



NEWS RELEASE
For immediate release

NATGA Hires Executive Director

King, NC (February 25, 2013) —North American Truffle Growers' Association (NATGA) has hired North Carolina truffle farmer, Jane Morgan Smith of Keep Your Fork Farm in Stokes County, NC as Executive Director of this not-for-profit corporation effective March 1, 2013. She is a charter member of the organization which was founded in 2003 and served as President for 3 years. As Executive Director, her responsibilities will include administratively supporting and promoting the organization's mission and purpose and representing NATGA as the spokesperson for the group.

NATGA was founded for the purpose of providing information for effectively and efficiently producing premium cultivated truffles, addressing the issue of price stability of those truffles, promoting the truffle-growing industry through education, and providing an interface to various governmental agencies, growers, members and interested others.

Jane Morgan Smith is a charter member of NATGA, Her history with the organization and personal experience of 13 years as a farmer of Périgord truffles uniquely qualify her for this position. Ms. Smith also owns and manages Truffles NC, LLC, a small manufacturer of all natural truffle products. She is a frequent public speaker in the local community, leads farm tours, and hunts truffles with her trained dogs. As owner of the truffle farm and business, she is a member of the North Carolina Specialty Foods Association, Goodness Grows in NC, Carolina Farm Stewardship Association, NC Agritourism Networking Association, Piedmont Local Food and is a weekly vendor at Cobblestone Farmers Market at Old Salem in Winston-Salem. She is an active member of the Women's Fund of Winston-Salem and sponsors an annual fundraising truffle dinner to benefit the Backpack Program of Second Harvest Food Bank of NW North Carolina.

For more information, please contact Jane Morgan Smith, NATGA
1194 Marshall Smith Rd., King, NC 27021
Phone: 336-631-8080 email: NATGA.info@gmail.com