

Farm to Table Seeds

6TH ANNUAL CONFERENCE

FRIDAY & SATURDAY, MARCH 23-24, 2012

DAVID L. LAWRENCE CONVENTION CENTER

DOWNTOWN PITTSBURGH





The 6th Annual Farm to Table

Date: Friday & Saturday, March 23 & 24, 2012, 10 am – 5 pm

Location: David L. Lawrence Convention Center, Downtown Pittsburgh, PA

Theme: Seeds

Event Highlights:

- *Farmers Market & Expanded Health Expo featuring 65 vendors*
- *Live Food Demonstrations by Chefs and Dieticians*
- *Experts addressing Health Topics and Local Food Resources*
- *2,500 Attendees, 600 at Local Food Tasting*

Pricing & Schedule:

One Day \$15

Two Day \$25

Local Food Tasting, Friday, March 23, 5 pm – 8 pm

\$25

Networking Breakfast: Saturday, March 24, 8 am – 10 am – pre registration is required

\$10

Group Ticket Sales to Corporate clients – includes program advertisement & Eating Seasonally Lunch & Learn



Local Food Enthusiasts

Farm to Table Pittsburgh is an educational program that provides opportunities for eating healthy local food in the Southwestern Pennsylvania region. Our goal is to bridge the connection between consumers and local food producers. Eating locally grown food benefits both our physical health and also our local economic health.

- Agriculture is Pennsylvania's #1 industry.
- Attendees are interested in supporting and frequenting the businesses in this region who have committed to utilizing local farm products.
- The event provides resources to assist consumers to purchase and prepare healthy meals.
- Attendees are 70% female, 30% male.
- 95% of the exhibitors indicated they would return
- 98% of the attendees indicated they would return
- Visiting Exhibitors is the number 1 reason people attend the conference
- Amount of time with attendees was the number 1 reason Exhibitors liked the event.
- Sample cheeses, wine, milk, meat, fermented foods, chocolate, greens
- Buy grains, eggs, cheese, meat, fermented foods, chocolate, greens
- Talk to farmers, chefs, wellness professionals



Media Coverage

Media Buys/Trades: Table Magazine, Groupon, Facebook, Google, Acres Magazine, Mother Earth News Magazine, Stockman Grass Farmer, Allegheny Front, Clear Channel, Comcast

Facebook Page: <https://www.facebook.com/pages/Farm-to-Table-Pittsburgh/274070585830>,

Twitter: FTT_Pittsburgh

Past Media Coverage: In addition to TV and radio interviews:

March 26, 2011 Pittsburgh Post Gazette, “How green can your table be: Conference pushes healthy, fresh food all year long” By Bob Batz, Jr., <http://www.post-gazette.com/pg/11085/1134851-34.stm>

March 26, 2009 Pittsburgh Post-Gazette 'Farm to Table Conference' aims to sustain local interest By Margi Shrum,

<http://www.post-gazette.com/pg/09085/958269-34.stm>

April 2, 2009 City Paper, “Farm to Table” by Melissa Meizner:

<http://www.pittsburghcitypaper.ws/gyrobase/Content?oid=oid%3A61241>

March 23, 2010 Tribune Review “FTT event focuses on eating local foods” by Candy Williams

http://www.pittsburghlive.com/x/pittsburghtrib/ae/more/s_673029.html

March, 2011 Pop City <http://www.popcitymedia.com/innovationnews/farmtotable030911.aspx>

March 21, 2011 Tribune Review “Farm to Table to offer taste of benefits of local foods” by Mary Pickels

http://www.pittsburghlive.com/x/pittsburghtrib/lifestyles/fooddrink/s_728338.html

March, 2011 Edible Allegheny, “Culinary Conversation”

http://www.pittsburghlive.com/x/pittsburghtrib/lifestyles/fooddrink/s_728338.html



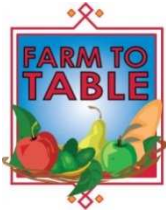
Images from Past Events





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Images from Past Events





Event Layout

Classroom Space: Theatre Style

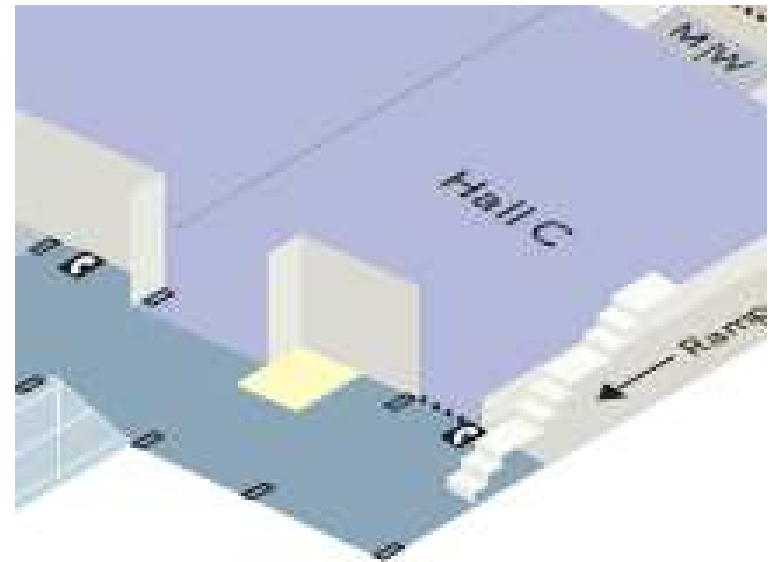
Cooking/Demonstrations: Exhibit Hall

Exhibitors/Farmers Market: Exhibit Hall C

Vendors will be set up throughout the space. The focus will be businesses that sell or prepare farm raised or value added products.

Organizations providing health and wellness opportunities will also be an integral part of the vendor area. The space can accommodate 100 vendors.

Food Concessions: Provided by Levy Restaurants, a Buy Fresh, Buy Local partner





Exhibitor/Sponsor Details

Table Only – (small farms, producers, non profits, markets)

\$250 – no early discount

Registration includes:

- Table & 2 chairs
- Names in program
- 2 registrations to attend conference

Business Exhibits

\$300 or \$600

Registration includes:

- 10 X 10 Exhibit space
- Table & 2 chairs
- Name in program
- 4 registrations to attend conference
- Corner Booths will be \$100 extra

Sponsorships

Speaker Sponsor - \$3,500

**Cooking Demonstration Sponsor -
\$3,500**

Local Food Tasting Sponsor - \$3,500

Registration includes:

- Customized Exhibit space
- Name & full page ad in program
- Name and logo on website
- Introduction of Speakers or Chefs

Sustaining Sponsor

\$20,000

Registration includes:

- Customized Exhibit space
- Name & full page ad in program
- Name and logo on website
- Inclusion in press releases
- Event Signage
- Interviews on Air
- Inclusion in all event advertisements
- Registrations for all employees

Program Advertising

Full Page \$500 (4.25" w x 5.5" h)

Half Page \$275 (4.25" w x 2.75" h)

Ads should be submitted at 300dpi with no bleed.
Acceptable file formats are: .gif, .png, .jpg, .pdf



Past Exhibitors/Sponsors

Agmap Penn State University
Alaska Wild Salmon Co. Express
Allegheny County Health Department
WIC Program
Allegheny Market House Co-op
American HealthCare Group
Animal Welfare Approved
Astrum Solar
Autumns Boutique
Ayurbest
Blackberry Meadows Farm
Body~ Environment
Building New Hope
Butler County Tourism and
Convention Bureau
Chatham University
Cherry Valley Organics
Christian W. Klay Winery
Citizen's for PA's Future
Clarion River Organics
Communities Alliance for
Responsible Eco-Farming (CARE)
Cutco Cutlery
Deer Creek Winery

Dorothy's Candies
Dream Thyme Farm
East End Co-Op
Eat N Park
EcoCents
Edible Allegheny
Emerald Valley Artisan Cheese
Farmer's Market Alliance
Firefly Farms
Frankferd Farms Foods
Giant Eagle
Greater Pittsburgh Joint and
Muscle
Greene County Tourist
Promotion Agency
Group Against Smog and
Pollution
Grow Pittsburgh
Hahn Natural Foods
Harvest Valley Farms
Hays Orchard
Herbal Delights
Herbals USA

Heritage Farm
Heritage School at the
Conservancy
Hidden Hills Dairy
**Highmark Blue Cross/Blue
Shield**
Himalayan Institute of Pittsburgh
Ideal Health
Indiana County Tourist Bureau
Institute for Entrepreneurial
Excellence
John McGinnis
Joseph Beth Booksellers
Juice Plus
Komal Herbals
Kuku's
Le-Ara Farms
Levy Restaurants
Liberation Wellness
Logan Family Farms
Maggie's Mercantile
Marburger Dairy
McGinnis Sisters Special Food
Stores

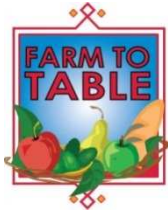


Past Exhibitors/Sponsors

Meadow Rock Farm
Mediterranean Wellness
Milestone
Miller Organic Farm
Misty Morning Farm
Mung Dynasty
Najat's Cuisine
National Center for Appropriate
Technology
National Health Federation
Natural by Nature
NCD Health & Research
Alliance
Neurologic Relief Centers
North Hills Community Outreach
Organic Personal Chef Service
PA Department of Agriculture
Pasture Maid Creamery
Peaceburgh
Penn's Corner Farm Alliance
PASA/Buy Fresh Buy Local
Pennsylvania Pure Distilleries

Personal Health Dynamics
Phillips Family Chiropractic
Pioneer Family Farms
Pittsburgh Dietetic Association
Pittsburgh Tribune-Review
Plum Run Winery
Point of Light Magazine
Rachel Carson Homestead
Right by Nature
Robinson Chiropractic
Sandra's Gardening Services
Shaffer Venison Farms
Sitos
Slow Food Pittsburgh
Soap Alchemy
Soergel Orchards and
Greenhouses
Sonshine Farms
South Hills Integrative Wellness
Steel City Chiropractic
TABLE Magazine

The Allegheny Front
The Green Chef Deli
Third Day Luxury Soaps
Thistlethwaite Vineyards
Thoma Meat Market
Triple B Farms
Turner Dairy Farms Inc.
UPCI: Center for Environmental Onc.
UPMC Health Plan
Unison Health Plans
Urban Food Works
Weatherbury Farm
Western PA Organic Crop
Improvement Association
Western Pennsylvania Conservancy
Weston A. Price Foundation
Wild Alaskan Salmon Company
Wil-Den Family Farms
Wilson Farms
Wolf Lake Farm
Young Living
Zukay Live Foods



Testimonials

“This conference was a valuable experience for me. Thanks for providing a forum in which we could think critically about one of the most basic aspects of our lives -- where our food comes from, what happens to it along the way, and what our unquestioning compliance with commercial food production has cost us. It was great to meet so many people who are passionate about what nourishment really is.” Beth - Squirrel Hill, PA

“From the Farmers market tent perspective, it was a great event. I did not get to see/hear the speakers or check out the exhibitors inside. So, I'd be interested in getting info from some of them. Thanks for organizing this event!”

“The event was great and the price was decent and affordable. Thanks for putting this together! I hope to see plenty more events like this throughout the year.”

“We were exceptionally pleased with what we experienced. We were not sure what was going to take place. We made wonderful contacts and lots of emails, websites and education on locals that will change our store this summer. Thanks for everything” Ray and Sherrie Geneva, OH

“This was one of the best and most relevant conferences I've attended in a while. Great for Pittsburgh - I hope it grows. I enjoyed the whole experience and learned a lot!”

“This was a wonderful event. Thank you!”

“I enjoyed being able to buy some fresh local produce at the event. I was especially happy to discover sources for certified raw milk in western Pennsylvania.” -Heather, Bloomfield, PA

“The Farm to Table conference brought a group and interesting and thoughtful people together with a passion for creating an environment that could positively affect people's quality of life. The event was informative and fun. Thank you.” Charlene, Mt .Lebanon, PA



Testimonials

“The best part of the event for me was the ability to talk to people (both exhibitors & customers) about our store and our involvement in the community. Everyone was so incredibly nice and I made some great connections!”

“The best part of the event was hanging out the peers and talking shop. It's a great event for the vendors to network too!”

“Friday's tasting: attendees got a real bargain, nothing sells better than tasting, nothing showcases better than the real thing (food) and the chat heard and participated in was the high point of the event to us.”

“The best part of the event was Meeting hundreds of very interested consumers, and also making some great business contacts.”

“I was encouraged to learn that there are a number of local folks out there interested in sustainable farming and its relationship to health and wellness.”

“In today's "electronic" world... it was so nice to interact directly with people. The participants were all very well informed, a pleasure to speak with, and represented their farms/products well. Thank you for the opportunity to do this”

“Visiting the individual booths was the best part for me because I was able to speak directly with the farmer/food producer. And I took all of their cards with me. It was a great way to collect this information all in one place.”

“I feel more connected to the community that is, like myself, trying to get the best nutrition in and at the same time keeping the pollutants out of the environment in which we live. I feel more empowered and was so pleased to see so many that were making that a reality in our area.”