

STRATEGIC PLAN 2018 – 2020

PILLARS

1 Practical Farmers builds community in Iowa and beyond	2 Farmers and landowners are stewards of our natural resources	3 Farmers, farms and food systems are viable	4 PFI supports beginning farmers and farm transfer	5 Increase PFI's organizational capacity
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STRATEGIES

Strategy applicable to pillars 1 – 4: Hold 175 events annually distributed among these four pillars.

<ul style="list-style-type: none"> • 80 PFI farmers featured annually in the media. • Hold 5 stand-alone socials across Iowa annually. • Help 12 non-farmers be advocates in the media for farm systems they support. • Improve online presence to reach and connect more people. • Hold annual donor cultivation event focused on PFI effectiveness, needs and opportunities for involvement. 	<ul style="list-style-type: none"> • Conduct 60 research and demonstration projects annually. • 1,000 farmers advertise the benefits of cover crops and small grains. • Place 10 media pieces highlighting conservation programs annually. • Conduct 2 workshops annually on alternative energy or energy conservation • Increase soil and water conservation district commissioners to 60. • Educate landowners on how to protect their land assets. • Create content for diversified agriculture discourse and educational materials. 	<ul style="list-style-type: none"> • Publish 50 enterprise or partial enterprise budgets. • Hold 32 farmer-led events annually on farm viability. • 50 farmers share market challenges and innovations in outreach material. • Host 3 buyer-seller receptions aimed at increasing markets. • 50 businesses disseminate PFI resources to their customer base. 	<ul style="list-style-type: none"> • Organize 30 beginning farmer and farm transfer events. • Facilitate beginning farmer and farm transfer peer groups. • Conduct beginning farmer and farm transfer outreach 39 times. • PFI website offers resources for people working on farm transfer. • 216 landowners and 864 land-seekers sign up for Find A Farmer. • 40 beginning farmers participate in Savings Incentive Program. • Aspiring farmers learn from experienced farmers through 24 Labor4Learning program matches. 	<ul style="list-style-type: none"> • Create advisory group to clarify PFI's role as a landowner. • Hold quarterly meetings or staff trainings. • Hold an annual staff retreat. • Offer annual volunteering days to build community outside of PFI. • Hold biannual staff socials for team development. • Offer professional development opportunities for each employee annually. • Realign organizational staffing structure to fill current and anticipated gaps. • Capture and share knowledge from 30 founding and long-time PFI members.
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(Measurements on back →)

Our Mission:

♦ Equipping farmers to build resilient farms and communities. ♦

Our Guiding Principles:

- ♦ 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.

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

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MEASUREMENTS				
<ul style="list-style-type: none"> • Membership tops 3,500 • 90% of members report an increased sense of community. • 80% of members report they have formed personal or business relationships through PFI. • 65% of members attend at least 1 face-to-face event. • 90% of members report reading PFI's communications. • 20% increase in website traffic. 	<ul style="list-style-type: none"> • 60% of PFI farmers increase their use of cover crops. • 35% of PFI farmers increase amount of third crops on their farm. • 75% of PFI farmers report increasing investment in conservation practices. • 40% of PFI farmers who use external, synthetic inputs reduce their use. • 40% of PFI farmers increase investment in edge of field practices. • Iowa has 1 million acres of cover crops. • Iowa has 100,000 acres of harvested small grains. • 10% of PFI farmers and landowners transition tillable land to perennial pasture. • 40% of non-operator landowners report increased conservation investment on their land. 	<ul style="list-style-type: none"> • 40% of members are more satisfied with their work-life balance. • 65% of PFI farmers report increased economic literacy. • 65% of PFI farmers report improved control of expenses. • 65% of PFI farmers report increased knowledge of financials per enterprise. • 35% of PFI farmers report meeting their farm income goals. • 40% of PFI farmers report increased markets or market access. • 40% of members report PFI helped them overcome barriers when adding additional enterprises. 	<ul style="list-style-type: none"> • 219 new farmers start farming with help from PFI. • 565 beginning farmers improve their farm businesses. • 15 beginning farmers add cover crop business enterprises. • 39 beginning farmers report PFI helped to develop and implement a business plan to make improved business decisions or seek adequate farm financing. • 39 beginning farmers maintain a mentorship with an experienced farmer to develop a strong understanding of running a farm business. • 40% of members report PFI has helped them begin to plan for farm transfer. • 15 beginning farmers acquire land access. 	<ul style="list-style-type: none"> • PFI develops policies and guidelines for Practical Farmers' land ownership. • PFI staff achieve 90% of their annual goals. • PFI rankings improve for organizational health • 100% of PFI employees participate in volunteering days, staff socials and retreats.

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