



Will Allen, Founder and CEO of Growing Power, Inc. to Keynote at the 2010 Florida Small Farms Conference July 31 via satellite

Allen is founder and CEO of **Growing Power, Inc.** (<http://www.growingpower.org>) a Milwaukee-based organization that is receiving national acclaim for leading what Allen calls the “Good Food Revolution”. Allen was recently named to the Time 100: World's Most Influential People list in the ‘Hero’ category for his efforts to secure healthy, abundant and affordable food for all.

The two-acre urban farm is a magnet for farmers, city and regional planners, policy makers and community leaders interested in creating opportunities for agriculture within city limits where access to fresh, nutritious foods is often limited. Allen employs a holistic approach that incorporates production methods and distribution networks. At sites in and around Milwaukee and Chicago, Allen and his team produce 159 varieties of crops, as well as goats, poultry, bees, rabbits, and fish. They provide hands-on training, demonstration, and technical assistance to foster development of Community Food Systems.

Allen has received numerous awards and financial support, including a John D. and Catherine T. McArthur Foundation Fellow (2008), a Leadership for a Changing World Award from the Ford Foundation (2005) and a 2009 grant from the Kellogg Foundation.

Growing Power, Inc. is a national nonprofit organization and land trust with a simple mission:
“Support people from diverse backgrounds by helping to provide equal access to healthy, high-quality, safe and affordable food for people in all communities”.

The Florida Small Farms and Alternative Enterprises Conference will be held July 31-Aug. 1, 2010 in Kissimmee, FL. It will feature educational sessions, exhibitors and more. Early registration is encouraged. For more information, visit the “Florida SF/AE Conference” on the Small Farms and Alternative Enterprises website at: <http://smallfarms.ifas.ufl.edu>. For sponsorship opportunities, contact Bob Hochmuth at 386-362-1725 ext. 103 or bobhoch@ufl.edu. For exhibit information contact Susan Kelly at 352-793-2728 ext. 236 or sakelly@ufl.edu.