



# Florida Small Farms Alternative Enterprises Conference



<http://smallfarms.ifas.ufl.edu>

**July 31 & August 1, 2010  
Osceola Heritage Park | Kissimmee, Florida**

## CONFERENCE HIGHLIGHTS

- **Will Allen**, Founder and CEO of Growing Power, Inc. to deliver Keynote Address
- Over 30 educational sessions consisting of presentations, workshops, demonstrations, and discussion groups on the following topics:
  - ◇ Alternative Enterprises
  - ◇ Alternative Energy
  - ◇ Business and Marketing
  - ◇ Horticulture
  - ◇ Livestock
  - ◇ Organic and Sustainable Farming
  - ◇ Policy and Regulations
- Large Exhibition Showcasing Products and Technologies
- Livestock Arena with Live Animal Exhibits
- Local Foods
- Featured Florida Farmers

Visit the website for details:  
<http://smallfarms.ifas.ufl.edu>

## WHY YOU SHOULD PARTICIPATE

Discover the latest information, products and technologies to:

- Increase your productivity
- Diversify your operations
- Increase your profitability

Listen to cutting-edge presentations that address:

- Emerging state/federal programs
- New production and marketing strategies
- Future industry trends

Take advantage of the many networking opportunities throughout the conference to:

- Feel empowered! Find solutions that fit your needs
- Feel inspired! Meet new colleagues with similar interests
- Feel energized! Share your expertise and strengthen Florida's food system.

## WHO SHOULD ATTEND

- Beginning Farmers
- Small to Mid-sized Family Farmers
- Institutional Food Service Providers
- Allied-industry Reps
- Educators
- Researchers
- Policy-makers
- Agricultural Associations
- Foundations
- City/Regional Planners
- Anyone Interested in Strengthening Florida's Food System

## OUR SPONSORS

It is with great pleasure we recognize the following organizations for their commitment and support of this conference.

### Sustaining Partner

University of Florida, IFAS

### Platinum

Florida Department of Agriculture and Consumer Services (FDACS)

### Gold

Florida A&M University, CESTA

### Silver

Aramark

Verti-Gro

Destiny Organics

USDA Farm Service Agency

FL Farm Bureau Federation & FL Farm Bureau Insurance

Global Organics Specialty Source

Farm Credit of Florida

### Bronze

Hani's Mediterranean Organics

Florida Association of Community Farmers Markets

Sponsors recognized as of 5/20/10.

For sponsorship opportunities, contact Bob Hochmuth

Tel: 386-362-1725 ex 103

Email: bobhoch@ufl.edu

For exhibit information, contact Susan Kelly

Tel: 352-793-2728 ext. 236

Email: sakelly@ufl.edu

**Register by July 12 and receive the early bird special!**



**Will Allen, Founder and CEO of Growing Power, Inc. to Keynote at the 2010 Florida Small Farms Conference July 31, 2010**

Allen is founder and CEO of **Growing Power, Inc.** (<http://www.growingpower.org>) a Milwaukee-based organization that is receiving national acclaim for leading what Allen calls the “Good Food Revolution”. Allen was recently named to the Time 100: World's Most Influential People list in the ‘Hero’ category for his efforts to secure healthy, abundant and affordable food for all.

The two-acre urban farm is a magnet for farmers, city and regional planners, policy makers and community leaders interested in creating opportunities for agriculture within city limits where access to fresh, nutritious foods is often limited. Allen employs a holistic approach that incorporates production methods and distribution networks. At sites in and around Milwaukee and Chicago, Allen and his team produce 159 varieties of crops, as well as goats, poultry, bees, rabbits, and fish. They provide hands-on training, demonstration, and technical assistance to foster development of Community Food Systems.

Allen has received numerous awards and financial support, including a John D. and Catherine T. McArthur Foundation Fellow (2008), a Leadership for a Changing World Award from the Ford Foundation (2005) and a 2009 grant from the Kellogg Foundation.

**Growing Power, Inc.**

is a national nonprofit organization and land trust with a simple mission:

***“Support people from diverse backgrounds by helping to provide equal access to healthy, high-quality, safe and affordable food for people in all communities”.***

**The Florida Small Farms and Alternative Enterprises Conference will be held July 31-Aug. 1, 2010 in Kissimmee, FL.** It will feature educational sessions, exhibitors and more. Early registration is encouraged.

For more information, visit the “Florida SF/AE Conference” on the Small Farms and Alternative Enterprises website at: <http://smallfarms.ifas.ufl.edu>.

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