

Greenbelt Webinar: Making Matches along the Food Value Chain

Date	Location	Notes
Thursday September 20, 2018 3:30pm to 4:45pm	Webinar	Please register here.

Description

Greenbelt Fund will host a webinar in collaboration with the Wallace Center's National Good Food Network initiative focused on "matchmaking" within local food value chains.

A value chain is a set of linked businesses who work together to serve their customers' needs while also addressing larger societal goals. In this first of four webinar series hosted by the Greenbelt Fund, they look at how a third party goes about the work of linking the elements of the local food value chain.

Presenters from very different contexts – non-profit and for profit – will illuminate the art of successful matchmaking within these local food value chains, enabling critical skills and techniques for effective matchmaking and tracking connections. Learn how to keep relationships strong and trusting by analyzing unsuccessful match attempts and knowing what to look for in a potential match. **Webinar learning outcomes:**

- Illustration of local food value chain coordination as high value (low cost, high impact) activity
- Critical skills and techniques for effective matchmaking
- What to look for in a potential match
- Challenges and pitfalls of matchmaking
- How to track connections
- How to manage several relationships

Panelists: Allison Blansfield (*SweetGreen*), Jay McGhee (*FamilyFarmed*), Rebecca Dunning (*NC State University*), and Sarah Fritschner (*Organic Association of Kentucky*)

If you have any questions about registering for the webinar, please contact Rachel Jones at rjones@greenbeltfund.ca or Sagal Dualeh at sdualeh@greenbeltfund.ca.

Alert Classifications**Category:**

Workshops and Events

Disciplines:

Health and Life Sciences

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