

VICFA
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Charlottesville, VA 22906

VICFA

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Website: www.VICFA.org
E-group: <http://groups.yahoo.com/group/VICFA>.

Share this newsletter with a friend - encourage others to join VICFA!

Annual membership is \$25.00.

Please make check payable to VICFA and send to PO Box 6838, Charlottesville, VA 22906.

MEMBERSHIP FORM (please print clearly)

* Required fields

*Date _____
*First Name _____ *Last Name _____
Company /Farm Name _____
*Address _____
*City _____ *State _____ *Zip _____
County _____ Congressional District _____
*Phone (_____) _____ - _____
E-mail _____
Website _____

Producers, please list the products that you sell:

*Do you want to be listed in the Membership Directory? Yes No

Note. Your directory listing will contain all of the above information unless you indicate otherwise below.

How did you hear about VICFA?

Comments:



Our Mission: *To promote and preserve
unregulated direct farmer-to-consumer trade that fosters
availability of locally grown or home-produced food products*

April 2013

***Double* Issue:**

**Unregulated Producer to
Consumer Food
Commerce: *Changing the
current food model***

VICFA's Successes: *A look at
some of our accomplishments
over the years*

Why VICFA?
*A young VICFA member
describes why VICFA matters
to him*

**USDA Announces Animal
ID Rule:** *Grassroots movement
makes a difference*

**VICFA to Work Towards a
VA Constitutional
Amendment in 2014:**
*Leveraging against the
unreasonable regulations*

**VICFA Notes:
March Meeting
& Announcements**

Unregulated Producer to Consumer Food Commerce

Daring to Shift the Current Food Paradigm

By Joel Salatin

All innovation starts with prototypes. One of the big problems we VICFA folks have getting an audience is that our personal freedom and food choice positions don't have a prototype in today's America. As soon as we start talking about food freedom, most people immediately assume we want to return to The Jungle days, prior to Upton Sinclair's 1906 book that exposed horrendous problems in the uninspected meat packing industry.

The point people miss, it seems, is that within 6 months of that famous expose', meat purchases from those big companies dropped by 40-50 percent and people who were newly enamored of industrial food returned to their corner butchers in droves. Had Teddy Roosevelt never caved in to the pleas of the big packers for government-approved credibility via a Food Safety and Inspection Service, America may have never dived headlong into the industrial food quagmire.

Since that time, the steady marginalization, demonization, and criminalization of cottage food artisanship and neighbor-friendly food commerce means that historically normal producer-consumer interfaces do not exist. I really believe that if we had unregulated producer-to-consumer food commerce, local food prices would plummet, average Americans would eat far better, sickness would decline, soil would build, landscape hydration would occur, and local economies would thrive.

But I have no prototype. When the other side yells: "but what about dirty farmers?" or "what about ignorant consumers?" or "what about botulism?" I don't have a prototype to illustrate that their fears are groundless. To be sure, no system is perfect; the only question is which system contains the lowest imperfection risk. I can plead and cajole ad infinitum, but in the end, I have no track record to show the efficacy of a personal choice and personal responsibility system.

A handful of communities have adopted the food sovereignty law, a half-page law that essentially creates unregulated local food commerce options for anyone who wants to participate. But these communities immediately find themselves in litigation with federal and state officials who cry "foul."

Every time our country elevates involvement in a particular issue to the national stage--at the federal level--it destroys the ability for states and localities to create innovative prototypes. Whether it's food or education or medical care, every time we assign federal involvement to an issue, it destroys local innovation by creating a one-size-fits-all protocol. Therein lies the real societal tragedy in federal regulations--denying our nation the kind of innovation that would develop with local freedom.

I may be completely wrong. Perhaps an unregulated neighbor-to-neighbor food commerce would sicken everyone, overflow the hospitals, bankrupt medical insurance companies, and destroy the nation. But
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why does the notion of a local experiment send people into paroxysms of paranoia? Are we so fearful of new ideas that we can't abide an experiment? As bad as denying food choice may be, I think denying the ability to learn something by experimentation is even worse. If we can't even try to learn what freedom would do, what message does that send to our children? Timidity? Fear? Idea dependency? We live in interesting times. ■

What You Help Accomplish When You Join VICFA?

By Lois Smith

One day at the farmers' market I was talking to another vendor about VICFA when this vendor told me that he used to be a member of VICFA, but he never felt that the organization did anything for him and so he stopped sending in his membership of \$25. As much as I value humility, it stands to reason that VICFA has to get better at tooting their horn!

VICFA started as a handful of consumers and farmers, who wanted to take back the right to buy and/or sell right off the farm, products, without the okay of the government. They realize that the government was being controlled by special interest groups and our rights were being taken away daily as citizens and given to big business. Who could have imagined the influence simple folk sitting outside in lawn chair discussing how to make that happen would have on food issues in Virginia.



Here are some historical highlights of VICFA's watchdog efforts:

- 2005: When Governor Mark Warner signed regulation that would make it a crime for citizens to make products from their dairy animals, VICFA's efforts help get a law that stated dairy owners could make products for their own consumption.
- 2005: Our first annual Farm Food Voices is held in Albemarle County. This is a success with great speaker and a farm fresh food banquet. Great crowds and education! We have one every year. Look for information on our website for this year's event.
- 2006: Bad husbandry practices from big Ag made Avian Flu become a real threat to their industry. Virginia Department of Agriculture and Consumer Services (VDACS) tried to pass a bill that would make outdoor poultry a crime. VICFA was able to get the bill amended that protected for now the growing numbers of pasture-based poultry producers.
- 2006 to present: VICFA continues to oppose the National Animal Identification System (NAIS). Our efforts help block a provision in the farm bill that would have allowed the government to make (NAIS) mandatory.

- 2008: VICFA opposes the scrapie regulations which make all sheep and goat owners subject to regulations of animal identification. Violators will be charged with a class 1 misdemeanor. VICFA supported Kathryn Russell and her court challenge of these regulations which was taken all the way the United States Supreme Court to no avail.

- 2008: VICFA passes the Kitchen Bill that allows the sale of baked goods, jams and jellies, candies without government inspections directly to the consumer.

- 2008: VICFA monetarily supports the radio program "Farmers' Market Reporter" hosted by VICFA's president Wayne Bolton.

- 2010: VICFA has Delegate Tuscano sponsor "Pickle Bill". Bill dies without a motion in sub-committee floor.

- 2011: VICFA hires a professional graphic artist to do newsletter and website.

- 2011: VICFA lobbies to pass "Pickle Bill" in Senate. We withdraw because of amendments that will take away more rights. Senator McDougle sponsors bill. Sen. Hanger tries to amend the bill to have more regulations. Good thing we made Senator McDougle put in writing that we have the right to pull bill because he did not want to pull it after amendments were put on.

- 2012: VICFA continues to lobby for the "Pickle Bill" introduced by Delegate Habeeb. The bill died in Subcommittee without a motion. Subcommittee members Orrock, Marshall, Poindexter, Knight, Moorefield, James, Sickie, seemed not to like the bill.

- 2012: VICFA Holds a special sit down dinner at Hilton McLean Tysons Corner prepared by Chef Thomas Elder using locally farmed ingredients, with guest speakers Joel Salatin of Polyface Farms and John Whitehead of The Rutherford Institute, educating people about the importance of food freedom.

- 2013-VICFA worked with Delegate Orrock to amend his home-processing bill to specific language. We were concerned because Delegate Orrock had failed to vote on the bill in the past. This bill included pickles and fermented vegetables, pasta, dried herbs, flavored vinegars etc. This bill passed unanimously both houses and was signed into law 3/13/13 and goes into effect July 1, 2013. See www.VICFA.org to read the bill.

The honorable mentions above are really only a few example of the work this organization does as a whole. Our members have represented VICFA at numerous festivals across the state. Also we attend countless conferences. We show up at most all the Virginia Department of Agriculture Board Meetings held in Richmond (had to have made the top ten list, as the most boring thing to do!) When anyone has questions about food laws in Virginia, they contact us for the answer. We are constantly drafting and working towards legislation to increase our food choice rights.

So the real question should not be "What is VICFA doing for me?", but "How can VICFA do all that for a \$25 membership?". I invite you to stand with this organization of volunteers to take back your food freedoms. You can do that by your monetary support and active support if you feel so inclined. If you are not a member already, consider becoming one! ■

Why Less Government = Better Farming

By Josiah Tillet

I am a VICFA member because I am concerned about the quality of the food on the market. As a consumer, I knew that it was in my best interest to be concerned about the farmers, the agents of production for our food supply. So then that begs the question: since we're all here on behalf of farmers and consumers, what is the best approach to address issues related to agriculture and the food market?

VICFA's stated mission and purpose is "...to promote and preserve unregulated direct farmer-to-consumer trade...". The misconception exists that an "unregulated" market (free from government intervention/oversight) opens up the market to abuse by unscrupulous producers, or overzealous profiteers, with the ultimate consequence being an unsustainable production of poor quality goods. The fact of the matter is, however, that absence of government oversight does not equal absence of market regulation and accountability? Why is this? Simply put, because true, accurate, appropriate market regulation comes at the hands, and the dollars, of the consumers themselves.

Let me unpack that concept for a minute. Why do producers produce? Because demand exists for their product! Where does demand come from? The consumers! The relationship of voluntary mutual exchange between the producer and the consumer, known as commerce, is where the accountability takes its form. The equation of the producer to consumer exchange forms the basis for the establishment of market prices and quality standards, which, in the context of supply and demand, constitutes the value of the product.

Hang with me here, I'm almost done theorizing.

If the producer wants to market his product to the consumer, he must first establish that there is demand for the type of product he wants to offer. This is how the consumer controls supply. Next, the value of the product must be such that the consumer is willing to exchange dollars for goods. If the producer is unable to sell, he is faced with the choice of lowering prices, or raising quality; otherwise, no one will buy and valuable business will be lost, eventually leading to the producer going "out of business". The incentive is for the producer to cater to the consumer in order to gain their business. So, if you suffered through all of that, you can see how the consumer drives the market, through controlling the equation of supply and demand and the extrapolation of its effect on the exchange of goods.

Now, the objection may be raised: what if the producer merely lies about the quality of his product? Wouldn't the accountability structure necessarily fall apart, in the absence of government intervention to mandate market honesty? Well, consider the GMO (Genetically Modified Organism) problem. Right now, there are many food products on the market which contain GMOs, but are not labeled as containing GMOs. The producers will not label their products because marketing problems would result and sales would drop, due to the consumer concerns about GMO ingredients. Some producers even use misleading terminology to describe their products, leading consumers to believe that certain goods are "natural", when they are not.

So how are we to know what is a wholesome, sustainable food product and what isn't, if not by act of government, mandating the labeling of GMO ingredients? Well, I'm glad you asked. The free market

has already found a solution, and the competition for the GMO producers is already rising to the challenge. The Non-GMO Project and other similar organizations offer private sector, third party, objective, consumer-oriented verification and labeling for products that do NOT contain GMOs. Their verification and endorsement is highly coveted by those who want to cater to organic and non-GMO consumers. Consistent with increases in awareness of food quality and sustainability issues, these sorts of organizations will continue to grow and help the organic product movement remain competitive, and keep the market honest.



I want to take my original thought a step further. Not only can the market successfully remain "regulated" without government intervention, but, in fact, government control and regulation of the market has a detrimental effect on quality, sustainability, availability, price, and value of products. When government attempts to step in and "fix" the market, the unintended effect of such policies is that the producers become accountable to the government INSTEAD of the consumers! In the long run, because the supply and demand equation under government regulation is skewed and inaccurate, it costs the consumers more, either through price increases or other losses of value.

In addition, government rules against harmful substances in food products actually create more problems than they resolve, because they indirectly and perhaps unintentionally provide protection for up to a certain amount of those harmful substances, by establishing an artificial standard of accountability. Certain foods may contain certain amounts of harmful chemicals, yet still be deemed "safe", because they are in compliance with an arbitrary or semi-arbitrary standard set by government, which is not and can never be consistent with true market standards of value and quality. Just look at all the products that are, based on the ingredients, virtually poison, yet are legally affirmed and approved for human consumption by bureaus such as the FDA and USDA!

Then there is the problem of the lack of integrity of government regulation. Take Exhibit A, the relationship between Monsanto and the FDA. The amount of crossover and cronyism that goes on between those two organizations constitutes a conflict of interests of criminal proportions. The regulating bodies that are supposed to be ensuring the safety, quality, and sustainability of our production processes and goods are themselves the most corrupt of organizations! And yet we still speak of empowering such bureaus to pass regulatory mandates that we think will work out for our benefit. Will you have the same government that artificially incentives GMO products through tax-funded subsidies and abuse of patent laws also mandating labeling for, or even banning such products, based on their own definition of what constitutes "Genetically Modified Organisms", which definition would be strongly influenced by the pressure and kickbacks of their corporate crony lobbyist buddies? Such efforts are a fool's errand.

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No, the solution to a problem caused by government interference is certainly not more government interference! The only way we will preserve our land, our food, and our commerce between farmers and consumers is to preserve a market environment that is free of government intervention and regulation. And that is why I am a VICFA member. ■

— USDA Issues Final Animal ID Rule *Grassroots Movement Has Positive Influence Over Outcome*

By Judith McGeary

Just before Christmas 2012, the U.S. Department of Agriculture (USDA) issued a final rule on “Animal Disease Traceability.” In brief, the final rule requires official identification and some form of documentation when adult beef cattle, dairy cattle or show cattle cross state lines. Metal ear tags, brands and other forms of low-tech identification are included, and there are several motions and provisions for flexibility. There are also requirements for poultry that cross state lines, but hatchery chicks do not have to be identified. Sheep, goat, swine and horse owners will face few, if any, new requirements. The rule is explained in more detail in the second half of this article.

The substance of the final rule is remarkable given where it started. In 2005, the USDA released plans for the National Animal Identification System (NAIS). The plan had been developed by a group of big agribusinesses and high tech companies in order to promote international trade by creating comprehensive international standards for tracking animals. The NAIS plan called for every single person who owned even one livestock animal, even just a pet donkey or single chicken, to: register their property; individually tag each animal, in most cases using electronic forms of identification such as microchips or RFD tags; and report a long list of events from birth to death to databases that would be run by private corporations and accessible by the government. The agribusinesses had already been working on the plan for several years, and it had significant momentum behind it. Many people thought the program was unstoppable and that it would be fully implemented by 2009.

A grassroots revolution quickly started, however. The incredible burdens and intrusion of the NAIS plan helped bring together people from diverse backgrounds and beliefs: organic farmers and conventional ranchers, full-time producers and homesteaders, property rights activists and sustainability advocates. A coalition of organizations, led in part by the Farm and Ranch Freedom Alliance (FARFA), worked together, initially delaying and then ultimately killing NAIS. In February 2010, Secretary Vilsack announced that USDA was abandoning the plans for NAIS due to the objections raised by “the American public and those in rural America.”

Even as we celebrated, however, we knew that the fight was not over. Secretary Vilsack also announced that the agency would work on a replacement plan. While he promised that it would focus on low-tech forms of identification and only affect those crossing state lines, we anticipated that the devil would be in the details, and so it was.

When USDA issued its proposed Animal Disease Traceability Rule in 2011, there were numerous points of concern. Although it provided for low-tech forms of identification, the scope of the identification and

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paperwork requirements would have created strong pressure to move to electronic tracking and database systems. The proposed rule would have also required individual tagging of all poultry that crossed state lines, including the hundreds of thousands of day-old chicks that are purchased by farmers and backyard poultry owners every year. The proposed rule included burdensome requirements for animals going directly to slaughter, as well as creating ambiguity (and therefore the risk of unfair enforcement actions) for dairy cattle owners and horse owners.

The grassroots rallied again. Approximately 16,000 comments were submitted to the USDA by the public. In addition, FARFA again led a coalition of organizations in working at the agency level, both at USDA and the Office of Management and Budget, to try to stop or significantly change the rule.

While the program was not stopped, the final rule issued by USDA addressed the majority of the concerns raised by livestock owners. Before discussing the details, it is important to recognize the scope of this rule. There are no requirements imposed by this rule for any type of movement within a state; it only applies when animals cross state lines. Even when an animal crosses state lines, there are no requirements for premises registration or electronic identification.

Under the final rule, unless otherwise exempted, livestock moved across state lines would have to be officially identified and accompanied by an interstate certificate of veterinary inspection or other documentation, such as owner-shipper statements or brand certificates.

In practical terms, sheep, goat and pig owners will not be subject to new requirements; the rule refers to the identification requirements under existing disease control programs for these animals. Similarly, horse owners have already been identifying horses that cross state lines due to equine infectious anemia programs and will face few new burdens in practice. Horses that are used for transportation interstate, such as by horse and buggy, are exempt from the requirements — one of the changes from the proposed rule. The final rule also clarifies that a physical description qualifies as an official form of identification for horses without needing approval from state officials. The main impact of the rule will be on cattle and poultry owners. For cattle, the rule requires identification and documentation for beef cattle 18 months or older, dairy cattle and show cattle that cross state lines. In response to public comments, the agency made several changes to reduce the burdens imposed by the rule:

- Cattle going to custom slaughter are exempt regardless of whether the meat will be consumed by the person moving the cattle or by someone else;
- Cattle going direct to slaughter at inspected slaughterhouses can be identified with just a backtag, rather than a permanent form of identification;
- Brands, tattoos and breed registry certificates are official forms of identification as long as the shipping and receiving states agree; The definition of “dairy cattle” has been clarified by listing specific dairy breeds (Ayrshire, Brown Swiss, Holstein, Jersey, Guernsey, Milking Shorthorn and Red and Whites), rather than including dual purpose and mixed use breeds;
- State and Tribal abbreviations on ear tags can be used in place of the “US” symbol on ear tags;
- Instead of requiring a certificate of veterinary inspection for all cattle, States can agree to accept alternative documentation so as to address the scarcity of large animal vets.

The final rule also dropped any requirements for “feeder cattle” — beef cattle younger than 18 months of age. The fight over this issue has only been postponed, however, because the USDA plans to

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have another rulemaking specifically on feeder cattle. But no new requirements will be implemented at this time, and we will be able to focus on the specific problems posed by identifying younger animals in a separate discussion.

For poultry, the proposed rule would have required most backyard poultry owners and farmers to individually identify any bird they purchased from out of state, including day-old-chicks from hatcheries. FARFA had urged that poultry be completely exempted from the rule. While USDA did not do so, it did make two significant changes in the final rule:

- Birds of any age shipped from a hatchery to a grower do not need to be individually identified. The grower does have to keep a record of the hatchery for two years.
- Poultry going to a custom slaughter facility are exempt whether or not the meat will be consumed by the person moving the birds or someone else.
- Poultry being moved to an inspected slaughterhouse across state lines will need to be identified under the rule, but most producers should be able to use group identification for their broilers, since broilers are typically managed in single-age groups. The greatest impact will be on live bird markets, where birds crossing state lines will most likely need to be individually identified. Notably, a senior USDA staffperson publicly stated that individual identification requirements were not cost-effective for live bird markets and urged the agency not to require it. Yet the agency chose to ignore its own expert on this issue.

Ideally, the government would not spend so much time and effort on after-the-fact measures like tracking sick animals, and would instead focus on disease prevention, including strict inspections of animals imported from other countries and supporting pasture-based systems that produce healthy animals. But the fact that USDA made so many changes, compared to both its original plan for NAIS and its more recent proposal, shows the growing power of our movement and the impact we can have when we create effective coalitions. We need to continue our work on all fronts, from more growers on the ground to more political activism, to take back control of our farms and our food. ■

Judith McGeary is an attorney, activist and sustainable farmer. After earning her B.S. from Stanford and her J.D. from the University of Texas at Austin, she practiced environmental and appellate law. She became a passionate advocate of sustainable agriculture, and she and her husband established their own live-stock farm. She also founded the Farm and Ranch Freedom Alliance. For more information call 254-697-2661 or email judith@farmandranchfreedom.org.

— VICFA Board Votes To Pursue Constitutional Amendment In 2014 Virginia General Assembly

By Christine Solem

“That the people shall have a right to acquire, for their own consumption, any farm-produced food directly from the farmer who produced it.”

The above is a simple enough statement really, and it goes to the heart of VICFA’s mission statement. Yet, in 2005 when VICFA first submitted this legislation in the Virginia General Assembly, it didn’t

pass out of the House Privileges and Elections Committee. And Farm Bureau spoke against it.

Now VICFA is trying again, as we feel that after almost ten years the time is right. Property rights are in the forefront. Spurred on by agribusiness food poisonings, there is an overwhelming support for local food. Legislation does not often pass the first time around. It took five years to get the pickle bill!

I and others firmly believe that freedom of food choice is a fundamental right. Crudely put, there is no-one better to judge how a certain food affects them (namely, how it goes down, goes through and comes out) than the person eating it.

But, opponents will argue, this Amendment to the Virginia Constitution isn’t necessary! Oh, but it is. At this time the people in Virginia have no right to purchase, direct from a farmer, raw milk, fresh raw milk cheese or uninspected meat. And the way regulations are going, there may well become a time when all food products, including vegetables and fruits, will be so regulated that small farmers cannot afford to produce them.

This Amendment will provide leverage, both in court and in the legislative/regulatory process against regulations so unreasonable that one is unable to obtain food products from small local farmers.

In 2005 the proposed Amendment was carried by Delegate Tom Gear from Hampton. Delegate Gear was a strong advocate for freedom. He also carried NAIS legislation for us, in spite of the fact that he had no direct “NAIS affected” constituents. He is no longer a Delegate and is sorely missed. The legislation also had 19 House Co-sponsors and two Senate Co-sponsors, many of whom are no longer there.

When the proposed Amendment went before Privileges and Elections Committee (this Committee hears all Constitutional Amendments) we had only two votes, Delegate Robert Marshall and Delegate Richard Black. They are still members of the Virginia General Assembly, although Richard Black is now a Senator.

Constitutional Amendments require passage in two General Assembly sessions, and the first passage is referred to the General Assembly at its first regular session held after the next general election of members of the House of Delegates. The Amendment is placed on the ballot for a vote by the people of Virginia. This third requirement should undoubtedly be a piece of cake for us.

Amending the Virginia Constitution is difficult and you have to be ready for the long haul. VICFA will be there. ■



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Join us for our Annual Meeting
Mark Your Calendar NOW!

Be sure to make plans to join us for our
VICFA Annual Meeting:
June 9, 2013 at Polyface Farm
 in Swope, VA.

Hosted by Joel & Teresa Salatin

DIRECTIONS:

From I-81 take Exit 220 (Puts you on 262)
 Take Middlebrook Ave/252 Exit
 Follow this to Stop sign.
 Turn LEFT onto Middlebrook Road (252)
 Turn RIGHT onto Cedar Green Road (693)
 Turn LEFT onto Hebron Road. (703)
 Go about a mile, you will see a brick church on your right.
 Turn LEFT onto Edson Creek Road (708)
 Go ½ mile
 Turn RIGHT onto Glebe School Road (708)(this appears to be a Y,
 stay right)
 Stay right at 2nd Y. Go about 4 miles or so total
 Turn RIGHT onto Trimbles Mill Road
 Go ¼ mile to first left
 Turn LEFT onto Shuey Road (713)(this will be gravel)
 Follow for exactly 1 mile
 Turn RIGHT at Polyface Farm sign (Pure Meadows Lane)



JUNE 9, 2013 **VICFA ANNUAL MEETING**



VICFA Notes

Don't miss our April Meeting

The April Meeting will be held in
 Monroe VA on April 14, 2013.

**** DAYLIGHT SAVINGS HOURS ARE NOW IN EFFECT ****

*VICFA would like to extend our appreciation to
 our host for this month's meeting.
 Thank you to Curt & Laura Knaup!*

We will share in a potluck lunch at **1:00 pm**, followed by
 our general business meeting from 2:00 - 4:00 pm. VICFA
 membership meetings are open to the public. Please bring a
 dish and a big helping of enthusiasm to share. Broaden our
 reach - invite a friend or neighbor to join you.

Sunday, April 14 2013

1:00 PM
hosted by Curt & Laura Knaup
 506 Peters Hollow Rd
 Monroe, VA

DIRECTIONS:

From Charlottesville Area: Take I-64 W toward Staunton.
 Take exit #118 onto Monacan Trail Rd (US-29 S). Go for
 approximately 45 miles. Take ramp onto Richmond Hwy toward
 Amherst/Lexington. Take 3rd exit from roundabout onto S Main
 St (US-29-BR). Turn right onto Kenmore Rd. After about 5
 miles, Continue on Matohe Rd. After about 2 miles, Bear right
 onto Peters Hollow Rd. Your destination on Peters Hollow Rd is
 on the right.

From the Northern Virginia Area: Take James Madison Hwy
 (US-15 S, US-29 S). Continue for about 56 miles. Take ramp
 onto US-250-BYP W, US-29 S, US-29-BYP S toward I-64/
 Lynchburg/Staunton/Richmond. After about 49 miles, Take
 ramp onto Richmond Hwy (US-60) toward Amherst/Lexington.
 Take 3rd exit from roundabout onto S Main St (US-29-BR).
 Turn right onto Kenmore Rd. After about 5 miles, Continue on
 Matohe Rd. After about 2 miles, Bear right onto Peters Hollow
 Rd. Your destination on Peters Hollow Rd is on the right.

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Full page (size - 8"x10.5")	\$100	\$95	\$90
1/2 page (sizes - 8"x5.25" or 4"x10.5")	\$50	\$47.50	\$45
1/4 page (size - 4"x5.25")	\$25	\$23.75	\$22.50
1/8 page (size - 4"x2.5")	\$12.50	\$11.88	\$11.25