



Harvest New England Association, Inc.

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Robert Pellegrino (CT), *President*
Mary Jordan (MA), *Vice President*
Steve Justis (VT), *Secretary/Treasurer*

New England Farmers Direct Marketing Conference and Trade Show *Successful Strategies for Growing Your Farm Business*

February 28 – March 1, 2007
Sturbridge Host Hotel, Sturbridge, Massachusetts

SIGN UP FOR THE TRADE SHOW NOW!

Early registration deadline: November 30th

The New England State Departments of Agriculture, in cooperation with agricultural organizations across the region, graciously invite you to participate as an exhibitor in the upcoming ***New England Farmers Direct Marketing Conference and Trade Show***. Whether you provide a product or service to farmers in New England or have a unique product for a roadside stand, this is the show for you.

Growers from across the Northeast will convene in scenic Sturbridge, Massachusetts on Wednesday, February 28, 2007 and Thursday, March 1, 2007 at the Sturbridge Host Hotel and Conference Center. Booth set up is on Tuesday, February 27, 2007 from 12:00 PM – 6:00 PM.

Collaborators to date include all six New England State Departments of Agriculture and Harvest New England in cooperation with Community Involved in Sustaining Agriculture (CISA), Cooperative Development Institute, Essex Buy Local, Federation of Massachusetts Farmers' Markets, Massachusetts NOFA, Massachusetts Roadside Stand Association, University of Maine Cooperative Extension, University of Massachusetts Extension, University of New Hampshire Cooperative Extension, Rhode Island Center for Agricultural Promotion and Education, the Southeast Massachusetts Agricultural Partnership (SEMAP), and USDA Natural Resources Conservation Service.

This unique marketing conference targets New England growers interested in learning new marketing ideas or fine-tuning strategies for business success. There will be multiple educational and networking opportunities. The conference schedule will allow specific times for attendees to visit the trade show to maximize your exposure.

Space is limited; return your registration form with payment as soon as possible for the best space selection. Trade show registration received before November 30, 2006 costs \$395, after November 30, 2006, \$495. See www.harvestnewengland.org.

For more information contact Bonita Oehlke at 617-626-1753 or Bonita.Oehlke@state.ma.us.