

## Practical Farmers Strategic Plan July 2014 to June 2017

<b>Values:</b> Welcoming everyone Creativity, collaboration, and community Viable farms now and for future generations Stewardship and ecology		<b>Goal 1: Practical Farmers builds community in Iowa and beyond</b>	<b>Goal 2: Farmers are stewards of our natural resources</b>	<b>Goal 3: Farmers, farms and food systems are viable</b>	<b>Mission:</b> Strengthening farms and communities through farmer-led investigation and information sharing
	<b>Three-Year Measurement of Success</b>	<ol style="list-style-type: none"> <li>1. 90% of members report an increased sense of community</li> <li>2. 80% of members report they have formed friendships, businesses or other relationships through PFI</li> <li>3. 90% of members report they participated in PFI programs</li> <li>4. PFI membership tops 5,000; 75% of members renew each year</li> </ol>	<ol style="list-style-type: none"> <li>1. 50% of PFI farmers decrease use of external inputs (such as pesticides and fertilizers)</li> <li>2. 50% of PFI farmers increase their use of cover crops</li> <li>3. 10% of PFI farmers add a third crop to their corn-soybean rotation</li> <li>4. 70% of PFI farmers report that participation in PFI has helped them improve stewardship</li> <li>5. 75% of PFI farmers increase conservation investment (in field and edge of field)</li> <li>6. 40% increase renewable energy/conservation</li> </ol>	<ol style="list-style-type: none"> <li>1. 65% of PFI farmers and all SIP graduates improve profitability/efficiency</li> <li>2. 75% of PFI farmers make progress on desired % of farm income</li> <li>3. Members' average number of enterprises contributing to farm income increases 20%</li> <li>4. 60% of members are more satisfied with work-life balance</li> <li>5. 40% of members report their association with PFI has helped them begin transition planning</li> </ol>	
	<b>Strategies</b>	<ol style="list-style-type: none"> <li>1. Members hold annual social events in 15 mini-regions</li> <li>2. Advisory group active for each program area ensures that programming is farmer-directed</li> <li>3. Membership corps recruits new members and helps Board contact new members individually within one month of joining</li> <li>4. Friends of farmers invest in and/or sell/rent to PFI farmers</li> <li>5. Train and help 12 nonfarmer outreach leaders become advocates for farmers</li> <li>6. Extensive media secured where farmers share their conservation successes and challenges (at least 80 farmers annually)</li> </ol>	<ol style="list-style-type: none"> <li>1. Hold at least 150 face-to-face events yearly</li> <li>2. Conduct at least 60 research and demonstration projects annually; quantify ecological and economic results</li> <li>3. Help farmers place 12 media pieces on the need for responsible energy use; help 30 make energy improvements; continue to track long-term data and publicize efforts of four showcase farms</li> <li>4. Train 30 farmer experts to take calls (10 per year) and give presentations (2 per year) on cover crops, small grain production and more</li> <li>5. Serve 50 non-operator landlords through Practical Landowner Services</li> <li>6. Work on Conservation Stewardship Program, Environmental Quality Incentives Program, state nutrient management strategy; increase PFI action group to 30; increase Soil and Water Conservation District commissioner members to 60</li> </ol>	<ol style="list-style-type: none"> <li>1. 50 farmers share actual financial and production information that allows other farmers to examine enterprise and whole farm profitability</li> <li>2. PFI farmers report an increase in demand for non-GMO crops, small grains and direct/specialty livestock markets</li> <li>3. Strengthen mentoring through SIP, Labor4Learning, other programming</li> <li>4. Help 120 complete SIP</li> <li>5. Tap at least 12 financial experts yearly to advise PFI farmers</li> <li>6. Help farmers avoid spray drift, respond effectively when sprayed, monitor 20 sites for drift</li> <li>7. 100 farmers communicate farm vision/goals; 36 media pieces on farm transfer</li> <li>8. Advocate for beginning farmer tax credits, funding, other farm viability policies</li> </ol>	
<b>Vision:</b> Farms that are prized for their diversity of crops and livestock, their wildlife, healthy soils, innovations, beauty and productivity Their connection to a rich past and a fulfilling present where individuals and families are earning a good living Food celebrated for its connections to local farmers, to seasons, to hard work, and good stewardship Communities alive with diverse connections between farmers and friends of farmers Places where commerce, cooperation, creativity and spirituality are thriving Places where the working landscape, the fresh air and the clean water remind us of all that is good about Iowa.					