

Appalachian Sustainable Agriculture Project
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FOR IMMEDIATE RELEASE

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Marketing Opportunities for Farmers Conference Works to Keep Farmers Farming

ASHEVILLE, NC (November 9, 2009) – Family farmers can succeed in the current economy, with the right knowledge about customers and buyers. To insure farmers have the information they need, Appalachian Sustainable Agriculture Project (ASAP) holds the Marketing Opportunities for Farmers Conference. ASAP's seventh annual conference will be held on Saturday, February 27, 2010 at Warren Wilson College in Swannanoa, NC.

Farmers, those seriously interested in farming, food buyers, and high school age FFA students are invited to attend the full day of networking and training.

Workshops will address topics such as:

- Farm to Institution: school and hospital markets
- Farm to Grocer: selling to grocery buyers
- Farmers tailgate markets: basics and management
- CSAs: farm subscription marketing
- Promotions and what they cost
- Quickbooks for farms
- Farm business planning
- Services for farmers available from regional organizations
- Innovative marketing approaches in practice in the area.

Workshops are taught by fellow farmers, agriculture professionals, and marketing specialists.

Potential buyers of locally-grown goods are also invited to attend the full conference, or come to network at lunch for no charge. Opportunities for farmer/buyer meetings are planned.

The cost for the conference is \$30, or \$45 per two farm partners if you register before February 1st. The cost is \$35, or \$50 per two farm partners beginning February 1. Price includes light breakfast, local foods lunch, and a resource notebook. Scholarships for FFA students and those with financial need are available.

For more information or to register, visit <http://www.asapconnections.org/MOFF2010.html> or call (828) 236-1282. The conference has often sold out, so register early.

ABOUT THE APPALACHIAN SUSTAINABLE AGRICULTURE PROJECT

ASAP is helping to rebuild the local economy, preserve rural land and heritage, encourage sustainable agricultural practices, and increase access to fresher, healthier foods. We work to keep farmers farming and to reconnect people with their food. We involve businesses, shoppers, chefs, children, seniors, healthcare providers, teachers, and all community members in the local food movement. ###