

Sustainable Ag Expo Announces Earlybird Attendee Registration Deadline

MONTEREY, CA - Time is running out for attendees to receive a \$50 discount for early registration to the Fourth Annual Sustainable Ag Expo; this discount expires on October 17th. The two-day conference addresses everything from energy conservation to sustainability in the marketplace to succession planning. Whether it be practical farming and research or the latest business trends in sustainability, the program has something for everyone.

Leading By Example: Sustainability Initiatives in the Marketplace brings together several experts from various industries. This panel's speakers include: Craig Moyer, Esq. Chair, Land Environment & Energy Division, Manatt, Phelps, & Phillips LLC; Chris Arnold, Chipotle; and Jeff Dlott, Wal-Mart Sustainability Program Representative. Speakers will address the current legal situation concerning eco-labeling and "green" claims in the marketplace, Chipotle's dedication to sustainable product sourcing and how those practices affect their bottom line, and updates on the development, direction, and possible effects of Wal-Mart's Sustainability Program.

"As high energy costs and competition for shelf space drive the industry to deal with environmental issues, I hope to provide some insights into the law and relevant government programs. I will also spend some time on how to avoid getting crosswise with the government and the public on green advertising, clean water issues, and other environmental regulations just being developed," says Craig Moyer.

Sponsored by California Farm Link, *The Succession Planning Workshop* is geared toward farmers and ranchers interested in learning family farm succession tools and family communication strategies. "The speakers will provide key tools and lessons learned from years of working with California farm families who are transitioning land from one generation to the next. Participants will engage in planning activities and leave the workshop with a clear sense of the next steps to begin or continue the farm transition process," says Reggie Knox, Central Coast Regional Program Coordinator, California Farm Link. This workshop requires a small additional fee and directly follows the Expo's adjournment. There are discounts available for those registering multiple family members. *Succession Planning* attendees do not have to register for the Sustainable Ag Expo in order to attend.

The Fourth Annual Sustainable Ag Expo, held on November 13-14, 2008 at the Monterey County Fairgrounds in Monterey, California, is for farmers of all crops and commodities to learn about farming methods that are environmentally sound, socially equitable, and economically feasible. Featuring trade exhibits and educational programs, the Expo provides agricultural professionals with the latest market trends, research, and regulatory issues. The Expo is currently accepting registration for attendees and outdoor equipment exhibitors. For more information visit www.sustainableagexpo.org or call Kira Costa at 805-369-2288.