

PRESS RELEASE

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Rockstar Farmer Tour featuring Curtis Stone comes to Gainesville January 28-29 *Two day event focuses on building a profitable farming venture*

(GAINESVILLE, Fla. – January 8, 2015) – Florida Organic Growers and East End Market are excited to bring the Rockstar Farmer Tour: Farming in the City to Gainesville for an exciting two day event.

The Rockstar Farmer Tour features Curtis Stone, a Canadian farmer who has continually produced \$50,000 on his quarter-acre micro farm in Kelowna, British Columbia.

On Wednesday, January 28th from 6 to 8 p.m., Stone will give a free lecture and virtual tour of his urban farming operation, and describe how, despite having no previous experience and only a shoestring budget, he turned a profit of more than \$20,000 his first year and double that profit every year since.

The event is free and open to the public. [Click here to register.](#)

On Thursday, January 29th from 9 a.m. to 5 p.m., Stone will host a workshop and go in-depth about the strategic production techniques he uses which focus on high value crops with short growth cycles as well as service specialized and niche market streams such as restaurants, and cooperative CSA's. This workshop is about serious, high production urban farming and focuses on the business of urban farming – specifically how to produce high value crops and how to sell them. He will share the tools and technology to better manage business and to save money.

The cost is \$75 to attend and is open to the public. [Click here to register.](#)

Both events will be held at the Civic Media Center, 433 South Main Street in Gainesville.

Curtis Stone is the owner and operator of Green City Acres, a commercial urban farm established in 2010 and based out of Kelowna, BC. Farming under a half acre of land spread over multiple plots in the downtown core, they sell vegetables to some of the city's best restaurants, wineries, and a weekly farmers market. Curtis also works as an educator, consultant, and writer on the subject urban farming throughout North America.

For more information about the event, [please visit the event page.](#)

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About Florida Organic Growers

Florida Organic Growers (FOG) is a non-profit organization founded in 1987. FOG promotes organic agriculture and healthy and just food systems. FOG's mission is to inform producers, consumers, media, institutions and governments about the benefits of organic and sustainable agriculture. For more information, please visit www.foginfo.org.

About East End Market

East End Market is a neighborhood market and food hub in the Audubon Park Garden District of Orlando, Florida. The Market showcases some of Central Florida's top food entrepreneurs, tradespeople, artists, and chefs. The two-story structure is home to a dozen merchants, a large event space, a demonstration kitchen, an incubator kitchen, offices, retail shops, a full-time, award-winning caterer and a world-class restaurant. For more information, please visit www.eastendmkt.com