Cultivating Diversity: 
A Recipe for Organic Opportunity

Lisa Kivirist, Inn Serendipity Farm and B&B (Browntown, WI)

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State of the Soil

Fresh Crop of New Farmers:
Kim Marsin & Rachel Reklau
Sweet Home Organics (St. Charles, IL)
www.sweet-home-organics.com

Growth of Women Farmers:
Denise O’Brien
Rolling Acres Farm (Atlantic, IA)
http://rollingacres.wordpress.com/

Women, Food & Agriculture Network (WFAN)
www.wfan.org

Key Ingredients for Tomorrow

1. Innovative Ecopreneurs:
Jordan & Todd Champagne
Happy Girl Foods (Big Sur, CA)
www.happygirlkitchen.com

Ann Adams & Liz Brensinger
Green Heron Tools
(New Tripoli, PA)
www.greenherontoools.com

Erin Schneider & Rob McClure
Hilltop Community Farm (LaValle, WI)
www.hilltopcommunityfarm.org

Adrienne Fox
Powerkraut (Viroqua, WI)
www.organicpowerkraut.com

Discover your Inner Tomato
Know and understand yourself and your passions and how these elements can work together to craft a fulfilling livelihood that leaves this world a better place. Are you a Brandywine, slowly ripening to yield some of the sweetest fruit? Or are you a Green Zebra: Unique in green striped design, early to ripe and a dash tarter, edgier than most? Whoever you may be — relish and celebrate your uniqueness. — Lisa Kivirist

2. Urban Agriculture

Capuchin Soup Kitchen and Earthworks Urban Farm
(Detroit, MI)
www.cskdetroit.org

Detroit Black Community Food Security Network
(Detroit, MI)
www.detroitblackfoodsecurity.org

Hantz Farms (Detroit, MI)
www.hantzfarmsdetroit.com

Xe Susane Moua
City Backyard Farming (St. Paul, MN)
www.citybackyardfarming.com

Anna Chan The Lemon Lady (Concord, CA)
www.thelemonlady.blogspot.com

3. Children Focus

Barb & Dave Perkins
Vermont Falley Community Farm
(Blue Mounds, WI)
www.vermontvalley.com

Nancy Vail & Jared Lawson
Pie Ranch (Pescadero, CA)
www.pieranch.org

Inn Serendipity Farm and B&B is completely powered by the wind and the sun.
Key Ingredients for Tomorrow

4. Authenticity

Jai & Joel Kellum
Kings Hill Farm (Mineral Point, WI)
kingshillfarm@gmail.com

Seth Kroeck
Crystal Spring Farms (Brunswick, ME)
www.crystalspringcsa.com

Jamie Collins
Serendipity Farms (Aromas, CA)
www.serendipity-organic-farm.com

5. Diversification

Carrie Johnson & Kristi Langhus
Argyle Fiber Mill (Argyle, WI)
www.argylefibermill.com

Resources

Rural Renaissance: Renewing the Quest for the Good Life, by Lisa Kivirist and John Ivanko

ECOpreneuring: Putting Purpose and the Planet before Profits, by Lisa Kivirist and John Ivanko

Edible Earth: Savoring the Good Life with Vegetarian Recipes from Inn Serendipity by Lisa Kivirist and John Ivanko

Midwest Organic & Sustainable Education Service (MOSES) Website: www.mosesorganic.org
Hosts the nation’s largest organic farming conference; mentor program, Rural Women’s Project focuses on outreach toward women farmers and food-based ecopreneurs.

Renewing the Countryside
Website: www.renewingthecountryside.org
Aims to strengthen rural areas by highlighting the initiatives and projects of rural communities, farmers, artists, entrepreneurs, educators, and activists.

About Inn Serendipity® Bed & Breakfast and Farm

Completely powered by the wind and sun, the award-winning Inn Serendipity is among the “Top 10 eco-destinations in North America”, Travel Green Wisconsin and Green Routes certified, and earned “5 Green Stars” from Eco Hotels of the World. The Inn features hearty vegetarian breakfasts prepared with ingredients mostly harvested from the Inn’s organic gardens. The innkeepers-authors’ book, Rural Renaissance, details their journey on their 5.5 acre farmstead, located outside Monroe, Wisconsin, and contains both personal stories and practical resources. www.innserendipity.com

All-electric CitiCar, completely recharged by the sun with a photovoltaic system.

www.ecopreneuring.biz • www.ruralrenaissance.org