

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)	2 nd Floor
10:00 a.m.	FDRS Board Meeting	Cross Timbers
10:00 a.m.	Resilient Food Systems (ISU)	Becker I & II
Noon	Box lunches	Val Verde Lounge
1:00 p.m.	Resilient Food Systems Facilitated Discussions (continued)	Becker I & II
2:30 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.	Resilient Food Systems Facilitated Discussion (2 hours) Courtney Long, Food Systems Program Manager Iowa State University	Val Verde
8:00 a.m.	FDRS Researcher Session I 4 concurrent research sessions	(Virtual)
9:45 a.m.	FDRS Researcher Session II 4 concurrent research sessions	(Virtual)
11:30 a.m.	Pre-Conference Wrap-Up (Box Lunch)	Val Verde Lounge
1:30 p.m.	“Welcome & Opening Plenary Session”	Val Verde
2:15 p.m.	“Behavioral Economics for Business” ➤ Marco Palma and Jeff Pool, Human Behavior Laboratory Texas A&M University	

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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” <ul style="list-style-type: none"> ➤ 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” <ul style="list-style-type: none"> ➤ Gail Myers, Co-Founder of Farms to Grow, Inc. and Freedom Farmers’ Market ➤ Dewayne Goldman, Senior Advisor for Racial Equity to the Secretary of Agriculture 	Val Verde
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
	2. Innovations in Online Supplemental Nutrition Assistance Program (SNAP) Access	Becker II

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	3. West Virginia’s Kids Farmers Market Program Supports Low Income Families & Local Farmers	Crosstimbers I
	4. Leveraging State Promotional Campaigns	Cross Timbers 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	
	➤ Tony Thompson, New Family Farm & Prudent Produce	
	➤ Sue Beckwith, Texas Center for Local Food	
	➤ Art Farm	
	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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