

2007 Organic Field Day Series



First Fruits Farm:
**Growing and Marketing
Naturally**

Burt Asbill farmed peaches and almonds in California for about 13 years and did not like the amount of chemicals he had to use on the crops. So, when he, his wife Nancy and their oldest son, Barak started farming in Illinois, they wanted to be more conscientious about what they used for weed and pest control. First Fruits Produce is a small, family-run business that includes a 50-acre farm surrounding a church on Route 47 just north of I-74 outside of Mahomet, IL. Though not certified organic, they farm using only OMRI approved fertilizer and pest control materials. Their all-natural approach starts in the greenhouse and extends to their store in Mahomet, Illinois where they market much of what they grow along with other natural and organic products. Come learn about the Asbill's natural production methods and community-centered marketing strategies.

August 20, 2007

10:00 am to 3:00 pm

First Fruits Farm, Mahomet, IL

\$20 per person [includes lunch!]

Register on-line here -- <http://asap.sustainability.uiuc.edu/org-ag/org-fd-2>

Or call (217) 333-1588

Pre-registration is highly recommended

Directions to First Fruits...

Going either east or west on I-74, exit at Mahomet (route 47). Go north on 47 for about 1 mile. Farm is on the right (east) side of the road. Look for signs.

We thank the sponsors of this event...

UI, College of ACES, Department of NRES, Illinois Department of Agriculture's C-2000 Sustainable Ag Grant Program, The Midwest Organic Farmers Cooperative, UI Champaign County Extension Unit.

*For information on the entire series of organic tours go to
<http://asap/sustainability.uiuc.edu/org-ag>
Or call 217/333-1588*