



## 2016 Farm & Food Leadership Conference



Join us to celebrate 10 years of protecting and advancing local farms and food!

On September 25-27, 2016, the 10<sup>th</sup> Annual Farm & Food Leadership Conference will be held at the Bastrop Convention & Exhibit Center in Bastrop, Texas.

For the past decade, the Farm and Ranch Freedom Alliance (FARFA) – now joined by the Council for Healthy Food Systems (CHFS) – has advocated for common-sense policies for our farms and our food.

***Food is not a conservative or liberal issue, it is a human issue.***

Join us and your fellow sponsors, exhibitors, and donors in September in the heart of Central Texas. Farmers, ranchers, non-profit leaders, and local food activists will come together to learn about the forces shaping our food system and what we can do to promote local farms and food.

This year's event will feature special pre-conference workshops for farmers and a new consumer-focused track to draw new audiences.

Your participation will make the conference a success and provide a strong basis for our work in the coming year.

Enclosed is the sponsorship form, along with FARFA and CHFS highlights. We look forward to seeing you at the 10<sup>th</sup> Annual Farm & Food Leadership Conference.

Thank you for your support!

*Judith McGeary*

Judith McGeary  
Founder and Executive Director



# 2016 Farm & Food Leadership Conference Cash Sponsorships



All sponsors may display literature on the information table and will be listed in the Power Point each day of the conference.

<p><input type="checkbox"/> <b>Rainmaker \$4,000</b></p> <ul style="list-style-type: none"> <li>❖ Special recognition during conference opening and closing sessions and breaks</li> <li>❖ Banners displayed in each area of the conference</li> <li>❖ Logo included in conference advertisements</li> <li>❖ Double Exhibitor booth if desired</li> <li>❖ One year Business Membership with classified ad in newsletter</li> <li>❖ Full page ad on inside cover of Winter 2016 Newsletter</li> <li>❖ Listed on FARFA website with logo for 1 year</li> <li>❖ Full page ad on inside cover of conference program</li> <li>❖ 10 conference registrations or dinner tickets or a combination</li> </ul>	<p><input type="checkbox"/> <b>Sustainer \$2,500</b></p> <ul style="list-style-type: none"> <li>❖ Special recognition during conference opening and closing sessions</li> <li>❖ Banner displayed in main conference room</li> <li>❖ Logo included in conference advertisements</li> <li>❖ Exhibitor booth if desired</li> <li>❖ One year Business Membership with classified ad in newsletter</li> <li>❖ Full page ad in Winter 2016 Newsletter</li> <li>❖ Listed on FARFA website with logo for 1 year</li> <li>❖ Full page ad in premium location of conference program</li> <li>❖ 8 conference registrations or dinner tickets or a combination</li> </ul>
<p><input type="checkbox"/> <b>Harvester \$1,500</b></p> <ul style="list-style-type: none"> <li>❖ Banner displayed in main conference room</li> <li>❖ Name listed in conference advertisements</li> <li>❖ Exhibitor booth if desired</li> <li>❖ One year Business Membership with classified ad in newsletter</li> <li>❖ 1/2 page ad in Winter 2016 newsletter</li> <li>❖ Listed on FARFA website with logo for 1 year</li> <li>❖ 1/2 page ad and listing in conference program</li> <li>❖ 6 conference registrations or dinner tickets or a combination</li> </ul>	<p><input type="checkbox"/> <b>Cultivator \$1,000</b></p> <ul style="list-style-type: none"> <li>❖ Name listed in conference advertisements</li> <li>❖ Reduced rate on exhibitor booth if desired</li> <li>❖ One year Business Membership with classified ad in newsletter</li> <li>❖ 1/4 page ad in Winter 2016 Newsletter</li> <li>❖ Listed on FARFA website with logo for 1 year</li> <li>❖ 1/2 page ad and listing in conference program</li> <li>❖ 4 conference registrations or dinner tickets or a combination</li> </ul>
<p><input type="checkbox"/> <b>Seed Sower \$500</b></p> <ul style="list-style-type: none"> <li>❖ Listed in Winter 2016 newsletter with logo</li> <li>❖ Listed on FARFA website for 6 months</li> <li>❖ 1/4 page ad and listing in conference program</li> <li>❖ 2 conference registrations or dinner tickets or a combination</li> </ul> <p><input type="checkbox"/> <b>Agitivist \$250</b></p> <ul style="list-style-type: none"> <li>❖ Listed on FARFA website for 3 months</li> <li>❖ 1/8 page ad and listing in conference program</li> <li>❖ 1 conference registration or 1 dinner ticket</li> </ul>	<p><input type="checkbox"/> <b>Grassroots \$100</b></p> <ul style="list-style-type: none"> <li>❖ Listed on FARFA website as a scholarship sponsor for 3 months</li> <li>❖ Listing in conference program</li> </ul> <p>In Kind (see back of page):  <input type="checkbox"/> Media <input type="checkbox"/> Food <input type="checkbox"/> Silent Auction</p> <p>Exhibitor: <input type="checkbox"/> Non-member/\$450 <input type="checkbox"/> Business/Nonprofit/\$250</p>
Company/ Organization	
Contact	
Website/ Facebook Page	
Address	
City	State
Zip	
Phone	Email
Check enclosed <input type="checkbox"/> or Credit Card #	Ex Date
Security Code	
Scholarship Donation: <input type="checkbox"/> \$50 <input type="checkbox"/> \$100 <input type="checkbox"/> \$200 <input type="checkbox"/> \$ other	<b>TOTAL:</b>

## IN-KIND SPONSORSHIPS

In-kind donations are an integral part of the Farm and Food Leadership Conference

- ❖ **Media sponsorships** that provide outreach to target audiences
- ❖ **Food donations** that provide the ingredients for conference meals and snacks
- ❖ **Silent auction donations:** We welcome gift certificates, hand crafted items, agricultural and food books, consulting services, custom cooking classes, farm tours and stays, and more.

Benefits for in-kind donors include:

- ❖ Listing on FARFA website for 3 months
- ❖ Listing in conference program in area related to the donation (near the menu page for food donors, near the silent auction page for item donors, etc).
- ❖ Advertisements based on cash value of the donation
- ❖ ***Additional benefits based on cash value of the donation***

## EXHIBITOR BOOTHS

We have a very limited number of exhibitor booths available. Each booth includes:

- ❖ 6-foot table and 2 chairs
- ❖ Listing in the conference program and on FARFA website event page for 3 months
- ❖ 1 conference registration

Booth Cost: \$450

Discount for current Business Members and nonprofits: \$250

**Please complete both the box below and on the other side of the page**

Exhibitor Booth	<input type="checkbox"/> Non-member: \$450 <input type="checkbox"/> Business or Sustaining Member: \$250 <input type="checkbox"/> Nonprofit: \$250
In-Kind Donations (please list item & brief description if needed)	Food:  Silent Auction:  Media:  Retail Value:
For silent auction donations, please indicate your preference: <input type="checkbox"/> I can mail the item to P.O. Box 809, Cameron, TX 76520 <input type="checkbox"/> Please pick up the item	



## What the Farm and Ranch Freedom Alliance Does

The Farm and Ranch Freedom Alliance (FARFA) provides a voice for independent family farmers and artisan food producers. We protect our freedom to produce and sell local, diversified foods and provide consumers with access to healthy, unadulterated foods. In our first ten years:

- FARFA fought and won for an exemption to protect local producers from the crushing new federal regulations under the **Food Safety Modernization Act**. Based on FDA's own estimates, that exemption will save thousands of small farmers an average of \$25,000 in compliance costs each year.
- FARFA successfully lobbied for a **cottage food law in Texas** to allow individuals to sell low-risk foods made at home without burdensome government regulations.
- FARFA has served as an information source on **cottage food laws across the country** and provided support for activists working to pass such laws in their own states.
- FARFA **stopped** a Texas bill that would have laid the groundwork for a massive statewide **water marketing** and transportation grid, which would have promoted the draining of rural aquifers. This fight -- to protect our water, our farms, and future generations -- is just beginning.
- FARFA **stopped the National Animal Identification System (NAIS)**, which would have required every person who owned even one livestock or poultry animal to register their property, tag each animal (in most cases with microchips or RFID tags), and report their movements to the government.
- FARFA continues to fight for:
  - **GMO labeling**,
  - **Property tax reform** for urban and sustainable farmers,
  - Expansion of **raw milk** access for consumers,
  - Expansion of options for **home-based food businesses**, and
  - **Transparency and accountability** in government agencies at the state and federal levels.
- FARFA lobbies in Texas and Washington DC for small farmers and producers, and provides advice and support for activists across the country to do the same at the state and local level.



**The Council for Healthy Food Systems (CHFS)**, our sister (c)(3), promotes diversified local and regional foods systems that are healthy, safe, economically sound, and environmentally sustainable. CHFS is a new organization that will focus on education and research.



## Highlights from 2015 Farm & Food Leadership Conference



- ❖ Keynotes by U.S. Congressman Thomas Massie and Texas State Representatives Eddie Rodriguez and David Simpson.
- ❖ On-farm dinner featuring all local foods with live music.
- ❖ Leading experts spoke on the bee crisis, water issues, urban farming, hemp, international trade, young and beginning farmers, farm-to-school programs, food safety regulations, and much more.
- ❖ Sessions on GMOs that covered the farmer, consumer, and scientific perspectives.
- ❖ Activism workshops on citizen lobbying and working at the local level that provided real-world tools for people to tackle the issues that they are passionate about.
- ❖ The combination of in-depth talks and practical training sessions both inspires and empowers people to become effective advocates for our local food systems.



### Testimonials from Past Participants

*"I am asked to attend a lot of conferences on food and agriculture. I always try to leave behind more insight and information than I take with me, but the FARFA conference always leaves me deeply in debt due to the quality of both its presenters and attendees. It's serious continuing education for a dynamic and dedicated community." — 2014 Panelist/Sponsor Alan Lewis, Director of Special Projects, Natural Grocers by Vitamin Cottage*

*"My first conference. I was very impressed at the number of very qualified speakers."*

*"Keep doing what you're doing. I learn a lot every year!" — From a 4<sup>th</sup> time attendee*

*"Great, educational, definitely worth attending."*

