2021 National Agricultural Marketing Summit

Resilience in the Market:
Partnerships, Technology, and Innovation

Hilton DFW Lakes Executive Conference Center
1800 Hwy. 26E, Grapevine, Texas 76051

2021 National Agricultural Marketing AgSummit Reservation Room Block

Sunday – Oct. 17th

9:00 a.m.  AgSummit Preconference meetings (all-day)  2nd Floor
9:00 a.m.  FDRS Board Meeting  Cross Timbers
10:00 a.m.  Resilient Food Systems (ISU)  Becker I & II
11:00 a.m.  S1088 Regional Research  Cross Timbers
Noon  Box lunches  Val Verde Lounge
1:00 p.m.  MarketMaker State Partners  Val Verde
6:00 p.m.  Opening Welcome Reception  Meritage & Pavilion

Monday – Oct. 18

7:30 a.m.  Continental Breakfast  Val Verde Lounge
9:00 a.m.  MarketMaker Capacity Building & Resources  Becker I & II
9:00 a.m.  Food Systems Dialogue (2 hours)  Val Verde
Food Systems Team - Iowa State University
8:00 a.m.  FDRS Researcher Session I (Virtual)
4 concurrent research sessions
9:45 a.m.  FDRS Researcher Session II (Virtual)
4 concurrent research sessions
11:30 a.m.  Pre-Conference Wrap-Up (Box Lunch)  Val Verde Lounge
11:30 a.m.  FDRS Awards Presentation  (virtual)
1:30 p.m.  “Welcome & Opening Plenary Session”  Val Verde

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2:15 p.m.  “Behavioral Economics for Business”
➢ Marco Palma and Jeff Pool, Human Behavior Laboratory
Texas A&M University

3:00 p.m.  Exhibitor & Poster Session with Authors (Refreshments)  Val Verde Lounge

3:30 p.m.  “Supply Chain Resilience during COVID-19 – Building Better Beyond”
➢ Greg Ferrera, National Grocers Association Foundation (invited)
➢ Elizabeth Rowland, National Association of the State Departments of Agriculture Foundation
➢ Scott Thellman, Juniper Farms

4:30 p.m.  Networking Time

Tuesday – Oct. 19th
7:30 a.m.  Breakfast  Val Verde Lounge

8:30 a.m.  “Racial & Social Equity Issues Across the Food Value Chain”  Val Verde
➢ Gail Myers, Co-Founder of Farms to Grow, Inc. and Freedom Farmers’ Market
➢ Dewayne Goldmon, Senior Advisor for Racial Equity to the Secretary of Agriculture

9:30 a.m.  Concurrent Sessions I - 2nd floor
1. Exploring Niche/Specialty Market Opportunities  Becker I
2. Agritourism: Opening Doors of Opportunity Across the U.S. and Abroad  Becker II
3. What Does It Take To Have A Resilient Food System?  Crosstimbers I
4. West Virginia Localized Information Exchange Program  Crosstimbers II
5. Resilience of Rural Farmers Markets During a Pandemic  Val Verde

10:30  Break  Val Verde Lounge

10:45 a.m.  Concurrent Track Sessions II - 2nd floor
1. Effectively Engaging Socially Disadvantaged Farmers & Ranchers  Becker I

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2. Innovations in Online Supplemental Nutrition Assistance Program (SNAP) Access  
   Becker II

3. West Virginia’s Kids Farmers Market Program Supports Low Income Families & Local Farmers  
   Crosstimbers I

4. Leveraging State Promotional Campaigns  
   Crosstimbers II

5. COVID and Farmers Markets: Impacts, Adaptations & Lessons Learned  
   Val Verde

11:45 a.m.  Exhibit and Poster Session II  
Val Verde Lounge
noon  AgSummit Networking Luncheon  
Val Verde Lounge
1:30 p.m.  Concurrent track sessions III - 2nd floor

1. Producer Marketing Association Social & Racial Equity Task Force  
   Becker I

2. Creating Functional Online Marketing and Sales Food Networks  
   Becker II

3. Gather Around the Table: An Alaska Extension Food Literacy Program  
   Crosstimbers I

4. Pursuing Value Added Entrepreneurship Opportunities  
   Crosstimbers II

5. Consumer Market Responses in the COVID Era  
   Val Verde

2:30 p.m.  Exhibit & Poster Session III  
Val Verde Lounge
3:00 p.m.  Closing Session  
Val Verde

“Transitioning to Virtual – Farmer and Food Business Perspectives”
- Mandy Moody, Green City Market
- Michelle Kenyon, Field to Family Food hub
- Tony Thompson, New Family Farm & Prudent Produce
- Sue Beckwith, Texas Center for Local Foods

Closing AgSummit Remarks
- Gary Matteson, Vice President – Farm Credit & Planning Committee Member

4:30 p.m.  AgSummit Closing Networking Event and Awards Dinner  
Meritage & Pavilion

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