

WELCOME!

Practical Farmers of Iowa  
Annual Business Meeting



## AGENDA

- Introductions and acknowledgements
- PFI update and financial report
- Board elections
- Sustainable agriculture achievement award
- Keynote address

## THANK YOU FOOD SUPPLIERS!

- AJ Farms
- Appleberry Farm
- Crooked Gap Farm
- Darren Fehr
- Dick Schwab
- Early Morning Harvest
- Grinnell Heritage Farm
- Hansen's Dairy
- Iowa Choice Harvest
- Lee's Greens
- Madsen Stock Farm
- One Farm

- Organic Greens
- Remnant Hills Farm
- Rolling Acres Farm
- Turkey River Farm
- Wallace Center

Food procured with assistance from  
Farmtable Delivery

Donations from:

- Niman Ranch
- Wheatsfield Cooperative
- Rosmann Family Farm

## THANK YOU SPONSORS! LEVEL A SPONSORS

- Albert Lea Seed
- Applegate
- Clif Bar and Co.
- Grain Millers
- Iowa State University  
Graduate Program in
- Sustainable  
Agriculture/Agronomy  
Department
- Niman Ranch
- Premier 1 Supplies
- USDA/NRCS

## THANK YOU SPONSORS! LEVEL B SPONSORS

- Catalyst NNG
- Hall Roberts' Son/The Fertrell Company
- Iowa Farm Bureau Federation
- Iowa SARE
- Iowa State University Extension and Outreach
- Iroquois Valley Farms
- Lemken USA
- Man@Machine
- Stonebridge Ltd.
- USDA Farm Service Agency
- Welter Seed and Honey Co.

## THANK YOU SPONSORS! LEVEL C SPONSORS

- American National Insurance
- Bay Shore Sales
- Blue River Organic Seed
- Center for Rural Affairs
- Deer Creek Seed, Inc.
- Genetic Enterprises International
- Henry A. Wallace Chair for Sustainable Agriculture, Iowa State University
- I-CASH
- Iowa Cover Crop
- Iowa Organic Association
- La Crosse Seed
- Nature's Best, LLC
- Nature's International Certification Services
- Peoples Company
- Rimol Greenhouse Systems
- Riverside Feeds, LLC
- Saddle Butte Ag Inc.
- Trees Forever

## THANK YOU VOLUNTEERS

### Practical Farmers of Iowa Members

- Deb Draper
- Beth Grabau
- Alice McGary
- Santos Nunez
- Scattergood Friends School
- Jordan Scheibel
- Julia Slocum
- Dave Stevenson
- Paula Stevenson

### Other Volunteers

- Ames Convention and Visitors Bureau
- Jared Dressman
- Erik Eastman
- FoodCorps IA
- Jaime Foxen
- ISU Rodeo Club
- Chris Stevenson

## BOARD OF DIRECTORS

- Nathan Anderson, (Northwest)
- Gayle Olson (Southeast)
- Ann Franzenburg (Northeast),  
*Secretary*
- Tyler Franzenburg (at large)
- Gail Hickenbottom (at large),  
*Treasurer*
- Wendy Johnson (North  
Central), *Vice President*
- Vic Madsen (at large)
- Mark Peterson (Southwest),  
*President*
- Mark Quee (at large)
- David Rosmann (at large)
- Kurt Van Hulzen (at large)
- Julie Wheelock (at large)

## ERICA ANDORF, OFFICE MANAGER



## SAMANTHA BECKMAN, OFFICE SUPPORT



DEBRA BOEKHOLDER,  
MEMBERSHIP AND EVENTS ASSISTANT



ALISHA BOWER,

MIDWEST COVER CROP ASSOCIATE



SARAH CARLSON,

MIDWEST COVER CROP DIRECTOR



STEVE CARLSON,

BEGINNING FARMER ASSOCIATE



## HENRY CORBIN, MULTIMEDIA ASSISTANT



MEGHAN FILBERT,  
LIVESTOCK COORDINATOR



## LAURA FRESCOLN, PROGRAM DIRECTOR



STEFAN GAILANS,

RESEARCH AND FIELD CROPS DIRECTOR



SUZI HOWK,

FINANCE AND BENEFITS MANAGER



## LIZ KOLBE, HORTICULTURE COORDINATOR



TAMSYN JONES,  
OUTREACH AND PUBLICATIONS COORDINATOR



RICHARD LANE,

MIDWEST COVER CROP ASSISTANT



NICK OHDE,

RESEARCH AND MEDIA COORDINATOR



## GREG PADGET, BEGINNING FARMER

## MANAGER



KATHY EASTMAN,  
CONFERENCE COORDINATOR



## SALLY WORLEY, EXECUTIVE DIRECTOR



**GOAL 1: Practical Farmers builds community in Iowa and beyond**

**GOAL 2: Farmers are stewards of our natural resources**

**GOAL 3: Farmers, farms and food systems are viable**

**Three-Year Measurement of Success**

1. 90% of members report an increased sense of community
2. 80% of members report they have formed friendships, businesses or other relationships through PFI
3. 90% of members report they participated in PFI programs
4. PFI membership tops 5,000; 75% of members renew each year

1. 50% of PFI farmers decrease use of external inputs (such as pesticides and fertilizers)
2. 50% of PFI farmers increase their use of cover crops
3. 10% of PFI farmers add a third crop to their corn-soybean rotation
4. 70% of PFI farmers report that participation in PFI has helped them improve stewardship
5. 75% of PFI farmers increase conservation investment (in field and edge of field)
6. 40% increase renewable energy on farms

1. 65% of PFI farmers and all SIP graduates improve profitability or efficiency
2. 75% of PFI farmers make progress toward desired percentage of farm income from non-farm sources
3. Members' average net worth increases, contributing to farm viability
4. 60% of PFI farmers complete transition planning

**Strategies**

1. Members hold annual social events in 15 mini-regions
2. Advisory group active for each program area ensures programming is farmer-directed
3. Membership corps recruits new members and helps the board contact members individually within program areas
4. Friends of Farmers program recruits PFI farmers to help with outreach and where farmers are not present
5. PFI Farmers' Field Days celebrate program successes and recruit new members (at least 80 farmers annually)

1. Hold at least 100 farm-to-market events
2. Conduct 100 farm-to-market economic impact studies
3. Produce 100 farm-to-market pieces on the need for farm-to-market
4. Help 30 make energy audits; continue to track long-term data and give presentations (2 per year) on cover crops, small grains production and more
5. Serve 50 non-operator landlords through Practical Landowner Services
6. Work on Conservation Stewardship Program, Environmental Quality Incentives Program and state nutrient management strategy; increase PFI action group to 30; increase Soil and Water Conservation District commissioner members to 60

1. 50 farmers share actual financial and production information that allows other farmers to examine enterprise and whole-farm profitability
2. PFI farmers report an increase in demand for non-GMO crops, small grains and direct or specialty livestock markets
3. Strengthen mentoring through SIP, Labor4Learning and other programming
4. Help 120 complete SIP
5. Tap at least 12 financial experts yearly to advise PFI farmers
6. Help farmers avoid spray drift; respond effectively when sprayed; monitor 20 sites for drift
7. 100 farmers communicate farm vision and goals; 36 media pieces on farm transfer
8. Advocate for beginning farmer tax credits, funding and other farm viability policies

**Values:**  
 Welcoming everyone  
 Creativity, collaboration, and community  
 Viable farms now and for future generations  
 Stewardship and ecology

**Mission:**  
 Farms and communities through farmer-led investment and information-sharing

**What does this mean????**

**Vision:**

We are prized for their diversity of crops and livestock, their wildlife, healthy soils, innovations, beauty and productivity

Their connection to a rich past and a fulfilling present where individuals and families are earning a good living

Food celebrated for its connections to local farmers, to seasons, to hard work, and good stewardship

Communities alive with diverse connections between farmers and friends of farmers

Places where commerce, cooperation, creativity and spirituality are thriving

Places where the working landscape, the fresh air and the clean water remind us of all that is good about Iowa.

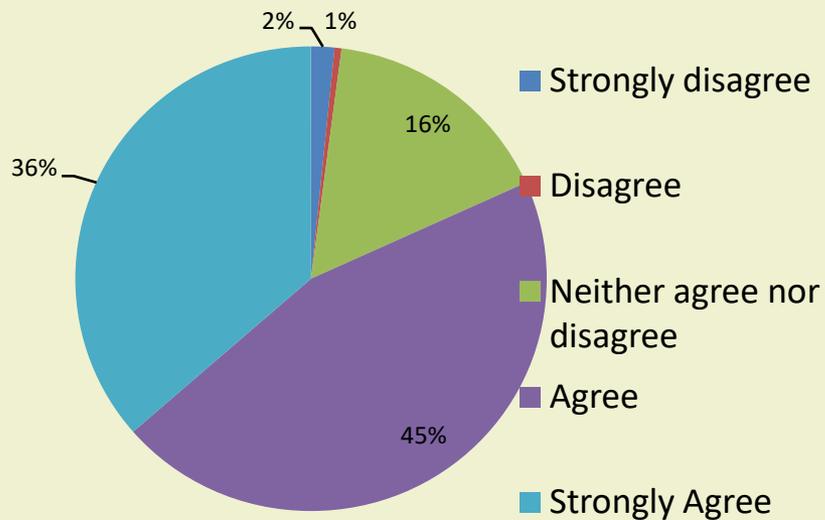
**Guiding principles of our work:**

1. Farmers lead our programming.
2. We focus on providing extensive opportunities for members and others to network (such as field days, pasture walks, farminars, conferences, workshops, etc.).
3. We secure extensive media featuring farmers and our projects.
4. On-farm research and demonstration is a core part of our programming.
5. We partner with agencies, organizations and universities that can effectively help us achieve our goals.

## Goal 1: Practical Farmers builds community in Iowa and beyond

*Target: 90% of members report an increased sense of community*

**81% feel a sense of community**



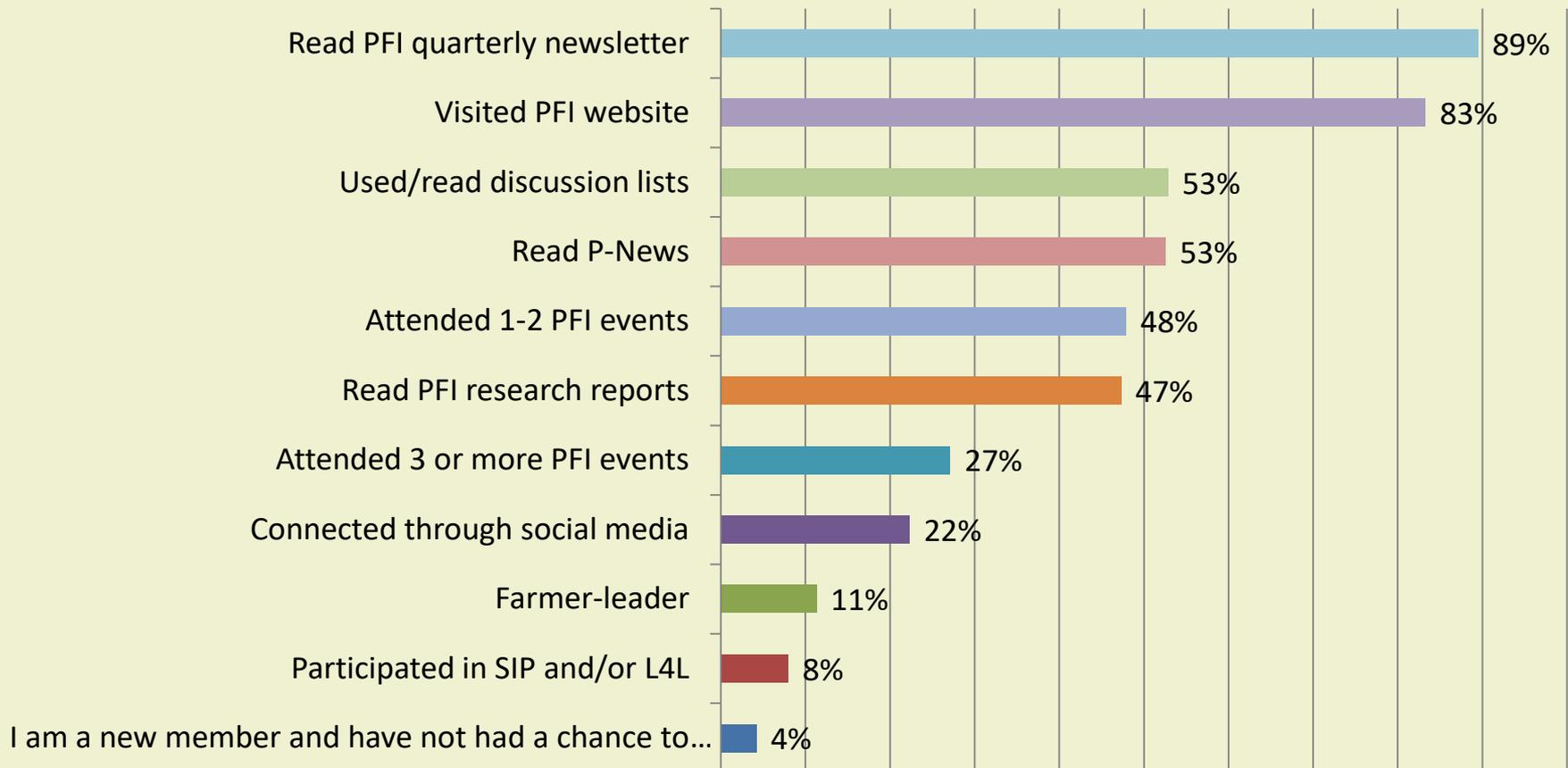
*Target: 80% of members report they have formed friendships, businesses or other relationships through PFI*

72% of members have formed friendships, business relationships or other relationships through their association with PFI



## 90% of members report they participated in PFI programs

### Participation in PFI past 12 months



Goal 2: Farmers are stewards of our natural resources

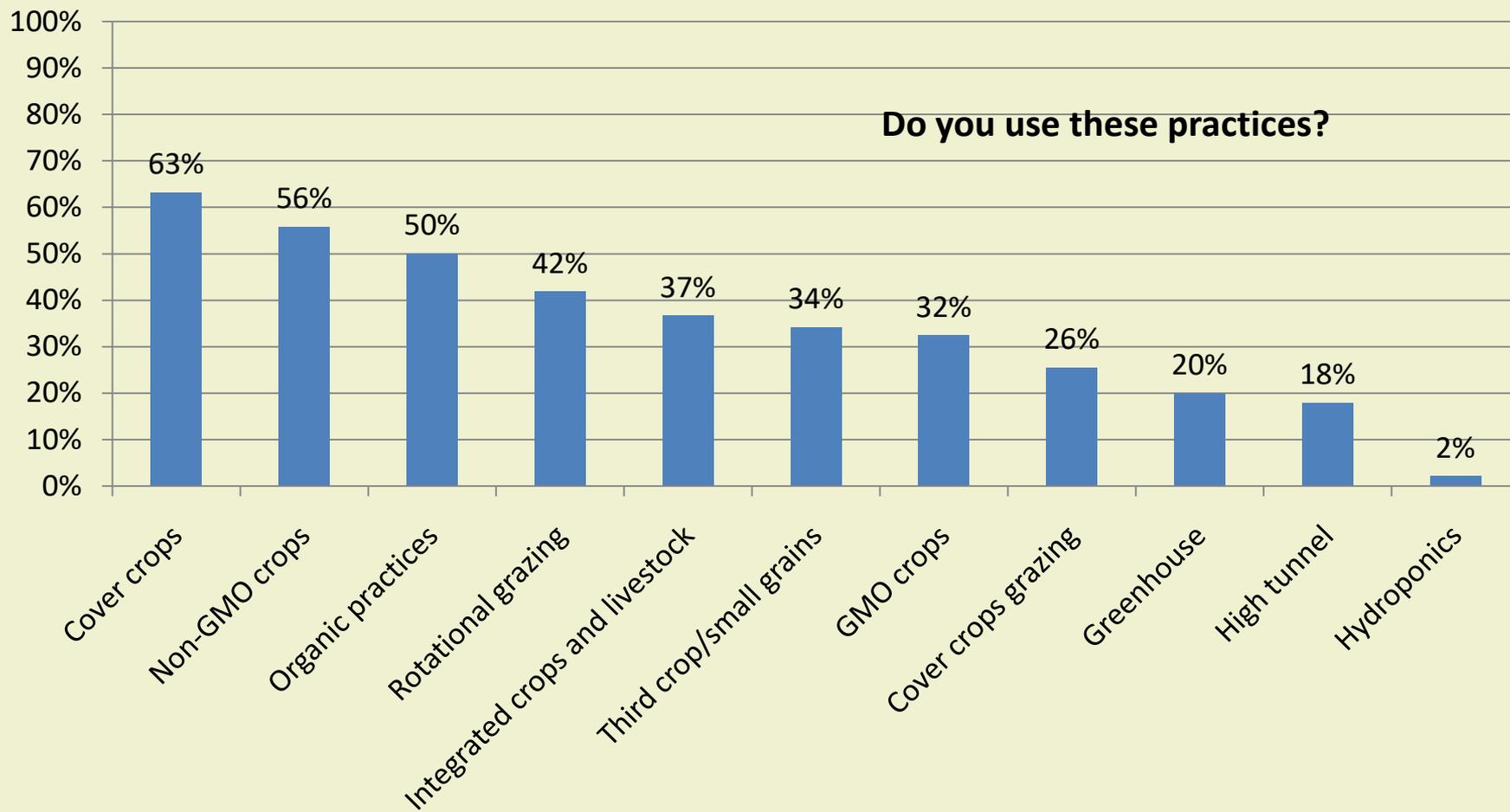
*Target: 50% of PFI farmers decrease use of external inputs  
(such as pesticides and fertilizers)*

**52% of PFI farmer members report not using any inputs.  
Of the 48% of members who used inputs, 36% decreased use.**



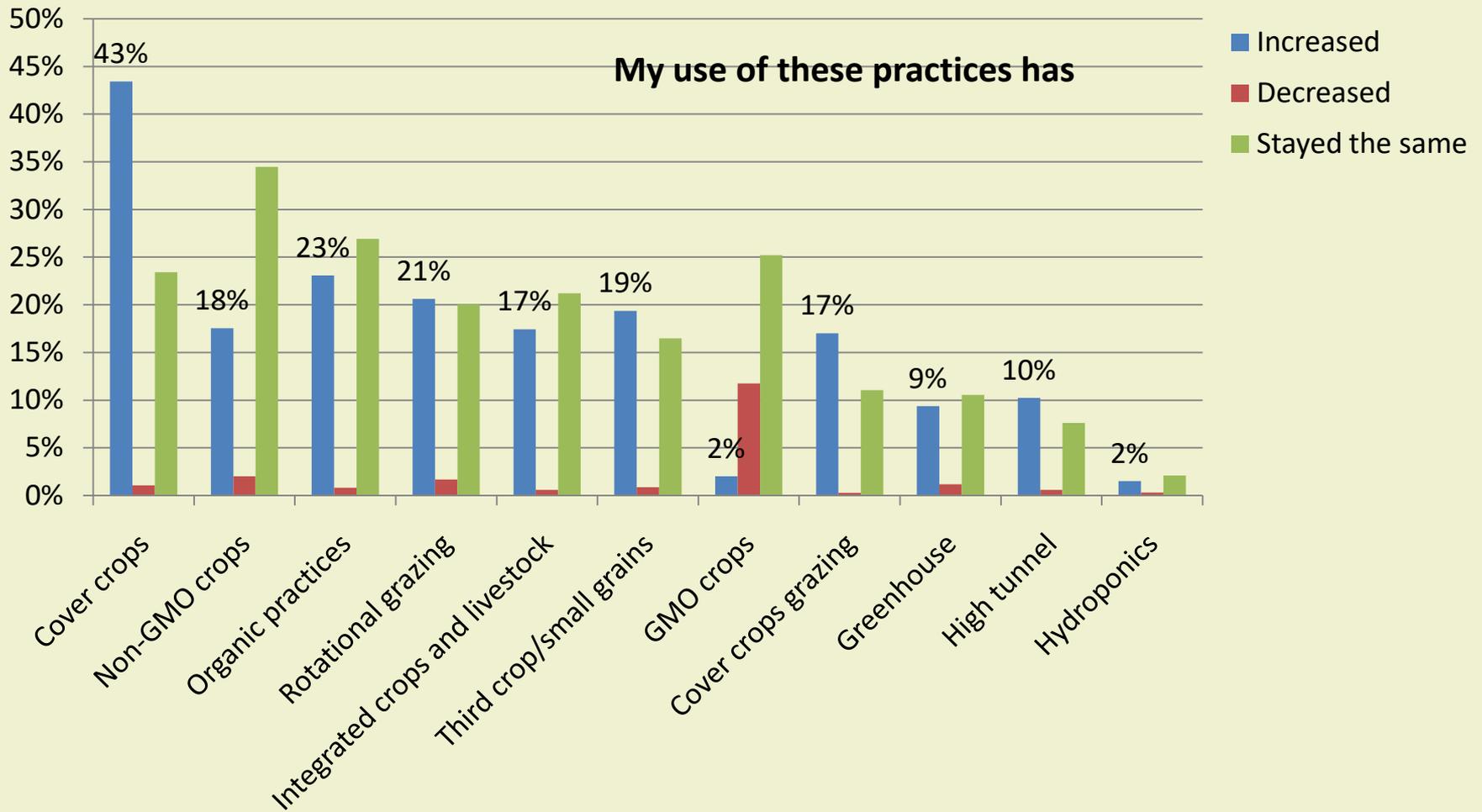
50% increase their use of cover crops

10% add a third crop to their corn-soybean rotation



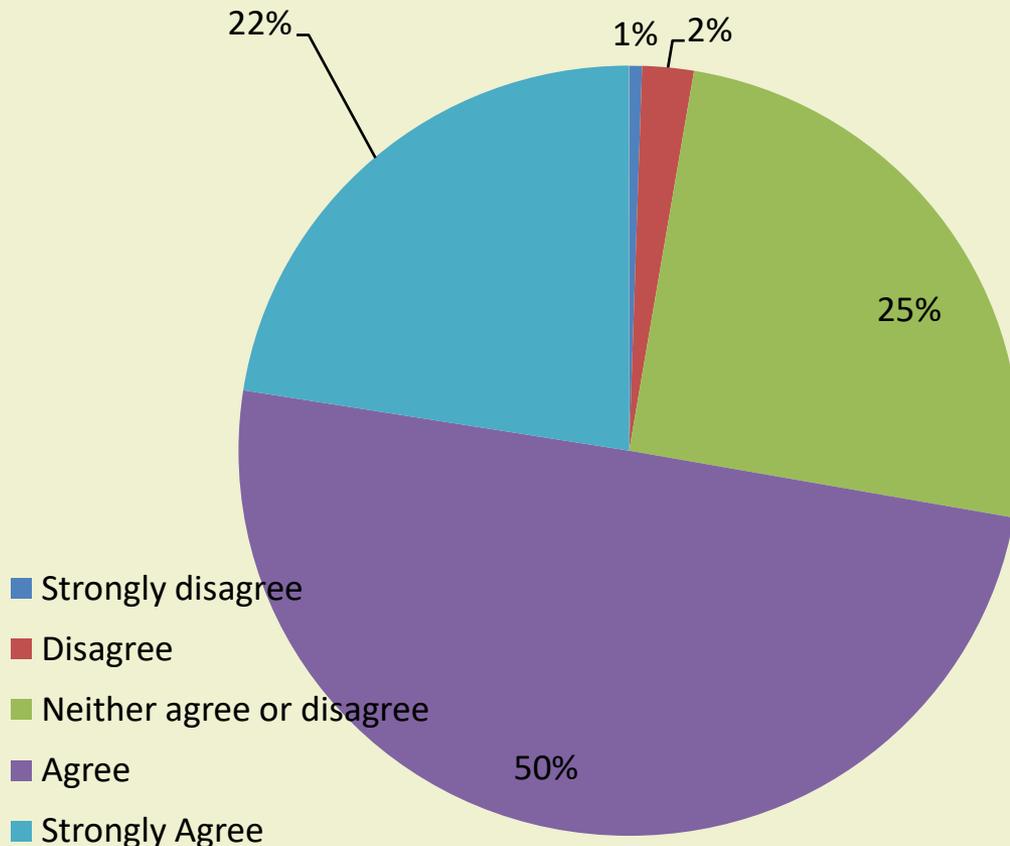
Corn and soy only: Cover crops--73% use, 50% increased

Small grains—55% use, 30% increased



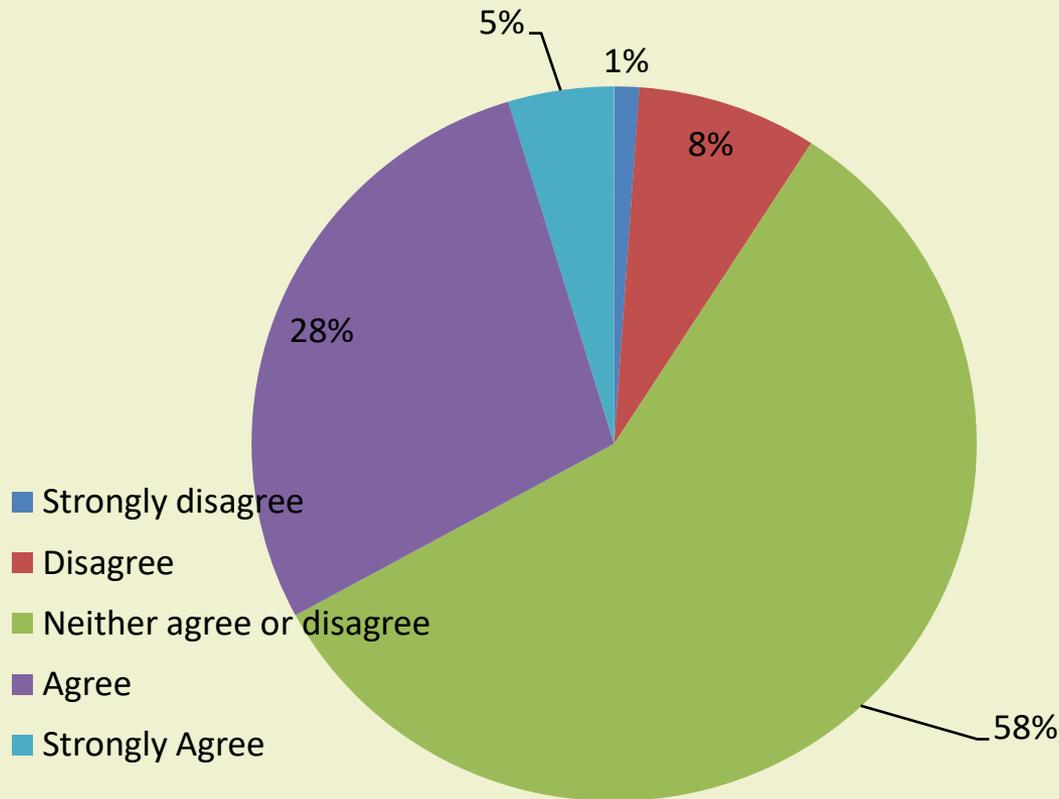
70% of PFI farmers report that participation in PFI has helped them improve stewardship

72%=PFI has helped me improve stewardship on my farm



## 40% INCREASE RENEWABLE ENERGY OR CONSERVATION

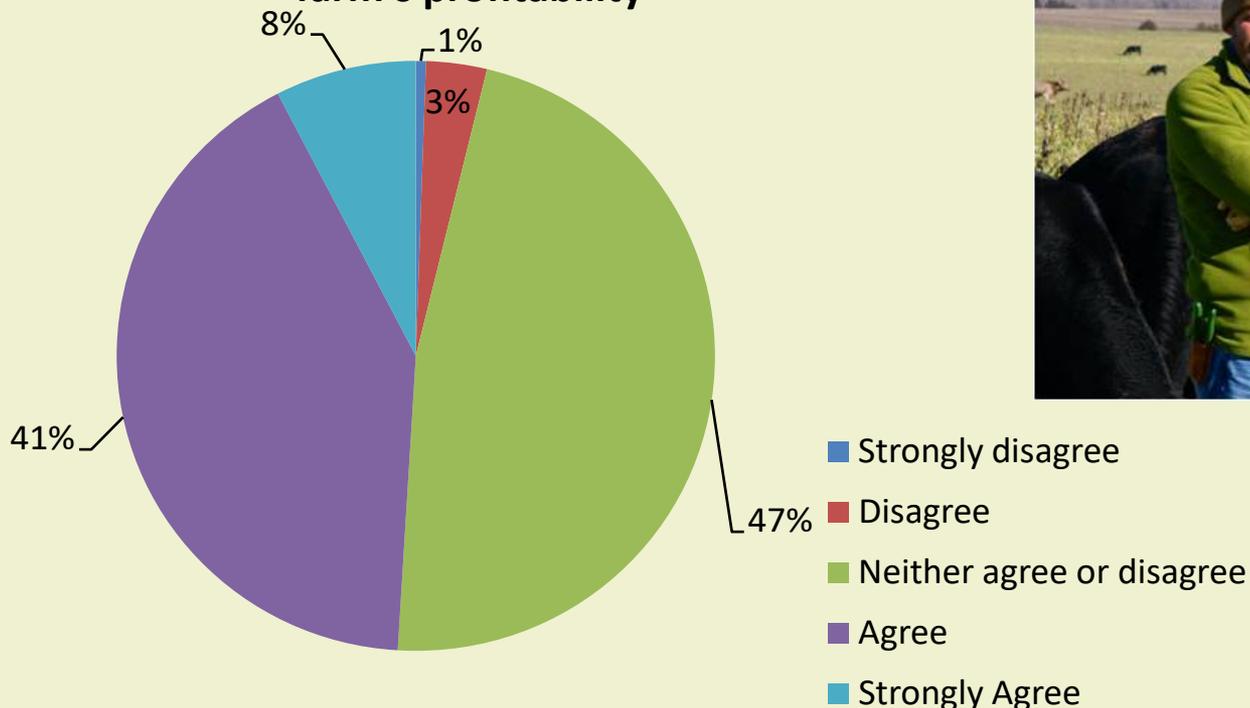
**33%=Participation in PFI has helped me improve renewable energy use and/or energy conservation**



## GOAL 3: Farmers, farms and food systems are viable

*Target: 65% of PFI farmers improve profitability or efficiency*

**49 %=Participation in PFI has helped me improve my farm's profitability**



## 75% OF PFI FARMERS MAKE PROGRESS TOWARD THEIR DESIRED PERCENTAGE OF FARM INCOME

2% exceeded their farm income goals.

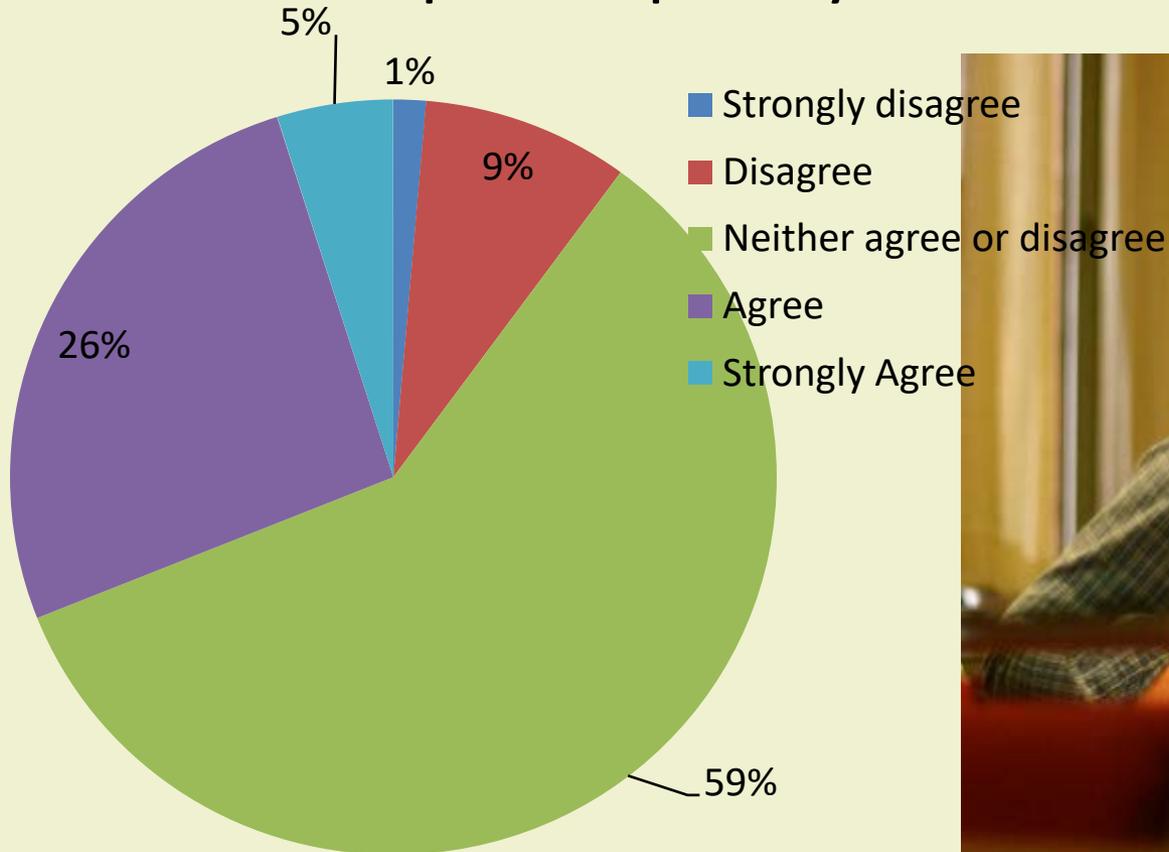
65% met their farm income goals

33% did not meet their  
farm income goals



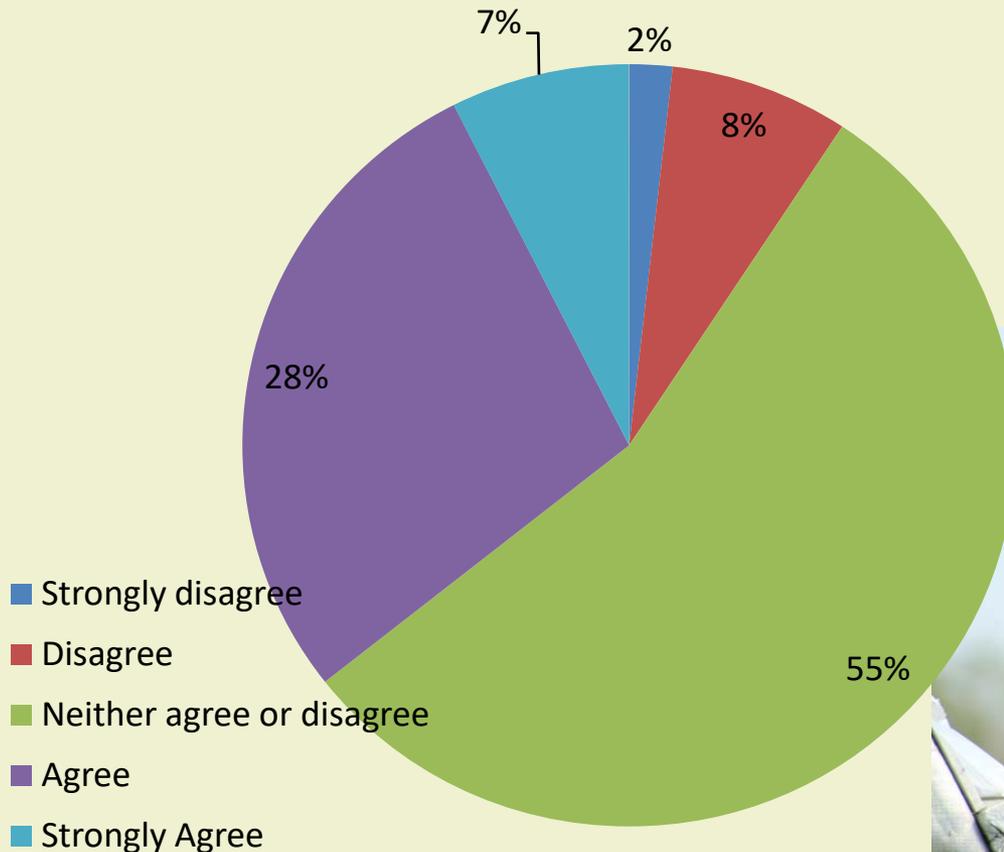
## 60% OF MEMBERS ARE MORE SATISFIED WITH WORK-LIFE BALANCE

**31%=PFI has helped me improve my work-life balance**



## 40% OF MEMBERS REPORT THEIR ASSOCIATION WITH PFI HAS HELPED THEM BEGIN TRANSITION PLANNING

**35%=PFI has helped me improve transition planning for my farm**



Thank you all for your hard work!

In 2017:

- 150+ farmer-led events
- Hundreds of member leaders
- Extensive farmer-led outreach
- 71 Farmer-led research trials
- Support for beginning farmers and farm transfer

## LOOKING AHEAD: 2018-2020

Thank you team Strategic Planning!

Members: Paul Ackley, Tim Landgraf, Clark Porter

Board: Ann Franzenburg, Wendy Johnson, Gail

Hickenbottom

Staff: Sarah Carlson, Laura Frescoln, Greg

Padget, Sally Worley

## Mission (the business we are in.)

Equipping farmers to build resilient farms and communities.



## Vision (where we are going.)

Practical Farmers envisions an Iowa with healthy soil, healthy food, clean air, clean water, resilient farms and vibrant communities.



## WE VALUE

- Welcoming everyone
- Farmers leading the exchange of experience and knowledge
- Curiosity, creativity, collaboration, and community
- Resilient farms now and for future generations
- Stewardship of land and resources

## Pillar 1: Practical Farmers builds community in Iowa and beyond



## Pillar 2: Farmers and landowners are stewards of our natural resources



## Pillar 3: Farmers, farms and food systems are viable



## Pillar 4: PFI supports beginning farmers and farm transfer

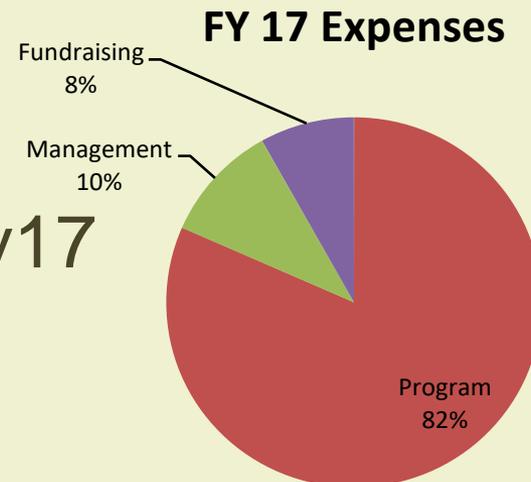


## Pillar 5: Increase PFI's organizational capacity



## FINANCIAL UPDATE

- FY17 budget=\$1.70 million
- Individual donations in fy17=\$74,327 + \$68,195 from Ruth Schoeneman
- 12 lifetime memberships in fy17=69 total
- 39 grants in FY17
- \$194,881 paid to farmers in fy17  
+ food purchases



This work means so much!



## MEMBERSHIP VOTE

- Declaration of quorum
- Approve 2017 minutes



## Board elections

Mark Quee, running for 2<sup>nd</sup> term as Farmer At-Large Director



## Board elections

Lisa Schulte Moore, running for 1<sup>st</sup> term as Friend of Farmer

At-Large Director



## Board Elections

Kurt Van Hulzen, running for 3<sup>rd</sup> term as Friend of Farmer At-Large Director



## Board elections

Vic Madsen, running for 2<sup>nd</sup> term as Farmer At-Large Director

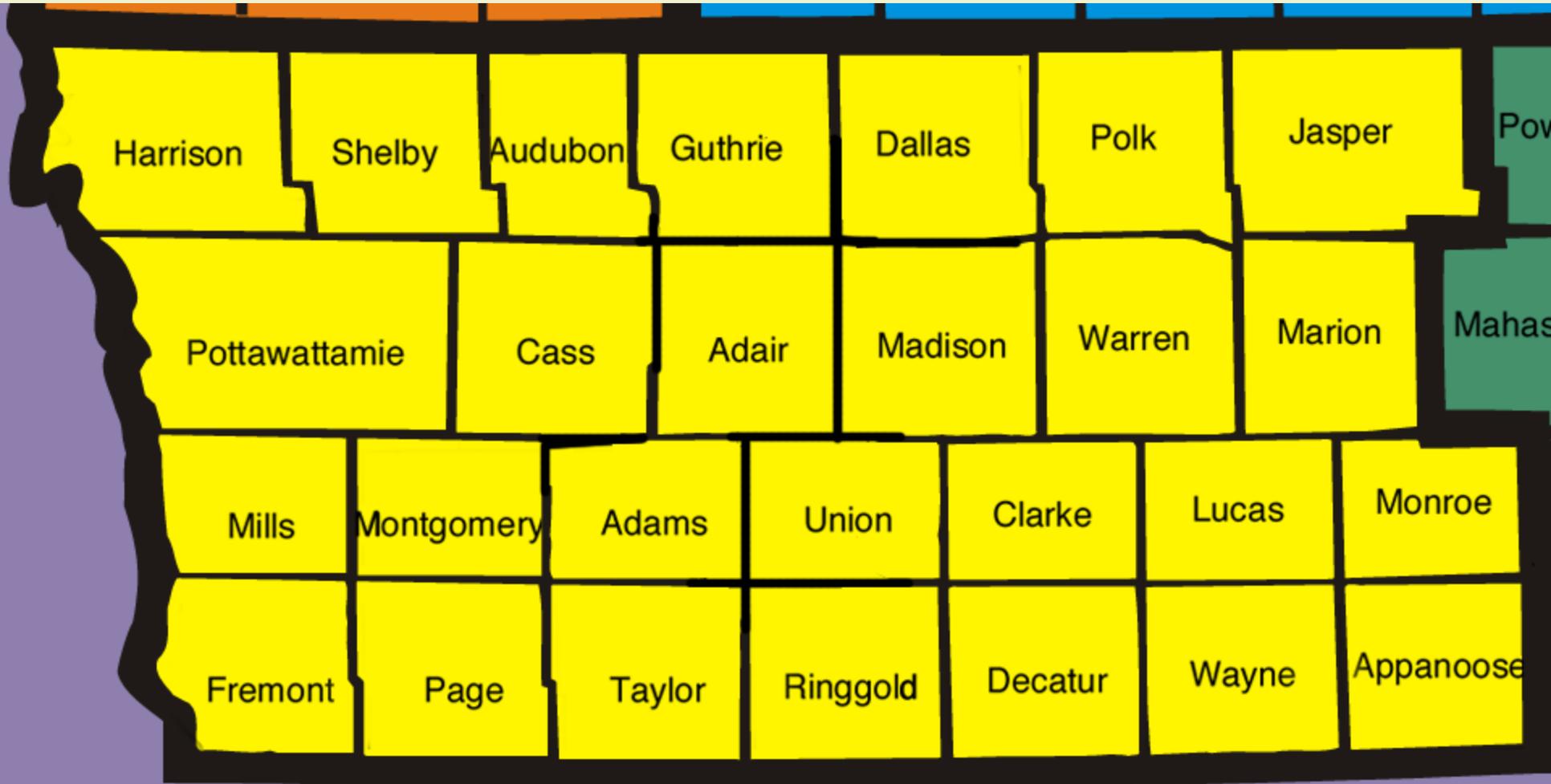


## Board elections

Mark Peterson, running for 3<sup>rd</sup> term as District 4 (Southwest Iowa) Director



## District 4



## Sustainable Agriculture Award

Earl Hafner



## KEYNOTE ADDRESS

An English Shepherd's Vision  
to Revive Rural America

– James Rebanks



## THANK YOU!

- Next: Potluck, CPMI Event Center
  - Hosted by Ty and Bobbie Gustafson, Donna Prizgintas and Lonna Nachtigal
- Tomorrow: Breakfast clusters start at 7:30
  - Sessions start at 8:30