



## **The Northeast Organic Farming Association of Rhode Island (NOFA/RI)**

### **Advertising, Sponsoring & Marketing Opportunities**

2015 - 2016

For more information, contact Sanne Kure-Jensen, Administrator at  
(401) 369-3303 or email [nofari@live.org](mailto:nofari@live.org)

[nofari.org](http://nofari.org)



# NOFA/RI

The **Northeast Organic Farming Association of Rhode Island (NOFA/RI)** is an organization of farmers, consumers, gardeners and environmentalists working to promote organic farming and organic land care practices. Since 1991, NOFA/RI fosters a healthy relationship to the natural world through educational workshops, advocacy and participation in local and regional events. NOFA/RI works to increase the acres of sustainably and organically managed land and to provide access to local, organic food for all Rhode Islanders.

NOFA/RI represents organic farmers on the RI Organic Advisory Committee concerning the RI Department of Environmental Management's (RI DEM's) Organic Certification program.

## Education

NOFA/RI offers educational programs thanks to generous Farm Viability grants from the Rhode Island Department of Environmental Management Division of Agriculture via a USDA Specialty Crop Block Grant. These grants enhance farmers' ability to grow and market specialty crops.

Each year, NOFA/RI offers eight **Collaborative Regional Alliance for Farmer Training (CRAFT)** on-farm workshops, sharing farmer experiences and best practices. Attendance is free and open to everyone. Hosts receive a stipend.

Experienced organic farmers lead two NOFA/RI **Advanced Grower Seminars** each year in classroom settings. Experienced organic farmers, agricultural professionals and researchers lead workshops at our annual **Winter Conference**. Farmers and gardeners learn about raising specialty crops, greenhouse management, soil fertility and other topics. The grant funds allow NOFA/RI to bring in regionally or national-known speakers.

## Mentoring

For over five years, our **Organic Farm Advisor** program has provided FREE technical guidance to new and experienced organic and sustainable farmers wishing to implement organic methods on their farms. Experienced organic farmers offer assistance or training in many areas.

- |  |  |
|--|--|
| 🌱 Farm and crop planning                       | 🌱 Safe tractor, tool and implement use                 |
| 🌱 Marketing, business planning, record keeping | 🌱 Salad greens, herb or cut flower production          |
| 🌱 Soil building, raised bed production         | 🌱 Weed control   |
| 🌱 Cover crops and crop rotation                | 🌱 Post-harvest handling                                |
| 🌱 Pest and disease management                  | 🌱 Farmers Market sales                                 |
| 🌱 Greenhouse and high tunnel growing           | 🌱 Organic certification & NRCS assistance applications |

NOFA/RI's **Organic Farm Advisors** work one-on-one with seeking to improve their farm practices and farm viability. Advisees receive these services at no cost. Advisors are paid an hourly rate and reimbursed for travel.

## NOFA Interstate Council

NOFA/RI is affiliated with six other NOFA chapters through the [Natural Organic Farmers Association](#) (NOFA) Interstate Council. The Interstate Council advocates for regional and national policies that support organic growers and produces "[The Natural Farmer](#)," a quarterly newspaper with features on organic farming techniques, certification issues, organic market conditions and relevant policy and environmental developments. The Interstate Council works with archivist Robert Cox at the University of Massachusetts/Amherst to chronicle the history of the organic food movement in the northeast. The Interstate Council also hosts a Summer Conference, typically held at UMass/Amherst.



## NOFA History

The [Natural Organic Farmers Association](#) (NOFA) was formed in Vermont and New Hampshire in 1971. The [Maine Organic Farmers and Gardeners Association](#) (MOFGA) was established in the early 1970s. Massachusetts, Connecticut and New York started NOFA chapters in 1982. The Rhode Island and New Jersey NOFA chapters formed later. NOFA and MOFGA have been powerful advocates for organic agriculture and sustainable practices for over 40 years.

In 1989, NOFA changed its name to the [Northeast Organic Farming Association](#). The term "Natural" had been overused by then. Changing "Farmers" to "Farming" welcomed gardeners and consumers as well as growers.

## Organic Agriculture

The United States Department of Agriculture (USDA) [National Organic Standards Board](#) (NOSB) defines organic agriculture as "an ecological production management system that promotes and enhances biodiversity, biological cycles and soil biological activity. It is based on minimal use of off-farm inputs and on management practices that restore, maintain or enhance ecological harmony. The primary goal of organic agriculture is to optimize the health and productivity of interdependent communities of soil life, plants, animals and people." (NOSB, 1997)

## Advertising and Marketing Opportunities

NOFA/RI sends e-Newsletters 1-2 times each month, (16 per year) offer advertising in the NOFA Interstate Council's quarterly farm journal, *The Natural Farmer* and maintain a robust website ([nofari.org](#)). We also send Action Alert emails as needed through the year. Each year we host two Advanced Grower Seminars and eight on-farm CRAFT Workshops. Every other year, we hold a Winter Conference. We often hold a fall fundraising event.

We offer advertising opportunities in our eNews, Action Alerts and on our website. We offer exhibit space and sponsorship opportunities at our Winter Conference. Our Corporate Sponsorship Marketing Program provides participants with a range of exposure across our publications, conference and events.

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## NOFA/RI Winter Conference

Our Winter Conference speakers are leaders in their fields. Audiences include farmers, farm apprentices, gardeners, landscapers and consumers. Everyone is welcome.

Thanks to generous sponsorships and grants, we are able to offer our Winter Conference at a moderate cost for attendees.

### Sponsor the Winter Conference

#### **\$1000 Gold level Sponsorship** *(only one available)*

- One exhibit space with registration
- Your company/ organization name and logo on our Conference web page with a link to your website for the remainder of the year
- Your company/organization name mentioned in all Conference press releases
- Your company/organization name and logo on all Conference Sponsor signage
- Recognition at the Conference

#### **\$500 Blue Ribbon Sponsorship**

- One exhibit space with registration
- Your company/ organization name and logo on our conference web page with a link to your website for the remainder of the year
- Your company/organization name mentioned in all Conference press releases
- Your company/organization name and logo on all Conference sponsor signage

#### **\$250 Supporting Sponsorship**

- Listing and logo on our conference web page with a link to your website for six months
- Your company/organization name mentioned in all conference press releases
- Your company/organization name and logo on all Conference sponsor signage
- Recognition at the conference
- Literature placement at the conference

### Winter Conference Exhibitors

#### **Vendors** *(selling)*:

- Exhibit Booth ( includes table, 2 chairs and 2 registrations) \$100

#### **Non-profit Organizations** *(not selling)*:

- Exhibit Booth (includes table, 2 chairs and 2 registrations) \$50

To learn more, contact Sanne Kure-Jensen, Administrator at (401) 369-3303 or email [nofari@live.org](mailto:nofari@live.org).

## Advertise in the

### NOFA/RI eNews

Our online publication is filled with educational events and food policy news for Rhode Island's organic growers and consumers. We include upcoming educational workshops and conferences along with funding opportunities and other farm viability tools.

Our eNews go out to nearly 800 NOFA/RI subscribers and supporters. This includes farmers, gardeners, landscapers and consumers. We are pleased to say our open rate is 45% above industry average. Between 31% and 39% of our subscribers are committed enews readers.

This wonderful eblast opportunity offers maximum exposure. Readers need only open our eNews and to see your ad(s). Ads will have a live link to your website where readers can learn more about your products or services. To help ensure readers maintain interest in our enews, we limit each enews to two (2) ads per enews. Be sure to reserve your space. For consistency, we offer one size ad at 3" wide by 1.5" tall.

We accept ads as high quality jpg files (300 dpi or higher). The cost for a single placement is \$75. Buy a package of five (5) ads to run for a season and receive one ad free - a 20% discount (\$300 total instead of \$375).

Ad copy and payment are due by the first of each month for placement in that month's eNews. Please reserve your space at least two weeks before the month you wish your ad(s) to run.

If you wish to place an ad, contact Sanne Kure-Jensen, Administrator at (401) 369-3303 or email [nofari@live.org](mailto:nofari@live.org).



The screenshot shows the NOFA/RI eNews website. At the top is the NOFA Rhode Island logo. Below it are social media links: "Follow Us On Twitter", "Friend Us On Facebook", and "Forward To A Friend". The main content area features a large photo of a man in a green shirt holding a basket of green beans. To the right of the photo is a "Contents" list with links to "Advanced Grower Seminar", "Free Farm Mentors", "Related Training", "Marketing Opportunity", "Policy", "Business Tips", "News", and "Volunteer Opportunities". Below the photo is a section for the "Advanced Grower Seminar" by Jean Martin Fortier, with details about the date, time, and location. To the right of this section is a "Join or Renew Your Membership" section. Below the seminar details is a "Receive our Action Alerts" section. To the right of this is a "Keep On Getting Our Emails" section. Below the emails section is an "Advertising Opportunity" section. At the bottom of the page is a "Free Farm Mentors" section with a photo of five people and the text "NOFA/RI Organic Farm Advisors".

**NOFA/RI eNews**

Follow Us On Twitter | Friend Us On Facebook | Forward To A Friend

**Contents**

- [Advanced Grower Seminar](#)
- [Free Farm Mentors](#)
- [Related Training](#)
- [Marketing Opportunity](#)
- [Policy](#)
- [Business Tips](#)
- [News](#)
- [Volunteer Opportunities](#)

**Join or Renew Your Membership**

Our ongoing outreach and organic advocacy depend on Member support. Members receive a quarterly regional newspaper, this eNews and discounts on our Summer Conference, Workshops, equipment sharing as well as on garden and farm supplies. View the many benefits of membership and Join or Renew [here](#).

**Receive our Action Alerts**

Stay aware of important food policy issues. Learn how to contact government officials to share your concern. Subscribe to our eNews and Action Alerts [here](#). (Right column - scroll down)

**Keep On Getting Our Emails**

To ensure you get future emails, add our address to your Safe Senders list.

**Advertising Opportunity**

Promote your business or organization in this space. For more information, contact Sanne Kure-Jensen at (401) 369-3303 or send an email to [nofari@live.com](mailto:nofari@live.com)

**Advanced Grower Seminar**

Six Figure Farming for Small Plots  
Jean Martin Fortier, farmer and author of [The Market Gardener](#)  
Saturday, Nov. 21, 9:00 am – 4:30 pm  
Hope & Main, 691 Main St. Warren, RI  
*Early bird registration until October 24.*

Learn how to farm big on small acreage using low-tech, low-fossil fuel methods of production from one of Canada's most innovative ecological farmers. Learn more and register [here](#).

Sponsors include [Hope & Main](#) and the RI Department of Environmental Management's Division of Agriculture via a USDA Specialty Crop Block Grant.

**Free Farm Mentors**

NOFA/RI Organic Farm Advisors





# The Natural Farmer

A Publication of the Northeast Organic Farming Association (NOFA)

## Advertise in or Sponsor *The Natural Farmer*

### Advertising Guidelines

Display Ads - this is for those offering products or services on a regular basis! You can get real attention with display ads. Send pdfs, jpgs or camera ready copy to Bob Minnocci, 662 Massachusetts Ave. #6, Boston, MA 02118 (617-236-4893, [BMinnocci@aol.com](mailto:BMinnocci@aol.com)) and enclose a check for the appropriate size. The sizes and rates are:

Size	Black and White	Color
Full page (15" tall by 10" wide)	\$360	\$500
Half page (7 1/2" tall by 10" wide)	\$185	\$260
One-third page (7 1/2" tall by 6 1/2" wide)	\$125	\$175
One-quarter page (7 1/2" tall by 4 7/8" wide)	\$95	\$135
One-sixth page (7 1/2" tall by 3 1/8" wide), or (3 3/4" tall by 6 1/2" wide)	\$65	\$90
Business card size (1 1/2" tall by 3 1/8" wide)	\$20	\$25
Annual Sponsorship	\$300	

Note: These prices are for camera ready copy only. If you want any changes, we will be glad to make them or type set a display ad for you for \$45, which includes one revision. Each additional revision is \$10.

Frequency discounts: If you place four consecutive ads in The Natural Farmer, the fourth insertion is free. You may change your ad at any time.

#### Deadlines:

- January 31 for the Spring issue
- April 30 for the Summer issue
- July 31 for the Fall issue
- October 31 for the Winter issue

Sponsorships: Individuals or organizations wishing to sponsor The Natural Farmer may do so with a payment of \$300 for one year (4 issues). In return, we will thank the sponsor in a special area of page 3 of each issue, and feature the sponsor's logo or other small insignia.

Contact for Display Ads or Sponsors: Send display ads or sponsorships with payment to our advertising manager Bob Minnocci, 662 Massachusetts Ave. #6, Boston, MA 02118. If you have questions, want to send copy electronically, or want to reserve space, contact Bob at 617-236-4893 or [BMinnocci@aol.com](mailto:BMinnocci@aol.com).

For more information, contact Sanne Kure-Jensen, Administrator at  
(401) 369-3303 or email [nofari@live.org](mailto:nofari@live.org)

## NOFA Summer Conference



NOFA/Mass conducts the seven-state Northeast Organic Farming Association's Summer Conference. The 2014 conference will mark the 40th year for this event, packed with educational workshops, dynamic vendors and delicious organic and locally-grown food, served by the University of Massachusetts' award-winning chefs. Save the dates for this incredible event -- August 8 – 10, 2014.

Each year, more than 1,200 people attend, many with their entire families. The conference typically features more than 200 workshops, a children's conference, an old-fashioned country fair, a farmers' market, a raffle, and live auction.

*Stay tuned for details as planning unfolds: [www.nofasummerconference.org](http://www.nofasummerconference.org)*

### **EXHIBIT/VEND. . . at the NOFA Summer Conference!**

	<b>Without Registration</b>	<b>With ONE Registration</b>
Full table in the main tent	\$190	\$330
Half table in the main tent	\$145	\$285
10' x 20' outdoor (you provide table & tent)	\$250	\$390
10' x 10' outdoor (you provide table & tent)	\$145	\$285

### **ADVERTISE. . . in the Conference Program Book!**

Full Page (4-5/8" wide x 7-1/2" tall)	\$275
Half Page (4-5/8" wide x 3-5/8" tall)	\$150
Quarter Page (2-1/8" wide x 3-5/8" tall or 4-5/8" wide by 1-3/4" tall)	\$100

### **SPONSOR. . . the entire NOFA Summer Conference!**

#### **\$1,000 Gold Level Sponsorship:**

- Full page ad in Program Book (see above)
- One exhibit space with registration and keynotes for one person
- Your name on the Sponsor Page of the Program Book
- Your name/logo on the conference website with link to your website for the remainder of the year
- Your name on all conference sponsor signage
- Recognition at the conference

#### **\$500 Silver Level Sponsorship:**

- Full page ad in Program Book (see above)
- Your name on the Sponsor Page of the Program Book
- Your name/logo on the conference website with link to your website for remainder of the year
- Recognition at the conference

Please feel free to inquire! For more information call  
Bob Minnocci at (617) 236-4893  
or email [bob@nofamass.org](mailto:bob@nofamass.org).

Thank you for considering working with NOFA/RI to market your business or services!  
NOFA/RI works to provide rewarding educational experiences, while boosting your business!

For more information, please contact: Sanne Kure-Jensen, Administrator at (401) 369-3303  
or email [nofari@live.org](mailto:nofari@live.org).

**[nofari.org](http://nofari.org)**



## NOFA/RI Corporate Marketing and Sponsorship Program

Corporate Sponsors receive a vast array of exposure and benefits. Sponsors may select from these bundled packages or create a custom sponsorship package. Sponsorships benefits last for one year.

### **\$7,000 Premier NOFA/RI Sponsor (receive \$8,515 in Benefits):**

- Four full-page color ads in *The Natural Farmer* + Sponsorship Listing in one year \$1,800
- Ad in 12 NOFA/RI e-Newsletters \$900
- Logo (with web link) listed on every e-Action Alert \$525
- Gold Sponsorship NOFA/RI Winter Conference + four additional registrations \$1,200
- Gold Sponsorship NOFA Summer Conference + four additional 3-day registrations \$1,860
- Logo with link on the NOFA/RI website Sponsor page & listing in right column of every web page \$1,500
- Recognition in all Press Releases and Educational Workshop publicity \$1,000
- One NOFA/RI Business Membership and ten Family Memberships \$450
- Total Value: \$8,515

### **\$5,000 Gold NOFA/RI Sponsor (receive \$6,120 in Benefits):**

- Four half-page color ads in *The Natural Farmer* + Sponsorship Listing in one year \$1,080
- Ad in 9 NOFA/RI e-Newsletters for \$675
- Logo (with web link) listed on every e-Action Alert \$525
- Gold Sponsorship – The NOFA/RI Winter Conference \$1,000
- Silver Sponsorship – The NOFA Summer Conference \$500
- Logo with link on the NOFA/RI website Sponsor Page & listing in right column of every web page \$1,500
- Recognition in all Press Releases \$750
- One NOFA/RI Business Membership and one Family Memberships \$90
- Total Value: \$6,120

### **\$3,000 Silver NOFA/RI Sponsor (receive \$3,900 in Benefits):**

- Four quarter-page color ads in *The Natural Farmer* in one year \$405
- Ad in 6 NOFA/RI e-Newsletters \$600
- Logo (with web link) listed on every e-Action Alert \$525
- Blue Ribbon Sponsorship – The NOFA/RI Winter Conference \$500
- Silver Sponsorship – The NOFA Summer Conference \$500
- Exhibit space at the NOFA/RI Winter Conference with two registrations \$100
- Exhibit space at the NOFA Summer Conference + one additional 3-day registration \$470
- Logo with link on the NOFA/RI website Sponsor page \$750
- One NOFA/RI Business Membership \$50
- Total Value: \$3,900

### **\$2,000 Supporting NOFA/RI Sponsor (receive \$2,615 in Benefits):**

- Four quarter-page black & white ad in *The Natural Farmer* in one year \$285
- Ad in 6 NOFA/RI e-Newsletters \$450
- Logo (with web link) listed on every e-Action Alert \$525
- Exhibit space at the NOFA/RI Winter Conference + two registrations \$100
- Exhibit space at the NOFA Summer Conference + one registration \$330
- Quarter-page ad in the Summer Conference Program Book \$125
- Logo with link on the NOFA/RI website Sponsor page \$750
- One NOFA/RI Business Membership \$50
- Total Value: \$2,615

Our website averages over 3,500 page views per month. We have nearly 250 Facebook Fans.