

Speakers (cont.)

Jeremy Barlow, Sloco

Barlow is executive chef and owner of Sloco, a neighborhood sandwich shop in Nashville's 12 South district that operates with environmentally responsible practices. Barlow also is the author of *Chefs Can Save the World* (2012).

Jon Dickl, Knox County Schools

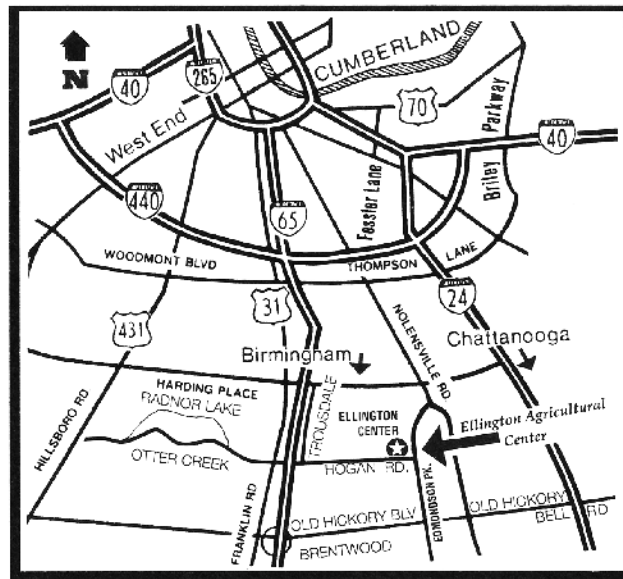
Dickl is the executive director for school nutrition at Knox County Schools, an 87-school system with nearly 60,000 students that has been recognized by the state for innovative development, recipes and school food marketing.

Sarah Johnson, Nashville Grown

Johnson is the founder and director of Nashville Grown, a nonprofit organization connecting local producers and purchasers while also promoting urban agriculture.

Organizations represented on the Tennessee Food Safety Task Force:

Cracker Barrel Old Country Store
General Mills
McKee Foods Corporation
Shelby County Health Department
Metro Nashville Public Health Department
National Association of Consumer Agency Administrators
Publix
Tennessee State University, Department of Family and Consumer Sciences
Tennessee Department of Agriculture
Tennessee Department of Health
Tennessee Department of Education
Tennessee Grocers and Convenience Store Association
Tennessee Beef Industry Council
Sodexo
U.S. Food and Drug Administration
U.S. Department of Agriculture, FSIS
University of Tennessee, Department of Food Science and Technology
Yum!



Ed Jones Auditorium Ellington Agricultural Center

440 Hogan Road
Nashville, TN 37220-9029
615-837-5103

Driving Directions:

From I-65: Take Exit #78-A East on Harding Place. Take a right at the second light onto Trousdale Drive. Travel south on Trousdale for approximately 1.5 miles. Turn left on to Hogan Road at the four-way stop. Hogan Road ends at the front gates of the Ellington Agricultural Center. Note: all buildings have identifying lawn signs for your convenience.

From I-24: Take Exit #56 West on Harding Place to the Nolensville Road intersection at Harding Mall. Turn left onto Nolensville Road and travel south 0.1 mile and turn right onto Edmondson Pike. Travel 1.5 miles on Edmondson Pike. The east entrance to Ellington Agricultural Center is on the right.

To the Ed Jones Auditorium: Enter the front gates from Hogan Road. Bear to your right. The Moss Building (antebellum-style mansion) will be on your left at the top of the hill. Follow the drive until you reach the auditorium (a large white barn-like structure that sits at the end of the lawn behind the mansion).

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LOCAL FOODS

Trends, Initiatives and Food Safety



May 1, 2013

**Tennessee Food Safety Task
Force Annual Seminar**

**Ed Jones Auditorium
Ellington Agricultural Center
Nashville, Tenn.**

Program:

Speakers — including representatives from academia, local farms, manufacturers, restaurants, groceries, distributors and schools — will discuss the growing interest and investment in local food along with its impact on food safety. This one-day session will include discussion of trends in local food and value-added farm ventures by land-grant university faculty members, panel discussions with local producers and local food outlets, an overview of regulatory and safety concerns from an Extension food safety expert, a talk by a regional grocer experienced in marketing locally sourced products, and university research updates regarding marketing and handling of food from small farms.

Objectives:

- Attendees will better understand the consumer interest and the scope of directly marketed and value-added products offered locally by Tennessee farmers.
- Attendees will better understand the challenges and benefits faced by local producers in delivering a safe, desirable product profitably to customers.
- Attendees will better understand the regulations governing the sale of farm foods to wholesalers, grocers, or directly to consumers.
- Attendees will better understand the food safety concerns associated with direct marketing of agricultural products.
- Attendees will better understand selected results of studies regarding marketing and safety of locally produced products.

Schedule:

8-9 a.m.	Registration/Breakfast
9-9:15 a.m.	Welcome/Opening Remarks <i>John Dunn</i>
9:15-9:55 a.m.	Local Food: Trends and Drivers <i>Tim Woods, University of Kentucky</i>
9:55-10:30 a.m.	Adding Value to Tennessee Agriculture: Farmers Markets, Direct Marketing Beef, and Agritourism <i>Rob Holland, University of Tennessee</i>
10:30-10:45 a.m.	Break
10:45-11:25 a.m.	Panel of Local Producers: Challenges, Rewards, Misconceptions <ul style="list-style-type: none">• <i>Allan Benton, Benton's Smoky Mountain Country Hams</i>• <i>Danny Shelton, Shelton Farms</i>• <i>Amy Delvin Tavalin, Delvin Farms</i>
11:25 a.m.-noon	Research related to local food production and safety <i>Annette Wszelaki, University of Tennessee</i>
noon-1 p.m.	Lunch, Martha Stamps Catering
1-1:40 p.m.	Regulations for Tennessee's Local Foods <i>Faith Critzer, University of Tennessee</i>
1:40-2:05 p.m.	A Grocery Perspective on Local Foods <i>Mike Tipton, Food City</i>
2:05-2:35 p.m.	Raising Your Profits by Focusing on Consumer Desires <i>Margarita Velandia, University of Tennessee</i>
2:35-2:40 p.m.	Break
2:40-3:20 p.m.	Panel Discussion: Local Outlets for Local Foods <ul style="list-style-type: none">• <i>Jeremy Barlow, Sloco</i>• <i>Jon Dickl, Knox County Schools</i>• <i>Sarah Johnson, Nashville Grown</i>
3:20-3:30 p.m.	Closing Comments <i>John Dunn</i>

Speakers

Tim Woods, University of Kentucky
Woods is a professor of agricultural economics and state Extension specialist in the area of horticulture, agribusiness marketing and management.

Rob Holland, University of Tennessee
Holland is the director of the Center for Profitable Agriculture, a program of UT Extension and Tennessee Farm Bureau.

Allan Benton, Benton's Smoky Mountain Country Hams
Benton is the owner and culinary artist behind the famed Benton's Smoky Mountain Country Hams in Madisonville, Tenn.

Danny Shelton, Shelton Farms
Regionally famous for blackberries and cherry tomatoes, Shelton Farms offers a CSA subscription and is a supplier of produce for Food City.

Amy Delvin Tavalin, Delvin Farms
Delvin Tavalin helps run Delvin Farms, a certified organic family farm in College Grove, Tenn. She manages Delvin's marketing, restaurant and grocery store orders, and provides overall leadership for the East Nashville Farmers Market.

Annette Wszelaki, University of Tennessee
Wszelaki is the UT Extension vegetable specialist and has statewide responsibilities for developing a comprehensive educational program in commercial vegetable production.

Martha Phelps Stamps, Martha Stamps Catering
Phelps Stamps operates a catering company that services a variety of corporate and private events. The author of four cookbooks and director of food ministry at West End United Methodist Church in Nashville also owned and operated Martha's at the Plantation, at Belle Meade Plantation, for 10 years.

Faith Critzer, University of Tennessee
Critzler is an assistant professor and UT Extension food safety specialist in the Department of Food Science and Technology. Her outreach activities focus on improving the food safety knowledge of manufacturers, food handlers and consumers.

Mike Tipton, Food City
Tipton has worked in the grocery and produce business for Food City for over 25 years, starting as a part-time produce clerk and moving up to companywide produce and floral director.

Margarita Velandia, University of Tennessee
Velandia, an assistant professor in the UT Department of Agricultural and Resource Economics, specializes in production economics, sustainable agricultural practices, alternative market opportunities for agricultural producers, and producer-consumer relationships.

(continued on back page)

Registration Form

(Please print or type)

Last, First, Middle

Company

Mailing Address

City, State, ZIP

Phone

FAX

Email

Duplicate this form as needed and complete separate form for each participant.

Preregistration fee per participant:
\$15 fee must be received by April 26
Space is limited to 180

Includes breakfast and lunch as well as refreshments during breaks

Please make checks payable to
The University of Tennessee.

For online registration and payment by credit card:
<http://tiny.utk.edu/ftfseminar>

Or return form with payment to:
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