



### **National Farm Viability Conference 2021: Communications Pre-Fabs**

*Thank you for helping us spread the word about the National Farm Viability Conference and FIELD School by sharing the prefabricated posts below via your organization's communications platforms! Please feel free to tweak curated content to better align with your organization's language and/or mission, and please tag the National Farm Viability Conference and Oregon Tilth and New Entry Sustainable Farming Project use the hashtag #FarmViability21, whenever possible.*

#### **Email Blasts/Newsletters**

Registration is open for the fifth [National Farm Viability Conference](#) happening in October! The Conference features an array of virtual programming focused on strengthening farm sustainability, building more resilient local food systems and supporting the long term profitability of farming and agri-entrepreneurs from start-ups to generational businesses. The conference is also hosting the 10<sup>th</sup> annual national [FIELD School](#) track for incubator and apprenticeship training programs. Originally established by the [Vermont Farm & Forest Viability Program](#) in 2008, the Conference is being hosted virtually for the first time and will be co-hosted by [Oregon Tilth](#) and [Oregon State University's Center for Small Farms and Community Food Systems](#) throughout the month of October.

The Conference is geared towards professionals in farm and food business planning, financial planning, agricultural financing, farmland conservation, agricultural market development, and food hub management. The FIELD School track offers professional development for service providers supporting incubator and apprenticeship training programs. The conference offers attendees the opportunity to network, learn from industry leaders and other professionals in their fields, and develop new knowledge and skills. Learn more or register today at <https://www.farmviabilityconference.com/>.

#### **Twitter**

Interested in creating more resilient #localfood systems? Join us @ the National Farm Viability Conference this Oct to network w/ ag business professionals, develop new skills, hear from industry leaders & more! <https://bit.ly/2OggFeR>  
#FarmViability21

The National Farm Viability Conference features a month of workshops, discussions & skillsharing for professionals and others in farm/food business planning, financial planning, land conservation, market development, incubator and apprenticeship training & more. Register today @ <https://bit.ly/2OggFeR> #FarmViability21

The National Farm Viability Conf connects participants w/ industry leaders to build the relationships & skills necessary to develop more resilient #localfood & farming systems across the country. Join us virtually this Oct! Register @ <https://bit.ly/2OggFeR> #FarmViability21

Learn more about agricultural financial planning, business advising, land conservation, incubator and apprenticeship programs, market development, & more @ the National Farm Viability Conference this Oct! Visit <https://bit.ly/2OggFeR> to learn more or register. Scholarships are available #FarmViability21

No farms, no food. Help us strengthen local farm & food economies by participating in this year's National Farm Viability Conference and FIELD School in Oct. Learn more @ <https://bit.ly/2OggFeR> #FarmViability21

## Facebook

The National Farm Viability Conference features a month of virtual programming focused on strengthening farm sustainability, building more resilient local food systems and supporting the long term profitability of farming and agri-entrepreneurs from start-ups to generational businesses. The Conference is geared towards professionals in farm and food business planning, financial planning, agricultural financing, crisis management, farmland conservation, agricultural market development, incubator and apprenticeship programs, and food hub management. Join the @Oregon Tilth [tag] and @Oregon State University's Center for Small Farms and Community Food Systems [tag] and @New Entry Sustainable Farming Project's national FIELD School [tag] this October to network with and learn from fellow professionals and agricultural leaders, build new relationships, and expand your skill set. Learn more or register at the link below. #FarmViability21 <https://www.farmviabilityconference.com/> [website preview will automatically pop up to replace link in text when link is pasted in]

## Instagram

*Caption:* Register today for the National Farm Viability Conference and FIELD School happening virtually October 1-29 ! The Conference features an array of virtual programming focused on strengthening farm sustainability, building more resilient local food systems and supporting the long term profitability of farming and agri-entrepreneurs from start-ups to generational businesses. Learn more or register at [farmviabilityconference.com](https://www.farmviabilityconference.com/). #FarmViability21

## Blog/Article

*Title:* Fifth National Farm Viability Conference Held Virtually this October!

The fifth [National Farm Viability Conference](#) will take place October 1-29, with registration now open. Originally established by the Vermont [Farm & Forest Viability Program](#) in 2008, the Conference is being hosted virtually for the first time and will be co-hosted by [Oregon Tilth](#) and [Oregon State University's Center for Small Farms and Community Food Systems and will include a special FIELD School track for incubator and apprenticeship training programs](#). Despite significant growth, the Conference's mission remains the same: to strengthen farm sustainability, build stronger and more resilient local food systems and support the long term profitability of farming and agri-entrepreneurs from start-ups to generational businesses.

The Conference is geared towards professionals in farm and food business planning, financial planning, agricultural financing, crisis management, farmland conservation, agricultural market development, incubator and apprenticeship training programs, and food hub management, but any interested persons are welcome to join in on the activities and conversations. Participants will have the opportunity to network with fellow professionals from across the country, attend a "Read the Farm" event which includes a virtual tour of a farm and more, and develop new knowledge and skills. There are limited scholarships available for qualified participants, which can be applied for through the Conference's registration web page.

The National Farm Viability Conference comes at a critical time in U.S. agriculture, when consolidating and changing markets are affecting many family run farms, farmland is changing hands at an increasingly rapid rate as farmland and other agricultural assets transition to the next generation. Many farmers are facing particular hardships in many areas of the country, at the same time as many emerging opportunities and new business models are explored by new and beginning farmers as well as those that see a need for change.

In this economic climate, it is key for farm and food entrepreneurs to focus on sound financial planning, long-term business strategy, accessing new markets and transitioning to different production methods, and as well plan for business succession. The National Farm Viability Conference provides the opportunity to learn about key efforts to support farm and food entrepreneurs as they navigate markets, growth and change, and to develop relationships with and learn from your colleagues from across the country. This year the Conference will put an emphasis on new, innovative approaches to protecting our country's agricultural resources and the economic viability of our country's farmers. The conference is collaborating with [New Entry Sustainable Farming Project's](#) 10<sup>th</sup> annual national [FIELD School](#) which provides professional development to staff operating incubator and apprenticeship training programs.

The previous National Farm Viability Conference was held in October of 2019, where over 300 participants gathered in Red Wing, Minnesota. Conference hosts included Renewing the Countryside, Hudson Valley Agribusiness Development Program, and the Vermont Farm & Forest Viability Program. The conference is held every other year, with hopes of having it on the west coast in 2021. Due to the ongoing covid pandemic, this year's regional hosts from Oregon have transitioned to a virtual conference platform. Registration is open, and a Call for Proposals for workshop sessions is out! We hope to see you there!

