

THE PROBLEMS

Big Picture Problem
Big Ag and 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 Injustice:** Systemic oppression & institutional racism has led to inequities 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 Capital
- Access to Markets
- Access to Training
- Access to Legal, Financial, & Business Skills
- Access to Ongoing Assistance & Mentorship

Home-Growing Problem

- Industrialization of food and growing leaves people disconnected from food, kitchen, and garden literacy.
- Loss of ancestral knowledge of food and growing leaves people disconnected, disempowered, & insecure.
- Barriers to growing include lack of knowledge, skill, confidence, ease, as well as physical limitations such as strength, coordination, and stamina.

Organic & Sustainable Living Problem
Knowledge, resources, and support is minimal for implementing sustainable solutions.

Healthy-Eater Problem
Misinformation & manipulation are leaving eaters sick, ill-informed, and making poor food choices (low organic demand).

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

THE STRATEGIES

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
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
Enhance Outreach & Develop Partnerships:
Farm Pathways
Farmer Steering Committee
National Farm Beginnings Collaborative
FARMS
Farmer Cluster - AB Food Policy Council
WNC Farm Link

FOR RESOURCED HOME-GROWING
Provide Year-round Education:
Homestead Dreams
Organic Gardening Series
Spring Conference
Harvest Conference
Earth Day Film
Offer One-On-One Support Services:
Sustainability Consulting, Coaching, & Mentoring
Enhance Access to Resources:
E-Newsletter, Ask Columns/Blog
Website Resources & Online Libraries
OGS Farm Network
Provide Outreach & Develop Partnerships
Urban Agriculture Alliance
Resilient Agriculture
Service Provider Resources
Tabling at Events
Bee City USA
Spearhead Public Awareness Campaigns
Get Growing

FOR INFORMED EATING & ENGAGED ORGANIC LIVING
Provide Year-round Education:
Spring Conference
Harvest Conference
Earth Day Film
Homestead Dreams
Offer One-On-One Support Services:
Sustainability Consulting, Coaching, & Mentoring
Enhance Access to Resources:
E-Newsletter, Ask Columns/Blog
Website Resources & Online Libraries
OGS Farm Network
Provide Outreach & Develop Partnerships
Tabling at Events
Spearhead Public Awareness Campaigns
Get Growing

PARTICIPANT OUTCOMES - SHORT TERM

- ↑ Organic Awareness
- ↑ Networks
- ↑ Self Confidence
- ↑ Feeling of Support
- ↑ Ecological Mindfulness
- ↑ Holistic Thinking
- ↑ Enthusiasm
- ↑ Local and/or Global Context
- ↑ Knowledge
- ↑ Inspiration
- ↑ Connection

PARTICIPANT OUTCOMES - MEDIUM & LONG TERM

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 partnership
• Increase in community leaders that advocate for a just, conscientious, equitable, and organic food system.

OUTCOME #1=VIAIBLE FARMERS
OUTCOME #2=INCREASED ADVOCATES

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-growers.
• Increase in articles, social media, and leaders supporting, encouraging, valuing all aspects of home-growing.

OUTCOME #1=SUCCESSFUL GROWERS
OUTCOME #2=ORGANIC MOVEMENT

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 resilient and regenerative solutions to energy, shelter, transportation, water, waste issues.
- Implementers are reaching their health, self-reliance, and sustainability goals.

OUTCOME=ACTIVE INFORMED, HEALTHY, ENGAGED CONSUMERS

POPULATION OUTCOME

Farmers
The # of viable organic farmers have increased.

Home Growers
The # of people successfully growing on a home-scale have increased.

Farming Leaders
The # of community leaders advocating for resilient food systems & organic farming has increased.

Community Leaders
Public & Community support for home-growing has increased.

Eaters
The # of people and frequency of shopping & eating organically and prepare & cook food at home has increased.

Livers/Sustainability Minded
The # of people implementing sustainable solutions has increased.

Southern Appalachians
Committed to regional food systems. Strong movement of organic growing and eating.

All People in Southern Appalachians
Are food & growing literate. Are growing organically on some scale.

ULTIMATE OUTCOME

Thriving Food Community