



Northeast Organic Farming Association  
37th Annual Summer Conference with Northeast Animal Power Field Days  
August 12-14, 2011  
University of Massachusetts, Amherst, MA  
[www.nofasummerconference.org](http://www.nofasummerconference.org)

Greetings,

Looking for new advertising opportunities? Looking to build your brand around sustainability? Consider a donation of goods or services to the seven-state, 37th Annual **Northeast Organic Farming Association 2011 Summer Conference Auction**. From August 12-14th, roughly 1,600 people will gather at the University of Massachusetts at Amherst, to learn about and celebrate organic food, farming and gardening. Many businesses, exhibitors, and advertisers will join the celebration, marketing their products! Your brand and donated product will reach consumers from New York, Rhode Island, New Jersey, Vermont, New Hampshire, Connecticut, Maine, Massachusetts and other states.

The Northeast Organic Farming Association (NOFA) is the pioneer of education about organic and sustainable growing and gardening on the East Coast. From farmers to gardeners, landscapers to consumers, and business owners concerned with the environment, our health and our economy – NOFA touches hundreds of thousands of lives every day.

NOFA is a seasoned and dynamic organization with a long history, a 501-C3 non-profit with over 5,400 members, working in diverse ways for the development of organic agriculture and a sustainable future. Donations of goods and services to the auction will help defray costs, providing needed revenue to advocate for and educate about organic growing and sustainable living.

In short, you will help us help others learn better ways to grow and eat healthy foods, and care for the land. All donations of goods and services will be recognized for their retail value. All corporate or individual donors will be recognized in our program book and will have your item displayed for all to see at the auction table. Vendors whose donations are of high retail value will receive sponsorship benefits (see attached sheet).

Jump onboard today! Let us see your logo in front of our thousands of constituents. Please fill out our online form to get your product represented: [Click here to submit a donation](#). I look forward to speaking with you about your contribution. Feel free to check out our website at [www.nofasummerconference.org](http://www.nofasummerconference.org), email me at [mel.q.shaw@gmail.com](mailto:mel.q.shaw@gmail.com), or call 978-376-7092 to make a donation. In order to ensure that your donation is listed in the auction please submit your information or contact me by August 1st, 2011. Also, for a sneak peek at what has been donated so far check out the list [here](#)!

Sincerely,

**Mel Q Shaw**  
NOFA Summer Conference Auction Coordinator  
PO Box 513 Dover MA 02030  
(978) 376-7092  
[mel.q.shaw@gmail.com](mailto:mel.q.shaw@gmail.com)

