



Coming HOME

**Practical Farmers of Iowa
Virtual Annual Conference
January 21-23, 2021**





WELCOME!

Annual Business Meeting

January 22, 2021

AGENDA



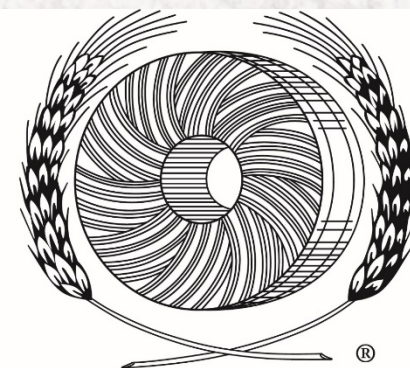
- Acknowledgements
- Membership vote – online!
 - Approve 2020 business meeting minutes
 - Board elections
- PFI update and financial report
- Sustainable agriculture achievement award presentation

THANK YOU
FOOD PRODUCERS!



THANK YOU SPONSORS!

Level A Sponsors



GRAIN MILLERS



WELTER SEED & HONEY CO.

17724 Hwy. 136
Onslow, IA 52321-7549
(800) 470-3325
www.welterseed.com



THANK YOU SPONSORS!

Level B Sponsors



- Center for Rural Affairs
- Farm Aid
- Hall Roberts' Son Inc.
- High Mowing Organic Seeds
- Iowa Agriculture Water Alliance
- Iowa Environmental Council
- Iowa Farm Bureau Federation
- Iowa's Center for Agricultural Safety and Health
- ISU Graduate Program in Sustainable Agriculture and the Dept of Agronomy
- Johnny's Selected Seeds
- Pipeline Foods
- Riverside Feeds, LLC
- Saddle Butte Ag Inc.
- Sunderman Farm Management Co.
- Sustainable Agriculture Research and Education (SARE)
- Treffler-Man@Machine
- USDA-NRCS



The Virtual Exhibit Hall

The exhibit hall at the PFI conference is always a highlight with our attendees. This year, it will be different – but there are still many ways to connect with the many organizations that support PFI and our farmers. Please take some time to visit these virtual exhibitor booths!

Navigate the Virtual Exhibit Hall

From the virtual exhibitor hall, you can scroll through the exhibitors, or search and filter based on name, company type, or keywords. From the exhibitor's profile, you may:

1. Leave a message and your contact information for the exhibitor to follow-up later
2. Enter the Virtual Tradeshow Booth to video chat with that organization's representatives
3. Post messages or questions to the organization
4. Send a direct message or schedule a meeting with the organization's staff
5. Download handouts, visit the organization's social media accounts and watch videos

The screenshot shows the 'Coming HOME' virtual exhibit hall interface for 'Practical Farmers of Iowa'. The interface is divided into several sections:

- Navigation Bar:** Home, Schedule, People, Sponsors, Exhibitor Hall, Evening Features, Best of PFI, En Español, Conversations, My Profile, Support.
- Exhibitor Profile:**
 - Practical Farmers of Iowa:** EXHIBITOR
 - Description:** Equipping farmers to build resilient farms and communities. Our vision is an Iowa with healthy soil, healthy food, clean air, clean water, resilient farms and vibrant communities.
 - We believe in:**
 - 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
 - Type:** EXHIBITOR
 - Video:** Growing More Than Crops (with a play button icon)
 - Social Media:** Facebook, Twitter, Instagram, LinkedIn
 - Links:** <https://practicalfarmers.org/>
- Discussion:**
 - ENTER VIRTUAL TRADESHOW BOOTH:** (Button)
 - Discussion:** NEW CONVERSATION (Button)
 - Steve Carlson:** 2 days ago. Stop and chat with us! To chat with PFI staff, enter the virtual tradeshow booth from the button above, type us a message here, or contact any of our staff by clicking on their profile below.
 - Staff Profiles:**
 - Steve Carlson: Membership Manager
 - Liz Kolbe: education and engagement director
 - Sarah Krumm: Graphic Design & Photography Coordinator
 - Maggie Norton: Farmer Outreach Coordinator
 - Jason Tetrick: Digital Media Coordinator
- File:** PFI Membership Brochure (Download icon)





NEED HELP?



Coming HOME

[Home](#)[Schedule](#)[People](#)[Sponsors](#)[Exhibitor Hall](#)[Evening Features](#)[Best of PFI](#)[En Español](#)[Conversations](#)[My Profile](#)[Support](#)[FAQs](#)

Frequently Asked Questions



PFI BOARD OF DIRECTORS



- Nathan Anderson (Northwest), *Secretary*
- Carmen Black (at large)
- Jack Boyer (at large)
- Ann Franzenburg (Northeast), *Vice President*
- Wendy Johnson (North Central), *President*
- Kristine Lang (non-farmer at large)
- Vic Madsen (at large)
- Gayle Olson (Southeast)
- Mark Peterson (Southwest)
- Mark Quee (at large)
- David Rosmann (at large)
- Lisa Schulte Moore (non-farmer at large), *Treasurer*



MEMBERSHIP VOTE



- Approve 2020 business meeting minutes
- Approve board candidates



JON BAKEHOUSE



Running for 1st term as District 4 (Southwest) Director



VIC MADSEN

Running for 3rd term as Farmer At-Large Director



MARK QUEE

Running for 3rd term as Farmer At-Large Director



LISA SCHULTE MOORE

Running for 2nd Term as Friend of Farmer
At-Large Director



PFI UPDATE

Financial Update

Membership Update

2020 Year in Review

Last Strategic Plan Report Card

Strategic Plan Reveal



MEMBERSHIP UPDATE

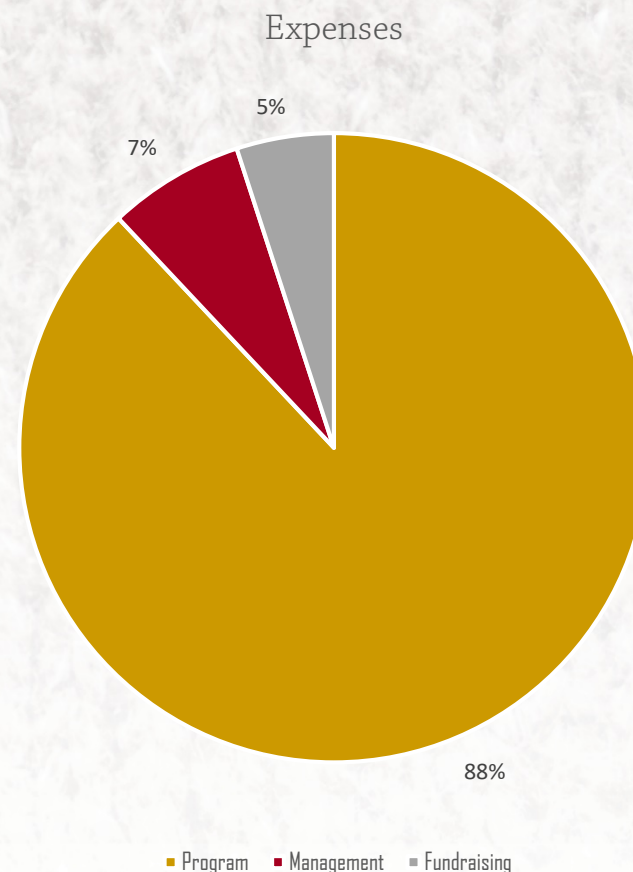
Current membership: 4,624



FINANCIAL SNAPSHOT



- \$3.24 million budget
- 52 grants
- \$106,843 donations
- \$91,666 in memberships + \$13,000 in lifetime memberships
- \$517,238 paid directly to farmers



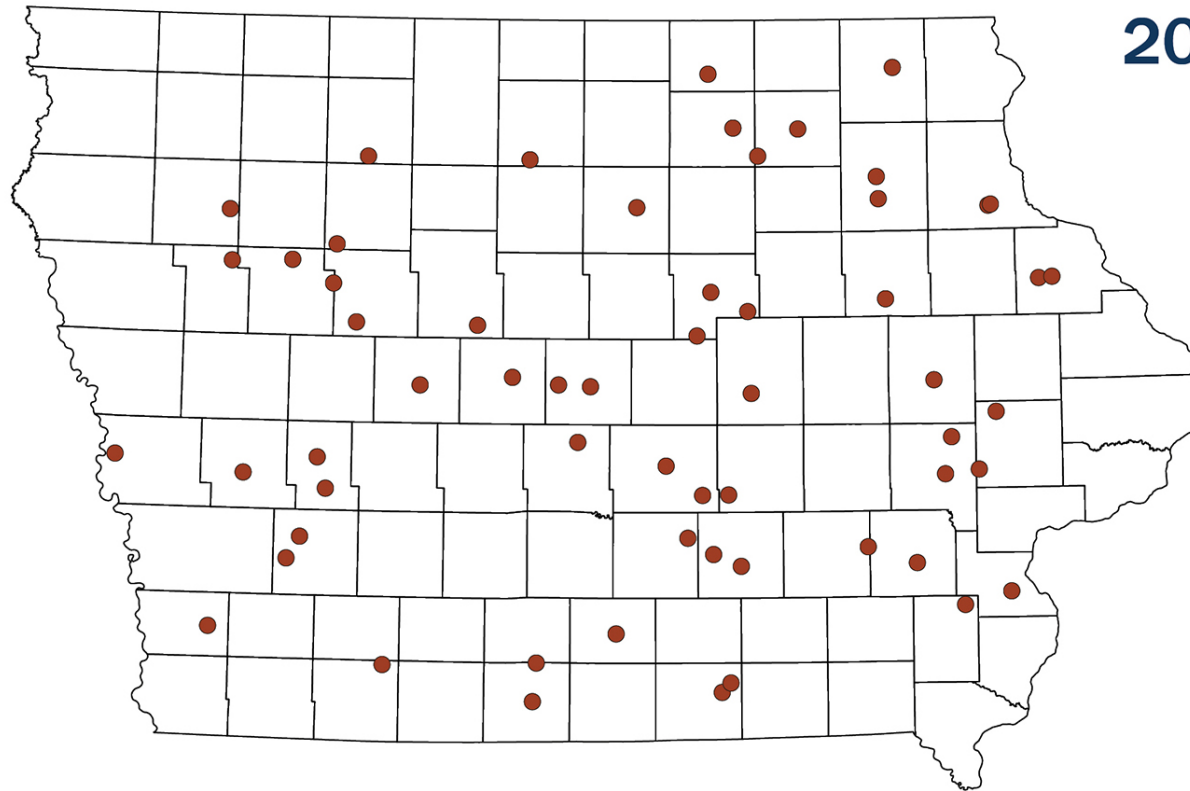
2020: A YEAR TO REMEMBER



FARMER-LED RESEARCH



PRACTICAL FARMERS OF IOWA
**COOPERATORS'
PROGRAM**



2020 On-Farm Research Project Locations

66

of farmer-
cooperators
participating

81

of trials
completed
in 2020

DAVE SCHMIDT - Audubon

Stage 1: Skepticism



Stage 2: Hunger

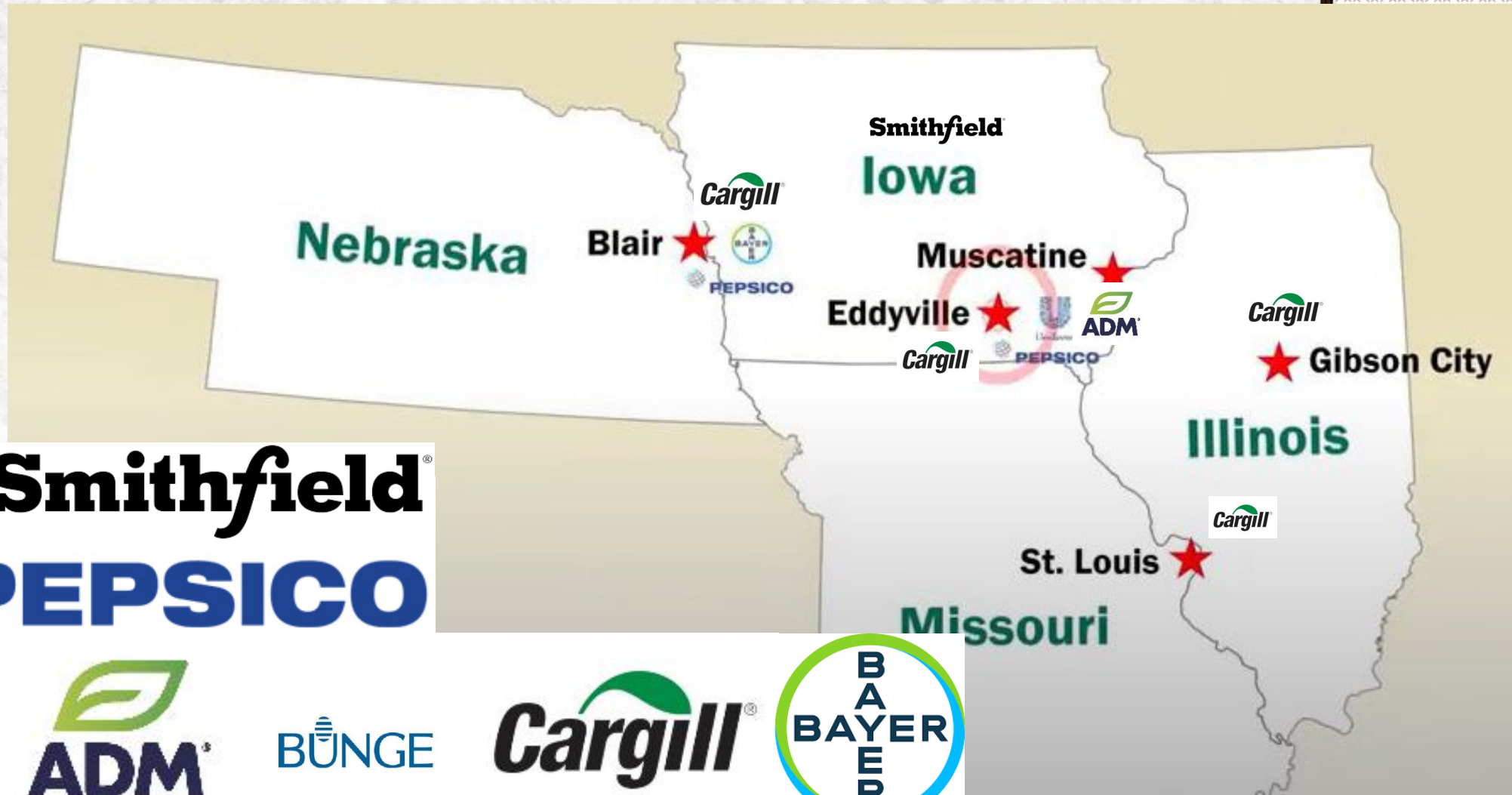


Stage 3: Resignation



COVER CROP COST-SHARE

Coming
HOME



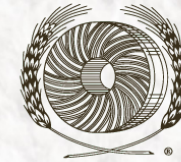
SMALL GRAIN PROGRAMS



LOW CARBON CORN COST SHARE



DIRECT CONTRACTING



GRAIN MILLERS



Smithfield
GRAIN

FEEDING TRIALS: BEEF



COMMUNICATIONS

Coming HOME

Open - The frame
 - Set the stage
 - Introduce the characters
 - Introduce the themes

Green
 - Introduce the characters
 - Introduce the themes

Leaving + Returning
 "Our age is retrospective. It builds the sepulchres of the fathers." - Emerson
 "Make it new." Ezra Pound

Learn about diversity, reflect on self

Lavender
 - Childhood
 - Johny
 - Wendy
 - Nick
 - Bart - MI dairy farm
 - Shirley - before running water
 - Zak - generations - grandparents
 - Martha - always wanted to stay
 - leaving
 - Wendy - no future in ag
 - Bart - HS → military
 - Martha - Left for China/CO, her dad had left too OR almost lost the farm
 - Air - Vietnam war
 - Regi or Wilber? why left?
 - Meghan - study abroad
 - Nick - culinary school?

People leave, people return
 Independence
 Community
 "The way we are, we are members of each other. All of us. Everything. The difference ain't in who's a member & who's not, but in who knows it & who don't." - Burley Coulter
 "Be like the fox. Make more tracks than necessary. Send in the wing director. Practice resurrection." - Wendell Berry

Live Stock on the Land
 Remembering
 Resilience
 Establish diversity, pass it on
 Yellow, Blue, Orange
 Heritage = Remembering = Natural Heritage
 Farm vision
 Meta - Farm is a portrait of the farmer - Leopold
 Zak - Why not cow clips?
 Family vision - plenty
 Martha - Alice - bison calf
 Zak - Sell, manure → eat, poop
 (bale goats) (Martha)
 Shirley - revive the soil
 Adam - reclaim the overgrown
 Community vision
 Regi/Wilber - vision
 Meghan - vision
 Nick - vision
 Close - Revisit themes - Call to action - A question
 - Johny - How did we leave the world & come back?
 - Mase - Let us support what they want to see
 - Wendy - if we can farm, anyone can
 - has to tie all themes in
 Air - just bc it's expensive, doesn't mean it's good
 Credits - Intros to "Cut" to mini-series farmer, previous

Livestock LEAVE
 "The way we are, we are members of each other. All of us. Everything. The difference ain't in who's a member & who's not, but in who knows it & who don't." - Burley Coulter
 "Be like the fox. Make more tracks than necessary. Send in the wing director. Practice resurrection." - Wendell Berry

LIVESTOCK RETURN
 Family vision - plenty
 Martha - Alice - bison calf
 Zak - Sell, manure → eat, poop
 (bale goats) (Martha)
 Shirley - revive the soil
 Adam - reclaim the overgrown
 Community vision
 Regi/Wilber - vision
 Meghan - vision
 Nick - vision
 Close - Revisit themes - Call to action - A question
 - Johny - How did we leave the world & come back?
 - Mase - Let us support what they want to see
 - Wendy - if we can farm, anyone can
 - has to tie all themes in
 Air - just bc it's expensive, doesn't mean it's good
 Credits - Intros to "Cut" to mini-series farmer, previous

Themes
 Leaving
 Returning
 Independence
 Community
 Remembering
 Resilience
 Resilient to what? Bounce back from what?
 Disturbance
 Markets
 Policies
 Weather/climate
 What does it mean to get along? What does it mean to not go along?
 What does leaving mean? What does returning mean?
 Deconstruct & explain each

Stylotypes / Icons / Symbols
 - Politics
 - Gender
 - Farm size
 - Race/ethnicity
 - View of nature
 - Growing vs. marketing
 - Land ownership
 - Animals
 - Age
 - Where raised
 - ecosystems
 - Iowa regions

Characters
 Wendy & Johny
 Nick Wallace
 Zak Kennedy
 Adam LeVina
 Martha McFarland
 Meghan Filbert
 Seth Watkins
 Regi & Wilbur
 Bart & Shirley
 Tom & Maren
 Arlyn Kauffman
 AJ & Kelli
 Douet Mag

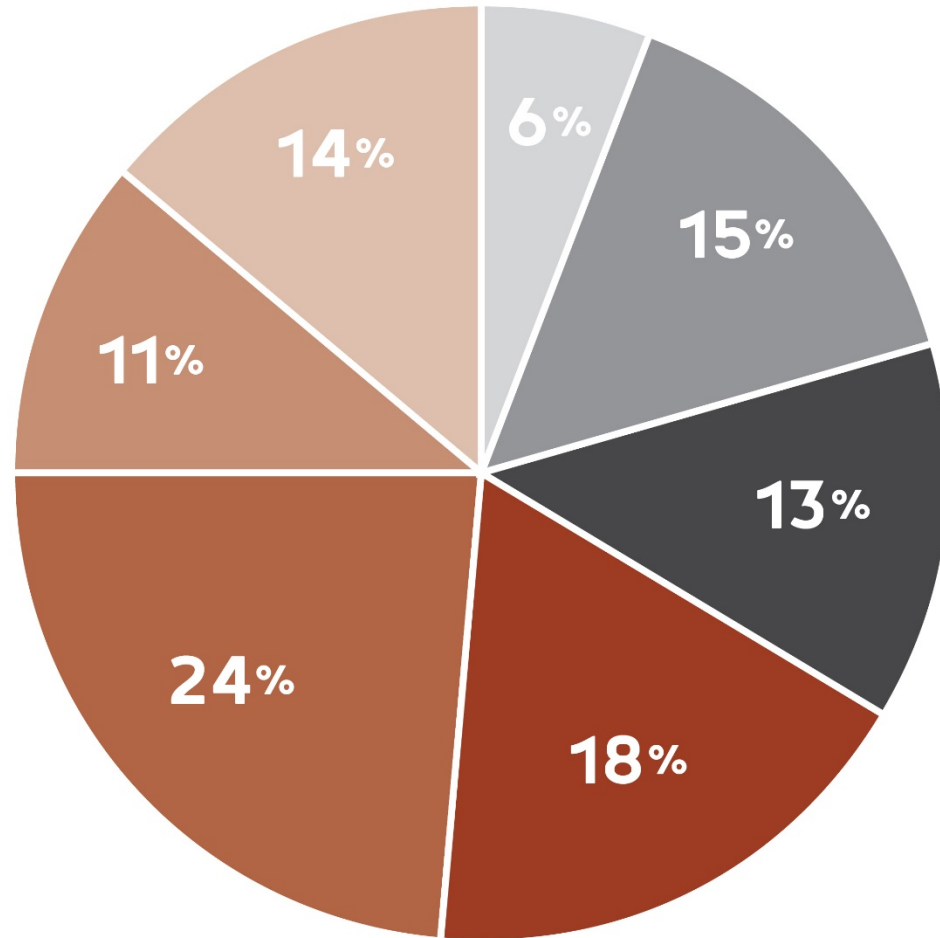
Coming Home
 - Wendy - realized entire spirit
 - Martha - learned all food
 - Nick - cancer?
 - Wendy & Johny meet
 - Air - arrival in US
 - Wilber - first mentor
 - Nick - found new business
 - Johny - first winter
 - Martha - Maren
 - Maren - Maren
 - Wendy - Maren
 - Regi - Bart - find job
 - Bart - find job
 - Shirley - find job



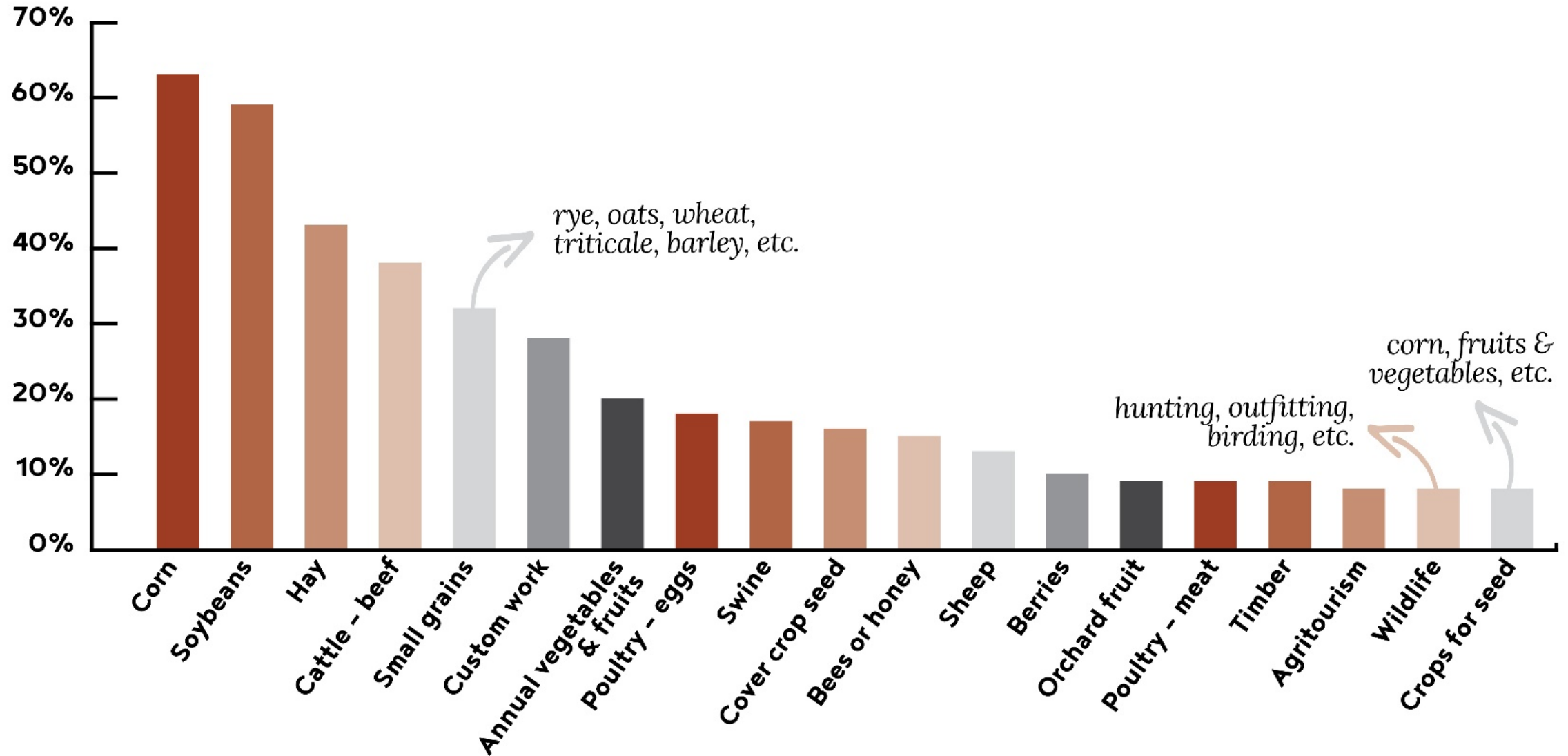
Livestock on the Land



Number of Years Farming



Farmer Enterprises



STRATEGIC PLAN 2018-2020



Practical Farmers builds community in Iowa in beyond



STRATEGIC PLAN 2018-2020



Farmers and landowners are stewards of our natural resources



STRATEGIC PLAN 2018-2020

Farmers, farms and food systems are viable



STRATEGIC PLAN 2018-2020

PFI supports beginning farmers and farm transfer



INCREASE PFI'S ORGANIZATIONAL CAPACITY



STRATEGIC PLAN 2021-2023

Coming
HOME



STRATEGIC PLAN FRAMEWORK

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 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 PLAN FRAMEWORK

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.

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
--	--	---	---	---	---	---	-------------------------------------

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



SUSTAINABLE AGRICULTURE ACHIEVEMENT AWARD



Paul and Nancy Ackley

