

Mobile Market Summit Agenda

Tuesday March 29, 2022

11:00 AM **Welcome & Keynote Address – Disasters and Disruptions:**
Consequences and opportunities for food systems and food security
Main Room (B2-205) *Keynote Speaker: **Lauren Clay** PhD, MPH Associate Professor Department Chair of the Department of Emergency Health Services at University of Maryland, Baltimore County*

12:30 PM **Lunch** 2nd floor

1:15 PM **Building Effective Partnerships to Deepen Community Engagement**

Main Room (B2-205)
1:15 PM - 2:15
Critical infrastructure is more than market logistics and procurement: thoughtful community engagement is paramount to sustainable mobile market service delivery. Hear from experts in partnership development and collaboration about how to build an effective, community-centered mobile market service that meets the unique needs of your communities. *Speakers: **Victoria Strickland** About Fresh; **Florence Clemmons**, FoodLink; **Elyse Guidas** Activate Food Arizona*

1:15 PM **Produce Prescriptions for Health Equity**

Breakout #1 (B1-306)
1:15 PM - 2:15
A panel discussion about how mobile market nutrition interventions (including produce prescription programs and others) create access to fresh produce and the role these interventions play in the prevention, management, treatment of diet-related diseases. *Speakers: **Ellen Olack**, Fresh Approach; **Celines Martinez**, Hebni Nutrition/ Fresh Stop; **Diana Johnson**, Rockefeller Foundation; **Glen Providence**, Nutrition Consultants, Inc.*

2:30 PM **Customer Retention Strategies to Maximize Impact**

Main Room: (B2-205)
2:30 - 3:30
Marketing and outreach are paying off and customers are coming to your market. Now what? Join this 201-style panel discussion to learn about loyalty and incentive programs as well as other effective customer retention tools to build a consistent customer base at your markets. *Speakers: **Maddie Grant**, Mill City Grows; **Mariah Notini**, About Fresh; **Elyse Guidas**, Activate Food Arizona*

2:30 - 3:30 **Solutions Roundtable – 3 Sessions:**

Budget/ Cost Models: Breakout Room #1 (B1-306)
Operations: Breakout Room #2 (B2-214)
Vehicle/Truck Options: Breakout Room #3 (B3-301)

3:45 - 5:00 **In-person Networking**

Main Room (B2-205) Join us for a networking event!



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8:45 AM *Mobile Market Rodeo & Breakfast*

11:00 AM *Metrics, Annual Data, & Lessons from the Field*

Main Room
(B2-205)

You can't change what you don't measure, and you certainly can't take credit for it. We will discuss the metrics that matter to Mobile Markets, and ways to collect them, hold your program accountable, and incorporate them into your funding appeals, annual reports, and social media.
Speakers: Pamela Hess, Arcadia Center for Sustainable Food and Agriculture; Anne Lally, University at Buffalo; Caitlin Sullivan, Point32 Health Foundation; Phillip Gonzalez, Point32Health Foundation; Sam Lev, Veggie Van Training Center

12:30 PM *Lunch 2nd floor*

1:30 PM *Innovations in Food Assistance Benefits, Policy, & Technology*

Main Room
(B2-205)

A roundtable discussion of the latest news and opportunities in food benefits like SNAP, WIC, FNMP, and GusNIP incentives
Speakers: Beth Kerling, USDA NIFA, Awards Management Division; Andy Ollove, Fresh Approach; Camille Verbofsky, Foodlink; Sam Lev, Veggie Van Training Center

1:30 PM *Using Technology to Improve Operations, Not Make them Harder*

Breakout #1
(B1-306)

Come join this panel discussion with time left for targeted questions from other Market operators who are taking the next step and incorporating different technologies to reach more people, keep better records and improve their programming. Hear about POS system solutions, Online ordering, Pre-ordering hybridized systems including a smartphone app, and surveying/data collection.
Speakers: Maggie Hovermale, Local Matters; Tom Phillips; Executive Director StarkFresh

2:45 PM *Funding Success Stories*

Main Room
(B2-205)

Speakers: Elyse Guidas, Activate Food Arizona; Samantha Pounder, Arcadia Mobile Market

2:45 PM *Connecting with Elected Officials: Telling your Story*

Breakout #1
(B1-306)

This session will highlight the importance of connecting with elected officials and discussing the importance of mobile markets in the community.
Speakers: Lindsey Haynes-Maslow

4:00 PM *Veggie Van Training Center & Closing*

Main Room
(B2-205)

Speakers: Lucia Leone & Leah Vermont, University at Buffalo



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