

Initial Invitation:

Good afternoon, <name>,

I am reaching out today to share information about “Growing Organic Expertise in Iowa,” an upcoming virtual organic workshop for agricultural field staff and consultants in <Woodbury, Plymouth> and surrounding counties. We are seeking a diverse, target audience that includes NRCS, Extension, IDALS, FSA, SWCD, RC&D, County Conservation, crop insurance agents, farm lenders, farming organizations/businesses, farmers, and others interested in learning more about organic opportunities.

As the organic market continues to grow, Iowa farmers, producers, landowners and businesses are looking for opportunities to participate in this movement. Access to technical expertise and resources to support those interested in organic transition or expansion is necessary to help Iowa producers meet the growing consumer demand for organic products and practices.

The Iowa Organic Association (IOA) and regional partners have developed a program to provide the information, tools and resources needed for agriculture service providers and consultants to support farmers interested in organic transition, diversification and expansion. See agenda <calendar link for that location>.

IOA began delivering the “Growing Organic Expertise in Iowa” workshop across Iowa in October 2019. Prior to COVID, IOA delivered eight full-day workshops at various locations around the state, reaching 165 participants. This winter workshop series will be delivered virtually through Zoom. It has been modified to three hours to reduce time in front of the computer – we hope that we can follow these virtual workshops with an in-person farm visit next summer in these regions.

Though these workshops are virtual, we are still trying to keep a regional focus to encourage some networking among community members (i.e. field staff, farmers, consultants, etc.) and is why you will see cities tied to the dates. Anyone can attend any program; just note we are targeting folks in these areas to participate during those dates/times, if available. We welcome you to participate in the workshop when it best fits your schedule.

The regions/times for the 2021 virtual workshops are as follows:

Tuesday, January 26th – 12-3pm - Sioux City, IA

Tuesday, February 2nd – 12-3pm - Seymour, IA

Tuesday, February 9th – 12-3pm - Hazelton, IA

Tuesday, February 16th – 12-3pm - Kalona, IA

To register, visit <https://www.iowaorganic.org/calendar> or call 515-412-4802. There is no cost to participate, however, you **must RSVP** at the link above to join these workshops.

We encourage you to share this information within your network. Please let me know if you have questions or need additional information.

Sincerely,
Olga

Olga Reding

Organic Field Coordinator

Iowa Organic Association

PO Box 139, Des Moines, IA 50301

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www.iowaorganic.org | [Facebook](#)
www.midwestorganicporkconference.org | [Facebook](#)

Follow-up Email:

Good afternoon, <name>,

I am reaching out as a reminder about “Growing Organic Expertise in Iowa,” an upcoming organic workshop in <City> on <date>. We hope you can attend to learn more about organic opportunities available for Iowa. The agenda and presenters can be found here: <AGENDA>.

We are seeking a diverse, target audience that includes NRCS, Extension, IDALS, FSA, SWCD, RC&D, County Conservation, crop insurance agents, farm lenders, farming organizations, farmers, agriculture educators and students, and anyone interested in learning more about organic opportunities.

For more information or to register, visit: <LINK>.

We encourage you to re-share this information within your network. Please let me know if you have questions or need additional information.

Sincerely,
Olga

Olga Reding

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