

Grassroots Training Session:

Learn how to effectively safeguard your most basic right – what you eat and drink, and what you feed your family!

Friday, January 28, 2011, 1:00-5:00PM, at Macalester College, Kagin Commons

Limited space available and advance registration required

Suggested donation for the training is \$20 per person (not required)

Mark McAfee, CEO and Founder, Organic Pastures Dairy (organicpastures.com)

Tim Wightman, President, Farm-to-Consumer Foundation (farmtoconsumerfoundation.org)

PLEASE NOTE: *The Grassroots Training is separate from the Consumer Free Choice Fundraising event later that same day, January 28, in the same location.*

People are encouraged to attend either or both.

The Grassroots Training is from 1:00-5:00PM, and the

Consumer Free Choice Fundraiser with Mark McAfee is from 7:00-9:00PM.

Registration for either or both events: www.consumerfreechoice.com or call 612-501-9883.

Led by two of the most dynamic leaders in the field, this training session is for anyone interested in protecting access to nutritious foods of your choice. Discover how to cultivate awareness and effect change in your community and beyond.

Healthy food matters to us all, and now is the time to become educated, energized and mobilized!

TOPICS TO INCLUDE:

- Issues surrounding the current politics of raw milk and the forces involved, such as FDA, PMO, CAFO, Processors, NCIMS, etc., and Organic Valley and the issue of market encroachment!
- The grassroots nature of the raw milk market and how to engage the people.
- Safety of raw milk and how not to become a target of an outbreak of illness.
- Education of the people being the key to market building and countering the challenges against raw milk and its farmers.
- How to deal with inspectors and inspection reports and making your dairy better.
- How to build momentum and support through social media and using the consumer's voice to support the farmer.
- Why being delicious matters.
- The medical aspects of raw milk and building really healthy kids, and the importance of having moms tell their story to other moms.
- Making lemons into lemonade.
- The farmer as teacher.

(FACT: Minnesota was once renowned for "The Milk Cure" at our own Mayo Clinic, where raw, unadulterated, grass-fed milk was used to successfully heal a multitude of ailments with no drugs or other medical intervention.)