



PEER-TO-PEER SESSIONS

**A Virtual Learning &
Networking Opportunity
for Small Farmers**

Welcome

Who We Are

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Implementing Partners



About These Sessions

We're piloting these sessions to:

- ✓ Elevate ideas and solutions.
- ✓ Facilitate connections and foster collaboration and business opportunities.
- ✓ Listen in to find ways the Michigan Good Food Fund can support you!

(We're posting a link in the chat box now)



Considerations For Today

- We'll hear first from industry guest and our co-host who will offer insights and perspectives from what they're learning.
- We'll open it up to you. Consider the following:
 - What tactic have you tried that seems to be working?
 - What is one challenge (we know you may have many) that you're facing you hope others may have ideas/suggests that could help?
 - What new distribution channels have you found?
 - What resources have you used that others should know about?

Let's stay focused on creativity, innovation, & connections!

Our Guests



Guest Co-Host

Jerry Hebron

Executive Director

Oakland Avenue Urban Farm



Industry Guest

Julia Shanks

Business Advisor

Creator of The Farmer's Office

Guest Bios



Jerry Hebron

For Jerry Ann Hebron, food insecurity was not her first mission. As a successful realtor in both the city of Detroit and Lincoln Park, Michigan, Mrs. Hebron and her husband Billy helped people reach their homeownership goals for nearly 30 years.

After a successful dual career in both real estate and court administration, Mrs. Hebron was called to lead the non-profit organization that became Oakland Avenue Urban Farm in 2008. An avid traveler, Mrs. Hebron discovered early that food was a great unifier that crosses cultural and even language barriers. However, in her own hometown she found extensive food deserts where members of the historic North End community had limited access to fresh food and vegetables.

[Oakland Avenue Urban Farm](#) is an access point for fresh fruit and vegetables in the North End community. The farm also provides youth education programs and is a supplier to local chefs and restaurants. Through generosity of spirit and the shared belief in collective action, Oakland Avenue Urban Farm is creating transformative change in Detroit's North End.

In the future, Oakland Avenue Urban Farm is venturing into workforce development and real estate projects that will continue to revitalize the historic neighborhood of Jerry Ann Hebron youth.

Mrs. Hebron and Oakland Avenue Urban Farm are affiliated with a variety of essential community partners including: Detroit Food Policy Council, Detroit Community Markets, Keep Growing Detroit, the Greening of Detroit, Michigan State Fair (where she serves as Youth Ambassador for urban and rural youth programming), as well as 4H Club, the University of Michigan and the Detroit Black Community Food Security Network.

Guest Bios



Julia Shanks

Julia Shanks is a business advisor based in Massachusetts. She brings a broad range of professional experience to her clients, from pilot to chef to serial entrepreneur. She combines the practicality of an accountant with the creativity of a chef. Julia works with farmers and food producers to help them achieve and maintain financial sustainability. She gives her clients the tools they need to launch, stabilize and grow their ventures. She is the author of: [“The Farmer's Office: Tools, Tips and Templates to Successfully Manage a Growing Farm Business.”](#) Julia earned her MBA from Babson College, and is a QuickBooks certified ProAdvisor.

Let's Talk

Next Steps

- We'll summarize notes and handouts from today's session.
(See separate attachment)
- Please complete a quick survey letting us know how you want to stay connected and what other support would be helpful:

www.cognitoforms.com/MichiganGoodFoodFund/PeertoPeerSessions

THANK YOU!



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