



**Media Contacts:**

Eric Hatling, [eric@mosesorganic.org](mailto:eric@mosesorganic.org), 715-778-5775

Greg Leaf, [greg@groupleaf.com](mailto:greg@groupleaf.com), 651-271-2511

## **NEWS RELEASE**

Release Date: January 25, 2012

### **Nation's Largest Organic Farming Conference Returns to La Crosse, WI, February 23-25**

**SPRING VALLEY, WI** – The Midwest Organic and Sustainable Education Service (MOSES) hosts its **23<sup>rd</sup> annual Organic Farming Conference**, February 23-25, 2012, at the La Crosse Center in La Crosse, WI.

The annual Organic Farming Conference (OFC) is the nation's largest and foremost educational and networking event for the organic farming community.

The farmer-centered OFC will feature more than 65 informative workshops, 160-plus exhibitors, nationally known keynote speakers, and locally sourced food and live entertainment. MOSES expects attendance to be about 3,000 farmers and agricultural professionals.

Held on Thursday, February 23 prior to the OFC, the Organic University will offer 10 full-day courses on various organic agriculture topics for novices and experts alike.

"We're really focused on farmer-to-farmer education and networking at our conference," notes Conference Co-Director Chris Blanchard.

#### **Keynote Speakers**

Two nationally recognized authorities are featured presenters at the OFC.

On Friday, February 23, Margaret Krome, Policy Program Director of the Michael Fields Agricultural Institute, will present: *"Growing Food, Health and Democracy: How Farmers, Activists and Consumers are Finding Our Power and Transforming the Food System."*

On Saturday, February 24, Heinz Award-winning filmmaker Curt Ellis will present a rich multi-media presentation titled: *"Growing Forward: The New Faces of Food and Farming."* *King Corn* filmmaker Ellis is Co-Founder of FoodCorps.

## **Organic Farmer of the Year**

MOSES also will announce and feature the 2012 Organic Farmer of the Year award recipient. The award is granted annually to an outstanding organic farmer or farm family who are innovators; who excel in managing farm resources; and who serve as educators and examples in their communities and to the next generation of organic farmers.

## **Young Organic Stewards**

Young people have always been at the heart of the OFC. The Young Organic Stewards program recognizes, honors and supports the next generation of organic farmers through targeted workshops and social activities.

## **Attendance Details**

Cost to attend the conference is \$195, which includes breakfast, lunch, snacks, workshops, general sessions, admission to the exhibit hall and evening entertainment. Supper is available at the conference for \$15 for adults.

The fee for the in-depth Organic University sessions on Thursday, February 22, is \$170.

The deadline for OFC and Organic University advance registration is Monday, February 13. Walk-ins will be accepted after that for an added fee.

There are numerous events for children and teens throughout the conference, including childcare as well as discounted meals and attendance fees.

## **More information**

To learn more, call MOSES at 715-778-5775 or go to our website,  
<http://mosesorganic.org/conference.html>

For Media, go to the Organic Farming Conference Media Page  
<http://mosesorganic.org/pressofc.html>

Working media are invited to attend. A comprehensive media conference is scheduled for 12:15 pm Friday, February 24.

# # #