LEAD New York Class 15

Workshop: Finance, Urban Food, Distribution, LI Agriculture
NYC and Long Island

Milford Plaza
700 8th Avenue
New York, NY 10016
phone: 212-869-3600
March 2 – 6, 2014

Program Team: Steve Ammerman, Ryan Hrobuchak, Beth McKellips, Justin Mortensen, Chelsea Smith, Amie Thomas, Nate Hartway

Session Sponsors: L-Brooke Farms, Walnut Ridge Dairy, Farm Credit East

Goals:
1. Appreciate the impact of NYC financial institutions on food and agriculture
2. Gain travel confidence in and appreciation for NYC
3. Learn about “food in the city”: Greenmarket, farm to chef, urban ag. etc.
4. Learn about major issues and activities related to LI Agriculture
5. Learn about food distribution (esp. to urban populations)

Agenda final as of 2/19/14

Sunday, March 2 (Dress is casual) “Travel & Culture” Day
PM  Travel to NYC on your own
    Arrive NYC, check in to hotel (after 4pm), free time to explore NYC
EVE  Dinner on your own (make plans in advance with your classmates!)
     Note: as time allows during our travels, in small groups, wander in to a
     “Bodega” to observe this type of retail food establishment.

Monday, March 3 Manhattan Day (Business attire – lots of walking – bring headsets)
Facilitator: Chelsea Smith
7:30  Travel to Union Square early via subway
7:45  Breakfast on your own at Union Square, visit Greenmarket vendors, grab a bite
to eat, find a vendor closest to your home, ask them about why they sell there, etc.
8:30  Cheryl Huber, Olivia Blanchflower, Chaley Comer - overview, discussion
     (meet @ Lincoln’s statue at N end of square)
10:15 Walk to Whole Foods
10:30 Tour and discussion at Whole Foods – Geoff Green, Manager
11:30 Travel to next meeting location: Cornell Financial Engineering, 55 Broad St.
     Do group picture at Bull or other financial district location
12:00 Group lunch provided by Dig Inn
Facilitator: Ryan Hrobuchak
2:00  Financial Panel (30 – 40 minutes/speaker, break, Q&A)
     Peter Connor, FC Funding Corp. – “Global Investors to Rural America”
     Will Sawyer, RaboBank – FAR
Jason Bram, Federal Reserve Bank of NY – The Economy, NYS and the Small Business & Ag Advisory Council of the Fed
5:00 Travel to dinner location, The Marshal, 628 Tenth Ave
6:00 Dinner
8:00 Adjourn, return to hotel

Tuesday, March 4 Bronx/Long Island City (Business casual – lots of walking)
Facilitator: Justin Mortensen
7:00 Breakfast on your own near hotel
7:30 Travel by bus to the Bronx (Hunt’s Point)
8:15 Jim Chlebogiannis, Baldor Food Tour
9:45 Move to terminal market
10:00 Tour Hunts Point Terminal market – Myra Gordon
11:30 Pizza Lunch at Hunts Point (board room)
Facilitator: Beth McKellips
12:00 Depart; Travel by bus to Long Island City
12:30 Leslie Gordon, City Harvest, Long Island City
2:00 Move to Fresh Direct
2:15 David McInerny, Fresh Direct, Long Island City
4:00 Return to hotel (by bus; walk to dinner from hotel)
5:00 Group Dinner – Meskerem (468 W. 47th St. - corner of 10th Ave.)
7:00 Return to hotel, free time

Wednesday, March 5 (business casual) LI Ag day
Facilitator: Nate Hartway
6:00 Breakfast on your own (early start today!)
7:00 Depart by bus for North Fork of LI (April facilitators meet w/ Larry)
8:45 Stony Brook Incubator, Calverton - Monique Gablenz
10:30 Garden of Eve, Chris and Eve Kaplan
12:00 Lunch at Riverhead Polish Hall w/ panel of speakers (pick up Steve Weir)
Facilitator: Amie Thomas
  John Halsey – President and Founder, Peconic Land Trust
  Joe Gergela – Director, Long Island Farm Bureau
  David Haight – AFT
2:30 Depart to continue tours
3:00 VanBourgondien Greenhouses, Bob and Mark V., Peconic
4:30 Tour, tasting and light dinner at Pindar Vineyards w/ guests
7:30 Return to hotel

Thursday, March 6 (Dress is business casual)
Facilitator: Steve Ammerman
7:00 Breakfast on your own; check out; bags with bellman or bring them along
7:45 Depart for Doubletree Suites Times Square, 1568 Broadway 212-719-1600
8:30 Larry Kaagan, Kaagan, Inc – Consumer Perceptions of Agriculture
9:30 Debriefing discussion, housekeeping
11:30 Adjourn; lunch on your own, travel home (flyers take train or cab to airport)