



FARM & RANCH
FREEDOM ALLIANCE

2017 Farm & Food Leadership Conference

September 24-26, 2017



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

Join us at the historic downtown square in McKinney, Texas, to celebrate 11 years of protecting and advancing local farms and food!

The Farm and Ranch Freedom Alliance (FARFA) and the Council for Healthy Food Systems (CHFS) host the **11th Annual Farm & Food Leadership Conference**, and invite you not only to attend, but to build recognition for your business through a range of sponsorship opportunities.

For more than a decade, FARFA has advocated for common-sense policies for our farms and our food. While its sister non-profit, CHFS, is only two years old, it is building a reputation for its educational offerings, including its consumer-focused seminars at this annual Conference.

We hope you will join your fellow sponsors, exhibitors, and donors in September to experience this unique venue, centered in and around the former Collin County Courthouse (c. 1875). Farmers, ranchers, non-profit leaders, chefs, and local food activists will come together to learn about the forces shaping our food system and to find out what we can do to promote local farms and food.

Your participation guarantees that small-scale farmers throughout the region have the chance to learn about the important issues that impact their survival, plus have a chance to meet with chefs and consumers who are eager to ensure their success. You even have an option of sponsoring scholarships for young farmers who would otherwise not be able to attend. Plus your support provides both FARFA and CHFS a strong basis for their work through the remainder of the year.

This packet includes information on the various levels and benefits of sponsorship and provides additional information about the FARFA and CHFS missions. We look forward to seeing you at the 11th Annual Farm & Food Leadership Conference.

Thank you for your support!

Judith McGeary

Judith McGeary
Founder and Executive Director, FARFA & CHFS



2017 Farm & Food Leadership Conference

Cash Sponsorships



<p>Rainmaker \$4,000</p> <ul style="list-style-type: none"> ▪ Special recognition during conference opening and closing sessions and breaks. ▪ Banners displayed in each area of the conference. ▪ Logo included in conference advertisements. ▪ Double exhibitor booth if desired. ▪ Two-year Business Membership with classified ad in newsletter. ▪ Full-page ad on inside cover of Winter 2017 Newsletter. ▪ Listed on FARFA website with logo for 1 year. ▪ Full-page ad on inside cover of conference program. ▪ 8 conference registrations & 8 Monday dinner tickets. 	<p>Sustainer \$2,500</p> <ul style="list-style-type: none"> ▪ Special recognition during conference opening and closing sessions. ▪ Banner displayed in main conference room. ▪ Logo included in conference advertisements. ▪ Exhibitor booth if desired. ▪ One-year Business Membership with classified ad in newsletter. ▪ Full-page ad in Winter 2017 Newsletter. ▪ Listed on FARFA website with logo for 1 year. ▪ Full-page ad in premium spot of conference program. ▪ 6 conference registrations & 6 Monday dinner tickets.
<p>Harvester \$1,500</p> <ul style="list-style-type: none"> ▪ Banner displayed in main conference room. ▪ Name listed in conference advertisements. ▪ Exhibitor booth if desired. ▪ One-year Business Membership with classified ad in newsletter. ▪ Half-page ad in Winter 2017 newsletter. ▪ Listed on FARFA website with logo for 1 year. ▪ Half-page ad and listing in conference program. ▪ 4 conference registrations & 3 Monday dinner tickets. 	<p>Cultivator \$1,000</p> <ul style="list-style-type: none"> ▪ Name listed in conference advertisements. ▪ Reduced rate on exhibitor booth if desired. ▪ One year Business Membership with classified ad in newsletter. ▪ Quarter-page ad in Winter 2017 Newsletter. ▪ Listed on FARFA website with logo for 1 year. ▪ Half-page ad and listing in conference program. ▪ 3 conference registrations & 2 Monday dinner tickets.
<p>Seed Sower \$500</p> <ul style="list-style-type: none"> ▪ Listed in Winter 2017 newsletter with logo. ▪ Listed on FARFA website for 6 months. ▪ Quarter-page ad and listing in conference program. ▪ 2 conference registrations & 50% off 2 Monday dinner tickets. 	<p>Aktivist \$250</p> <ul style="list-style-type: none"> ▪ Listed on FARFA website for 3 months. ▪ 1/8 page ad and listing in conference program. ▪ 1 conference registration & 50% off 1 Monday dinner ticket.
<p>Grassroots \$100</p> <ul style="list-style-type: none"> ▪ Listed on FARFA website as a scholarship sponsor for 3 months. ▪ Listing in conference program. 	<p>Other Opportunities</p> <ul style="list-style-type: none"> ▪ In Kind (see additional info on next page): <input type="checkbox"/> Media <input type="checkbox"/> Silent Auction ▪ Exhibitor: <input type="checkbox"/> Regular \$450 <input type="checkbox"/> Member/Nonprofit \$350

All sponsors may display literature on the information table and have their logo included in the daily slide presentation.

Company/ Organization		
Contact		
Website/ Facebook Page		
Address		
City	State	Zip
Phone		Email
Check enclosed <input type="checkbox"/> or Credit Card # <input type="text"/>		Exp. Date <input type="text"/>
Scholarship Donation: <input type="checkbox"/> \$50 <input type="checkbox"/> \$100 <input type="checkbox"/> \$200 other \$ <input type="text"/>		TOTAL: <input type="text"/>

2017 Farm & Food Leadership Conference

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.
- **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 on page designated for in-kind sponsors
- Advertisements based on cash value of the donation.
- ***Additional benefits based on cash value of the donation.***

Exhibitor Booths

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

- An 8' x 5' space, with table and chairs.
- Listing in the conference program and on FARFA website event page for 3 months.
- 1 conference registration.
- Up to 2 additional registrations at a discounted rate

Booth Cost: \$450

Discount cost for current Business & Sustaining Members and nonprofits: \$350

Please complete the box below plus the form on the previous page.

In-Kind Donations <i>(please list item & brief description if needed)</i>	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 at this location: _____	
Exhibitor Booth	<input type="checkbox"/> Regular: \$450 <input type="checkbox"/> Business Member or Sustaining Member: \$350 <input type="checkbox"/> Nonprofit: \$350



FARM & RANCH
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What We Do



The Farm and Ranch Freedom Alliance (FARFA) provides a voice for independent family farmers and local food producers. We protect the freedom to grow and sell local, diversified products and provide consumers with access to healthy, unadulterated foods. Among our accomplishments:

- FARFA fought and won an exemption to protect local producers from the crushing federal regulations under the **Food Safety Modernization Act**. Based on FDA's own estimates, that exemption saves thousands of small farmers an average of \$25,000/year in compliance costs.
- 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.
- 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:
 - **Property tax reform** for urban and sustainable farmers,
 - Expansion of **raw milk** access for consumers,
 - Expansion of options for **home-based food businesses**,
 - **GMO labeling**, and
 - **Transparency and accountability** in government agencies.
- 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 501(c)(3), promotes diversified local and regional foods systems that are healthy, safe, economically sound, and environmentally sustainable. The Council is a clearinghouse for information on diversified food systems and is working to build its capacity to fund research, surveys, and case studies on pertinent issues.

CHFS seeks out and shares information and solutions on how to build a food and agriculture system that is resilient over time, creating a sustainable environment that provides for the present without compromising the needs of future generations.

The Council keeps a close watch on the source of our foods, keeping the public informed about nutrition, genetically engineered foods, organic vs. conventional, artificial ingredients, and labeling. Just as importantly, CHFS tracks issues of integrity such as treatment of farm workers, international trade agreements, and the accountability and transparency of corporate and government entities that create obstacles for local food systems.



2016 Highlights

Farm & Food Leadership Conference



The 2016 Farm & Food Leadership Conference drew its largest crowd ever and included these highlights:

- Keynote by Dr. John Ikerd, agricultural economist and leading figure in the sustainability revolution.
- Our first-ever pre-conference workshops, on how to comply with new federal Food Safety Modernization Act regulations, how to run a successful co-op, and profitable & sustainable farming, and
- Leading experts spoke on sustainable sourcing at retailers and restaurants, the future of water and its impact on agriculture in Texas, government programs and private funding options for farm financial security, 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.



Reviews from 2016 Participants

“I think I may become politically active for the first time in my life. I want to learn everything I can about food and eating in the U.S. I think this is the most inspiring conference.”

■ ■ ■

“The networking is amazing.”

■ ■ ■

“Lots of information across the board; so happy to incorporate my list of new 24 to-do’s!”

■ ■ ■

“This is our first year, and we are very impressed!”

■ ■ ■

“All the topics I attended were amazing, and all high caliber speakers!”

