



NYC Watershed/Foodshed Farm-to-Table Forum

OCTOBER 28, 2019 • PACE UNIVERSITY DOWNTOWN CAMPUS, ONE PACE PLAZA, NYC

8:30-9:00 AM - REGISTRATION - NYC WATERSHED PASTRIES, COFFEE, TEA AND WATER!

9:00-9:20 AM - WELCOME & VISION

NOW is the time to help ensure clean water and local food production for the future by providing New Yorkers with greater access to NYC Watershed farm and food products!

Prof. Jonathan Brown, Director, Pace University Law School Food Law Initiative

Hon. Gale Brewer, Manhattan Borough President

Hon. Vincent Sapienza, Commissioner, NYC Department of Environmental Protection

9:20-10:10 AM - PANEL I - YOUR WATERSHED IS YOUR FOODSHED

An overview of the NYC Watershed's agriculture and food production and its value for the city's 8.6 million residents in sustaining water quality, open space, working landscapes, regional food production and security, rural economies, environmental quality, and climate change mitigation.

Kristan Morley - Moderator, Mgr., Watershed Agricultural Council Economic Viability Program

Eric Goldstein, Director, NYC Environment Program, NRDC

Eleanor Blakeslee, Owner, Berry Brook Farm; Watershed Agricultural Council Board

Craig Cashman, Executive Director, Watershed Agricultural Council

Patrick Rider, Owner, Greenane Farm

10:10-11:00 AM - PANEL II - FROM WATERSHED TO TABLE

NYC Watershed food aggregation and distribution, purchasing and institutional procurement. How farm products get from field to fork, who's involved, and how we in NYC can help.

Bob Lewis - Moderator, Fulton Market Association, Co-founder, Greenmarket

Tianna Kennedy, Coordinator, 607 CSA Farmer Co-op; Owner, Star Route Farm

Olivia Blanchflower, Director of Wholesale and Distribution, Greenmarket Co.

Chef Lynn Loflin, Executive Chef, Lenox Hill Neighborhood House Teaching Kitchen

Chef Bill Telepan, Executive Chef, Oceana & Wellness in the Schools (WITS)



11:00-11:50 AM - PANEL III - THE POWER OF POLICY & THE PURSE

Strengthening NYC and NYS local procurement efforts and private efforts to support NYC Watershed agriculture. Exploring new policy and actions to increase the purchasing of NYC Watershed food products by NYC wholesale and institutional buyers.

Jennifer Grossman - Moderator, Sr. Attorney, NRDC Regional Foodshed Initiative; Farm Co NY
Hon. Gale Brewer, Manhattan Borough President
Sarah Barton, Director of Program Development, NYS Department of Agriculture & Markets
Dr. Ken Jaffe, Owner, Slope Farms; Center for Agricultural Development and Entrepreneurship Board
Andrew Tarlow, Owner, The Marlow Collective

11:50 AM-NOON - CLOSING REMARKS - COMMITMENT TO ACTION

Kate MacKenzie, Director, NYC Mayor's Office of Food Policy
Jennifer Grossman, Sr. Attorney, NRDC Regional Foodshed Initiative

NOON-1 PM - A TASTE OF THE NYC WATERSHED LUNCH & MEET-UP

Enjoy NYC Watershed farm and food products generously prepared by exemplary NYC restaurants and food service operations supporting local agriculture and food procurement.

- **BOULEY AT HOME** • Chef de Cuisine Daniel Drexler
- **CLEAVER CO.** • Owner and Executive Chef Mary Cleaver
- **LENOX HILL NEIGHBORHOOD HOUSE** • Executive Chef Michael Mangieri
- **MARLOW EVENTS (MARLOW COLLECTIVE)** • Chef Molly Breidenthal
- **NYC DEPT. OF EDUCATION, OFFICE OF FOOD & NUTRITION SERVICES** • Chefs George Edwards, Andrew Mora, and Emily Logan
- **OCEANA (LIVANOS RESTAURANT GROUP)** • Executive Chef Bill Telepan
- **PAGE UNIVERSITY DOWNTOWN, CHARTWELLS CAMPUS DINING** • Executive Chef Roberto Aboud
- **TEMPLE COURT (CRAFTED HOSPITALITY)** • Executive Pastry Chef Abby Swain

Visit with NY Regional food hubs and local farm-focused distributors that aggregate and deliver NYC Watershed farm and food products to wholesale buyers.

- **607 CSA FARMERS CO-OP**, Hamden, NY • Tianna Kennedy
- **CATSKILLS FOOD HUB**, Liberty, NY • Michelle Proscia
- **GREENMARKET CO.**, Bronx, NY • Olivia Blanchflower
- **HUDSON VALLEY HARVEST**, Kingston, NY • Hila Landesman
- **REGIONAL ACCESS**, Ithaca, NY • Rob Farrell
- **SULLIVAN COUNTY FARMS LLC**, Smallwood, NY • Robert Doherty
- **TIBERIO CUSTOM MEATS**, Brooklyn, NY • Adam Tiberio
- **WATERSHED AGRICULTURE PROGRAM/PURE CATSKILLS** • Kristan Morley



THANK YOU!

In addition to the participating presenters, restaurants, food service organizations, chefs, farmers, and food hubs/distributors, the organizers wish to thank the following individuals for their generous assistance in making this event possible:

Prof. Margot Pollans, Pace U. School of Law, Faculty Director, Pace-NRDC Food Law Initiative

Tom Murray, Pace U. Director of Special Events/General Mgr., Downtown Conference Center

John Olsson, Pace U. Senior Director of Dining Services, Chartwells/Compass Group

Prof. E. Melanie DuPuis, Pace U., Chair, Dept. of Environmental Studies & Science

Shulamit Warren, Director of Policy & Special Projects, Office of Manhattan Borough President

Alexina Cather, Deputy Director, Hunter College NYC Food Policy Center

Cynthia Dunne, Blue Farm Graphic Design

Richard Giles, Lucky Dog Farm, Hamden, NY

Rick Bishop, Mountain Sweet Berry Farm, Roscoe, NY

Zaid Kurdieh, Norwich Meadows Farm, Norwich, NY

Liz Neumark, CEO, Great Performances

PS 397 - Spruce Street School



Watershed Agricultural Council
nycwatershed.org



HUNTER COLLEGE
NEW YORK CITY
FOOD POLICY CENTER



BIOS

PROFESSOR JONATHAN BROWN

Professor Brown is the co-founder and director of the school's Food and Beverage Law Clinic, which launched in January 2017. The Clinic provides transactional legal services to small- and medium-sized farms, food and beverage entrepreneurs, and nonprofit organizations seeking to improve our food system. Its legal services help clients expand access to local, healthy food in underserved communities, start or expand mission-driven business ventures, steward the preservation and transitioning of farmland for future generations of farmers, and implement innovative and sustainable production, processing, and distribution practices. Prior to joining the Pace faculty in 2018, Professor Brown was a Clinical Lecturer in Law and Eugene Ludwig/Robert M. Cover Fellow in Law at Yale Law School, where he co-taught the Community and Economic Development Clinic. There he represented community-based organizations seeking to promote economic opportunity and mobility, including affordable housing developers, community development banks, farms and farmer's markets, and neighborhood associations. Previously, Brown was a senior associate at Milbank, Tweed, Hadley & McCloy LLP, in New York where he primarily represented lenders and borrowers in large corporate finance transactions, and also represented not-for-profit organizations on corporate matters. Professor Brown serves on the board of the Northeastern Organic Farming Association of New York (NOFA-NY), New York's leading non-profit organization providing programs and services to promote sustainable, local organic food and farming.

HONORABLE GALE A. BREWER

Gale A. Brewer is the 27th Borough President of Manhattan. Since she took office in 2014, she has successfully passed legislation to reform the deed restriction process, add 'caregivers' to the city's anti-discrimination law, remove criminal history questions from initial employment applications (the "Fair Chance Act"), and enforce requirements for street numbers on buildings in Manhattan (to aid emergency workers). She has also spearheaded community planning initiatives at the South Street Seaport, in East Midtown, and in other neighborhoods to address development and zoning issues. In 2018, Brewer served as Chair of the Large Cities Council of the National League of Cities, and has been named a member of their 2019 Human Development federal advocacy committee. Brewer previously served on the City Council for 12 years, serving as the founding chair of the Technology Committee and leading the Government Operations Committee. There, the Council passed her legislation guaranteeing paid sick leave for most hourly employees, requiring all City data be published online, and protecting domestic workers from abusive practices. Prior to that, she served as Chief of Staff to Council Member Ruth Messinger, NYC Deputy Public Advocate, Director of the city's Federal Office, and Executive Director of the Mayor's Commission on the Status of Women. Brewer has an MPA from Harvard's Kennedy School of Government and did her undergraduate work at Columbia University and Bennington College.

COMMISSIONER VINCENT SAPIENZA

Since joining DEP in 1983, Commissioner Vincent Sapienza has dedicated his career to protecting and improving New York City's critical water infrastructure. Prior to his current role, Mr. Sapienza served in two senior positions within the agency, leading the Bureau of Wastewater Treatment from 2009 through 2014, and then heading the Bureau of Engineering, Design and Construction until June 2016. He then served as Acting Commissioner until his appointment as DEP Commissioner on October 3, 2017. Mr. Sapienza is a New York State Licensed Professional Engineer and holds a B.S. from Columbia University and an MBA from Hofstra University's School of Business.

KRISTAN MORLEY

Kristan Morley is the Economic Viability Program Manager for the Watershed Agricultural Council (WAC). She started with WAC after graduating from the University at Albany in 2013 as an AmeriCorps intern. After taking over as manager in 2014, Kristan has worked throughout the Catskills to help market farm and forest products, develop the newly launched Economic Viability Micro Grants Program and the Business Planning Reimbursement Program, and has grown the Pure Catskills membership base to the largest it has been in 15 years. She was a board member of Farm Catskills for four years supporting access and funding of local foods into Delaware County schools. As a lifelong resident of the Catskills, Kristan continues to follow her passions of supporting the agricultural integrity of the region

ERIC A. GOLDSTEIN

Eric is a Senior Attorney and New York City Environment Director for the Natural Resources Defense Council. More than three decades ago, Eric helped create NRDC's Urban program and spearheaded the nationwide public campaign to get lead out of gasoline. Since then, he has been one of New York's leading environmental advocates on such issues as drinking water protection, solid waste reform, clean air, and environmental justice. He is a coauthor of the award-winning *New York Environment Book* and codirects the Environmental Law Clinic at New York University School of Law. Goldstein is based in New York City.

CRAIG J. CASHMAN

Craig Cashman is Executive Director of the Watershed Agricultural Council. He has extensive experience in the Non-Profit sector and over the last 25 years has lead four different organizations as the Chief Executive Officer through transition and growth. He specializes in administrative and fiscal challenges, collaborative solutions, and program development. Over the past ten years, Cashman has developed and coordinated over \$75 million in foundation, local, state and federal grants for various agencies. Cashman holds a M.S.W. in Administration-Social Work from the University of Albany, School of Social Welfare and a B.A. in Sociology from SUNY-Plattsburgh. He also is active in community service, serving on various boards and is a firm believer in the preservation and conservation of forest and farmland and the connection of working landscapes for sustainable economies.

ELEANOR BLAKESLEE

Eleanor Blakeslee owns Berry Brook Farm in Hamden, NY, where she grows certified organic produce with her husband, Patrick Hennebery. After starting Berry Brook Farm in 2012, Eleanor and Patrick quickly built a thriving business selling primarily at upstate farmers markets and to NYC through a collaborative community supported agriculture program called The 607 CSA. Eleanor participates in her local agricultural community through the Catskills Chapter of the National Young Farmers Coalition and by serving on the boards of the Oneonta Agricultural Group and the Watershed Agricultural Council. She happily lives on her new farm in Hamden, in the NYC Watershed, with her husband and their two young kids.

PATRICK RIDER

Patrick owns and operates Greenane farms in Meredith NY with his wife Thanya. Greenane Farms is a diversified family farm raising Grass-Fed Angus cattle, Heritage pigs, Pastured chicken, Quail, Turkey, Goats, and Sheep and growing a variety of vegetables and fruits. Greenane Farms also operates a full-service on-farm to table restaurant serving Authentic Mexican Cuisine and Steaks. Each week year-round Greenane Farms delivers wholesale meats to chefs, restaurants, and leading retail establishments throughout NYC. Prior to returning the Catskill Mountains in 2003 to farm, Patrick lived and worked in Latin America for over 20 years as an executive for General Electric and as an international business consultant. During that time, he worked with multinational agribusinesses and food companies, gaining a unique insight into the horrors of industrial food production, and developed a clear understanding of the importance of knowing where your food comes from. Patrick has an undergraduate degree in Mechanical Engineering and a graduate degree in aerospace engineering and mathematics from M.I.T. He is biliterate English and Spanish. He lives on the farm in Meredith New York with his wife and four of his six children.

ROBERT LEWIS

Bob Lewis is a regional, environmental, and food system planner. He co-founded New York City's Greenmarket Farmers Market program in 1976 with architect/planner Barry Benepe and from 1978 to 2013 served as Chief Marketing Representative and Special Assistant for Market Development for the NYS Department of Agriculture and Markets, developing statewide interagency programs and initiatives to help local farmers and producers market their products directly to consumers and wholesale buyers, expand consumer access to a diversity of high-quality, affordable, locally grown food, and strengthen rural-urban linkages to ensure long term economic, environmental, and social improvements across the state. NYS laws and food system programs in which Bob played a leadership role include: the NYS Farmers Market and Direct Marketing Acts, NYS WIC and Senior Farmers Market Nutrition Program, NYS Farmers' Market Wireless EBT Program, NYS Farmers Market Infrastructure Grants, NYC Wholesale Farmers Market Development, SNAP/EBT/NYC Health Bucks bonus, and NYS Food Bank and School Local Procurement initiatives. Since his retirement from state government in 2013, Bob has been advising Seaport Management and the Fulton Market Association to expand the nonprofit Fulton Stall Market into a year-round indoor/outdoor multi-vendor market, mandated under the NYC Council's 2013 ULURP Plan for the Seaport, that would provide NY farmers and producers with a permanent facility to serve the growing Lower Manhattan community with fresh local foods and food-related educational programming that revives and celebrates the area's vibrant history as the city's original market district.

OLIVIA BLANCHFLOWER

Olivia is the Director of Wholesale and Distribution for GrowNYC. In this role, she oversees Greenmarket Co., GrowNYC's local food hub and wholesale distribution program, which purchases product from regional producers for distribution to wholesale buyers in New York City and its related food access programs (Youthmarket and Fresh Food Box). Prior to the establishment of Greenmarket Co., Olivia managed the Youthmarket program, a network of youth-run urban farm stands, and worked on food access projects, including healthy corner store work and Fresh Food Box collaborative buying program. Olivia is a member of LEAD New York's Class of 2017, and holds a Bachelor of Arts degree from Sarah Lawrence College.

CHEF LYNN LOFLIN

Lynn is *Teaching Kitchen* Executive Chef of Lenox Hill Neighborhood House, having served as our Executive Chef from 2011 to 2016. Prior to joining the Neighborhood House, Lynn worked as a Chef Instructor at the Children's Aid Society and Program Manager at Our Growing Place. Lynn also worked for nearly 20 years as the owner and operational manager of the Miracle Grill. Lynn currently owns and operates Newton Farm in the Catskills that has a small Community Supported Agriculture program providing organic produce to New York City restaurants and food justice and gardening education at Brooklyn's Dekalb Market. Lynn is a graduate of the Louisiana State University and received her Culinary Arts Degree from the New York Restaurant School/New School for Social Research Culinary Arts Program.

TIANNA KENNEDY

Tianna has been farming in Delaware and Otsego Counties for a decade. She cut her teeth at Lucky Dog Farm, in Hamden, NY before partnering with Walter Riesen to break soil and found Star Route Farm LLC in 2015 - Star Route is sixty plus acres of leased farmland is nestled in the Charlotte Valley, a small one-road valley in the Northern Catskill region of New York state. For the last few years, Star Route has transitioned the land into a diversified vegetable farm. Star Route grows botanicals for Hudson Made and Delaware Phoenix Distillery, and small grains, beans and vegetables for more than 15 restaurants in Brooklyn and the Catskills. Concurrent with Star Route, Tianna also founded and operates the607csa, a four-hundred plus member, full-diet, multi-farm CSA which provides markets and transport for over 20 farms in the Western Catskills. Tianna sits on the board of the Center for Agricultural Development and Entrepreneurship, the Watershed Ag Economic Viability Committee, Congressman Delgado's Agriculture Advisory Committee, The Draft Animal Power Network and started the Catskills' Chapter of the National Young Farmers' Coalition.

CHEF BILL TELEPAN

Bill is Executive Chef of Oceana Restaurant, one of New York's leaders in sourcing quality ingredients from small farms and local purveyors. Combined with his classic training and contemporary influences, he brings a strong commitment to using the finest and freshest sustainable ingredients. Before taking the helm at Oceana in 2016, Bill was owner and chef of critically-acclaimed, Michelin-starred Telepan on Manhattan's Upper West Side. Prior to opening Telepan, he cooked at Le Cirque, Le Bernardin, Ansonia, and Judson Grill. After graduating from the Culinary Institute of America, he worked under legendary Chef Alain Chapel in Lyons, France. Outside of Oceana, Chef Bill is the Executive Chef of Wellness in the Schools, a non-profit group committed to enriching lunch and recess programs for children in public schools. In 2017 he joined the faculty at the Institute of Culinary Education, becoming the school's first-ever Director of Sustainability. Bill lives in Manhattan with his wife and daughter.

JENNIFER GROSSMAN

Jennifer is a conservation consultant with twenty-five years of strategic environmental legal work in the public, not-for profit and private sectors. As a senior legal advisor to the Natural Resources Defense Council since 2011, she focuses on food law, forging collaborative platforms between rural and urban communities, and supporting the economic viability of local agriculture through policy and programming. As Founder/President of FarmCo New York, a Catskill-based company, she offers family farms, local businesses and landowners sustainable planning and management assistance, including her own 400-acre farm in Delaware County and her restaurant in Sullivan County. For eleven years, Jennifer was Vice President for Land Acquisition of the Open Space Institute, where she oversaw a multimillion-dollar budget and preserved more than 100,000 acres of natural and important landscapes. Prior to that, from 1993 to 2000, Jennifer was a Senior Attorney at the Office of General Counsel for the New York State Department of Environmental Conservation, serving as lead counsel for the Lands & Forest, Hazardous Waste and Waste Transportation Programs. Jennifer sits on the board of WAC and the Atlantic Salmon Federation. She holds a J.D. from Boston University School of Law and a joint B.A. in English Literature & Rhetoric and Political Science from Binghamton University.

SARAH BARTON

Sarah currently serves as the Director of Program Development for New York State's Department of Agriculture and Markets. Sarah brings a decade of experience in global policy and politics to her role; she began her career with the Clinton Foundation's HIV/AIDS Initiative, after which she joined Hillary Clinton's 2008 Presidential campaign as Deputy Western Political Director. She later consulted for a range of public affairs clients before joining the Clinton Global Initiative to help build out its domestic platform and other key projects, ultimately serving as Associate Director of Program. Immediately prior to joining the Cuomo administration, Sarah led a multi-partner, global social action campaign to advance girls' education for Participant Media. A Truman National Security Fellow, Sarah is passionate about veterans' issues, crisis response and complex emergencies, and social and economic justice. She has a BA from New York University and an MSc from the London School of Economics.

DR. KEN JAFFE, MD

Ken works at the intersection of agriculture, human health, and regional economic development. As owner of Slope Farms, he raises 160 head of grass fed beef on 200 acres in Meredith, NY, and coordinates wholesale distribution for a group of 15 other grass fed beef producers. As a long term Board Member, he's helped CADE focus on supply chain for profitable sustainable production. Till 2017 he partnered in the NY State's first farm to school beef program, which grew to "Slope Farm to School" in districts from Long Island to Buffalo. He's lectured on livestock production, human health and public policy at Cornell's Public Health School and Veterinary College and NYU's Food Policy Program. His focus is now on school food advocacy, which includes his role as a member of the NYS Ag and Markets statewide Farm to School Coordinating Committee. Recently he assembled a team including Cornell faculty, CADE, regional NY school districts, farmers, and distributors to develop a novel program that uses the market forces of school procurement to support farmers who reduce

antibiotic use for livestock. Schools started serving that beef to children last month. Formerly a general practice physician, Ken turned to farming and now runs the farm with his wife Linda; they have two adult sons, Lonnie and Jake. He writes a blog to actively raise awareness of naturally raised beef and its health benefits. He also is a member of the Town of Meredith's Farmland Protection Plan Working Group.

ANDREW TARLOW

Restaurateur Andrew Tarlow is widely recognized for pioneering the artisanal food movement in Brooklyn with his collection of acclaimed restaurants, which focus on sustainable, seasonal and locally sourced ingredients. What began in 1999 with his first restaurant, Diner (located inside a refurbished 1927 dining car in the industrial neighborhood of South Williamsburg) has evolved into the Marlow Collective, a group of ten local businesses: Marlow & Sons, a restaurant and cafe featuring Japanese-American farm food in Williamsburg; Marlow & Daughters, a butcher shop specializing in locally sourced grass-fed meat and house-made sausages in Williamsburg; Roman's, an Italian-inspired restaurant with a three-course menu that changes daily in Fort Greene; Achilles Heel, a bar and café in Greenpoint; She Wolf Bakery, making the bread that has been served at his restaurants since 2009 available for purchase; The Castle, an exclusive Marlow Events catering venue in a former cannon ball factory in Red Hook; and Stranger Wines, a new neighborhood wine shop celebrating natural and organic wines in Williamsburg. Andrew was an opening partner in the Wythe Hotel and its ground floor restaurant Reynard, hosted in a turn-of-the-century factor building in Williamsburg. Andrew is also the founder and publisher of Diner Journal, a quarterly magazine sharing original art, literature, and recipes that is distributed in his restaurants and select bookstores throughout the world. He released his first cookbook, *Dinner At The Long Table*, in 2016.

KATE MACKENZIE

Kate MacKenzie was recently appointed Director of the Mayor's Office of Food Policy by Mayor Bill DeBlasio to energize the City's efforts to increase food security, increase ways to access healthy food, and expand the dynamic work of connecting food policy to environmental sustainability. Kate is a leader in the food policy sector, with over two decades of experience fighting for food security and broader anti-poverty solutions in New York City and nationally. She comes to the Mayor's Office from City Harvest, New York City's largest food rescue organization feeding New Yorkers who are food-insecure, where she led the organization's strategy to define the food security program and policy agenda. She also oversaw the creation of a New York City-based alliance of more than 80 organizations to influence the Child Nutrition Reauthorization and led a national working group of public health professionals committed to influencing Farm Bill policies with evidence-based public health priorities, including those in New York. MacKenzie will lead the de Blasio Administration's commitment to Good Food Purchasing, focused on increasing access to healthy sustainable foods for over 238 million meals and snacks served daily by City agencies, from public schools to senior centers. As the Director, Kate will also deepen important partnerships with advocates, community leaders, and cross-sector partners to leverage food policy to achieve food equity and health for all New Yorkers. Kate was raised in Pennsylvania and received degrees from Cornell University and Columbia University Teachers College. She lives in Brooklyn.