



West Virginia Food Desert Summit

Internal “Run of Show” Agenda

Tuesday, December 10, 2019

Bridgeport Conference Center

**Fourth Economy will arrive at 9am to set up registration table with sign in sheet, name badges, and program and will have all presentations loaded and ready to play. Posters and handouts will be set up with to help participants understand the Framework of the day.*

10:00 - 10:15 Arrive and Networking

**Folks will sign in/register to receive name badges, programs*

Coffee/beverage station will be up throughout the day

10:15 - 10:50 Opening Remarks

- 10:15 - 10:20 Jennifer Williams - Welcoming Address
 - **Jennifer / Cindy to introduce Provost**
- 10:20 - 10:30 Provost Maryanne Reed, West Virginia University
 - **Suzy to introduce Terrell**
- 10:30 - 10:35 Terrell Erickson, Regional Conservationist, Northeast, USDA Natural Resource Conservation Service, West Virginia University Health Sciences Center
 - **Bio: Terrell Ann Erickson Representing NRCS in Place of Louis Aspey**
 - Terrell has been with the USDA Natural Resources Conservation Service (NRCS) for over 23 years and since May of 2018 has been serving as the Regional Conservationist of the Northeast. As one of the four Senior Executive Regional Conservationists for the agency, she oversees and

directs NRCS conservation programs and activities for 14 Northeastern States, including supervising 14 State Conservationists and staff (approximately 1300 FTE). States include: Connecticut, Delaware, Maine, Massachusetts, Maryland, Michigan, New Hampshire, New Jersey, New York, Ohio, Pennsylvania, Rhode Island, Vermont, and West Virginia. The work includes delivering over \$400 million of program funding on agricultural and private forest lands across the Northeast, building relationships with agriculture and conservation interests within the region, and partnering with the business center and FPAC agencies to accomplish improved efficiencies and effectiveness within the region. She oversees strategic planning for the NE and human resources hiring modeling and workforce analyses to determine priority hires.

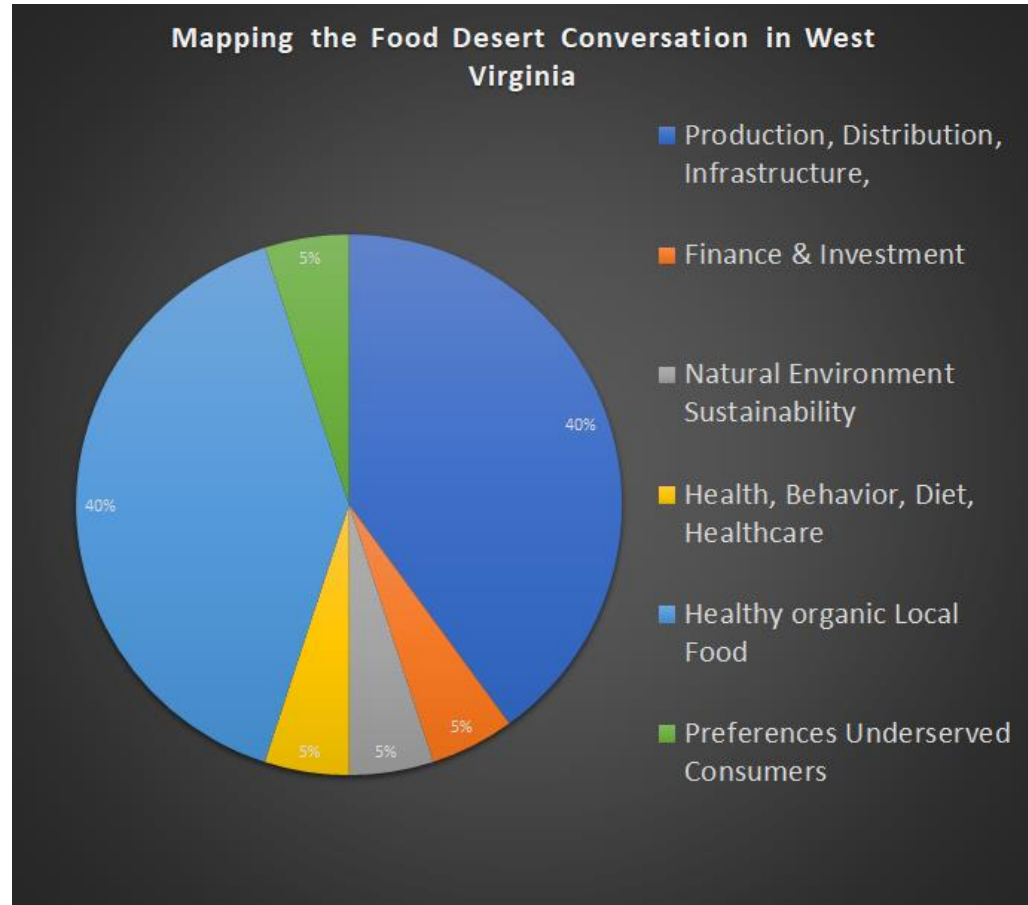
- Before May 2018, Terrell was the Director of the Ecological Sciences Division for over seven years, leading the Division of NRCS' top science discipline leaders, such as the National Agronomist, National Grazing lands Specialist, National Forester, and National Plant Materials Specialist. Before that, she was the NRCS National Biologist, Acting Associate Deputy Chief for Management, Acting State Conservationist in Maine, Acting Associate Deputy Administration for USDA's Animal and Plant Health Inspection Service, Internal Auditor, and State Biologist.
- Prior to working for USDA, Terrell worked for the Army Corps of Engineers, the U.S. Navy, a private Environmental Consulting Firm, and Washington State agencies. She has worked in Montana, Washington State, Hawaii, Guam, Maryland, Maine, and Washington, D.C.
- Terrell grew up in Missoula, Montana, has her Master's in Environmental Science (Limnology emphasis) and studied in Washington State, American University in D.C., and the University of London, England. Terrell and her husband live in College Park, Maryland and enjoy gardening and traveling.
- ***Jennifer to introduce Sue***
- 10:35 - 10:40 Sue Day-Perroots, Interim Dean, WVU Extension Service
 - ***Jennifer/Cindy to introduce Bill***

- 10:40 - 10:45 William D. Ramsey , MD, Associate Vice President for Coordination and Logistics & Chief Collaboration Officer, West Virginia University Health Sciences
 - William Ramsey, MD, FACEP is the Associate Vice-President for Coordination & Logistics and Chief Collaboration Officer at the West Virginia University Health Sciences Center (HSC).Dr. Ramsey has over 30 years of experience in health care as a provider, researcher, and policy leader, particularly in the area of the development, implementation, and evaluation of unique and innovative methods and systems for providing quality and cost-effective medical care with a focus on trauma, cardiac, and stroke systems of care. He was born and raised in West Virginia and received his undergraduate and MD degrees from West Virginia University and his specialty training at Akron General Medical Center.
 - ***Jennifer / Cindy to introduce Norm***
- 10:45 - 10:50 Norm Bailey, Chief of Staff, West Virginia Department of Agriculture
 - Norman Bailey grew up showing Angus cattle and worked on a 1000-acre wholesale and retail produce operation. He has over two decades of public service, leadership and experience in state and federal governments. Before joining the West Virginia Department of Agriculture, Bailey was a Project Manager for the United States Department of Agriculture Natural Resources Conservation Service (NRCS), a NRCS State Cultural Resources Coordinator and a Resource Conservation and Development Coordinator. Bailey was also the Senior Area Director for the West Virginia Conservation Agency where he worked with West Virginia's Conservation Districts implementing various projects and programs. Bailey is a West Virginia native and holds a Bachelor of Science in Resource Management in Agriculture from West Virginia University's Davis College of Agriculture, Natural Resources and Design.
 - ***Jennifer / Cindy to introduce Lauri***
- 10:50 - 10:55 Lauri Andress, Introduction to the Framework and Vision
 - ***Vision statement***
 - *"Provide a full retail experience that accommodates the preferences of everyone in West Virginia, especially its low wealth communities, with*



(healthy) food options that are affordable, available, acceptable, and accessible”.

- **Framework**



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- **Lauri to introduce community presentations**

10:55 - 11:45 Presenters of Five Local Perspectives of Food Systems Work

- 10:55 - 11:05 - Presenter 1
 - Lynne Ryan: WIC perspective: feeding low income families
- 11:05 - 11:15 - Presenter 2
 - Peter Butler: providing planning assistance to local counties interested in addressing food access
- 11:15 - 11:25 - Presenter 3



- Fritz Boettner: Assisting with the configuration of retail opportunities
- 11:25 - 11:35 -Presenter 4
 - Tom McConnell and Lisa Jones: Increasing the yield of farmers to increase ROI and keep prices low for families
- 11:35 - 11:45 - Presenter 5
 - Amy Jo Hutchinson: WV Healthy Kids and Families, Struggles of low wealth families
 - ***Jennifer/Cindy to invite everyone to get their boxed lunch (catering will have them set up in the back of the room at 11:40), and will then introduce Molly and John***

11:45 - 12:45 Lunch and Setting the Stage for the Second Half of the Day

During this working lunch, two speakers engaged in financing initiatives to address food systems issues will present their framework and take questions:

1. From the National Healthy Food Financing Initiative

Partnering with PolicyLink and The Food Trust, Reinvestment Fund has worked with policymakers and advocates to push for a smart, sustainable way to invest in healthy food and good jobs in underserved communities. The national Healthy Food Financing Initiative is a viable, effective, and economically sustainable solution to the problem of limited access to healthy foods and can achieve multiple goals: reducing health disparities and improving the health of families and children; creating jobs; and stimulating local economic development in low-income communities. This is a smart investment in the health and economic well-being of the country and its citizens. As part of this effort, PolicyLink, The Food Trust and Reinvestment Fund are also working together to promote healthy food and healthy economies through priorities in food and agricultural policy.

2. And from The Social Enterprise Ecosystem (SEE)

Led by Ohio University's Voinovich School of Leadership and Public Affairs, SEE is a partnership with Foundation for Appalachian Ohio, Parkersburg



Area Community Foundation, Rural Action and experienced local expert consultants. SEE strengthens Ohio and West Virginia economies by helping social enterprises gain resources and operational capacity to expand activities and markets while addressing Appalachia's most challenging determinants of economic and community wellbeing. SEE provides social entrepreneurs with customized venture development services and funders with qualified deals and investment services to maximize measurable impacts. SEE is sponsored by the Appalachian Regional Commission's POWER funding. Since its May 2017 launch, SEE has assisted 95 social ventures in obtaining over \$10 million in resources and creating over 80 jobs while generating significant social return on investment for funders and local communities.

12:45 - 2:25 Develop recommendations that institutions in West Virginia can pursue to solve food deserts at a statewide level

- *Fourth Economy to introduce the facilitated group exercises, which will feature the following goal statement:*

“Provide a full retail experience that accommodates the preferences of everyone in West Virginia, especially its low wealth communities, with (healthy) food options that are affordable, available, acceptable, and accessible”

Facilitators will move participants through the questions:

- *“How are we as a state falling short of meeting this goal? Where are there gaps, what is missing?” and*
- *“What’s one or two ways in which we as a state could make progress towards this goal?”*
- *Tables will be pre-set with materials, facilitation sheets, markers, pens, and post-its*

2:25 - 3:00

Report Out, Next Steps, Adjourn



United States
Department of
Agriculture

Natural Resources Conservation Service



- *Fourth Economy to invite folks to report out, and to end by voting with dots before they leave.*
- ***Lauri to thank everyone for coming and adjourn***