
Workshop: Evaluating the Economic Impacts of Local and Regional Food Systems

February 20, 2017
9:00 a.m. – 3:00 p.m.

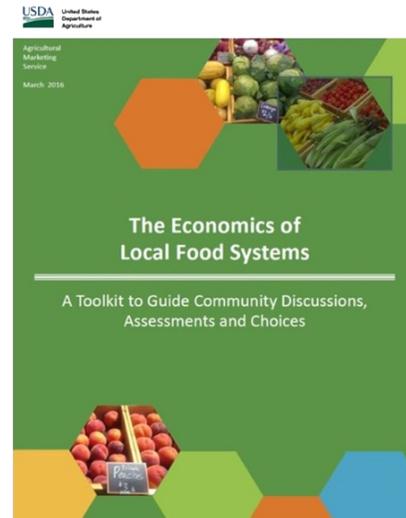
UT Eastern Region Extension Office
1801 Downtown West Blvd
Knoxville, TN 37919

Are you an economic development official, local policy maker or community planner interested in examining the benefits offered by local and regional food systems?

If so, please join the Growing Food Connections and the USDA Economics of Local Food Systems Toolkit team for a one-day workshop: *Framing an Economic Evaluation of Community Food Systems*. Centered on a toolkit developed to help community leaders make informed decision, the workshop will give you a new framework and methodologies to evaluate the economic impacts of investing in the local/regional food system.

Goals for Workshop:

- Help you measure the economic impacts of local food investments;
- How the results of the analysis can be used to advance local food systems;
- Share best practices, community case studies, and applied research;
- Support rigorous assessment of food system activities;
- Develop a roadmap to evaluate potential contributions and/or impacts.



Toolkit Project Team

- Dawn Thilmany (Coordinator), *Colorado State University*
- David Conner, *University of Vermont*
- Steve Deller, *University of Wisconsin*
- David Hughes, *University of Tennessee*
- Ken Meter & Megan Phillips Goldenberg, *Crossroad Resource Center*
- Alfonso Morales, *University of Wisconsin*
- Todd Schmit, *Cornell University*
- David Swenson, *Iowa State University*
- Allie Bauman, Rebecca Hill & Becca Jblonski, *Colorado State University*

There is no cost to attend and coffee/lunch will be provided. Contact Dr. Margarita Velandia at mvelandi@utk.edu with questions and to receive a registration form. The workshop is limited to 25 participants so please register early to reserve your spot.

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Nourish Knoxville, Inc. is a Knoxville-based 501(c)(3) nonprofit organization working in the East Tennessee region to cultivate and support relationships between farmers, artisanal producers, and the community through outreach, education, and advocacy and to build healthy communities through connections to local food.

Workshop Presenters:



David Hughes is Professor and Greever Chair of Agribusiness Development in the Department of Agricultural and Resource Economic sat the University of Tennessee. Past and current areas of outreach and research include agribusiness-based economic development, rural entrepreneurship with an emphasis on agribusiness, and economic impact analysis, primarily for agribusiness-based activities. David holds a PhD from Washington State University.



Margarita Velandia is an Associate Professor in the Department of Agricultural & Resource Economics at the University of Tennessee. Her research and extension activities have focused on decision-making processes in the general context of production economics and farm management especially with regards to precision farming, technology adoption, risk management, switchgrass as an energy crop, locally grown foods, and the adoption of alternative crops to replace tobacco production. Margarita holds a PhD from Texas Tech State University.



Libby Christensen is a post-doctoral research fellow in the Department of Agricultural and Resource Economics at Colorado State University. Her research focuses on understanding processes of rural and regional development, with an emphasis on identifying strategies to support entrepreneurship, improve agribusiness performance and enhance regional food systems. Libby holds a PhD from the University of California at Davis.



Rebecca Hill is the Coordinator for Community and Economic Assistance in the Department of Agricultural and Resource Economics at Colorado State University. She holds a PhD from Colorado State University.

Workshop Agenda:

8:30-9:00am	Registration and Coffee
9:00-9:10am	Welcome and Introductions Overview of the day's agenda Who's here Expectations for the training
9:10-9:25am	Introduction to the Toolkit Why did AMS decide to fund this now?
9:25-9:45am	Structuring the assessment process (Module 1)
9:45-10:10am	Using secondary data sources, when to do primary data collection, and best practices with surveying (Modules 2&3)
10:10-10:30am	How to interpret data (Module 4)
10:30-10:45am	Coffee/tea break
10:45-11:15am	Introduction to economic impact assessments and defining key terms (Module 5)
11:15-11:40am	What to look for in a 'good' study? (Modules 6&7)
11:40am-12:00pm	What do we <i>know</i> about the economic impacts of local food system initiatives?
12:00-1:00pm	Lunch (free box lunch provided) and networking (chance to ask questions)
1:00-1:45pm	Farmers Markets as an Attractors for Other Businesses
1:45-2:00 pm	Break
2:00-3:00pm	Discussion: Applying what's been learned to participant's projects Recap identifying what makes a good study Questions?
3:00pm	Adjourn

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