

December 14-16  
Atlanta, Georgia

Hyatt Regency Atlanta  
265 Peachtree Street NE

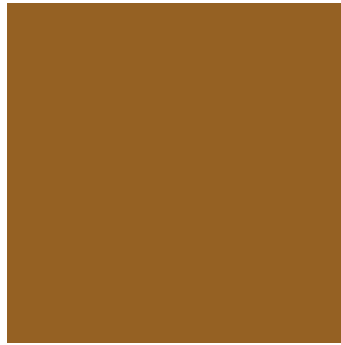


# 2017 Bi-National Domestic Fair Trade Conference

Linking Up: Creating Fair and Sustainable  
Agricultural Supply Chains



**dfta**  
DOMESTIC FAIR TRADE  
ASSOCIATION



# Building a Movement

## Bi-National Domestic Fair Trade Association Conference

When there is so much wrong with our food system—corporate control and monopolization, abundance of unhealthy food and unsustainable production practices, unfair pricing for farmers, low wages and dangerous conditions for food and farm workers—it can be hard to believe that any other way of agricultural production is possible.

This year, the Domestic Fair Trade Association is hosting a conference with the theme *Linking Up: Creating Fair and Sustainable Agricultural Supply Chains* in order to remind us that there are alternatives to our current food

system and to inspire us to truly believe that these alternatives can become the norm.

Experts will gather to share concrete strategies and best practices for how all the sectors in our food system can work together to develop a vision for agricultural production that is based on health, sustainability, and justice.

**Be Part of the  
Movement**



# Domestic Fair Trade Association

## Who We Are

The Domestic Fair Trade Association is the primary thought leader on domestic fair trade and a crucial advocate for workers rights, fair prices for farmers, and environmental sustainability in the American and Canadian agricultural system.

We are a membership-based organization with 31 members spanning five stakeholder groups along the food chain—farmers, farmworkers, retailers, intermediaries (manufacturers, processors, and distributors), and NGOs.

The mission of the DFTA is to promote, educate, and advocate for an agricultural production system that meets the sixteen domestic fair trade principles identified by diverse stakeholders throughout the agricultural supply chain.

The DFTA facilitates connections between agricultural sectors in order to build resilient communities and improve food production so that the agricultural system is healthy, just, and sustainable.

*The DFTA is the primary thought leader on Domestic Fair Trade*



# DOMESTIC FAIR TRADE TOURS

Thursday, December 14, 2017

## 7:30 Registration

Meet us in the International Lobby to receive your conference materials.

## 8:45 Leave Hotel

## 9:30-11:30 Discussion with Georgia Organics & Tour of the Turnip Truck

200-A Ottley Drive NE, Atlanta, GA 30324

## 12:00-12:45 Tour of Truly Living Well Farm

324 Lawton Street SW, Atlanta, GA 30310

## 12:45-2:15 Lunch and Discussion with Rashid Nuri

While enjoying a soup and sandwich combo that utilizes fresh produce from the Truly Living Well urban farm, we will discuss how connecting people with land can establish a community ethic in urban areas.

## 3:15-4:45 Tour of Sustainable Initiatives at Emory University

1599 Clifton Road, Atlanta, GA 30322

In addition to viewing Emory's educational garden, attendees will get a chance to tour the university's dining hall and food court to observe sustainable food education in action. We will also learn directly from faculty and staff about Emory's path toward sustainability.

## 5:30 Return to Hotel



# About the Tours

## More Information about Our Thursday Tours



Photo Credit: The Turnip Truck

### Georgia Organics/The Turnip Truck

Georgia Organics empowers organic farmers and strives to make local and organic food accessible to all.

The Turnip Truck works with over 50 local farmers to distribute and warehouse their products so that Atlanta restaurants, schools, and institutions can enjoy locally grown agricultural goods.

During the tour, conference attendees will engage in a discussion about the origins of agriculture in the U.S. and see first hand how a local distribution company supports local farmers.



Photo Credit: Emory University

### Truly Living Well

Since 2006, Truly Living Well has provided agricultural training, nutrition education, and job creation for Atlanta's urban center.

Conference guests will get a tour of the urban farm and hear from the CEO and founder, Rashid Nuri, about how urban farming can supply fresh food for all and be a source of transformative power.



Photo Credit: Emory University

### Emory University

Emory University has set the ambitious goal of 75 percent local or sustainably grown food in its hospitals and cafeterias by 2025.

To reach this goal Emory has created many sustainable food initiatives such as a farmers market, educational food gardens, Meatless Mondays, and much more.



# Domestic Fair Trade Conference

Friday, December 15, 2017

Hyatt Regency Atlanta

## 8:45-9:30 Conference Keynote

### *International North*

We will be kicking off our conference with a keynote speech given by Paula Daniels, co-founder and chair of the Center for Good Food Purchasing.

## 9:30-10:45 Welcome Panel

### *International North*

#### **Food Chain Innovation: Re-imagining the Commons of Agricultural Pathways**

Conference attendees will hear from Atlanta-based experts who are delivering proof of concept food innovations to the marketplace, including brick and mortar prototypes in full operation.

## 10:45-11:00 Break

### *International North*

Please enjoy a snack featuring nuts, chocolate, and dried fruit, as well as coffee and tea. Divine Chocolate has provided us with fair trade chocolate and Equal Exchange has donated the rest of the fair trade items.

## 11:00-12:30 Conference Workshops

### **1. Getting to Fair: Strategies for Achieving Fair Labor**

*Embassy A*

### **2. Building Coalition to Transform Supply Chains**

*Embassy B*

### **3. Certifications: Uses, Limits, and Best Practices**

*Embassy F*

## 12:30-1:30 Lunch and Networking

### *International South*

Enjoy a delicious plated lunch sourced from local and sustainable farms, including Dollison Farms, and expertly prepared by unionized staff.

## 1:30-3:00 Conference Workshops

### **1. Fairness and Sustainability: Cooperatives throughout the Agricultural Supply Chain**

*Embassy A*

### **2. Building Domestic Fair Trade: Region by Region**

*Embassy B*

# Domestic Fair Trade Conference

Friday, December 15, 2017

Hyatt Regency Atlanta

## 3:00-3:15 Break

### *International North*

Please enjoy a snack featuring nuts, chocolate, and dried fruit, as well as coffee and tea. Divine Chocolate has provided us with fair trade chocolate and Equal Exchange has donated the rest of the fair trade items.

## 3:15-4:45 Film Screening of *Arc of Justice* and Talk by Shirley Sherrod

### *International North*

Shirley Sherrod, the executive director of the Southwest Georgia Project, will present a short film, *Arc of Justice*. Following the film screening, Mrs. Sherrod will discuss black land loss, the connection between civil rights and food justice, and the importance of racial justice in creating fair and sustainable agricultural supply chains.

## 4:45-5:15 Closing

### *International North*

DFTA leaders will give final remarks and attendees will have the opportunity to fill out conference evaluations.

## 7:30-10:30 Domestic Fair Trade Party and Award Ceremony

### *Newport US: 115 Martin Luther King Drive SW, Atlanta, GA 30303*

To celebrate the gathering of farmers, farmworkers, retailers, processors, distributors, and NGOs dedicated to the principles of domestic fair trade, the DFTA is hosting a party! The party will include delicious local food, drinks, a silent auction, and the award ceremony for our 2<sup>nd</sup> Annual Domestic Fair Trade Award.

The 2<sup>nd</sup> Annual Domestic Fair Trade Award recipient is **Dr. Bronner's**. Dr. Bronner's is a five-generation family-owned business that is committed to making organic and fair trade certified products. We have chosen Dr. Bronner's for its demonstrated commitment to the principles of Domestic Fair Trade. They have given over \$500,000 to minimum wage ballot efforts in 2016, opened a solar power installation project, and are currently partnering with Fair World Project's launch of Grow Ahead, a new crowdfunding platform to stand in solidarity with small farmers facing impacts of climate change. We are so proud to call Dr. Bronner's a member and are so thankful for their dedication to a fairer and more environmentally sustainable agricultural system.

# DFTA Membership Meeting

Saturday, December 16, 2017

Hyatt Regency Atlanta

## 9:00-10:00 Member Welcome

### *Embassy D*

DFTA Board Chair, Ernesto Velez Bustos from Centro Campesino will welcome us to our membership meeting followed by an introduction to our consensus process by DFTA Board Member, Grace Cox from Olympia Food Co-op. DFTA members will have the chance to interact one-on-one with other members.

## 10:00-11:30 Big 3 Campaign Workshop

### *Embassy D*

Nina Mukherji from Real Food Challenge will lead this exclusive member workshop to teach us about an upcoming campaign that could help to grow the domestic fair trade movement.

## 11:30-11:45 Break

### *Embassy D*

Please enjoy a snack including fruit and nut bars, coffee, and tea provided by Equal Exchange.

## 11:45-12:30 Domestic Fair Trade Promotional Week

### *Embassy D*

DFTA leaders will present about the pilot promotional week that the DFTA is planning for Fall 2018. Members will have the chance to give feedback about this exciting new initiative!

## 12:30-1:30 Lunch

### *Embassy E*

Enjoy a delicious plated lunch sourced from local and sustainable farmers, including chicken from White Oak Pastures, and expertly prepared by unionized staff.

## 1:30-3:15 DFTA in 2018

### *Embassy D*

Sectors will nominate and approve their board representatives. Sectors will also discuss their top choices for the location and time of the next membership meeting. DFTA members will discuss our accomplishments from this year, where we are now, and what's upcoming for 2018.

## 3:15-3:30 Closing

### *Embassy D*

We will give the final remarks and members will have a chance to fill out membership meeting evaluations.



# Domestic Fair Trade Conference

## Session Descriptions

### Our Keynote Speaker

***Paula Daniels***



Paula Daniels is co-founder and chair of the Center for Good Food Purchasing, a social enterprise non-profit founded in July of 2015 as a national spin off from the Los Angeles Food Policy Council, which Paula founded in 2011. Building on a successful career as an attorney in civil litigation, she served as a Los Angeles Public Works Commissioner (a full-time position overseeing the Department of Public Works) and then Senior Advisor to Mayor Villaraigosa of Los Angeles. She has also been a commissioner with the California Coastal Commission, and a gubernatorial appointee on the governing board of the California Bay-Delta Authority. She was an appointee of Governor Brown to the California Water Commission and served in his Office of Planning and Research as Senior Fellow for Food Systems, Water, and Climate. She is a public policy leader in environmental food and water policy with recognition through numerous academic appointments and other awards.

### Welcome Panel

#### ***Food Chain Innovation: Re-Imagining the Commons of Agricultural Pathways***

Following our keynote speech, conference attendees will hear from Atlanta-based experts who are delivering proof of concept food innovations to the marketplace, including brick and mortar prototypes in full operation.

Speakers: Kwabena Nkromo from Atlanta Food & Farm (moderator), Judith Winfrey from Peach Dish, Ahzjah Simons from Sevananda Natural Foods Market, and Latron Price from American Sales and Distribution Services, Inc. (ASDS)

### Getting to Fair: Strategies for Achieving Fair labor

It is no secret that mid-sized farms are disappearing at a high rate throughout many regions of the United States. Can domestic fair trade help to mitigate these losses? As a part of the USDA-funded project, "Understanding Domestic Fair Trade for Agriculture of the Middle," diverse speakers will highlight the findings of six case studies, including Organic Valley, the Milk with Dignity campaign, Good Food Purchasing Policies, Wisconsin CSA farms, Dairy Grazing Apprenticeships, and \$15/hour minimum wage campaigns. This session will describe how strategies such as coalition-building, supply chain negotiation, certification, and public policy play a role in each case. Workshop attendees will also learn in what ways the cases were "successful" at improving labor practices, the challenges embedded in each case, and what the cases will face as they move forward.

Speakers: Kelly Maynard from University of Wisconsin Center for Integrated Agricultural Systems, Sarah Lloyd from Wisconsin Farmers Union, Ryan Saunders from the Labor Network for Sustainability, and Michelle Miller from the University of Wisconsin Center for Integrated Agricultural Systems

# Domestic Fair Trade Conference

## Session Descriptions

### **Building Coalition to Transform Supply Chains**

The strength of your coalition can often be the deciding factor for whether your policy or advocacy campaign is successful. Through the example of the Good Food Purchasing Program, this session will explain how building coalitions can be an essential tool for transforming supply chains. Workshop participants will gain concrete skills for how to create and utilize a strategy chart as a method for improving campaign development and ultimately achieving the goal of transforming supply chains so they are more equitable and environmentally sustainable.

Speakers: Joann Lo from the Food Chain Workers Alliance, Magaly Licolli from the Northwest Arkansas Workers' Justice Center, and Christina Spach from the Food Chain Workers Alliance

### **Certifications: Uses, Limits, and Best Practices**

When does certification work and what else is needed to create engaged citizens and more fair supply chains? Certifications are one tool that can be extremely useful in improving agricultural supply chains, but they also have their limits. This discussion-based session will examine some of the uses and limits of certification. Producers and workers will specifically share how they can best be empowered in supply chains, what a certification's role is in worker and producer empowerment, and what other tools can be utilized to build capacity for workers and farmers.

Speakers: Kerstin Lindgren from Fair World Project, Adam Krein from The Family Garden, Miguel Leyva from Wholesum Harvest, and Jordan Brown from The Family Garden

### **Fairness and Sustainability: Cooperatives throughout the Agricultural Supply Chain**

Domestic fair trade emphasizes cooperative organization as a means of empowering producers, workers, and consumers to gain more control over their economic and social lives. This session will include an overview of how cooperatives help to create a fairer agricultural economy and how four different cooperative models, a worker cooperative farm, a producer cooperative, a cooperative grocery store, and a hybrid of all three, can specifically achieve the goal of an agricultural supply chain that is fairer and more environmentally sustainable.

Speakers: Cullen "Slim" Brown from Feed the People Farms, Olivia Nava-Meinerding from Our Harvest, Matthew Epperson from Daily Groceries Co-op and the Georgia Cooperative Development Center, and Eric Simpson from the West Georgia Farmers Cooperative

### **Building Domestic Fair Trade: Region by Region**

After over ten years of cross-sector discussions and actions, we have been able to overcome the initial suspicion and hostility between farmers and farmworkers so that currently, organic farmers in the northeast publicly support the organizing underway by farm workers in Vermont and New York. Our speakers will report on their decade long work to build a regional network for domestic fair trade in the northeast. After, workshop participants will brainstorm how to begin or advance building a network in their region. This session will conclude with an exchange of ideas on how the DFTA can promote regional networks most effectively.

Speakers: Elizabeth Henderson from the Northeast Organic Farming Association (NOFA) and Louis Battalen from the Northeast Organic Farming Association (NOFA)

# Domestic Fair Trade Conference

## Session Descriptions

### Film Screening of *Arc of Justice* and Talk by Shirley Sherrod

#### ***Arc of Justice***

It is impossible to create fair and sustainable agricultural supply chains without addressing the racist origins of agriculture in this country and without acknowledging that this legacy still persists today. Shirley Sherrod, the executive director of the Southwest Georgia Project, will present a short film, *Arc of Justice*, which focuses on New Communities, Inc. and the struggle to maintain African-American ownership of farmland. Following the film screening, Mrs. Sherrod will discuss black land loss, the connection between civil rights and food justice, and the importance of racial justice in creating fair and sustainable agricultural supply chains.

#### ***Shirley Sherrod***

Shirley Sherrod is the co-founder and Executive Director of the Southwest Georgia Project. She is a graduate of Albany State University with a degree in Sociology and has a Master's degree in Community Development from Antioch University. Mrs. Sherrod is a former Georgia State Director of Rural Development for the United States Department of Agriculture. She currently serves on the boards of the Rural Advancement Foundation International (RAFI), Rural Development Leadership Network, and the Albany Chamber of Commerce.





# THANK YOU SPONSORS!

## Advocate



DR. BRONNER'S  
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# Acknowledgements

## 2017 Bi-National Domestic Fair Trade Association Conference *Linking Up: Creating Fair and Sustainable Supply Chains*

Thank you so much to everyone who worked so hard to plan this year's annual gathering. I want to first thank our event planning intern, Eunjee Koh, who volunteered so much of her time to conduct outreach, acquire donations, and prepare conference materials. Thanks to Elizabeth Jansen, who helped scout locations for our conference and secure our 2<sup>nd</sup> annual domestic fair trade award. I want to also thank the Conference Planning Committee who dedicated their time to put together a fantastic conference agenda. Thank you so much to the Hyatt Regency for accommodating our desire to work with sustainable and fair food purveyors and to Newport US for hosting our party. Lastly, thanks again to all of our sponsors, contributors, and donors. We appreciate your support!

### Conference Planning Committee

- Meg Kennedy, Central Co-op
- Joann Lo, Food Chain Workers Alliance
- Kelly Maynard, UW-CIAS and UW Center for Cooperatives
- Ben Burkett, Federation of Southern Cooperatives
- Marty Mesh, Florida Organic Growers

### Contributors

New Visions Foundation

### Silent Auction Donors

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• Eventide Brewery • Lagunitas • Botiwalla • Homestead Atlanta • Georgia Sourdough Company  
• Piedmont Preserves • Maple Valley Cooperative • Savannah Distributing Company • Ten Thousand Villages

### In-Kind Donations

Divine Chocolate • Equal Exchange • Newport US • Savannah Distributing Company • White Oak Pastures • Tower Beer, Wine, & Spirits • Octane Coffee • Dollison Farms • Sevananda Natural Foods Market • 2 Pieces of Toast ATL



# United for Health, Justice, and Sustainability



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DOMESTIC FAIR TRADE  
ASSOCIATION

P.O. Box 210638  
Brooklyn, NY 11221  
[info@thedfta.org](mailto:info@thedfta.org)  
347-589-3398  
[www.thedfta.org](http://www.thedfta.org)