

FOR IMMEDIATE RELEASE

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MEDIA ADVISORY

Leaders to Discuss Future of Organic, Local Food in Illinois

What: Press event and symposium featuring a wide variety of regional and national leaders promoting local, organic, Fair Trade, family-farmed, and slow food. This is part of the FamilyFarmed.org EXPO, the leading event in the Midwest connecting local and organic farmers with trade buyers and consumers.

Who: Heads of major organic and Fair Trade food companies, family farmers, political leaders from the State of Illinois and the City of Chicago, leaders of farm organizations, and more. Speakers include:

Will Allen, farmer and Director, *Growing Power*; Steve Frenkel, Deputy Chief of Staff, *State of Illinois*; Patrick Bradley, Regional President, *Whole Foods Market*; Rob Everts, Co-Executive Director, *Equal Exchange*; Sadhu Johnston, Commissioner, *Chicago Dept. of the Environment*; Fred Kirschenmann, farmer and Distinguished Fellow, *Leopold Center for Sustainable Agriculture*; Bill Kurtis, Journalist and CEO, *Tallgrass Beef*; Erika Lesser, Executive Director, *Slow Food USA*; Carolyn Mugar, Executive Director, *Farm Aid*; Robert Scaman, President, *Goodness Greeness*; George Siemon, CEO, *Organic Valley Co-operative*; Jim Slama, President, *Sustain*; Arran Stephens, President, *Nature's Path*.

Why: A number of initiatives will be featured. One is the announcement of new national standards that define family scale agriculture and bring more social standards into sustainable agriculture. The event will also highlight the Illinois Food, Farms, and Job Act of 2007, (HB 1300) which if passed will help make Illinois a leader in organic and local food production.

Photo and Film Opportunities: At **12 noon**, reporters, photographers, and film crews may visit with local farmers exhibiting at the EXPO.

When: Friday, March 23, at 10:30 am

Where: The Chicago Cultural Center, Randolph Street Entrance at Michigan Avenue, Chicago, IL – 2nd Floor Claudia Cassidy Theater

About FamilyFarmed.org

FamilyFarmed.org is a project of Sustain that encourages local and organic farming by connecting regional farmers with trade buyers and consumers. It helps to build a food system that supports local and organic farmers by offering them a roadmap of selling opportunities throughout the Midwest. It also encourages public policy that supports sustainable farming, local economic development, and job creation through local and organic food production.

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