

NORTHWESTERN ARIZONA



FOOD PRODUCERS

Summit

FEBRUARY 19, 2021

OUR GOAL IS TO CONNECT AND HIGHLIGHT FARMS AND BUSINESSES ACROSS NORTHWESTERN ARIZONA TO EXPAND OUR LOCAL FOOD SYSTEM. WE'LL HAVE TALKS ON FARMING, SMALL BUSINESS DEVELOPMENT, LOCAL FOODS, ANIMAL HUSBANDRY, BRANDING & MARKETING FOR YOUR BUSINESS, FOOD SAFETY, AND VALUE-ADDED PRODUCTS.

ROSEBIRD FARMS AND OUR PARTICIPATING SPEAKERS ARE A TESTAMENT TO THE MANY AMAZING LOCAL BUSINESSES AND JUST A TASTE OF THE COMMUNITY WE WANT TO BUILD. THIS SUMMIT WILL SERVE TO BRING MANY ORGANIZATIONS TOGETHER TO CREATE A MULTITUDE OF LOCAL PRODUCE RESOURCES.



Summit



ITINERARY

9:00-10:00 AM - PLATFORM TEST & PRACTICE

10:00-10:05 AM - INTRODUCTION

10:05-10:40 AM - KEYNOTE SPEAKER

Rosebird Farms - Andrea will be discussing her business model of a mobile CSA/food hub and goals of building a thriving local food system in Northwestern Arizona.

10:40 AM - 12:00 PM - FARMER PANEL

- Fort Rock Farms - Joel: Livestock, Chickens, & Homesteading
- Forestdale Farms - Rylan: Birds, Eggs, Vegetables, & Grants
- U of A Extension - Issac and Hope: Food & Consumer Safety

12:00-12:30 PM - LUNCH & NETWORKING

12:30-1:15 PM - VALUE-ADDED PANEL

- The Bearded Baker - Gideon: Baking & Cottage Law
- Risinghy - Mike: Tortillas, Hot Sauce, & Packaging

1:15-2:00 PM - BUSINESS BASICS PANEL

- SBDC & MCC - Lisa: Business Start Up Basics
- Sweet Mac Shop - Barb: Branding, Marketing & Social Media

2:00-2:25 PM - NETWORKING

2:25-2:30 PM - CLOSING

Speaker

ANDREA MCADOW

ROSEBIRD FARMS

Nestled in the Cerbat Mountains on just over 2 acres, Rosebird Gardens is a certified naturally grown farm growing over 20 varieties of produce any given season. Rosebird's veggie and flower beds only take up about 1/3 of an acre. They use high-density planting with a focus on soil health in order to get the most out of the land they have.

Beyond their market garden, Rosebird is striving to implement permaculture principles that will allow them to be as self-sufficient as possible. They are doing this through water management, silvopasture for their animals, windbreaks, and creating their own amendments on site.

Andrea believes that if we consciously choose our food, we are choosing opportunities to rebuild our soil, nourish our bodies, support our local economy, and form resilient communities.



ROSEBIRD FARMS



Speaker

JOEL HOLMES FORT ROCK FARMS

Fort Rock Farms is proud to be Lake Havasu's source for food that makes sense. Naturally raised beef, chicken, and pork, free from steroids/hormones and antibiotics, along with seasonal fruits, veggies, and raw honey delivered to Lake Havasu weekly.

"We formed Fort Rock Farms as a way to produce and distribute nutritious, naturally grown food to our Lake Havasu City friends and family. The same food we set out in search of so long ago.

Fort Rock Farms is a small collective of families with shared values. Animal husbandry, earth care, soil building, and water conservation are directed by Permaculture principles, the philosophy of working with, rather than against, nature. Our goal is to raise animals in their natural settings and work with nature to produce nutrient-dense food for our community."



Speaker

RYLAN & JAMIE MORTON-STERNER FORESDALE FARM

Forestdale Farm is a small family farm rooted in Flagstaff, Arizona. They strive to provide our community with high quality produce that is organically, ecologically, and sustainably grown.

Growing in this space since 2012, they have become well acquainted with the challenging growing conditions and limited resources of an arid, high-altitude region, and their farming practices reflect this. As stewards of the land, they value water conservation, biodiversity, and healthy soil (and people!).

Some of their farming practices include:

- On-site composting, small-scale aquaculture, and cover cropping
- Water conservation including rainwater harvesting, drip irrigation, and mulching
- Bio-intensive planting and crop rotation
- Hand cultivation and harvesting
- Pesticide/herbicide-free and Integrated Pest Management
- Antibiotic/hormone-free and forage space for poultry
- Growing heritage food and breeds



Speaker

THE UNIVERSITY OF ARIZONA EXTENSION

ISSAC MPANGA

Associate Agent - Commercial Horticulture / Small Acreage



I lead the effort in identifying the needs of commercial horticulture and small acreage growers through a needs assessment and implementing research and extension activities to help improve sustainable local food production, lives, communities, and economies of farmers.

I currently established the Commercial Horticulture and Small Acreage (CHSA) and Small-scale Farms Colloquium (SFC) that provides science-based support to these Counties and beyond.

HOPE WILSON

Associate Agent - Family, Consumer, and Health Sciences



Area Assistant Agent responsibilities include: creating and supervising community outreach programs that provide research-based, objective, formal, and informal education within the areas of health, nutrition, physical activity, family life skills and development, and food safety.



Cooperative Extension

Speaker

GIDEON FREEMAN

THE BEARDED BAKER

Gideon Freeman is the owner and operator of "The Bearded Baker," a cottage baking company that specializes in scratch-baked bread, pastries, cakes, cookies, and custom cake decoration.

From the simple to the extreme, almost anything can be accomplished with cake! He never ceases to be amazed at the amazing techniques, talents, and science that can be explored to create not only tasty and mouth-watering creations, but also artistic and realistic celebration creations!

Gideon started his company over a year ago--he had worked for and helped start other bakeries throughout his life, but this was the first company he started on his own.



Speaker

RYSINGHY & TORTILLA LADY

Risinghy is a line of gourmet products made with all-natural ingredients and guaranteed to tantalize your tastebuds!

Risinghy is Flagstaff, Arizona's first and only line of specialty sauces. "Making the world taste better... one bottle at a time" is our mission. Each product is handcrafted to be used before, during, and after cooking. They may be used separately or in combination to enhance the flavor of all foods.

Tortilla lady is Flagstaff's only tortilla company using the highest-quality ingredients to produce the best-tasting and healthiest tortillas on the market.



Speaker

LISA CARD

**MOHAVE COMMUNITY COLLEGE SMALL
BUSINESS DEVELOPMENT CENTER (SBDC)**

Lisa Card is Center Director at Mohave Community College SBDC, where she leads her team in offering business training and provides one-on-one confidential business counseling to existing small businesses and specializes in new business startups.

Lisa has owned four businesses in the past 27 years from industries in manufacturing, construction, accounting service, expedited transportation company, and has assisted hundreds of small businesses through the SBDC in Mohave County over the past 10 years. Lisa is passionate about working with the small businesses from Business Concept, Customer Relations, Organization, Operations, and always challenging clients to look at their next step.

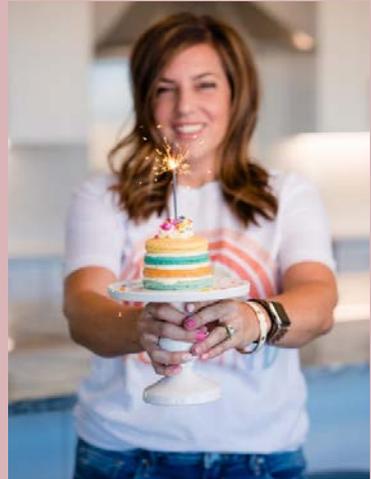


Speaker

THE SWEET MAC SHOP

BARB CHARON

Barb Charon is the founder of The Sweet Mac Shop and while baking is the primary goal of this business, she also helps other small businesses build and polish their brand through branding and social media. Barb excels at Instagram and will give you useful tips and tricks to grow your online presence.



Meet...

LOCAL FIRST ARIZONA

SAMANTHA ZAH & LIZA NOLAND

Local First Arizona works to build a sustainable, resilient, and diverse Arizona economy!

Local First is the largest local business coalition in North America with 3000+ locally owned businesses of all sizes and an advocacy group working on long-term economic development in Arizona in the areas of entrepreneurship, community development, racial equity, environmental action, and food access. Check out the Good Food Finder that connects producers to consumers of Arizona.



 good food finder

 LOCAL FIRST
ARIZONA

Meet...

PINNACLE PREVENTION KELLEY VILLA

Pinnacle Prevention is a nonprofit organization that champions programs and policies that improve access to healthy foods and opportunities for active living for all Arizonans.

Kelley Villa manages the Double Up Food Bucks Program, providing SNAP/EBT match incentives for fresh produce (currently offered in NWAZ by Rosebird Farms). Pinnacle Prevention also facilitates the Farmers Market Nutrition Program for WIC and Seniors, providing produce coupons for use at participating farmers markets and farm stands. Through the Pots to Love program, PP provides free kitchen equipment to those who lack access. Pinnacle Prevention also pushes for statewide policy changes through the Arizona Food Systems Network.



Growing healthy families and communities.

Meet...

NAU SUSTAINABLE COMMUNITIES

Northern Arizona Universities MA in Sustainable Communities Program's mission is to provide interdisciplinary face-to-face graduate education on complex and interlinked issues of sustainability & social justice.



If you're looking to expand your personal and professional perspectives on the complex issues of contemporary society, then consider the MA in Sustainable Communities from Northern Arizona University. Among the first of its kind, this degree can help you merge the field of liberal studies with critical issues related to sustainability and community life.

NAZ RURAL FOODS PATHWAYS PROJECT

The Northern Arizona RFPP is a collaboration with NAU and SEDI of Northern Arizona. Working with community partners to solve food insecurity in NAZ.

NAZ RFPP believes that access to nutritious and affordable foods is a right of every human, especially in rural communities where food insecurity is pervasive.



Email: nazrfpp@gmail.com



@NAU_RFPP

Meet...

DARREN BINGHAM

Darren is finishing his master's degree at Northern Arizona University in the Sustainable Communities program. He is looking to couple the benefits of both equitable and efficient solutions to solve social and environmental challenges. Darren works collaboratively with municipalities, universities, non-profits, and businesses to bridge systemic problems in our world.

Currently, Darren does research to better define and measure local food, develops projects that improve local food economies, created a curriculum aimed at reducing waste, and studies supply chain resiliency to ensure food, energy, and water system security.



Email: darrenrbingham@gmail.com

Meet...

REGEN CONSULTING SERVICES

We provide environmental education, marketing, community planning, and business sustainability consulting to a range of industries. With a focus on waste & recycling, food system development, customer satisfaction, and community engagement.



"Darren is a sustainability innovator and visionary and just an overall pleasure to work with!" - Moran Henn, Executive Director Willow Bend Environmental Education Center

regenconsultingservices@gmail.com



"WHERE THE EARTH COMES FIRST."

Meet...

SAMANTHA HIPOLITO

Sam is a 2nd-year Sustainable Communities graduate student at Northern Arizona university. With a background in public relations and marketing, Sam is passionate about the healthcare field and wants to do more work on the topics of food insecurity and food sovereignty in indigenous communities.



TINA GUSTAFSON



Tina has a background as an environmental specialist for local and state government and has been growing food for nearly 7 years. She started a community garden in Lawrence, Kansas for the local health department that provided free access to fruits and vegetables for a community located in a food desert. Recently moving to Flagstaff and with a renewed interest in gardening and food security, she became a Northern Arizona Master Gardener. Tina is very passionate about food and seed sovereignty and believes healthy food should be readily available to all.



Elevated
GardeningAZ



@tinakatgardens

Meet...



ELEVATED GARDENING

Elevated Gardening provides garden consulting and coaching to help you grow edible gardens for you and pollinators! Tina has 7 years of gardening experience, is a Northern Arizona Master Gardener, and has a Master's in Environmental Studies. Whether you're figuring out how to grow your first bowl of salad, or you need some help expanding your food forest, Elevated Gardening would love to help you take your gardening to the next level.

Elevated Gardening has consultation packages that prepare you for growing your favorite foods, and design packages involving a full garden design and planting schedule for your entire season. Stay tuned for more!

EMAIL: INFO@ELEVATED-GARDENING.COM



ElevatedGardeningAZ



@TinaKatGardens

"GROWING EDIBLE FOOD FOR YOU AND POLLINATORS"

BOOTH PARTICIPANTS

- **ROSEBIRD FARMS**
- **FORT ROCK FARMS**
- **THE BEARDED BAKER**
- **RISINGHY & TORTILLA LADY**
- **MOHAVE COUNTY SBDC**
- **THE SWEET MAC SHOP**
- **LOCAL FIRST ARIZONA**
- **FORESTDALE FARMS**
- **U OF A AG. EXTENTION**
- **NAU SUSTAINABLE COMMUNITIES**
- **NORTHERN ARIZONA RFPP**
- **LAKE HAVASU FARMER'S MARKET**
- **ITKI**
- **PINNACLE PREVENTION**
- **BULL MOUNTAIN HYDROPONICS**
- **ELEVATED GARDENING**
- **REGEN CONSULTING SERVICES**

**IF YOU ARE INTERESTED IN
JOINING OUR FOOD HUB OR
FARMER COLLECTIVE THROUGH
ROSEBIRD FARMS CONTACT US:**



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ROSEBIRD FARMS

THANK YOU FOR SUPPORTING



ROSEBIRD FARMS



NORTHERN ARIZONA UNIVERSITY

Lake Havasu



FARMERS MARKET



Cooperative Extension

AMERICA'S
SBDC
ARIZONA

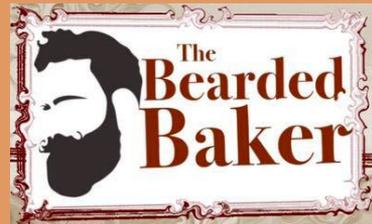
LOCAL FIRST
ARIZONA



FORESDALE FARM

FLAGSTAFF ARIZONA

FORT ROCK
FARMS



PINNACLE PREVENTION



ITKI FOUNDATION

International - Traditional - Knowledge
Institute - Foundation

The Sweet Mac Shop



SPECIAL THANKS TO OUR DONORS



ROSEBIRD FARMS



THE BUFFALO SEED CO.



CORONA
SEASON AFTER SEASON



Green Stalk[®]



SAN DIEGO
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