

FOR IMMEDIATE RELEASE

Monday, November 18, 2024

Pasa Sustainable Agriculture 1631 N Front Street Harrisburg, PA 17102 pasafarming.org

Contact:

Anya Hanna Associate Director for Communications and Marketing 814.349.9856 x767 communications@pasafarming.org

Farmers will share practical skills and big ideas at sustainable ag conference

HARRISBURG, PA—Registration is open for the <u>2025 Pasa Sustainable Agriculture Conference</u>, which will be held February 5–7 in Lancaster, Pennsylvania.

For nearly 35 years, the Pasa Conference has helped farmers level up their skills and grow their businesses while prioritizing environmental stewardship. It's also a place where home gardeners, locavores, chefs, researchers, educators, policymakers, and environmental advocates gather to learn from the sustainable farming community.

A recent scholarship recipient shared, "This will be our second Pasa Conference. Last year's conference literally gave us the confidence and inspiration we needed to move toward starting our own operation. I can't stress enough how life-changing it was. Besides the critical functional knowledge, the thing I value most about Pasa is being surrounded by like-minded and like-hearted individuals who are doing exactly what my goal is to be doing and being able to bounce ideas and issues off each other."

The 2025 Conference is set to deliver three days of inspirational talks, practical workshops, and vibrant networking opportunities. Attendees will have over 80 educational sessions to choose from on topics such as agroforestry, seedkeeping, farm and food business bookkeeping, organic apple production, perennial vegetables, composting, soil health, rotational grazing, farm labor issues, <u>and more</u>.

"We're excited to have the voices of so many Industry leaders like Dani Baker, Tomia MacQueen, Helen Atthowe, and Jean-Martin Fortier to share their knowledge and perspectives on sustainable agriculture topics and issues," shared Pasa's Events Coordinator, Ben Wetzel.

This year's keynote speaker, <u>Jaime Elizondo of Real Wealth Ranching</u>, will discuss ranching practices that support ecological balance as well as farmer well-being. Musician and scholar <u>Dr. Lyla June Johnston</u> will deliver the closing plenary on Indigenous food and land management systems.

The Conference also features a <u>trade show</u> with dozens of exhibitors offering products and services that cater to farmers, gardeners, and ecologically-conscious consumers. It's also a hub for unique activities

including book and seed swap stations, a photo booth, interactive demonstrations, and a community classifieds board where any attendee can post opportunities for jobs, land, equipment, and more.

"Honestly, some attendees come just for the trade show. There's something for everyone. You can sample and buy local food, connect with services, stock up on books, seeds, and tools for the season ... you can even buy a new tractor," said Pasa's Associate Director for Development, Gina Langley.

Trade show-only passes are available, and for businesses interested in exhibiting, there's still time to <u>sign up</u> <u>for a booth</u>.

Community is at the heart of this treasured annual event. One attendee shared, "Farming is often isolating work, and being in the midst of those who have similar values is really meaningful."

Social and networking events at the Conference designed to cultivate and support that community connection include regionally sourced meals, local food tastings, receptions, and special meetups for young and beginning farmers, women in ag, queer farmers, farmers of color, and Jewish farmers, as well as for attendees from Philadelphia and Pittsburgh.

Last year, over 1,800 attendees converged in Lancaster to learn and network. "I'm new to the region and wanted to connect with the regional ecological agriculture scene, other growers, and land designers. The Pasa Conference provided all of that and more," a 2024 attendee shared.

With <u>sliding scale registration rates and generous scholarship funding</u>, Pasa is committed to making attendance accessible to everyone.

Pasa's Event Service Manager, Maeve Gualtieri-Reed, offered this advice, "Register early. Rates go up on January 10. Scholarship applications are processed on a first-come, first-served basis. Last year, our block of reduced-rate hotel rooms booked up quicker than we've ever seen."

Whether at sessions, social events, or the trade show, this conference offers a vital chance to learn, share, and contribute to the growing movement for sustainable agriculture.

"There's a moment each year when I can really feel that we're part of something bigger," says Pasa's Executive Director, Hannah Smith-Brubaker. "With everyone gathered in the main auditorium, I ask people to stand or raise their hand—starting with those who were in attendance for our first Conference in 1992, then those who have been to more than 20 conferences, and so on, ending with those who are at their first Pasa Conference. In that moment, we feel the power of our collective potential—all of us standing up for the future of our food system and our planet."

Registration is open now. Learn more and register at <u>pasafarming.org/conference</u>.

###

Pasa Sustainable Agriculture is a Pennsylvania-based nonprofit that supports farmers across the Mid-Atlantic and beyond. For more than three decades, we have worked with our community of farmers and changemakers to grow a better future through farmer-driven education, research, and advocacy.

Visit pasafarming.org to learn more.