State of the Soil
Organics Growing Despite Recession

- 2009: 5% growth
- Mainstream markets
- Complicated playing field

State of the Soil
Federal Legislative Priorities

- Child Nutrition Reauthorization: Farm to School funding
- Food Safety Legislation
- 2012 Farm Bill

State of the Soil
Fresh Crop of Beginning Farmers

Kim Marsin & Rachel Reklau
Sweet Home Organics
St. Charles, IL

State of the Soil
Growth of Women Farmers

- From 1997 - 2002:
  U.S. farms declined 4%
  Women-operated farms grew 13%
- From 2002 - 2007:
  Women-operated farms grew 29%

State of the Soil
Midwest Leads Sustainable Movement

- Food Policy Council leaders
- Hosts nation’s largest organic farming conference
- Top organic dairy & livestock producer
- World’s largest energy fair
- Leader in ecotourism

Key Ingredients for Tomorrow
Common Themes

- Change agent passion
- Walk the talk
- Partnership efforts
- Mentoring others
- Lean & green lifestyles
- Positive energy
Key Ingredients for Tomorrow

1. Innovate

- Ecopreneurs

- Jordan & Todd Champagne
- Happy Girl Kitchen
- Big Sur, CA

Key Ingredients for Tomorrow

1. Innovative Ecopreneurs

- Liz Bresinger & Ann Adams
- Green Heron Tools
- New Tripoli, PA

Key Ingredients for Tomorrow

1. Innovative Ecopreneurs

- Erin Schneider & Rob McClure
- Hilltop Community Farm
- LaValle, WI

Key Ingredients for Tomorrow

Sustainable Business

Triple bottom line:
- Planet (environment)
  - Restore & conserve nature
- People (social)
  - Customers, workers, vendors, investors
- Profit (economy)
  - Reinvest for the future

Key Ingredients for Tomorrow

What’s your Earth Mission?

ECOprenuers use business to implement their Earth Mission
- Turn passions & purpose into enterprise
- Generate (some) profits
  - Not run business to exclusively earn profits
  - Patagonia: "inspire & implement solutions to the environmental crisis"

Key Ingredients for Tomorrow

2. Urban Agriculture

- Detroit, MI

Key Ingredients for Tomorrow

2. Urban Agriculture

- Xe Susane Moua
- City Backyard Farming
- St. Paul, MN

Key Ingredients for Tomorrow

2. Urban Agriculture

- Anna Chan, The Lemon Lady
- Concord, CA

Key Ingredients for Tomorrow

2. Urban Agriculture

- Anna Chan, The Lemon Lady
- Concord, CA
Key Ingredients for Tomorrow
3. Children Focus

Inn Serendipity Farm and B&B
Browntown, WI

Vermont Valley Community Farm
Blue Ridge, VA

Key Ingredients for Tomorrow
3. Children Focus

Nancy Vail & Jared Lawson
Pie Ranch
Pescadero, CA

Key Ingredients for Tomorrow
4. Authenticity

King’s Hill Farm
Mineral Point, WI

Jim & Rebecca Goodman
Northwood Farms,
Wonewoc, WI

Key Ingredients for Tomorrow
4. Authenticity

Key Ingredients for Tomorrow
4. Authenticity

Seth Kroeck
Crystal Spring Community Farm, New Brunswick, ME

Key Ingredients for Tomorrow
4. Authenticity

Jamie Collins
Serendipity Farm, Aromas, CA

Key Ingredients for Tomorrow
4. Authenticity

Inn Serendipity
Browntown, WI

FARM (Farm & Agriculture Resources for Media)
A project of the National Sustainable Agriculture Coalition (NSAC)
Key Ingredients for Tomorrow
5. Diversification

Kristi Langhus
Carrie Johnson
Argyle Fiber Mill
Argyle, WI

Inn Serendipity Farm and B&B
Browntown, WI

RESOURCES
Books by Lisa Kivirist & John Ivanko

ECOprenuring
– Pragmatic how-to guide to launching or greening your enterprise

Rural Renaissance
– Practical guide to greening operations

Edible Earth
– Simple vegetarian cookbook