

Northeast Organic Dairy Producers Alliance



Dear NODPA Members, Friends and Supporters,

May 22nd 2017

Planning is well underway for the 17th Annual NODPA Field Days and Annual Meeting, *Embracing Change in Organic Dairy*, and we wanted to let you know about all of the sponsorship and trade show opportunities that are available to you and your organization. It will be at the Truxton Community Center, Truxton, New York, centrally located just north of Cortland and approximately 40 miles south of Syracuse, on **Thursday and Friday, September 28 & 29, 2017.**

Farmers' resilience is a well-known fact. Farm families have long adjusted to the many natural and man-made challenges that face them. These days, with unpredictable weather patterns, milk supply challenges, new technologies, and emerging global competition, farmers face challenges unlike in past generations; some of the changes are happening so rapidly that even resilient farmers need new strategies in their toolboxes. At the 17th Annual NODPA Field Days, *Embracing Changes in Organic Dairy*, we will provide the new tools and strategies so organic dairy farm families will be well positioned to embrace these emerging challenges (*program description is on the next page*).

In order to make this all possible, NODPA needs your support now!

NODPA works hard to offer **free** Field Days registration for dairy producers, transitioning farmers, and their families, and we look to our partners – sponsors, supporters and trade show participants – to make this event and the work of NODPA in representing the interests of organic dairy producers possible. By sponsoring/supporting Field Days, you directly contribute to this important educational opportunity for all organic dairy producers, while at the same time promoting and providing information about your organization.

There are a number of ways that you can support this event: as **SPONSOR, SUPPORTER** and **TRADE SHOW PARTICIPANT**. At every level of support, you will have the opportunity to educate participants about your business or organization, and your support will be noted in all web-based and print materials. Sponsors will again have enhanced exposure because of the NODPA website banner advertising benefit, and sponsors, supporters and trade show participants will gain additional exposure in July's and September's *NODPA News* and the monthly NODPA e-newsletters. *Please see the attached Field Days Sponsorship Opportunities Fact Sheet for full details.*

To sponsor the 17th Annual NODPA Field Days, make a donation or reserve a place at the trade show, please complete the enclosed form and return via mail or email to noraowens@comcast.net. In order to be listed on all print and web-based materials, we must receive this information by the close of business, Friday, July 14, 2017.

We hope to hear from you soon and, in advance, thank you for your support. If you have any questions or need assistance, please call or email **Nora Owens, Field Days Coordinator** (phone: 413-427-7166 or email: noraowens@comcast.net).

Sincerely,

Liz Bawden, NODPA President

Ed Maltby, NODPA Executive Director

NODPA's Mission

To enable organic dairy family farmers, situated across an extensive area, to have informed discussion about matters critical to the well-being of the organic dairy industry as a whole.

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Webmaster/Newsletter layout
Chris Hill

Media Editor, Membership and Event Coordinator
Nora Owens



2017 NODPA Field Days Program: *Embracing Change in Organic Dairy*

The NODPA Field Days Workshop sessions include:

- Organic Soil Health and Fertility for the Future
- Climate Change: Practical farming strategies to manage unpredictable weather patterns
- Innovative Barn Design and Advanced Technology: Assessing your current farm infrastructure in light of advances in barn design and technology
- CowSignals Training: Identifying the signs your cows exhibit and discovering strategies to respond
- Making Sound Decisions: Strategies for making well-informed and financially sound decisions on major farm management changes. (Topics include: *Is your grazing system and farm infrastructure conducive for robotic milking?* and *Is your farm suitable to convert to an all grass-based system?*)
- *Hands Off My Food!*: Learn how both the food industry and the government have played a role in our current food system and how it impacts our lives as consumers and farmers.
- Updates: Government and policy: how the current Washington, DC political climate and activities in organic dairy will impact organic dairy farm families.

The NODPA Field Days Keynote Speaker:

- Jack Rodenburg, CowSignals Trainer, will lead a lively and interactive CowSignals training to teach us how to read our cows' signals better, and how to best apply this knowledge on our farms.

NODPA Field Days Farm Tours:

- Twin Oaks Dairy, owned and operated by Kathie and Kirk Arnold
- Casey Farms, owned and operated by Bill and Joanne Casey: a pre-conference, optional tour, Thursday morning, September 28th.

We have an impressive line-up of speakers, including **Neal Kinsey**, internationally known expert on soil fertility management, **Dr. David Wolfe**, plant and soil professor and climate change expert at Cornell University, **Sarah Flack**, author, consultant and educator specializing in providing practical information to farmers about grass based and organic livestock production, **Jack Rodenburg**, founder of Dairy Logix and Canadian dairy advisor specializing in dairy systems design as well as being a certified CowSignals trainer, and **Dr. Sina McCullough**, author of *Hands Off My Food!: How Government and Industry Have Corrupted Our Food and Easy Ways to Fight Back*. The full program can be found on our website, www.nodpa.com in the coming days.

We will visit Kathie and Kirk Arnold's Twin Oaks Dairy where we will tour their new dairy barn and hear from their barn design consultant, Jack Rodenburg. This year, we are also adding an optional pre-Field Days farm tour on Thursday morning, at Casey Farm, in nearby Apulia Station, NY, where Joanne and Bill Casey have an organic dairy and a pick-your-own berry operation.

And finally, over time, we've learned that the most important reasons farmers and their families travel to Field Days is to get to see one another; support each other; learn about new resources; network; visit the trade show; share ideas and the latest gossip; and enjoy fresh, local food, too.

17th Annual NODPA Field Days, September 28 & 29, 2017
Truxton Community Center
6337 Academy Street, Truxton, NY 13158

SPONSORSHIP OPPORTUNITIES & TRADESHOW INFORMATION

NODPA is seeking support from our dedicated partners in the form of monetary and in-kind sponsorship in order to create an event that is fully educational, well-run and affordable. By sponsoring this event, your organization will be supporting organic family farms in the Northeast that farm to improve our environment and support the next generation of organic family farmers. Please provide us with your information on the enclosed sheet and **submit it by Friday, July 14, 2017 order to be included in the Field Days Brochure and September's NODPA News.**

At the **Lead Sponsor level (\$3000 and above)** you will receive the following:

- Special recognition at the Field Days and in all materials prior to the event (prominent mention in press releases and media, as well as preferred name and logo placement in all signage, print and web based materials)
- Business/organization logo and/or name listed in all printed and web based materials as Lead Sponsor for the event (on signage, in thanks from NODPA board, with Lead Sponsors at the top of the signage and first to be acknowledged)
- Featured in more than 2500 Field Days brochures mailed and distributed at other farming events
- Logo and listing in the September *NODPA News* prior to the event and in the November *NODPA News* after the event
- Prominent logo and listing in NODPA's monthly e-newsletter for August and September.
- NODPA website banner advertisement August and September, 2015, including links to your website (advertising value: \$250; NODPA's website gets more than 2500 new visits per month)
- 1 Trade Show Table with registration and meals
- 2 Registrations with meals

At the **Sponsor level (\$1000 to \$2999)** you will receive the following:

- Business/organization logo and/or name listed in all printed and web based materials as Sponsor for the event (on signage, in press releases and media)
- Acknowledgement at Field Days (signage and thanks from NODPA board)
- Featured in more than 2500 Field Days brochures mailed and distributed at other farming events
- Logo and listing in the September *NODPA News* prior to the event and in the November *NODPA News* after the event
- Prominent logo and listing in NODPA's monthly e-newsletter for August and September.
- 1 Trade Show Table with registration and meals
- 1 Registration with meals

At the **Supporter level (up to \$999)** you can expect the following:

- Business/organization name listed in all print and web based materials as a Field Days supporter
- Logo and listing in over 2500 Field Days brochures mailed or distributed at other farming events
- Listed on all Field Days signage at the event
- Public thanks by NODPA's board at Field Days
- Listing in the September *NODPA News* prior to the event and in the November *NODPA News* after the event

Trade Show Information and Application

The NODPA will again offer its annual Field Days Trade Show which brings together businesses and non-profits to offer practical solutions and information to enhance our participants' farm businesses. There will be ample time for everyone to visit the trade show and talk with the vendors. A full table (6') is \$500 and a half table (3') is \$300.

Trade show space is limited and is offered on a first-come-first-served basis. Please complete the trade show application (enclosed) and mail or email **by Friday, July 14, 2017** to:

Nora Owens, NODPA Field Days Coordinator
30 Keets Road
Deerfield, MA 01342
noraowens@comcast.net
413-772-0444

Food and Product Donation

The generous support from NODPA's dedicated partners has allowed us to serve delicious meals and have a terrific drawing for product door prizes. If you are **donating food products**, your product will be showcased at every meal, with your company logo prominently displayed on placards at each table. If you would like to **donate product for a door prize**, your product will be prominently displayed for review at the trade show for the length of the Field Days. To assist us with planning, please complete the Food and Product Donation section (enclosed) and call or email Nora Owens if you have further questions or information (noraowens@comcast.net, 413-772-0444).

Deadlines:

If you would like to be listed in Field Days Brochure and in the September edition of the nationally distributed *NODPA News*, **we must receive your information no later than Friday, July 14, 2017.**

Questions?

If you have questions about any of the ways you can support the 17th Annual NODPA Field Days, please call Nora Owens at 413-772-0444, or send email to noraowens@comcast.net

Thank you for supporting the 17th Annual NODPA Field Days!

Sponsorship/Trade Show/Product Donation Form

17th Annual NODPA Field Days, September 28 & 29, 2017
Truxton Community Center, 6337 Academy Street, Truxton, NY 13158

Yes! I would like to support the 17th Annual NODPA Field Days Event!

Name/Company Name: _____

Contact Person: _____

Address: _____

Phone number: _____ Fax number: _____

E-mail address: _____ Web site: _____

Please note that the deadline for inclusion in the brochure and September edition of the NODPA News is July 14, 2017. For complete description of benefits, please see the enclosed Sponsorship Opportunities sheet.

Sponsor or Support NODPA Field Days (please check):

Lead Sponsor (\$3000 and above) _____ Yes, I will use a trade show table _____
(Includes complementary trade show table and three registrations with meals; prominent logo and name displayed in all print and web based materials, prominent logo and listing in September and November *NODPA News*, and August and September NODPA e-newsletters; NODPA website prominent page banner advertising, for August and September)

Sponsor (\$1000 - \$2999) _____ Yes, I will use a trade show table _____
(Includes complementary trade show table and 2 registrations with meals; logo and name display in all print and web based materials, logo and listing in September and November *NODPA News*, and August and September NODPA e-newsletters)

Supporter (up to \$999) _____
(Includes name and logo in Field Days brochure, listing and logo in all print and web based materials, listing in the September and November *NODPA News*)

Food and/or Product Donation (please check all that apply):

_____ Please accept our food donation of _____ for the Field Days meals and snacks
_____ Please accept our product donation of _____ for the door prize drawing

Trade Show: space is limited, so please reserve early.

Please reserve the following trade show space for me for Thursday, September 28th and Friday, September 29th. **I understand that set-up can take place by 9 am on Thursday morning and break down can occur after 1 pm on Friday.**

Please check:

Full Table, 6' (\$500) _____ Half Table, 3' (\$300) _____ I will need electricity _____

Payment

Credit Card: Visa _____ MasterCard _____

Name on card: _____ Billing Address: _____

Card Number _____ Expiration date: _____ Security Code: _____

Please make checks payable to NODPA and send to:

Ed Maltby, NODPA Executive Director
30 Keets Road, Deerfield, MA 01342

Telephone: 413-772-0444

Fax: 866-554-9483

Email: ednodpa@comcast.net