

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

| | GOAL 1: Practical Farmers builds community in Iowa and beyond | GOAL 2: Farmers are stewards of our natural resources | GOAL 3: Farmers, farms and food systems are viable |
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| Three-Year Measurement of Success | <ol style="list-style-type: none"> 90% of members report an increased sense of community 80% of members report they have formed friendships, businesses or other relationships through PFI 90% of members report they participated in PFI programs PFI membership tops 5,000; 75% of members renew each year | <ol style="list-style-type: none"> 50% of PFI farmers decrease use of external inputs (such as pesticides and fertilizers) 50% of PFI farmers increase their use of cover crops 10% of PFI farmers add a third crop to their corn-soybean rotation 70% of PFI farmers report that participation in PFI has helped them improve stewardship 75% of PFI farmers increase conservation investment (in field and edge of field) 40% increase renewable energy or conservation | <ol style="list-style-type: none"> 65% of PFI farmers and all SIP graduates improve profitability or efficiency 75% of PFI farmers make progress toward their desired percentage of farm income Members' average number of enterprises contributing to farm income increases 20% 60% of members are more satisfied with work-life balance 40% of members report their association with PFI has helped them begin transition planning |
| Strategies | <ol style="list-style-type: none"> Members hold annual social events in 15 mini-regions Advisory group active for each program area ensures programming is farmer-directed Membership corps recruits new members and helps the board contact new members individually within one month of joining Friends of farmers invest in, sell or rent to PFI farmers Train and help 12 non-farmer outreach leaders become advocates for farmers Extensive media secured where farmers share their conservation successes and challenges (at least 80 farmers annually) | <ol style="list-style-type: none"> Hold at least 150 face-to-face events yearly Conduct at least 60 research and demonstration projects annually; quantify ecological and economic results 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 Train 30 farmer experts to take calls (10 per year) and give presentations (2 per year) on cover crops, small grains production and more Serve 50 non-operator landlords through Practical Landowner Services Work on Conservation Stewardship Program, Environmental Quality Incentives Program and state nutrient management strategy; increase PFI action group to 30; increase Soil and Water Conservation District commissioner members to 60 | <ol style="list-style-type: none"> 50 farmers share actual financial and production information that allows other farmers to examine enterprise and whole-farm profitability PFI farmers report an increase in demand for non-GMO crops, small grains and direct or specialty livestock markets Strengthen mentoring through SIP, Labor4Learning and other programming Help 120 complete SIP Tap at least 12 financial experts yearly to advise PFI farmers Help farmers avoid spray drift; respond effectively when sprayed; monitor 20 sites for drift 100 farmers communicate farm vision and goals; 36 media pieces on farm transfer Advocate for beginning farmer tax credits, funding and other farm viability policies |

Mission:
 Strengthening farms and communities through farmer-led investigation and information-sharing

Vision:
 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.

Guiding principles of our work:

- 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.