**THE PROBLEMS**

Big Ag & globalization results the following problems:

- **Environmental Crisis**: Loss of biodiversity, depleted soil, poisoned water & air,
- **Reduced Community**: Fragmented communities with little cohesion, interdependence, skill-sharing, or celebration,
- **Lack of Regional Resilience**: Over reliance on industrialization has caused an inability to plan for climate change or rebuilding local systems,
- **Poverty & Hunger**: Increase in hunger worldwide, higher disease and stress, and rising food prices mostly affecting low-income populations.
- **Food Insecurity**: Systemic oppression & institutional racism has led to inequalities and marginalization of people of color & others.

**Family Farms Problem**

Farmers are aging out (US average age 58), traditional transfer of knowledge lost, barriers to farming are many:

- Access to Land
- Access to Appropriate Information
- Access to Markets
- Access to Training
- Access to Legal, Financial, & Business Skills
- Access to Ongoing Assistance & Mentorship

**Organic & Sustainable Living Problem**

Knowledge, resources, and support is minimal for implementing sustainable solutions.

**Farm Beginnings**

- Apprentice Link
- Spring Conference
- Harvest Conference

**Sustainability Consulting, Coaching, & Mentoring**

- Provide One-On-One Support:
- Sustainability Consulting, Coaching, & Mentoring
- Offer Access to Resources:
- E-Newsletter, Ask Columns/Blog
- Website Resources & Online Libraries
- OGS Farm Network

**Farm Pathways**

- Provide Outreach & Develop Partnerships:
- Urban Agriculture Alliance
- Resilient Agriculture
- Service Provider Resources
- Tabling at Events
- Bee City USA

**Spearhead Public Awareness Campaigns**

- Get Growing
- Tabling at Events
- Sustainability Consulting, Coaching, & Mentoring
- Offer Access to Resources:
- E-Newsletter, Ask Columns/Blog
- Website Resources & Online Libraries
- OGS Farm Network

**OUTCOME #1=VIABLE FARMERS**

- Farmers continue to increase short-term outcomes.
- Farmers are making informed decisions on their career and are conscious land stewards.
- If participants choose not to farm, they remain farm and food advocates.
- Farmers are active advocates, leaders, and are engaged in networks and mentorship.
- Increase long-term support and technical assistance is improved through partnerships.

**OUTCOME #2=INCREASED ADVOCATES**

- Increase in community leaders that advocate for a just, conscientious, equitable, and organic food system.
- Increase in articles, social media, and leaders supporting, encouraging, validating all aspects of home-growing.

**THE GOALS**

**ORGANIC FARMING GOALS**

- # of Viable Organic Farmers
- # Advocating for Sustainable Farming

**ORGANIC HOME-GROWING GOALS**

- # Successful Organic Home-Growers
- Community Support for Home Growing

**ORGANIC CONSUMER GOALS**

- # Shopping & Eating Organically & Local
- # Eating at Home
- # Advocating for Food Sovereignty
- # Implementing Sustainable Solutions

**FOR PROSPEROUS FARMING**

Facilitate Farmer-to-Farmer & Comprehensive Whole-Farm Education:

- Farm Dreams
- Farm Beginnings
- CRAFT
- Apprentice Link
- Spring Conference
- Harvest Conference
- Sustainability Consulting, Coaching, & Mentoring

**FOR RESOURCED HOME-GROWING**

Provide Year-round Education:

- Homestead Dreams
- Organic Gardening Series
- Spring Conference
- Harvest Conference
- Earth Day Film

**FOR INFORMED EATING & ENGAGED ORGANIC LIVING**

Provide Year-round Education:

- Spring Conference
- Harvest Conference
- Earth Day Film

**PARTICIPANT OUTCOMES - SHORT TERM**

- Organic Awareness
- Feeling of Support
- Enthusiasm
- Knowledge

**PARTICIPANT OUTCOMES - MEDIUM & LONG TERM**

- Networks
- Self Confidence
- Local and/or Global Context
- Inspiration

**FARMERS**

- Farmers continue to increase short-term outcomes.
- Farmers are making informed decisions on their career and are conscious land stewards.
- If participants choose not to farm, they remain farm and food advocates.
- Farmers are active advocates, leaders, and are engaged in networks and mentorship.
- Farmers are able to make goal-driven business, financial, production, life decisions, and are connected to resources.
- Farmers are starting, sustaining, and expanding viable farm businesses.
- Increase long-term support and technical assistance is improved through partnerships.

**HOME-GROWERS**

- Home-Growers consistently increase short-term outcomes.
- Home-Growers connect with food, kitchen, garden, pantry, backyard.
- Home-Growers are overcoming barriers & feeling empowered.
- Home-Growers are reaching their health, economic, self-reliance, and food security goals.
- Increase in community events supporting home-growners.
- Increase in articles, social media, and leaders supporting, encouraging, valuing all aspects of home-growing.

**ORGANIC IMPLEMENTERS (EATING & LIVING)**

- Organic Implementers consistently increasing short-term outcomes.
- Organic Eaters are shopping & eating locally and organically and eating/cooking at home.
- Sustainable Living Enthusiasts are implementing real and regenerative solutions to energy, shelter, transportation, water, waste issues.

**ULTIMATE OUTCOME**

**Thriving Food Community**

**SOARING ECONOMIES**

- Agricultural products are grown and sold in a thriving food community.
- Community resilience is enhanced through local food systems.
- Economic growth is driven by sustainable, regenerative agriculture.

**SUSTAINABLE LIVESTOCK**

- Animal welfare is prioritized throughout the livestock sector.
- Local food systems are supported through the production and consumption of sustainable livestock.
- Economic opportunities are created through the development and marketing of sustainable livestock products.

**SUSTAINABLE CHEMICALS**

- Chemical pesticides and herbicides are used responsibly to maintain healthy soil and ecosystems.
- Local food systems are supported through the production and consumption of sustainable chemicals.
- Economic opportunities are created through the development and marketing of sustainable chemical products.

**SUSTAINABLE WATER USE**

- Water usage is minimized through efficient irrigation and water conservation practices.
- Local food systems are supported through the production and consumption of sustainable water use.
- Economic opportunities are created through the development and marketing of sustainable water use products.

**SUSTAINABLE WASTE MANAGEMENT**

- Organic waste is managed in an environmentally sustainable manner.
- Local food systems are supported through the production and consumption of sustainable waste management.
- Economic opportunities are created through the development and marketing of sustainable waste management products.

**SUSTAINABLE ENERGY USE**

- Energy consumption is reduced through the use of sustainable energy sources.
- Local food systems are supported through the production and consumption of sustainable energy use.
- Economic opportunities are created through the development and marketing of sustainable energy use products.

**SUSTAINABLE BUILDING MATERIALS**

- Sustainable building materials are used in the construction of food systems infrastructure.
- Local food systems are supported through the production and consumption of sustainable building materials.
- Economic opportunities are created through the development and marketing of sustainable building materials products.

**SUSTAINABLE LIVESTOCK AND CHEMICALS**

- Sustainable livestock practices and chemical pesticides and herbicides are used responsibly to maintain healthy soil and ecosystems.
- Local food systems are supported through the production and consumption of sustainable livestock and chemical products.
- Economic opportunities are created through the development and marketing of sustainable livestock and chemical products.

**SUSTAINABLE WATER USE AND WASTE MANAGEMENT**

- Water usage is minimized through efficient irrigation and water conservation practices and organic waste is managed in an environmentally sustainable manner.
- Local food systems are supported through the production and consumption of sustainable water use and waste management.
- Economic opportunities are created through the development and marketing of sustainable water use and waste management products.

**SUSTAINABLE ENERGY USE AND BUILDING MATERIALS**

- Energy consumption is reduced through the use of sustainable energy sources and sustainable building materials are used in the construction of food systems infrastructure.
- Local food systems are supported through the production and consumption of sustainable energy use and building materials.
- Economic opportunities are created through the development and marketing of sustainable energy use and building materials products.