

PRESS RELEASE
October 25, 2007

Value Added Agriculture will Highlight Heartland Agdeavor Annual Meeting December 4.

Many value added projects develop based around innovation and become the base for a new small business in rural America. The successful launch of a new business requires the right mix of innovation and marketing to be successful. The Director of the Ohio Bioproducts Innovation Center will address the 2007 Heartland Agdeavor Association annual meeting held in Waldo, Ohio. His will address innovation and commercialization of novel germplasm in agriculture. Dr. Myers is nationally known as an expert in crop breeding and genetics.

The annual meeting of the Heartland Agdeavor Association welcomes all members and their guests. The meeting will be held at All Occasions Catering in Waldo, Ohio. The meeting starts with lunch at noon, Tuesday December 4. The \$20 per person lunch cost may be paid at the door.

The business meeting will begin at 1:00pm. Heartland encourages all members to attend. Heartland asks you to RSVP prior to December 1 by emailing Executive Director Larry Thompson at lthompsonheart@sbcglobal.net or by calling the Heartland office at (614) 818-4466.