2022 wrapped up my ninth, and final, year on Practical Farmers’ board of directors. Thanks to all of you within PFI who have allowed me to serve this amazing, curious, welcoming, hard-working and humble organization.

I have been fortunate to be part of PFI’s extraordinary growth during my time on the board. When I started in 2014, the PFI office in downtown Ames, Iowa, housed a handful of staff, and a membership of 3,500 was a stretch goal on the horizon. We now have more than 30 staff – and our membership exceeds 6,300, nearly double that aspirational goal.

This growth would never have happened without each of you in our network supporting us, exploring questions through on-farm research, talking to your friends and neighbors about PFI and identifying the common ground – the values we all share – that inform our strategic planning.

While I had the opportunity to “drive the tractor” by serving on the board, you, members of our PFI network, are the ones who have been fertilizing, planting and bringing in the PFI harvest.

Thank you, PFIers, for helping this organization flourish. I look forward to seeing where we grow together in 2023 and beyond!

Ann Franzenburg
Board President

The trajectory of agriculture in the Midwest – fewer farms and farmers, food insecurity, increased input reliance, water pollution, soil loss, habitat loss and shrinking rural communities – can feel disheartening as these trends diverge from Practical Farmers of Iowa’s vision.

But our network is working hard to change course and work toward diverse farms, healthy food and vibrant communities. With continued growth in membership and programs, I am more hopeful than ever that working together, we can reach our vision. To truly change agriculture for the good, we must use multiple strategies – including making incremental changes within the existing agriculture landscape and creating new systems from the ground up.

Our farmer network is truly a big tent, representing a spectrum of production practices, farm scales and enterprises. While their farms are diverse, PFI farmer members have common goals of wanting to raise crops, protect their soils and provide for the greater community. Through our broadening suite of programs, we are deploying multiple approaches to help farmers achieve these goals in ways that work for their unique circumstances. This annual report shares a sampling of the impressive amount of work we accomplished together – work that is getting Iowa on track toward our vision.

The PFI staff and board are eager to continue growing our footprint in 2023 as we work to diversify farming, and in turn create positive economic, environmental and community impact across Iowa and beyond. Working together, building new and improved systems, I am confident that we can and will create agriculture that serves us well in the long-term.

Sally Worley
Executive Director
From PFI’s 2021–2026 Strategic Plan

Practical Vision
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

Strategic Directions
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 narrative and amplifying diverse viewpoints
Paving a path to prosperity for regional food and farm businesses
Growing organizational capacity for long-term impact

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

Our Guiding Principles
Farmers lead our programming.
We focus on providing extensive opportunities for members and others to network.
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.

2022 PFI Board of Directors

DISTRICT 1 (Northwest)
Nathan Anderson – Vice President

DISTRICT 2 (North Central)
Wendy Johnson

DISTRICT 3 (Northeast)
Ann Franzenburg – President

DISTRICT 4 (Southwest)
Jon Bakehouse – Treasurer

DISTRICT 5 (Southeast)
Gayle Olson

AT-LARGE FARMERS
Carman Black
Jack Boyer
Vic Hudson
Mark Quen
David Rosmann – Secretary

AT-LARGE FRIENDS
OF FARMERS
Kristine Lang
Matt Liebman

Current PFI Staff

Debra Boekholder
Membership & Office Assistant

Alisha Bower
Senior Operations Director

Valeria Cano Camacho
Latino Engagement Coordinator

Sarah Carlson
Senior Programs & Member Engagement Director

Steve Carlson
Membership & Office Manager

Margaret Chamas
Livestock Viability Manager

Rebecca Clay
Field Crops Viability Coordinator

Lydia English
Field Crops Viability Manager

Chelsea Ferris
Field Crops Viability Coordinator

Stefan Gailan
Senior Research Manager

Taylor Hitch
Field Crops Education Coordinator

Horgan Jennings
Field Crops Viability Coordinator

Ames Johnson
Livestock Education Coordinator

Kirana Johnson
Senior Human Resources Coordinator

Tama Jones
Senior Editor & Magazine Coordinator

Kayla Keether
Senior Farm Viability Manager

Lisa Kolbe
Senior Farmer-Led Education Manager

Sarah Krumm
Senior Graphic Design & Photography Coordinator

Emma Liddle
Membership & Events Coordinator

Martha McFarland
Farmland Viability Coordinator

Vanja North
Habitat Education Coordinator

Nick Ohde
Marketing & Communications Director

Mike Roelf
Information Systems Manager

Lara Schenck
Grants Manager

Charity Schenhorst
Bookkeeper

Jacqueline Venner Senske
Senior Horticulture Education Coordinator

Elizabeth Wilhelm
Media Relations Coordinator

Brad Woodson
Habitat Viability Manager

Sally Worley
Executive Director

Emily Yaddof
Senior Digital Marketing Coordinator

Grace Yi
Habitat Viability Coordinator

Christine Zrostlik
Senior Marketing & Communications Manager

PFI Co-Founders

Larry Kallem
Ames, IA

The late Dick & Sharon Thompson
Boone, IA

In memory of Sharon Thompson, 1934-2023

Staff converse at PFI’s fall staff retreat in 2022.
Jeff and Deb Sindelar hosted a field day on a perennial fruit many growers are curious about – honeyberries. This fruit has the potential to extend the season for growers and is reportedly quite tasty. Growers came together to learn about the Sindelar’s experiences raising and marketing honeyberries, including learning about the results from their 2022 PFI on-farm research on the subject.

Sandy McAntire, who farms near Toledo, Iowa, says, “I appreciated seeing the operation and ideas for management, and also connecting with like-minded folks.” Others appreciated seeing mature honeyberries in production, as well as getting a chance to see another unique fruit, hardy kiwi, in production.

Practical Farmers of Iowa’s farmer-led education department stewards PFI’s network of diverse farmers and creates the platforms for them to share their knowledge and experience. More than 3,954 people attended the 217 events that PFI held in 2022 featuring more than 269 leaders. Staff and PFI members also presented or attended a minimum of 113 other events on behalf of PFI.

Events in 2022

- **43** Field Days
- **12** Farminars
- **22** Meetups
- **69** Annual Conference Sessions

Other Events

- Cooperators’ Meeting
- Beginning Farmer Summit
- Small Grains Conference
- Flower Workshop
- Apple Growers Workshop
- Farm Business Coaching Workshop
- Explore Farming Workshop Series
- Agronomists in the Know Call Series + In-Person Meeting

All of these events help farmers learn and strengthen their network of peers, mentors and allies, which leads to changes on the farm. For example, 72% of those who came to field days intend to make changes as a result of attending.
Anna Hankins and Shae Pesek of Over the Moon Farm and Flowers near Coggon, Iowa, participated in two trials in 2022: “Grazing Turkeys on Cover Crops vs. Farmyard” and “Replacing Corn With Oats in Ration for Pasture-Raised Broiler Chickens.” Anna says that conducting research on questions specific to their farm not only honed their skills at observation and data collection, it gave her and Shae vital insights into their farm’s production practices. “We are 1,000 times more confident understanding our numbers, and it feels so good to be ending the year that way,” she says. “It also makes us feel much braver about scaling up where it makes sense, and doing so with clear insight about production and production practices. Trials like this help build a case for pasture-raised livestock to be financially viable for us, and hopefully other farmers too.”

PFI’s initial trials in the late 1980s were about reducing nitrogen rates. In 2022, a new cohort of PFI farmers took up the question in a next-generation on-farm soil health experiment. Nineteen farmers across Iowa are participating in the multiyear trial – titled “Can We Reduce N Rates and Improve ROI?” – that is exploring whether farmers who have been investing long-term in soil health-promoting practices can reduce the amount of nitrogen fertilizer they apply to corn without sacrificing yield.

Sam Bennett, a participant who farms near Galva, Iowa, says the trial will provide critical data farmers need to make decisions. “Most farmers don’t have the confidence or data to try to reduce fertilizer rates and see what happens,” he says. “We get one shot at the best crop every year, and the logical thing to do seems to be to give the crop everything it needs, and more, to maximize yields. This trial will put together a good set of farm-scale data to give farmers the confidence to dial in their nitrogen rate to improve profitability and water quality.”
Farm Viability

PFI’s farm viability department provides personalized support to help farmers achieve their goals. This department was established in 2022 and encompasses both pre-existing programs and new endeavors launched in 2022.

For many farmers, being viable means being able to access new markets, grow their farm businesses according to their visions and achieve sustainable finances while caring for their land and finding balance in their lives. Our work in this department seeks to address these holistic, multifaceted aspects of viability.

Business Coaching and Development

<table>
<thead>
<tr>
<th>20</th>
<th>12</th>
<th>18</th>
<th>37</th>
<th>119</th>
</tr>
</thead>
<tbody>
<tr>
<td>Businesses in Cover Crop Business Accelerator Program</td>
<td>Farms in Farm Business Coaching Program</td>
<td>Landowners in Landowner Coaching Program</td>
<td>Landseekers received support, 10 secured land access</td>
<td>farmers sold products through Iowa’s Local Food Purchasing Assistance Program</td>
</tr>
</tbody>
</table>

20 farmers participated in our Cover Crop Business Accelerator program, which entered its third year in 2022. These businesses are creating jobs across Iowa while providing Iowa-sourced cover crops to fulfill the growing demand for cover crop seed and custom services. This is a joint project between Practical Farmers of Iowa and Iowa Soybean Association.

To help established farms make meaningful strides to their goals, we also started our new Farm Business Coaching Program in 2022. Through in-depth consultation, this program helps these farmers strengthen their businesses and make progress toward key recommendations based on farm goals and a business analysis. Mark Westbrock, of Solstice Farm near Waverly, Iowa, is participating to successfully add a cidery that will complement their existing mushroom and poultry enterprises.

“The ability to work with a professional consultant and connect with other farmers who are at a similar stage are both great benefits of the [Farm Business Coaching] program.”

- Mark Westbrock

Landowner Coaching

Jane Shey owns farmland near Algona, Iowa, with her mom and siblings. Jane participated to help move the farm toward cover crops and a diverse rotation including oats.

Land Access Support

PFI is partnering in a Midwestern effort led by Renewing the Countryside to provide technical support to farmland seekers. So far, farmland navigators helped 37 with their land access quest, 10 of whom secured land tenure.

Markets and Food Access

In 2022, PFI partnered with the Iowa Department of Agriculture and Land Stewardship, Iowa Valley Resource Conservation and Development and other organizations to facilitate a Local Food Purchasing Assistance Program in Iowa. This program buys local produce, meat, dairy and value-added products from local producers and distributes it to underserved communities.

“The ability to work with a professional consultant and connect with other farmers who are at a similar stage are both great benefits of the [Farm Business Coaching] program.”

- Mark Westbrock
Cost-Share Programs for Cover Crops & Small Grains

Investments in cover crops cut greenhouse gas emissions, build soil, help clean our water, create habitat and diversify the ag landscape. This program helps farmers get in the door with PFI’s network, where they learn from peers how to continue to initiate positive change on their farms.

$3.4 mil

Amount farmers will be paid for implementing these practices in 2022

383,357

Acres planted

1,335

Farmers enrolled

22,238

Acres in extended rotations

361,119

Acres in cover crops

72% of participants said cover crops positively impacted their farm financial goals

88% of participants said extended rotations positively impacted their farm financial goals

PUBLIC DOLLARS

$164,544

PRIVATE DOLLARS

$3,272,212

$164,544

$3,272,212

Participating States

Jason Opheim from Postville, Iowa, participated in the cover crop cost-share program in 2022. He told Lydia English, who manages this program: “Thank you for helping me on this journey. I truly want to change ag in my area. I want to feel proud when I respond to people asking what I do, and I greatly appreciate organizations like yours that allow me to do so.”

Funders
Cost-Share and Beginning Farmer Business Development

2022 was also a year for growth in other cost-share offerings, along with continued demand for our beginning farmer business development programs that serve the unique needs of beginning and aspiring farmers.

2022 Cost-Share Milestones

- 18 farmers received $89,000 in grazing infrastructure cost-share
- 24 farmers enrolled in food safety cost-share
- 23 projects received $89,000 in habitat cost-share

Erlene Fopma, who farms near Lynnville, Iowa, participated in the new grazing infrastructure cost-share. As a result, she reduced feed costs and maintained good weight gain on her sheep and goats. “I learned so much more about rotationally grazing,” Erlene says. “My kids learned, my animals were happy and I met new people. This experience was priceless!”

2022 Beginning Farmer Milestones

- 19 farmers participated in the Savings Incentive Program
- 6 trainers participated in Labor4Learning
- 9 trainees participated in Labor4Learning

Continuing to Help Beginning Farmers

While 2022 saw growth in several of our program areas, we continued to focus on bedrock programs, like our Savings Incentive Program – which enrolled its 12th class in 2022. This program helps beginning farmers access the network, knowledge and capital to help their budding businesses succeed.

Natasha Wilson, of West Fork Farm near West Chester, Iowa, found that the business planning emphasized in the program has helped her focus. “It’s easy to feel like you’re failing, or at least just treading water sometimes,” she says. “But we had a clear plan and goals for the year. These set us up so we could keep grinding when things got busy, and gave something good to look back on when we got to the end of the year and wondered, ‘What just happened?’”

2022 was also PFI’s 10th year offering Labor4Learning, a program designed to help aspiring farmers get on-the-job training with experienced farmers. Crucially, the program also pays the trainer farmers for their time and effort.

“‘My kids learned, my animals were happy and I met new people. This experience was priceless!’

- Erlene Fopma

Natasha Wilson and her daughter
Marketing & Communications

PFI’s marketing and communications department brings the stories of PFI’s members to life and shares them with a wide audience. We produce a quarterly magazine, quality videos, several websites, numerous publications and multiple email newsletters, and have a large presence on Facebook, Instagram, Twitter and LinkedIn. We also ensure that our members are featured extensively in the media so that many viewpoints are driving the agriculture narrative.

Our film, “Livestock on the Land,” has more than 232,000 views on YouTube for over 81,000 hours.

Whether it’s through rotational grazing, cover crops or fertility for crop fields, livestock hold the key to protecting our soil, cleaning up our water and even providing habitat for wildlife. But most importantly, livestock give farmers a chance to get started, grow businesses, provide for their families, work together and ultimately, bring back the next generation to start it all over again.

We are finally seeing a broader awareness of the importance of grass, grazing and livestock – and our film, “Livestock on the Land,” has helped tell that story. Since its release in 2021, it’s been viewed over 232,000 times on our YouTube channel, won multiple awards at film festivals across the state and been screened at film festivals across the Midwest.

Driving the Food and Farming Narrative

We work to spread the message about the importance of farmers working together to build resilient farms and communities. In 2022, we did that on both the local and national scale by getting our members featured in a variety of news outlets. PFI members were regularly featured in the Des Moines Register, Cedar Rapids Gazette, Quad City Times, Sioux City Journal and many other Iowa publications. But we know that because of Iowa’s central importance to agriculture in the country, we also need to have an influence on the national stage, and so we worked to get members featured in national outlets like National Public Radio and The New York Times.

In November, farmer Will Cannon, of Prairie City, Iowa, and staff member Sarah Carlson spoke on National Public Radio about our efforts to influence large food and beverage companies to support practices like cover crops and diverse rotations. And Nathan Anderson, who farms near Aurelia, Iowa, was featured in The New York Times about how cover crops and diversified crop rotations have helped him build resilience and cut inputs, which is especially important in the face of unstable supply chains and a volatile climate.

| 231 | members featured in the media |
| 335k | number of views on our YouTube channel |
| 173k | number of people who visited our website |

Will Cannon
Nathan Anderson
Operations

PFI’s operation department helps get the money, people and tools to do our work. In 2022, Practical Farmers hired 13 staff. We are continuing to hire staff in 2023 as we continue to grow the organization to grow our impact.

PFI also broke ground on three major information system upgrades: an internal communications suite, a new finance system and a new membership database. These investments will right-size our tools to support our growing organization. They will upgrade the ease of our daily work and allow us to spend more time on our mission.

Membership

Practical Farmers ended 2022 with a record high membership of 6,329. Thirty supporters became lifetime members, and we ended 2022 with a total of 170. This growing membership allows us to share farmer-to-farmer learning with a broader network.

Membership Growth, 2012–2022

Membership and Distribution

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
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</tr>
<tr>
<td>2013</td>
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</tr>
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<td>2016</td>
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<td>2017</td>
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<td>6000</td>
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<td>2019</td>
<td>7000</td>
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<tr>
<td>2020</td>
<td></td>
</tr>
<tr>
<td>2021</td>
<td></td>
</tr>
<tr>
<td>2022</td>
<td>6,329</td>
</tr>
</tbody>
</table>

Total Members: 6,329
Lifetime Members: 170
Out of State: 23%

Northwest: 8%
North Central: 18%
Northeast: 12%
Southwest: 25%
Southeast: 14%
Financials

We’re pleased to report another strong year in fiscal year 2022 (Oct. 1, 2021-Sept. 30, 2022). The board approved our fiscal year 2023 budget at $7.74 million, which is up $3.3 million from the past fiscal year. Growth is in nearly all facets of PFI’s work.

Annual PFI Budget, 2013–2023

Showing Commitment to Farmers

$653,779

The amount PFI paid to farmers to host events, conduct research, mentor others and for small grains and cover crops cost-share.

$1.2 million

In fiscal year 2022, the amount PFI facilitated paying farmers enrolled in a suite of cost-share programs we administer for private companies we partner with. PFI helped pay those farmers through their grain merchandiser.

$137,416

$140,513

in income from membership dues

in income from donations

We are extremely grateful for your donations and your membership income. This money helps us stay nimble in serving our farmers’ direct needs. A full list of donors and grantors will be available in the summer issue of our quarterly magazine, the Practical Farmer.
Please continue to support Practical Farmers of Iowa financially. Donations are a vital funding source, helping to keep us financially nimble and able to respond quickly and directly to our members' needs. Your donation to Practical Farmers of Iowa is tax-deductible. We graciously accept cash donations, gifts from donor-advised funds, gifts of grain and employer match gifts.

Please consider making a planned gift to Practical Farmers of Iowa. This will not only help you create a legacy benefitting diverse farms and vibrant communities, it may also simplify your estate plans and increase your income. There are many ways to leave a planned gift.

Visit practicalfarmers.org to learn more.