University of Missouri Center for Agroforestry

6th Annual Missouri Chestnut Roast

Connecting Families to the Land: A festival of Missouri culture and agriculture

Oct. 18, 2008
University of Missouri Horticulture & Agroforestry Research Center, New Franklin, Mo.
An Invitation to Celebrate the Diversity of Missouri Agriculture

What is the Missouri Chestnut Roast?
When we think of chestnuts at the University of Missouri Center for Agroforestry, we think of much more than “chestnuts roasting on an open fire” (although there’s plenty of those at the Roast too!)

We think of helping Missouri landowners, and the communities built around them, remain profitable and healthy. We think of both short-term and long-term agricultural practices that provide lasting benefits to the environment.

The Missouri Chestnut Roast is an annual festival celebrating the potential agroforestry has for Missouri farms, through industries like chestnuts, pecans and black walnuts — along with products made with Missouri meats, cheeses, wines, breads and the state’s specialty industries, including pine straw and redcedar.

Through farm tours, cooking demonstrations, children’s activities, food samples and educational booths, the Missouri Chestnut Roast shows thousands of Midwestern families our state has tremendous opportunities to produce niche agricultural products while maintaining a healthy environment for generations to come.

Why sponsor the Missouri Chestnut Roast?

Today’s farm families are working harder than ever to remain profitable and sustain our state’s natural resources, and the Center for Agroforestry is on the forefront of this effort. Through targeted research spanning 11 disciplines and more than 60 collaborations and partnerships, the Center is providing the sound science behind agroforestry practices that help keep Missouri agriculture strong and profitable.

With your support of the Missouri Chestnut Roast
- Missouri farmers attending the Roast can sell their products with no vendor fee
- Families can learn about Missouri agriculture at no admission cost
- You become connected in a larger system of partners working to preserve our state’s precious forest and agricultural land systems
- Showcases of Missouri’s outstanding agricultural products, including wines, jams and jellies, pecan, walnut and chestnut products; locally produced honey, cheeses and meats
- Demonstrations of new research on profitable specialty products produced through agroforestry, including pine straw, gourmet mushrooms and Eastern Redcedar
- Guided tours of 660-acre Horticulture and Agroforestry Research Center featuring diverse agricultural practices
- Live bluegrass music and children’s activities including straw bale maze, face painting, and chestnut-themed craft
- Fast-growing event: Nearly 1,000 in attendance at first Chestnut Roast in 2003; attendance exceeded 4,000 in 2006.

Sponsorship Opportunities

Children’s activities
- Chestnut-themed craft: $100
- Face painting booth: $50
- Helium balloons: $50

Tasting opportunities
- Lunches for volunteers: $450
- Nutty ice cream: $350
- Cooking demonstrations: $300
- Chestnut roasting: $100

Giveaways/Promotions
- Bags, programs, signs and maps: $2,500
- Painting by Missouri River Hills artist: $450
- Door prize gift baskets containing Missouri agricultural products: $50
- T-shirts for volunteers: $500

Educational opportunities and entertainment
- Bus rental for farm tours: $1,250
- Ironweed Bluegrass Band: $500
- Educational presentation: $250

Set-up fundamentals
- Producer & Exhibitor Tent: Rental of tent, tables, chairs, heaters and lights: $6,500
- Entertainment Tent rentals: $1,800
- Portable restrooms and sink rental: $650
- Portable sanitation container rental: $500

All sponsors will be recognized prominently at the booth/event they are sponsoring. In addition, sponsors’ logos and/or names will be included on the large poster at the entrance to the event, in the event programs received by all attendees, in the pre-event ad in the Columbia Daily Tribune and on the Center for Agroforestry Web site (complete with links to sponsors’ Web sites). All sponsors contributing $2,500 or more will have a booth reserved for them to display products, literature or services.

For more information about the Missouri Chestnut Roast and/or sponsorship opportunities, please contact Mike Gold, associate director, MU Center for Agroforestry, at 573-884-1448 or goldm@missouri.edu. We appreciate your consideration of this event.