



Embrace the Future - Organic Connections

We are pleased to announce **Maria Rodale** as a keynote speaker for the *Fourth Biennial Organic Connections Conference and Trade Show* at TCU Place in Saskatoon, Saskatchewan, November 21 - 23, 2010.

People today are more confused than ever about organic food. Is it more nutritious? What's the difference between organic and natural? Isn't it more important to eat "locally" produced food? Why are organic foods so expensive? Doesn't the higher price make it elitist and therefore an unrealistic choice for working families? Is it possible to grow enough food to feed the world organically? With so much conflicting information, how can we possibly make the right choices?

In *ORGANIC MANIFESTO: How Organic Farming Can Heal Our Planet, Feed the World, and Keep us Safe* Maria Rodale—journalist, activist, and mother—cuts through the confusion and misinformation to provide an indispensable and highly readable look at why chemical-free farming unquestionably holds the key to better health for us and for the planet.

Maria is the granddaughter of organic pioneer J.I. Rodale who founded the Rodale Institute in 1947 to work toward farming systems that are good for people and the planet. She was named chairman of the company in 2007 and CEO in 2009. She will travel from her home in Bethlehem, Pennsylvania to attend Organic Connections.

Organic Connections is the largest **Organic Conference and Trade Show** in Western Canada. Through dynamic workshops, presentations and plenary sessions, the program will focus on surviving difficult times, improving food quality and accessibility and healthy environment and culture.

"Our program is shaping up with more speakers and presenters being confirmed daily," says President Debbie Miller. "We encourage everyone to stay tuned as we put together an outstanding Prairie event. Watch for news about special events like the Taste of Organic and conference passes to be offered on line this summer."

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