community came together to transform one liquor store into a vital food access business designed, run and approved by the community. He will remind us that change happens when a community unites. Moreover, that everyone can create change in small or large ways if they have passion.

THURSDAY KEYNOTE

Illinois Department of Agriculture, Illinois School Board of Education, USDA Farm Service Agency, USDA Natural Resource Conservation Service, USDA Rural Development

Engage with state & federal agencies working in Illinois to build local and regional food production through loans, grants and new purchasing programs. Hear about how agencies are working to provide resources and develop programs that will improve market opportunities and create better food infrastructure in Illinois for specialty crop and local food producers. Ask your hard-hitting questions in this moderated panel discussion with food and agriculture leaders.

THURSDAY EVENING BANQUET

Flamm Orchard, Roth Produce, Land of Goshen Market and Eastern Illinois Food Bank

Join farmers, farmers market managers and food banks to discuss their first-hand experience with the statewide Farm to Foodbank Pilot Program in Illinois. Discover how through collaboration, these farm and food businesses helped to provide 2.5 million pounds of produce to the most vulnerable populations. Learn how this new market was able to create an additional \$1.1 million in revenue for farmers while feeding their communities.



FROM FOOD TO FLOWERS: EVERYTHING LOCAL CONFERENCE JANUARY 11-13, 2023 • SPRINGFIELD CROWNE PLAZA & VIRTUAL PLATFORM AGENDA AT-A-GLANCE

WEDNESDAY JANUARY 11

8:00-9:00Registration & Networking
9:00-10:30Welcome & Keynote
10:30-10:40 Break
10:40-11:30 Breakout Session I
11:30-1:20 Lunch & Tradeshow
1:20-2:10Breakout Session II
2:10-2:20 Break
2:20-3:10Breakout Session III
3:10-3:30 Break & Tradeshow Prizes
3:30-4:20 Breakout Session IV (For Farmers Market Track Only)
4:30 Networking Event & Tradeshow Prizes

THURSDAY JANUARY 12

8:00-9:00	. Registration & Networking
9:00-10:30	. Welcome & Keynote
10:30-10:40	. Break
10:40-11:30	. Breakout Session V
11:30-1:20	. Lunch & Tradeshow
1:20-2:10	. Breakout Session VI
2:10-2:20	. Break
2:20-3:10	. Breakout Session VII
3:30-5:45	. Networking Event & Tradeshow Prizes
4:00-5:00	. Affiliate Association Annual Meetings
6:00	. Banquet Dinner, Awards & Keynote

FRIDAY JANUARY 13

8:00-9:00	Registration & Networking
9:00-9:50	Breakout Sessions I
9:50-10:00	Break
10:00-10:50	Breakout Session II
10:50-11:00	Break
11:00-11:50	Breakout Session III
12:00-12:50	Lunch (Boxed) & ISGA Annual Meeting
12:50-1:00	Break
1:00-1:50	Breakout Session IV
1:50-2:00	Break
2:00-2:50	Breakout Session V
3:00	Adjourn

WEDNESDAY & THURSDAY BREAKOUT SESSION TRACKS

- 1. Tree Fruit Production
- 2. Vegetable Production
- 3. Flower & Herb Production
- 4. Urban Agriculture
- 5. Farmers Market Managers 101
- 6. Farmers Market Managers 201
- 7. Community Food Systems Development
- 8. Business Development

SESSION TRACKS

1. Preparing for GAP Certification

FRIDAY BREAKOUT

- 2. Farm-to-School Training
- Sweet Corn
- 4. Agritourism
- 5. Hydroponics
- 6. Social Media & Media Management
- 7. Financing & Fundraising
- 8. Assessing Threats & Managing Risk at Markets

8:00-9:00 Registration & Networking
9:00-9:50 Breakout Sessions I
9:50-10:00 Break
10:00-10:50 Breakout Session II
10:50-11:00 Break
11:00-11:50 Breakout Session III
12:00-12:50Lunch (Boxed) & ISGA Annual Meeting
12:50-1:00Break
1:00-1:50 Breakout Session IV
1:50-2:00 Break
2:00-2:50 Breakout Session V
3:00Adjourn



To see the most up-to-date information, visit www.specialtygrowers.org/everythinglocal.html.

Check out this preview of the sessions and topics for the 2023 conference!

Attending virtually? Any session not live-streamed will all the sessions will be recorded and available on the be prerecorded and available on the virtual platform. Tune in for live-streamed sessions where you can ask questions and engage with other participants. If you cannot make the live session at the specified time,

conference platform to view later. Please note, only one session will be streamed live at a time. Discover a virtual exhibit hall on the conference platform as well.

JAN **11-12**

CONFERENCE TRACKS

TREE FRUIT PRODUCTION

Apple Thinning the Best for Two Year Crops Phil Schwallier, Michigan State University Extension

Is the Intelligent Sprayer a Good Bet for Midwest **Apple Growers?**

Mark Gleason, Iowa State University

Apple Diseases in Illinois: Updates, Occurrences and Management

Mohammad Babadoost, University of Illinois

Weed Management in Tree Fruit

Jed Colguhoun, University of Wisconsin-Madison

Occurrence and Management of Peach Diseases, **Emphasizing Brown Rot**

Mohammad Babadoost, University of Illinois

Tree Fruit Insect Pest Management, Focusing on Wooly Apple Aphids, Oriental Fruit Moth and Plum Curculio

Kacie Athey, University of Illinois

VEGETABLE PRODUCTION

Management of Cucurbit Diseases in Illinois

Mohammad Babadoost, University of Illinois

Boots on the Ground Research: Extension-Led **Projects from Around the State**

Bronwyn Aly, University of Illinois; Grant McCarty, University of Illinois; Chris Enroth, University of Illinois

Improve Drip Irrigation Management in Vegetable Production

Liz Maynard, Purdue University; Wenjing Guan, Purdue University

Mesotunnels: A New Twist for Organic Cucurbit-**Crop Production**

Mark Gleason, Iowa State University

Tour of Lesser Known & Emerging Pests in Vegetables Kacie Athey, University of Illinois

Important Tomato Diseases in 2022 and Their Management

Mohammad Babadoost, University of Illinois

FLOWER & HERB PRODUCTION

Dahlias...Digging, Dividing and Diseases

Chris Lueking, University of Illinois

So, You've Started Growing Flowers...

Alexis Sheffield, University of Kentucky

We Proudly Grow Heirloom and Native Flowers

Jennifer Duensing, Illinois Country Harvest

Evolving with the Trends

Deborah Lee, Four Winds Farm; Jessica Watson, Four Winds Farm

It Can be Done! Growing Ginger, Turmeric and Galangal in Illinois.

Chris Enroth, University of Illinois; Shelby Henning, Western Illinois University

Growing Lavender in Southern Illinois

Richard Dorris, Lavender Falls Farm

URBAN AGRICULTURE

Farm Loan Programs: Finding the Right Lending for Urban Farms

Panel Discussion

Build a Sustainable Business Model & Add Value to Our Farm

Finding the Right Resources & Building a Network of Growers

Agency Panel

Building Capacity: How Farms Scale up and Grow with Limited Resources

Farmer Panel

Food Safety Consideration with an Urban Farm **Urban Agroforestry**

Mike Lewis, NCAT

FARMERS MARKET 101

Nuts and Bolts of Managing a Market, Part 1

Dale Hazlewood, Illinois Farmers Market Association; Laurie George, Cornell University; Catherine Dunlap, City of Bloomington

Nuts and Bolts of Managing a Market, Part 2

Dale Hazlewood, Illinois Farmers Market Association; Laurie George, Cornell University; Catherine Dunlap, City of Bloomington

ABC's of Farmers Market Food Safety

Justin Dwyer, Peoria County Health Department

Emergency Preparedness & Safety

Dale Hazelwood, Illinois Farmers Market Association; Taylor Choy, Green City Market

Creating LINK-Friendly Markets

Lauren Stern, Experimental Station; Grace Novacek, Green City Market; Catherine Dunlap, City of Bloomington

Fundraising: Grants & Hyperlocal Opportunities to Support your Market

Janice Hill, Kane County, Sharon Gramm; Peoria Riverfront Association

The "Secret Sauce" Recipe to Making Your Farmers Market the Best in the Region

Peter Rogovin, Pleasantville Farmers Market

FARMERS MARKET 201

Farmers Market Risk Management: Reducing Your Risk Larry Spilker, Campbell Risk Management

Farmers Markets to Food Banks-Rescue, Donation & Surplus: Supplying the Food Insecurity Network

Piero Taico, Downtown Springfield Inc.; Ann Herrington, Land of Goshen Community Market; Grace Novacek, Green City Market

Conflict Happens: Being Proactive

Rob Burn, L&L Solutions

Events & Activities to Boost Attendance: Tourism & Edu-tainment

Cathy McDermott, Rock River Development

LINK Hubs-Opportunities for Smaller Markets to Offer LINK

Lily Bralts-Kelly, The Land Connection; Libby Ervin, Foodworks

Market Metrics: Building Customer Research and Feedback into Market Strategy

Peter Rogovin, Pleasantville Farmers Market

Creating Incentive Programs Beyond LINK

Rachel Bowen, Glenwood Sunday Market

COMMUNITY FOOD SYSTEMS

From Market to Mainstreet

Kayla Graven, Downtown Springfield; Piero Taico, Downtown Springfield Inc.

Good Food Purchasing Policy Listening Session

Chicago Food Action Policy Council

Building Local Food Communities

Community Food Panel

Engaging Local Leaders in Food Systems

Ryan Whitehouse, Illinois Farm Bureau

State Policy: Q&A on Food Policy for 2023

Policy Leader Panel

Farm Bill Listening Session: How will this Impact Local Food & Specialty Crops? What Matters to You?

Adam Nielson, Illinois Farm Bureau

BUSINESS DEVELOPMENT

Discounts & Donations Depot: Online Method for 'Selling & Buying Seconds'

Dar Knipe, MarketMaker, Kami Semlick, Food4All

Liability Insurance: Finding the Right Protection for Food & Retail Sales

Country Financial

Whole Farm Revenue Crop Insurance: Basics to Protecting Your Farm

Country Financial

Cottage Food Safety: Latest Guidelines & Rules to **Cottage Food Production**

Hydroponics: Business Diversification to Bring the Next Generation onto the Farm

Alexander Kappes, Greener Crop

Crop Planning & Recordkeeping

Mike Lewis, NCAT

SPECIALIZED WORKSHOPS & TRAININGS

FARM TO SCHOOL TRAINING

Join Illinois Farm Bureau, Seven Generations Ahead and the National Center of Appropriate Technology to discuss the Farm to School landscape in Illinois. Learn the who, what, why, where and how to be part of the Farm to School program as a buyer and a seller. Gain understanding of some of the tools and strategies for buying and selling local food. Hear from success stories around the country and here in Illinois. The discussion closes with a listening session designed to uncover barriers to Farm to School, currently does and does not work, and recommendations for policy, program, logistical and infrastructure solutions to make Farm to School more successful and accessible in Illinois. Your contribution helps build a more resilient food system in Illinois. Mike Lewis, NCAT; Gary Cuneen, Seven Generations Ahead; Diane Chapeta, Seven Generations Ahead

GAP CERTIFICATION

Overview of USDA GAP Programs & Key Difference with FSMA

Laurie George, Cornell University; Pratik Banerjee, University of Illinois; Zack Grant, University of Illinois

Creating a Food Safety Plan: Risk Assessment Farm Mapping and Addressing Risks

Laurie George, Cornell University; Zack Grant, University of Illinois

Produce Safety Systems: What Are the Key Systems, Equipment and Tools I Should Be Thinking About?

Chris Callahan, University of Vermont

Creating a Food Safety Plan: What Goes into the Plan, SOP's, Training and Record Keeping?

Laurie George, Cornell Universitu; Zack Grant, University of Illinois

What Is it Like to Be Audited for GAPS? Phil Britton, Fresh Systems, LLC

HYDROPONICS

ABCs of Hydroponic Production

Bronwyn Aly, University of Illinois

Year–Round Hydroponic Greens at Joy Lane Produce: How We Grow and Market in a Rural Community

Andrew Spray, Joy Lane Produce

Lighting for Hydroponic Vegetable Production *Tony Beckmann, Taller Horticulture*

Sustainable Energy Sources and Energy Efficiency for Greenhouses, Tunnels and Hydroponic Operations: What's Working Now and What May the Future Hold?

Chris Callahan, University of Vermont

SWEET CORN

Check online for additional educational sessions in this track

Sweet Corn Insect Management in Conventional and Organic Systems

Kacie Athey, University of Illinois

Understanding Sweet Corn Genetics and Traits to Select the Best Cultivars for Your Operation

Derrill Kregel, Rispens Seeds

Weed Management in Sweet Corn...It Ain't Getting Any Easier

Aaron Hager, University of Illinois

AGRITOURISM

Liability Insurance Tax Credit: How to Access This NEW Tax Credit

Illinois Department of Agriculture

Liability Insurance: Do You Have the Right Benefits? How to Talk to Your Provider

Country Financial

Growing Your Family Farm During Harvest & Beyond Will Kuipers, Kuiper Family Farm

Food Trucks & Craft Vendors: Bringing Small Business to the Farm to Add Value

Farmer Panel

Special Events: Bonfires, Haunted Corn Mazes, Fall Festivals

Farmer Panel

SOCIAL MEDIA & MEDIA MANAGEMENT

Boost Your Facebook Presence with More than Just Posts

Mindy Borden

Influence Your Customers through Instagram Reels
Jennifer Newell, Digital Marketing Specialist

The Power of Video

Amanda Baker, Five Food Productions

Creating Click-Worthy Social Media Graphics

Natalie Kenny Marquez, Grow Marketing & Communications

Engaging with the Media: What To Do and Not To Do When Talking to the Press

DeAnne Bloomberg, Illinois Farm Bureau; Amy Bradford, Growmark

FINANCING & FUNDRAISING

State & Local Grant or Loan Programs for Farmers, Markets & Nonprofits

Foundation & Lender Panel

Federal Loan & Grant Programs for Local Foods & Specialty Crops

Agency Panel

Putting the FUN in Fundraiser: Special Events with Long-Term benefits

Market & Farmer Panel

Grant Writing 101: Tips & Tricks to Writing an Eye-Catching Grant

Working Farms Fund: The Conservations Fund Helping to Create Land Access

Emy Brawley, The Conservation Fund

ASSESSING THREATS & MANAGING RISK AT MARKETS

CISA 101: Who Are We?

Steven Lyddon, U.S. Department of Homeland Security

Security of Public Gatherings

Steven Lyddon, U.S. Department of Homeland Security

Insider Threats & Pathway to Violence

Steven Lyddon, U.S. Department of Homeland Security

Active Shooter Preparedness

Steven Lyddon, U.S. Department of Homeland Security

Cybersecurity 101

Steven Lyddon, U.S. Department of Homeland Security

SPECIAL ANNOUNCEMENT

FOR ILLINOIS SPECIALTY GROWERS ASSOCIATION MEMBERS

Illinois Specialty Growers Association will be hosting it's Annual Meeting on Friday, January 13, 2023, at 12:00PM.

Illinois Herb Association, Illinois Vegetable Growers Association and Illinois State Horticulture Society will be hosting their Annual Meetings on **Thursday, January 12, 2023, at 4:00PM**.

All Annual Meetings will be hosted at the Crown Plaza Hotel in Springfield, IL in conjunction with the From Food to Flowers: Everything Local Conference. Any member of these associations are open to attend their annual meetings.

ILLINOIS APPLE CIDER MAKERS - SEE WHO MAKES THE BEST CIDER!







& SPECIALTY CROP CONFERENCE

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回覧会に SPRINGFIELD, IL・ONLINE を表現し JAN 11-13, 2023

SPECIALTYGROWERS.ORG/EVERYTHINGLOCAL.HTML















Illinois Specialty Growers Association 1701 Towanda Avenue Bloomington, IL 61701

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REGISTRATION FORM

JANUARY 11-13, 2023 HYBRID CONFERENCE: SPRINGFIELD, IL & ONLINE

Conference pre-registration and all mail-in registrations must be received by Monday, January 2, 2023. After January 2, 2023, all in-person registrations must be completed on-site with an increased rate. Virtual registrations will close on January 2.

JOIN Illinois Specialty Growers Association, Illinois Farm Bureau, or Illinois Farmers Market Association TODAY AND SAVE ON YOUR CONFERENCE REGISTRATION!

PLEASE NOTE: To receive the member conference rate, the individual must be a member of one of the associations. This rate is not transferable to another person.

REGISTER ONLINE AT WWW.SPECIALTYGROWERS.ORG/EVERYTHINGLOCAL.HTML

How many conference attendees are you registering? 1 2 3 4 Individual emails addresses are required for each attendee to receive virtual conference access.						
ATTENDEE #1 Name Email Address						
Which organization are you a men	nber of? ☐ ISGA	□ IL Farme	rs Market Association	□ IFB		
ATTENDEE #2 Name		Email Ad	Email Address			
Which organization are you a men	nber of? 🗆 ISGA	□ IL Farme	rs Market Association	□ IFB		
ATTENDEE #3 Name Email Address						
Which organization are you a men	nber of? 🗆 ISGA	□ IL Farme	ers Market Association	□ IFB		
ATTENDEE #4 Name		Email Ad	ddress			
Which organization are you a men	nber of? 🗆 ISGA	□ IL Farme	ers Market Association	□ IFB		
Farm Name or Organization			Phone			
Address		City		State	Zip	
Description of Operation: Vegetal	ole 🗆 Fruit	1	□ Herb	☐ Flowers		
☐ Urban F	armer 🗆 Agrito	ourism l	☐ Community Garden	\square Farm Stand		
☐ U Pick	☐ Whol	esale l	□ Farmers Market	☐ Retailer		
☐ Other	☐ Distri	buter l	□ Value-Added	☐ Producer		
☐ Process	or □ Co-C	Ор І	□ School	☐ Government		
□ Nonprof	it 🗆 Lend	er l	☐ Technology Provider	☐ Student		
Would you like your business to be list	ed in our FREE online	directory po	owered by MarketMaker	? □ Yes □ No		
PLEASE CHECK any of the following fo	r which you would lik	e to receive	a complimentary one-y	ear subscription:		
3 3 3			wer News none at this time.			

To become a member of one of the partner organizations please learn more about their memberships here:



Illinois Specialty Growers Association specialtygrowers.org/join-today.html



Illinois Farmers Market Association ilfma.org/membership



Illinois Farm Bureau ilfb.org/membership/join

CONFERENCE FEE

# Attending In-Person:	
Members \$75	\$
Non-Members \$175	\$
# Attending Virtual:	
Members \$75	\$
Non-Members \$175	\$\$
All in-person attendees will receive access to the virtual platform attendee may decide to attend in-person after registration for r	
	TOTAL PAYABLE: \$
MEAL TICKETS	
Please PRINT information and each name	
Wednesday Lunch Tickets: □ Yes □ No	Thursday Dinner Tickets: ☐ Yes ☐ No
# of tickets:	# of tickets:
Name(s):	Name(s):
Dietary Restrictions:	Dietary Restrictions:
Thursday Lunch Tickets: ☐ Yes ☐ No	Friday Lunch Tickets: Yes No
# of tickets:	# of tickets:
Name(s):	Name(s):
Dietary Restrictions:	Dietary Restrictions:







Please return completed form with payment no later than January 2, 2023 to: Treasury Operations, Illinois Specialty Growers Assoc., P.O. Box 8, Bloomington IL 61702 | Fax: 309-557-2657

Pay By Check

Make payable to: Illinois Specialty Growers Association