

## The Vermont Farm Show Announces Contractor to Lead Statewide Stakeholder Engagement Process

The Vermont Farm Show hired Momentum Communication of Montpelier to coordinate and execute a statewide, stakeholder engagement and information gathering process to define the future of the Vermont Farm Show.

Since the 1930s The Vermont Farm Show has been serving farmers with an annual gathering that includes farmer association meetings, a tradeshow of diverse service providers, and a product competition. More recently, to showcase some of Vermont's best agricultural products, the event added a "consumers night" farmers market. The mid-winter event has been enjoyed by folks of all ages who enjoy connecting with farmers and celebrating farming in our state.

It has been four years since the Vermont Farm Show held its signature event, and the Board of Trustees agreed that it is time to learn from Vermont what is next for the annual farm show. The process over the next several months will provide the opportunity to listen and learn from farmers and those who care about agriculture across Vermont.

"We are thrilled to have Momentum's team at the helm to lead this important stakeholder engagement process with significant breadth and depth" says Theresa Snow, President of the Vermont Farm Show Board. "The Vermont Farm Show Trustees are energized by being on the threshold of a statewide information gathering process to inform the future of the Vermont Farm Show."

"The diversity of Vermont's agriculture, combined with changes in climate, the food system and the farming landscape creates an exciting platform to launch a new vision for the Vermont Farm Show," said Elise Annes Principal of Momentum. "Momentum is committed to ensuring an engagement process that incorporates many and diverse perspectives that will invite broader participation in a future enjoyable event."

For more information, visit [www.vtfarmshow.com](http://www.vtfarmshow.com)



*Elise Annes (pictured) and Emily Boedecker, of Momentum Communications, will lead the Vermont Farm Show through a statewide stakeholder engagement process this winter.*