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


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.