

PERENNIAL FARM GATHERING

FUTURE
FOOD
FOREST
FINANCE

2024



SUNDAY, OCTOBER 6TH - TUESDAY, OCTOBER 8TH

Monona Terrace Community and Convention Center - Madison, WI

WITH FREE FARM TOURS - SATURDAY, OCTOBER 5TH

Savanna Institute Campus - Spring Green, WI

Sponsorships

savannainstitute.org/pfg2024

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Perennial Farm Gathering

The Perennial Farm Gathering, Savanna Institute's signature event of the year, brings together a wide community of land stewards, farmers, and perennial enthusiasts. Over three days of community building, folks gather to share work and lessons learned in panels, workshops, deep dives, and nutshell talks — all to advance perennial agriculture.

Sponsoring the Perennial Farm Gathering will put your business or organization front and center of a diverse audience of decision makers attending the event—and many more who watch the recordings afterwards.

savannainstitute.org/pfg2024

About the Savanna Institute

The Savanna Institute is a nonprofit organization that works with farmers and scientists to lay the groundwork for widespread agroforestry, a beneficial method of farming with trees. Inspired by the oak savannas native to the region, the Savanna Institute conducts research, education, and outreach to support the growth of diverse, perennial agroecosystems in the Great Lakes and Upper Mississippi watersheds.

Contact
608.448.6432
info@savannainstitute.org
savannainstitute.org/sponsor



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Savanna Institute will host its Perennial Farm Gathering October 6th-8th in Wisconsin

Free Farm Tours in Spring Green open to all on Saturday, October 5th

The Savanna Institute will host its Perennial Farm Gathering in person in 2024 from Sunday, October 6th to Tuesday, October 8th at Monona Terrace in Madison. Free tours at Savanna Institute's farm campus in Spring Green will be offered on Saturday, October 5th. The Perennial Farm Gathering, held each year for perennial food and farming enthusiasts, will be back in person for the first time in five years.

In its 12th consecutive year, the Perennial Farm Gathering is a vital networking opportunity for farmers, foresters,

chefs, Indigenous leaders, activists, researchers, policymakers, and investors who make up the perennial agriculture community. Integrating trees, shrubs, and other perennial crops into farms would revitalize our food system and make farming more sustainable for future generations. The gathering connects people to the resources needed to perennialize our food system.

The Savanna Institute, a nonprofit organization, is now accepting sponsorships for the event. Tickets for the Perennial Farm Gathering will go on sale in May.

- WHAT:** Perennial Farm Gathering, hosted by the Savanna Institute
- WHEN:** Saturday, October 5th, 1 - 5pm (Farm Tours, Spring Green)
Sunday, October 6th - Tuesday, October 8th (PFG2024, Madison)
- WHO:** Perennial agriculture enthusiasts, farmers, foresters, chefs, Indigenous leaders, activists, researchers, policymakers, and investors
- WHERE:** Monona Terrace, Madison, Wisconsin with farm tours in Spring Green



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Coming Home to Wisconsin

Wisconsin is a leader in perennial farming and home to Savanna Institute's Spring Green Campus in the Driftless Area. To support farmers in the state, the Savanna Institute partners with Wisconsin NRCS to deliver agroforestry technical assistance, with the Great Lakes Protection Fund to support local water quality, with Organic Valley to increase climate-smart commodities, and with the Wormfarm Institute in rural creative placemaking – to name a few partners.

On Saturday, October 5th, the Savanna Institute will host a free Open House with farm tours at its Spring Green Campus to kick off the Perennial Farm Gathering week of community building. From October 5th to 14th, Wormfarm Institute will also be hosting its Farm/Art DTour. The DTour is a self-guided excursion through 50 miles of scenic farmland in rural Sauk County, punctuated by site-responsive art installations, pasture performances, local food markets, and more.



Premier Locations

Savanna Institute Campus - Spring Green, WI

Located in the heart of Wisconsin's Driftless Area in Sauk County an hour west of Madison, Savanna Institute's Spring Green Campus is surrounded by a vibrant community of innovative farmers and robust local food markets. Four farms make up the Spring Green Campus, each researching and demonstrating a different type and scale of agroforestry system. The Savanna Institute hosts a free open house at its North Farm every year to welcome the community to campus for tours.

Monona Terrace - Madison, WI

The Monona Terrace Community and Convention Center on Lake Monona in Madison, WI is a Frank Lloyd Wright-designed gathering space located a few blocks from the State Capitol and downtown hotels and amenities. An hour's drive from our Spring Green Campus, the gathering space allows us to incorporate farm visits into the Perennial Farm Gathering program and offers ample meeting spaces to host the keynotes, panels, workshops, deep-dives, and nutshell talks beloved by attendees.





Networking Opportunities

The Perennial Farm Gathering leaves its guests with renewed inspiration and deeper connections that advance our collective work to grow food perennially. Returning to an in-person event creates opportunities for meaningful collaboration and broad skill-building. Keynotes, workshops, and plenaries at the Monona Terrace offer deep-dive discussions on topics such as technical education, social justice, perennial foods, and financial planning. Nutshell talks invite community members and organizations to present five-minute updates on their work in the field.

Agroforestry Coalition Meet-Up

On Sunday, October 6th at the Monona Terrace, the Agroforestry Coalition will host a meet-up open to all Perennial Farm Gathering sponsors and registrants. The Agroforestry Coalition is a national collective of organizations, farmers, businesses, researchers, and activists working to scale-up agroforestry in the US. Working Groups meet virtually throughout the year to plan collaborations in the sectors of policy, nursery development, demonstration farms, communications, financing, and market growth. If you would like to participate in coalition building activities to advance agroforestry, join us Sunday before the gathering.

What to Expect

- 🌍 Connection to a wide community of farmers, land stewards, and perennial enthusiasts – allowing you to expand your professional network and collaborative opportunities.
- 🌍 Deepen your knowledge and practices in panels, workshops, and nutshell talks covering the latest research and lessons learned from agroforestry practitioners.
- 🌍 Highly specific and engaging conversations that will enrich your perspective on agroforestry and change the way you think about perennial agriculture.

Preliminary Schedule

Saturday, October 5th, 1-5pm

Farm Tours at Savanna Institute's Campus in Spring Green

Sunday, October 6th

Agroforestry Coalition Meet-Up and Welcome Reception at Monona Terrace in Madison

Monday, October 7th

Keynote, Technical Workshops, Social Justice Sessions, and Nutshell Talks with a Perennial Dinner in Madison

Tuesday, October 8th

Technical Workshops, Silvopasture Plenary, and Nutshell Talks in Madison

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TUESDAY, OCTOBER 8TH**

Monona Terrace - Madison, WI

**WITH FARM TOURS
SATURDAY, OCTOBER 5TH**

Savanna Institute Campus
Spring Green, WI

Tickets on
SALE IN MAY!

savannainstitute.org/PFG2024



Sponsorships



Rainmaker: \$5,000

**COMPLIMENTARY ADMISSIONS: 5
EXHIBIT BOOTH**

- 🌐 Your logo prominently on the event homepage and on the printed program in order of sponsorship level
- 🌐 Logo on keynote slideshow and entry signage
- 🌐 1-day social media takeover to promote your org (subject to social media policies)
- 🌐 Named in press releases and welcome session
- 🌐 1-minute advertising spot leading into nutshell of choice OR branded session of choice
- 🌐 Full-page ad in conference program
- 🌐 Space to post 3 pdfs on sponsorship page



Barn Raiser: \$2,500

**COMPLIMENTARY ADMISSIONS: 4
EXHIBIT BOOTH**

- 🌐 Your logo on the event homepage and on the printed program in order of sponsorship level
- 🌐 Logo on session of choice (nutshells not included, first-come, first-serve)
- 🌐 Individual social media post recognizing your business/organization prior to the conference
- 🌐 Named in press releases and welcome session
- 🌐 1-minute advertising spot leading into nutshell of choice OR branded session of choice
- 🌐 Half-page ad in conference program
- 🌐 Space to post 3 pdfs on sponsorship page

Sponsorships



Harvester: \$1,250

**COMPLIMENTARY ADMISSIONS: 3
EXHIBIT BOOTH**

- 🌐 Your logo on the event homepage and on the printed program in order of sponsorship level
- 🌐 Your logo on session of choice (nutshells not included, first-come, first-serve)
- 🌐 Individual social media post recognizing your business/organization prior to the conference
- 🌐 Named in press releases and welcome session
- 🌐 1-minute advertising spot leading into nutshell of choice OR branded session of choice
- 🌐 Quarter-page ad in conference program



Grower: \$750

COMPLIMENTARY ADMISSIONS: 2

- 🌐 Your logo on the event homepage and on the printed program in order of sponsorship level
- 🌐 Your logo on session of choice (nutshells not included, first-come, first-serve)
- 🌐 Group Facebook recognition/post prior to conference with links to your organization



Supporter: \$500

COMPLIMENTARY ADMISSION: 1

- 🌐 Your logo on the event homepage and on the printed program in order of sponsorship level

Sponsor the Gathering

608.448.6432

info@savannainstitute.org

savannainstitute.org/sponsor

In-kind Sponsorships are also available. Contact us!

Recent Perennial Farm Gatherings

In 2023, the Perennial Farm Gathering brought together 600 people, 60 presenters, and 20 sponsors online over three days of community-building for perennial agriculture. Keynotes by authors Robin Wall Kimmerer and Ross Gay kept us rooted in Traditional Ecological Knowledge and the creative joy that tending a garden can bring.

At the 2022 Perennial Farm Gathering, 500 people and 60 presenters joined virtually. Keynote speaker Ricardo Salvador from the Union of Concerned Scientists delivered his address “Perennial Dreams and Realities,” reflecting on the potential of perennial agriculture to be a climate solution.

Questions? Email info@savannainstitute.org or call (608) 448-6432

PERENNIAL FARM GATHERING

DECEMBER 6TH-8TH, 2023

3-day virtual gathering of farmers, land stewards, and perennial agriculture enthusiasts

TICKETS	
GENERAL	\$115
STU/ FARMER	\$89

PAY WHAT YOU CAN AFFORD OPTION AVAILABLE



Robin Wall Kimmerer
Author, Scientist
Braiding Sweetgrass,
Gathering Moss

"THE FORTRESS, THE RIVER AND THE GARDEN"



Ross Gay
Poet, Orchardist
The Book of (More) Delights,
Inciting Joy

"CULTIVATING SUSTAINABLE JOY"

PERENNIAL FARM GATHERING

December 2022 Keynote Address



LISTEN OR WATCH
PERENNIAL DREAMS AND REALITIES

Ricardo Salvador
Union of Concerned Scientists

Free Recording Now Available!

Past Sponsors



PERENNIAL FARM GATHERING
Monona Terrace - Madison, WI

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OCT 6-8, 2024



Sponsor today!

Don't miss this opportunity to connect with the Midwest farming community members who are invested in improving water and soil quality, producing healthier crops and animals, and helping restore natural balance to the climate.

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