

**Initial Invitation:**

Good afternoon, <name>,

I am reaching out today to share with you information about “Growing Organic Expertise in Iowa,” an upcoming organic workshop in <Name> County on <date>.

As the organic market continues to grow, Iowa 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.

This full-day workshop will provide information from organic experts and presented resources about the National Organic Program, organic certification and transition, organic standards and production practices and insight into current organic market trends and demands. The dates for the workshop are:

October 1 -- Northeast Iowa Community College, 1625 HWY 150 South, Calmar

October 2 -- Indian Creek Nature Center, 5300 Otis Rd SE, Cedar Rapids

October 3 -- Rock Island Depot, 102 Chestnut St, Atlantic

October 4 -- Hamilton County Extension, 311 Bank St, Webster City

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 others interested in learning more about organic opportunities.

For more information or to register, visit: [https://www.iowaorganic.org/field\\_days](https://www.iowaorganic.org/field_days).

We encourage you to share this information within your network. Please let me know if you have questions or need additional information. We hope to see you on the 4<sup>th</sup>!

Sincerely,  
Roz

**Rosalyn Lehman**

Executive Director

Iowa Organic Association

PO Box 139, Des Moines, IA 50301

[roz@iowaorganic.org](mailto:roz@iowaorganic.org) | 515-608-8622

[www.iowaorganic.org](http://www.iowaorganic.org) | [Facebook](#)

[www.midwestorganicporkconference.org](http://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>.

This full-day workshop (9a – 4p) will provide information from organic experts and presented resources about the National Organic Program, organic certification and transition, organic standards and production practices and insight into current organic market trends and demands. The dates for the workshop are:

October 1 -- Northeast Iowa Community College, 1625 HWY 150 South, Calmar

<https://www.facebook.com/events/2359618110979629/>

October 2 -- Indian Creek Nature Center, 5300 Otis Rd SE, Cedar Rapids

<https://www.facebook.com/events/673186376499741/>

October 3 -- Rock Island Depot, 102 Chestnut St, Atlantic

<https://www.facebook.com/events/326256644815939/>

October 4 -- Hamilton County Extension, 311 Bank St, Webster City

<https://www.facebook.com/events/2343573065759514/>

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. **We hope to see you on the 4<sup>th</sup>!**

Sincerely,

Roz

**Rosalyn Lehman**

Executive Director

Iowa Organic Association

PO Box 139, Des Moines, IA 50301

[roz@iowaorganic.org](mailto:roz@iowaorganic.org) | 515-608-8622

[www.iowaorganic.org](http://www.iowaorganic.org) | [Facebook](#)

[www.midwestorganicporkconference.org](http://www.midwestorganicporkconference.org) | [Facebook](#)