



# 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*

## PRESS RELEASE

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## NOFA Vermont's 4th Annual Direct Marketing Conference

**South Royalton** –Vermont farmers, who sell their products directly to their local communities through farmers' markets, farm stands, and CSA (community supported agriculture) farms, will gather for a day of workshops and networking on Saturday, January 10<sup>th</sup> at the Vermont Law School in South Royalton.

The Northeast Organic Farming Association of Vermont's 4<sup>th</sup> Annual Direct Marketing Conference is designed to bring together farmers and market experts to serve as an educational opportunity helping farmers build stronger marketing opportunities to serve the thriving Vermont market for local food.

The conference will feature 15 workshops on a variety of marketing and market development topics including *Marketing Materials that Work*, *Growing for Winter Sales*, *Farmers' Market Risk Management Tools*, *Innovations in Selling and Marketing Farm-Fresh Meat*, and *On-Line Marketplaces*. The conference will also host the annual meeting of the Vermont Farmers' Market Association as well as hold a statewide CSA Network meeting.

NOFA Vermont strengthens farmers' markets and CSAs in Vermont by providing technical assistance, collecting annual economic data, serving as the umbrella organization for the Vermont Farmers' Market Association, and offering a farmers' market mini-grants program.

More information about the conference is available online at [www.nofavt.org](http://www.nofavt.org). Registration is by pre-registration through January 7. Walk-ins are also welcome. Registration fees are \$30 for NOFA Vermont members, \$35 for non-members. A lunch made with local ingredients and refreshments are included with the conference fee.

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*NOFA Vermont works for local farms, healthy foods, and strong communities*



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