



# 11<sup>th</sup> Annual Midwest Value-Added Agriculture Conference

## *Farm and Home Added Value*

### *Profiting from Renewable Energy and Regional Food*

Thursday and Friday, January 22-23, 2009, Rochester, Minnesota

[www.rivercountryrcd.org](http://www.rivercountryrcd.org)

Hosted by:

#### 2008 Sponsors

##### Value Added Leader

WI Natural Resources Conservation Service

##### Platinum Level

Chippewa Valley Convention & Visitors Bureau  
WI DATCP

##### Gold Level

Driftless Area Initiative  
Eau Claire Press Company  
Plum Creek Timber Company  
UWRF College of Ag and St. Croix Institute for Sustainable Community Development  
Willy Street Coop

##### Silver Level

Badgerland Farm Credit Services  
UM SE Regional Partnership/ERC MOSES  
The Cooperative Foundation  
UWSP- GEM  
WI Farmers Union  
WI Milk Marketing Board

##### Bronze Level

AgStar Financial Services  
Chippewa Valley Electric Cooperative  
Eau Claire Energy Cooperative  
Local Fare / UW-Platteville  
Office of Continuing Education  
MN NCR-SARE  
Organic Valley Family of Farms  
WI Local Food Network  
WI SARE  
Xcel Energy

##### In-Kind Donors

A Second Opinion  
Anne Hennekens, Bead Artist  
Automated Data Processing  
A-Z Farm  
Bullfrog's Eat My Fish Farm  
Chippewa Valley Bean Company  
CVTC  
Dana Seymour  
Family Farm Defenders  
General Beer Northwest  
Hammerand Farm  
Houligans Steak and Seafood Pub  
Jenn Louviere, Bead-Lieve It or Knot  
Kumarian Press  
Lambalot Acres  
Main Street Cafe  
Menomonie Market Food Coop  
Native Bay  
Norske Nook Restaurant and Bakery  
NorthAcres Farm  
Organic Valley Family of Farms  
Pasture Land Cooperative  
Promise Farms  
Ron's Castle Foods  
Sylvan Hills Farm  
Tilth Farms  
UWEX Center for Land Use Ed  
Volume One  
WAXX Radio  
Whole Farm Coop  
WI Farmers Union  
WHYS Radio

#### Hiawatha Valley Resource Conservation and Development Council, Inc.

1485 Industrial Drive NW, Room 104  
Rochester, MN 55901  
Phone: 507-281-1959 Ext. 4

#### River Country Resource Conservation and Development Council, Inc.

1304 N. Hillcrest Pkwy, Suite B, PO Box 207  
Altoona, WI 54720-0207  
Phone: 715-834-9672 or 1-800-226-9672

Sept 26, 2008

Is building strong rural communities throughout the Midwest important to you? Make a difference by getting involved in the Value Added Conference! This is an opportunity to contribute your experience and skills to help agricultural entrepreneurs move toward sustainability, while promoting your organization to conference attendees and participants.

We are excited to be holding the 11<sup>th</sup> Annual Value Added Agriculture Conference at The Mayo Civic Center in Rochester on January 22-23, 2009. Conference planners have worked diligently to tailor the workshops to suit the needs and interests of attendees, as well as the Midwest region. There will be round table discussions available for you to listen, learn and/or discuss how to address the agricultural issues we are dealing with today, such as weather patterns, on-farm and at home bio-energy options, and farm business management.

Over the past eleven years, the Value Added Conference has helped over 1800 farmers and encouraged them to explore new market opportunities. This educational event is more than just an annual gathering of people and ideas; it is a forum created for and by agricultural producers, educators, and service providers from the states of Illinois, Iowa, Minnesota, and Wisconsin.

The Value Added Conference has an annual budget of \$49,000. The conference simply could not exist without our partners who help to provide the necessary financial resources. We hope you consider joining us in creating a brighter future for local farms by contributing a monetary donation or becoming an exhibitor in this agricultural education effort.

**For Donations:** All donations and in-kind contributions are welcomed. On the following page, you will see the different levels of sponsorship. Since the hosts, River Country RC&D and Hiawatha Valley RC&D, are charitable non-profit 501(C) 3 organizations, donations may be tax-deductible. ***If you are considering making a donation, please return your form and contribution to us by January 1<sup>st</sup> so we can ensure you will receive all of your benefits, including the ad in the registration brochure.***

**For Exhibitors:** We also have an expanding Trade show and invite you to participate! Space may be limited, so please respond to us by **December 15<sup>th</sup>** to reserve your spot.

**Please return all forms to: River Country RC&D, Farm and Home Added Value, PO Box 207, Altoona, WI 54720-0207.** We look forward to seeing you at the Value Added Agriculture Conference on January 22 and 23, 2009 at the Mayo Civic Center in Rochester, Minnesota.

Sincerely,

Wallace Hildebrandt,  
Hiawatha Valley RC&D, Chair

Rich Purdy  
River Country RC&D, Chair

# Be a Part of the 11<sup>th</sup> Annual Midwest Value Added Agriculture Conference!

## *Farm and Home Added Value Profiting from Renewable Energy and Regional Food*

Get Involved by:

- Sponsoring a speaker, participant or break out session
- Sponsoring to reduce farmer attendees' hotel room costs
  - Donate a Door Prize or Silent Auction Item
  - Promote the event to your clients

There are many levels of sponsorship! Each level gives back even more to you!

**Hosts:**



**And**



River Country Resource Conservation and Development Council, Inc.

Farm and Home Added Value

PO Box 207, Altoona, WI 54720-0207

Phone 715-834-9672 Fax 715-834-8663

Annual Conference will be January 22-23, 2009, Mayo Civic Center, Rochester, MN

Business/Organization: \_\_\_\_\_

Name and Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ County: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

***PLEASE FILL OUT THE INFORMATION ON THE BACK AS WELL***

Please check your choice of sponsorship level below:

  
  

**Value Added Leader (\$5,000)**

**Platinum Level (\$2,500)**

**Hotel Room Sponsor (\$1,500)** - Reduce room costs for farmer attendees. *(Must be received by Jan 1, 2009)* Sponsorship at this level will be considered the Gold Level. *You will receive a special thank-you in the Conference Program, on the website and in the newspaper!*

  
  
  
  
  
  

**Gold Level (\$1,000)**

**Silver Level (\$500)**

**Bronze Level (\$250)**

**Exhibit Space (see below for prices)**

**Sponsor to provide Conference Scholarships \$ \_\_\_\_\_**

**Door Prize/Silent Auction Item(s): \_\_\_\_\_**

**Payment Method:**

**Check/Money Order**

**Bill me**

\* Make Check/Money Order payable to River Country RC&D and mail to the River Country RC&D address previously listed.

\* Credit card payment option may be available. Please call the River Country RC&D office at 715-834-9672 for more information.

## 2009 Conference Sponsor Opportunities

Value Added Leader = \$5000 or more

- Your Banner Hung in a prime location (sponsor supplied)
- Full page ad in conference program (if returned by Jan. 1)
- Your name listed on program, newspaper and website
- Prime booth space in exhibit hall
- One promotional piece in all conference packets (sponsor supplied)
- Opportunity for organization representative to introduce main speaker
- 4 complimentary conference registrations for your guests

Platinum Level = \$2500 sponsorship

- Your name and logo on a banner highlighting Platinum level sponsors in a prime location
- Full page ad in conference program (if returned by Jan. 1)
- Your name listed on program, newspaper and website
- Prime booth space in exhibit hall
- 3 complimentary conference registrations
- One promotional piece in all conference packets (sponsor supplied)

Gold Level = \$1000 sponsorship

- Your name listed on program, newspaper and website
- 1/2 page ad in conference program (if returned by Jan. 1)
- Booth space in exhibit hall
- 2 complimentary conference registrations
- One promotional piece in all conference packets (sponsor supplied)

Silver Level = \$500 Sponsorship

- Your name listed on program, newspaper and website
- 1/4 page ad in conference program (if returned by Jan. 1)
- 1 complimentary conference registration

Bronze level = \$250 and lower Sponsorship

- Your name listed on brochure, program, newspaper and website (if returned before Sept. 15)

Agency and Business Exhibit Space = \$185 (\$205 after Dec. 15) - This includes farm businesses who intend to sell product at the conference.

- Provides exhibit space for duration of the conference
- Booth staff must register for conference

Farm and Non-profit Exhibit Space = \$85 (\$95 after Dec. 15) - This includes farm businesses who do not intend to sell product at the conference.

- Provides exhibit space for duration of the conference
- Booth Staff must register for conference

Sponsorship of Conference Scholarships

- You donate funds to go toward Conference Scholarships offered to farmers who would not be able to come without your help

Door Prize or Silent Auction Item

- You designate an item for either door prize or silent auction

# FYI

- A registration brochure will be coming in the mail in November
- After Jan. 1st, we can't guarantee meals

	<u>Full Conference</u> <u>(Both days Jan 22-23)</u>	
	<b>Early Bird</b> (Before Dec. 15)	<b>After Dec. 15</b>
<b>Adult</b>	\$105	\$120
<b>Additional adults from same farm or family</b>	\$80	\$95
<b>Student</b>	\$55	\$70
<b>Child (5-12 yrs old)</b>	\$45	\$60

	<u>Single Day Registration</u>	
	<b>Early Bird</b> (Before Dec. 15)	<b>Thursday, Jan. 22</b> After Dec. 15
<b>Adult</b>	\$65	\$80
<b>Student</b>	\$40	\$55
<b>Child (5-12 years old)</b>	\$35	\$50

	<u>Friday, Jan. 23</u>	
<b>Adult</b>	\$55	\$70
<b>Student</b>	\$35	\$50
<b>Child (5-12 years old)</b>	\$30	\$45