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MEDIA ALERT FOR MONDAY/TUESDAY, NOV 17, 18, 2008

Note: Good opportunity to talk with farmers from throughout the state

**KEEPING TO THE BASICS....LOOKING TO THE FUTURE
THEMES OF NEW JERSEY FARM BUREAU CONVENTION -**

Trenton, NJ (November 12, 2008) - Change is definitely coming, and New Jersey farmers are preparing for it. Not only is their leadership in Trenton changing, but so are their land values, taxing formulae, energy use and production, crops to serve cultural diversity and marketing/communicating strategies. Farmers gathering for the 90th annual New Jersey Farm Bureau convention, in Princeton, will be examining the agricultural impact of a changing culture and economy, and how they can best take advantage of the changes, while keeping to their basic traditions. Among questions to be asked and addressed:

- How to balance cultivation of food crops with cultivation of energy crops?
- How to make better use of the internet to take their messages and marketing public?
- How to preserve farmland in our urban state?
- What is needed in agriculture leadership at the state level?

WHEN: Monday, November 17, 2008

WHAT: 11:30 am: NJ Agricultural Experiment Station and Cooperative Extension, Rutgers, Dr. Mark Robson, director, NJAES; Larry Katz, director, Cooperative Extension.

1:15 pm: "Conservation Grass Energy," Christine Hall, coordinator, North Jersey Resource Conservation & Development Council. NRCD presentation will also include personal testimonials by users of native grasses for fuel in New Jersey: Arie Van Vugt, Plainview Growers, Pompton Plains and Allamuchy; Jim Laine, Laine Farm, Hillsborough.

4:30 pm: Fairleigh Dickinson PublicMind poll results.

Tuesday, November 18, 2008

9:00 am: "Internet Possibilities for Farming," Jay Byrne, president, V-Fluence Interactive.

WHERE: Westin at Forrestal Village, 201 Village Boulevard, Princeton, NJ

CONTACTS: Pegi Adam, 973-722-7805 (cell); 973-744-6090 (office through Sunday)

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REFERENCE:

RC&D is a nationwide program delivering coordinated resource conservation and rural development assistance, in four areas: land conservation, community development, water management and environmental enhancement..

v-Fluence provides organizations and their brands online analytics, intelligence and counsel to both manage opportunities and risks in Web 1.0 and Web 2.0 spaces and “speak” more effectively to their key consumer audiences.

New Jersey Farm Bureau is a non-profit member organization of 14,000+ farmers and farm-related individuals within the Garden State. It is the only organization solely dedicated to representing the grass- roots interests and directives of its members in educating all levels of government and the public on the farm community’s policies and positions. The Farm Bureau also takes a lead in seeking out initiatives, activities and ventures to enhance the profitability of producer members and ensure the viability of agriculture in New Jersey -- *the Garden State for Good Reason -- our farms.*

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