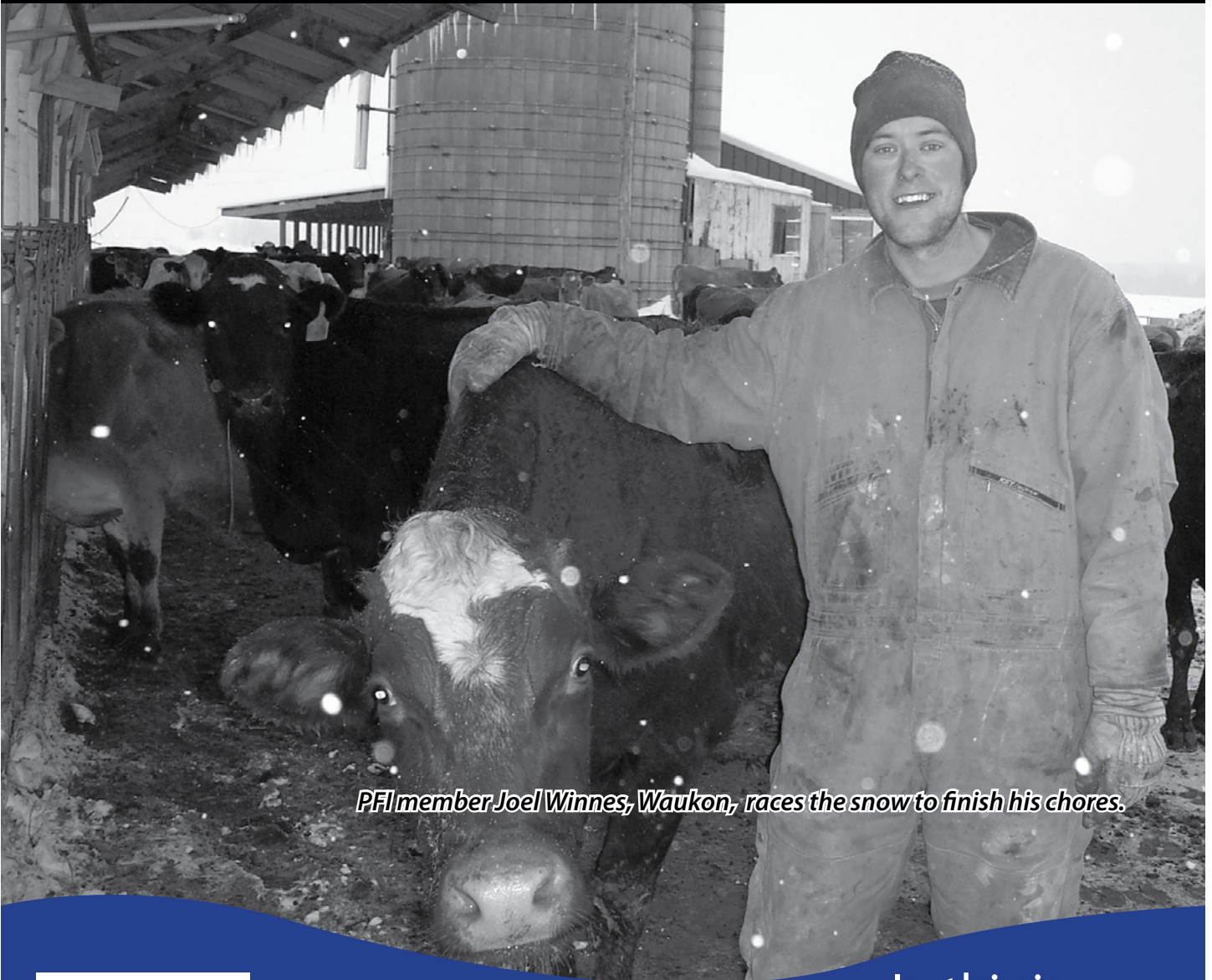


the Practical Farmer

A quarterly publication of Practical Farmers of Iowa

Vol. 26, No. 1 | Winter 2011



PFI member Joel Winnes, Waukon, races the snow to finish his chores.



In this issue

It's a success! 2011 PFI Annual Conference photos
PFI announces first 10 Savings Incentive Program winners
What is resilience? Take a quiz to check your resiliency
What you can gain by diversifying
Corn testing network increases seed choices

PFI Board of Directors

We love to hear from you! Please feel free to contact your board members or PFI staff.

DISTRICT 1 (NORTHWEST)

David Haden

4458 Starling Ave.
Primghar, IA 51245
712.448.2012
highland33@tcaexpress.net

Dan Wilson, PFI Vice-President

4375 Pierce Ave.
Paullina, IA 51046
712.448.3870
the7wilsons@gmail.com

DISTRICT 2 (NORTH CENTRAL)

Sara Hanson

2505 220th Ave.
Wesley, IA 50483
515.928.7690
dancingcarrot@yahoo.com

Tim Landgraf, PFI President

1465 120th St.
Kanawha, IA 50447
641.495.6367
libland@peconet.net

DISTRICT 3 (NORTHEAST)

Tyler Franzenburg

6915 15th Ave.
Keystone, IA 52249
319.721.2176
tfranzenburg@hotmail.com

Jeff Klinge

16609 Highway 13
Farmersburg, IA 52047
563.536.2314
jefkling@neitel.net

DISTRICT 4 (SOUTHWEST)

Earl Hafner

303 Oak Ridge Dr.
Panora, IA 50216
641.757.0560
hafnerin@netins.net

Sean Skeehan

746 Wyoming
Chariton, IA 50049
641.203.0758
skeebout@bluegatefarmfresh.com

District 5 (Southeast)

Ann Cromwell, PFI Secretary

3303 240th St.
Williamsburg, IA 52361
319.668.8248
anniowa@commspeed.net

Linda Grice

25739 170th St.
South English, IA 52335
319.667.2350
agricol@netins.net

AT-LARGE

Joyce Lock

725 54th St.
Des Moines, IA 50312
515.277.3615
stirjoy@aol.com

Gail Hickenbottom, Treasurer

810 Browns Woods Dr.
West Des Moines, IA 50265
515.256.7876

ADVISORY BOARD

Larry Kallem

12303 NW 158th Ave.
Madrid, IA 50156
515.795.2303

Dick Thompson

2035 190th St.
Boone, IA 50036
515.432.1560

PFI STAFF

For general information and staff connections, call 515.232.5661. Individual extensions are listed in parentheses after each name.

Teresa Opheim (302)

Executive Director
teresa@practicalfarmers.org

Suzi Bernhard (301)

Finance & Benefits Manager
suzi@practicalfarmers.org

Patrick Burke (303)

Office Manager
patrick@practicalfarmers.org

Sarah Carlson (305)

Research & Policy Director
sarah@practicalfarmers.org

Kevin Dietzel (307)

Grazing Coordinator
kevin@practicalfarmers.org

Megan Dollen (303)

Office Support Staff
megan@practicalfarmers.org

Luke Gran (308)

Next Generation Coordinator
luke@practicalfarmers.org

Tomoko Ogawa (306)

Market Development, Local Foods,
PFI Cook
tomoko@practicalfarmers.org

Ann Seuferer (309)

Communications Director
ann@practicalfarmers.org

Sally Worley (304)

Next Generation &
Horticulture Director
sally@practicalfarmers.org

Contents

Letter from the Director	3
Next Generation	4-5
Planning for the future	6-7
Grazing	8-9
Field Crops	10-11
Horticulture	12-14
PFI Farminars	15
Annual Conference 2011	16-19
On-Farm Research	20-21
Looking to the Future	22
PFI Leaders	23
Member News	24-25
Calendar	26
PFI Board Report	27
Young Farmer Spotlight	27
PFI News	28-29
PFI Merchandise	30
Join PFI	31

the Practical Farmer

the Practical Farmer keeps farmers and friends of farmers in touch with one another and provides informative articles about the latest on-farm research, demonstration and observation to help all types of farming operations to become profitable, while caring for the land that sustains them. Provided as a member benefit to PFI supporters, **the Practical Farmer** also serves to update members on PFI programming.

the Practical Farmer is published quarterly by Practical Farmers of Iowa, 137 Lynn Ave., Suite 200, Ames, IA 50014; 515.232.5661.

Newsletter Editor: Ann Seuferer

(Back issues are available upon request.)



LEOPOLD CENTER



PFI launches new youth scholarship program

by Teresa Opheim



Programming for youth is essential if Practical Farmers of Iowa is to achieve its vision. Iowa needs future generations of farmers committed to crop and livestock diversity, to their communities, to wildlife, and healthy air and soils. Iowa also needs future friends of farmers who better understand farming and the multiple benefits that farmers provide.

With its limited staff and resources, however, PFI must be highly strategic about its programming. That's why the PFI Board of Directors recently made some important decisions about how PFI should serve youth.

Many of our members' children are already active in projects that further PFI's vision, such as local 4-H clubs, Future Farmers of America and school gardens. So we have decided to start a scholarship program to help our young members explore and learn through on-farm research and demonstration and other projects. A simple one-page application will be required for these scholarships, and a committee of board and staff will review the applications. See page 28 for more details.

We'll keep you updated on what the children discover through annual conference posters, our newsletter, our website and more.

In addition, PFI will work with FFA chapters to implement cover crop projects. And we will work to increase PFI's visibility by presenting at Collegiate FFA meetings and other conferences.

Few of our members were taking advantage of our camp offering ... discontinuing summer youth camp is the right decision for PFI.

Practical Farmers of Iowa will no longer take primary responsibility for a sustainable agriculture Youth Camp. The Board made this decision, based on staff input about camp costs, concerns about liability and difficulty in finding camp counselors. Most important: Few of our members were taking advantage of our camp offering.

Thanks to Cedar Johnson and Suzi Bernhard for working so hard on PFI Camp in recent years. I believe discontinuing summer youth camp is the right decision for PFI. Personally, my family's "next generation" benefitted greatly from serving as campers and counselors at PFI Camp, especially this last summer with Scattergood School as host. I am grateful for that opportunity.

Congratulations to Tom and Irene Frantzen, winners of this year's Sustainable Agriculture Achievement Award. Tom was the first PFI farmer I ever heard speak, and I've been hooked on PFI since.

Thank you for being part of Practical Farmers of Iowa,

Teresa Opheim
Executive Director



Farm Collie Sammy, age 10, belongs to Tom and Irene Frantzen, New Hampton, Iowa. Sammy's job is to let the family know when someone is in the yard. She is also a great livestock dog, and is best friends with two pet roosters and the house cat. Sammy loves to go for rides in the family's Ford Ranger, hogging the seat so that there is hardly room for the driver. She is one of the family!

PFI announces **10** Savings Incentive Program recipients

In the next five years an estimated 42 percent of Iowa farmers will retire, according to the 2009 Iowa Farm and Rural Life Poll. What happens to that land could change forever the future of Iowa's landscape, environment and food production.

This issue is the impetus behind Practical Farmers of Iowa's Next Generation and Savings



Incentive Programs. PFI announced recently the first 10 recipients of its new Savings Incentive Program, which is designed to encourage the next generation of farmers to make regular deposits into a savings account for their future farm development. The Savings Incentive Program will then match their savings dollar for dollar up to \$2,400 so at the end of two years, recipients will have \$4,800 to use toward a business purchase.



The Next Generation and Savings Incentive Programs work together to ensure new farmers have access to research,

on-farm demonstration projects, field days and other educational opportunities as well as mentoring and business planning. This is in addition to the matched funds.

"We need to ensure that a new generation of farmers can make a living farming. Our goal is to give

beginning farmers the educational tools and resources they need to help them run a successful farming



operation," says Practical Farmers of Iowa's Next Generation Director Sally Worley. "It's hard to get the capital needed to launch a new farm. It's a big investment and it takes a while before a farmer typically sees a return on that investment."

Practical Farmers of Iowa's Savings Incentive Program can help new



farmers purchase a farm asset such as a piece of machinery,

land or livestock. Each farmer selected this year completed and submitted an application in October and agreed to save monthly for his or her business, attend at least four Practical Farmers of Iowa educational events per year, meet with an experienced farmer mentor three times in a year and complete or fine tune an existing business plan before 2012.



Ten farming operations (see the list of recipients center) were selected by an

objective panel of Practical Farmers of Iowa members, using criteria outlined in Practical Farmers of Iowa's Savings Incentive Program. These are the first 10 recipients of 90 that will be selected over a five-year period from 2010 through 2014.

As part of the application process, applicants explained how they would use the funds if awarded to them.



Recipient Jason Jones is planning to purchase a walk-in cooler for fresh produce; Ryan Marquardt has his eye on a new poultry building and egg-washing equipment; and Nathan Anderson is planning to purchase additional livestock with his savings.

10 SIP Recipients

1. Nathan Anderson, Cherokee
2. Ethan & Rebecca Book, Knoxville
3. Garrett Caryl & Rebecca Lamb, Colo
4. Sara Hanson, Wesley
5. Jason Jones, Capitol Heights
6. Eric Madsen, Audubon
7. Ryan & Janice Marquardt, Reasnor
8. Alice McGary & Nicholas Leete, Ames
9. Ben Saunders, Des Moines
10. Joel Winnes, Waukon

View their profiles at: http://www.practicalfarmers.org/programs/youth-and-next-generation/SIP_recipients.html



According to beginning farmer Sara Hanson, the learning opportunities are at least as valuable, or maybe more valuable, than the funds. "I will use this opportunity to build a better business plan and learn about production techniques," she says.

The creation of the Next Generation program was made possible by a federal grant to Practical Farmers of Iowa from the United States Department of Agriculture (USDA).



The matching funds were provided by the generous supporters of Practical Farmers of Iowa listed at the right and the Savings Incentive Program. More than \$132,000 in donations was raised in 2010, and we plan to raise another \$120,000 in 2011 to keep the matching funds available through 2016.

The next round of applications will be due sometime in 2011. An announcement will be made on our website: <http://practicalfarmers.org> or for more information, contact Sally Worley, 515.232.5661, x. 304 or email sally@practicalfarmers.org.



Savings Incentive Program Donors

Legacy Leader (\$10,000 and up)

Ag Ventures Alliance
David Hurd
Practical Farmers of Iowa Strategic Reserves
Schnieders Family Foundation
Soper Farms Inc.

TJ Stecklein
Kelly and Angela Tagtow
John and Angela Tedesco
Steve and June Weis

Sustainer (\$5,000 - \$9,999)

Helen D. Gunderson in memory of her parents, Marion and Deane Gunderson
Fred and Charlotte Hubbell Foundation

Seeder (Up to \$249)

Jonathan Andelson
Charlotte Shivvers and Robert Baker
Ted and Donna Bauer
Steve Beaumont
Blue River Hybrids
Patrick and Ann Bosold
Buz Brenton
Del Brockshus
Lee and Lori Burras
Sarah Carlson
Clyde and Debbie Cleveland
Ann and Chris Cromwell
Terry and Laurie Dahms
Kathy and Fred Eastman
Joe Eichelberger
Sondra Feldstein
Maurice and Norma Field
Ann and Lanny Fields
Jim and Martha Fifield
Jan and Cornelia Flora
Tom and Irene Frantzen
Liz Garst

Innovator (\$2,500 - \$4,999)

Garlic Fest PFI Fundraiser
Gene and Loraine Smith
Whole Foods Market Omaha

Harvester (\$1,000 - \$2,499)

Fleming Family Foundation
Frontier Natural Products
Timothy Landgraf and Jan Libbey
Joyce and Fred Lock
Doug and DeAnn Opheim
Rosemary Partridge
Teresa Opheim and Rich Schuler

Grower (\$500 - \$999)

Wesley Buchele
Ron Dunphy
Tom and Joyce Hertz
Diane Horn
Peter Lammers
Murray McMurray Hatchery
Organic Valley
Veridian Credit Union
Dan and Lorna Wilson

Jeffrey Goetz
Kamyar Enshayan and Laura Jackson
Bill and Betty Kimble
John Pokladnik and
Mary Sue Kisingbury
Erwin and Janet Klaas
Dan Kopatich
Sharon Krause/Dalla Terra Ranch
Ralph and Karen Lane
Lyle Luzum
Frank and Judy Maly
Bradley and Brent McDowell
Mark and Melissa Miller
Montage of Cedar Falls
Jerry Peckumn
Erik Sessions and Sara Peterson
Mark Quee
Raccoon River Watershed Association
Susan Roberts
Dave Schmidt
Jonathan Taiber
Lee Tesdell
Richard and Sharon Thompson
The Spain Farm/JoAn van Balen
Kevin and Elsie Walsh
Wapello County SWCD
Mary and Glenn Wiedenhoft
Teresa Wiemerslage
Beth Wilson

Cultivator (\$250 - \$499)

Steve and Ethy Cannon
Bruce and Connie Carney
Stephen and Janet Cornelius
Selma Duvick
Chris Eichhorn
Tyler Franzenburg
Luke Gran
Gary and Nancy Guthrie
David and Patty Haden
Hannah Lewis
Tom Loynachan
William and Robin Matthews
Connie Mutel
Niman Ranch
Fred Kirschenmann and
Carolyn Raffensperger
Brad Robson/First State Bank

Planning for the Future

What is “resilience?” One farm’s story

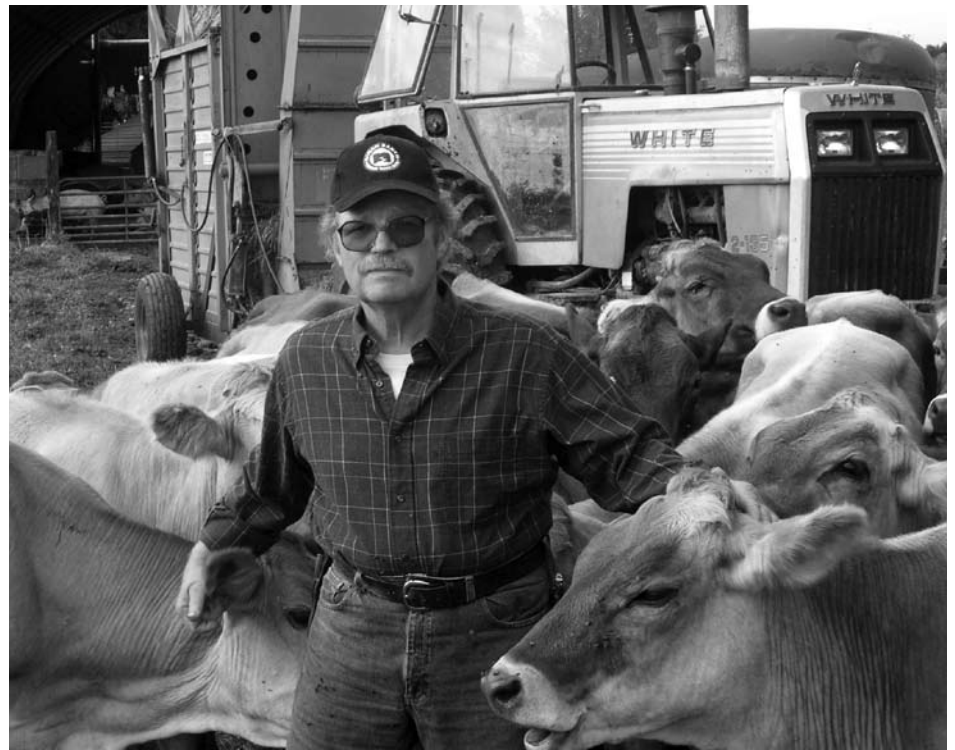
by John Gilbert

At Gibraltar Farms, resiliency is an objective, strategy, mindset and part of our farm’s effort to be sustainable. The problem is that you cannot tell if a farm is resilient until after something happens. Being resilient is part preparation, part biology, part economic, part psychological and part luck.

Beverly and I farm with my brother Greg, his wife Barb and our father William. In a major development for the farm, our son John and his wife Sarah joined our operation in April. A neighbor, Wendell Bahr, also works with us. Gibraltar Farms includes just over 800 deeded acres between Iowa Falls and Hubbard in north central Iowa. Our centerpiece is a 90-head Brown Swiss herd. We milk 35 to 40 cows year-round and sell milk to Swiss Valley Farms dairy cooperative.

We also pasture-farrow our sows in the spring and raise 250 to 300 pigs without antibiotics for sale to Niman Ranch and through a local locker. About 650 acres are classified as tillable. The land my son and I farm mainly feeds the livestock and includes corn, food-grade soybeans, alfalfa-grass hay, oats and a variety of annuals for forage. Areas most prone to flooding and erosion have been converted to rotationally grazed pastures.

The farm features about one mile of South Fork, a tributary of the Iowa River, also free-flowing wells, two fens and an undeveloped marsh with prairie wildflowers. The farm is home to deer, raccoons, possum, ground hogs, fox, coyote, red-tail hawks, herons, bald eagles (in winter), turkey vultures, great horned owls, wild turkeys, snapping and box turtles, leopard frogs and a variety of song birds. More than a mile of grass headlands, 13 terraces, and extensive grass waterways and stream buffers combine with ridge



John Gilbert shows off part of his Brown Swiss herd. Gilbert milks 35 to 40 cows year-round and sells milk to Swiss Valley Farms dairy cooperative.

planting and minimum-till systems to protect the soil and water.

Strategies that promote resiliency include working with nature to time when calves and pigs are born; selecting livestock and crop varieties that are hardy with minimal inputs; choosing breeding stock with calm dispositions for easier handling; relying first on on-farm resources and skills, being financially cautious, using proper accounting procedures and managing risks with insurance whenever possible.

Our farm is very traditional in its structure. We try to be sensitive to what consumers want and are open to opportunities that offer premium prices. When we try something new, we do it on a small scale so the mistakes also are small.

Adding another generation is a major step toward sustaining the farm. The

challenges involved are a small price to pay for what adding a son and daughter-in-law means long term. The Gilbert family has farmed in Hardin County since coming from Delaware County in the 1870s. The home place is a century farm.

Challenges to the farm in recent years have come from the weather: severe flooding in 2008 and moderate flooding in 2007, 2009 and late July 2010; hail on the south farm in August 2009; (We were lucky; the most severe storm in decades wiped out many of our neighbors’ crops.); low milk prices in 2009; and escalating input costs. Keeping debt levels manageable and having cows that can turn less-than-ideal crops into high-value milk helps the farm weather adversity.

Diversity in seeds and breeds are a priority for our family, which is why I participate with Practical Farmers of

Iowa in a trial to test and increase the varieties of corn seed available. I used to be able to buy a high-protein, high-yielding corn in the marketplace. That option is no longer available because genetic modification of seed has led to rapid corporate consolidation in the seed industry, and specialty seed varieties are no longer important to the corporations.

Gibraltar Farms works to keep decision-making as local as possible so that our family can build community and respond quickly to changing economic conditions. One example: We own our own livestock. Farmer-owned livestock is much more likely to be a positive for local economies and environments. Livestock makes more limited acreages economically viable, creates a need for soil-conserving forages, provides income and work for a family on the farm, builds stronger local communities and is the time-honored way for new generations to enter farming.

Finally, at Gibraltar Farms we hope to be more resilient by keeping an open mind, staying inquisitive and keeping



Hogs are an important component of John Gilbert's farm diversification.

up on trends. We are farmers who connect to communities, like Practical Farmers of Iowa, which can inform and support us as we make changes.

EDITOR'S NOTE: This piece also ran in the Leopold Center's newsletter in their ongoing discussion on resiliency.

How resilient are you?

From severe flooding and hail to low milk prices and escalating input costs, Gibraltar Farms has survived many shocks in recent years. Diversity has helped the Gilbert Family stay resilient: The Gilberts have multiple enterprises (such as dairy, pork and food-grade soybeans). They own their own livestock, which John Gilbert says, "... makes more limited acreages economically viable and creates a need for soil-conserving forages." They also keep debt levels manageable and have cows that can turn less-than-ideal crops into high value milk.

How resilient are you? Below is another (admittedly unscientific) look at resiliency, which we have adapted and use here with permission from "Yes!" Magazine. Are there questions missing? Questions included here that shouldn't be? Send your feedback and score.

Thanks to the PFI staff and Lois Wright Morton for input on this quiz.

Use this scale to score each statement: 1=strongly disagree; 2=disagree; 3=agree; 4=strongly agree. **Record your responses in the white boxes provided.**

1. I have friends and acquaintances in my local community.
2. I am comfortable asking my neighbors if I can borrow items (such as tools, cooking ingredients).
3. I could easily call on nearby friends and neighbors for help in an emergency.
4. I offer support to people in my community when they need help.
5. I'm active in community groups (churches, neighborhood associations, clubs, political groups).
6. I put my savings and investments in community and regional banks and local institutions.
7. I have enough savings to provide a financial cushion during hard times.
8. I own property (a house, farmland) free and clear.
9. I buy or barter the goods and services I need from local merchants, organizations or individuals.

(Continued on page 9.)

PFI scales help graziers monitor performance and profits *by Kevin Dietzel*

There are lots of good reasons to weigh your livestock but buying your own scale can be a big investment. That's why, in 2008, PFI purchased four livestock scales with grant funds from the National Fish and Wildlife Foundation. Now PFI members have access to four scales, located throughout the state, and to be shared by any PFI members who wish to use them.

The scales are eight feet long and can be transported fairly easily in the back of a pickup truck. Each scale has an electronic head with it that displays the weight and can also store values, eliminating the need to record weights on paper. The scale head has its own battery that can be charged by a 12-volt battery.

The scale needs to be placed in a cattle (livestock) chute with a head gate to hold the animal in place while the weight is recorded. One farmer told me he thought the scales were good simply because they force you to have facilities to handle your cattle.

I called around to get an idea of the use that these scales have been getting. While some of the scales have been used more than others, all have been used fairly regularly.

One of the common uses is regularly weighing calves and finishing cattle to monitor gains. Some farmers do a single weighing of calves at weaning. Others weigh in the spring and the fall, making it possible to see weight gain for a full season – perhaps animals are gaining little or not at all during the winter, but making up for it by having a really high rate of gain during the summer. By knowing the rate of gain for different time periods, farmers can determine where in their systems they need to make



Torray Wilson uses a PFI scale to weigh sheep. The silver scale is flanked by a blue shoot with head gate that helps keep the animals still and calm for an accurate measurement.

4 Quick tips for easier weighing

by Torray Wilson

Creating a climate of calm is the key to faster, stress-free weighing of your livestock.

- 1. Plan ahead.** Have everything you need on hand before you begin.
- 2. Calm humans = calm animals.** Make sure everyone knows what's going to happen and field any questions ahead of time to facilitate a calm atmosphere.
- 3. Use a corral or shoot** to help animals feel secure.
- 4. Measure in the shade and away from shiny reflections.** Shadows and shimmery movements can spook animals.

improvements. This is information they would not know otherwise.

A few grass finishers have used PFI's scales to weigh cattle every 30 days. This is an excellent way to monitor how the rate of gain is fluctuating on different forages. For tender, good-quality meats, consistent gains are a key, times of low weight gain or especially weight loss are times when animals are stressed. Stress tends to decrease meat quality. This kind of detailed information-gathering is labor-intensive, but can really help



The silver scale shown here connects to an electronic head that displays the weight and stores these values.

farmers improve their ability to make decisions about forages, fertility and animal selection.

Another way that some farmers have used these livestock scales is to weigh heifers to help determine which to keep back for breeding. Similarly, weighing calves and cows at weaning can help in deciding which cows are performing better than others based on a percentage of body weight weaned.

One farmer reported weighing cows to correlate body weights with body condition scores. Ideally, this information would also be corrected for frame size.

The PFI scales have helped in at least one sale of cattle directly from the farm. The scale allowed the sale price to be based on the weight of the animals, which is more fair for both the buyer and seller than a per head price.

These scales are not just for cattle. One farmer has used them for weighing lambs at weaning. Others have used them to weigh hay bales.

One farmer has a livestock scale of his own, but borrowed the scale head from the PFI scale so he could digitally record the weights, saving time over writing them all by hand.



PFI scales are FREE for members to use. For more information or to share your ideas for using the scales, contact Kevin

Dietzel to find a scale near you! Email: kevin@practicalfarmers.org or call: 515.232.5661.

Scale head (inset photo)

How resilient are you? (Continued from page 7.)

10. I know how to fix, grow, build or create things (such as repair a roof, bake bread) that others would want in good times and hard times.
11. I have more than one source of income that could sustain my family (several farm enterprises, off-farm job).
12. I can/know how to grow my own food.
13. I know how to preserve food and keep a well-stocked pantry.
14. I have access to sources of water, even when the weather is unpredictable or the tap water doesn't work (such as a rainwater tank or a reliable well).
15. I have ways to get around, even if the fuel at the pump is unavailable or pricey.
16. I have alternative heat and energy sources (such as solar panels or a wood stove) if the power goes out or utilities get expensive.
17. I have a hopeful vision of what my community and life can look like in the future.
18. I sing, write, do woodworking, paint, or otherwise participate in creative work on a regular basis.
19. I regularly engage in activities that help me stay calm and balanced (such as prayer).
20. I take care of my health through regular exercise, a healthy diet and appropriate amounts of sleep.

TOTAL YOUR SCORE:

Higher than 70: Leading the way to resiliency

60-70: You have a strong base of resilience

46-59: Off to a good start toward resiliency

45 or lower: Consider seeking new opportunities to increase your resiliency

US Testing Network increases non-GMO corn seed choices

U.S. farmers have fewer choices when it comes to planting non-GMO corn seeds. An estimated 80 percent of the corn grown in the US today is genetically modified, and most seed companies continue to phase out non-GMO corn seed varieties.

Practical Farmers of Iowa launched the US Testing Network in 2009 to rebuild the dwindling selection of non-GMO corn seed. The US Testing Network (USTN) is helping seed breeders to develop and introduce new non-GMO corn hybrids into the marketplace.

“We wanted to create a network that would work together to ensure that farmers will have the choice to plant non-GMO corn in the future,” says Sarah Carlson, USTN coordinator. USTN is a group of independent seed companies and corn breeders committed to testing non-GMO corn hybrids across the United States. (Some of the companies involved in the network are listed in the black box on the adjacent page.)

A sample of the data collected for 2010 is shown below. A complete summary of the data collected is available at <http://www.practicalfarmers.org/programs/Field-Crops.html>.



At a USTN Field Day in Bay City, Wisconsin, in September, Charles Brown, Brownseed Genetics, talked about non-GMO corn tested in the USTN network last year.

Carlson says that USTN’s work will help promote the development of new corn hybrids for both conventional, non-GMO and organic production. “USTN is growing,” she adds. “We have 11 additional testing sites in 2010 and plan to double or triple the number of organic test sites in 2011, and add some new chemically managed sites.”

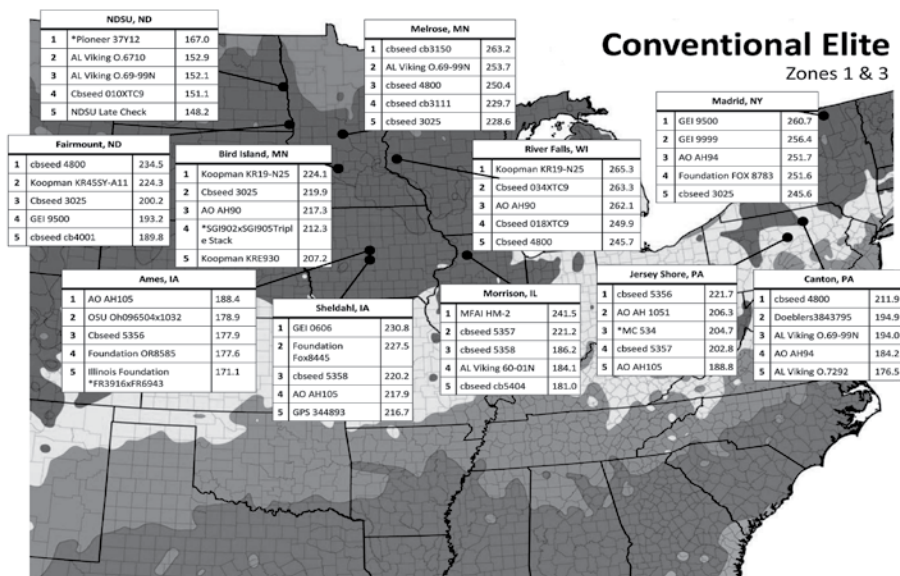
For more information, check out some common questions about the US Testing Network in the Q & A that follows.

Why did PFI help start USTN?

Farmers expressed concern about a lack of choice when purchasing corn hybrids from their local seed dealer. Considerable consolidation in the seed industry has decreased farmers’ access to their favorite hybrids. The seed industry, which is predominantly focused on marketing transgenic or genetically modified (GMO) seed that is bred for high yield only, may not be offering farmers enough selection to meet their farms’ needs. To quickly bring improved hybrids, yielding in both quality and quantity, to the marketplace, a group of seed retailers and private and public corn breeders began the USTN. PFI is coordinating the group.

How will USTN increase seed choice?

Prior to major consolidation in the seed industry, breeders, foundation seed companies and seed retailers worked together to test hybrids across multiple locations. This testing improved seed retailers’ ability to see upcoming hybrids being bred under different selection pressures by private and public breeders.



As a result of that consolidation, testing that included non-GMO hybrids essentially stopped. Currently, most corn hybrid testing being conducted by the seed industry, crop improvement associations or at universities is for GMO hybrids. Non-GMO hybrids are being tested but on a very small scale.

PFI is coordinating the activities of the USTN to increase the ability of seed retailers, foundation seed companies and breeders to reinvigorate the non-GMO hybrid production pipeline, which ultimately improves both conventional and organic farmers' ability to buy better seed for their farms.

How does the farmer benefit from USTN?

Farmers benefit by having access to improved, farm-appropriate hybrids. Organic and conventional corn farmers need better hybrids, whether feeding livestock, selling to specialty markets or selling in the commodity market. With data generated at USTN testing locations, seed retailers and farmers have more data about non-GMO hybrid performance and can make better informed decisions when purchasing hybrids.

In addition, seed retailers can choose from a larger selection of hybrids being developed and increase the speed at which these better-performing hybrids reach the market.

The public breeders in the USTN network also work directly with farmers within their states. Farmers provide the breeders with critical information about their needs and help shape the breeders' selection methods. Because the breeders do not have the ability to increase their breeding materials from handful sizes to bags that could be sold to a farmer, the USTN provides the breeders, foundation seed companies and seed retailers the ability to bring new, farm-appropriate hybrids to market more quickly.

(Continued on page 26.)

Looking for Non-GMO seed?

Albert Lea Seedhouse

Mac Ehrhardt
1414 W. Main St.
Albert Lea, MN 56007
507.373.3161
mac@alseed.com

American Organics

Art Scheele
304 Anson St., PO Box 385
Warren, IL 61087
815.266.4010
art@american-organic.com

Becks Hybrids

Great Harvest Organics
Brent Minett
6767 E. 276th St.
Atlanta, IN 46031
1.800.YES.Beck
317.984.6685 (GHO)
bminett@beckshybrids.com

Blue River Hybrids

Maury Johnson
27087 Timber Rd.
Kelley, IA 50134
800.370.7979
maury@blueriverorgseed.com

Brownseed Genetics

Charles Brown
N. 1279 530 St., PO Box 7
Bay City, WI 54723
715.594.3355
cbrown@brownseed.com

Doebblers Hybrids

Bill Camerer
202 Tiadaghton Ave.
Jersey Shore, PA 17740
800.853.2676
wrcamerer@doebblers.com

Foundation Seed

Steve Mohr
634 13th Ave. N.
Onalaska, WI 54650
608.780.5460
smohr5@charter.net

Genetic Enterprises, Int.

Alix V. Paez
6165 Crabapple Lane
Johnston, IA 50131
515.278.1170
paezgei@mchsi.com

Green Prairie Specialties

John Hostetler
1431 Illinois, Hwy. 92
Tampico, IL 61283
815.499.3477

Lords Seed

John Larimar
6825 N. 375 E.
Howe, IN 46746
260.562.2233
jlarimer@lordsseed.com

Masters Choice

Jeremy Lake
3010 St., Rt. 146 E.
Anna, IL 62906
217.370.2783
jeremy@seedcorn.com

The benefits of farm diversification: One family's story of success

by Sally Worley

Eric and Ann Franzenburg began farming with Eric's family near Van Horne on family land in 1993 after graduating from Iowa State University. They started their farm lives looking for additional land to rent but soon learned that diversification of the current family farm land was the key to profitability. "We decided to add crops that gave a higher value per acre than corn and soybeans," says Eric. Ann and Eric's passion for farming combined with sound business skills have continually increased their farm diversity.

Diversification eases the effects of market and yield

Eric and Ann were not just interested in greater income per acre, but also greater variety. "In my mind diversification is very important," explains Eric. "You can have good years in some areas, maybe down years in others, but overall it averages out, and you tend to have a good year every year. I like to avoid the 'ups and downs' of business."

Variety keeps it fresh

Eric and Ann added enterprises that intrigued them. "I couldn't see myself sitting on a tractor and doing the same chores each day," says Eric.

When they returned to the farm, the Franzenburg family produced corn, soybeans and farrow-to-finish pigs. Today, the family produces corn, soybeans, finish pigs (no longer farrow), medicinal herbs, tomatoes, ginger, greens, flowers and blueberries, and their son, Grant, raises laying hens. Next year they plan to add strawberries and raspberries to their repertoire. "Every year is different," says Ann. "You



Eric, Ann and Buddy stand in front of their corn boiler that heats their three adjoining greenhouses.

can't be static. If you just grow the same thing every year, it's not good for your business or yourself."

Look at the demand that exists for your products and be flexible

In those early years on the farm, Eric worked part time for rural economic development in Benton County. "We started a program looking at Iowa businesses that would like to have things produced and supplied to them by Iowa industries," Eric says. "A survey revealed interest in Iowa-grown herbs as well as specialty Iowa soybeans."

Eric and Ann were interested in producing herbs and planted some in 1994. Eric set a goal of having 100 acres in herb production by 2004. They reached that goal, but not how Eric envisioned doing so. "I

had foreseen raising culinary herbs but now raise primarily medicinal herbs," he says. "It is imperative to be flexible and adapt according to the market and profitability."

Examine trends and see where you can carve a niche

Some of the medicinal herbs Eric and Ann raise are grown overseas and can often be purchased cheaper if imported. The tide may be changing in their favor as consumer awareness increases. Eric explains, "This year at a large natural foods expo, a gentleman gave a talk about how companies in the U.S. should be very concerned about where their herbs come from. The closer the herbs purchased, the safer and more traceable they are. Some things that come from overseas get handled by

a farmer, a broker, a processor and another broker—they've changed hands four to five times. And some of those people in that loop are less than scrupulous." Eric's customers can easily visit the farm, see the herbs growing and get full disclosure of farm practices. Ann and Eric's soils are healthy, which isn't always the case with overseas products. "A lot of products coming out of China are adulterated, just from being grown there," says Ann. "You don't want to ingest herbs for medicinal benefits that are contaminated with lead."

Try new enterprises on a small scale first, then build

Flowers were a natural next step for the Franzenburgs. "The equipment we have to raise herbs works well for flower production," says Eric. Plus, Ann has a passion for raising flowers. "I like raising vegetables, but it doesn't compare to cutting beautiful flowers." Last year they devoted one and a half of their three 20-foot by 96-foot greenhouses to flowers and produced an acre of flowers outdoors. Ann sells to farmers' markets in Iowa City, Cedar Rapids and Marion. She also sells bouquets to University of Iowa Hospital and Clinic's gift store and Wheatsfield Grocery. Last year Ann had a weekly circuit of five florists, sold a bouquet subscription through Local Harvest CSA and beautified a few weddings with flowers.

Be smart, know your markets

Ann avoids flowers that are readily imported into the U.S. "You have to pick something that you like but you have to figure out how to be unique in the marketplace," she says. Ann has been asked to grow carnations, but she refused to compete with the world market. She does raise roses. "My roses are long-stemmed, but they actually have a heady scent," she says.

"Most you find in the florist's cooler have had the scent bred out of them in exchange for good shipping ability."

Ann and Eric want to better brand some of their products next year. Florists don't purchase flowers from the Franzenburgs because they are supporting local businesses. They purchase Ann's flowers because of their superior quality and long shelf life. "Next year I'd like to get them to hang signs to educate customers that some of the flowers they are purchasing were raised locally," Ann says.

Stay flexible and open minded

Last growing season Ann and Eric avoided growing slicing tomatoes because there were already people selling those to local grocers but saw a market demand for grape tomatoes. While grape tomatoes were profitable for them, Eric now believes he can make higher profits growing slicing tomatoes due to the labor involved in grape tomatoes. He may explore that market now that he has established good relationships with grocers. "The key," he says, "is getting those tomatoes ready early."

(Continued on page 14.)

Suggestions for diversifying your farm

- ***Maintain good communication*** between all family members and make sure all are supportive of new enterprise.
- ***Have a passion*** for any enterprise you add to the farm.
- ***Look for market opportunities*** and differentiate yourself.
- ***Start small.*** Take samples to markets to see if consumers are willing to buy it in the future.
- ***Find companies looking for specific products.***
- ***Plan ahead.*** Contact markets and learn their capacity for what they're willing to purchase from you.
- ***Brand yourself*** well and sell high quality products. Customers will be more willing to try new products with your brand if you've established a good reputation.
- ***Crunch numbers*** at the end of every season to make sure profit is real.
- ***Grow things other people can't.***
- ***Be flexible*** and willing to change based on market demand and profit.

The benefits of farm diversification: One family's story of success (Continued from page 13.)

by Sally Worley

This fall the Franzenburgs sold a popular lettuce mix that they raised in their high tunnel. "The buyer at Gateway said it was one of their most sought after products," said Eric. When asked if he plans to plant a larger quantity or try to sell it later in the season, Eric wasn't sold on the idea. "It's getting to the point where I'd like to sell at least \$250 per delivery to justify delivering to an account. That means I have to sell that much lettuce at a time or have diverse offerings each time I deliver to an outlet for it to be profitable."

New ideas need to be practical

This year they planted an entire greenhouse of ginger. "We read an article in *Growing for Market* about Old Friends Farm. They were raising ginger on the east coast, and it looked like a great opportunity," says Eric. They order seed from Hawaii and plant the ginger in March. "It's so easy to grow and yields about five times what you plant. We compost at planting, weed and water during the growing period and harvest when ready. That's it," says Eric. People are surprised to see Iowa-grown ginger at market. Eric and Ann post a picture of Eric standing in the greenhouse surrounded by ginger to help convince people it was indeed grown in Iowa. "It is so fragrant and fresh," says Ann. "We tell people it is the freshest ginger they will ever buy." As they look toward the future, the Franzenburgs are planning to market the ginger shoots to restaurants as well.

The next enterprise

They are also ready to get serious about fruits. They admire Dean and Judy Henry's Berry Patch near Nevada. "There aren't many growers in the state growing perennial fruits



Ann and Eric remove row cover from a greens mix in a wintry December greenhouse. Although cold and snowy outside, their greens thrive under cover.

with the skill level Dean and Judy have," says Eric. The Franzenburgs feel fruits are an untapped market in Iowa. "We planted an acre of blueberries because there is demand and no supply," says Eric. They also plan to plant day-neutral strawberries in a greenhouse where the soil will be heated in the beginning of February, with the goal of having strawberries for sale by the beginning of May. "Dean Henry told us that if you can grow strawberries and make money doing so, your supply will never exceed demand," Eric recalls. Shipped strawberries cannot compare to locally grown strawberries. "Strawberries don't ripen after you pick them. They continue to color but don't increase in sugar. When you bite into a transported strawberry, it looks deceptively delicious but your mouth goes, 'Wah?'"

Looking to the future

It is unclear if Eric and Ann will continue to finish hogs. "It's harder to stay in the hog industry as it continues to get bigger, unless you sell directly to consumers," Eric explains. "That's something we may explore but have not yet."

Eric and Ann do plan to maintain their 250 acres of corn, 150 acres of soybeans and 100 acres of herbs. They also plan to grow their fruit, vegetable and flower enterprises, to remain flexible and to maintain diversity.

The Franzenburgs enjoy the variety their farm brings to their finances as well as to their daily duties. For this family farm, diversity wins.

Practical “Farminars” of Iowa: Farmers learn from farmers online

by Luke Gran

Don't let the cold and dark winter get you down. Enjoy a sunny PFI event from your computer. Farminar online programming passes on the knowledge of our experienced members to beginners and veteran farmers alike. To date, PFI has coordinated 27 Farminars, eight since October 2010. Over 840 people have participated in the live sessions with more than 5,100 archive views. All sessions are free and open to everyone.

Member Jack Trowbridge and Ev, his wife, enjoy Farminars from their farm in Decatur County. With encouragement from fellow PFI members Sophie and Kevin Ryan, the Trowbridges made the decision to upgrade to high-speed Internet because the Farminars are just what they are looking for.

“I really like how the Farminars get back to basics,” says Jack. Jack and Ev registered online so they get weekly reminders of the upcoming sessions. “The reminders are very helpful, since my wife and I are both working, we can get the email notice and tune in on Tuesday evenings. We don't have to spend a bunch of time looking for what is out there online. PFI makes it easier to find information we need to know.”

Register and participate at: <http://www.practicalfarmers.org/farminar>

New Farminars

Tuesday, Feb. 8, 7-8:30 pm

Farm Fresh Eggs for Profit
with Tai Johnson-Spratt and Theresa Gould

Tai Johnson-Spratt's Foxhollow Poultry Farm sells pasture-ranged meat birds and eggs of specialty poultry

breeds, including guinea fowl, duck, quail, chicken and turkey, to central Iowa customers. Theresa Gould is co-owner with her husband Robert of Cornucopia Family Farms, which is a new vegetable CSA located in the suburbs of Chicago. She and her family of 10 dream of having a bit of everything on their farm from veggies and eggs to a variety of animals.

Tuesday, Feb. 22, 7-8:30 pm

Organic Cucurbit Production
with Glenn Drowns and Ben Saunders

Glenn Drowns with his wife Linda manage Sand Hill Preservation Center near Calamus, Iowa. They save farm genetic diversity with heirloom seeds, and poultry breeds. Glenn has been perfecting his techniques growing cucurbits organically for decades and is eager to share his knowledge. Ben Saunders has worked at Turtle Farm CSA near Granger, IA, for several years and is working to transition the farm to the next generation. With a university degree in Horticulture, Ben loves working with nature and educating kids on the farm.

**Tuesday, March 1,
7-8:30 pm**

Managing Farm Labor

with Eric Franzenburg and Morgan Hoenig

Eric Franzenburg Pheasant Run Farm Inc. produces corn, soybeans, swine, meat poultry, flowers and high-value herbs near Van Horne, Iowa. This diverse farm requires many hands of skilled laborers to succeed. Morgan Hoenig's Mogo Organics farm

received a personal visit in April, 2010 by U.S. President Barack Obama. She will be in her third year of a small horticultural CSA near Mount Pleasant, Iowa and hiring her first paid laborers.

Spring Farminars are held every Tuesday in March, plus a bonus session, April 5, 2011.

Current Farminar series

recordings are available to view online after the show date at: www.practicalfarmers.org/farminar/

Past Farminar series are available at: www.practicalfarmers.org/events/farminars.html

Farminars are supported by the Beginning Farmer and Rancher Development Program of the National Institute of Food and Agriculture, USDA, Grant # 2010-49400-21843 and Farm Aid.



Members Jack and Ev Trowbridge enjoy Farminars from their farm in Decatur County.

Annual Conference



1

1. Jerry Peckumn mentors James Frantzen, Benjamin Barron and others during the "Farmville for Real" session on Friday.

2. Cornelia Flora, and Garrett Caryl learn about cuts of meat from Kelly Biensen, Eden Farms.

3. Exhibitor Cindy McCollough of Blue Stem Enterprises talks with conference goers in the exhibit area.



2



3



4

4. Ray Bratsch-Prince and other farmers have a chance to exchange ideas and lively conversation.

Annual Conference



5. Vendor Brett Sweeting, Professional Proteins, Washington, Iowa, talks with farmers as they peruse vendor displays. 6. Sophia Roland and Carolyn Dahl check out the myriad of exhibits. 7. Garrett Caryl proposes! "Rebecca Lamb will you marry me?" 8. Jennie Smith draws her vision of the future and identifies the milestones she will achieve to get there. 9. Keynote speaker Mike Barton talks with Lorna Wilson and her daughter Robin.



Annual Conference



1. Susan Jutz serves as a mentor for beginning farmers.
2. Conference participants have a chance to connect with old friends and new.
3. ISU Small Farms Specialist Andy Larson presents at the "Farmville for Real" beginning farmer session on Friday.
4. Conference presenter Jean-Paul Courtens share his knowledge about soil fertility and vegetables.
5. Philip Kramer, Niman Ranch, takes it all in as he listens to a conference session.



Annual Conference



6. Friends Nathan Anderson and Dan Wilson get a chance to catch up at the conference.

7. Participants break into small groups to discuss the future of farming.

8. Linda Barns and Mark Runquist.

9. Longtime PFI member Steve Weis presents Practical Farmers of Iowa's Sustainable Agriculture Achievement Award to Tom and Irene Frantzen.

10. Vic and Cindy Madsen receive the Leopold Center's Spencer Award from Leopold Center Advisory Board member Susan Jutz and Interim Director Lois Wright Morten.



How to control flea beetles while protecting the land

by Sally Worley

Ben Saunders participated in Practical Farmers of Iowa's Cooperators' Program to find answers to the question: How do I eliminate flea beetle damage while protecting beneficial insects and the land? To get to a solution, Ben worked with PFI to carry out the following flea beetle trial on Turtle Farm, near Granger.

Ben is the manager of Turtle Farm, operated by Angela Tedesco. This certified-organic fruit-and-vegetable farm, which has been in operation since 1996, supplies food to 170 families through their community supported agriculture (CSA) program.

Flea beetles love eggplant almost as much as Turtle Farm share holders and, if left unchecked, these persistent pests can devastate yields and fruit quality. Ben's trial measured the difference between kaolin clay (Surround WP)¹, row covers and a control in decreasing the presence of flea beetles and flea beetle damage. Kaolin clay and row covers are two non-toxic physical methods for controlling flea beetles and were applied from transplant to flowering.

Why did Ben choose to study these methods?

Flea beetles feed heavily on eggplant leaves from transplant until flower set, killing the plant and affecting fruit development. In the past, Ben has used Spinosad, a biologically derived pest deterrent approved for use in certified-organic agriculture to help control flea beetles. Other organically-approved pesticides to control flea beetles are also available, but these too often kill the good insects with the bad, and Ben was looking for a *non-toxic physical* control that wouldn't harm beneficial insects.



Ben Saunders

Previous studies have shown that kaolin clay, while effective at controlling flea beetles, can have an adverse impact on fruit quality and was difficult to wash off mature fruit. To circumvent these potential problems, Ben's trial looked at kaolin clay's effectiveness when used only in the early season prior to fruit set.

How did Ben carry out this study?

Black Beauty eggplant was planted and two treatments were tested: Row cover (Reemay™), and kaolin clay (Surround WP) versus a control.

Ben planted three plantings of 10 eggplant plants in each treatment. Data was collected from the middle eight plants in each planting. Guard row eggplants were planted as a buffer on each side of the experiment. The eggplants were planted 18 inches apart, with three to six feet between rows. Ben sowed his eggplant seeds the fourth week of March and transplanted them to the field on May 24. The transplants measured about four inches tall and had approximately

four true leaves. The plants were removed from the field August 31. The farm crew removed the row covers June 17 to weed the treatment areas, totaling two hours of labor time.

Row covers were placed on each eggplant at the time of transplant and removed at flower formation. Kaolin clay was applied at transplant and every week until flower formation. Kaolin clay was reapplied when the farm received more than .25 inches of rain in a 24-hour period. Kaolin is intended to be a physical barrier to the eggplants and has to be reapplied when washed off.

Ben irrigated his transplants right after transplanting and after one week. He did not fertilize or mulch his eggplants and did not use any form of pest control other than the treatments.

I think the extra yield does justify the time and expense for both kaolin clay and row cover. The plants in both ... treatments appeared healthier and bigger ...

Ripe fruit was collected and sorted into two categories, marketable and cull, based on exterior quality. The number of fruit and individual weight were determined for each category within each treatment. Ben also recorded the harvest window and observed plant health.

On August 31, the eggplants were still fruiting, but the fruit were small and the plants were not producing enough to justify further harvest. Pest damage was apparent on all treatments, and the plants appeared to be stressed or nutrient deficient from wet conditions. An additional site was planned for replication of this trial, but wet conditions prevented them from collecting data this year.

The results are clouded by rain

Flea beetles and flea beetle damage were first observed on the control June 7. June 21, Ben observed that the plants under row cover were significantly larger than the control and kaolin clay treatment. Flea beetle damage was first observed on the plants sprayed with kaolin clay July 21. June 28, blossoms started to open and Ben stopped applying kaolin clay and removed the row covers.

Chart 1 illustrates the harvest of marketable fruit of each treatment over time. It includes the total yield, average size and percent of marketable fruits. The plants treated with kaolin clay yielded the most by weight and quantity. They also had the highest percent marketable. Plants under row cover until flowering came in second for yield quantity and weight, but had the highest occurrence of culls.

Ben's recorded rainfall totaled 32.2 inches from May 24 to August 31. Due to heavy rainfalls, he had to reapply kaolin clay often, and the eggplants remained consistently wet.

Statistical analysis did not lead to a significant difference between yields because harvest dates were

used as replications, creating a lot of variations in the data

Ben's conclusions

It took Ben approximately 45 minutes to mix and apply the kaolin clay for each application. He applied kaolin clay 11 times for a total of 8.25 hours of labor. "In a less rainy season, I probably would have only needed to apply the kaolin clay half the number of times," explains Ben.

The row cover took approximately two hours to install and one hour to remove. Ben reflects, "In hindsight I could have put weed fabric under the row cover to eliminate the two hour weeding time."

"I think the extra yield does justify the time and expense for both kaolin clay and row cover. The plants in both the kaolin clay and row cover treatments appeared healthier and bigger throughout the season. They both produced significantly more eggplant and the eggplant they produced also individually weighed more than the control."

Ben does question the practicality of using

kaolin clay if Iowa summers continue to be as wet as this year's. "If this season is indeed becoming the new 'norm,' I don't think I could justify using the kaolin clay," he says. "There were times when I was applying it every other day and this would not be very practical when applying to an entire row or rows of eggplant."

Preliminary results of this study show potential promise for both row covers and kaolin clay used from transplant until flowering as effective non-chemical controls for flea beetles in eggplant. Further research with a larger range of replications would help determine if this initial study's observations are representative of the potential these treatments have for flea beetle control.

This study was funded by Leo On-Farm Research and Demonstration. Questions? Contact Sally Worley, 515.232.5661, sally@practicalfarmers.org.

chart 1

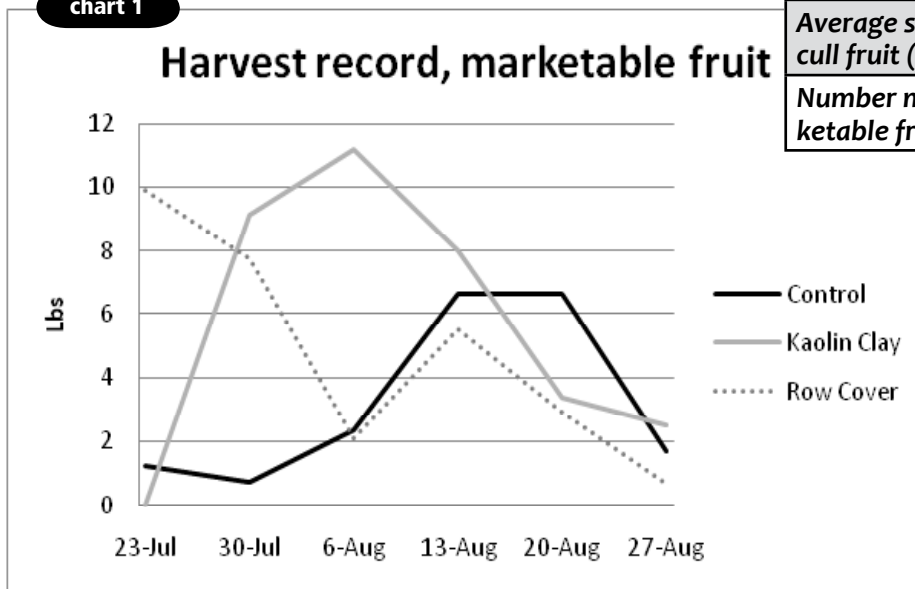


chart 2

	Control	Kaolin Clay	Row Cover
Total yield (lb)	19.3	34.2	28.9
Average size marketable fruit (oz)	18.2	20.3	20.1
Average size cull fruit (oz)	14.2	12.6	19.1
Number marketable fruit	17	27	23

References

1What is kaolin and how does it work? Surround WP presents a unique form of pest control: a non-toxic particle film that places a barrier between the pest and its host plant. The active ingredient is kaolin clay, an edible mineral long used as an anti-caking agent in processed foods, and in such products as toothpaste and Kaopectate. There appears to be no mammalian toxicity or any danger to the environment posed by the use of kaolin in pest control. (ATTRA Reduced-Risk Pest Control Factsheet, <http://attra.ncat.org/attra-pub/PDF/kaolin-clay-apples.pdf>)

2Flea Beetle: Organic Control Options, <http://attra.ncat.org/attra-pub/flea-beetle.html>

New year provides opportunity to examine the past with an eye on the future

by Teresa Ophem

All of us on staff are inspired by the PFI dream of farms that are prized for their diversity and communities alive with diverse connections between farmers and friends of farmers.

To make this dream a reality, we need to set some pretty firm deadlines along the way, which is why we have yearly goals to measure our progress as an organization. As members of PFI, you deserve to know what we accomplished in 2010 and what we plan for 2011.

Milestones In 2010

1. PFI provided more than 80 opportunities for members to network with and learn from each other.
2. 170 farmers and friends of farmers took a leadership role in PFI.
3. PFI strengthened its on-farm research and demonstration program, working with 73 cooperators, and expanding its research program to include graziers, fruit and vegetable producers and friends of farmers.
4. PFI celebrated its 25th anniversary by launching a robust beginning farmer program (including a Savings Incentive Program).
5. PFI ended the fiscal year in the organization's strongest financial position in its history and established an endowment to help fund our future.

More networking

Overwhelmingly you report that you belong to PFI for the community—your feedback forms are peppered with phrases like “more networking time” and “I come to see friends” and “I want to learn new ideas.” So a top goal for

staff is to provide you with as many networking opportunities as possible—opportunities for all kinds of farming enterprises in locations all around the state (and on the Internet as well).

I am very proud of the PFI staff for the 80-plus events we held in 2010. Each one requires attention to detail and follow-through to make it a success.

**Goals are
dreams with
deadlines.**

Diana Scharf Hunt

You talked, we listened

Just because we hold a lot of events does not guarantee that these events were meaningful to you so we continually seek your feedback. Because of your remarks on our annual conference, workshops, field day evaluations and more, we have taken many steps to improve. Examples: At your request, we now offer a U-Pick option at our conference so you can choose the topics. We held a Friday evening keynote at the conference this year so that you have more opportunities for networking on Saturday.

Became even stronger leaders in sustainable agriculture

We are working to build a broad-based movement for sustainable agriculture that continues well after you and I are gone. To do so, we need people to step forward and offer their skills and expertise. To me personally, our leadership goal is the most exciting and energizing because it shows just how strong PFI really is. If you hosted a field day, participated in on-farm research

and demonstration, were quoted as a PFI spokesperson in the media, served on the board or a committee, or met with elected officials in Washington: You are one of 170 PFI leaders this year. For a complete list, see the box at right.

Measuring fiscal health

We still lag in raising unrestricted donations. The more financial support we receive from members, the more we can focus on YOUR priorities. We did, however, receive a phenomenal response from donors for the Savings Incentive Program (See page 5.) And we have had success at raising grant funding, starting Fiscal Year 2010 with full programming in place for field crops, grazing and horticulture, and picking up beginning farmer funding mid-year.

And now onto 2011!

Check in next year to see how we performed on the following objectives set for this year:

1. 80 percent of PFI members provide programming feedback and membership information that helps PFI develop a strong strategic plan for its future.
2. PFI provides at least 90 opportunities for members to network and learn from each other.
3. 190 farmers and friends of farmers take a leadership role in PFI.
4. PFI helps 75 beginning farmers develop or improve their farm enterprises.
5. PFI ends FY2011 in the organization's strongest financial position in its history (measured, among other indicators, by unrestricted funds raised, growth in reserves, growth in endowment, grant funding secured by start of FY2012).

PFI Leaders



Mary Cory hosted a Field Day with her family.



Steve Reinart (right) participated in an on-farm research study on water infiltration.



Kelly Tobin planted cover crops as part of a PFI project.



Heather Holcomb served on the committee that set rules for the Savings Incentive Program.



Verlan Van Wyk finished his ninth year on the PFI Board of Directors.



Melissa Dunham taught a workshop on record keeping at the PFI Cooperators' Meeting.



Tom Franzten, Dan Wilson and Paul Mugge conduct on-farm research and demonstration.



Tom McDermott hosted a PFI pasture walk.



Beginning farmer Chris Corbin presented at a PFI farminar (webinar).



Stacy Hartmann hosted a Field Day and presented at a PFI workshop.

Leading the way

Fred Abels
Amber Anderson Mba
Nathan Anderson
Marilyn Anderson
Linda Appelgate
Eric Armbrecht
Barney Bahrenfuse
Linda Barnes
Jill Beebout
Art Behrens
Steve Berger
Nina Biensen
Ethan Book
Becca Book
Jeff Boyd
Ann Brau
Bryce Bauer
Ron Brunk
Steve Brunk
Bill Buman
Lewis Byers
Steven Cannon
Ethy Cannon
Bruce Carney
Connie Carney
Derek Carney
Ken Choquette
Larry Cleverly
Chris Corbin
Gavin Cory
Mary Cory

Spencer Cory
Tom Cory
Suzanne Castello
Ann Cromwell
Tim Daley
Jerry DePew
Jerry DeWitt
Kathy Dice
Wade Dooley
Andrew Dunham
Melissa Dunham
Ron Dunphy
Chris Eichhorn
Glen Elsberd
Norm Engstrom
Kamyar Enshayan
Dana Foster
Ann Franzenburg
Eric Franzenburg
Rob Faux
Tammy Faux
Tyler Franzenburg
Tom Frantzen
Irene Frantzen
James Frantzen
Steve Fugate
Jim Funcke
Justin Gelfius
John Gilbert
John C. Gilbert
Chris Goedhart
Jean Goodwin

Sally Gran
Devan Green
Cate Grieshop
Craig Griffieon
LaVon Griffieon
Linda Grice
Helen Gunderson
Gary Guthrie
David Haden
Jeanne Hansen
Larry Harris
Rick Hartmann
Stacy Hartmann
Brian Hayward
Earl Hafner
Dean Henry
Judy Henry
Ryan Herman
Gail Hickenbottom
Kathy Hohl
Heather Holcomb
Christine Jepsen
Ryan Jepsen
Andy Johnson
Jason Jones
Ric Juchems
Susan Jutz
Beth Kemp
Bill Kimble
Betty Kimble
Fred Kirschenmann
Jeff Klinge
Virgil Knobloch

Greg Koether
Kayla Koether
Liz Konstantinov
Andre Konstantinov
Laura Krouse
Tim Landgraf
Marissa Landrigan
Beth Larabee
Connie Lawrence
Nicholas Leete
Matt Leibman
Jan Libbey
Matt Lichtenberg
Gary Lien
Joyce Lock
Amy Logan
Nate Looker
Anita Maher Lewis
Vic Madsen
Cindy Madsen
Daniel Maibach
Samuel Maibach
Tim Maibach
Janice Marquardt
Ryan Marquardt
Tom McDermott
Alice McGary
Steve McGrew
Paul Millice
Steve Morrell
Paul Mugge
Karen Mugge
Jake Myers

Mike Natvig
Dave Nelson
Brian Ness
Cheryl Ness
James Nisly
Denise O'Brien
Autumn Ogden
Larame Ogden
Jeff Olsen
Jerry Peckum
Jason Penner
Darwin Pierce
Mark Pokorny
Susan Posh
Donna Prizgintas
Mark Quee
Lois Reichart
Steve Reinart
Dave Robison
Ron Rosmann
Maria Rosmann
Daniel Rosmann
Ellen Walsh Rosmann
Mark Runquist
Ben Saunders
Laura Sayre
Matt Russell
George Schaefer
Dave Schmidt
Patrick Standley
Kim Steel-Blair
Dave Stender

Glenda Stormes-Bice
Rich Schuler
Dave Schmidt
Joe Sellers
Scott Shriver
Scott Sibbel
Megan Sickels
Sean Skeehan
Harn Soper
Dan Specht
Mary Swander
Angela Tedesco
Francis Thicke
Dick Thompson
Sharon Thompson
Kelly Tobin
Tom Wahl
Whiterock Conservancy
Verlan Van Wyk
Scott Weinburg
Janna Wesselius
John Wesselius
Jake Wheeler
Paul Willis
Dan Wilson
Lorna Wilson
Torrays Wilson
Erin Wilson
Ben Ray Yoder
Jeni Zeiser

Tom and Irene Frantzen receive PFI Sustainable Ag Award

Practical Farmers of Iowa presented its 2011 Sustainable Agriculture Achievement Award to Tom and Irene Frantzen of New Hampton, Iowa, at PFI's Annual Conference in Marshalltown on January 8. Practical Farmers of Iowa grants this award annually to someone who has been most influential in creating vibrant communities, healthful food and diverse farms.

Tom began farming in 1974 when he rented his father's farm. Tom and Irene married in 1976 and purchased the farm in 1978. Tom is a past president and former board member of Practical Farmers of Iowa.

The Frantzens have been active members in the organization since its beginning, according to Practical Farmers of Iowa Executive Directory Teresa Opheim. "The Frantzens have participated in more than 50 research trials and helped forge a path for other farmers to follow in attaining sustainability," Opheim says. "It is an honor to present Tom and Irene with our Sustainable Agriculture Achievement Award."

Tom and Irene own a widely diverse farm of 300 acres and rent an additional 85 acres. They grow certified-organic crops for animal feed for their 60-head beef-cow herd and a brood-sow herd of 40. Tom uses a diversified seven-year crop rotation of corn, soybeans, corn, succotash, hay, pasture and pasture.

The Frantzens also helped to launch Organic Meat Company, a wholly owned subsidiary of CROPP COOP. He was the first participant of the Conservation Stewardship Program in Chickasaw county, currently being a Tier III participant. He and Irene operate their farm in accordance with their own five-year business plan, which they first wrote after attending a Holistic Resource Management course offered by the Land Stewardship Project. The plan is all about living one's values and maintaining quality of life, and for the Frantzens, that includes crop rotation, soil ecology and organic certification to better care for their land.

Tom will tell you he wasn't always a model of sustainability. "I had been farming conventionally for about five years, using liquid manure, pesticides and herbicides, but that all changed when the Pope visited Iowa and I heard him speak." Tom was listening to a radio broadcast of Pope John Paul II when he visited Living History Farms in the fall of 1979. The Pope appealed to the crowd to "... conserve the land well, so that your children's children and generations after them will inherit an even richer land than was entrusted to you."

These words changed the way Tom and Irene would use their land from that day forward. "I realized at that moment that I could not continue to farm the way I'd been farming. I knew that I had to be a better steward of the land and do what I could to preserve it for future generations," Tom says.

Today the Frantzens control weeds for the most part through diversified crop rotation, a rotary hoe and a flame weeder. Tom uses pasture and crop residues for grazing sows rather than till them under and lose precious soil to erosion. He also uses a hoop house for organic hog production. The straw bedding used in the hoop house produces its own heat as it decomposes so that no additional, energy-consuming heating is needed. This preserves natural resources and reduces operating costs.

Many of these practices take a little more time and effort to implement, according to Tom and Irene, but they feel like it is worth the effort because it saves resources and is more rewarding in the long run.

"We have had and continue to have a good life on the farm. The land has been good to us and so we are good to the land," says Irene.



PFI member Steve Weis presents PFI's Sustainable Agriculture Achievement Award to Tom and Irene Frantzen

The Frantzens have three adult children who each played an integral part in making changes on the farm growing up. All three Frantzen children participated in the goal setting and business planning for the farm. They also shared in the chores, on-farm trials, field work, 4H and FFA projects. Today, Jessica teaches students with emotional behavioral disorders in Minnesota, Jolene teaches vocal music in southwest Iowa and James lives in northeast Iowa and is the pork program coordinator for Organic Meat Company, headquartered in LaFarge, Wisconsin.

Practical Farmers of Iowa has been an important resource over the years, according to Tom. "Practical Farmers of Iowa is an extension of our family and the annual conference is like a big family reunion" he says. "We appreciate the opportunities we've had to join PFI and work with other farmers and non-farmers alike, to participate in trials and demonstrations, to conduct farm tours, share knowledge and learn from others. We would not be where we are today if it weren't for PFI."

Vic and Cindy Madsen receive Leopold Spencer Award

An Audubon County farm couple who have a diversified organic grain, hay and livestock operation have earned the 2010 Spencer Award for Sustainable Agriculture. Vic and Cindy Madsen received the honor on Friday, January 7 during the annual conference of Practical Farmers of Iowa in Marshalltown.

The Spencer Award, administered by the Leopold Center for Sustainable Agriculture, recognizes farmers, researchers and educators who have made a significant contribution toward the stability of family farms in Iowa. The award is named for Norman A. and Margaretha Spencer who farmed near Sioux City for 40 years and includes \$1,000 from the Spencer family.

The Madsens farm on 280 acres in west central Iowa where they grow a variety of crops and raise hogs, cattle and broiler chickens. Cindy Madsen sells most of the chickens directly to customers at farmers markets and via e-mail orders; some of the hogs and cattle are direct-marketed as well. They had farmed since the 1970s, but gradually began to transition to organic production 11 years ago. Most of their farm

has been certified organic since 2002, except for land that is steep and unmanageable for tillage.

“We feel that organic is better for us and the land. It is a more personal way of farming,” says Vic Madsen. “We need to leave soil in good shape so our grandchildren will have good soil to farm with.”

The Madsens also were among the first Iowans whose farms were accepted in the Conservation Security Program (CSP) in 2002 at the Tier 3 highest level, with payments based on conservation practices. They have planted trees and rotate crops, to control erosion, and use contour farming, field borders, grassed waterways and Conservation Reserve filter strips. To encourage wildlife, they defer haying or grazing until after the primary nesting season.



Vic and Cindy Madsen receive the Leopold Center's Spencer Award from Leopold Center Advisory Board member Susan Jutz and Interim Director Lois Wright Morten

The Madsens are active members of Practical Farmers of Iowa, which nominated them for the award. They will be the ninth recipients of the Spencer Award. More information about the award is available online at: www.leopold.iastate.edu/resources/spencer/spencer.htm

PFI Member Donna Prizgintas receives Golden Fork

Three individuals have snared top awards for purchasing the most local food through Farm to Folk, in Ames. PFI member Donna Prizgintas won the Golden Fork award for highest amount of purchases, while Paul Hertz took the Golden Spoon award, presented to highest support through purchases by a new member. Jeannette Johannsen was awarded the Silver Spoon Spirit of Community Award (for exceptional volunteer support).

Farm to Folk is a one-stop delivery system for buying food directly from local farmers. Fruit, vegetable, and dairy subscriptions are available, as is “a la carte” ordering of whatever products are available that week.

Total receipts for Farm to Folk in Fiscal Year 2010 were \$102,547, up from

\$82,380 in FY2009, according to Farm to Folk Coordinator Marilyn Andersen, who announced the winners at the group's annual gathering at The Berry Patch. Of this amount, \$90,274 - 88 percent -- went back to the farmers, and the rest was used to administer the delivery system.

In contrast, farmers receive only 20 cents of every dollar that consumers spend at the grocery store and at restaurants. For example, a farmer will return 38 cents on a pound of bacon that retails for \$2.99 and only 5 cents on a box of cereal retailing for \$2.49, according to the National Farmers Union.

Farm to Folk has 234 members, up from 182 members in 2009. Sixteen farmers participate in the program, including Small



PFI member Donna Prizgintas, one of three to receive local food award, brings home the Golden Fork.

Potatoes Farm, Iowa Fresh Produce, Onion Creek Farm, Picket Fence Creamery, Prairie Sky Homestead, the Berry Patch, Growing Harmony Farm, Wild Greens Farm, Winter Fresh Farm, Crooked Pine Farm, Heavy Horses Farm, and The Homestead. Audubon Family Farms, Paul's Grains, Tomoko Ogawa, and Wallace Farms also deliver to the Farm to Folk site.

(Continued from page 11.)

What has the USTN done so far?

USTN has tested hybrids at 63 locations in 2009 and 2010.

The USTN tests non-GMO hybrids on fields managed both chemically and organically. On the chemically managed fields, non-GMO hybrids are measured against commercially available GMO checks. On organically managed fields, non-GMO hybrids are tested against commercially available non-GMO and organic checks. The USTN has held two field days each year in 2009 and 2010. Farmers, seed retailers and breeders who attended were able to share information about what types of hybrids are most needed.

How can I help the USTN?

PFI has funds for farmers to conduct strip trials.

If you are interested in testing some of these conventional hybrids in a strip trial, PFI has on-farm research projects available through our Cooperators' Program. PFI farmer, John Gilbert, has tested corn bred by Alix Paez from Genetic Enterprises Int. for the past two years. Results from this year's study are available on PFI's website on the Field Crops page.

I want to buy non-GMO corn. Where can I get it?

The list of seed retailers on page 11 have non-GMO hybrids available that are both grown on chemically managed and organic-certified fields. Check out their websites or communicate with the contact person directly to learn more about non-GMO hybrids.

For answers to other questions, contact Sarah Carlson at 515-232-5661 or email sarah@practicalfarmers.org.

FEB | MARCH | APRIL

FEBRUARY 17 | Growing Local Lunches

Cedar Falls Public Library, Cedar Falls. Cedar Valley schools want to buy from local farmers! Learn about selling to schools and opportunities to teach kids about where food comes from. To register, contact: Andrea Rissing, 319.273.7883 or email: andrea.rissing@uni.edu.

FEBRUARY 19 | Production Management & Land Stewardship | 1-5 pm

Held at the Linn County ISU Extension Office, Marion, Iowa. Learn about record keeping, rotation management, cost share programs and more. To register, visit www.iacorridor-localfood.org/beginningfarmers.htm.

FEBRUARY 22 | PFI Farminar: Organic Cucurbit Production | 7-8:30 pm

Glenn and Linda Drowns manage Sand Hill Preservation Center near Calamus, Iowa. Glenn has been perfecting his techniques growing cucurbits organically for decades and is eager to share his knowledge with you through his online exchange with Ben Saunders, who works at Turtle Farm CSA near Granger, IA. Register and participate at: <http://www.practicalfarmers.org/farminar>.

FEBRUARY 24-26 | Moses Organic Farming Conference

LaCrosse, Wisconsin. Join Midwest Organic and Sustainable Education Service for their 22nd annual conference, an educational weekend packed with 70+ workshops, 150+ exhibitors, terrific food, foot stompin' entertainment, acres of food and farming books, and plenty of time and space to network and mingle. Link: <http://www.mosesorganic.org/conference.html>.

MARCH 5 | Iowa Network for Community Agriculture Annual Conference

Hotel Pattee, Perry, Iowa. This year's conference, "Growing Connections in the Raccoon River Valley" features keynote speaker Bill Menner, USDA's Director of Rural Development in Iowa, presenting on the opportunities that exist through USDA for a comprehensive expansion of local-foods production. To register, contact: Linda Nelson, Lsnelson1@hotmail.com, or 515.491.3984.

MARCH 7-8 | Iowa Water Conference

Scheman Building, Iowa State University, Ames. A special event featuring the documentary, "Green Fire: Aldo Leopold and a Land Ethic for Our Time." The Leopold Center, Iowa Learning Farms and Iowa Storm Water Education Program are also hosting Leopold biographer Curt Meine. Meine's session, will begin at 5 p.m. in Benton Auditorium, followed by the documentary. Contact: Kathleen Gibbons, kgibbons@iamu.org, 515.289.1999.

MARCH 12 | Merchandising and Marketing Workshop | 1-5 pm

Linn County ISU Extension Office, Marion, Iowa. Learn about different merchandizing and marketing practices and what will work best for you. To register, visit www.iacorridor-localfood.org/beginningfarmers.htm.

MARCH 16 | Iowa Learning Farms Webinar: Cover Crop Management

Features Jeremy Singer, research agronomist with the National Laboratory for Agriculture and the Environment. To connect to the webinars, go to: <http://connect.extension.iastate.edu/ilf/>.

MARCH 31 | Annual Marketing and Food Systems Initiative

The annual Leopold Center Marketing and Food systems Initiative workshop will be at the Gateway Hotel, Ames. Contact: <http://www.leopold.iastate.edu/news/events>.

APRIL 20 | Iowa Learning Farms Webinar: Nitrogen Management and Water Quality

Featuring Matt Helmers, ISU associate professor, Extension water quality engineer. To connect to the webinars, go to: <http://connect.extension.iastate.edu/ilf/>.

Board looks to the future, strategic planning and more

by Tim Landgraf

When the PFI board of directors met in October, they discussed a new member survey, launched a strategic planning initiative and approved a plan to revamp the PFI youth program. The following report provides more details.

The Board of Directors met on October 28, 2010. The meeting began with an update about the steady membership growth of PFI over the last several years. An attempt to capture the interests of a large percentage of our membership is underway. The results of this interest survey will be key to the Board and staff of PFI, as we begin work on the next Strategic Plan for the organization.



**PFI Board President
Tim Landgraf**

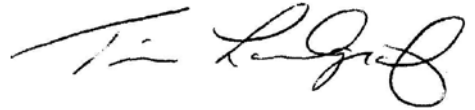
During the review of the financial status of the organization, the Board discussed at length how to best use the surplus funds from FY2010. Final numbers were not available, but the surplus was expected to approach \$74,000 due to the excellent efforts of the PFI staff to fund our support staff functions through the grant writing process, thus reducing the need to cover these positions from member gifts to PFI and membership dollars. The Board voted to split the surplus dollars between the Savings Incentive Program fund and the Reserves fund. The FY2011 budget was reviewed and approved.

With input from two of our Board members, Suzi prepared and presented a review of PFI Youth Camp and Youth Programming to the Board. Instead of offering a multi-day Youth Camp, five alternative programming opportunities, geared to PFI youth, were presented to and approved by the Board.

With input from the Financial and Executive Committees of the Board, Teresa had prepared an Endowment and also a Planned Giving Policy for PFI. These documents were both approved.

The current Strategic Plan for PFI will close at the end of FY2011. Thus the Board and Staff, with input from the PFI membership will be preparing a new three-year Strategic Plan. This work will be a primary goal for the Board to complete next year. The Board reviewed and discussed the process we will be using to gather as much input from the membership as possible.

And lastly, the Board selected the winners of the 2011 PFI Sustainable Ag Achievement Award.



Tim Landgraf

The farm is a great place to learn and grow

PFI young farmer Rebekah Ness, 16, uses the family farm, Thousand Generations Farm, near Newton, Iowa, as a classroom. This energetic, curious youth and her parents, Brian and Cheryl, have found ways to incorporate agriculture into her home school studies.

"I love the farm," says Rebekah. "I want to learn as much about farming as I can."

Rebekah has attended PFI Field Days and wrote a report for school about a session she attended at the 2010 PFI Annual Conference. She has also done a lot of research on pasture systems, which she hopes to work into the family's plan for raising pork. "I am quite interested in trying to raise show pigs and market hogs on pasture," she says.

Her interest in pasture-raised pork really took off last year when she raised a pig for a 4-H project and received a blue ribbon for her efforts. Although her pig was not raised on pasture, it got her thinking about it. "Raising animals on pasture is a more natural setting," says Rebekah. "It's healthier for



Rebekah Ness

the animals and for people who consume the animals."

Rebekah has a lot of responsibilities on the farm. In addition to her studies, she helps with feeding and watering the animals, which include horses, Flash and Misty; Australian shepherd, Bentley; around 10

hogs; 200 broilers and 50-60 laying hens. She enjoys helping her dad with the hogs and has assisted him by administering iron injections, notching ears, cleaning out pens, setting up pastures and other odd jobs. "I never get bored," she says. "There is always something to do."

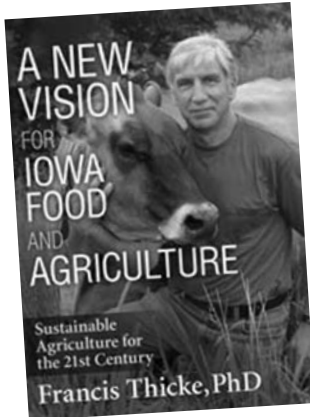
While farm chores and studies keep her very busy, Rebekah says she wouldn't have it any other way. "I love working with the animals and doing things with my hands. On the farm, I get to do both."

Recently Rebekah also redesigned their farm's website: www.thousandgenerationsfarm.com. "The Internet is how a lot of people are finding local farms and foods," she explains. "And, they won't find you, if you are not out there."

With some guidance from her parents, Rebekah added more information about the products they have to offer and tried to make the site more user-friendly.

Thank you, Francis!

A big thank you to Francis Thicke for allowing Practical Farmers of Iowa to reprint a segment of his new book, "A New Vision for Iowa Food and Agriculture," in the Fall 2010 issue of *the Practical Farmer*.



The creation of Thicke's book was sponsored by Sustainability Research Institute (SRI); the eBook is available for free download at www.sriinc.org.

Welcome New PFI Staffer, Patrick Burke!

Patrick Burke joined the Practical Farmers of Iowa's staff in December 2010 as Office Manager. Patrick comes to Iowa from Burlington, Vermont, where he worked as Textbook Manager for Champlain College Bookstore. Patrick has a Bachelor of Arts degree in English and Classics, from Bucknell University in Lewisburg, Pennsylvania.

A freelance web developer, Patrick will be assisting the organization with its technology needs as well as overseeing general office management duties including procuring supplies, coordinating member services and managing PFI's email discussion groups.

Patrick lives in Ames with his wife Sarah, and enjoys reading science fiction, learning about natural building methods and designing websites.



Patrick Burke

Youth Program Changes

Announcing PFI's new Research and Demonstration Scholarship program!

PFI will provide multiple scholarships of up to \$250 each to our PFI Members' children for on-farm research and demonstration projects. Ideally these projects are done as 4-H or FFA projects, but members may pursue independent projects as well.

These scholarships are intended to encourage kids' research and demonstration ideas and get them thinking about the neat possibilities that farming can offer. It also will encourage growth toward scientific research with practical application.

Results of the projects will be published in our newsletter and possibly presented at the Cooperators' Meeting or PFI Annual Conference.

A simple one-page application will be required for these scholarships. A committee of board and staff will review the applications. The scholarship will be awarded upon completion of the project.

For more information about this new program or to request an application, please contact luke@practicalfarmers.org or call: 515.232.5661.

Communicate with FREE

The PFI email discussion groups are meant to facilitate conversation and the exchange of information among our members and are reserved for farm-related topics, questions, announcements, practices and research. **This is a FREE service to all our members.**

There are five email discussion groups. You can choose to be a part of none, one or all the groups. If you would like to join the general, policy, grazing, horticulture or poultry discussion groups, please contact patrick@practicalfarmers.org or call him at 515.232.2661, x.303.

After joining a group, you can post a message to that group by sending

Welcome, New PFI members!

District 1 — Northwest

Kim Alexander, Smithland
James and Heidi Roland, Storm Lake
Corwin Slagter, Sibley
Keith and Diane Van Kleek, Terril

District 2 — North Central

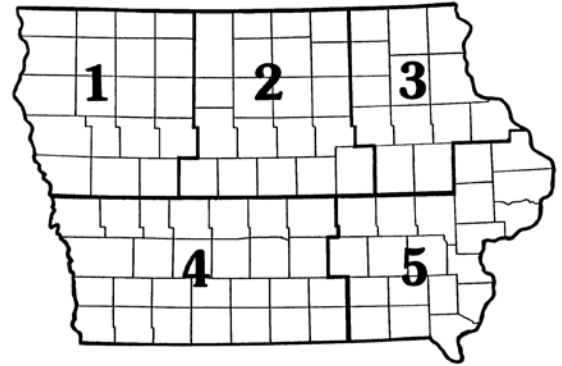
Jeff Boyd, Maxwell
Zach Burhenn, Gilbert
Steven Cassabaum, Nevada
Bice Daury, Clarion
Ortrude Dial, Williams
Margaret Dunn, Ames
Lyle Evans, Webster City
Mike and DeAnna Fank, Boone
Tom and Joyce Hertz, Ames
Mary Hillman, Grand Junction
Stephanie Hyde, Marshalltown
Dawn Kirsch, Wesley
Richard Knill, Cambridge
Amy Logan, Ames
Nick Mabe, Ames
Brad Muller, Boone
Michael Salama, Boone
Jan Swinton, Marshalltown
Julie Wilber, Boone

District 3 — Northeast

Garret Birker, Vinton
Glen Elsbernd, Calmar
Dorothy Lucas, Strawberry Point
Jay Schlichting, Vinton
Joel Winnes, Waukon

District 4 — Southwest

Emily Babin, Coon Rapids
Andrew Benjamin, Dunlap
Saundra Clem Leininger, Corning
Rob Dittmer, Council Bluffs
Scott and Kelly Dollen, Persia
Joesph Hannan, Urbandale
Michelle Heater, Windsor Heights
Jeff Hughes, Iowa City
Martin Lucas, Des Moines
Eric Madsen, Audubon
Phrakhounmany Philavanh, Milo
Mark Pleis, Newton
Ronald J. Richardson, Missouri Valley
Sophie Ryan, Lamoni
Ann Seuferer, West Des Moines
Robert & Carol Smith, Perry
Craig and Amy Weaver, Newton



Gary Wilson, Guthrie Center
Steve Yakovich, Des Moines

District 5 — Southeast

Jeff Bonde, Clinton
Jeremy Breckenridge, Blakesburg
Edward Callaghan, Iowa City
Scott Freeman, Iowa City
Nancy Hartsock, Washington
Twyla Hein, Tipton
Steve and Kathy Jones, Washington
Greg and Connie King, De Witt
Todd Leach, West Liberty
Local Harvest Supply/ Hawkeye Foodservice Distributor Phillip Danowsky Iowa City
Stacy Maurer, Fairfield
Eric Menzel, Solon
Raymond Pope, Burlington
• Tammy Smith, Marengo
• Tyler Thomann, Ainsworth
• Callie Wetjen-Wiebold, Conroy
• Daniel Whitaker, Hillsboro
• Lindsey Wittersheim, Iowa City
• Noah Yutzy, Bloomfield

District 6 — Outside of Iowa

Ameret LLC - Quantum Growth, Lenexa KS
• Kate Edwards, Spring Arbor MI
• Jim and Lisa French, Partridge KS
• Mathias Gran, Denver CO
• Matt Guess, St. Louis Park MN
• David Hansen, Bethany MO
• Curt Lambertsen, Grapevine TX
• Marjorie Lanus, Ogema WI
• Jill Morey, Richmond Heights MO
• Deidre Ranger, Tacoma WA
• Ryan Rogers, Big Lake MN
• Matt Stukenholtz, Omaha NE
• Stephen Weller, Memphis TN

PFI email discussion groups

an email to its corresponding email address.

PFI Policy list email: PFIpolicy@practicalfarmers.org

PFI Grazing list email: PFIgrazing@practicalfarmers.org

PFI General list email: PFIgeneral@practicalfarmers.org

PFI Horticulture list email: PFIhorticulture@practicalfarmers.org

PFI Poultry list email: PFIpoultry@practicalfarmers.org

To send a reply to the entire discussion group hit "reply all." To send a reply just to the person who posted the message hit "reply."

Note: The PFI Policy list is reserved for political action alerts as well as emails of a policy nature. PFI created this discussion group as a way for members to discuss policy in a separate venue from the PFI General discussion group.

To be removed from a list, click the unsubscribe link at the bottom of the email or send an email to patrick@practicalfarmers.org. Any questions concerning these discussion groups can also be sent to this address.

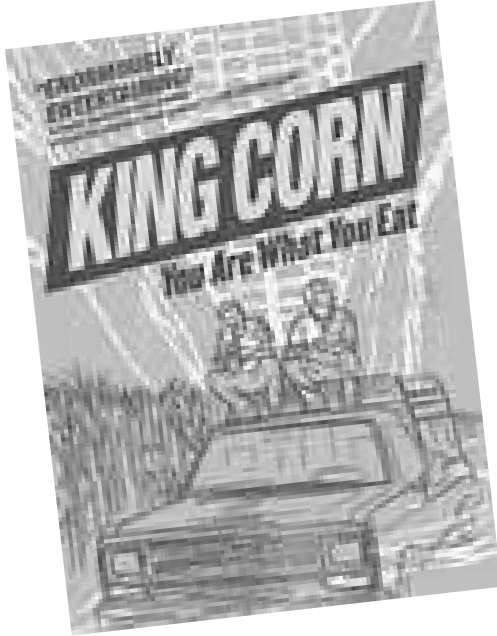
Enjoy! but please remember: gossip, flaming (abusive, inflammatory language), or lengthy criticism is prohibited. MEMBERS WHO USE THE LISTS FOR THESE PURPOSES MAY BE REMOVED FROM THE LIST(S).

Be a proud PFI member!

Casual Cap—\$12 (Item: C-1)

Khaki, Velcro closure, “Healthy Food, Diverse Farms, Vibrant Communities” tagline printed on back

Qty: ____ x \$12 = \$_____



King Corn DVD—\$10 (Item: DVD-1)

Learn about the fate of corn—and our food system

Qty: ____ x \$10 = \$_____

To order your merchandise and show support for Practical Farmers of Iowa, complete this form and mail to: Practical Farmers of Iowa, 137 Lynn Ave., Suite 200, Ames, IA 50014 or fax your order to: 515.232.5649 or call Suzi at: 515.232.5661, x. 301

First Name: _____ Last Name: _____

Street Address: _____

City: _____ State: _____ ZIP: _____

Phone: _____ Email: _____

Item No. & Description	Qty.	x	Price	=	Subtotal
_____	_____	x	_____	=	_____
_____	_____	x	_____	=	_____
_____	_____	x	_____	=	_____
_____	_____	x	_____	=	_____

Total: _____

Plus shipping*: _____

Grand Total: _____

Payment

Select your payment method.

Check payable to: Practical Farmers of Iowa

Credit card

Mastercard

Visa

Card number: _____

Expiration date: _____

Signature: _____

*((\$3 for the first item, \$1 for each additional item.)

Grow your farm with PFI. Join today!

This annual membership is a:

- new membership
- renewal

My interest in joining PFI is primarily as a:

- farmer/grower
- non-farmer (You will have the opportunity to expand upon this when you receive your membership information form.)

I am joining at the level of:

- Student—\$15
- Individual—\$35
- Farm or Household—\$45
- Organization (including businesses, agencies, not-for-profit groups)—\$75

..... Each membership includes one vote and one subscription to *the Practical Farmer*.

Sustain PFI

For the long-term health and vitality of PFI, we ask you to consider making a donation above and beyond your membership fee. I would like to make a tax-deductible donation to PFI in the amount of:

- \$1,000
- \$500
- \$250
- \$100
- \$50
- \$_____

JOIN OUR GIFT OF THE MONTH CLUB

The Gift of the Month Club is an easy way to support Practical Farmers of Iowa! Send in your pledge with your credit card information, and we will automatically deduct your donation the first of each month.

YES! I would like to give _____ per month to PFI, to be automatically charged to my credit card the first of the month. (\$10 per month minimum)

Practical Farmers of Iowa is a 501(c) 3 organization. Your gift is tax deductible to the extent allowed by law.

Thank you!

Individual, Farm or Organization Name: _____

Mailing Address: _____

Street: _____

City, State, ZIP: _____

Primary Phone (with area code): _____

Alternate Phone (with area code): _____

Email: _____

* For Farm/Household membership, please list names of persons included.

* For Organization membership, please list one or two contact persons.

Payment:

Total: \$_____ = \$_____ membership + \$_____ donation + \$_____ merchandise (from opposite page)

- Check or money order enclosed. (Please make payable to "Practical Farmers of Iowa.")
- Credit Card Visa MasterCard

Card Number: _____

Expiration Date: _____ Signature: _____

Healthy Food | Diverse Farms | Vibrant Communities



Practical Farmers of Iowa
137 Lynn Avenue, Suite 200
Ames, IA. 50014

Non-Profit
Organization
U.S. Postage
PAID
Waterloo, IA
Permit No. 901

Our Vision for Iowa



Food that is celebrated
for its freshness
and flavor
and connection
to local farmers
to seasons
to hard work
and good stewardship



Farms that are prized
for their diversity
of crops and livestock
their wildlife and healthy soils
their innovations, beauty and productivity
their connection to a rich past
and a fulfilling present
where individuals and families
are earning a good living



Communities that are alive
with diverse connections
between farmers and non-farmers;
places where commerce, cooperation, creativity
and spirituality are thriving;
places where the working landscape, the fresh air
and the clear water remind us of all that is good about Iowa