



VUAS
VIRGINIA URBAN AGRICULTURE SUMMIT

2014 VIRGINIA URBAN AG SUMMIT: *NOURISHING OUR CITIES' FUTURE*

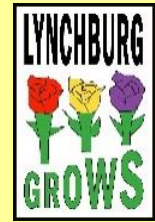
Tuesday April 15 & Wednesday April 16, 2014
Holiday Inn Lynchburg, Va.

**Includes a tour of Lynchburg Grows on April 14 and
a screening of Dan Susman's documentary film
Growing Cities-A Film About Urban Farming in America
on the evening of Monday April 14**

For more information go to ---

<http://events.SignUp4.com/UrbanAgSummit2014>

Organizers



VIRGINIA DEPARTMENT
OF AGRICULTURE AND
CONSUMER SERVICES





A note from the organizers: In 2013 the Virginia General Assembly approved a resolution declaring October Urban Agriculture Month. The primary intent as stated in the resolution was to “provide the opportunity to promote and educate Virginians as to the benefit and importance of urban agriculture programs to local communities”. In order to build on that resolution and explore where we are as a state stand in regards to this issue, a summit focusing on urban agriculture will be convened in Lynchburg for two days in April. The organizers have assembled an impressive group of speakers and presenters that allow Virginia stakeholders and interested parties to begin a more in-depth look at urban agriculture in our Commonwealth, the past, present and future along with the many challenges and opportunities.

This year’s summit will be in the historic city of Lynchburg, Virginia. Located near the geographic center of the state and bordered by the eastern edge of the beautiful Blue Ridge Mountains, the city was established in 1786 on the banks of the James River. Lynchburg served as a vital tobacco port for generations. Industries flocked to the thriving region. And as its economy evolved, Lynchburg became one of the wealthiest cities in the country, widely known for its diverse architecture, its culture, ingenuity and enterprise. Today, people are drawn to Lynchburg by technology, healthcare and education, along with the quality of life, beautiful scenery, and an abundance of arts recreational.

There are many definitions of urban agriculture but among the most common is “the growing, processing and distribution of food crops and animal products — by and for the local community — within an urban environment”. There are many reasons why urban agriculture is gaining so much interest in towns and cities across the United States. There are important social, health and nutrition, economic and aesthetic reasons for areas that are able to successfully incorporate urban farming and food production into their planning processes and redevelopment strategies for the future.

There is a well-documented wave of interest among our general population in our food systems, coupled with a desire by many to reconnect with the growing and producing of food. This is especially true in the nation’s urban corridors where Americans often several generations removed from rural America are turning vacant lots, neglected parks, rooftops and backyards into places that can produce food not only for themselves but others around them.

More and more cities across the country are taking a serious look at how urban agriculture can benefit their communities. While there are opportunities and positives of turning vacant space into productive land that residents can use to grow food for themselves and their communities, challenges also exist ranging from access to water to sources of capital to zoning ordinances that often prohibit many types of urban agriculture.



So please plan on joining us in Lynchburg for what will be 2 days of timely presentations, discussion and networking. Registration is limited so please register early if you plan on attending. We hope to see you in Lynchburg on April 15 and 16, 2014.

Agenda
2014 Urban Ag Summit
Lynchburg Holiday Inn, Lynchburg, Virginia
April 14, 15, & 16, 2014

Monday, April 14

6:30 – 8:30 p.m. – Special screening of Dan Susman’s *Growing Cities: A Film about Urban Farming in America* – Randolph College, post screening discussion moderated by TBA

DAY 1 – Tuesday April 15

10:00 a.m. to 5:00 p.m. – Registration at the Holiday Inn

11:30 a.m. – Welcoming Comments, Michael A. Gillette, Mayor, City of Lynchburg

11:45 a.m. – Agriculture in America’s Cities & Towns, Gary Matteson, Farm Credit Council of America

12:30 p.m. – Buffet Lunch – First Lady Dorothy McAuliffe (Invited)

1:30 p.m. – Lynchburg & Urban Agriculture, L. Kimball Payne, III, Lynchburg City Manager

2:00 p.m. – Fostering Urban Agriculture through Brownfield Redevelopment – Ann Carroll, Environmental Protection Agency and Meade Anderson, Virginia Department of Environmental Quality

2:45 p.m. The Story of Lynchburg Grows – Michael Van Ness

3:25 p.m. - Break and board busses for tours of Lynchburg Grows

4:00 - 5:00 p.m. Guided tours of Lynchburg Grows

4:45 – 6:00 p.m. – Reception

5:30 – Load Bus 1 for return to Hotel

5:50 – Load Bus 2 for hotel

Dinner/Evening on your own.

DAY 2 – Wednesday April 16

7:30 a.m. Registration and Continental breakfast

8:15 a.m. - Opening Comments

8:30 a.m. – Food Deserts & Food Access, Turning Challenges into Opportunities,
Dr. Jewel Hairston, Dean, School of Agriculture, Virginia State University



Day 2 Continued

8:50 a.m. – “Fresh Food for Virginians” Leslie Van Horn, Federation of Virginia Food Banks

9:15 a.m. – Panel I - Urban Agriculture and City Government in the Year 2014

- Abby Cocke, Office of Sustainability Baltimore City Department of Planning
- Anne W. Darby, Richmond Regional Planning District Commission
- Erik Curren, Staunton City Council

10:30 a.m. Break

10:45 a.m. – Panel II - Urban Food Systems and Opportunities for Economic Development

- Sally Shwitters, Tricycle Gardens, Richmond
- Janell Walker, DC Central Kitchen
- Sandra Tanner, Virginia Department of Tourism
- One other panelist TBN

12:15 p.m. - Lunch

Luncheon Speaker – Robin Emmons – SowMuchGood, Charlotte, NC

1:30 p.m. – Panel III - Health, Nutritional and Social Aspects of Urban Agriculture

- Heidi Hertz, Virginia Foundation for Healthy Youth
- Mike Waldman, Society of St. Andrews
- Kay Frazier, Lynchburg Parks and Recreation
- Wren Roberts, Centra

3:00 p.m. The Future of Urban Ag, What is the Role of the Land Grant Universities?
Dr. Ed Jones, Director, Virginia Cooperative Extension, Virginia Tech

3:30 p.m. Adjourn



Roses in bloom at Lynchburg Grows

Virginia Urban Ag Summit

April 14, 15, &16, 2014 Holiday Inn, Lynchburg, Lynchburg, Va.

PLEASE PROVIDE A SEPARATE REGISTRATION FORM FOR EACH INDIVIDUAL ATTENDING

Registration numbers are limited, please register early to guarantee a space.

First Name: _____ Last Name: _____

Company/Affiliation: _____

Address: _____

Phone Number: _____ Email: _____

Registration Fee @ \$75 per person: _____

For One Day Only \$50 - I will attend Day 1 _____ Day 2 _____

Limited # of scholarships available on case by case basis – contact conference organizer.

Three ways to register:

1. Online-copy/type into browser address bar: <http://events.SignUp4.com/UrbanAgSummit2014>
2. Fill out this form and fax to 804-360-9474, or scan and email to christie.young@vafb.com
3. Fill out form and mail to Christie Young, VFBB, P.O. Box 27552, Richmond, VA 23261

Ways to pay:

1. Send a check made out to VA Farm Bureau to attn. Christie Young, VFBB, P.O. Box 27552, Richmond, VA 23261 (reference Urban Ag Summit on your check please), **OR**
2. Online registration at conference website listed above.

To help us better plan please let us know the following:

I plan to attend the screening of *Growing Cities-A Film about Urban Farming in America* _____

I will be there for lunch on Day 1 ____	I will be there for Day 1 reception ____
I will be there for Day 2 breakfast ____	I will be there for lunch on Day 2 ____

Special dietary needs: _____

You are responsible for making your own hotel reservations. You can do this by calling the hotel directly at 434-528-2500 and reference URB/Association and the meeting dates to your reservations agent, or directly online (access hotel web site through Holiday Inn's web site at www.ihg.com or through a search engine) and then enter your dates along with URB as the group code to ensure the group rate.

Reservations must be made by April 1 in order to receive the special meeting rate of \$92 plus applicable taxes.

For questions or further assistance call Christie Young (804) 290-1035 or Spencer Neale (804) 290-1156

Hotel Information



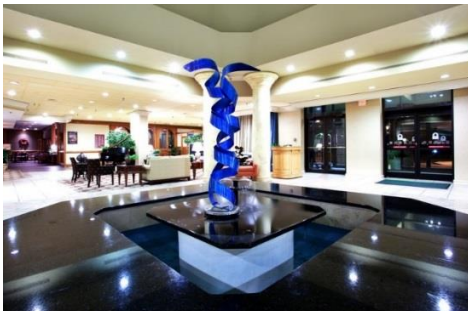
Holiday Inn Lynchburg, 601 Main Street —Lynchburg, Virginia 24504

The 2014 Virginia Urban Agriculture Summit conference will be held in the heart of downtown Lynchburg at the recently renovated Holiday Inn Lynchburg, a perfect location for business and leisure travelers alike. Ideally situated in the heart of this historic city offering beautiful views of the city and the surrounding Blue Ridge Mountains. Restaurants, shopping and entertainment are all within walking distance of the property. With more than 12,000 square feet of meeting space, this location offers a great venue for the summit.

Hotel reservations can be made by using one of the 3 following options:

- the hotel directly at 434-528-2500 and reference URB/Association and the meeting dates to your reservations agent, or
- directly online (access hotel web site through Holiday Inn’s web site at www.ihg.com or using a search engine) and then enter your dates along with URB as the group code to ensure the group rate, or
- via the conference web site at <http://events.SignUp4.com/GovAgTrade2014>

A block of rooms has been reserved at the price of \$92 plus tax for a single/double. **Reservations deadline for the above price is April 1.** All reservations after that date will be based on availability and the hotel’s standard room prices will apply.



Sponsors as of 2/5/2014
Virginia Urban Agriculture Summit



Sponsorship opportunities are still available and would be greatly appreciated to help offset costs related to the meeting. *Please call Spencer Neale (804-290-1156) or email spencer.neale@vafb.com if you would like more information*