

# FARM & FOOD

## Leadership Conference 2020

October 26-27, 2020 | An Online Event

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**, taking place online this year, for the first time in its 14-year-history. Although it won't be the same as seeing everyone face-to-face, we can't wait to share virtual space with our community of farmers, ranchers, local food producers and advocates, homesteaders, and home gardeners!

We invite you to build recognition for your business or organization through your online presence at this event. 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.

**What attendees gain from this Conference is more important this year than ever! COVID-19 has challenged us all in so many ways. This pandemic shed a spotlight on the fragility of the dominant food production practices, and simultaneously highlighted the creativity, resilience, and reliability of our sustainable producers who supplied food for their local communities throughout the crisis. These are the stories we want to share at this event!**

Your participation 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 partnering with you for 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

	<b>Agtivist</b>	<b>Seed Sower</b>	<b>Cultivator</b>	<b>Harvester</b>	<b>Rainmaker</b>
Donation Amount	\$200	\$400	\$1,000	\$1,500	\$2,500
Free Conference Registrations	2	4	6	8	10
Prominent presence on FARFA, CHFS & SPI Websites	Name & link	Name & link	Logo & link	Logo & link	Logo & link and video ad (or preferred ad format) space
Listing & link in registration acknowledgement emails	✓	✓	✓	✓	✓
Listing & link on Conference online platform page	✓	✓	✓	✓	✓
Sponsorship slideshow between online sessions	N/A	✓	✓	✓	✓
Listing & link in all Conference promotion emails	N/A	N/A	✓	✓	✓
Prominent placement on Conference online platform page	N/A	N/A	✓	✓	✓
FARFA Member Newsletter Listing or Ad (1 issue)	N/A	Listing	1/4 page	1/2 page	Full page
FARFA Business Membership (includes newsletter classified ad – 4 issues)	N/A	N/A	1 year	1 year	2 years
Virtual Exhibitor Booth	N/A	N/A	50% off	Free	Free

#### **We also welcome donations for our online auction:**

This year's auction will be entirely online, meaning that we'll have a national audience and that we are looking for donations from all over the U.S. These include gift certificates, handcrafted items, books on agriculture and food, consulting services, farm tours and stays, and more. This year, we will not be accepting bulky or heavy items unless shipment will be paid for and completed by the donor. The auction will be heavily promoted nationally, before and during the Conference.

#### **Benefits for auction donors include:**

- Listing on FARFA, SPI, and CHFS websites for one year.
- Advertisements & promotional benefits equal to cash sponsorships, based on the cash value of the auction donation.
- Links to and descriptions of your business on the auction platform.

## VIRTUAL EXHIBIT HALL

Exhibitors remain a high priority for our event. Post-event surveys have proven that attendees have a strong desire to meet service providers, including suppliers of online marketing platforms and other technology for growers, seeds, farm equipment and tools, non-chemical fertilizers, financial services, and government programs.

**Benefits:**

- Listing on FARFA, SPI, and CHFS websites for one year.
- Special promotional email providing list of all exhibitors, website, contact information, and 2 sentence description.
- Virtual exhibitor hall, allowing you to present a pre-recorded video, offer signups/lead generation, and opportunities for one-on-one discussions. This virtual exhibitor hall will open prior to the Conference for anyone who registers and continue to be available to attendees for one year.
- Opportunities for live virtual discussions with attendees.
- 2 complimentary conference registrations for your organization.

Business ..... **\$300 Early Bird / \$350 after Sept. 30**  
 Nonprofits and FARFA Business Members ..... **\$200 Early Bird / \$250 after Sept. 30**

If you need more information, please contact Katie Tritsch at [smallproducers@txstate.edu](mailto:smallproducers@txstate.edu). If you're ready to reserve your virtual exhibit space, go to <http://bit.ly/FarmAndFoodExhibitor> or mail the form below.

### Sign up as a Sponsor or Exhibitor today!

Company/ Organization		
Contact		
Website/Facebook Page URL		
Address		
City	State	Zip
Phone	Email	
Sponsorship level:    ___ \$200    ___ \$400    ___ \$1,000    ___ \$1,500    ___ \$2,500		
Virtual Exhibit Booth:    ___ Regular Exhibit    ___ Cultivator, Harvester, or Rainmaker Sponsor ___ Nonprofit/FARFA Business member ___ Additional exhibit registrations (in addition to the 2 complimentary registrations)		
Check enclosed _____ or Credit Card #	Exp. Date	Security Code
Scholarship Donation (optional): ___ \$50    ___ \$100    ___ \$200    other \$ _____		<b>TOTAL:</b>
Auction Donations: Please provide description and retail value:		Contact <a href="mailto:Teresa@farmandranchfreedom.org">Teresa@farmandranchfreedom.org</a> with any questions regarding sponsorships, in-kind donations, or silent auction donations.

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

## 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 through August 2020, the Council conducted a series of workshops across Texas 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 provide research, education, and extension to historically underserved farmers and ranchers in Texas. SPI specifically exists to serve women, beginning, minority, veteran, and young farmers producing at small- to medium- scale. We support farmers of every production style throughout the state.

#### **A brief history of SPI activities and accomplishments:**

- Development of an **Advisory Team** with diverse membership from farmers and ranchers, nonprofit advocates and educators, and government representatives. The Advisory Team meets annually.
- Successfully completed two **Small Producers Conferences**, in 2017 and 2018, at Texas State University, drawing an average of 100 people each year.
- Partnered with FARFA and CHFS to co-host the 2019 Farm & Food Leadership Conference, engaging over 420 producers and agricultural advocates over three days of nonstop educational activities.
- Hosted and/or sponsored at least **seven (7) workshops**, both independently and in collaboration with NCAT and TOFGA events.
- Conducted a survey of 184 farmers and ranchers through the SPI **Small Producers Needs Assessment (2017-19)**, identifying their biggest challenges. The top five responses were:
  - Lack of access to capital (71%)
  - Aversion to acquiring debt to finance their operation (68%)
  - Financing (66%)
  - Organic certification requirements (64%)
  - Costs of regulations and permits (64%)
- 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 by 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 Agricultural Sciences are: **Dr. Ken Mix**, Associate Professor of Crop and Soil Science, **Katie Tritsch**, Graduate Research Assistant and Program Contact, and **Prasanna Surathkal**, Research Associate with a focus on agricultural economics and marketing.



*The rising STAR of Texas*