

FAQs

Marbleseed's 38th Annual Organic Farming Conference

SEEDING OUR COLLECTIVE FUTURE

February 25-27, 2027

As we roll out this year's Organic Farming Conference, we know there will be questions. This FAQ is intended to address some of them. Whether you've been coming to the conference for years or you're a newcomer, we warmly invite you to be part of this collective effort to support and celebrate our organic and sustainable farming community!

- **When is the event?**

February 26 and 27, 2027. There will be pre-conference meetings held on February 25 by partnering organizations.

- **What is the exact location, and how do I get there?**

The conference is taking place at Lake Lawn Resort, 2400 E. Geneva Street in Delavan, WI. Lake Lawn is one hour SE from Madison, one hour SW from Milwaukee, 2.5 hours NW of Chicago, and about 5 hours from Minneapolis.

- **What does Lake Lawn Resort offer?**

The 150-year-old resort is located on Lake Delavan in the popular Lake Geneva area of southern Wisconsin. The property sits on 250 wooded acres and has two miles of lake front. Renovated in 2024, the resort includes an indoor swimming pool and two hot tubs, an arcade room, bonfire pits, a fitness room, and seasonal recreation.

- **Can I stay there? Are there other options?**

Yes, there are 271 guestrooms available at Lake Lawn Resort. There is a wide range of lodging options in the area, including many that are conducive to sharing at economical rates.

- **Why has the conference moved?**

First, let us say that we are very grateful for our long-term relationship with the La Crosse Center and the city of La Crosse, WI. Marbleseed weighed many factors in making this decision. Since the pandemic, many conferences have experienced lower numbers – ours is among them. There are also a greater number of farming conferences to choose from, many of which focus on a specific production type. After many years of being *the* conference for organic and sustainable farming in the Midwest, we are genuinely happy to be part of a richer, more complex network of farming organizations. Additionally, farmers have more learning opportunities than

they did in the earlier days of the conference; we can all readily gain new skills and knowledge through YouTube videos and webinars.

The Marbleseed staff and board wanted a smaller space that reflects our current attendance. We believe in right-sizing, and this moment calls for intimacy. We wanted a gathering space that recalled our earliest conferences when it was possible to have conversations with a sizable number of attendees. This smaller size lends itself to building a micro-community that can be carried back to farms and re-visited throughout the year. We wanted a lower carbon footprint than what a large-scale convention center necessitates. And, frankly, we wanted to try something new.

- **Is this a permanent change?**

Honest answer – we don't know. We are curious and excited to see how this goes. We value your input and hope that after attending, you'll give us your honest feedback. In the meantime, we hope you'll trust our stewardship of this event, which we realize holds a special place for many of you.

- **What about the food?**

Lake Lawn's culinary team is excited to create a delicious menu for our attendees. We will be working with them to incorporate local and organic food into meals and snacks, highlighting our Midwest growers. Lake Lawn already has a commitment to regional ingredients. They also have fully equipped service-ware. No more plastic utensils or paper plates!

- **How will Marbleseed work to reduce its carbon footprint?**

In addition to using all real cutlery, plates, and glassware, the conference will make the most of the resort's sustainability initiatives, which include minimum waste, recycling and compost, and a paperless policy. While we likely will not be 100% paperless, we intend to significantly reduce our paper usage and will encourage presenters and exhibitors to do the same.

- **Will the programming change?**

Our program changes every year to match the current interests and needs of our community. This year will be no different. In our content proposal form, we are encouraging creative approaches to information sharing and harvesting knowledge from the greater group. We're excited to see how this new space will lend itself to new and unique programming.

- **Can my family join me?**

We hope that Lake Lawn will prove to be an appealing destination for farm families. With its swimming pool, arcade room, and outdoor recreation, there are activities

for kids of all ages. There will not be formal childcare; however, there is a lot for kids to do at this site.

- **When can I register?**

Registration will open the first week of December. Provided we do not sell out, registration will also be available at the door.

- **If I have questions, who can I contact?**

Depending on your question, please reach out to one of the following:

- For media requests, contact Jennifer New, Communications and Policy Manager, at jennifer.new@marbleseed.org
- For all other questions, including those about the location, lodging, and conference content, please contact partnerships@marbleseed.org