



The Chicago Farmers

An Agricultural and Agribusiness Organization
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For Immediate Release

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Contact: Jeff Martin
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Audio sound bite links included at the end of the release

The Chicago Farmers Announces Rebranded Farmland Investment Fair

"The Farmland Fair" in February 2014 will focus on Social Media

The Chicago Farmers annual Farmland Investment Fair has been rebranded for 2014 as simply "The Farmland Fair" with a continued focus on the connection of social media and farmland investment.

The Chicago Farmers 2014 Farmland Fair - "*Where People Come To Learn, Connect and Understand Farmland*" - will be held on February 1, 2014 from 8:00 a.m. to 2:30 p.m. at Joliet Junior College's Weitendorf Ag Facility. The Fair will feature social media expert Jeff Korhan, author of "Built-In Social: Essential Social Marketing Practices for Every Small Business," which delivers proven methods for converting social marketing best practices into profitable outcomes. Korhan is a small business marketing specialist who helps businesses use social media and internet marketing to create exceptional customer experiences that accelerate business growth.

Farmland Fair co-chairman Jeff Martin notes that The Chicago Farmers organization has been helping people with an interest in farmland connect face-to-face with each other since 1935. "This year we're going to teach people how to connect and learn about farmland on-line and further increase their business opportunities on the farm," said Martin, who is a past president of The Chicago Farmers, a farmer from Mount Pulaski, Illinois and nationally-recognized expert on conservation practices.

The Chicago Farmers Farmland Fair is one of the few events in the country that consists of a tradeshow and seminars devoted to owning operating and investing in farmland. The event was first organized in the 1980s to assist distressed farmers. Since then, it has grown into a unique opportunity to learn about many aspects of farmland and connect with others with similar interests.

In addition to Korhan, the Farmland Fair will offer presentations on a number of timely topics, including Grain Marketing, Grass-Fed Business Models, Fracking in Illinois, Irrigation, Farmland Values, Financing Good Food and Farms, Emerging Technologies, Small Acreage Farming, International Investing and much more.

"If you are a producer, a long-time landowner, or someone looking to invest in farmland for the first time, we're going to have everything there," said Martin. He also encourages agribusinesses and producers to consider exhibiting at the fair. "It's a great place to network with people in the farm industry," he said.

Pre-registration for the event is \$50 until January 26, at the door on event day is \$75, which includes lunch. Exhibitor space is available for a cost of \$275.

More information about The Farmland Fair can be found on The Chicago Farmers website, www.chicagofarmers.org, or by emailing members@chicagofarmers.org. Calls may be directed to the organization office at 312-388-FARM (3276) or to Jeff Martin at 217-792-3934. The Fair is held at the Weitendorf Agricultural Education Center, 17840 Laraway Road, Joliet, IL 60433.

The Chicago Farmers is a not for profit organization which has been in existence for over 75 years. The group's mission is to educate members and the public on issues involved in owning, operating and investing in farmland. To keep up to date on The Chicago Farmers, visit <http://www.chicagofarmers.org/> or follow The Chicago Farmers on twitter, @Chicagofarmers.

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Links to Audio Sound Bites with Jeff Martin, Farmland Fair Co-Chairman

Martin explains mission of The Chicago Farmers and the 2014 Farmland Fair
[Chicago-Farmers-1 1:00](#)

Martin talks about the topics that will be addressed at the fair
[Chicago-Farmers-2 1:42](#)

Who should attend or consider exhibiting at the Farmland Fair
[Chicago-Farmers-3 :41](#)



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To: Farm/business, events calendar editors

The rebranded The Chicago Farmers Farmland 2014 Fair - *Where People Come To Learn, Connect and Understand Farmland*" - will be held on February 1, 2014 from 8:00 a.m. to 2:30 p.m. The Fair is held at Joliet Junior College's Weitendorf Agricultural Education Center which is located at 17840 Laraway Road, Joliet, IL 60433. Exhibitor booths are available for \$275.00 Pre-registered attendee fee is \$50.00 / At the door on event day is \$75.00 Questions may be directed to The Chicago Farmers Administrator's office at 312-388-3276 (members@chicagofarmers.org) or calls may be made to the Fair Chairperson, Jeff Martin, at 217-792-3934.

The Fair offers presentations on the following topics: Fracking in Illinois and Beyond, Grain Marketing Panel, Irrigation on Your Farm, Farmland Legal, Emerging Technologies & Their Impact on Ag Production, 1031 Exchanges, Biomass: Your Third Crop, Managing Drainage, Social Media, International Investing in Farmland, Farmland Values, Grass-Fed Business Models, Small Acreage Farming, Solutions From the Land, Investing in Farmland for Local & Organic, and Crowd Source Funding for Farmland.

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