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Embrace the Future – Organic Connections 2010

Planning for the Fourth Biennial Organic Connections Conference and Trade Show is underway! The Organic Connections Board of Directors is creating another major prairie event with a focus on the future.

According to President Debbie Miller, “the organic sector has reached a critical point in time as we all face unprecedented market uncertainty.”

“In the current climate, ignorance is not bliss! Organic Connections will provide strategic information to help farmers survive through the current hard times”, says Miller. “Whether it’s looking at the markets, analyzing our current methods, diversifying into new or value added ventures or learning about the new Canadian Organic Regulations (COR), producers need to know what they can do to stay afloat in tough times.”

Organic versus natural, consumers are confused by misleading food labels. Certified organic is a third party verified system. Who verifies the *natural* claim and what exactly does it mean? We’ll cut through the hype to get to the facts. .

Dynamic workshops and presentations will focus on the themes of quality, accessibility, environment and community. Organic Connections features the largest Organic Trade Show on the prairies. Consumers will especially enjoy the refreshing and delicious “Taste of Organic” event on Sunday.

We can’t talk about the future of organics without considering our children. In addition to the plenary and workshop sessions there will be special activities to involve and motivate students on the road to healthy eating.

Join us at TCU Place in Saskatoon, November 21-23, 2010 as we “Embrace the Future” with a broad cross section of organic growers and consumers.

For more information visit the website, contact the conference Coordinator, Lorraine Beaudette or the President, Debbie Miller.