

FARM & FOOD

Leadership Conference 2019

August 12-13 | San Marcos, Texas

Join us at the Texas State University campus in San Marcos, Texas, to celebrate 13 years of protecting and advancing local farms and food, along with an exciting new collaboration!

The Farm and Ranch Freedom Alliance (FARFA), Texas State University's Small Producers Initiative (SPI), and the Council for Healthy Food Systems (CHFS), will host the **13th Annual Farm & Food Leadership Conference**, and invite you to build recognition for your business through a range of sponsorship and exhibitor opportunities.

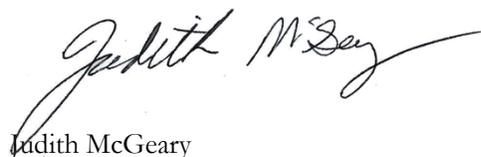
We hope you will join us for this cutting-edge event at the fifth largest university in Texas. An anticipated 400-500 farmers, ranchers, local food businesses, non-profit leaders, and local food consumers will come together to learn about regenerative farming and ranching, the forces shaping our food system, and what they can do to promote local farms and food.

The high-quality educational programming is combined with a new expanded trade show and locally sourced meals, promoting networking across the entire local food industry. Our farmer and rancher attendees raise a wide range of products: vegetables & fruits, sprouts, aquaponics, cut flowers, eggs, poultry, cattle, small ruminants, hay & forage crops, and more. The conference also attracts restauranteurs, chefs, artisanal product makers, and other local food businesses.

Your sponsorship puts your business in front of all these people *and* helps small-scale producers learn about the important issues that impact their businesses, while educating and motivating consumers to take action for their own health and the health of our food system.

Your support also provides a strong foundation for our work through the remainder of the year. FARFA advocates for common-sense policies for our farms and our food, while CHFS educates consumers on the impact of their food choices. SPI, our conference collaborator, works to provide technical resources and education to historically underserved farmers and ranchers in Texas.

This packet includes information on the various levels and benefits of sponsorship and provides additional information about FARFA, SPI, and CHFS. We look forward to seeing you at the 13th Annual Farm & Food Leadership Conference. Thank you for your support!



Judith McGeary
Founder and Executive Director, FARFA & CHFS
P.O. Box 809, Cameron, TX 76520
www.FarmAndRanchFreedom.org
www.HealthyFoodSystems.org



Ken Mix, Ph.D.
Associate Professor, Department of Agriculture
Texas State University
www.smallproducersinitiative.txstate.edu



2019 Farm & Food Leadership Conference

Sponsorships

All sponsors may display literature on the information table in the exhibit hall
All sponsors have their name and logo included in the slide presentation at plenary sessions
All sponsors get reduced rates on tickets for the Monday night farm-to-table dinner

	Agtivist	Seed Sower	Cultivator	Harvester	Sustainer	Rainmaker
Cost	\$250	\$500	\$1,000	\$1,500	\$2,500	\$4,000
Conference Registrations	1	2	3	4	6	8
Program listing	Name	Name & contact info	Name & contact info	Name & contact info	Logo & contact info	Logo & contact info
Website listing on FARFA, CHFS & SPI	Name	Name & link	Name & link	Logo & link	Logo & link	Logo & link
Program ad	X	1/8 page	1/4 page	1/2 page	Full page	Full page, premium location
FARFA Member newsletter inclusion	X	Listed	1/4 page	1/2 page	Full page	Full page, premium location
FARFA Business membership (includes classified ad)	X	X	1 year	1 year	1 year	2 years
Exhibitor Booth	X	X	25% off	Single booth	Single booth in preferred location	Double booth
Farm-to-table dinner tickets	X	X	X	1	3	8
Banner displayed	X	X	X	✓	✓	✓
Special recognition	X	X	X	At plenary sessions	Plenary sessions + dinner	Plenary sessions + dinner + registration table

We also welcome:

- **Media sponsorships** that provide outreach to target audiences.
- **Food sponsorships** for our local lunches, dinner, and refreshments
- **Silent auction donations:** 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, SPI, and CHFS websites for one year
- Listing in conference program on page designated for in-kind sponsors.
- Advertisements & promotional benefits based on cash value of the in-kind donation, with adjustments made to the number of registrations & dinner tickets.

2019 Farm & Food Leadership Conference

Exhibitor Booths

The conference will be held at the LBJ Student Center on Texas State University campus in San Marcos. Exhibitors will be featured in the “LBJ Ballroom,” which is centrally located on the 3rd floor between the main entrance/exit and all conference session rooms. Coffee & refreshments will be provided in the exhibitor area to encourage attendees to come to the room frequently.

Exhibitors are a high priority for our event, based on SPI’s needs assessment that showed that farmers want to meet service providers at conferences, including suppliers of seed, equipment, fertilizer, financial services, and government programs.

Each exhibitor booth includes:

- An 8’ space, with a 6’ table and chairs.
- Name and contact information in the conference program.
- Name and link on FARFA, SPI, and CHFS’s website event pages for one year
- Mention on each of FARFA, SPI, and CHFS’s Facebook accounts.
- 1 complimentary conference registration.
- Up to 4 additional registrations at \$50 per person.

Regular..... **\$350**
 Regular, double-booth **\$600**
 Educational nonprofits and FARFA Business Members..... **\$250**

Sign up as a sponsor or exhibitor today!

Company/ Organization			
Contact			
Website/ Facebook Page			
Address			
City	State	Zip	
Phone	Email		
Sponsorship level: ___ \$250 ___ \$500 ___ \$1,000 ___ \$1,500 ___ \$2,500 ___ \$4,000			
Exhibitor booth: ___ Regular (\$350) ___ Double (\$600) ___ Nonprofit/FARFA Business member (\$250) ___ Extra registrations (\$50 each)			
Check enclosed _____ or Credit Card #		Exp. Date	Security Code
Scholarship Donation: ___ \$50 ___ \$100 ___ \$200 other \$ _____			TOTAL:
In-Kind Donations: ___ Media ___ Food ___ Silent Auction	Please list item & retail value:		

Past Highlights

FARFA's Farm & Food Leadership Conference returns to Central Texas after two years in the North Texas city of McKinney. About 300 farmers, ranchers, chefs, homesteaders, gardeners, and consumers attended each year, participating in three days of combined pre-conference workshops and informative sessions presented by inspirational speakers.

All conference participants are curious, engaged, and searching for information on ways to build a sustainable, healthy, and just food system. As one recent participant told us, **"I go to a lot of conferences ... but this one is a must!"**



The first two Annual Small Producers Conferences at Texas State University provided educational opportunities on a variety of topics identified by producers through a needs assessment. Topics included financial planning and capital acquisition, food safety regulations, marketing, soil health and many others. The conference drew an average of 100 attendees each year.

From a small vegetable producer in Cameron County, on the 2018 Small Producer Conference:

"I have made huge progress... I was just approved for 4 high tunnels and drip irrigation through NRCS...I wouldn't have considered applying if I hadn't had the opportunity to meet new connections face to face... Perfect example of what just being informed and involved can do. You guys provide a great service in hosting these conventions and give people like me hope and confidence to reach out to our resources. It would have taken me 5-7 years to gather the funds on my own to get to this point I was able to achieve it in a year."



What We Do



**FARM & RANCH
FREEDOM ALLIANCE**

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 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 radio-frequency ID 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.



**Council for
HEALTHY FOOD SYSTEMS**

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 provides educational opportunities for farmers, consumers, and food-related businesses in order to create a more just and healthy food system.

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.



The **Small Producers Initiative (SPI)** is a program housed in the Department of Agriculture at Texas State University whose mission is to tackle the needs of historically underserved farmers and ranchers in Texas.

Texas has the largest number of Hispanic, African American, and beginning farmers in the nation, the 2nd largest veteran population, and has 3 of the 10 largest cities in the U.S. (with Austin a close #11). Growing consumer demand for “local,” “organic,” and “sustainable” food, along with strong evidence supporting the need to address myriad challenges faced by small producers, are the drivers of SPI’s formation and success.

A brief history of SPI activities and accomplishments:

- Development of an **Advisory Committee** with diverse membership from farmers and ranchers, nonprofit advocates and educators, and USDA representatives. The Advisory Committee meets several times annually.
- Successfully completed two **Small Producers Conferences**, in 2017 and 2018, at Texas State University, drawing an average of 100 people each year
- Conducted a survey of 70 farmers and ranchers through the SPI **Small Producers Needs Assessment**, identifying their biggest challenges. The top five responses were:
 - Access to capital (84%)
 - Aversion to acquiring debt to finance their operation (81%)
 - Financing (81%)
 - Organic certification requirements (76%)
 - Access to equipment (72%)
- SPI has facilitated **eight (8) free webinars**, each with an average of 20 participants. Topics included: insurance and legal issues, USDA financing and resources, soil health, water rights, aquaponics, small-scale poultry, formation of cooperatives, and food safety/FSMA.

SPI is financially supported through several USDA grants: Capacity Building Grants for Non-Land Grant Colleges of Agriculture Program (NLGCA) and two (2) grants through the Outreach and Assistance for Socially Disadvantaged Farmers and Ranchers and Veteran Farmers and Ranchers Program (AKA the 2501 program).

SPI’s key personnel in the Department of Agriculture are: **Dr. Ken Mix**, Associate Professor of Crop and Soil Science, **Prasanna Surathkal**, Research Associate with a focus on agricultural economics and marketing, and **Katie Tritsch**, Graduate Assistant to the program.



The rising STAR of Texas