



S U S T A I N A B L E

# FOOD & FARM

C O N F E R E N C E

## 2023 Sponsor and Vendor Opportunities

Friday, March 3 - Saturday, March 4

Grass Valley, California

The Sustainable Food & Farm Conference helps beginning farmers gain the knowledge and skills they need to establish successful ecological farming businesses in our region.

The 2023 conference features:

**Friday Field Day:** *On-site Farm Composting* with regional experts at Fulcrum Farm, Marney Blair & Lisa Bjorn

**Saturday:** Regional Keynotes, Skill-Building Workshops, Food & Farm Expo

### Keynote Speakers



**Javier Zamora, JSM Farms: *The Essentials of Building a Successful Farm Business***

Javier knows what it takes to grow a successful ecological farm business from the ground up, because he has done it himself! He started his farming business less than 15 years ago on 1.5 acres, and now owns 80 acres of organic farmland in Monterey County and employs 25 full-time workers, selling flowers, berries and annual vegetables year round. Javier has become a leading voice in the organic farming movement.



**Amélie Guadin, UC Davis Agroecology: *Building Ecologically Resilient Farms***

Amélie is a leading agroecologist in our region, specializing in farm-based research to help develop more sustainable and resilient farming systems. She will share her research on how crop diversification and livestock integration improve farm resiliency, how the soil rhizosphere may be enhanced with plant selection and irrigation systems, and how to increase plant resilience to water stress.

### Skill Building Workshops

Local and regional farmers will share practical skills, specifically geared towards the beginning commercial farmer and rancher. Three Saturday sessions will be offered, with a choice of 3 workshops each session to pick from.

### Food & Farm Expo

The Food & Farm Expo, located in the main hall of the conference, features regional farm focused businesses and organizations. Conference goers explore the hall before the conference, in between presentations, and during the lunch hour. 150 conference participants, primarily beginning farmers and ranchers, are anticipated.

## How To Get Involved

### Join the Food & Farm Expo

Promote your business/organization with a booth at the Expo! Connect one-on-one with more local and regional farmers. Conference goers will have incentives to personally visit every booth, and direct sales are allowed on site. Booth size: approximately 8'x 5', 6' table and chairs provided.

**Booth fees: \$300**

**Shared booth (half the space): \$175**

### Sponsorships

Event sponsors help support successful and sustainable agricultural businesses in our local and regional communities. When our farmers have the education and peer support they need to succeed, we all benefit! Sponsorship packages also provide special perks during the conference.

#### **\$2000+ Sponsor Package**

Includes:

- a double wide complimentary Food & Farm Expo booth
- 8 complimentary Saturday passes
- featured recognition on our website, conference program, and social media
- featured recognition on the main stage with option to include a short video about your business

#### **\$1000+ Sponsor Package**

Includes:

- one complimentary Food & Farm Expo booth
- 4 complimentary Saturday passes
- featured recognition on our website, conference program, and social media

#### **General Sponsorship**

Support the conference at any amount and we will include recognition in our conference program.

### Questions?

Contact Rachel Berry at [rachel@sierraharvest.org](mailto:rachel@sierraharvest.org) or call 530.265.2343