

2021 National Agricultural Marketing Summit
Resilience in Market: Partnerships, Technology, and Innovation

PLENARY SESSIONS

Behavioral Economics for Business:

- **Marco Palma and Jeff Pool, Texas A&M University Human Behavior Laboratory**

Presenters explain how businesses can use key concepts from behavioral economics to increase profits, minimize losses and increase customer experience and satisfaction. They will present ideas to improve the understanding of consumers' motivations and behaviors using examples from a variety of businesses that they assisted. They will also demonstrate how different people look at food and its packaging differently. Participants will learn how to use these concepts in their businesses and will see examples of how to apply behavioral economics and advanced biosensors to help local businesses.

Racial & Social Equity Issues Across the Food Value Chain:

- **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**

This plenary will feature two perspective on racial equity within agriculture and food system. The need for equity within agriculture and ways of intentional programming and development for equitable systems will be shared in addition to ways that USDA is working to improve opportunities for funding to marginalized and underserved populations. This will include discussions on historical inequities, access to capital and market opportunities, and general understanding of this present need in our country. Join us to learn how you as a farm, food business or organization can increase equity in your work.

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**

The pandemic created numerous challenges across the food value chain. Rural and independent grocers experienced unique challenges and opportunities compared to regional and national chains to pivot during COVID-19. Lessons learned and considerations for continued strengthening of the resilience of the local food systems and the role of SDAs will be discussed.

Transitioning to Virtual – Farmer Perspectives

- **Mandy Moody, Green City Market**
- **Michelle Kenyon, Field to Family**
- **Tony Thompson, New Family Farm & Prudent Produce**
- **Sue Beckwith, Texas Center for Local Foods**

This panel will feature discussions from the perspective of farmers, farmers market, and food hubs and the transition to virtual markets during COVID. Each individual will share their experience and transition of online sales and other technology platforms, the challenges and benefits of technology and open dialogue regarding COVID response.

CONCURRENT SESSIONS

Equitable and Inclusive Food Markets: Session explores the evolution of agriculture and our food systems over the last century with a focus on equity and inclusion. Presenters will discuss institutional norms, government policy, and accepted practices that have guided the food market structure. Discussions may examine equity and inclusion through a myriad of perspectives including ethnicity, social, market channels, and scale of production.

- **Exploring Niche/Specialty Market Opportunities**
- **Effectively Engaging Socially Disadvantaged Farmers and Ranchers**
- **Producer Marketing Association (PMA) Social and Racial Equity Task Force (Invited)**

Marketing Innovation and Technology: Session highlights the technological adaptations and advancements in direct marketing. Topics may address strategies to pivot online, maintaining an online presence, online sales platforms, and leveraging social media.

- **Agritourism: Opening Doors of Opportunity Across the U.S. and Abroad**
- **Innovations in Online Supplemental Nutrition Assistance Program (SNAP) Access**
- **Creating Functional Online Marketing and Sales Food Networks**

Building Partnerships and Collaboration: Sessions features high impact efforts related to agricultural entrepreneurship or food systems development that were successful, in part, to partnerships and collaborations. Presentations that involve public/ private partnerships or include non-traditional collaborations will be given serious consideration.

- **What Does It Take To Have A Resilient Food System?**
- **West Virginia's Kids Farmers Market Program Supports Low Income Families & Local Farmers**
- **Gather Around the Table: An Alaska Extension Food Literacy Program**

Business Development: Session explores innovations in strategies to pivot across the dynamic food marketing sector. Presentations explore innovative collaborations, new business services, dynamic business models and pioneering consumer engagement.

- **West Virginia Localized Information Exchange Program**
- **Leveraging State Promotional Campaigns**
- **Pursuing Value Added Entrepreneurship Opportunities**

Market Data: Session details new resources and advances in agricultural and food market data. Discussions include data visualization, applications for data use, and/or stakeholder empowerment with data collection methodologies.

- **Resilience of Rural Farmers Markets During a Pandemic**
- **COVID and Farmers Markets: Impacts, Adaptations & Lessons Learned**
- **Consumer Market Responses in the COVID Era**