Early Bird Registration Outreach Toolkit

January 29 – March 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, 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.

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

Scholarship application period: Dec. 18, 2017 - Feb. 12, 2018
Early bird registration: Jan. 29 - March 9, 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!). 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
- 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.
Newsletters & Listservs

Register Now! Early Bird Prices for National Farm to Cafeteria Conference
Don't miss the 9th National Farm to Cafeteria Conference in 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. Early bird discounts are available through March 9. Register today 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 us in Cincinnati, Ohio, April 25-27, 2018 and join one of eleven field trips to explore the Cincinnati 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.

Early bird registration is open through March 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

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

Suggested Tweets

Experience farm to cafeteria in action at National Farm to Cafeteria Conference this April. Early Bird registration ends 3/9: farmtocafeteriaconference.org #Farm2Caf18

We want to see YOU at #Farm2Caf18 in Cincinnati this April! Early Bird discount ends 3/9: farmtocafeteriaconference.org

Join farm to cafeteria leaders from across the country at the 9th National Farm to Cafeteria Conference in April 2018. Early Bird discount ends 3/9 farmtocafeteriaconference.org #Farm2Caf18

Field trips aren't just for kids - join one at the Farm to Cafeteria Conference in Cincinnati this April! farmtocafeteriaconference.org #Farm2Caf18

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

National Farm to School Network – Growing Stronger Together
farmtoschool.org
**Suggested Facebook Posts**

Calling all local food leaders, community health professionals and sustainable agriculture advocates! Registration is now open for the 9th National Farm to Cafeteria Conference, coming to Cincinnati, Ohio, April 25-27. Register by March 9 for an early bird discount: [farmtocafeteriaconference.org](http://farmtocafeteriaconference.org) #Farm2Caf18

We want to see YOU at the 9th National Farm to Cafeteria Conference in Cincinnati, Ohio, April 25-27. This is a premier opportunity to learn, network and collaborate with 1,000+ likeminded leaders and food advocates from across the country. Register by March 9 for an early bird discount: [farmtocafeteriaconference.org](http://farmtocafeteriaconference.org) #Farm2Caf18

Experience the farm to cafeteria movement in action at the 9th National Farm to Cafeteria Conference in Cincinnati, Ohio 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](http://farmtocafeteriaconference.org). #Farm2Caf18

**Graphics**

*Right click on graphics to save, or download from the [farmtocafeteriaconference.org](http://farmtocafeteriaconference.org) media room [here](http://farmtocafeteriaconference.org).*
Blog or news article template

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

Article template:
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. Early Bird registration is open until March 9, and scholarship applications are being accepted now until the scholarship deadline of Feb. 12 at 8pm ET.

Learn more at http://farmtocafeteriaconference.org.