



NATIONAL GOOD FOOD NETWORK CONFERENCE

AN INITIATIVE OF THE WALLACE CENTER AT WINROCK INTERNATIONAL



MARCH 10 – 13, 2020 | NEW ORLEANS, LA



Wallace Center
AT WINROCK INTERNATIONAL

#NGFN2020



Welcome to the 5th biennial National Good Food Network Conference in the beautiful city of New Orleans!

From all of us at the Wallace Center, we want to thank you for joining us and over 500 friends, partners, and colleagues for one of the nation's foremost gatherings on the development of healthy, equitable, and resilient food and farming systems.

There is no better place to inspire and challenge ourselves than in New Orleans, home to some of the most innovative, collaborative, and equity-forward food businesses and social enterprises in the country. New Orleans' gumbo of tribal nations, Creole, Cajun, African, Caribbean, and other immigrant cultures and foodways, ecological abundance and vulnerability, and rich and complicated history set the stage for a dynamic national conversation at the nexus of past, present, and future of this good food movement. We invite conference-goers to double down on their commitment to confronting the deeply entrenched racism in the past and present of New Orleans and our food system.

At the 2018 NGFN Conference in New Mexico, the Wallace Center affirmed our responsibility to create more racially equitable partnerships and programs. Since then, we have continued our efforts to center racial equity in our organization and our team has pursued a deeper understanding of the role racial inequity plays in food and farming systems. We invite you to read the Wallace Center's racial equity statement on page 8 of this program and let us know if you have any feedback.

This year we also convened a diverse Advisory Committee who has been instrumental in helping us check our language, our privilege, and our commitment to how we show up in this work. Please see their names and organizations listed in the program and consider supporting them as they have supported us. We are also grateful for the support of our partners here and across the region, especially our local host partner, Propeller, who have helped us curate a dynamic program featuring local leaders and voices.

NGFN 2020 is designed as a journey from past to future, where we will build our individual and collective capacity for creating real and lasting impact. As we enter this new decade, having the time and space to engage in dialogue in light of the previous few decades of food systems work is crucial if we are to co-create new strategies for food systems change. Thank you again for being here with us! We at the Wallace Center have committed to making new connections, asking hard questions, and examining our proximity to racism in the food system, and we invite you to join us on this journey.

The Wallace Center Team

SCHEDULE OVERVIEW

TUESDAY, MARCH 10	
7am - 6pm	Registration
8am - 9am	Breakfast
9am - 5pm	Full Day Pre-Conference Trainings
WEDNESDAY, MARCH 11	
7am - 6pm	Registration
7am - 8am	Breakfast
8am - 12pm	Site Visits Half Day Pre-Conference Trainings
12pm - 1pm	Lunch
1pm - 2pm	Looking Back and Looking Forward: Welcome to NGFN 2020!
2:15pm - 3:45pm	Breakout Session 1
4pm - 5:30pm	Breakout Session 2
5:30pm - 7pm	Welcome Reception with Knockaz Brass Band

THURSDAY, MARCH 12	
7am - 6pm	Registration
7am - 8:30am	Breakfast
7:30am - 8:30am	Curbside Consulting
8:45am - 10am	Plenary: From Whence We've Come: Lessons from the Movement for Good Food
10:15am - 11:45am	Breakout Session 3
11:45am - 12:30pm	Lunch
12:30pm - 1:45pm	Plenary: The New Orleans Food System: Historical Inequities and Efforts for Equitable Economic Development
2pm - 3:30pm	Breakout Session 4
3:45pm - 5pm	Topical Roundtables
FRIDAY, MARCH 13	
7am - 8:30am	Breakfast
7:30am - 8:30am	Curbside Consulting
8:30am - 9:45am	Plenary: Act Locally, Think Globally: How Macro Trends Effect Food Systems Work (And What We Can Do About It)
10am - 11:30am	Breakout Session 5
12pm - 1:15pm	Plenary: Leading from the Future: Realizing a More Just Vision for the Good Food Movement
1:15pm	Lunch and Adjourn

SESSION DETAILS CAN BE FOUND ON OUR CONFERENCE APP

- Download "Attendify-network at events" from the App Store
- In the search bar, type in "NGFN"
- Create profile

**LEARN.
REFLECT.
ACT.**

March 30 - April 20

**REGISTER
TODAY!**

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food solutions
new england
Sustainability Institute

**The 6th Annual 21-Day Racial Equity
Habit-Building Challenge**

CONFERENCE AT A GLANCE

BREAKOUT SESSION LEGEND

 Food Hub
Operations

 Networks and Collabo-
ration

 Place Based Economic
Development

TUESDAY, MARCH 10									
7am - 6pm	Registration								
8am - 9am	Breakfast								
9am - 5pm	Full Day Trainings	Farm to Institution Boot Camp <i>Poydras</i>							
		Food, Health, Jobs: Building Organizational Capacity for Urban Agriculture Programs <i>Acadian I</i>							
		Let's Meet About Meat <i>Acadian II</i>							
		Unlocking the Economic Development Finance Toolbox for Food Systems <i>Pelican II</i>							
WEDNESDAY, MARCH 11									
7am - 6pm	Registration								
7am - 8am	Breakfast <i>La Salle Ballroom</i>								
8am - 12pm	Site Visits	Grow Dat Youth Farm							
		The Whitney Plantation							
		ReFresh Project							
		Values-Based Food Business Tour							
	Half Day Trainings	Building a Collaborative and Leaderful Organization <i>Pelican I</i>							
		Equity, Power Sharing and Authentic Engagement with Communities <i>Pelican II</i>							
		Fixing Your Cash Problems <i>Poydras</i>							
		Growing Resilient Cooperatives <i>Algiers AB</i>							
		The Culture of (In)equity <i>Acadian II</i>							
		Your Hub is Subject to FSMA, Now What?: Practical Implementation Tools for Food Hubs <i>Frenchmen II</i>							
12pm - 1pm	Lunch <i>La Salle Ballroom</i>								
1pm - 2pm	Looking Back and Looking Forward: Welcome to NGFN 2020! <i>La Salle Ballroom</i>								
2:15pm - 3:45pm	Breakout Session 1	Food Hub Supply Chain Risks <i>Algiers C</i>	Tools for Partnering with Indigenous Food Systems <i>Acadian I</i>	Lessons Learned - Food Business Failures in New Orleans <i>Poydras</i>	Make Yourself Obsolete: Shifting Power from Non-Profit Leadership to Community Leadership <i>Algiers AB</i>	Roles of Value Chain Coordination: A Development Framework to Bolster Regional Food Value Chains <i>Frenchmen II</i>	Grocery and Corner Stores: Strategies for Activating Retailers to Grow Regional Food Systems <i>Acadian II</i>	Planning for Success - Choosing Which Equipment and Facilities to Buy <i>Pelican I</i>	Lighting Talks: Story Telling, Community, Culture <i>Pelican II</i>
4pm - 5:30pm	Breakout Session 2	Brand Inspired Marketing for Food Hubs <i>Pelican I</i>	Addressing Rural Food Insecurity through Community Engagement <i>Acadian I</i>	Justice-First Food-Based Community Change: the Emerging Field of Equitable Food Oriented Development <i>Frenchmen II</i>	It's How We Be: The Messy Stories of Building Relationships for Food Justice <i>Algiers AB</i>	Cap Stacks, Mergers/ Acquisitions, and Other Topics We Thought We Were Avoiding <i>Pelican II</i>	CSA 2.0: Adaptations for Reaching New Markets and Opportunities <i>Acadian II</i>	Lessons from the Field: Food Business Essentials to Scale Up and Prepare for Financing <i>Poydras</i>	Lightning Talks: Market Channels and Equitable Development <i>Algiers C</i>
5:30pm - 7pm	Welcome Reception with Knockaz Brass Band <i>La Salle Ballroom</i>								

	Shifting Power		Value Chain Coordination		Market Channels		Finance and Financing		Lightning Talks & Solutions Exchange
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THURSDAY, MARCH 12

7am - 6pm	Registration								
7am - 8:30am	Breakfast <i>La Salle Ballroom</i>								
7:30am - 8:30am	Curbside Consulting <i>Melpomene</i>								
8:45am - 10am	Plenary: From Whence We've Come: Lessons from the Movement for Good Food <i>La Salle Ballroom</i>								
10:15am - 11:45am	Breakout Session 3	Finding Alignment: Buyer Awareness of Farm Produce Safety Programs and Collaborative Solutions <i>Acadian I</i>	Competition, Cooperation & Collaboration in Rural Communities of Color: What's Working in the Delta <i>Acadian II</i>	Make Food Work: A Strategy to Strengthen DC Food Workforce <i>Algiers C</i>	Dismantling White Supremacy in Farm & Food Systems Organizations <i>Poydras</i>	Many Hands Make Light(er) Work: How to Plan for Regional Food Systems Change <i>Frenchmen II</i>	Under the Farm to Institution Hood: Successes, Lessons Learned, and Strategies for Success <i>Pelican I</i>	Collaborative Approaches to Financing Equitable Food Systems <i>Algiers AB</i>	Solutions Exchange: Processing & Value-Added Challenges <i>Pelican II</i>
11:45am - 12:30pm	Lunch <i>La Salle Ballroom</i>								
12:30pm - 1:45pm	Plenary: The New Orleans Food System: Historical Inequities and Efforts for Equitable Economic Development <i>La Salle Ballroom</i>								
2pm - 3:30pm	Breakout Session 4	Achieving Greater Efficiencies through Food Hub Networking <i>Poydras</i>	Growing Stronger Together: Building Equity Centered Farm to School Networks <i>Algiers AB</i>	Community Food Centers for Health, Wealth and Equity <i>Acadian II</i>	The Continuum of POC Leadership: How to Spark without Burning Out <i>Pelican I</i>	S'wCenitel: New Models for Allyship and Investment in Indigenous-Led Food Sovereignty <i>Algiers C</i>	Values-Based Procurement Policies: Opportunities and Challenges <i>Frenchmen II</i>	Shifting Power through Participatory Awarding <i>Acadian I</i>	Solutions Exchange: Market Channel Challenges <i>Pelican II</i>
3:45pm - 5pm	Topical Roundtables	Building Legal Resources for Food Hubs <i>Acadian II</i>							
		Value Chain Coordination: Discussion Group and Regional Networking Session <i>Poydras</i>							
		Food Systems Leadership Network Meet Up <i>Frenchmen II</i>							

FRIDAY, MARCH 13

7am - 8:30am	Breakfast								
7:30am - 8:30am	Curbside Consulting <i>Melpomene</i>								
8:30am - 9:45am	Plenary: Act Locally, Think Globally: How Macro Trends Effect Food Systems Work (And What We Can Do About It) <i>La Salle Ballroom</i>								
10am - 11:30am	Breakout Session 5	Growing Rural Food Hubs: Collaboration for Value-Based Supply Chains <i>Acadian II</i>	Journeys in Innovation and Collaboration: the Game-changers Lab <i>Poydras</i>	El Futuro of Farming: Small-Scale, Organic and Latino-Owned <i>Acadian I</i>	Using Multi-Stakeholder Ownership to Create Economic, Social, and Racial Justice in the Food System <i>Pelican II</i>	Mapping the Food Production System <i>Algiers AB</i>	Navigating Institutional Procurement: Integrating Diverse and Local Food Companies into the Equation <i>Frenchmen II</i>	Creating an Equitable Good Food Network in Virginia <i>Pelican I</i>	Lightning Talks: The Business of Good Food <i>Algiers C</i>
12pm - 1:15pm	Plenary: Leading from the Future: Realizing a More Just Vision for the Good Food Movement <i>La Salle Ballroom</i>								
1:15pm	Lunch and Adjourn <i>La Salle Ballroom</i>								



PLENARY DETAILS

Looking Back and Looking Forward: Welcome to NGFN 2020!

The opening plenary of the NGFN Conference is meant to welcome you to New Orleans, set the intentions for the Conference, and inspire you to ask questions, make connections, and think big during our time together. This dynamic presentation will feature speakers from the City of New Orleans, the Wallace Center, and members of the NGFN Conference Advisory Team to share their hopes and calls to action for the event and invite you to consider your own. Speakers will reflect on their connection to the Conference theme of using lessons of the past to create a more just future for our food system. A musical performance from local artists will pay homage to the culture and energy of our host city. We hope this opening plenary will send you into the Conference feeling energized, curious and open.

Speakers: Jeff Schwartz, City of New Orleans, Natilee McGruder, Wallace Center, Joseph McIntyre, 10 Circles, Haile Johnston, Common Market, Tricia Kovacs, USDA, Lindsey Lunsford, Tuskegee University, Karen Spiller, Food Solutions New England

From Whence We've Come: Lessons from the Movement for Good Food

What have practitioners fighting for a healthier, more inclusive, and more equitable food system achieved in the last several decades? What have their tools and strategies been? What can we learn from their missteps? Though many of our challenges feel unique and new, we are all standing on the shoulders of leaders who have been driving the movement for good food for decades. This panel will provide space for experienced leaders to share a longitudinal view of where we've been, celebrate the progress our friends and allies have made, and take a critical look at who has been left out of the mainstream movement for good food and why. This panel will ground us in history so we can shape our collective actions in the future.

Moderator: John Fisk, Wallace Center

Speakers: Ricardo Salvador, Union of Concerned Scientists, Sibella Kraus, Sustainable Agriculture Education (SAGE), Rashid Nuri, The Nuri Group, Rich Pirog, Center for Regional Food Systems, Michigan State University, Lydia Villanueva, Casa de Llano

The New Orleans Food System: Historical Inequities and Efforts for Equitable Economic Development

Food and farming systems offer ample opportunities for place-based economic development, however access to these opportunities and the economic benefits they generate are not and have never been equally available to all. This is especially true in and around New Orleans — a world renowned food destination that has long capitalized on the cultures, traditions, and foodways of communities of color who have been deliberately excluded from reaping the benefits of a booming food economy. Flipping this script to build an inclusive and equitable local food economy that builds community wealth and power requires understanding how the legacy of enslaved peoples, black land loss, and historical and current barriers for food businesses owned by people of color have shaped and continue to influence the food system in the region. Speakers from across the value chain will share their efforts to ensure that the benefits of the vibrant food economy in New Orleans and the surrounding region are equitably distributed.

Moderator: Jenga Mwendo, Gulf Coast Housing Partnership

Speakers: Dennis Bagneris, Liberty's Kitchen, Angela Provost, Provost Farm, Pamela Broom, NewCorp, Inc., Sandy Nguyen, Coastal Communities Consulting, Inc., Marguerite Green, SPROUT Nola, Zella Palmer, Dillard University

Act Locally, Think Globally: How Macro Trends Effect Food Systems Work (And What We Can Do About It)

The first two decades of the 21st century have brought huge societal, environmental, and economic changes. In today's globalized and increasingly interconnected world, our local food systems, communities, and economies are inextricably linked to shifting global forces. Climate change, systemic racism, economic inequality, market consolidation, and gentrification – these problems not only frame our work as food systems leaders; they are some of the defining issues of this century. At the same time, emerging technologies, shifting consumer demand, new market opportunities, and growing social movements fighting for racial equity, workers' rights, and environmental justice are evolving how we work within this larger ecosystem and are catalyzing unprecedented opportunities for positive systems change. Join leaders as they explore the impacts of these big-picture trends on food systems work today. Learn how they are proactively developing strategies to address the complex challenges and harness the new opportunities that these global currents create for the future our work, our communities, and our world.

Moderator: Tiffani Patton, Real Food Media

Speakers: Rodney Foxworth, Common Future, Brennan Washington, Southern SARE, Christina Spach, Food Chain Workers Alliance, Angela Chalk, Healthy Community Services

Leading from the Future: Realizing a More Just Vision for the Good Food Movement

Increasing political, social, and environmental headwinds, and deepening needs in the communities we live in and serve are challenging food systems change leaders to be more creative, more effective, and more strategic to realize the potential of equitable food systems to generate good food, health and opportunity for all. How might we forge more strategic, collaborative action across geographies, sectors, and issue-areas within the broader good food movement? How can we address urgent issues and still find space and possibility for more creative, collective, and transformative strategies to emerge? What change is required of us – at the individual, organizational, and collective levels—to embody the values we aspire to, and to share and build equity and power across communities and across our differences? In this closing plenary, we'll explore these big questions with brilliant leaders from across the country, challenging us to step up our game, work together more effectively, and accelerate the movement towards good food.

Moderator: Susan Lightfoot Schempf, Wallace Center

Speakers: Marla Karina Larrave, HEAL Food Alliance, Qiana Mickie, Just Food, Hnin Hnin, Cooperative Food Empowerment Directive, Devon Turner, Grow Dat Youth Farm, Eric Simpson, West Georgia Farmers Cooperative

FOOD SYSTEMS LEADERSHIP NETWORK

The FSLN is a national peer learning community of over 2,500 members (and growing!) that fosters collaboration across communities to support a just, equitable, and sustainable food system for all.



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wallacecenter.org/cbfs

We invite you to join the Food Systems Leadership Network!

Swing by our Exhibitor's Table throughout the Conference and join us for a dynamic and interactive **Topical Roundtable on Thursday from 3:45pm – 5pm** to learn more about the network, connect with members, and feel inspired by the innovative work being done to advance food systems change across the country.

“Because of the FSLN, I feel more confident in my path, knowing that there are many others out there doing similar challenging work.”

– FSLN MEMBER



RACIAL EQUITY STATEMENT

The Wallace Center commits to centering anti-racism, racial equity, and inclusion in our programs, operations, and culture.

Indigenous, black, and brown communities have been violently displaced, enslaved, and disenfranchised to build the foundation of modern farming, fishing, and food systems. Many of these same communities continue to face interpersonal and systemic discrimination resulting in cycles of land loss, exclusion, and economic and health disparities. The Wallace Center recognizes that by not being explicitly anti-racist in our approach over the past 35 years, our complacency has reinforced racism and racial inequity. As an organization striving to enact systems change, we recognize the role that race and racism play in the modern food system and are therefore making a public commitment to dismantling racism through our work.

We manifest this commitment by:

- Deepening our understanding of the history and enduring impacts of racism on our farming, fishing, and food systems,
- Identifying and naming our own biases and blind spots,
- Creating spaces for open dialogue, feedback, discovery, and shared learning on race and racism,
- Intentionally challenging detrimental power structures and centering the representation of communities of color,
- Respecting and learning from the vision, voices, and leadership of people of color,
- Upholding an intersectional approach to diversity including recruiting across race, class, and other identities within all levels of our organization,
- Naming and supporting the disruption of cycles of disinvestment,
- Creating an institutional culture that celebrates our shared humanity and cultivates empathy, humility, and accountability,
- Recognizing and celebrating the food cultures, traditions, and contributions of diverse communities to the U.S. farming, fishing, and food system.

The journey towards our collective liberation has no endpoint. We are learning. We will make mistakes. As we grow, we need the honest feedback of our community to enact this vision. Please contact us with your questions, ideas, and input.

www.wallacecenter.org



SPECIAL THANK YOUS

Our sincere gratitude to the Conference Advisory Team members, who were so generous with their time, wisdom, and honest feedback during the planning of this event.

Amy Kincaid, Chief Program Officer, Common Future

Anthony Chang, Director, Kitchen Table Advisors

Ashley Colpaart, Founder and CEO, The Food Corridor

Daniel Ross, CEO and Principal, DAISA Enterprises, LLC

Darlene Wolnik, Training and Technical Assistance Director, Farmers Market Coalition

Gary Matteson, Senior Vice President, Farm Credits' Trade Association

Haile Johnston, Co-founder & Chief Development Officer, The Common Market

Jen Zuckerman, Director of Strategic Initiatives, Duke World Food Policy Center

Lindsey Lunsford, Sustainable Food System Resource Specialist, Tuskegee University

Mariela Cedeño, Interim Executive Director, Mandela Partners

Miles Gordon, Principal, Kitchen Table Consulting

Paula Daniels, Co-Founder, Head of What's Next, Center for Good Food Purchasing

Sarah Rocker, Research Associate, Northeast Regional Center for Rural Development at Penn State University

Sue Beckwith, Executive Director, Texas Center for Local Food

Trisha Kovacs, Deputy Administrator, Transportation and Marketing, USDA-Agricultural Marketing Service

A special thank you to our local host partner, Propeller: A Force for Social Innovation, especially Kristine Creveling and Kaitlin Morris, for your ongoing work, support, and partnership in creating this Conference.

And a big thank you to our gracious site visit hosts and all of our friends, colleagues, and inside experts in New Orleans who gave us tips, pointers, support, and such a warm welcome.

A young boy with dark skin and short hair, wearing a blue and white striped shirt and a beaded necklace, is looking up and to the left with a slight smile. He is standing next to a market stall filled with fresh green herbs and vegetables. In the background, another person wearing a green shirt is partially visible.

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Louisiana

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COMING SPRING 2020:

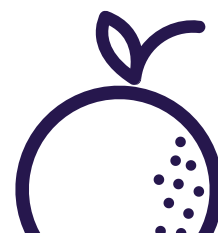
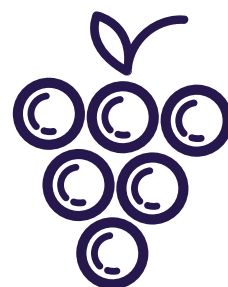
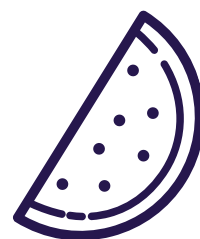
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NOTES & CONTACTS

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

EXPLORE NEW ORLEANS

NEARBY RESTAURANTS

Be sure to check out these local, black-owned restaurants!

Backatown Coffee Parlour – 301 Basin St., Suite 1, New Orleans, LA 70112 - 0.8 mi

This locally-owned coffee boutique is an authentic New Orleans gathering space designed to reflect the charm of old Storyville and help cultivate the neighborhood through the fostering of ideas and conversations.

Beaucoup Eats - 2323 Canal St, New Orleans, LA 70119 - 1.8 mi

A neighborhood eatery serving up authentic New Orleans's classic flavors in a modern healthier rendition. Beaucoup Eats believes in supporting community and strives to source their ingredients fresh, seasonal and locally from farmers & neighborhood-friendly gardens.

La Vie En Rose Cafe - 900 Camp St, New Orleans, LA 70130 - 0.4 mi

A New Orleans original coffee shop serving up creole treats, artisan style coffee, and tea beverages. All items are sourced from local farmers and small businesses throughout New Orleans and surrounding areas.

Ma Momma's House of Cornbread, Chicken, and Waffles - 234 Loyola Ave, New Orleans, LA 70112 - 0.6 mi

A family-owned restaurant specializing in southern comfort foods with recipes handed down from the owners' mothers, grandmothers, aunts and uncles. Guests enjoy an atmosphere replicating an authentic New Orleans' Soulful Momma's Kitchen, where they can often reminisce of being at their Momma's House.

Compère Lapin - 535 Tchoupitoulas St, New Orleans, LA 70130 - 0.3 mi

James Beard Foundation Award winning and Top Chef runner up Nina Compton's restaurant melding Caribbean, Creole, French and Italian.

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GETTING AROUND AT THE CONFERENCE

ADDRESS

Intercontinental New Orleans
444 St Charles Ave, New Orleans, LA 70130

WIFI INFO

- Network Name: NGFN
- Password: Wallace

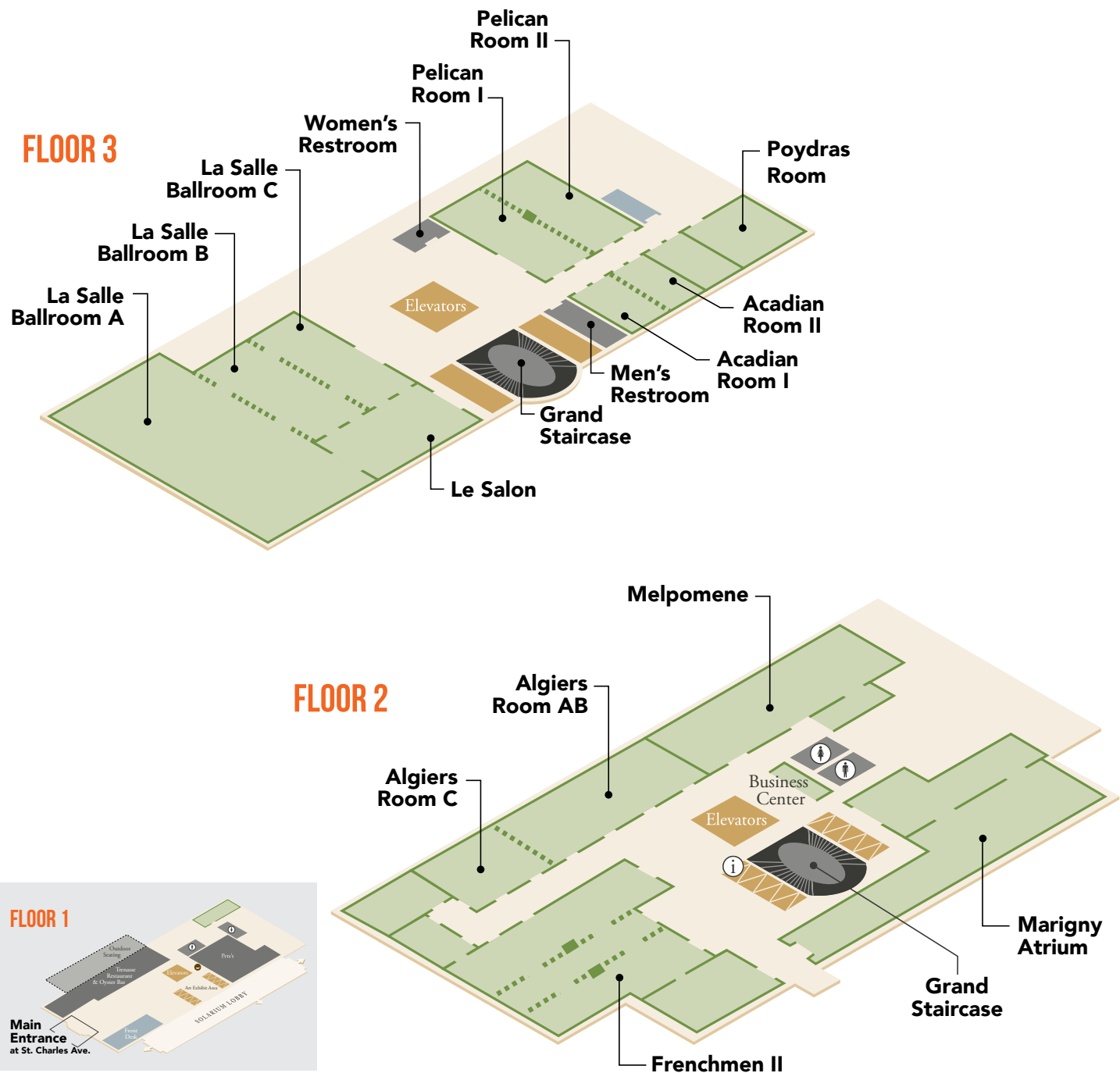
HOTEL PARKING INFO

VALET PARKING

- \$42 per night with in and out privileges
- Located at 444 St. Charles Ave

PAN AM GARAGE

- \$25 per night per car
- Entrance is 601 Poydras St



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