

SLOW MONEY
INAUGURAL NATIONAL GATHERING

FROM THE GROUND UP

September 9 -11, 2009
Santa Fe Farmers' Market

WEDNESDAY, SEPTEMBER 9TH

7:30 - 9:30 p.m. Screening of "Food Fight", a documentary about the local food movement. Q&A with Director Chris Taylor. Note: Seating is limited to 120 people on a first come first serve basis at the Jean Cocteau Theater.

THURSDAY, SEPTEMBER 10TH

7:30 - 8:30 a.m. Registration and Breakfast

8:30 - 8:45 a.m. Musical Invocation by Robert Mirabal. This award winning Native American artist and story-teller sets the stage.

8:45 - 9:45 a.m. Opening Address: Woody Tasch "Investing As If Food, Farms and Fertility Mattered (Or, A Conversation between E.F Schumacher, Chauncey Gardener, Bill Gates and an Earthworm)" The vision, mission and strategy of Slow Money. Where does our food come from? Where does our money go?

9:45 - 10:15 a.m. David Orr: "Shelf Life - Dead Economic Ideas and the Future of Living Systems" One of the nation's most respected sustainability experts puts food, economics and the global moment in perspective.

10:15 - 10:45 a.m. Break

10:45 a.m. - 12:15 p.m. Plenary Panel: Food

Is local the next organic? How can local food systems help bring to market principles of appropriate scale, sense of place, carrying capacity, diversity and non-violence?

Paolo di Croce (the head of Slow Food International)

Joan Gussow (pioneer in nutritional ecology and author of *This Organic Life*)

Anthony Flaccavento (executive director, Appalachian Sustainable Development)

Ann Wright (deputy under secretary of the United States Department of Agriculture)

Moderator: Fred Kirschenmann (biodynamic farmer from North Dakota and Distinguished Fellow at Aldo Leopold Center for Sustainability)

12:15 - 1:15 p.m. Lunch

Paolo di Croce (the head of Slow Food International)

1:15 - 2:45 p.m. Plenary Panel: Money

Can we make investing in small food enterprises as “hot” as microfinance? Why isn’t there a fund dedicated to expanding CSAs? Can we mobilize billions of dollars a year to invest in organic farmland? What innovations in investing and philanthropy are needed to accomplish such goals?

Kristin Martinez (entrepreneur in residence, New Mexico Community Capital and co-founder and managing member, Angels with Attitude)

Tom Miller (former head of Program Related Investing, Ford Foundation)

Eric Becker (vice president, Trillium Asset Management)

Penelope Douglas (president & co-founder, Pacific Community Ventures)

Wayne Silby (founder, Calvert Investment Funds)

Moderator: Woody Tasch

2:45 - 4:00 p.m. Plenary Panel: Soil

We mean “from the ground up” literally. To paraphrase Wendell Berry, an economy that treats the soil as expendable is not sustainable, because it is not realistic. What is the relationship between soil fertility and health – biological, cultural and economic health?

William Brinton (founder, Woods End Research Lab)

Mardi Mellon (director, Food and Environment Program, Union of Concerned Scientists)

Jack Lazor (co-owner, Butterworks Farm)

Jeff Moyer (Farm Director, Rodale Institute)

Moderator: David Orr (professor, Oberlin College)

4:00 - 4:15 p.m. Break

4:00 - 5:30 p.m. Plenary Presentation: Entrepreneur Showcase 25 small food entrepreneurs from across the United States, three minutes and a few slides each, bring inspiration from the soil of the restorative economy.

Presenting Entrepreneurs: Vermont Smoke and Cure, SPUD!, Local Burger, Peak Spirits, People's Grocery, AnnaMarie Seafood, Old Windmill Dairy, Let's Be Frank, Sky Vegetables, National Cooperative Grocers Association, Lotus Foods, The Carrot Project, Nest Collective, Butterworks Farm, Straus Family Creamery, New Soil Security, Davenport Producers, Red Tomato, Terrain, Indigenous Designs, Milk Thistle Farm, Mary's Gone Crackers, FoodHub, La Montanita Co-op, Local Harvest, and Pachamama Coffee

6:00 - 7:30 p.m. Screening "DIRT: The Movie" Q&A with Producer Bill Benenson and Director Gene Rossow. Note: Seating is limited to 120 people on a first come first serve basis at the Jean Cocteau Theater.

Extended evening hours: Santa Fe Zozobra Festival Approximately one mile from our venue, one of the oldest civic celebrations in the country takes place, revolving around burning the effigy of Old Man Gloom. Participate in this unusual cultural event. Or stroll to the historic Santa Fe Plaza and enjoy a wide variety of dining options.

FRIDAY, SEPTEMBER 11TH

6:30 - 7:30 a.m. Yoga lesson in Hotel Santa Fe

7:45 - 8:30 a.m. Breakfast

8:30 - 9:30 a.m. Three Slow Money Elders (and one not so elder): Founding Slow Money Alliance Members Judy Wicks (BALLE/White Dog Café), George Siemon (ceo, Organic Valley), Greg Steltenpohl (founder, Odwalla), and Ari Derfel (founder, Terrain) share lessons, vision, personal stories.

9:30 – 11:00 a.m. Northern New Mexico Food System, Part I Farmers, food entrepreneurs, ngo leaders, donors and investors from the region discuss the food system, set future goals, identify capital needs.

Don Bustos (AFSC, Good Food Network Organic farmer)
Tim Willms (owner, Talus Wind Ranch)
Ed Lobaugh (cheese maker, Old Windmill Dairy)
Luisella Corbellari-Hunter (co-founder, Pasta Divina)
Michelle Martinez (co-founder, Pasta Divina)
Moderator: Kate Manchester (publisher, Edible Santa Fe)

11:00 – 11:15 a.m. Break

11:15 a.m. – 12:30 p.m. Northern New Mexico Food System, Part II

Monte Skarsgard (farmer, Los Poblanos Organics)
Robin Seydel (membership coordinator, La Montanita Co-op)
Pam Roy (co-director, Farm to Table)
Paula Garcia (executive director, New Mexico Acequia Association)
Moderator: Stephanie Dobbie (president of the board of directors, Rio Grande Community Farm)

12:30 – 1:30 p.m. Lunch with entrepreneurs Each table will feature one or two of the food entrepreneurs and Slow Money Alliance Founding Members.

1:30 – 2:45 p.m. Launching the Slow Money Alliance: Part I Building the national network -- Strategy and Goals

2:45 – 3:00 p.m. Break

3:00 – 4:30 p.m. Launching the Slow Money Alliance: Part II Building Local Capacity -- Strategy and Goals

4:30 – 5:30 p.m. Concluding Remarks and Final Plenary Session Woody Tasch: “Isn’t-Isn’t (Or, Fiction, Non-Fiction, and A New Relationship between Finance and Culture)”

5:30 – 6:30 p.m. Break

6:30 - 8:30 p.m. SLOW FOOD FARMTABLE CELEBRATION catered by leading local chefs (Additional \$50 Fee, Space is Limited so please register ASAP)

8:30 - 10:00 p.m. Eliza Gilkyson Concert This longtime friend of Santa Fe lends her depth and musical richness to the proceedings. Note: Seating is limited to 230 people on a first come first serve basis on site.

SATURDAY, SEPTEMBER 12TH

9:00 - 11:00 a.m. Member Meeting Members of the Slow Money Alliance debrief and plan at the Hotel Santa Fe.