

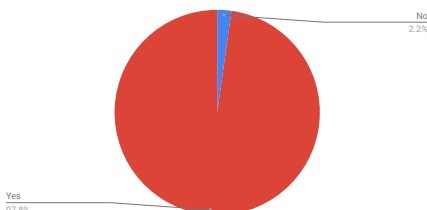
A FOOD SYSTEMS INNOVATION EVENT

July 2019

BY THE NUMBERS

- 8 events over 3 days delivered
for cross-sector networking,
high quality education, and
development of a regional
grain economy.
- In it's first year of the pro-
gram over 150 participants
from across the Inland North-
west impacted.
- Over 20 WA and ID public
and private partners includ-
ing City of Pullman, City of
Moscow, Port of Whitman,
WSU Sustainable Seed Sys-
tems Lab, and the Washing-
ton Grain Commission on our
Planning and Steering Com-
mittees.
- Benefits to attendees*:
Variety of educational events
and experiences
Groundbreaking research
paired with applied practical
knowledge
Visiting the Palouse in it's
peak growth season
Significant cost value as com-
pared to similar conferences

(August 2018) Would you attend a 2019 Cascadia Grains East Conference?



ISSUE

Building a regional grain economy in the Inland Northwest is challenged by a lack of opportunities for the whole value chain to collectively address market opportunities in production, processing, distribution, scale, and consumer education. Through existing work to support grain market revitalization across a multi-state region, it became clear that a face-to-face event was needed to catalyze local stakeholders. The WSU Food Systems Program's (WSUFSP) production of the

Inland Northwest Artisan Grains Conference (INWAGC) addresses these challenges and opportunities – adapting it from the successful Cascadia Grains Conference. INWAGC combines existing resources, experiential learning and subject matter expertise into a three-day experience at multiple sites across two states in collaboration with the University of Idaho. The results are meaningful collaborations among natural partners in local communities across state lines. A clear need for this event was demonstrated after the August 2018 Cascadia Grains EAST Pilot Program where 98% of participants expressed interest in a more comprehensive 2019 Conference.

RESPONSE

Responding to a growing number of east side participants at the Cascadia Grains Conference (January, Olympia), the WSU Food Systems Team identifies key collaborators at the University of Idaho and across the region to produce an Inland Northwest event. The Food System Innovation Event conference model delivers high-quality, hands-on, face-to-face, cross-sector educational networking experiences to multiple sites, followed by locally facilitated action plans. WSUFSP designs the conference weekend, identifying and preparing speakers, recruiting and coordinating sites, providing facilitators, managing site logistics (registration, fees) creating marketing materials, creating and analyzing site manager and participant evaluations, and writing final reports. Conference details:

- Thursday July 11th Paradise Creek Brewery Welcome Dinner
4-hour local grain dinner, 49 people
- Friday July 12th Educational Sessions
8-hour Conference, 2 sites, 14 sessions, 2 hands-on classes, 119 people
- Friday July 12th Artisan Grains Dinner at Maialina
4-hour local grain dinner and pairing, 32 people
- Saturday July 13th Artisan Grains Experiences
6-hour field trips, 11 sites, 4 tracks, 44 people



Moscow Chamber
of Commerce

University of Idaho
Extension

Food Systems
WASHINGTON STATE UNIVERSITY



QUOTES

"After eight years of building upon success to wider audiences, the WSU Food Systems Program has positioned itself as one of the leading teams of its kind in the Pacific Northwest. Their gatherings provide an enriching array of field trips, workshops, and presentations that showcase the vital work of researchers, growers, processors, and marketers in this growing economic sector." - Richard Scheuerman (Palouse Heritage Co-Founder, Author "Harvest Heritage")

"WSUFSP's professionalism, integrity and commitment to the conference's mission combined with their vast network of contacts across our (brewers, distillers, bakers, farmers, policy makers, investors, etc.) industries and nuanced understanding of our needs is what makes the conference content so relevant to such a diversity of stakeholders and attendees." - Sara Nelson (Fremont Brewing)

FUNDING

- \$12,000 from Visit Idaho and the Moscow Chamber of Commerce.
- \$5,000 from donors including Avista, LINC Malt, Northwest Farm Credit Services, and the Port of Whitman
- \$12,000 revenue generation through participant fees

IMPACTS

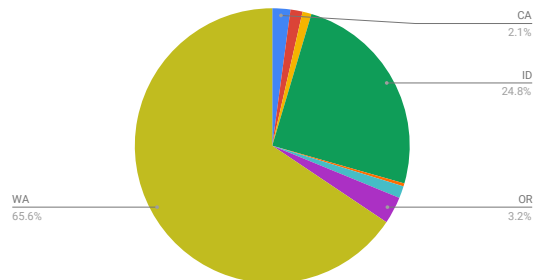
We achieved a diverse geographic reach across state lines with the majority of participants coming from Washington state (66%). At the conference farmers learned about grain production, connected with scale appropriate buyers, and learned strategies on increasing demands for cereals used for poultry and live-stock feeds, artisan breads, malting, brewing, and distilling. Processors and other end-users gained knowledge in grain production, quality, and brokering relationships to utilize and market products using local grain. Investors, brokers and local government officials learned about rising investment and policy opportunities for the region's grain economy.

Through the Food Systems Innovation Events Model, we implemented a strategic whole-systems approach to cross-sector collaboration. Over 150 growers, processors, brokers, investors, and policy-makers gained critical relationships, direct application knowledge for existing operations, and growing a regional grain economy.

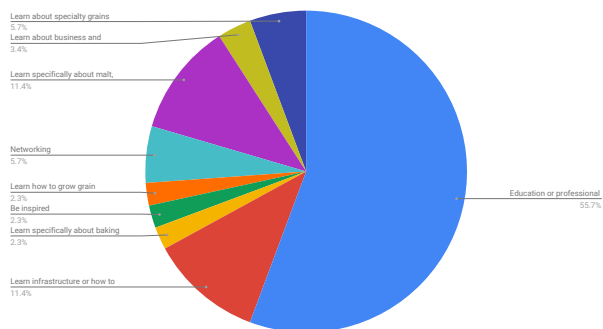
The average session rating was 4.18 out of 5 on a scale of 1 (Not Informative) to 5 (Very Informative). The results of a Qualtrics survey documented three things participants would do in the next six months as a result of the Conference. Some examples include: 1) Pull together a team of researchers and folks across the value chain to conceptualize a research and extension project. 2) Get more involved with the school district food efforts. 3) Work on developing an INW millet sourcing program. 4) Visit farmers and researchers from the Conference to learn more.

The WSU Food Systems Program will continue to develop the active community partnerships that made this event possible in our conversations about a 2020 event, including how to better serve farmers through the Cascadia Grains Conference in January and strengthening relationships with existing consumer-facing events across the region.

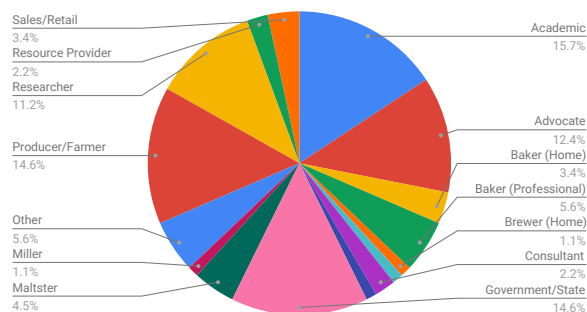
PARTICIPANT STATE



Participant primary goal in attending the event



Participant Identity



www.foodsystems.wsu.edu | www.cascadiagrains.com

INLAND NORTHWEST
ARTISAN GRAINS CONFERENCE



Food Systems
WASHINGTON STATE UNIVERSITY