

Northeast Organic Farming Association of Vermont

An organization of farmers, gardeners, and consumers working to promote an economically viable and ecologically sound Vermont food system

Dear NOFA Vermont Supporter,

November, 2009

Please partner with the Northeast Organic Farming Association of Vermont (NOFA-VT) for our 28th annual winter conference. The 2010 conference is sure to be our **BIGGEST** conference ever – attracting more than 1,500 organic consumers, farmers, gardeners, and homesteaders at an expanded conference site, the University of Vermont. The 28th annual Winter Conference, to be held February 13 – 15, will host some of the most important conversations about food system change, farm viability, garden innovations, and community economic development in Vermont and *we hope you'll join us in this effort by providing your financial support*.

Why should you contribute to this important Vermont event? The NOFA Vermont Winter Conference is an event which highlights all that is innovative and fresh in local and organic agriculture. It is an opportunity for farmers, gardeners, eaters, legislators, and educators to share what they have learned in the last year, and forward our collective thinking about farm and food system change in Vermont.

The conference brings together some of the most influential and innovative local food system advocates in Vermont – including *for the first time in Vermont*, the US Secretary of Agriculture, Secretary Tom Vilsack. Never before has a Secretary of Agriculture visited the state of Vermont, and this year, he's chosen to come to the NOFA-VT Winter Conference! We plan to inspire the Secretary by showing him examples of agricultural innovation and leadership in Vermont, and discuss the role of federal food and farm policy on issues such as local food for our schools, low income access, and support for beginner farmers.

The conference theme, **Celebrating the Heart of Organic**, will explore how local and organic agriculture provide a response to the national "Agenda for Change;" how climate challenges, inequities in food access, and increased demand for food grown closer to home are being addressed by innovative farmers, gardeners and communities throughout Vermont. Our Saturday keynote speaker, **LaDonna Redmond**, will place the work of a rural state like Vermont within the context of her urban organizing. Can the "Green" movement also be inclusive of people of color and low-income people? Redmond says it can, and she is demonstrating that crucial reality in pathfinding work in the inner city of Chicago with innovative programs bringing organic foods and urban farms to communities which have otherwise been left out of the picture. LaDonna is a powerful community organizer as well as a talented writer and speaker. (A biography on each keynote is included in this packet.)

Our Sunday keynote speaker is considered the godfather of the Vermont organic dairy industry. **Jack Lazor**, of Butterworks Farm in Westfield, VT, has been farming for over 25 years with his



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wife, Anne. Together they have dedicated their lives to the ongoing process of nurturing the microbial life in the soil, growing grains, beans, oil, healthy crops for their cows, and processing their milk into yogurt. Jack continues to mentor dairy producers and grain growers, and will provide a genuine Vermont perspective that is filled with hope and inspiration to our audience.

In conjunction with the annual adult conference, the NOFA Vermont's Winter Children's Conference plants the seeds for a bountiful future in Vermont's inspirational young people! The Children's Conference, to be held at Edmunds Elementary and Middle School in Burlington, VT, will feature hands-on farm and food-based activities including worm composting, seed saving, sugaring, and sheep shearing.

We offer various sponsor levels from \$100 – \$2,500 that provide many benefits including discounts on registration, exhibiting, as well as advertising in the conference materials and NOFA Vermont's website. We will be advertising to an audience of over 4,000 and expect at least 1,500 attendees at this event, many of who are your devoted customers and many more who could be. Partnering with this conference is an excellent way to show your dedication to local, organic agriculture.

Please take a few moments to read the enclosed information and become a sponsor of the NOFA Vermont Winter Conference! Thank you for your consideration and generous support.

Sincerely,

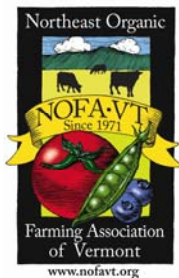


Olga Boshart Moriarty
Winter Conference Coordinator, NOFA-VT



Enid Wonnacott,
Executive Director, NOFA-VT

*We are a nonprofit educational organization with 501(c)(3) status and your donation is tax deductible.



Northeast Organic Farming Association of Vermont's 28th Annual Winter Conference, February 13 & 14, 2010 Sponsorship Benefits

Deadline for Sponsorship is: December 1, 2009!

BENEFITS TO ALL SPONSORS

- Prominent listing in the registration brochure (mailed to over 4,000 homes and businesses) and conference program (handed to approximately 1,500 attendees)
- Web listing and link on the conference website
- Sponsorship listing in the spring newsletter, *NOFA Notes*
- Early invitation to the Farmers' Market/Exhibitor's Fair

AMOUNT	LEVEL	BENEFITS
\$2,500	Benefactor	<ul style="list-style-type: none"> • Benefits to All Sponsors (listed above), plus: • Level one logo placement on NOFA Vermont website, registration brochure, and conference program • Opening conference mentions • Business card printed in spring newsletter, <i>NOFA Notes</i> • Free listing in the Vermont Organic Farm & Food Guide • Three complimentary 2-day registrations - (\$225 value) • Complimentary farmers' market/exhibitor's fair table (8ft) - (\$325 value) • Complimentary 1/2 ad in conference program (\$200 value) • Full membership benefits to up to two designated representatives • Prominent banner location at the conference
\$1,000	Sustainer	<ul style="list-style-type: none"> • Benefits to All Sponsors (listed above), plus: • Level two logo placement on NOFA Vermont website, registration brochure, and conference program • Opening conference mentions • Business card printed in spring newsletter, <i>NOFA Notes</i> • Free listing in the Vermont Organic Farm & Food Guide • Two complimentary 2-day registrations - (\$150 value) • Complimentary farmers' market/exhibitor's fair table (8ft) - (\$325 value) • Complimentary 1/4 ad in conference program (\$125 value) • Full membership benefits for one designated representative
\$500	Contributor	<ul style="list-style-type: none"> • Benefits to All Sponsors (listed above), plus: • Level three name placement on NOFA Vermont website, registration brochure, and conference program • One complimentary 2-day registration - (\$75 value) • 25% off farmers' market/exhibitor's fair table (8ft) - (\$80 value) • Complimentary 1/8 ad in conference program - (\$75 value) • Full membership benefits for one designated representative
\$250	Supporter	<ul style="list-style-type: none"> • Benefits to All Sponsors (listed above) • Level four name placement on NOFA Vermont website, registration brochure and conference program
\$100	Friend	<ul style="list-style-type: none"> • Benefits to All Sponsors (listed above) • Level five name placement on NOFA Vermont website, registration brochure and conference program

NOFA Vermont Winter Conference

Keynote Biographies

LaDonna Redmond (Saturday)



LaDonna Redmond, is President, CEO and Founder of the Institute for Community Resource Development, a nonprofit organization that works on the development and implementation of local food systems in urban communities based in Chicago, IL.

LaDonna's quest for food justice began with the simple wish to feed her two-year-old a diet that wouldn't aggravate his severe food allergies. She could find fried chicken, guns and drugs—but not a single organic tomato. As she traveled all over the city in search of organic food, she began to wonder about the origins of the food she couldn't find. Before that, she says, "I would not have even considered the fact that healthy and nutritious food has a lot to do with how that food was produced." Her efforts to develop sustainable local food systems have given rise to urban farms, a farmers' market, and an Illinois food council. The Institute is now working to form a co-op grocery store.

LaDonna's work has been featured in the local news and in the national media including magazines such as *Organic Style*, where LaDonna was named a 'Women of Style and Substance' *Essence* magazine recognized her as a 'woman shaping the world' and in *TIME* magazine as a 'food innovator.' She has also been featured in *Gourmet*, *Family Circle*, *Living Without*, *Entrepreneur* and the CNN documentary "Americas Killer Diet."

Jack Lazor (Sunday)



Jack Lazor, is co-owner of Butterworks Farm in Westfield, VT, with his wife Anne. He and Anne began their farming careers in 1975 and have been pioneers in the organic dairy movement. As one of the oldest and longest standing organic dairies in the country they have been the first to try and improve on new concepts like the bedded straw pack solar barn and the sprouting of feed grains for dairy cows. Jack has dedicated his life to building humus and mineral fertility in his soils and the result has been super sweet tasting milk and fantastic yogurt.

After thirty-three years of farming, the Lazors are still going strong. Jersey milk yogurt, buttermilk, sweet Jersey cream, cheddar cheese, and grain products provide an income for the farm and its twelve employees. The next generation has entered into the business. Jack and Anne are delighted by the recent upsurge in interest in eating more locally, since home-grown food has always been their mainstay. They are also very encouraged by the number of young people who want to farm and Jack and Anne want to do everything they can to help and advise beginning farmers succeed as stewards of the earth and producers of food.





NOFA Vermont 2010 Winter Conference Sponsorship Reply Form

Business/Organization

Business/Organization: _____
Address: _____
City, State, Zip: _____
Website Address: _____

Sponsor Contact

Full Name, Title: _____
Phone, Fax, Email: _____

Advertising Contact

Full Name, Phone number, Email: _____

Sponsorship

Please enroll me at the following level:

- \$2,500 Benefactor** **\$1,000 Sustainer** **\$500 Contributor** **\$250 Supporter** **\$100 Friend**

\$2,500 Benefactor

Yes, please reserve me a complimentary farmers' market table

Yes, please reserve me a complimentary 1/2 page ad in the conference program. *Due 1/26/10.*

The following attendees will be using our complimentary registrations:
#1: _____
#2: _____
#3: _____

\$1,000 Sustainer

Yes, please reserve me a complimentary farmers' market table

Yes, please reserve me a complimentary 1/4 page ad in the conference program. *Due 1/26/10.*

The following attendees will be using our complimentary registrations:
#1: _____
#2: _____

\$500 Contributor

Yes, please reserve me a farmers' market table at 25% off. My completed exhibitor's form is enclosed.

Yes, please reserve me a complimentary 1/8 page ad in the conference program. *Due 1/26/10.*

The following attendee will be using our complimentary registration:
#1: _____

Payment Information

Total amount due: \$ _____
(To consolidate payments, feel free to include your sponsorship with your advertising and exhibiting fees—found on the Exhibiting and Advertising Form).

- Check is enclosed
 Sponsorship is being sent in with exhibiting/advertising payment.
 Please invoice me

Please return by **December 1, 2009** to:
NOFA Vermont, Winter Conference, PO Box, 697, Richmond, VT 05477
or fax to: 802-434-4154.

