7:30 a.m.  REGISTRATION OPENS
8:30 a.m.  OPENING PLENARY IN 204A-B-C

9:20 a.m.  BREAK/TRADESHOW

9 a.m. Veggie Buds drop-off ..................President’s Dining

9:40 a.m.  SESSIONS  ROOM
☐ DAY-RANGE VS. MOBILE BROILER SYSTEMS ......204A
☐ SOIL HEALTH FOR FRUIT & VEGETABLES ..............204B
☐ JUST LISTED! FARMLAND ACCESS NAVIGATORS....204C
☐ MINNESOTA PREMIUM GARLIC ROUNDTABLE .....120A

10:50 a.m.  BREAK/TRADESHOW

11:10 a.m.  SESSIONS  ROOM
☐ DEEP WINTER GREENHOUSES 3.0......................204A
☐ REAL-LIFE FARM TRANSITIONS .........................204B
☐ SEEDS & PEOPLE: WHO SAVES WHOM? ............204C
☐ THE SFA SILVOPASTURE PROJECT ....................120A
☐ ADDRESSING FARM STRESS .........................120B

12:20 p.m. Veggie Buds breaks for lunch; parents, pick up kids at this time in President’s Dining

12:20-1:40 p.m.  LUNCH ON YOUR OWN
12:30-1:30 p.m. LUNCH HOUR SESSIONS ROOM
☐ DEEP WINTER GREENHOUSES.........................204A
☐ EMERGING FARMERS ROUNDTABLE ...............204B

1:40 p.m. Veggie Buds begins again; parents may drop off kids in President’s Dining Room

1:40 p.m.  SESSIONS  ROOM
☐ CAPTURING CARBON THROUGH SOIL HEALTH...204A
☐ WISDOM FROM SEASONED FARMERS ..............204B
☐ HOW TO CAPITALIZE ON LOCAL FOOD TRENDS...204C
☐ BUMBLEBEES IN HIGH TUNNELS ..................120A
☐ HALAL & KOSHER MEAT POTENTIAL IN MN ......120B

2:50 p.m.  BREAK/TRADESHOW

3:10 p.m.  SESSIONS  ROOM
☐ KEEPING MEAT ON THE MENU .....................204A
☐ FIGHT BACK: DIVERSIFY WITH MARKETS IN MIND...204C
☐ PRODUCE SAFETY: PRACTICE & EXPERIENCE......120A
☐ GROWING & MARKETING ASPARAGUS .............120B

4:20 p.m. Veggie Buds pickup prior to social hour
TRADESHOW CLOSES

4:20 p.m. – LAKEWINDS/COMPEER SOCIAL HOUR
LOCAL FOOD • FINNEGANS BEER
CASH BAR • ROOM 204B
Session Descriptions

9:40 A.M. SESSIONS

DAY RANGE VS. MOBILE CONFINEMENT SYSTEMS FOR BROILER PRODUCTION • ROOM 204A
Session Leaders: Randy Kleinman, Seelye Brook Farm; Kent Solberg, SFA Livestock & Grazing Specialist.
What to Expect: Randy Kleinman is an engineer by day and farmer by morning, night, and weekend. He, his wife and four children run Seelye Brook Farms in Anoka County where they raise pastured broiler chickens and turkeys, grass-fed lamb, and all-natural wool fiber. Randy will discuss the results of a two-year MDA Sustainable Agriculture Demonstration Grant project carried out on his farm in coordination with Kent Solberg that focused on the differences between managing pastured broiler chickens in the common mobile chicken tractors versus day-ranging. The presentation will focus on results relevant to farmers and consumers alike: labor requirements, management costs, animal performance and nutritional analysis of the chickens raised in this side-by-side experiment.

SOIL HEALTH FOR SPECIALTY CROP, FRUIT & VEGETABLE GROWERS • ROOM 204B
Session Leaders: Sarah Lindblom, Solar Fresh Produce; Zach Paige, North Circle Seeds; Josh Reinitz, East Henderson Farm.
What to Expect: There are particular challenges to implementing the Five Principles of Soil Health into vegetable operations, but the benefits are worth it. Join in the discussion with this panel of experienced vegetable growers who are at various stages of incorporating these practices.

JUST LISTED: 40 ACRES WITH CHARMING FARMHOUSE, TROUT STREAM & MEDITATION LABYRINTH – CHEAP! • ROOM 204C
Session Leaders: Jan Joannides & Brett Olson, Renewing the Countryside; Kristen Pearson, Pearson Organics. Moderated by Dale Woodbeck, Lakewinds Co-op.
What to Expect: And beginning farmers are lined up for miles! But, what sounds idyllic could be completely wrong for a farm. e.g. Is it in Moose Lake, Manitoba? Are the soils contaminated with tailings from nearby mining? Does it even have a well, fencing, or how about a road? And about that beginning farmer – do they have the necessary farming, financial and business skills? In this session, learn about Farmland Access Navigators, who work through the Farmland Access Hub and are trained to help beginning farmers to find suitable farmland and navigate the complexities of securing that land. Hear how the process works from the viewpoint of a farmer and a navigator.

MINNESOTA PREMIUM GARLIC ROUNDTABLE
ROOM 120A
Session Leaders: Tom Coffman, Coffman Garlic; Phil Iverson, Garlicky Bohemian Farm; Les Olson, Big Stone Garlic. Moderated by Jerry Ford, MN Premium Garlic Project Director.
What to Expect: Through the MN Premium Garlic Project, our collaborating growers have been conducting field trials on a wide range of practices including mulching, planting dates, seed treatment and fertilization. We’ll discuss what we’ve found so far, and then open it up to a general conversation about garlic growing and marketing.

11:10 A.M. SESSIONS

DEEP WINTER GREENHOUSES 3.0: WHAT’S NEW & WHAT’S COMING • ROOM 204A
Session Leaders: Dan Coborn, farmer; Carol Ford, U. of M. Regional Sustainable Development Partnerships; Dan Handeen, U. of M. Center for Sustainable Building Research; Shayne Johnson, Grampa G’s Farm;
What to Expect: Discover the latest in design and production in Minnesota’s innovative deep winter greenhouse realm. Dan Handeen will share his cost-cutting new “3.0” design, featuring the latest version of passive solar greenhouse technology. Carol Ford will discuss explorations into extending the growing season in DWGs for added profitability. Current DWG farmers Shayne Johnson and Dan Coborn will join them in a panel discussion of what’s working – and not working – in their winter greenhouses. Bring your questions and ideas to this dynamic discussion about sustainable winter food production.
REAL LIFE FARM TRANSITIONS • ROOM 204B

Session Leaders: Sonja Bjork & Niles Austvold, Highview Advisors; the Fernholz family, A-Frame Farm; Kate Graham, attorney; Luke Peterson, Peterson Family Farms. Moderated by Jerry Ford.

What to Expect: There are no cookie-cutter solutions to farm transitions, whether it be within a family or to non-family members, though there are some practices and concepts that apply to most situations. We will look at an atypical scenario – the Fernholz Family’s transition to Luke Peterson – and invite comments from an attorney and a financial advisor. And, as always, we’ll open it up to your questions and comments.

SEEDS & PEOPLE: WHO SAVES WHOM? • ROOM 204C

Session Leader: Kitt Healy, Organic Seed Alliance; Zach Paige, North Circle Seeds; Emily Reno, U. of M. RSDP.

What to Expect: Join us for a conversation about the importance of regional, decentralized seed production networks, on-farm seed saving and honoring seed origins. Workshop participants will be actively engaged in sharing seed stories, swapping seed-saving techniques and growing their interconnectedness as current and prospective seed producers. Zachary Paige and Kitt Healy will speak from their experiences in their seed saving and production organizations, and Emily Reno is a researcher on producing/marketing vegetable seed in Minnesota.

THE SFA SILVOPASTURE PROJECT

ROOM 120A


What to Expect: Silvopasture is the intentional practice of managing forests and woodlands with livestock to achieve optimal growth of trees and forage. In this session, three Minnesota farmers will share their experiences with adopting silvopasture techniques. Learn how we are partnering with U. of M. Extension to build a silvopasture learning network to share information.

ADDRESSING FARM STRESS • ROOM 120B

Session Leader: Emily Wilmes, Director, Rural Stress Task Force; moderated by Connie Carlson, U. of M. RSDP.

What to Expect: With low commodity prices, high debt loads and challenging weather, farmers are experiencing an inordinate amount of stress. It can be challenging to know how to approach someone under such stress, and how best to help them. In this session, Emily will review the nature of farm stress, discuss how to identify it, provide strategies for communicating with stressed individuals, and offer ideas to promote wellness in yourself and others. Emily, an Extension Educator who grew up on a dairy farm near Le Sueur, serves as the Director of the Rural Stress Task Force, which leads Extension’s statewide effort to address farmer mental health, the opioid crisis and access to care.

LUNCH HOUR SESSIONS
12:30-1:30 p.m.

DEEP WINTER PRODUCERS GROUP MEETING • ROOM 204A

Session Leader: Carol Ford, U. of M. RSDP; Jerry Ford, SFA Network Coordinator

What to Expect: Are you interested in winter food production? Do you have, or are you planning to build your own DWG? Find out how you could benefit from participating in SFA’s Deep Winter Producers Group. Grab some lunch and join the discussion. We will briefly go over the structure of SFA networking groups and resources SFA can provide. We’ll discuss our ideas for 2020: a greenhouse tour or two? a sponsored presentation or outreach? Bring your thoughts and ideas to this lively organizing meeting.

THANKS TO VEGGIE BUDS

Veggie Buds is an educational subscription that teaches kids about a new healthy veggie each month. Veggie Buds programming is available each year at the SFA Annual Conference as well as Minnesota Garlic Festival. Learn more at veggiebudsclub.com.
Session Descriptions

1:40 P.M. SESSIONS

CAPTURING CARBON THROUGH SOIL HEALTH
ROOM 204A

Session Leader: Kent Solberg, SFA Livestock & Grazing Specialist; Doug Voss, SFA Soil Health Associate.

What to Expect: Carbon is a mysterious and somewhat confusing topic. One thing we do know: it is energy for living systems. Whether we are looking to increase nutrient density in food, improve animal performance, reduce crop input costs, stop erosion, improve water quality, or reduce risks in farming to variable weather we need to focus on cycling carbon. When the carbon cycle is functioning well, society benefits. Join SFA staffers Doug Voss and Kent Solberg as they take a fresh look at how to restore the carbon cycle, give your farm a boost, and benefit our communities.

IF I KNEW THEN WHAT I KNOW NOW: WISDOM FROM SEASONED FARMERS • ROOM 204B

Session Leader: Audrey Arner, Moonstone Farm; John Fisher-Merritt, Food Farm; Bonnie Haugen, Springside Farm. Moderated by Chris Kudrna, Plum Creek Garlic.

What to Expect: A reprise of this popular session from 2019 with new faces. Just what the title says: a bit of wisdom from our community. Let’s get some long-term farmers together in the same room and ask them probing questions about their experiences over the years.

STAY AHEAD OF THE GAME: HOW TO CAPITALIZE ON LOCAL FOOD TRENDS • ROOM 204C

Session Leaders: Becca Carlson, farmer, Seeds Farm; Beth Dooley, James Beard Award-winning cookbook author and food writer; Danny Schwartzman, owner, Common Roots Cafe; Dale Woodbeck, General Manager, Lakewinds Food Co-op. Moderated by Jason Walker, SFA Communications Director.

What to Expect: Delivering what customers want creates financial resilience and builds strong farmer-buyer relationships. But how can farmers cultivate those direct relationships with customers, co-ops, restaurants, and institutions? How can they identify and grow the most popular and lucrative crops, as well as efficiently and effectively market them? We’ll explore these topics and more. Bring your questions and ideas.

BUMBLEBEES IN HIGH TUNNELS: AN UNDERUTILIZED STRATEGY FOR IMPROVING PRODUCTION • ROOM 120A

Session Leader: Lynn Sue Mizner, Chengwatana Farm

What to Expect: Chengwatana Farm experimented in 2019 with using purchased bumblebees to pollinate trellised tomatoes in a 32’ x 70’ high tunnel. Grower Lynn Mizner will share her experience and lessons learned, cover questions such as: Where can I get bumblebees for my high tunnel? How do bumblebees compare to honeybees? Why would I use purchased bumblebees when I see lots of bees in my garden? Will the use of bees increase my revenue? ... and more. There will be time for discussion, and of course your questions and comments are welcome.

UNTAPPED POTENTIAL: A LANDSCAPE VIEW OF THE MINNESOTA HALAL AND KOSHER MEAT MARKET • ROOM 120B

Session Leaders: Ariel Kagan, MDA Ag Marketing & Development; Serdar Mamedov, Extension Educator; Ryan Pesch, farmer & Extension Educator; Brenda Postels, farmer & Extension Educator. Moderated by Ren Olive, RSDP.

What to Expect: The market for halal and kosher meat in Minnesota holds untapped potential for communities throughout the state. On the consumer side, Minnesota is home to thousands of people with an unmet preference for meats processed in the halal or kosher methods. On the producer side, many farmers and ranchers across the state are looking for new markets. Each stop along the supply chain requires an understanding of the requirements and preferences for halal and kosher production. Join researchers from the Halal and Kosher Meat Market Assessment Project in an interactive panel to learn about these markets and what they mean for your farm or work.
Session Descriptions

3 P.M. SESSIONS

KEEPING MEAT ON THE MENU • ROOM 204A

Session Leaders: Hannah Bernhardt, Medicine Creek Farm; Jack McCann, TC Farm; Kent Solberg, SFA Grazing & Livestock Specialist; Doug Voss, SFA Soil Health Associate; and Angie Walter, Central Minnesota DGA Education Coordinator.

What to Expect: Changing the conversation about meat, lab meat and plant-based protein products. Come with your questions and comments for a lively discussion.

SMALL FARMS FIGHTING BACK: DIVERSIFYING YOUR FARM WITH MARKETS IN MIND • ROOM 204C

Session Leaders: Katie Myhre, RED Market; Kate Seybold, Farm-to-School Coordinator, Minneapolis Public Schools

What to Expect: There are a variety of options for markets, from roadside stands and farmers markets to farm to school. Putting all your eggs into one basket and shooting for volume isn’t the only path; small and mid-size farms have the option of diversifying their sales in order to stay profitable. In an open conversation using data and specific anecdotes from buyers, we’ll examine different market options, and how they help farmers diversify their sales. When it comes to profitability, using your existing business outlets as building blocks while planning with the end goal in mind is crucial to long-term sustainability.

PRODUCE SAFETY: REAL-LIFE PRACTICES AND EXPERIENCES • ROOM 120A

Session Leaders: Alexandra Cortes, MDA Food and Feed Safety Division; Lori Cox, Roots Return Heritage Farm; Ben Doherty, Open Hands Farm; May Lee, Mhonpaj’s Garden.

What to Expect: Growers have a variety of reasons for implementing produce safety practices – personal, market access, or to meet regulatory requirements. Hear from produce farmers on their reasons, along with details on what produce safety actually looks like on their farms. How do they train employees and manage visitors? What systems do they have for cleaning and sanitizing? What equipment has worked well for them, or not? Bring your questions for this panel discussion.

GROWING AND MARKETING MINNESOTA ASPARAGUS • ROOM 120B


What to Expect: This session will identify challenges and solutions to asparagus production. Paul Schmidt will share tips for asparagus production that have worked for his farm. Both Annie Klodd and Paul will provide insights into site selection, soil preparation, soil health, variety selection, pest control, planting, cover crops, marketing, harvest and maintenance.

EMERGING FARMERS ROUNDTABLE LUNCH • 12:30 P.M. • ROOM 204B

Session Leaders: Patrice Bailey, Minnesota Dept. of Agriculture Assistant Commissioner; Sai Thao, Compeer Financial Senior Lending Officer.

What to Expect: By invitation only, this session is for folks who SFA has reached out to from underserved communities who are working individually or in groups to start farms. We will hear from Minnesota Dept. of Agriculture Assistant Commissioner Patrice Bailey on the soon-to-be released Emerging Farmers report as well as Sai Thao of Compeer Financial’s Emerging Farmers program. A round-robin discussion on the progress people are making and the challenges faced on people’s journeys to become farmers and food entrepreneurs will follow. Lastly, we’ll discuss SFA’s role as an emerging farmer partner. Co-facilitated by Noelle Harden and Theresa Keaveny.
THANKS TO OUR GENEROUS
2020 SPONSORS

Regional Sustainable Development Partnerships

University of Minnesota Extension

DEPARTMENT OF AGRICULTURE

NORTH CENTRAL SARE
Sustainable Agriculture Research & Education
**VISIT OUR TRADE SHOW EXHIBITORS**

Trade show is all day in the lobby areas on both levels! Exhibitors include:

<table>
<thead>
<tr>
<th>MN Ag Water Quality Certification Program</th>
<th>Renewing the Countryside</th>
<th>Minnesota Institute for Sustainable Agriculture</th>
<th>Regional Sustainable Development Partnerships</th>
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<tr>
<td>Rodale Institute Midwest Organic Center</td>
<td>North Central Region SARE</td>
<td>Produce Safety Program, Minnesota Dept. of Agriculture</td>
<td>Ag Resource Inc.</td>
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<td>MN Farmers Union</td>
<td>Minnesota Dept. of Agriculture/Minnesota Grown</td>
<td>Solar Farm, LLC</td>
<td>Highview Advisors</td>
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**NOTES**

**Lunch Ideas**

Lunch, from 12:20 to 1:40 p.m., is on your own.

The bountiful and delicious St. Ben’s Cafeteria is in this building; there are restaurants across Minnesota St; and if you brought your lunch there are plenty of spots to enjoy that.

Lunch is also a great time to visit the lower and upper lobbies to chat with our fabulous exhibitors.
DON'T MISS THE SEVENTH ANNUAL
Midwest Soil Health Summit
March 5, 2020
Kelley Farm, Elk River, Minn.

HOURS: 8 A.M.-4 P.M. (LUNCH & REFRESHMENTS INCLUDED)
LODGING AVAILABLE AT AREA HOTELS

Keynote is Jon Stika, author of ‘A Soil Owner’s Manual: How to Restore & Maintain Soil Health’ and retired NRCS Soil Health Instructor

OTHER PRESENTERS INCLUDE:

Troy Daniell, NRCS State Conservationist
Keefe Keeley, Savanna Institute Co-Director
John Mesko, Senior Director, Soil Health Partnership

Thom Petersen, MN Agriculture Commissioner
Gary Wyatt, U. of M. Extension forestry educator
Diony Zamora, U. of M. Extension silvopasture expert

ALSO: Farmer Panel with Kristin Brennan, Ben Dwire, Jon Stevens & Mikayla Tabert
Vegetable Proteins: Friend or Foe for Soil Health? panel with Jordan Atchison & Grant Breitkreutz
Restoring Savanna With Livestock Panel with Tom Barthel, Cody Nelson, Allysse Sorensen & Doug Voss
And Discussion Tables with Farmer Experts from Minnesota Soil Health Coalition

GUARANTEE YOUR SPOT BELOW OR AT SFA-MN.ORG/SOIL

SPONSORED BY:

$50 MSHS Member registrations: _____  $75 Nonmember registrations: _____  TOTAL: $ _____

Name(s): __________________________________________ Address: ________________________________
Zip: ________  Email(s): __________________________________________________________________

☐ My check is enclosed, payable to SFA, 4924 Upton Ave S, Minneapolis, MN 55410  Charge my: ☐ VISA  ☐ MC
Card number: ________ - ________ - ________ - ________  Exp. Date ____/____  Card code _______

MAIL TO SFA, 4924 UPTON AVE S, MINNEAPOLIS, MN 55410 BY FEB. 25 • REGISTRATION IS NONREFUNDABLE
SFA SILVOPASTURE & AGROFORESTRY PROJECT
Restoring Oak Savanna, Protecting Water and Increasing Income Through Regenerative Agriculture Practices in Minnesota Woods and Forests

SFA’s decades-long Soil Health Program has been directed towards conventional, organic, beginning farmers, fruit and vegetable growers and crop and livestock producers to teach both the principles and practices of soil regeneration.

Silvopasture and agroforestry are additional strategies to achieve soil health adoption and foster livestock production in Minnesota. Silvopasture is the intentional practice of managing timber, forage and livestock on the same acres to create income opportunities on often under-utilized land. Using managed grazing techniques, sound timber management and 21st-Century fencing technology, silvopasture offers great opportunity to help restore the over 660,000 acres of Minnesota woods and forest that are not achieving their full potential for the landowner and society (UMN Extension).

For more information, attend the 11:10 a.m. session for a project overview (Room 120A), or watch SFA Connect for more information about this project and its affiliated events.

FARM CRISIS & MENTAL HEALTH RESOURCES

- Crisis Mental Health Services | Ted Matthews, 320.266.2390 | Monica McConkey, 218.280.7785
- National Suicide Prevention Lifeline | 800.273.8255 | suicidepreventionlifeline.org
- Farm Advocate Program | 218.346.4866 | mda.state.mn.us/about/commissionersoffice/farmadvocates
- U. of M. Extension rural crisis resources | 1.800.232.9077 | extension.umn.edu/rural-stress | fil@umn.edu
- Farm Mediator Program | 218.935.5785 | extension.umn.edu/get-help/farmer-lender-mediation
- Farmers Legal Action Group | 877.860.4349 | flaginc.org
- Catholic Charities New Ulm Diocese | 866.670.5163
- Minnesota Farm and Rural Helpline | 833.600.2670 | www.mda.state.mn.us/about/mnfarmerstress/copingstress
Strategic Plan 2019-23: At a Glance

OUR VISION: AGRICULTURE, DONE WELL, HEALS.
We believe agriculture, done well, heals by connecting people, plants and animals to the land. To achieve this, we see our landscape populated by resilient sustainable farms, resulting in healthy soil, healthy food, clean water, strong communities and a positive impact on our climate.

OUR MISSION
The Sustainable Farming Association of Minnesota advances the sustainable agriculture principles of environmental stewardship, economic resilience and strong, diverse communities through farmer-to-farmer networking, education, innovation, and demonstration.

OUR GOALS & STRATEGY
Goal 1. Promote and advance widespread adoption of soil health principles: keep the soil covered, minimize soil disturbances, increase crop diversity, keep living roots in the soil, and integrate livestock.
• Make soil health education widely accessible, relevant and available.
• Partner with underserved communities such as women, people of color, immigrants, Indigenous people, youth and people with disabilities to create and offer relevant, timely soil health programming.
• Advance livestock integration as an essential soil health principle and the primary component of SFA’s soil health program. Educate farmers about integrating diverse agro-ecological practices, including organic and regenerative agriculture, agro-forestry/silvo pasture and permaculture, complex cover crops and small grain adoption and utilization.
• Promote widespread regeneration of the soil food web, through adoption of soil health principles, as an economically viable means to sequester carbon, stabilize nutrient cycles, and restore water quality.

Goal 2. Strengthen SFA’s economic resilience.
• Create a Development Committee to craft and implement a development plan that helps achieve SFA’s annual budget goals and long-term financial security.
• Share resources, staff and infrastructure with other non-profits and agencies to maximize efficiencies, align services and programs as possible and to generate greater support, interest and investment from funders.
Strategic Plan 2019-23: At a Glance

Goal 3. Grow SFA’s farmer-to-farmer network, chapters and networking groups and equip them to succeed in achieving SFA’s mission.

- Create opportunities for engagement in SFA’s farmer-to-farmer network for all segments of the agricultural community, including conventional and organic farmers, women, people of color, immigrants, youth, indigenous people, and people with disabilities.
- Build new SFA chapters and networking groups as opportunities arise to fill gaps in SFA’s farmer-to-farmer network.
- Position SFA members as leaders among their peers and in their communities.
- Ensure chapters and networking groups have financial resources to educate and reach members by identifying local fundraising strategies for unique chapter and networking group projects and programs.

Goal 4. Conduct consumer communications and engagement campaigns that increase demand for and access to sustainably produced food, fiber and goods.

- Develop and execute an earned media and social media campaign for SFA programs to increase SFA’s brand awareness and inspire consumer participation in achieving SFA’s mission.
- Create and sponsor experiences that bring farmers together with consumers, food advocates, and chefs that advance SFA’s mission. For example, pilot an SFA farm camp or weekend farm retreat for families. Or, sponsor or present at existing youth programs that provide agriculture educational programming, but do not offer SFA-oriented programming.
- Actively support and engage in strategic partnerships with organizations that duplicate this work to further increase SFA’s exposure.

Goal 5. Provide education and support for beginning farmers, as well as farmers wishing to diversify or expand their farm businesses using sustainable and regenerative agriculture principles.

- Help beginning farmers acquire the skills and connections they need be successful.
- Offer ways for new and experienced farmers to diversify or transition to sustainable business models.
- Help connect both new and existing farmers to experts who offer marketing and messaging strategy to potential buyers (wholesale, retail, restaurants, CSAs, farmers markets, direct sales).

OUR PROCESS

In early 2018, the Sustainable Farming Association Board of Directors decided to undertake a process to create a 3-5 year plan to guide SFA’s growth, programming and strategic direction. The strategic planning process was led by a team of Board members and chapter leaders as well as staff. Over the fall of 2018, the team interviewed 27 key stakeholders by phone, surveyed SFA members (60 responses) and invited chapters to provide input and suggestions. This input was discussed by the Board and chapter coordinators attending a strategic planning retreat in late October, 2018, at which leadership dug deep into strengths, weaknesses, opportunities and challenges we face. Following the retreat, the committee and staff crafted the plan above with Board involvement at its February and April meetings, with final adoption by the Board on Oct. 25, 2019. The staff and consulting team have drafted an annual implementation plan which will regularly be reviewed by the board.
Wi-Fi is free, but users at St. Ben’s must register. Find the Guest network and, when prompted, create a network username & password.