



2021-2023 Strategic Plan

Our Mission

Equipping farmers to build resilient farms and communities.

Our Vision

An Iowa with healthy soil, healthy food, clean air, clean water, resilient farms and vibrant 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 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

Strategic Planning Creation Process

Practical Farmers of Iowa (PFI) engaged Mission Matters to facilitate a process to create a strategic plan for the organization around the central question:

How might we, Practical Farmers of Iowa, build on our strengths and explore new areas of growth in the future?

2021–2023 Practical Vision

“What do we want to see in place in three years as a result of our collective actions?”

Many voices driving Iowa's agriculture narrative	Effective leaders creating positive change for our food and farm systems	PFI well-positioned for success, impact, and growth	Robust markets for a diversity of farm products	Healthy environments stemming from responsible land stewardship	Thriving rural communities filled with resilient and profitable farms	Farming is a desirable vocation and new farmers are equipped to succeed	A diverse and inclusive PFI network
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Our Strategic Directions are...

“What practical, substantial actions will draw on our strengths and remove barriers as we move toward our vision?”

Equipping a deep bench of leaders to inspire change towards a diverse and vibrant landscape

Strengthening our network to foster deeper connections, a sense of shared community and partnerships that help spread PFI's vision

Driving the food and farming narrative and amplifying diverse viewpoints

Paving a path to prosperity for regional food and farm businesses

Growing organizational capacity for long-term impact

For more background and details about Practical Farmers' strategic plan, contact Sally Worley, sally@practicalfarmers.org, (515) 232-5661.

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