



August 8-10 | Texas State University, San Marcos

The Farm and Ranch Freedom Alliance, the Small Producers Initiative, and the Council for Healthy Food Systems host their third conference collaboration in 2021, now under a new name ... the **Southern Family Farmers & Food Systems Conference**.

This will be the 15th year FARFA has hosted its conference and the 5th for SPI under different names. The new combined name reflects our partnership and combined reach across the Southern United States.

As we're sure others will agree, we can't wait to gather face-to-face again with our community of farmers, ranchers, local food producers and advocates, homesteaders, and home gardeners! We return this year to the San Marcos campus of Texas State University with a new and larger exhibit hall facility, updated meeting rooms, and technological capacity to stream and record keynotes for off-site viewing. Having learned the benefits of flexibility, we're also planning backup dates for an outdoor event in October, should it be necessary.

You'll find a variety of marketing opportunities 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. Your participation provides small-scale producers the opportunity to learn about the issues that impact their businesses, while educating consumers on the importance of supporting local food producers.

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 our combined Southern Family Farmers & Food Systems Conference.** Thank you for your support!

Judith McGeary
Executive Director, FARFA & CHFS
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Ken Mix, Ph.D.
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Texas State University



Southern Family Farmers & Food Systems Conference 2021

CASH SPONSORSHIPS

	Agtivist	Seed Sower	Cultivator	Harvester	Sustainer	Rainmaker
Donation Amount	\$250	\$500	\$1,000	\$1,500	\$2,500	\$4,000
Free Conference Registrations	1	2	3	4	6	8
Listing on FARFA, CHFS & SPI Websites	Name & link	Name & link	Logo & link	Logo & link	Logo & link	Logo & link
Listing & link in registration acknowledgement emails	✓	✓	✓	✓	✓	✓
Program listing & contact info	✓	✓	✓	✓	✓	✓
Program ad	N/A	1/8 page	1/4 page	1/2 page	Full page	Full page, premium placement
Listing & link in all Conference promotion emails	N/A	N/A	✓	✓	✓	✓
Logo on Conference banner display	N/A	N/A	✓	✓	✓	✓
FARFA Member Newsletter Ad (1X)	N/A	Listing	1/4 page	1/2 page	Full page	Full page, premium placement
FARFA Business Membership (includes newsletter classified ad 4/year)	N/A	N/A	1 year	1 year	1 year	2 years
Exhibitor Booth (August 9-10 only)	N/A	N/A	25% off	Single booth	Single booth (preferred location)	Double booth

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.

EXHIBIT HALL

We prioritize exhibitors at this 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:

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**

If you need more information, please contact smallproducers@txstate.edu. If you're ready to reserve your virtual exhibit space, go to <http://bit.ly/SFFFSexhibitor2021> or complete 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: ___ \$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 (optional): ___\$50 ___\$100 ___\$200 other \$_____		TOTAL:
In-Kind Donations: ___ Media ___ Food ___ Silent Auction	Please list item & retail value: Contact Teresa@farmandranchfreedom.org 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.**

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 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:
 - **Policies that support healthy soils and regenerative agricultural methods,**
 - **Scale-appropriate regulations** so that small and medium size farmers and food producers can better supply their communities;
 - More options for **small-scale livestock and meat production**; 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), 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 USDA funded program housed in the Department of Agricultural Sciences at Texas State University. Our mission is to provide research, outreach, 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: conventional, sustainable, organic, livestock, row-crop, fresh market produce, etc.

Research

- We have conducted a survey of 184 farmers and ranchers through the Small Producers Needs Assessment (2017-2019), and identified the biggest challenges faced:
 - 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%)
- We have an ongoing mixed methods needs assessment of Texas small producers funded via SSARE. This is a quantitative investigation of factors of success and predominant challenges and a qualitative examination of their lived experiences and perceptions of success.
- Three research publications in progress (one accepted).
- ***NEW*** Regenerative Agriculture Research Lab. We will begin fee-based soil, plant, and animal tissue testing by September 2021.

Outreach & Extension

- SPI was founded collaboratively in 2015 and developed an Advisory Team with diverse membership of farmers and ranchers, nonprofit advocates and educators, and government agency representatives. The Advisory Team meets annually.
- Since 2016, SPI has been awarded 5 USDA grants to perform research, outreach, and extension for Texas small and historically underserved producers. FY2020-2021 grants include SPI's Agricultural Mentorship Program (SPI-AMP) through USDA OPPE 2501 and funding for the Regenerative Ag Soil Lab from NIFA NLGCA and AFRI.
- SPI has had four annual conferences (2017-2020), growing from around 100 attendees to over 400 in 2019. Pivoted to all virtual delivery in 2020 with ~315 attendees. Recent conferences are part of an ongoing partnership with FARFA & CHFS.
- Awarded ~82 scholarships to historically underserved farmers and ranchers to attend the 2019 conference.
- Hosted and/or sponsored at least 15 workshops or webinars since 2017, both independently and in association with NCAT and TOFGA.

SPI Staff:

Dr. Ken Mix, SPI Program Director & Associate Professor of Soils and Crop Science
Katie Tritsch, Grant Coordinator

Departmental Collaborators:

Dr. Pratheesh Omana Sudhakaran, Co-PI (SPI-AMP) & Assistant Professor of Agricultural Business/Economics