



Ag in the City – Organizing for Collective Action

Rutgers University – New Brunswick

Kathleen W. Ludwig – Global Village Learning Center

Friday, December 8th, 2017

Breakfast & Networking: 8:30am – 9:00am

Welcome Remarks: 9:00am – 9:30am

Laura Lawson, Dean-SEBS, Office of Agriculture and Urban Programs

Peter Furey, Executive Director, New Jersey Farm Bureau

Hon. Albert Kelly, Mayor, City of Bridgeton and President-Elect, NJ Urban Mayors Assoc.

MORNING SESSION:

Collective Action - Organizing Markets: 9:30am – 11:30am

1. Bridging the Divide: Consumers, Producers and the Challenges of Developing Urban Farmers Markets

Greenwood Avenue Farmers Market – Trenton, NJ: Marissa Davis, Beth Feehan, Chris Cirkus,

RWJ Barnabas Health / Garden State Urban Farms – Newark, NJ: Barbara Mintz, Lorraine Gibbons

New Roots & Fresh Stop Markets – Kentucky: Karyn Moskowitz, Joseph Monroe

BREAK – 10 minutes

Collective Action – Advancing Policy: 11:40am - Noon

2. Aligning Policy and Program Goals: A Review of New Jersey’s 5-Acre Rule and Its Impact on Non-Profit Farming and Urban Farmers Markets – Discussion and Review of [Proposed] Policy Brief

LUNCH: NOON-12:30pm

Round Table Dialogue - Capital City Farm: Community Engagement & Collaborative Design: 12:30pm – 1:15pm

3. The round table session highlights the local success of Capital City Farm, a 2-acre urban farm site in Trenton, NJ. The project results from a unique partnership involving public, private, and community agencies. Representatives from the lead agencies on this project will discuss the community engagement process and collaborative design of the farm site.

Jay Watson, Vice President, D&R Greenway Land Trust

Barbara George Johnson, Executive Director, John S. Watson Institute for Public Policy, Thomas Edison State Univ.

April DeSimone, Co-Founder, Designing the We

Jacqui Ivey, Founder, The Conservatory Mansion

BREAK – 15 minutes

AFTERNOON SESSION:

Collective Action for Lasting Change: 1:30 – 3:15

4. Councils, Collaboratives, and Alliances: A discussion on formalizing your community's food system work.

The afternoon session explores some of the communities organizing and advocating for 'whole systems' approaches in food, farming, and community development policies. Mark Winne, a national leader and expert in community food systems and food policy councils, will discuss his experiences guiding different communities through the process of formalizing their alliances and collaborative work. Members of the New Brunswick Community Food Alliance will discuss their accomplishments over the past decade and the work that remains. Also, an introduction of the newly launched Newark Community Food System. Members will introduce themselves and the goals/priorities of their group.