



Media Alert for Immediate Release

February 4, 2011

COUNTRY'S LARGEST ORGANIC FARMING CONFERENCE RETURNS TO LA CROSSE FEBRUARY 24-26

SPRING VALLEY, WI – The Midwest Organic and Sustainable Education Service (MOSES) celebrates its 22nd annual **Organic Farming Conference**, February 24 – 26, 2011, 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.

In 2011, this extraordinary, farmer-centered event will feature more than **70 workshops** on a multitude of organic farming, marketing, production and management topics and timely organic agriculture issues. The exhibit hall will showcase over **150 exhibitors** with products, services and resources for farmers and the organic industry. Nearly **3,000 farmers** are expected to attend.

Held on Thursday, the 24th prior to the OFC, the **Organic University** will offer nine intensive, full-day courses on various organic agriculture topics for novice and experts alike.

"This conference is an incredible opportunity for farmers and others to learn about the growing food revolution sweeping the country," says Faye Jones, MOSES executive director.

Keynote Speakers

Two nationally recognized authorities on food and farming issues will serve as keynote speakers. On Friday, **Urvashi Rangan, Ph.D.** will give the keynote address, *From Better Farming to Better Shopping*. On Saturday, **Tom Stearns** will present: *What are We Waiting For? Now is the Time to Rebuild Our Healthy Food System*.

Dr. Rangan is the Director of Technical Policy for Consumers Union. She developed the ratings system, database, and website for evaluating environmental labels. Dr. Rangan continues to decode the meaning of eco-labels for consumers, and advocates for credible labeling in the marketplace, including influencing government policy decisions at the state and federal level.

Tom Stearns of High Mowing Organic Seeds, will speak about local food systems development in Hardwick, Vermont, and the fascinating, collaborative work among

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farmers, businesses, and the community as they face this challenge in a bold and ambitious way. Stearns founded High Mowing Organic Seeds in 1996 when he began sharing seeds with others through a small seed flyer. Since that time, High Mowing Organic Seeds has expanded into one of the leading organic seed companies in the United States.

Organic Farmer of the Year

MOSES will present its **2011 Organic Farmer of the Year Award** to an outstanding organic farmer or farm family who are innovators; who excel in managing their farm resources like soil, water, wildlife and biodiversity; and who serve as educators and shining 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 MOSES Conference. The **Young Organic Stewards** program recognizes the need to honor and support the next generation of food producers through targeted workshops and social activities.

Organic Research Forum

The **Organic Research Forum** will give researchers a unique opportunity to share their cutting edge organic agricultural research with farmers, students and agriculture professionals.

The OFC will feature delicious, locally sourced organic food as well as live music, yoga, films, a children's show and a poetry slam for entertainment.

The 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 those who want to attend the in-depth Organic University sessions on Thursday, February 24, the cost is \$170. There will also be numerous activities for children and teens on Friday and Saturday.

**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>**

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