



Dear NODPA Members, Friends and Supporters,

June 1, 2018

Planning is well underway for the 18th Annual NODPA Field Days and Annual Meeting: **The New Normal in Organic Dairy: Preparing your Farm while Maintaining Organic Integrity on Thursday and Friday, September 27 & 28, 2018** at the Yarrowsburg Mennonite Church, Knoxville, Maryland, located in western Maryland, near the landmark Harpers Ferry, West Virginia. We want to let you know about all of the sponsorship and trade show opportunities that are available to you and your organization.

This year has been an extraordinary year for Organic Dairy and it appears to be heralding in a new era where organic dairy is mirroring the conventional milk market and producers can no longer depend on a stable, sustainable pay price and milk market. This year's NODPA Field Days program takes on the realities of the organic supply market plus the political and regulatory future. The program will also offer practical, low-cost or no-cost solutions that can help producers make decisions so their family and farm operation can emerge intact from the current industry crisis while remaining true to the integrity of the organic seal. Our Keynote Speaker, Mark Kastel, Cornucopia Institute co-founder will address the issue of integrity in organic dairy with his presentation: *The Crisis in the Organic Dairy Movement: History, Analysis, and What Farmers Can Do to Balance the Playing Field*.

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.

To sponsor the 18th 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 20, 2018.**

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

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Nora Owens

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.

2018 NODPA Field Days Program

The New Normal in Organic Dairy: Preparing your Farm while Maintaining Organic Integrity

The NODPA Field Days Workshop sessions include:

- The Future of the Grass Fed Label: No Longer the Silver Bullet?
- Maximizing Net Income and Planning for the Future of your Farm: Learning to do More with Less
- Tough Decisions in Tough Financial Times: Planning for your Farm's and Family's Future
- Assessing Your Management Practices to Maximize Production
- What the Heck is Going On in DC? Understanding the Impact of Policy and Industry Consolidation on our Bottom Line
- The NODPA Listening and Video Project: the voices of organic dairy farmers and industry leaders on what organic dairy means to them

The NODPA Field Days Keynote Speaker:

We are pleased to announce that our Keynote Speaker will be Mark Kastel, the co-founder of the Cornucopia Institute, a populist farm policy research group based in Wisconsin and director of its Organic Integrity Project, will give the keynote address: *The Crisis in the Organic Dairy Movement: History, Analysis, and What Farmers Can Do to Balance the Playing Field.*

Presenters and Facilitators:

- Sarah Flack, Author, Consultant and Educator, Sarah Flack Consulting
- Jacki Perkins, Organic Dairy and Livestock Specialist, MOFGA
- Cliff Hawbaker, Hamilton Heights Organic Dairy, Chambersburg, PA
- Forrest Stricker, Spring Creek Farms, Wernersville, PA (invited)
- Roman and Dwight Stoltzfoos, Spring Wood Organic Farm, Kinzers, PA
- Liz and Nathan Bawden, Bawden Farms, Hammond, NY (invited)
- And more, TBD.

NODPA Field Days Farm Tours:

On Thursday morning, we will have a pre-Field Days tour of Janet and Myron Martin's Peace Hollow Farm, an all grass dairy in Knoxville, Maryland. The NODPA News Featured Farm in March, 2017, Peace Hollow Farm was an early pioneer of grass based organic dairy. On Friday afternoon, we will visit Ron and Adam Holter's Holterholm Farms in Jefferson, MD. Ron manages their organic, 100 percent grass-fed dairy business with his son Adam Holter. Seasonally, they sell fruits and vegetables from their gardens, along with 100% pastured beef and eggs, and ship their milk to Organic Valley Family of Farms.

Trade Show and Social Hour

We ensure that farmers and their families have plenty of time to get to see one another, support each other, learn about new resources and network. There will be many opportunities to connect with Trade Show participants and to learn about new products, production methods, and resources, especially during the Social Hour. And of course, there will be plenty of opportunities to share ideas, the latest gossip, and to enjoy fresh, local food, too.

18th Annual NODPA Field Days, September 27 & 28, 2018
Yarrowsburg Mennonite Church
2142 Rohrersville Road, Knoxville, Maryland 21758

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 20, 2018 in 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, 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 20, 2018** 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 20, 2018.**

Questions?

If you have questions about any of the ways you can support the 18th Annual NODPA Field Days, please call Nora Owens at 413-772-0444, or send email to noraowens@comcast.net

Thank you for supporting the 18th Annual NODPA Field Days!

Sponsorship/Trade Show/Product Donation Form
18th Annual NODPA Field Days, September 27 & 28, 2018
Yarrowsburg Mennonite Church
2142 Rohrersville Road, Knoxville, Maryland 21758

Yes, I would like to support the 18th 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 12, 2018. 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 27th and Friday, September 28th. **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