

WELCOME!

Practical Farmers of Iowa
Annual Business Meeting



AGENDA

- Introductions and acknowledgements
- PFI update and financial report
- Board elections
- Sustainable agriculture achievement award
- Keynote address

THANK YOU FOOD SUPPLIERS!

- AJ Farms
- Appleberry Farm
- Crooked Gap Farm
- Darren Fehr
- Dick Schwab
- Early Morning Harvest
- Grinnell Heritage Farm
- Hansen's Dairy
- Iowa Choice Harvest
- Lee's Greens
- Madsen Stock Farm
- One Farm

- Organic Greens
- Remnant Hills Farm
- Rolling Acres Farm
- Turkey River Farm
- Wallace Center

Food procured with assistance from
Farmtable Delivery

Donations from:

- Niman Ranch
- Wheatsfield Cooperative
- Rosmann Family Farm

THANK YOU SPONSORS! LEVEL A SPONSORS

- Albert Lea Seed
- Applegate
- Clif Bar and Co.
- Grain Millers
- Iowa State University
Graduate Program in
- Sustainable
Agriculture/Agronomy
Department
- Niman Ranch
- Premier 1 Supplies
- USDA/NRCS

THANK YOU SPONSORS! LEVEL B SPONSORS

- Catalyst NNG
- Hall Roberts' Son/The Fertrell Company
- Iowa Farm Bureau Federation
- Iowa SARE
- Iowa State University Extension and Outreach
- Iroquois Valley Farms
- Lemken USA
- Man@Machine
- Stonebridge Ltd.
- USDA Farm Service Agency
- Welter Seed and Honey Co.

THANK YOU SPONSORS! LEVEL C SPONSORS

- American National Insurance
- Bay Shore Sales
- Blue River Organic Seed
- Center for Rural Affairs
- Deer Creek Seed, Inc.
- Genetic Enterprises International
- Henry A. Wallace Chair for Sustainable Agriculture, Iowa State University
- I-CASH
- Iowa Cover Crop
- Iowa Organic Association
- La Crosse Seed
- Nature's Best, LLC
- Nature's International Certification Services
- Peoples Company
- Rimol Greenhouse Systems
- Riverside Feeds, LLC
- Saddle Butte Ag Inc.
- Trees Forever

THANK YOU VOLUNTEERS

Practical Farmers of Iowa Members

- Deb Draper
- Beth Grabau
- Alice McGary
- Santos Nunez
- Scattergood Friends School
- Jordan Scheibel
- Julia Slocum
- Dave Stevenson
- Paula Stevenson

Other Volunteers

- Ames Convention and Visitors Bureau
- Jared Dressman
- Erik Eastman
- FoodCorps IA
- Jaime Foxen
- ISU Rodeo Club
- Chris Stevenson

BOARD OF DIRECTORS

- Nathan Anderson, (Northwest)
- Gayle Olson (Southeast)
- Ann Franzenburg (Northeast),
Secretary
- Tyler Franzenburg (at large)
- Gail Hickenbottom (at large),
Treasurer
- Wendy Johnson (North
Central), *Vice President*
- Vic Madsen (at large)
- Mark Peterson (Southwest),
President
- Mark Queue (at large)
- David Rosmann (at large)
- Kurt Van Hulzen (at large)
- Julie Wheelock (at large)

ERICA ANDORF, OFFICE MANAGER



SAMANTHA BECKMAN, OFFICE SUPPORT



DEBRA BOEKHOLDER,
MEMBERSHIP AND EVENTS ASSISTANT



ALISHA BOWER,
MIDWEST COVER CROP ASSOCIATE



SARAH CARLSON,
MIDWEST COVER CROP DIRECTOR



STEVE CARLSON,
BEGINNING FARMER ASSOCIATE



HENRY CORBIN, MULTIMEDIA ASSISTANT



MEGHAN FILBERT,
LIVESTOCK COORDINATOR



LAURA FRESCOLN, PROGRAM DIRECTOR



STEFAN GAILANS,

RESEARCH AND FIELD CROPS DIRECTOR



SUZI HOWK,

FINANCE AND BENEFITS MANAGER



LIZ KOLBE, HORTICULTURE COORDINATOR



TAMSYN JONES,
OUTREACH AND PUBLICATIONS COORDINATOR



RICHARD LANE,
MIDWEST COVER CROP ASSISTANT



NICK OHDE,
RESEARCH AND MEDIA COORDINATOR



GREG PADGET, BEGINNING FARMER
MANAGER



KATHY EASTMAN,
CONFERENCE COORDINATOR



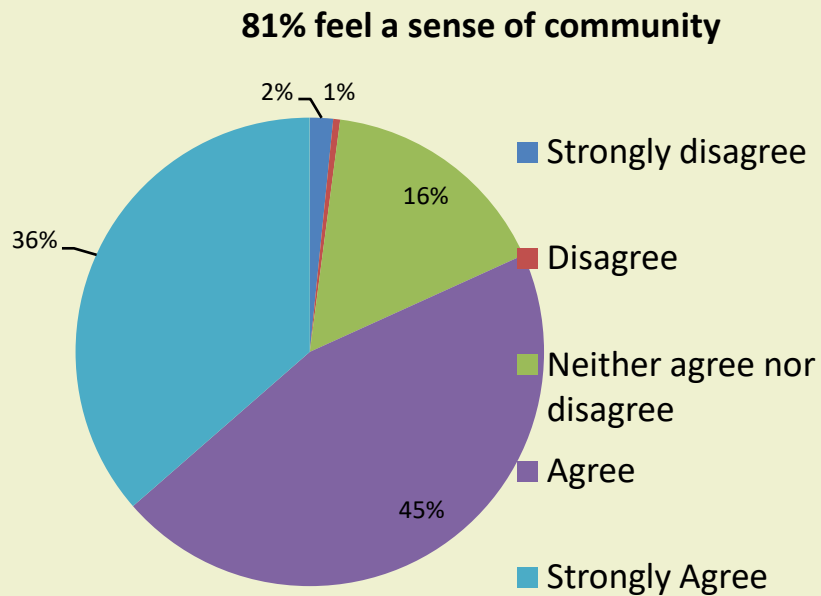
SALLY WORLEY, EXECUTIVE DIRECTOR



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| <div>Values</div> <div>Welcoming everyone</div> <div>Creativity, collaboration, and community</div> <div>Viable farms now and for future generations</div> <div>Stewardship and ecology</div> | | <div>GOAL 1: Practical Farmers builds community in Iowa and beyond</div> <div>1. 90% of members report an increased sense of community</div> <div>2. 80% of members report they have formed friendships, businesses or other relationships through PFI</div> <div>3. 90% of members report they participated in PFI programs</div> <div>4. PFI membership tops 5,000; 75% of members renew each year</div> | <div>GOAL 2: Farmers are stewards of our natural resources</div> <div>1. 50% of PFI farmers decrease use of external inputs (such as pesticides and fertilizers)</div> <div>2. 50% of PFI farmers increase their use of cover crops</div> <div>3. 10% of PFI farmers add a third crop to their corn-soybean rotation</div> <div>4. 70% of PFI farmers report that participation in PFI has helped them improve stewardship</div> <div>5. 75% of PFI farmers increase conservation investment (in field and edge of field)</div> <div>6. 40% increase renewable energy on</div> | <div>GOAL 3: Farmers, farms and food systems are viable</div> <div>1. 65% of PFI farmers and all SIP graduates improve profitability or efficiency</div> <div>2. 75% of PFI farmers make progress toward desired percentage of farm income from non-farm sources</div> <div>3. Members' average net worth increases, contributing to farm viability</div> <div>4. 60% of PFI farmers complete a succession or transition planning</div> | <div>Mission:</div> <div>Farms and communities through farmer-led investigation and information-sharing</div> |
| | <div>Three-Year Measurement of Success</div> | | | | |
| | <div>Strategies</div> <div>1. Members hold annual social events in 15 mini-regions</div> <div>2. Advisory group active for each program area ensures programming is farmer-directed</div> <div>3. Membership corps recruits new members and helps the board contact members individually within mini-regions</div> <div>4. Friends of PFI farmers recruit new members and help existing members succeed where farmers struggle</div> <div>5. PFI farmers share their successes and challenges with at least 80 farmers annually</div> | <div>1. Hold at least 10 mini-region events</div> <div>2. Conduct mini-region economic development projects</div> <div>3. Create 30 pieces on the need for conservation; help 30 make energy audits; continue to track long-term data and trends of four showcase farms</div> <div>4. Train 30 farmer experts to take calls (10 per year) and give presentations (2 per year) on cover crops, small grains production and more</div> <div>5. Serve 50 non-operator landlords through Practical Landowner Services</div> <div>6. 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</div> | <div>1. 50 farmers share actual financial and production information that allows other farmers to examine enterprise and whole-farm profitability</div> <div>2. PFI farmers report an increase in demand for non-GMO crops, small grains and direct or specialty livestock markets</div> <div>3. Strengthen mentoring through SIP, Labor4Learning and other programming</div> <div>4. Help 120 complete SIP</div> <div>5. Tap at least 12 financial experts yearly to advise PFI farmers</div> <div>6. Help farmers avoid spray drift; respond effectively when sprayed; monitor 20 sites for drift</div> <div>7. 100 farmers communicate farm vision and goals; 36 media pieces on farm transfer</div> <div>8. Advocate for beginning farmer tax credits, funding and other farm viability policies</div> | | |
| <div>What does this mean???</div> | | | | | |
| <div>Vision:</div> <div>Farmers are prized for their diversity of crops and livestock, their wildlife, healthy soils, innovations, beauty and productivity</div> <div>Their connection to a rich past and a fulfilling present where individuals and families are earning a good living</div> <div>Food celebrated for its connections to local farmers, to seasons, to hard work, and good stewardship</div> <div>Communities alive with diverse connections between farmers and friends of farmers</div> <div>Places where commerce, cooperation, creativity and spirituality are thriving</div> <div>Places where the working landscape, the fresh air and the clean water remind us of all that is good about Iowa.</div> | | | | | |
| <div>Guiding principles of our work:</div> <div>1. Farmers lead our programming.</div> <div>2. We focus on providing extensive opportunities for members and others to network (such as field days, pasture walks, farminars, conferences, workshops, etc.).</div> <div>3. We secure extensive media featuring farmers and our projects.</div> <div>4. On-farm research and demonstration is a core part of our programming.</div> <div>5. We partner with agencies, organizations and universities that can effectively help us achieve our goals.</div> | | | | | |

Goal 1: Practical Farmers builds community in Iowa and beyond

Target: 90% of members report an increased sense of community



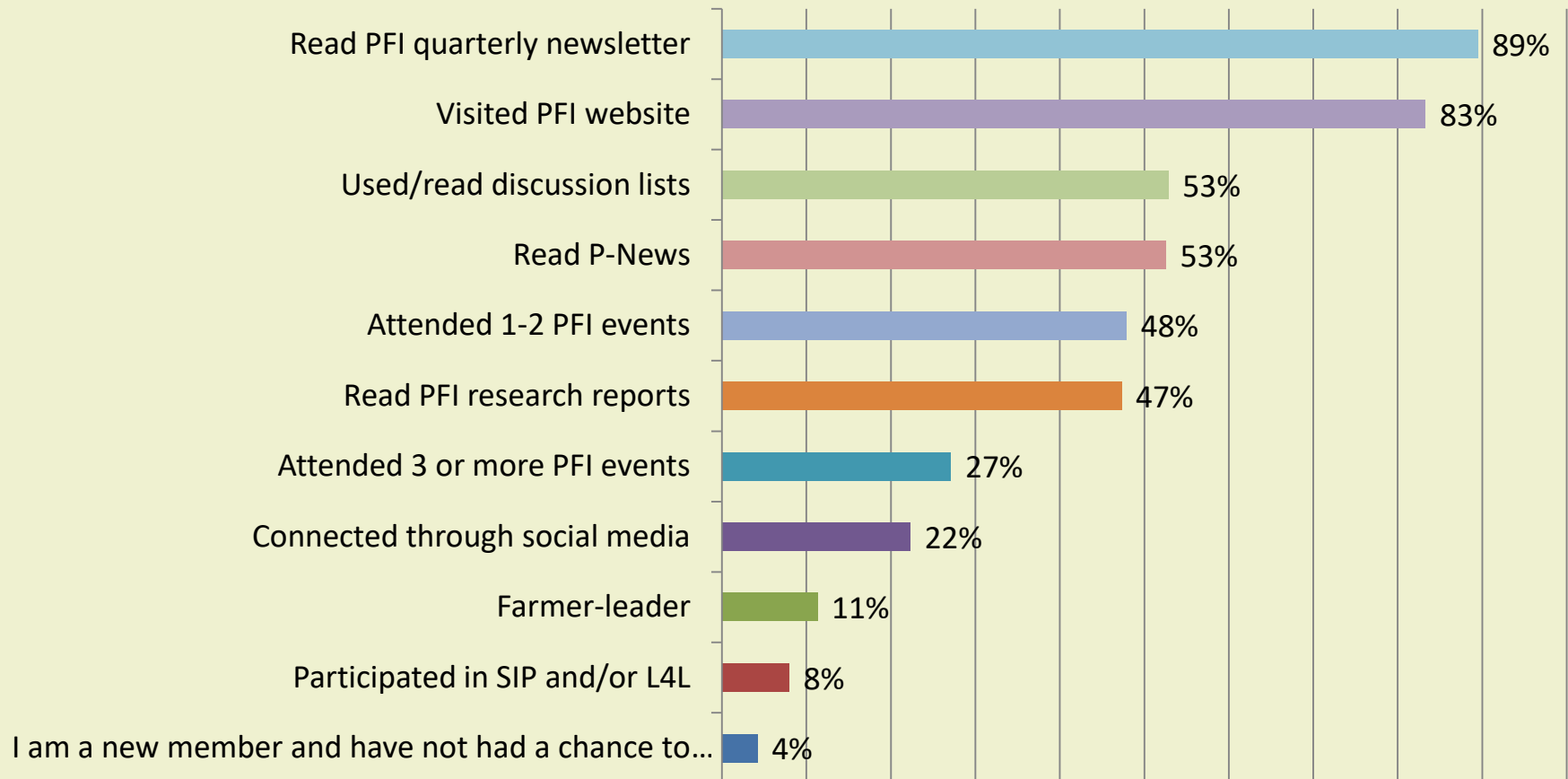
Target: 80% of members report they have formed friendships, businesses or other relationships through PFI

72% of members have formed friendships, business relationships or other relationships through their association with PFI



90% of members report they participated in PFI programs

Participation in PFI past 12 months



Goal 2: Farmers are stewards of our natural resources

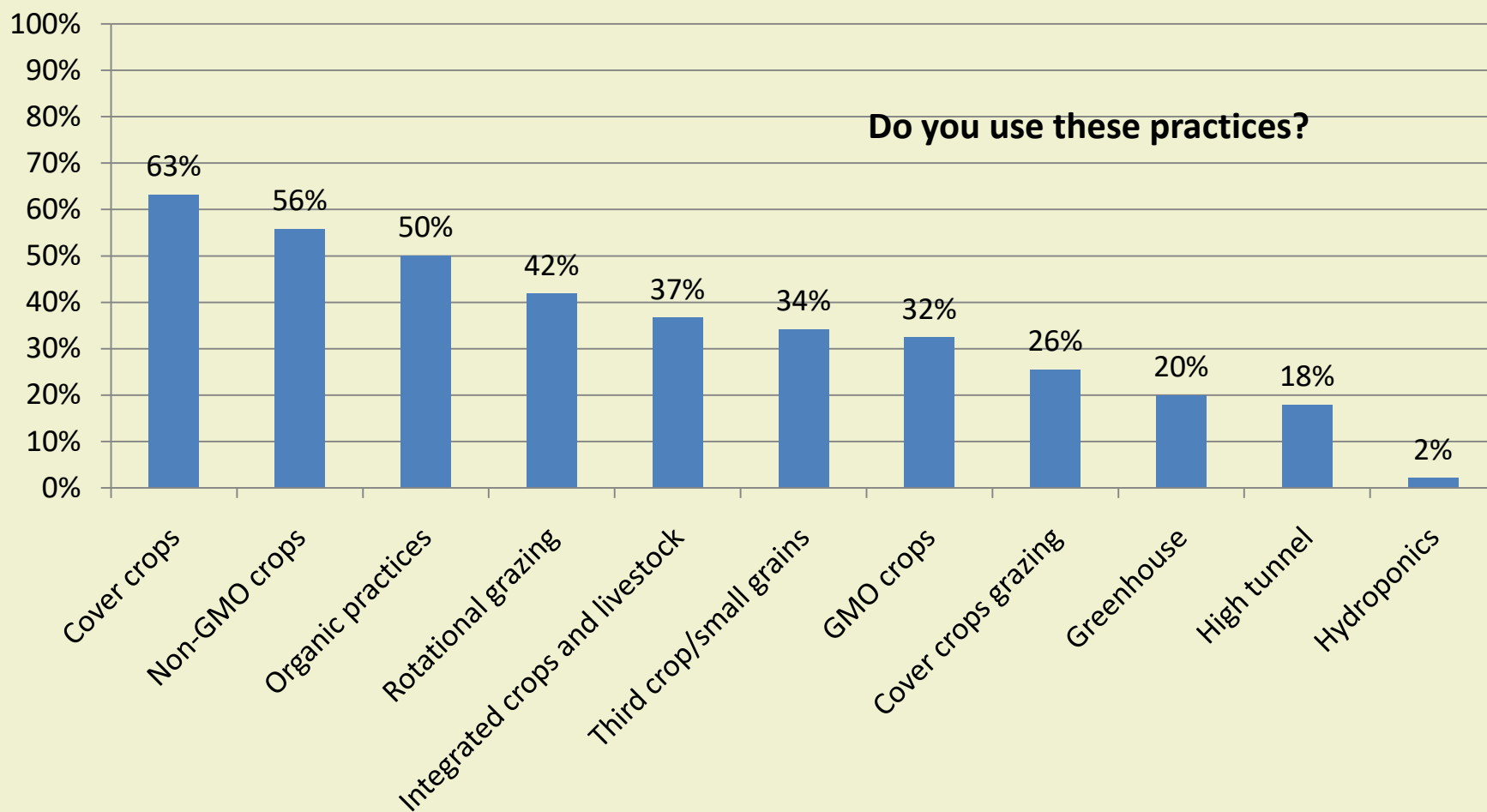
*Target: 50% of PFI farmers decrease use of external inputs
(such as pesticides and fertilizers)*

**52% of PFI farmer members report not using any inputs.
Of the 48% of members who used inputs, 36% decreased use.**



50% increase their use of cover crops

10% add a third crop to their corn-soybean rotation



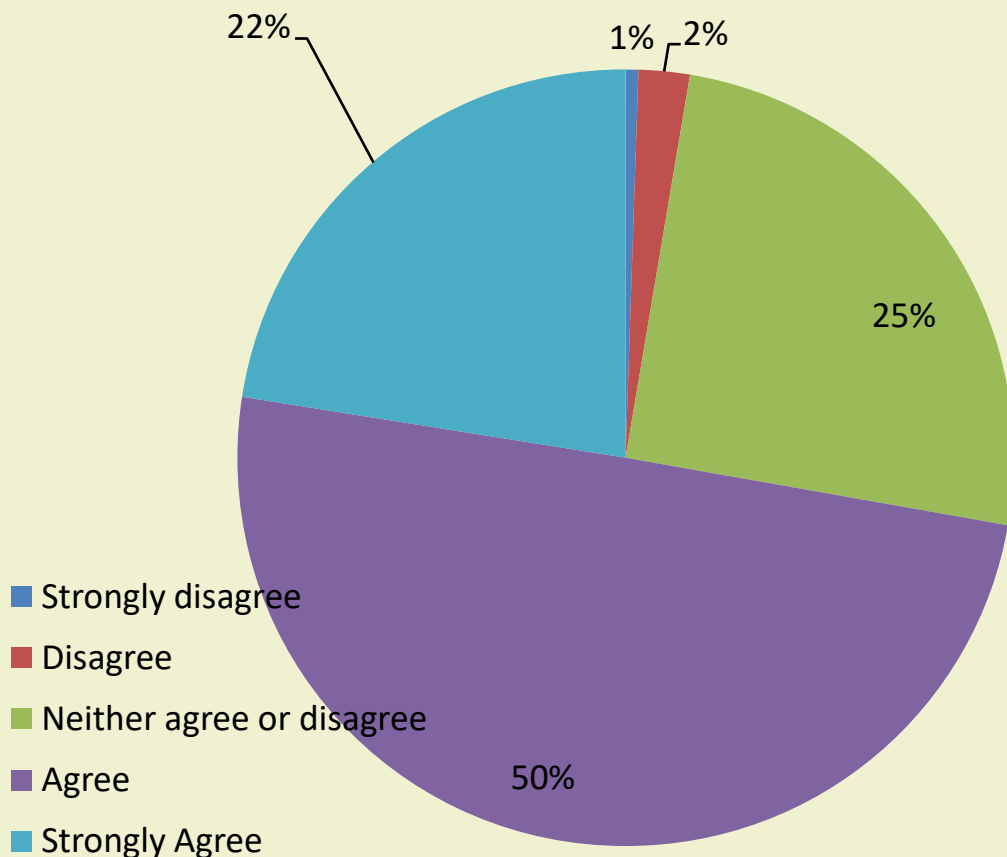
Corn and soy only: Cover crops--73% use, 50% increased

Small grains—55% use, 30% increased



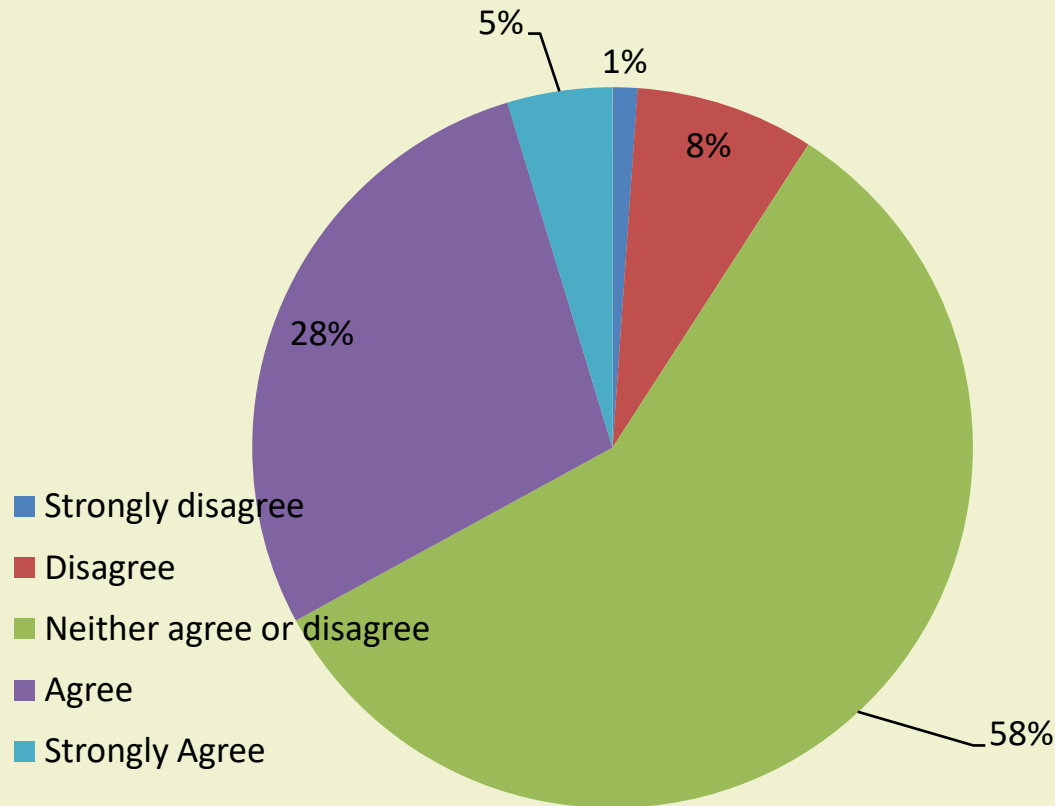
70% of PFI farmers report that participation in PFI has helped them improve stewardship

72%=PFI has helped me improve stewardship on my farm



40% INCREASE RENEWABLE ENERGY OR CONSERVATION

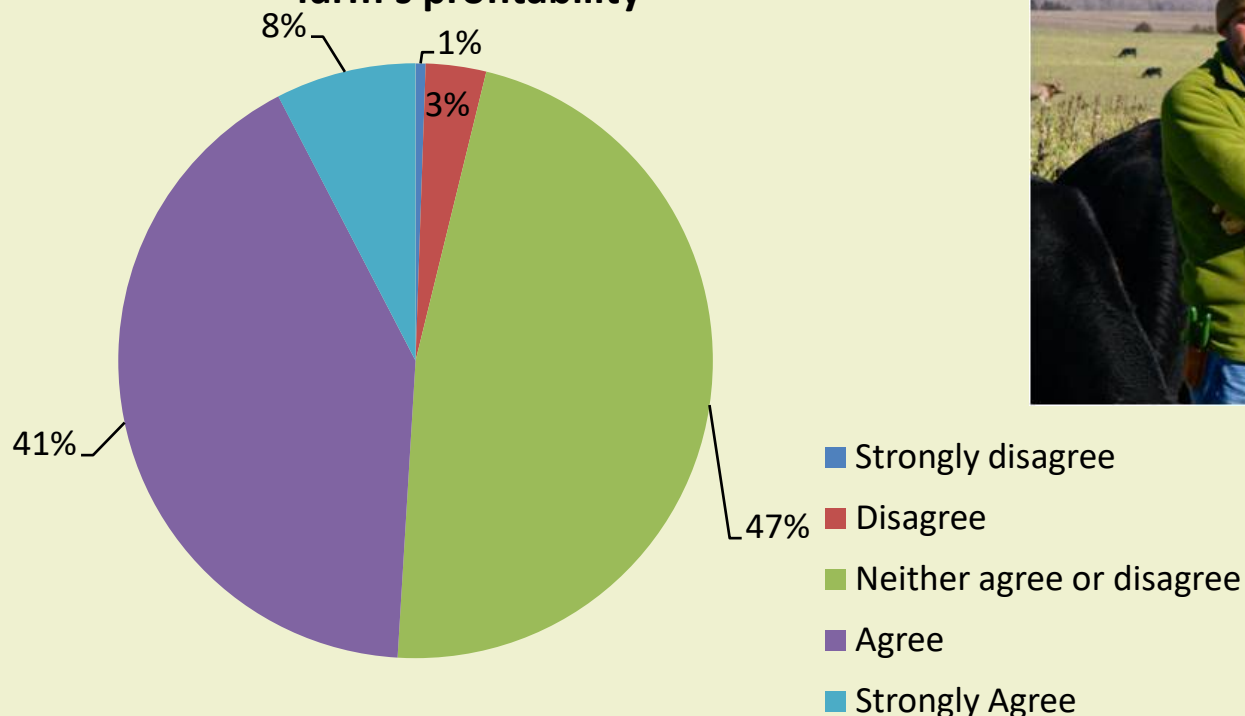
**33%=Participation in PFI has helped me improve renewable energy use
and/or energy conservation**



GOAL 3: Farmers, farms and food systems are viable

Target: 65% of PFI farmers improve profitability or efficiency

49 %=Participation in PFI has helped me improve my farm's profitability



75% OF PFI FARMERS MAKE PROGRESS TOWARD THEIR DESIRED PERCENTAGE OF FARM INCOME

2% exceeded their farm income goals.

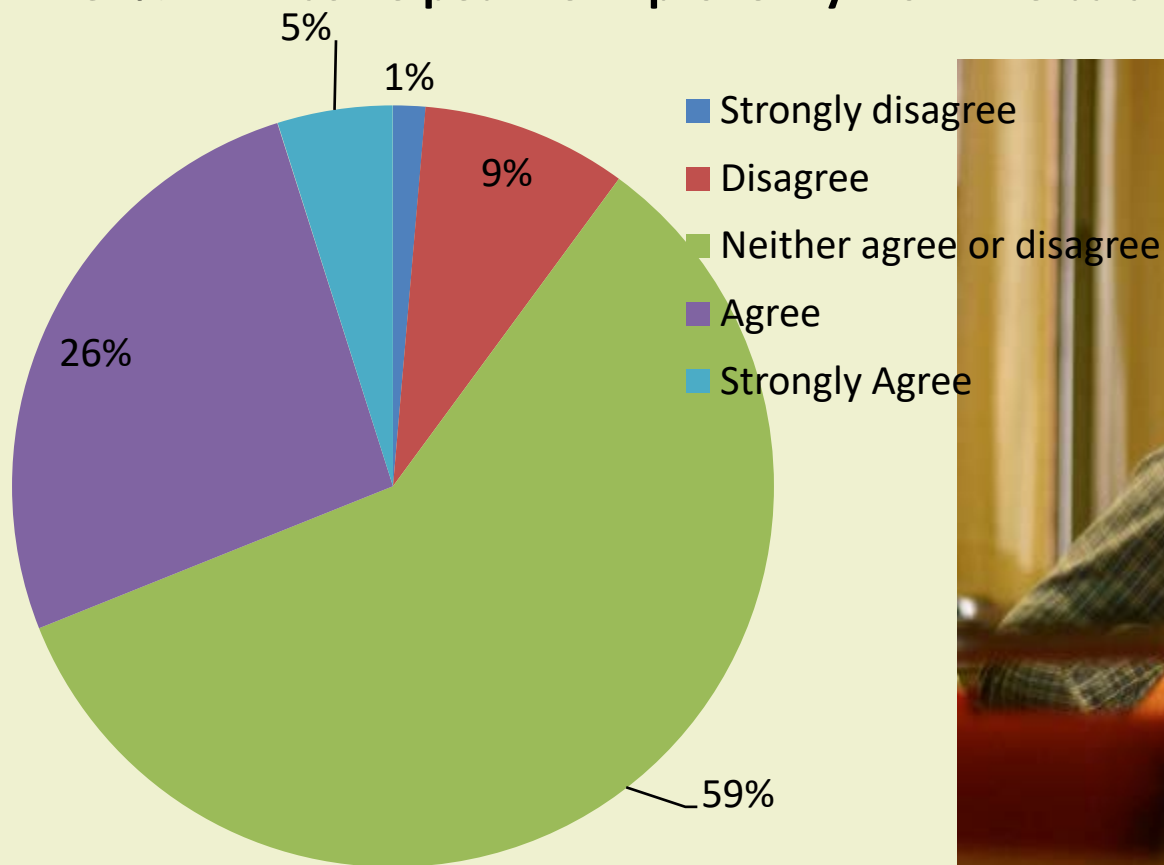
65% met their farm income goals

33% did not meet their
farm income goals



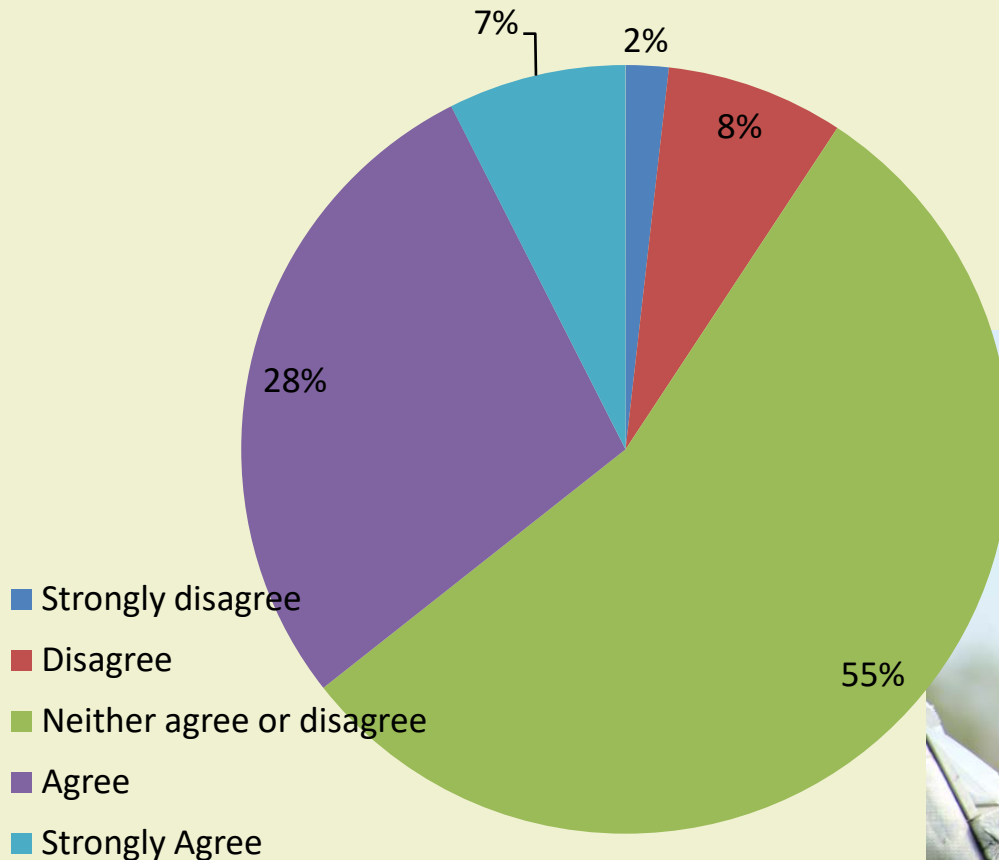
60% OF MEMBERS ARE MORE SATISFIED WITH WORK-LIFE BALANCE

31%=PFI has helped me improve my work-life balance



40% OF MEMBERS REPORT THEIR ASSOCIATION WITH PFI HAS HELPED THEM BEGIN TRANSITION PLANNING

35%=PFI has helped me improve transition planning for my farm



Thank you all for your hard work!

In 2017:

- 150+ farmer-led events
- Hundreds of member leaders
- Extensive farmer-led outreach
- 71 Farmer-led research trials
- Support for beginning farmers and farm transfer

LOOKING AHEAD: 2018-2020

Thank you team Strategic Planning!

Members: Paul Ackley, Tim Landgraf, Clark Porter

Board: Ann Franzenburg, Wendy Johnson, Gail

Hickenbottom

Staff: Sarah Carlson, Laura Frescoln, Greg

Padget, Sally Worley

Mission (the business we are in.)

Equipping farmers to build resilient farms and communities.



Vision (where we are going.)

Practical Farmers envisions an Iowa with healthy soil, healthy food, clean air, clean water, resilient farms and vibrant communities.



WE VALUE

- 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

Pillar 1: Practical Farmers builds community in Iowa and beyond



Pillar 2: Farmers and landowners are stewards of our natural resources



Pillar 3: Farmers, farms and food systems are viable



Pillar 4: PFI supports beginning farmers and farm transfer

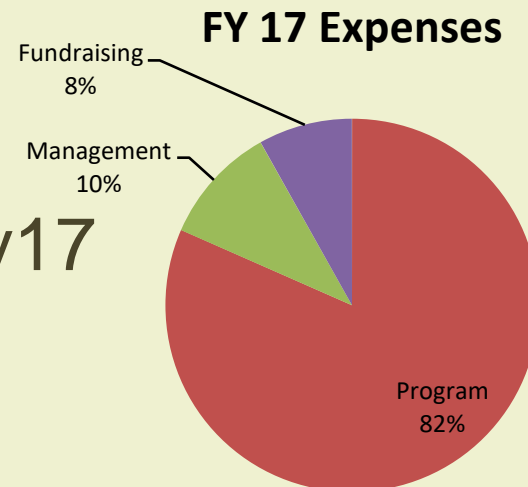


Pillar 5: Increase PFI's organizational capacity



FINANCIAL UPDATE

- FY17 budget=\$1.70 million
- Individual donations in fy17=\$74,327 + \$68,195 from Ruth Schoeneman
- 12 lifetime memberships in fy17=69 total
- 39 grants in FY17
- \$194,881 paid to farmers in fy17 + food purchases



This work means so much!



MEMBERSHIP VOTE

- Declaration of quorum
- Approve 2017 minutes



Board elections

Mark Quee, running for 2nd term as Farmer At-Large Director



Board elections

Lisa Schulte Moore, running for 1st term as Friend of Farmer

At-Large Director



Board Elections

Kurt Van Hulzen, running for 3rd term as Friend of Farmer At-Large Director



Board elections

Vic Madsen, running for 2nd term as Farmer At-Large Director

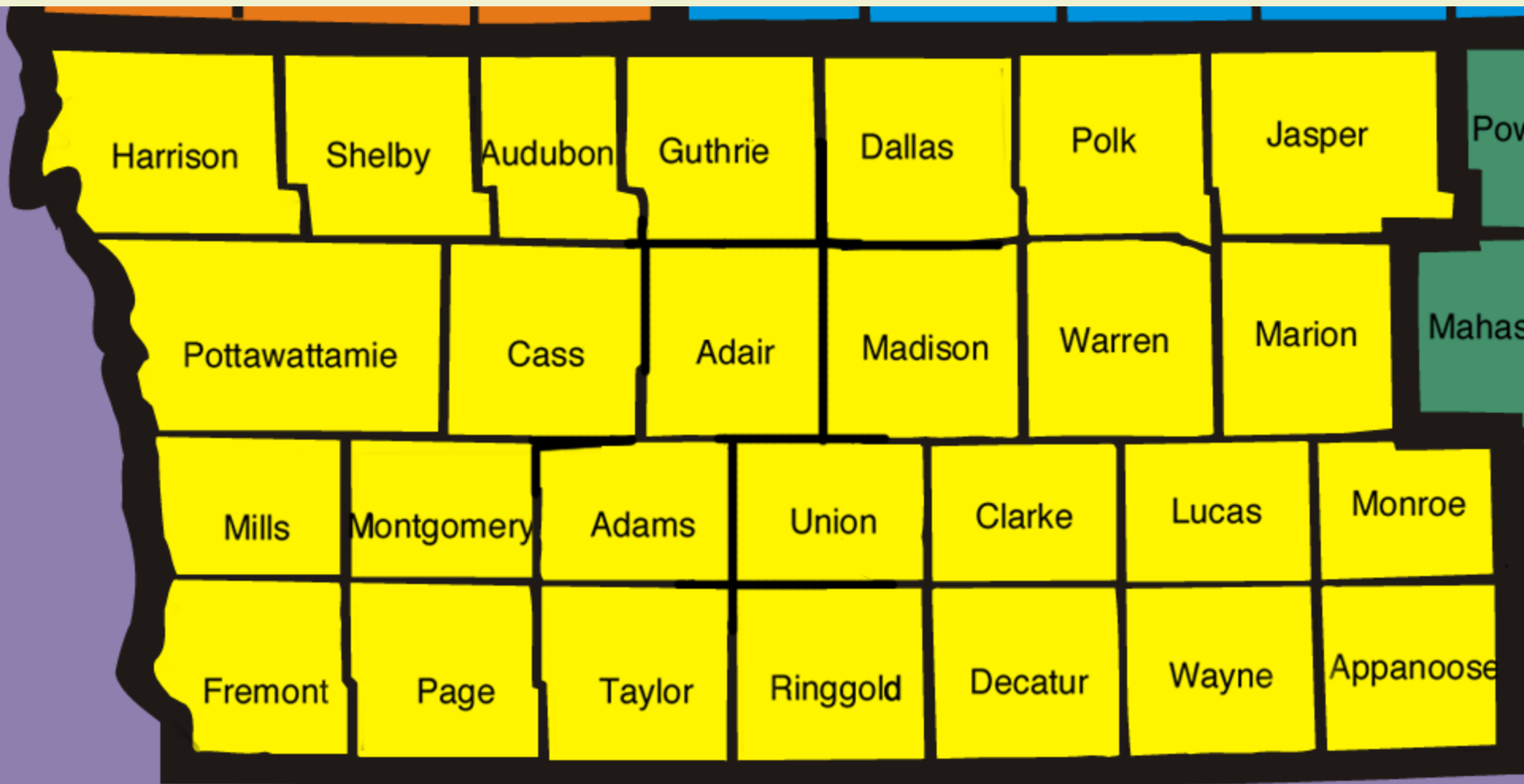


Board elections

Mark Peterson, running for 3rd term as District 4 (Southwest Iowa) Director



District 4



Sustainable Agriculture Award

Earl Hafner



KEYNOTE ADDRESS

An English Shepherd's Vision
to Revive Rural America

– James Rebanks



THANK YOU!

- Next: Potluck, CPMI Event Center
 - Hosted by Ty and Bobbie Gustafson, Donna Prizgintas and Lonna Nachtigal
- Tomorrow: Breakfast clusters start at 7:30
 - Sessions start at 8:30