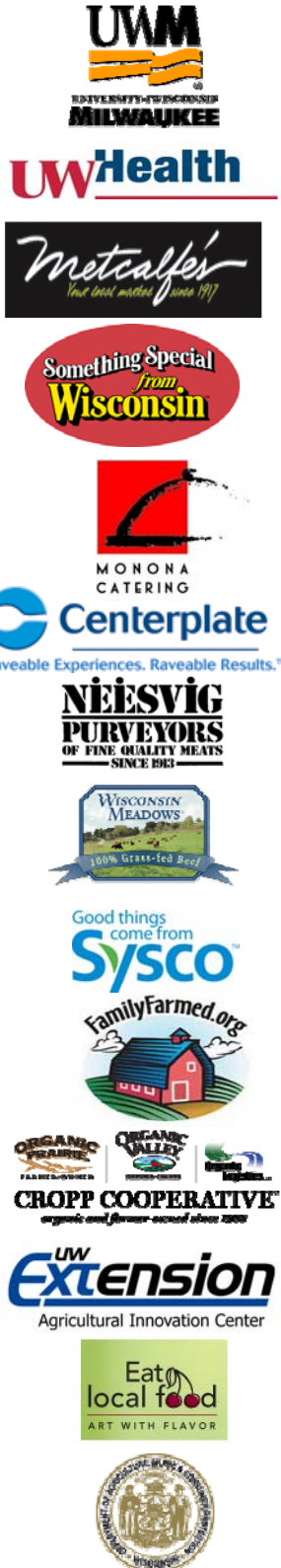


MEETING AGENDA

What's Cooking? IFM 5th Annual Meeting
Tuesday, May 17, 2011, 9:00 am to 3:00 pm
Exhibition Hall at the Alliant Energy Center, Madison, WI

What's Cooking? Meeting Sponsors



8:30 to 9:00 – Registration

9:00 to 9:10 – Welcome

Opening remarks by Dane County Executive, Joe Parisi

9:10 to 10:00

Track A: Never Sourced Local Before?

Gain strategies from food service leaders Michael Pruett, Wisconsin Institutes for Discovery; John Hofman, UW Hospital & Clinics; and Michelle Denk, Mt. Horeb Area School District; about how to take the first steps to source local!

Track B: How to Expand Local Sourcing

Get inspired by Joie Schoonover, UW-Madison, and Dan Fox, Madison Club, to ramp up your local sourcing!

10:00 to 10:45 – Open House – Sample Delicious Wisconsin Food!

Network with the local food vendors and distributors and sample their products. But don't ruin your appetite before our delicious local food lunch!

10:45 to 11:30

Track A: Get Local in Your RFP

Hear from Rich Lampe, UW System, and Claire Nagel, Mendota Mental Health Institute, about how to include local sourcing as a requirement in vendor contracts.

Track B: Farm to School Toolkit Demo

Hear about how this new toolkit will make local sourcing easier at k-12 schools. Sara Tedeschi, Center for Integrated Agricultural Systems.

11:30 to 12:15 – Keynote Speaker Jim Slama and Delicious Local Food Lunch

President of Family Farmed, Jim Slama, will share his vision for how institutional local food purchases help create a vibrant economy and sustainable future. On the menu - local beef from Wisconsin Meadows, local Wisconsin veggies from Parrfection Produce, and dairy from Organic Valley.

12:15 to 1:00 – Distributors Feature Wisconsin Local Foods Programs

Hear distributors talk about their Wisconsin local food programs, and why you should buy from them. Todd Landfried, Neesvig Purveyors; Greg McCulloch, Sysco Baraboo; David Parr, Parrfection Produce.

1:00 to 1:20 – Break

1:20 to 2:00 – Food Safety 101 for Food Service Directors

What do you need to know about food safety? Get your questions answered from Beth Cleary, Public Health Madison & Dane Co. and DATCP Specialists Perry Engel and Steve Ingham.

2:00 to 2:45 – Local Food Cooking Demo

Chef Justin Johnson of Hotel Metro will cook up a seasonal dish! But will he give us the recipe?

2:45 to 3:00 – Closing Remarks

This meeting was sponsored in part through a Wisconsin DATCP Buy Local, Buy Wisconsin grant



Keynote Jim Slama - Biography

Jim Slama is the founder and president of FamilyFarmed.org, which encourages the production, marketing and distribution of locally grown and responsibly produced food and goods. FamilyFarmed.org expands the market for local farmers and food producers, by advancing the Community Supported Agriculture (CSA) movement, supporting farmers markets, and playing an integral role in public policy in the state and region.



Jim created the FamilyFarmed EXPO, which has grown to be the leading conference and trade show in the Midwest working to advance the Good Food Movement. Jim works with many of the leading trade buyers for local food including Whole Foods Market, Goodness Greeness, Chartwells Thompson Hospitality (Chicago Public Schools), Chipotle, Compass Group, Lettuce Entertain You, SYSCO, Irv and Shelly's Fresh Picks, Natural Direct, and more.

Jim is the editor of Wholesale Success: A Farmers Guide to Selling, Post Harvest Handling, and Packing Produce. The manual gives small to mid-size growers technical assistance to help them develop the skills to sell produce into wholesale markets.

As a result of this work, FamilyFarmed.org created the On-Farm Food Safety Project which is working with the FDA, USDA, food buyers, and advocates for small to mid-size growers to create an online tool giving farmers the ability to create a On-Farm food safety plan. Jim played a key role in developing and helping to pass the Illinois Local Food, Farms, and Jobs Act, which has been hailed as model legislation to build a local food system. The law created the Illinois Local, Food, Farms and Jobs Council which is charged with developing local food systems in the state. Jim is a member of this Council.