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 FOOD SUPPLIERS!
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 Quee (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
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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<tr>
<td>Strategies</td>
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<td>Three-Year Measurement of Success</td>
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<td>GOAL 1: Practical Farmers builds community in Iowa and beyond.</td>
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<td>GOAL 2: Farmers are stewards of our natural resources.</td>
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<td>GOAL 3: Farmers, farms and food systems are viable.</td>
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<th>Vision: Places where the working landscape, the fresh air and the clean water remind us of all that is good about Iowa.</th>
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<td>Guiding principles of our work:</td>
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<td>What does this mean?</td>
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Goal 1: Practical Farmers builds community in Iowa and beyond

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

81% feel a sense of community

- Strongly disagree: 2%
- Disagree: 1%
- Neither agree nor disagree: 16%
- Agree: 45%
- Strongly Agree: 36%
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

- Read PFI quarterly newsletter: 89%
- Visited PFI website: 83%
- Used/read discussion lists: 53%
- Read P-News: 53%
- Attended 1-2 PFI events: 48%
- Read PFI research reports: 47%
- Attended 3 or more PFI events: 27%
- Connected through social media: 22%
- Farmer-leader: 11%
- Participated in SIP and/or L4L: 8%
- I am a new member and have not had a chance to...: 4%
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

My use of these practices has
70% of PFI farmers report that participation in PFI has helped them improve stewardship.
40% INCREASE RENEWABLE ENERGY OR CONSERVATION

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

- Strongly disagree: 5%
- Disagree: 1%
- Neither agree or disagree: 8%
- Agree: 28%
- Strongly Agree: 58%
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

- Strongly disagree: 5%
- Disagree: 9%
- Neither agree or disagree: 1%
- Agree: 26%
- Strongly agree: 59%
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

- Strongly disagree (7%)
- Disagree (2%)
- Neither agree or disagree (8%)
- Agree (28%)
- Strongly Agree (55%)
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 2\textsuperscript{nd} term as Farmer At-Large Director
Board elections

Lisa Schulte Moore, running for 1\textsuperscript{st} 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