



## You Are What You Eat

with keynote speaker **Joel Salatin**  
of **Polyface Farm**



### Saturday November 6th

Session 1: 10am-12pm  
Lunch: 12-1pm  
Session 2: 1pm-3pm

CVI Building  
Ferndale, NY  
1 Cable Vision Drive



### Local Food to the Rescue!

Join us for a seminar with renowned farmer and speaker **Joel Salatin** of **Polyface Farm**.

Joel Salatin will speak about how local food can help save our economy, environment and our health. Using **dirt-under-the-fingernails personal experience** with **mischievous humor**, Joel Salatin passionately defends small farms, local food systems and the right to opt out of the conventional food paradigm.

Mr. Salatin will speak about how our culinary skills and local food connections have been replaced with “no trespassing” signs, bureaucratic paperwork, unpronounceable labels, bar codes and beeping cash registers.

Using first hand stories from Polyface Farm, Joel will also explain the **marketing and productions methods for** his farm. His talk will empower otherwise reluctant marketers to go for it and inspire new ideas for the farm.

The seminar will be a great opportunity to learn, network and to connect his presentation to resources and new ideas for our **local agriculture industries**.



# Joel Salatin of Polyface Farm



Joel Salatin is a 3rd generation farmer in Virginia's Shenandoah Valley and owner of Polyface Farm.

The farm services more than 3,000 families, 10 retail outlets, and 50 restaurants through on-farm sales and metropolitan buying clubs with salad bar beef, pastured poultry, eggmobile eggs, pigerator pork, forage-based rabbits, pastured turkey and forestry products using relationship marketing.

The farm has been featured in *Smithsonian Magazine*, *National Geographic*, *Gourmet* and countless other radio, television and print media. The farm achieved iconic status when featured in the NY Times bestseller *Omnivore's Dilemma* by food writer guru Michael Pollan.



## Seminar Agenda

**Seminar: 10AM-3:00PM**

\*Attend both or only 1 session

**Registration: 9:30AM-10:00AM**

**Session 1: 10:00AM-12:00PM**

During the AM *Joel Salatin* will speak about how industrial food is aesthetically and aromatically unpleasant from production to supermarket. He will use an eclectic presentation linking culture, agriculture and a romantic dinner dance partner.

**Lunch: 12:00-1:00PM**

Lunch will provide an opportunity to enjoy local food and networking. Various organizations will have booths at the seminar, such as the SC Partnership for Economic Development and Cornell Cooperative Extension.

**Session 2: 1:00PM-3:00PM**

The PM session is geared towards farmers and growers. *Joel Salatin* will speak about relationship marketing, using his farm's success stories as a basis. He will also explain his Farm's production methods. By using pictures the audience will take a virtual tour around his grass-based multi-species livestock farm.

**Seminar fee is \$25 for the day**

## Seminar Sponsors



The A. Lindsay and Olive B. O'Connor Foundation



## Event Registration Form

Space is limited. Please avoid disappointment by registering early.

NAME \_\_\_\_\_

ORGANIZATION/BUSINESS NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

ZIP \_\_\_\_\_

TELEPHONE \_\_\_\_\_

EMAIL \_\_\_\_\_

\_\_\_ **Farmer** (Product(s) Produced): \_\_\_\_\_

**\*LIMITED Student Scholarships Available.**  
Contact the Conservancy to apply

**I plan to attend the following:**

\_\_\_ **AM Session** \_\_\_ **PM Session**

\_\_\_ **AM & PM Session**

Please mail your registration form and \$25 seminar fee to the:

**DELAWARE HIGHLANDS CONSERVANCY**

**PO BOX 219**

**NARROWSBURG, NY 12764**

Telephone: 845-807-0535

email: info@delawarehighlands.org

\_\_\_ **My check payable to Delaware Highlands Conservancy enclosed**

\_\_\_ **I will pay by credit card:**

\_\_\_ **Mastercard;** \_\_\_ **VISA • Amount \$** \_\_\_\_\_

**Account #** \_\_\_\_\_

**Expiration Date** \_\_\_\_\_

**Signature** \_\_\_\_\_