Registration Outreach Toolkit

March 9, 2018 – April 9, 2018

www.farmtocafeteriaconference.org
Introduction

The 9th National Farm to Cafeteria Conference will be held in Cincinnati, Ohio, April 25-27, 2018. Hosted by the National Farm to School Network, this biennial event will convene a diverse group of food service professionals, farmers, educators, students, representatives from nonprofits and government agencies, public health professionals and more for three days of learning, networking and movement building.

About the 9th National Farm to Cafeteria Conference
This event will convene more than 1,000 diverse stakeholders working to source local food for institutional cafeterias and foster a culture of food and agricultural literacy across America. Cafeterias in schools and early care, colleges and universities, hospitals and other institutional settings serve tens of millions of Americans every day, placing the farm to cafeteria movement at the forefront of the fight to end obesity and strengthen local food systems.

Who will attend
The goal of the conference is to facilitate networking, learning and information sharing on all topics related to local foods in the institutional setting. Attendees will include food service professionals, farmers and food producers, educators, policy makers, entrepreneurs, students and youth leaders, representatives from nonprofits and government agencies, public health professionals, and others engaged in the farm to cafeteria movement.

Important Dates
Hotel room blocks close: April 3, 2018
Registration closes: April 9, 2018
Conference: April 25 - 27, 2018

Help us engage a diverse audience
This movement touches all of our work and everyone’s lives, which is why we hope to see a broad section of attendees representing diverse professional backgrounds and communities from across the country (and international locations, too!) at the conference. Here’s how you can make sure as many people as possible have the opportunity to participate in this energizing training and networking opportunity:

- **Promote the conference** on your website and in your communications channels – see below for e-newsletter and listserv copy, social media posts, graphics and a blog template
- **Share the registration link** with your networks – [www.farmtocafeteriaconference.org](http://www.farmtocafeteriaconference.org)
- **Reach out** personally to individuals and organizations you know are interested in strengthening community health and increasing opportunities for farmers and producers
- **Use the hashtag #FarmtoCaf18** on social media to build awareness. Join our Facebook event to stay up-to-date on the latest conference news.

If you’d like to learn more about how you can help promote the conference, email [anna@farmtoschool.org](mailto:anna@farmtoschool.org).

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National Farm to School Network – Growing Stronger Together
farmtoschool.org
Newsletters & Listservs

Registration Open for National Farm to Cafeteria Conference
The 9th National Farm to Cafeteria Conference is coming to Cincinnati, Ohio, April 25-27, 2018. This event is the only national gathering of stakeholders from across the farm to cafeteria movement, making it a crucial leadership development opportunity to advance community health, build economic opportunities for farmers and producers, and ensure long-term sustainability for local food efforts nationwide. Conference registration is open until April 9. Learn more and register today at farmtocafeteriaconference.org.

9th National Farm to Cafeteria Conference – Cincinnati, April 2018
Cafeterias in schools and early care, colleges and universities, hospitals and other institutional settings serve tens of millions of Americans every day, placing the farm to cafeteria movement at the forefront of the fight to end obesity and strengthen local food systems. The 9th National Farm to Cafeteria Conference is the only national gathering of stakeholders from across this movement, making it a premier professional development and networking opportunity for those working to source local food for institutional cafeterias and foster a culture of food and agricultural literacy across America. Join more than 1,000 local food leaders, community health professionals and sustainable agriculture advocates in Cincinnati, OH, April 25-27 for three energizing days of learning, networking and movement building. Registration ends April 9. Learn more at farmtocafeteriaconference.org.

Explore Ohio’s Local Food Landscape with Farm to Cafeteria Field Trips
Farm to cafeteria is a powerful vehicle for food system change. So what does it look like in action? Join the 9th National Farm to Cafeteria Conference in Cincinnati, Ohio, April 25-27, 2018 and attend one of eleven local field trips to explore the Ohio Valley area food system and farm to cafeteria landscape. Led by local experts, these half and full day excursions will bring you closer to the local food efforts powering the Cincinnati region and beyond. Visit youth gardens, college farms, healthy hospitals, food hubs and more.

Conference registration is open now thru April 9, and field trips are first come, first served. Start planning your conference experience to bring home real food solutions and accelerate the growth of farm to cafeteria in your community. Learn more at farmtocafeteriaconference.org.
Social media - #Farm2Caf18

Keep us in the loop by tagging us in your social media posts. Follow us on Twitter @FarmitoSchool, Facebook at National Farm to School Network, and Instagram at @FarmitoSchool.

Suggested Tweets
Calling all local food leaders, community health professional and sustainable ag advocates! You don’t want to miss the 9th National Farm to Cafeteria Conference – three inspiring days of learning, networking and movement building. Registration closes 4/9 → farmtocafeteriaconference.org

Join farm to cafeteria leaders from across the country at the 9th National Farm to Cafeteria Conference in April 2018. Registration closes 4/9 farmtocafeteriaconference.org #Farm2Caf18

36 skill-building workshops, inspiring keynotes, short courses, field trips & great networking opportunities - if you're a local food leader, #Farm2Caf18 is not to be missed! Join us in Cincinnati, April 25-27 → farmtocafeteriaconference.org

Experience farm to cafeteria in action at the 9th National Farm to Cafeteria Conference! Food hubs, rooftop gardens, food rescue kitchens, college campus farms and more! farmtocafeteriaconference.org #Farm2Caf18

Dig deeper with local food experts at the Nat'l Farm to Cafeteria Conference. Explore short courses at farmtocafeteriaconference.org #Farm2Caf18

Suggested Facebook Posts
Calling all local food leaders, community health professionals and sustainable agriculture advocates! Time is running out to register for the 9th National Farm to Cafeteria Conference, coming to Cincinnati this April. Registration closes April 9 → farmtocafeteriaconference.org #Farm2Caf18

Take your farm to cafeteria efforts to the next level! Great professional development, training and networking opportunities at the 9th National Farm to Cafeteria Conference in Cincinnati this April. Registration closes April 9. Learn more at farmtocafeteriaconference.org #Farm2Caf18

Experience the farm to cafeteria movement in action at the 9th National Farm to Cafeteria Conference in Cincinnati this April. Join a field trip to explore youth gardens, dairy farms, healthy hospitals, food hubs and more! Plan your conference experience at farmtocafeteriaconference.org. #Farm2Caf18

National Farm to School Network – Growing Stronger Together
farmitoschool.org
Consider writing a story for your blog or local newspaper about the conference highlighting your farm to cafeteria efforts. This example can be used as a template for a blog, a longer newsletter article or local newspaper column. The National Farm to Cafeteria Conference highlights all of our work, so personalize the story and use this opportunity to promote how your efforts are connected nationally.

Headline suggestions:
National Farm to Cafeteria Conference Coming this April

National Farm to Cafeteria Conference Unites Diverse Stakeholders around Community Health, Sustainable Agriculture

[YOUR ORGANIZATION] Joins National Leaders and Local Food Advocates at 9th National Farm to Cafeteria Conference this April

On April 25-27, 2018, more than 1,000 people will converge on Cincinnati, Ohio, for the 9th National Farm to Cafeteria Conference. The biennial event, hosted by the National Farm to School Network, is the only national gathering of farm to cafeteria professionals working to break down barriers to sourcing healthy, local food for institutional cafeterias and connect communities and children to where their food comes from.

Cafeterias in schools and early care sites, colleges and universities, hospitals, prisons and other institutional settings serve tens of millions of Americans every day, placing the farm to cafeteria movement at the forefront of the fight to end obesity and strengthen local food systems.

[Elaborate on how your organization is connected to the farm to cafeteria movement and the impacts of that work on your community. Specify if you will be playing a role at the conference like presenting a workshop, poster or lightning talk, or involved on the planning committee, or simply attending.]

Attendees of the National Farm to Cafeteria Conference will learn best practices, network with likeminded communities and bring home creative solutions that will help to nourish people and the economy. Registration is open until April 9. Register today!

Learn more at http://farmtocafeteriaconference.org.
Shareable Graphics

Right click on graphics to save, or download from the farmtocafeteriaconference.org media room here.