

# FARM & FOOD

## Leadership Conference 2020

August 6-8 | Texas State University, San Marcos, Texas

Sister organizations Farm and Ranch Freedom Alliance and the Council for Healthy Food Systems collaborate for a second year with Texas State University's Small Producers Initiative to host the **Farm and Food Leadership Conference**.

We invite you to build recognition for your business or organization through presence at this gathering of small-scale farmers, ranchers, and various stakeholders in local and regional food systems. Food producers will be joined by experts and advocates for regenerative, sustainable, and organic agriculture; consumers who support their local farmers; homesteaders; farm-to-table chefs; and others interested in the forces that shape our food systems.

You'll find many levels of participation described in this packet, from cash sponsorships and silent auction donations to exhibitor and advertising opportunities. Put your name in front of this dynamic (and growing!) group and, at the same time, help us provide small-scale producers the opportunity to learn about the issues that impact their businesses, while educating consumers on the importance of supporting those producers.

Your participation in this event provides a strong foundation for our work throughout the year. The Small Producers Initiative works to provide technical resources and education to historically underserved farmers and ranchers in Texas. And while FARFA advocates for common-sense policies for our farms and our food, CHFS educates consumers and farmers on a range of topics relating to sustainable agriculture.

Within this packet, you'll find details about various levels and benefits of sponsorship as well as additional information about FARFA, SPI, and CHFS. We look forward to seeing you at the 14<sup>th</sup> Annual Farm & Food Leadership Conference. Thank you for your support!



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[www.FarmAndRanchFreedom.org](http://www.FarmAndRanchFreedom.org)  
[www.HealthyFoodSystems.org](http://www.HealthyFoodSystems.org)



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## 2020 Farm & Food Leadership Conference

### CASH 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.

	<b>Agtivist</b>	<b>Seed Sower</b>	<b>Cultivator</b>	<b>Harvester</b>	<b>Sustainer</b>	<b>Rainmaker</b>
Donation Amount	\$250	\$500	\$1,000	\$1,500	\$2,500	\$4,000
Free Conference Registrations	1	2	3	4	6	8
Program Listing of Sponsors	Name	Name & contact info	Name & contact info	Name & contact info	Logo & contact info	Logo & contact info
Listing on FARFA, CHFS & SPI Websites	Name	Name & link	Name & link	Logo & link	Logo & link	Logo & link
Program Ad	N/A	1/8 page	1/4 page	1/2 page	Full page	Full page, premium location
FARFA Member Newsletter Listing or Ad	N/A	Listing	1/4 page	1/2 page	Full page	Full page, premium location
FARFA Business Membership (includes newsletter classified ad)	N/A	N/A	1 year	1 year	1 year	2 years
Exhibitor Booth	N/A	N/A	50% off	Single booth	Single booth in preferred location	Double booth
Banner Displayed at Conference	N/A	N/A	N/A	✓	✓	✓
Special Recognition During Announcements	N/A	N/A	N/A	At Plenary Sessions	At Plenary Sessions	At Plenary Sessions + Registration Table

We also welcome in-kind donations in these categories:

- **Media sponsorships** from print, web, TV, or radio outlets that offer free or reduced advertising.
- **Food sponsorships** from restaurants or food producers, donating product for breaks or lunches.
- **Silent auction donations** such as gift certificates, handcrafted items, books on topics of agriculture and food, consulting services, 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.
- Advertisements & promotional benefits are based on cash value of the in-kind donation; with some adjustment to the number of free registration.

# 2020 Farm & Food Leadership Conference

## EXHIBITOR BOOTHS

The Conference takes place at the LBJ Student Center on Texas State University campus in San Marcos. Our Exhibit Hall (**open on Friday and Saturday, Aug. 7-8**) is centrally located, near the main entrance, the registration table, and all breakout session rooms. The coffee and refreshment table as well as the silent auction will be located within the Exhibit Hall space to increase traffic.

Exhibitors are a high priority for our event, based on SPI's farmer survey which showed a desire to meet service providers, including suppliers of seed, equipment, non-chemical fertilizers, 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 websites' event pages for one year
- 1 complimentary conference registration.
- Up to 4 additional registrations at \$50 per person.

Regular ..... **early pricing \$400** (\$450 as of May 1; \$500 as of June 1)  
 Regular, double-booth ..... **early pricing \$600** (\$650 as of May 1; \$700 as of June 1)  
 Nonprofits and FARFA Business Members ..... **early pricing \$300** (\$350 as of May 1; \$400 as of June 1)

### Sign up as a Sponsor or Exhibitor today for Early Pricing!

Company/ Organization		
Contact		
Website/Facebook Page URL		
Address		
City	State	Zip
Phone	Email	
Sponsorship level:    ___ \$250    ___ \$500    ___ \$1,000    ___ \$1,500    ___ \$2,500    ___ \$4,000		
Exhibitor booth:    ___ Regular    ___ Double    ___ Nonprofit/FARFA Business member ___ Extra registrations (1 <sup>st</sup> exhibitor is free; additional are \$50 each)		
Check enclosed ___ or Credit Card #		Exp. Date                      Security Code
Scholarship Donation (optional): ___ \$50    ___ \$100    ___ \$200    other \$ ___		<b>TOTAL:</b>
In-Kind Donations: ___ Media ___ Food ___ Silent Auction	Please describe in-kind donation & provide retail value:	<b>NEW Advertising Opportunity: Purchase program ad space ONLY:</b> ___ Half page (horizontal) \$225 ___ Quarter page (vertical) \$120 ___ Eighth page (horizontal) \$80 Contact <a href="mailto:Teresa@farmandranchfreedom.org">Teresa@farmandranchfreedom.org</a> for ad specifications, deadlines, etc.
Literature Table (for non-exhibitors who wish to display materials): ___ \$75		

**Return this form by mail to FARFA, P.O. Box 809, Cameron, TX 76520,  
or scan and email it to [smallproducers@texstate.edu](mailto:smallproducers@texstate.edu).**

## Don't Miss This Chance to Build Awareness!

The Farm & Food Leadership Conference returns to San Marcos after last year's attendance of 420 broke the previous record by more than 40 percent. We anticipate an even larger crowd this year, with an expanded Exhibit Hall, even more educational sessions, and our usual crowd-drawing speakers.

Conference participants are curious, engaged, and searching for information on ways to build a sustainable, healthy, and just food system. **Exhibitors in 2019 gave us an overall post-Conference score of 4.7 out of 5. And 95 percent indicated they would return for 2020!**

Take a look at some of the images and exhibitor comments from 2019 ...



“Everyone was helpful. Attendees were deliberate and serious about taking action.”

“Great event, well organized, great attendance.”

“This was a well put together event. Very organized. You were aware of the needs of exhibitors and attendees.”

“Central location in state. Great facility.”



“We appreciated the opportunity to be here. Many leads!”

“Facilities are spacious and allowed plenty of room for foot traffic.”

“Great group of attendees & exhibitors.”



## What We Do

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**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 passage of 5 new laws during the 2019 Texas Legislative Session. They included expansion of the state's **cottage food law in Texas**, adding ferments, frozen fruits and vegetables, and all types of pickled vegetables to the law allowing 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)**, FARFA's 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.

In 2019 and the first half of 2020, the Council is conducting a series of workshops across the state to train farmers on business management, insurance topics, and financial management and resources, all designed to increase producers' opportunities for success. The program, called "Managing for Success on Your Small Farm," was made possible by a grant from USDA, administered by the Southern Risk Management Education Center at the University of Arkansas.



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 second largest veteran population, and has three of the ten largest cities in the United States (with Austin a close #11). Growing consumer demand for “local,” “organic,” and “sustainable” food, along with strong anecdotal 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; and partnered with FARFA and CHFS for the Farm & Food Leadership Conference in 2019, with more than 420 in attendance.
- Conducted a survey of 70 farmers and ranchers through the SPI **Small Producers Needs Assessment**, identifying their biggest challenges. The top five responses were:
  1. Access to capital (84%)
  2. Aversion to acquiring debt to finance their operation (81%)
  3. Financing (81%)
  4. Organic certification requirements (76%)
  5. Access to equipment (72%)
- SPI has facilitated **eight 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 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 Tritesch**, Graduate Assistant to the program.



*The rising STAR of Texas*