



Coming
HOME

**Practical Farmers of Iowa
Virtual Annual Conference
January 21-23, 2021**



WELCOME!

Annual Business Meeting

January 22, 2021

AGENDA



- Acknowledgements
- Membership vote – online!
 - Approve 2020 business meeting minutes
 - Board elections
- PFI update and financial report
- Sustainable agriculture achievement award presentation

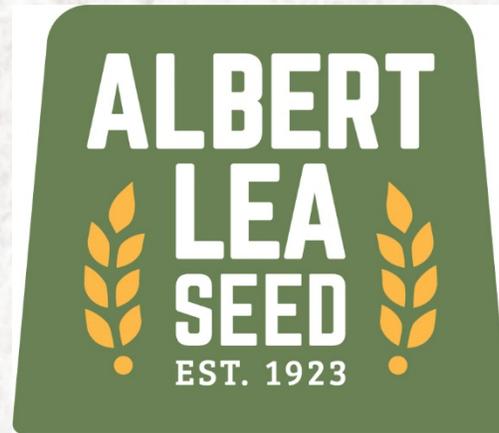
THANK YOU
FOOD PRODUCERS!



THANK YOU SPONSORS!



Level A Sponsors





THANK YOU SPONSORS!

Level B Sponsors



- Center for Rural Affairs
- Farm Aid
- Hall Roberts' Son Inc.
- High Mowing Organic Seeds
- Iowa Agriculture Water Alliance
- Iowa Environmental Council
- Iowa Farm Bureau Federation
- Iowa's Center for Agricultural Safety and Health
- ISU Graduate Program in Sustainable Agriculture and the Dept of Agronomy
- Johnny's Selected Seeds
- Pipeline Foods
- Riverside Feeds, LLC
- Saddle Butte Ag Inc.
- Sunderman Farm Management Co.
- Sustainable Agriculture Research and Education (SARE)
- Treffler-Man@Machine
- USDA-NRCS

The Virtual Exhibit Hall

The exhibit hall at the PFI conference is always a highlight with our attendees. This year, it will be different – but there are still many ways to connect with the many organizations that support PFI and our farmers. Please take some time to visit these virtual exhibitor booths!

Navigate the Virtual Exhibit Hall

From the virtual exhibitor hall, you can scroll through the exhibitors, or search and filter based on name, company type, or keywords. From the exhibitor's profile, you may:

1. Leave a message and your contact information for the exhibitor to follow-up later
2. Enter the Virtual Tradeshow Booth to video chat with that organization's representatives
3. Post messages or questions to the organization
4. Send a direct message or schedule a meeting with the organization's staff
5. Download handouts, visit the organization's social media accounts and watch videos

The screenshot shows the virtual exhibit booth for Practical Farmers of Iowa. At the top, there is a navigation bar with links: Home, Schedule, People, Sponsors, Exhibitor Hall, Evening Features, Best of PFI, En Español, Conversations, My Profile, Support, and a bell icon. Below the navigation bar, the exhibitor's name "Practical Farmers of Iowa" is displayed with a logo and a "CONTACT US" button. The main content area is divided into several sections: "Description" with a brief overview and a list of beliefs; "Type" with a filter for "EXHIBITOR"; a video player titled "Growing More Than Crops" with a play button; a "Discussion" section with a "NEW CONVERSATION" button and a message from Steve Carlson; a "File" section with a "PFI Membership Brochure" download button; and social media links for Facebook, Twitter, Instagram, and LinkedIn. The interface is annotated with numbered callouts: 1. points to the "CONTACT US" button; 2. points to the "ENTER VIRTUAL TRADESHOW BOOTH" button; 3. points to the "Discussion" section; 4. points to the video player; and 5. points to the "File" section.





NEED HELP?



Coming HOME

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FAQs

Frequently Asked Questions

PFI BOARD OF DIRECTORS



- Nathan Anderson (Northwest), *Secretary*
- Carmen Black (at large)
- Jack Boyer (at large)
- Ann Franzenburg (Northeast), *Vice President*
- Wendy Johnson (North Central), *President*
- Kristine Lang (non-farmer at large)
- Vic Madsen (at large)
- Gayle Olson (Southeast)
- Mark Peterson (Southwest)
- Mark Quee (at large)
- David Rosmann (at large)
- Lisa Schulte Moore (non-farmer at large), *Treasurer*



MEMBERSHIP VOTE

- Approve 2020 business meeting minutes
- Approve board candidates





JON BAKEHOUSE



Running for 1st term as District 4 (Southwest) Director





VIC MADSEN



Running for 3rd term as Farmer At-Large Director





MARK QUEE

Running for 3rd term as Farmer At-Large Director





LISA SCHULTE MOORE

Running for 2nd Term as Friend of Farmer
At-Large Director



PFI UPDATE

Financial Update

Membership Update

2020 Year in Review

Last Strategic Plan Report Card

Strategic Plan Reveal



MEMBERSHIP UPDATE

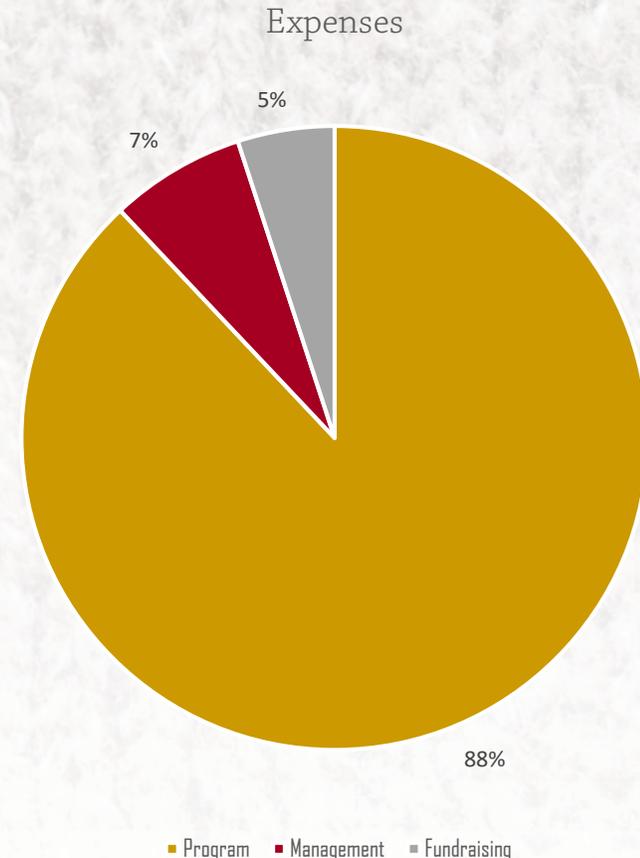
Current membership: 4,624



FINANCIAL SNAPSHOT



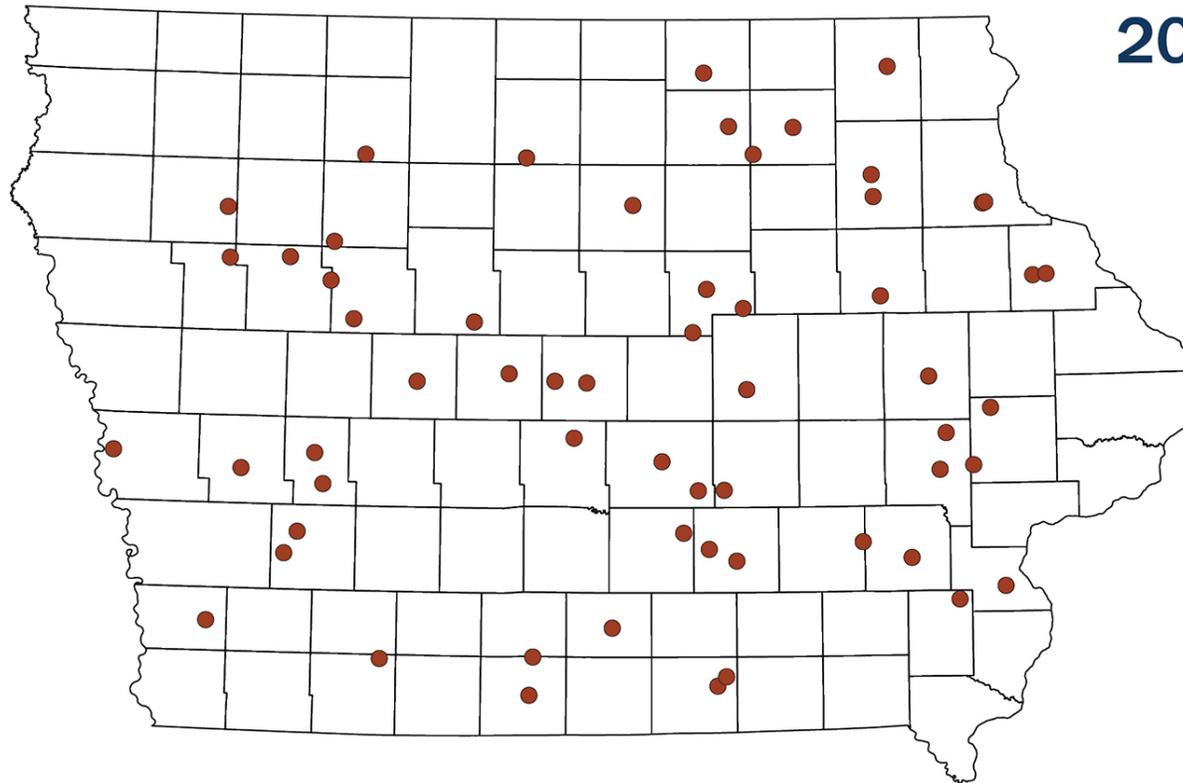
- \$3.24 million budget
- 52 grants
- \$106,843 donations
- \$91,666 in memberships + \$13,000 in lifetime memberships
- \$517,238 paid directly to farmers



2020: A YEAR TO REMEMBER



FARMER-LED RESEARCH



2020 On-Farm Research Project Locations

66 # of farmer-cooperators participating

81 # of trials completed in 2020

DAVE SCHMIDT - Audubon

Stage 1: Skepticism



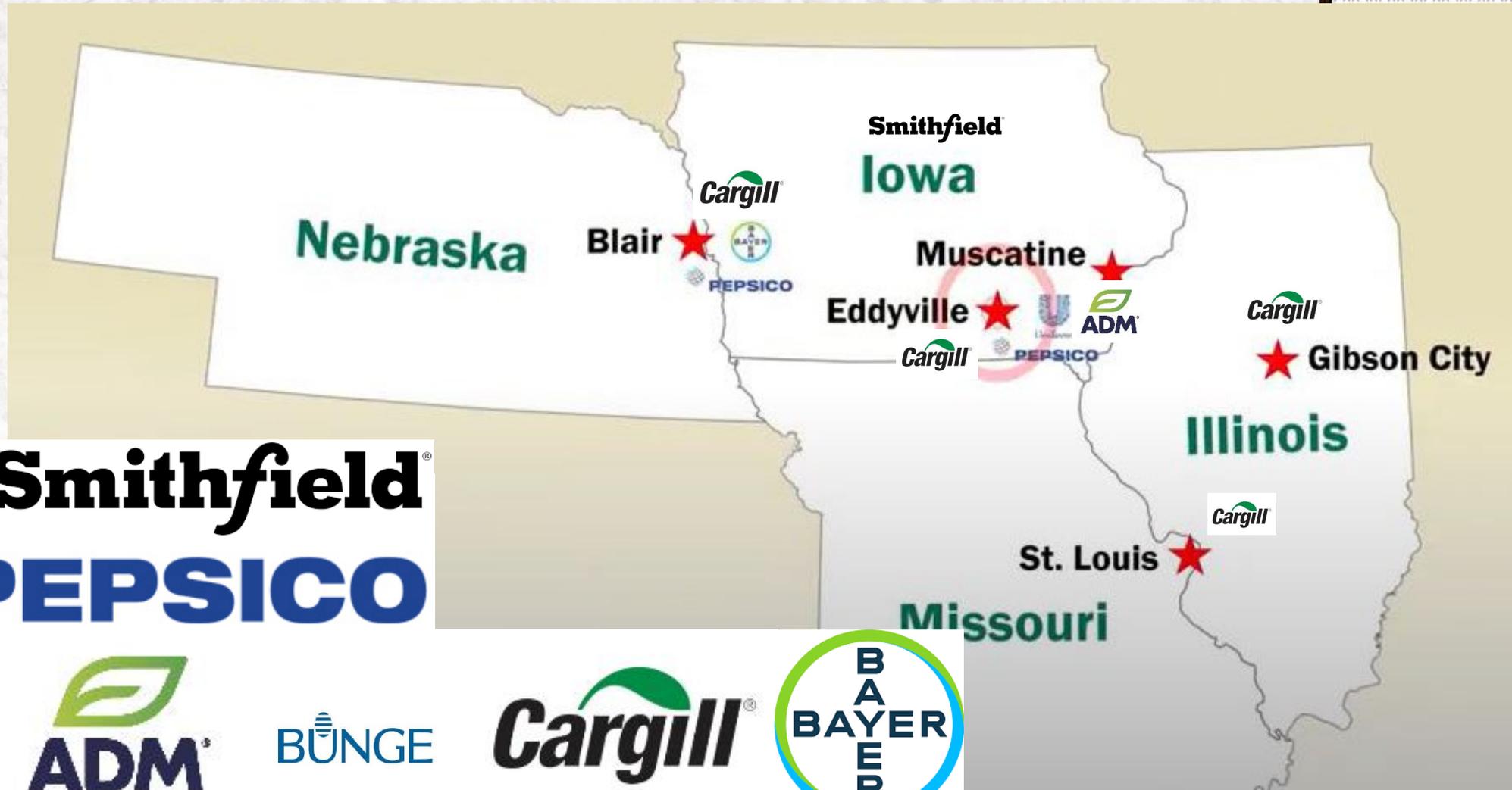
Stage 2: Hunger



Stage 3: Resignation



COVER CROP COST-SHARE



SMALL GRAIN PROGRAMS



LOW CARBON CORN COST SHARE



DIRECT CONTRACTING



FEEDING TRIALS: BEEF



COMMUNICATIONS



Open - The frame
 - Set the stage
Green
 - Introduce the characters
 - Introduce the themes

10
Live Stock on the Land
 Remembering
 Resilience

20
Leaving + Returning
 "Our age is retrospective. It builds the sepulchres of the fathers." - Emerson
 "Make it new." Ezra Pound
 Learn about diversity, reflect on self

30
Community
 People leave, 1
 people return 2
 Independence
 Community
 Resilience

40
LIVESTOCK LEAVE
 Why do ppl leave their homes?
 What do they learn while?
 - difference in perspective
 - how ppl. perception of reality
 - clarify what they want to stop
 - No happy as fun, same old
 - they can have bc they believe in the future, that the future will be good
 - they can't have bc they believe in the past, another

50
LIVESTOCK RETURN
 Why do ppl return?
 - they can't have bc they believe in the future, that the future will be good
 - they can't have bc they believe in the past, another

60
Coming Home
 - Wendy - realized entre spirit
 - Martha - learned all food
 - Nick - cancer? Martha-Mason
 - Wendy & Johnny meet
 - Air - owner in US
 - Wilber - finds mentor
 - Nick - found out business

70
Themes
 Leaving
 Returning
 Independence
 Community
 Remembering
 Resilience
 Disturbance
 Market
 Politics
 Policies
 Weather/Climate

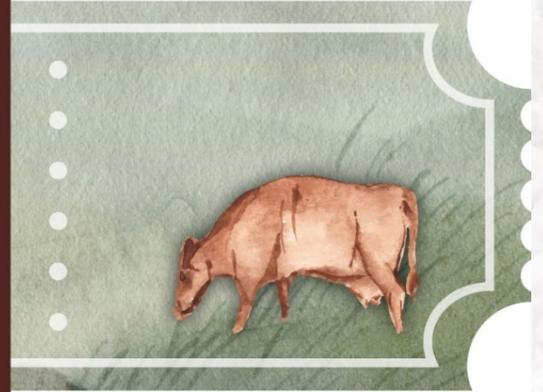
80
Stylologies/Identities
 - Politics
 - Gender
 - Farm size
 - Race/ethnicity
 - View of nature
 - Growing vs. marketing
 - Land ownership
 - Animals
 - Age

90
Characters
 Wendy & Johnny
 Nick Wallace
 Zak Kennedy
 Adam LeVina
 Martha McFarland
 Meghan Filbert
 Meghan Watkins
 Regi + Wilbur
 Bart + Shirley
 Tom & Maran
 Arlyn Kauffman
 AJ + Kelli
 Douet Mag

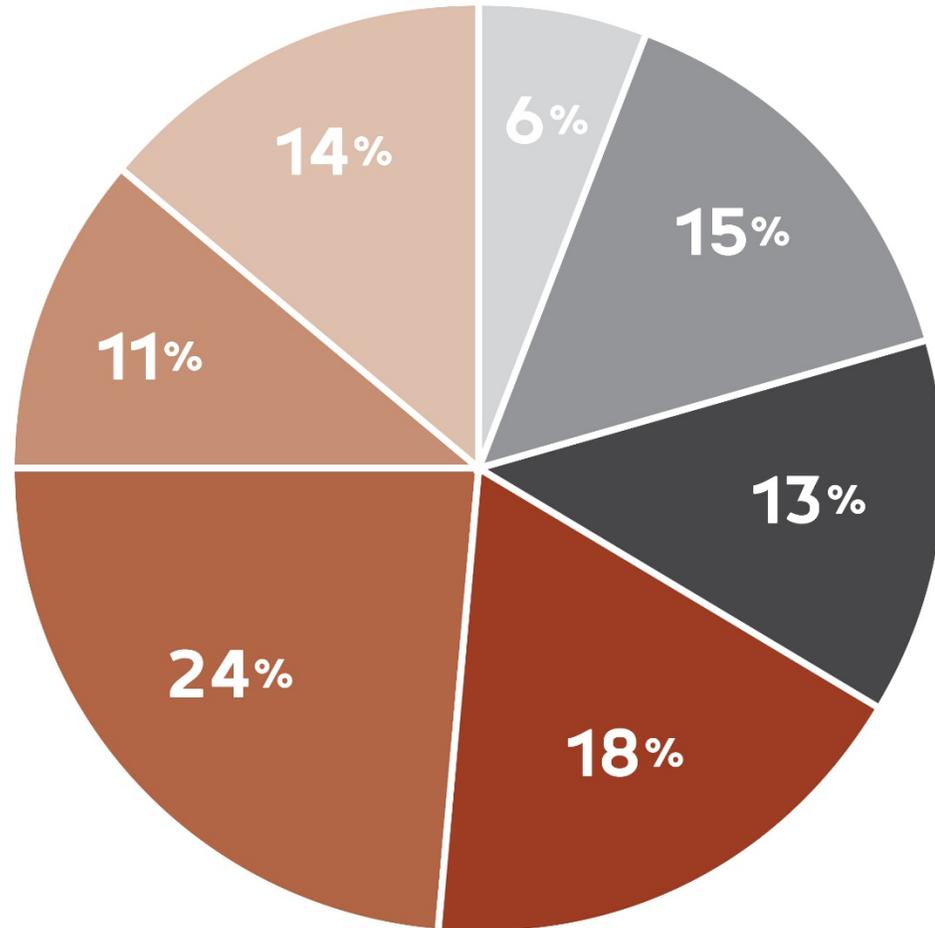
100
Notes
 - "The way we are, we are members of each other. All of us. Everything. The difference ain't in who knows it & who don't." - Burley Coulter
 - "Be like the fox. Make more tracks than necessary. Stay in the wrong direction. Practice (resurrection)." - Bradbury
 - "What does it mean to get along? What does it mean to not go along?"
 - "What does it mean to get along? What does it mean to not go along?"
 - "What does it mean to get along? What does it mean to not go along?"



Livestock on the Land

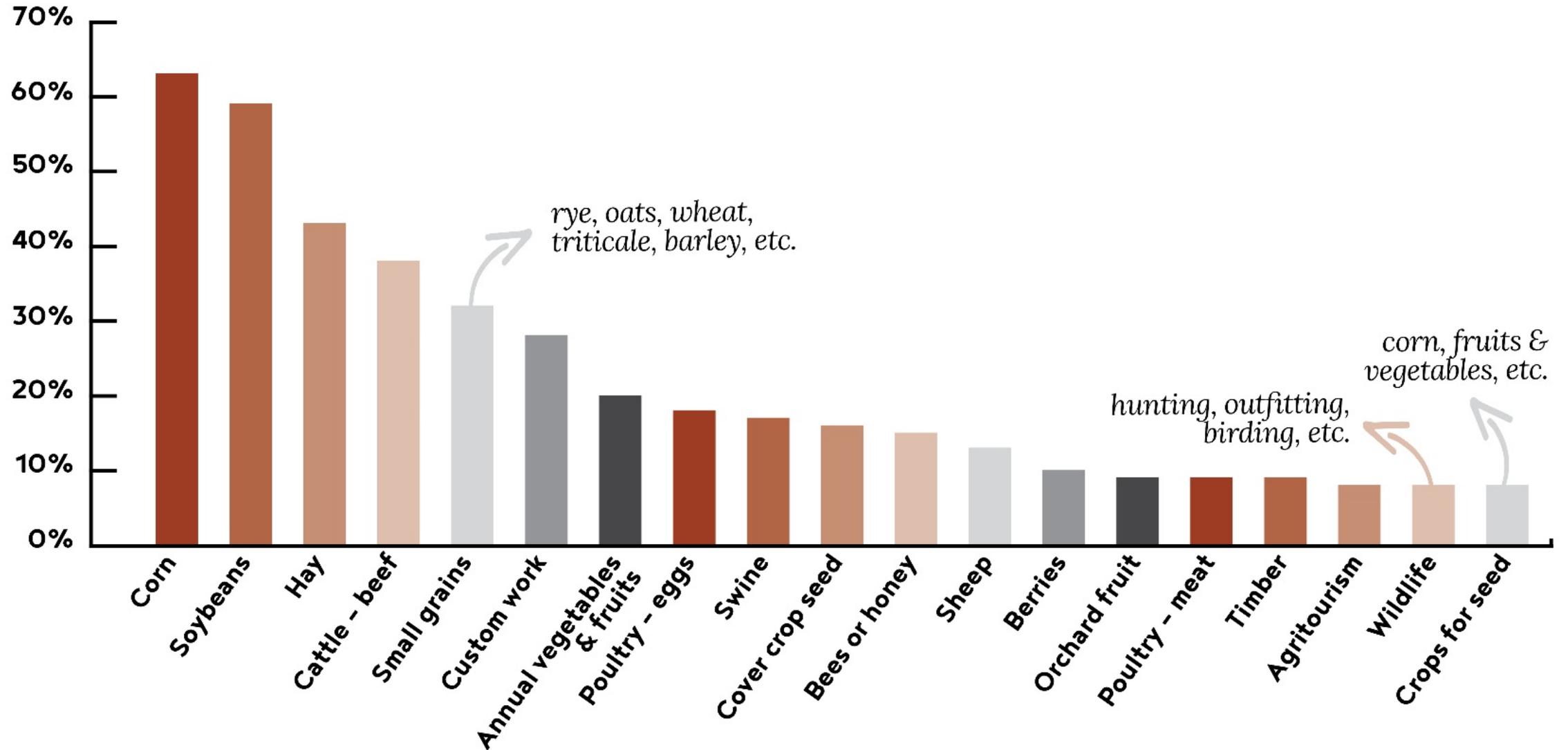


Number of Years Farming



-  **Aspiring farmer**
-  **Currently farming**
(5 or fewer years)
-  **Currently farming**
(6-10 years)
-  **Currently farming**
(11-30 years)
-  **Currently farming**
(> 30 years)
-  **Farmland owner**
(non-operator)
-  **Friend of farmer**
(non-farmer who does not own farmland nor plans to farm in the future)

Farmer Enterprises



STRATEGIC PLAN 2018-2020



Practical Farmers builds community in Iowa in beyond



STRATEGIC PLAN 2018-2020



Farmers and landowners are stewards of our natural resources



STRATEGIC PLAN 2018-2020

Farmers, farms and food systems are viable



STRATEGIC PLAN 2018-2020

PFI supports beginning farmers and farm transfer



INCREASE PFI'S ORGANIZATIONAL CAPACITY



STRATEGIC PLAN 2021-2023



STRATEGIC PLAN FRAMEWORK

Our Mission

Equipping farmers to build resilient farms and communities.

Our Vision

An Iowa with healthy soil, healthy food, clean air, clean water, resilient farms and vibrant communities.

Our Values

Welcoming everyone

Farmers leading the exchange of experience and knowledge

Curiosity, creativity, collaboration and community

Resilient farms now and for future generations

Stewardship of land and resources

STRATEGIC PLAN FRAMEWORK

Our Guiding Principles

Farmers lead our programming.

We focus on providing extensive opportunities for members and others to network (such as field days, pasture walks, farminars, conferences, workshops, etc.).

We secure extensive media featuring farmers and our projects.

On-farm research and demonstration is a core part of our programming.

We partner with agencies, organizations and universities that can effectively help us achieve our goals.

2021-2023 Practical Vision

“What do we want to see in place in three years as a result of our collective actions?”

Many voices driving Iowa's agriculture narrative	Effective leaders creating positive change for our food and farm systems	PFI well-positioned for success, impact, and growth	Robust markets for a diversity of farm products	Healthy environments stemming from responsible land stewardship	Thriving rural communities filled with resilient and profitable farms	Farming is a desirable vocation and new farmers are equipped to succeed	A diverse and inclusive PFI network
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Our Strategic Directions are...

“What practical, substantial actions will draw on our strengths and remove barriers as we move toward our vision?”

Equipping a deep bench of leaders to inspire change towards a diverse and vibrant landscape

Strengthening our network to foster deeper connections, a sense of shared community and partnerships that help spread PFI's vision

Driving the food and farming narrative and amplifying diverse viewpoints

Paving a path to prosperity for regional food and farm businesses

Growing organizational capacity for long-term impact



Coming
HOME

SUSTAINABLE AGRICULTURE ACHIEVEMENT AWARD



Paul and Nancy Ackley

