

**Keynote Speaker for Monday, November 7:
Darren “The Pizza Farmer” Schmall**

Darren Schmall, farmer, successful entrepreneur, speaker and community leader has over a dozen years experience in raising public awareness of agriculture and its vital role in our society.

Darren's multifaceted agribusiness background has expanded over the past decade. Farming, custom applications and agri-education were the focus of his operations for several years until he created and trademarked the *Pizza Farm*.

This truly unique concept was originally opened as a community service project with its main focus on educating children about the importance of agriculture and how it affects everyone - now and in the future.

Over 100,000 visitors have toured Darren's Pizza Farm since its opening in 1993. What started as "*a hobby that got out of hand*" has become the most innovative and well recognized agri-education/agri-tainment programs in the nation today. Darren's passion for agriculture comes through loud and clear with his "out-of-the-box" approach to increasing farm profits. Whether it's a Pizza Farm, a cornfield maze or even a pumpkin patch, Darren's specialty is changing farm products into farm experiences.

A graduate of California State University of Fresno and the prestigious California Ag Leadership Program - Class XXV, Darren has put his background and education to good use, developing many important community education programs, agricultural festivals and numerous teacher workshops and seminars.

Darren has spoken about agri-education, agri-tourism and agri-tainment to many businesses, conventions, chambers and service clubs over the past 10 years. He has earned honors like the American Farm Bureau's national award for most creative, innovative and practical idea of 2000, the Agricultural Education Foundation's Educational Award for 2001 and the California Environmental Protection Agency IPM Innovators Award for 2001 and with his service as an advisor to the Board of Directors of the North American Farmer's Direct Marketing Association (NAFDMA). Darren's enthusiasm and humor delivers a personal message with great confidence and charisma.

