



**ORGANIC FARMERS  
ASSOCIATION**

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# SPONSORSHIP OPPORTUNITIES

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## 2019

TO SPONSOR, PLEASE CONTACT ANNIE BROWN, DIRECTOR OF DEVELOPMENT,  
AT [ANNIE.BROWN@RODALEINSTITUTE.ORG](mailto:ANNIE.BROWN@RODALEINSTITUTE.ORG) OR 303-241-0282

# ORGANIC FARMERS ASSOCIATION

A NATIONAL VOICE FOR CERTIFIED ORGANIC FARMERS



## WHAT IS OFA?

Organic Farmers Association is a **national** membership organization for certified organic farmers, farm organizations, and their supporters. We provide a strong and unified voice advocating for the priorities of certified organic farmers.

## ONE FARM, ONE VOTE

Our membership structure emphasizes that all organic farms and farmers are equal. No matter the size of the operation, certified organic farmers pay a flat, affordable rate for membership and receive one vote on policy issues. Everyone's voice is important at the table.

## FARMER-LED

While we work closely with state, regional and national organic farming organizations, only certified organic farmers receive voting privileges in our organization and determine policy positions, allowing us to authentically represent and protect the interests of organic growers nationwide. Additionally, our leadership, including Governing Council and Policy Committee, are comprised of a majority of organic farmers elected by their peers.





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# POLICY IS OUR PRIORITY

**Government policy impacts every step** of an organic operation from farm to market, which is why our top priority is to shape and introduce national policies that positively impact our members. Each year Organic Farmers Association surveys all U.S. certified organic farmers on their top policy priorities and drafts policy positions that are ultimately voted on by our farmer members.

**Some of our top policy priorities include:**

- Organic Integrity
- Expanding Organic Research
- Protecting Organic Certification Cost Share
- Preventing Contamination for Organic Farmers
- Stronger Animal Welfare Rules

We invite you to learn more about our policy positions at [OrganicFarmersAssociation.org](https://OrganicFarmersAssociation.org)



# WE NEED YOUR SUPPORT

SUPPORT OF ORGANIC FARMERS ASSOCIATION HELPS ORGANIC FARMERS FROM ACROSS THE COUNTRY—EXPANDING ACCESS TO HEALTHY, ORGANIC FOOD.

## SPONSORSHIP LEVELS & BENEFITS

**\$5,000+**

- Full Page Ad in New Farm magazine
- OFA Organization membership
- One co-branded email to all current members
- Opportunity to offer incentives to OFA members
- Logo on OFA website sponsor page
- All the benefits of Organic Farmers Association

**\$2,500–\$4,999**

- Full Page Ad in New Farm magazine
- OFA Organization membership
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- Logo on OFA website sponsor page
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## SPONSORSHIP LEVELS & BENEFITS

**\$1,500–\$2,499**

- Half-Page Ad in New Farm magazine
- OFA Organization membership
- Opportunity to offer incentives to OFA members
- Logo on OFA website sponsor page
- All the benefits of Organic Farmers Association

**\$500**

- Marketplace (Eighth-Page) Ad in New Farm magazine
- OFA Organization membership
- Logo on OFA website sponsor page
- All the benefits of Organic Farmers Association



# NEW FARM

## MAGAZINE

New Farm brings to life the mission of Organic Farmers Association by giving a voice to organic farmers and uniting the organic community around important issues that impact producers. In words and images, New Farm tells stories that inspire and inform the organic community.

## DISTRIBUTION

New Farm is distributed annually in fall to more than 30,000 individuals in the organic community across the United States, including every single domestic certified organic farmer.

## EDITORIAL LINEUP

In 2019 stories will include:

### NEWS FEED

- Policy Priorities for 2019
- Report on dicamba drift
- Elected officials who are organic farmers

### FIELDWORK: HOW-TO

- Easy, practical strategies for meeting the new Food Safety Modernization Act protocols

### GROUNDBREAKER: INFLUENTIAL PEOPLE

- Meet Bob Quinn, a 4th generation Montana farmer, organic leader, on-farm researcher, kamut proponent, and Organic Farmers Association member.



### FEATURE: BEGINNING ORGANIC FARMERS RESOURCE GUIDE

- A story on the landscape of beginning organic farmers, including a comprehensive review of the many resources & programs available to new farmers.

### FEATURE: FARMER PROFILE

- Meet Jessica Gigot at Harmony Fields in Bow, Washington, who raises sheep and markets lamb, cheese, wool, vegetables and herbs.

### FEATURE: ORGANIC LIVESTOCK INTEGRITY

- OFA members share their principles, explain their challenges, and detail the practices that ensure they meet the standards consumers expect from organic meat and dairy products.

### NEW FARMERS (BACK PAGE):

- Meet a member of Organic Farmers Association

# NEW FARM AD SPECS

## TIPS:

- Press-Ready PDF with resolution of 300 dpi preferred.
- EPS, JPG and TIFF files accepted.
- Ads can be full-color.
- Make sure your text is inside the safe area.
- Avoid using borders.

## SIZES

### FULL PAGE

Ad with bleed: 8.25" w x 10.75" h  
(includes .125" bleed on four sides)  
The live (or safe area) should be .25" inside the trim.  
Please make sure text and other critical parts of your design are in the safe area.

### HALF PAGE

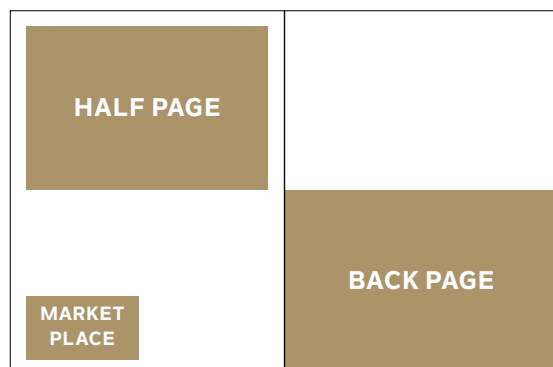
(no bleed)  
7" w x 4.75" h

### MARKETPLACE

(1/8 Page, no bleed)  
3.5" w x 2" h

### BACK PAGE

(must include bleed)  
Ad with bleed: 8.25" w x 5.5" h  
Actual ad size: 8" w x 5.25" h  
Safe/live area: 7.75" w x 5.125" h



## DEADLINES

### AD COMMITMENT

August 15, 2019

### ISSUE MAIL

November 1, 2019

### AD MATERIALS DUE

September 1, 2019

### EXPECTED IN-HOME

Mid-November

### ISSUE SENT TO PRINT

September 30, 2019

## AD SUBMISSION

Ads may be sent to Ali Lynn at  
[Ali@organicfarmersassociation.org](mailto:Ali@organicfarmersassociation.org)  
610-683-1475