

## Write a Press Release

FOR IMMEDIATE RELEASE

Contact:

Your name: \_\_\_\_\_; Farm Name: \_\_\_\_\_

Phone number: \_\_\_\_\_; E-mail: \_\_\_\_\_

Headline: Enterprising Farmers are Renewing the Countryside

Minneapolis, Minnesota - There's more to farming than row crops, heads of cows, or tractor horsepower. Departing from the "get big or get out" approach to agriculture, an increasing number of farmers and ranchers across the country are opting, instead, to diversify and operate family-scale operations, resulting in higher per acre profits than many of their large-scale neighbors.

YOUR OPENING PARAGRAPH:

Your town, State -- \_\_\_\_\_

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QUOTE FROM YOU AS FARMER:

" \_\_\_\_\_," says *YOUR NAME*, co-owner of *FARM NAME*. " \_\_\_\_\_"

MORE DETAILS ON SPECIFIC ELEMENTS OF YOUR OPERATIONS:

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"The organic movement is here to stay," says Faye Jones, executive director of the Midwest Organic and Sustainable Education Service. "Healthy food from healthy soil, grown regionally, will be one of the most important variables to the long term well being of our communities, regardless of size or location." According to the U.S. Department of Agriculture, the market for organic foods is expanding by as much as 20 percent annually and the number of acres devoted to organic production leaped by almost a million acres from 1997 to 2001.

KEY CONTACT INFORMATION (keep it brief, and to the point)

- name of business, hours of operation (when relevant), address (if relevant), telephone number, e-mail and website address:

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