



FOR IMMEDIATE RELEASE

For more information: Kelly Fuerstenberg, NAFDMA, 413/529-0386

Note: Digital images of the conference logo are available in 2-color or black and white versions. Digital photos of several tour stops are also available. Please e-mail Kelly@WhiteLoafRidge.com to request a logo or photos.

Farm direct marketing conference is slated for Jan. 13-14, 2006, in Texas

Farmers and ranchers from throughout North America will be heading south to Texas to discover potential of farm direct marketing. They'll be participating in the annual conference of the North American Farmers' Direct Marketing Association (NAFDMA). The conference will be held Jan. 13-14, 2006, in Austin, Texas, at the Hyatt Regency Austin. The conference includes a trade show that will feature more than 40 exhibitors.



The conference is part of the 21st annual North American Farmers' Direct Marketing Convention. The convention is one of the premiere farm direct marketing events in the world. Past attendees have come from as far as the United Kingdom, Ireland, Japan and Australia. In addition to the two-day conference, the convention includes a three-day pre-conference bus tour, a day of intensive workshops and an advanced-level post-conference bus tour.

The convention's theme is Discover Potential. The goal is to help farmers and ranchers discover potential in themselves, their farms and the farm direct marketing industry. To achieve this goal, NAFDMA brings together some of the best speakers—including farmers and ranchers—from the farm direct marketing industry.

The conference's keynote address will delve deep into industry trends. Keynote speakers Brent Warner and Ed Mahoney will help conference attendees discover potential in a variety of areas. They'll share information in a lively way that is sure to inspire! Warner, a direct marketing specialist with the British Columbia Ministry of Agriculture in Victoria, B.C., and secretary of NAFDMA, is one of the farm direct marketing industry's leading experts. He is co-author of *Marketing on the Edge: A Marketing Guide for Progressive Farmers*. Mahoney is an associate professor in the Department of Park, Recreation and Tourism Resources at Michigan State University, East Lansing, Mich. Both Warner and Mahoney are well known and highly respected in North America's farm direct marketing industry. Together, they'll tie the trends into many of the conference's educational sessions.

In addition to educational sessions, the conference will feature an opportunity to visit a local Austin farmers' market. A bus will take conference attendees to and from Sunset Valley Farmers' Market, which is run by NAFDMA member Pamela Boyar.

The pre-conference bus tour will feature an unprecedented number of different tour options, running the gamut from agritourism to on-farm retail. The tour will be based at the Sheraton Gunter Hotel in San Antonio. Tour options will include Farmers' Markets; Animals and Adventure; and Peaches, Plants & PYO. All tours will combine educational tour stops with a little bit of local Texas flavor. All tours will stop at Wildseed Farms in Fredericksburg as well as The Farm Country Club in Bandera. Most tours will have lunch in Luckenbach, and they'll all enjoy dinner at Pedrotti's North Wind Ranch in San Antonio. Each tour will have a limited number of buses. Buses will be filled on a first-paid, first served basis.

A day of workshops will be held Thursday, Jan. 12, 2006. Workshops will include a combination of beginner and advanced level topics, such as Farm Direct Marketing & Agritourism 101, Farmers' Markets 101, Advanced Retail Detail and Interpretive Training: How to Tell Your Story.

The post-conference bus tour will head further south for an intensive two-day, advanced level tour. Participants will have an option to extend their trip by three days.

For convention information, visit www.nafdma.com. Or, e-mail info@nafdma.com or call (413) 529-0386. Registration will be available on-line beginning Oct. 1. An early registration discount is available until Dec. 6.

The North American Farmers' Direct Marketing Association is the leading farm direct marketing association in the world. It promotes and fosters the growth of farm direct marketing throughout North America. Its members support their family farms by selling millions of dollars worth of farm-grown produce directly to consumers at farm stands, farmers' markets, pick-your-own farms, consumer-supported agriculture, agritourism venues, and other ever-growing innovations in direct producer-to-consumer agricultural marketing methods. Find out more about the organization at www.nafdma.com.