



*Long-Term Thinking
for Today's Issues*

Christian Farmers Federation of Ontario

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NEWS RELEASE

Subject: **INNOVATION FRONT AND CENTER AT CFFO CONVENTION**

GUELPH, Ontario - This year's Christian Farmers Federation of Ontario (CFFO) Annual Convention will focus on the important role of innovation in farming.

"Farm innovation is being recognized by government and farm leaders as playing a huge role in opening up new, much needed opportunities for farm families, while at the same time benefiting the public at large. Our convention will explore the challenges and rewards of innovation," stated John Kikkert, CFFO President.

The event will feature a panel presentation by four award winning farm innovators, as well as a presentation on the role of innovation in agriculture by keynote speaker Joel Salatin. Salatin, from Virginia, is a successful farmer, marketer and author, and has been featured in publications as wide as National Geographic and the Smithsonian Magazine. Scheduled to be the banquet speaker is Michael Coren, well-known broadcaster and columnist. New this year is the Innovator's Reception, which will feature products from award winning innovators 20 Bees Winery, Mariposa Dairy and Hungry Hollow Organics.

"We're certainly looking forward to celebrating another successful year for our organization," said John Clement, CFFO's General Manager. "But this particular event is important because it highlights recent successes for 'ordinary' farmers, and will be beneficial to all who attend."

For more information about the CFFO Convention, which will be held on November 14, 2007 at the Cambridge Holiday Inn, please contact the office at 519-837-1620, or check out the CFFO's website, www.christianfarmers.org.

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