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FOR IMMEDIATE RELEASE:

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ASAP's MOFF Conference Offers Something for All Farmers

ASHEVILLE, NC (January 27, 2011)—Whether you've been farming for decades or are new to the field, the upcoming 8th annual Marketing Opportunities for Farmers conference hosted by Appalachian Sustainable Agriculture Project (ASAP) has something for you. The day-long event—known by its acronym, MOFF, and happening this year on February 26 at Warren Wilson College in Swannanoa, NC—offers up a wide variety of workshops led by farmers and agricultural experts from around the region.

New workshops for 2011 include “Efficiency for the Farm: How to use World Class Production Techniques to Save Time and Improve Your Bottom Line” with Robert Gates, a nationally known lean production leader from North Carolina. Local farmer Walter Harrill, of Imladris Farm in Fairview, will also be a part of the workshop; Harrill recently worked with Gates to streamline the production of Imladris' popular line of jams and overall farm operations. “Let's Communicate!” is another of many new sessions. The workshop will touch on a variety of communications vehicles with potential benefits for farmers, including social media websites.

In-demand sessions from years past, including “QuickBooks Basics for Farmers” and “Farm to Table: Selling to Local Restaurants,” will also be offered.

Experienced and beginning farmers, those seriously interested in farming, and FFA students are invited to attend the day of networking and training. Early registration, before February 1, is \$30 per person or \$45 for two people with the same farm. The cost is \$35 or \$50 per two farm partners after February 1. Price includes a light breakfast, local lunch, and resource notebook.

For workshop descriptions and to register, visit www.asapconnections.org/MOFF2011.html or call (828) 236-1282. The conference has often sold out, so attendees should register early. MOFF is made possible with support from Greenlife Grocery, Carolina Farm Credit, and other funders.

ABOUT APPALACHIAN SUSTAINABLE AGRICULTURE PROJECT (ASAP)

ASAP's mission is to help local farms thrive, link farmers to markets and supporters, and build healthy communities through connections to local food. To learn more about ASAP's work, visit asapconnections.org, or call (828) 236-1282. Search their online Local Food Guide at buyappalachian.org.

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