

# Weed School for Organic Growers

*A Series of Webinars by Manitoba Organic Alliance*

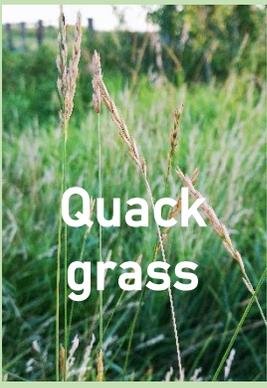
Starting November 2020, The Manitoba Organic Alliance will host a series of webinars on the five weeds chosen by farmers in Manitoba as the most difficult to manage in an organic system. Sessions will cover the latest science, tools and management practices that have proven effective for weed control.



**Canadian Thistle**

**November 4, 2020**

**12:00 pm – 1:00 pm**



**Quack grass**

**November 18, 2020**

**12:00 pm – 1:00 pm**



**Wild Oats**

**November 25, 2020**

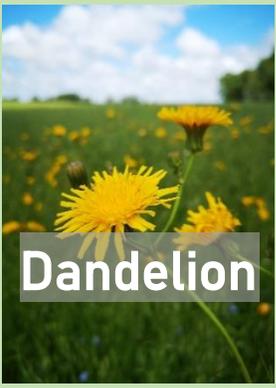
**12:00 pm – 1:00 pm**



**Wild Mustard**

**December 2, 2020**

**12:00 pm – 1:00 pm**



**Dandelion**

**December 9, 2020**

**12:00 pm – 1:00 pm**

**Become a Sponsor-** To become a sponsor please see page 4 or visit <https://manitobaorganicalliance.com/events/>

One Webinar	All Five Webinars
<ul style="list-style-type: none"> <li>• Small logo on promotional poster and invites</li> <li>• Small logo on webinar webpage</li> <li>• 10 second advertisement in sponsored webinar</li> </ul>	<ul style="list-style-type: none"> <li>• Large logo in promotional posters and invites</li> <li>• Large logo on webinar webpage</li> <li>• Logo in Manitoba Organic Alliance newsletter</li> <li>• 20 second advertisement in all webinars</li> </ul>



# Grain on the Brain

*A podcast hosted by the Manitoba Organic Alliance*

## Who We Reach:

- Certified, transitioning and mainstream farmers interested in agro-ecological farming methods, and organic industry representatives.
- Our listeners are mainly in the Canadian Prairies, but there are also some in the rest of Canada and the U.S. Midwest.

**Last year was our first season. Our audience grew throughout the year, with more than 300 downloads of the last episode! This year, we want to work with sponsors to integrate ads into each podcast.**

**Check out our recent Grain on the Brain podcasts @ [www.manitobaorganicalliance.com/podcasts](http://www.manitobaorganicalliance.com/podcasts)**

## Upcoming sponsorship opportunities for Grain on the Brain Podcasts

### **Closing nutrient cycles by integrating livestock in cropping systems**

*Once plants and animals were raised together on the same farm - which therefore neither produced unmanageable surpluses of manure, to be wasted and to pollute the water supply, nor depended on such quantities of commercial fertilizer. The genius of American farm experts is very well demonstrated here: they can take a solution and divide it neatly into two problems. Wendell Berry*

Farmers are becoming more interested integrating crops and livestock because it is a key tenet of both Regenerative Agriculture and organic agriculture and because it just makes sense. This podcast will profile some of the producers who are improving nutrient cycling while building their soils and bottom lines by putting livestock back on their farms.

Speakers TBD.



### **Adding value to farm products**

Amy Nikkel from Adagio Acres discusses her compelling journey to build a better local economy by processing and direct marketing the naked oats she grows while providing a new market for small scale grain growers in Manitoba.

### **What's new in soil organic matter?**

Our knowledge about how organic matter is formed in the soil has seen a boost as new research uncovers the biogeochemical processes at play. Leading researchers will take listeners through the latest science and provide tips on how to capitalize on the evolving science to build soil more rapidly.

Speakers TBD.

### **Composting and fertility**

Despite well-known benefits such as enhancing soil structure in clay soils and water retention in sandy soils, improving soil fertility, microbial activity, cation exchange capacity and fertility, composting is underutilized on Prairie farms. Learn the whys and how's of composting with experts in commercial compost processing.

Speakers TBD.

# **Become A Sponsor!**

For **\$1000** you will receive:

- a 15-second advertising spot at the beginning of one episode;
- a 60-second advertisement in the middle;
- a 30-second advertisement at the end;
- a link to your website or with your contact information and brief information about you as a sponsor in our podcast write-up;
- a shout-out in our monthly newsletter;
- your logo displayed on the podcast episode webpage; AND your logo displayed on our social media promotional posts



If you would like to become a sponsor, please visit <https://www.prairieorganics.org/prairie-organics> for online payments, or fill out the following form and mail it with a cheque of the desired amount to:

**Manitoba Organic Alliance**  
**484 Hanover St.**  
**Steinbach, MB R5G 0H2**

Cheques can be made out to "The Manitoba Organic Alliance".

<b>Company Name</b>	<b>Contact Person</b>
<b>Email</b>	<b>Company Address</b>
<b>Phone Number</b>	

<b>Event</b>	<b>Title of Webinar and/or Podcast</b>	<b>Total</b>
<b>One Webinar</b>	Webinar:	\$250
<b>All five Webinars</b>		\$1000
<b>Podcasts</b>	Podcast:	\$1000
<b>Podcast and all five Webinars</b>	Podcast:	\$1650
<b>Total</b>		

**\*Note there is no GST on sponsorships**

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

