

**Cultivating Diversity**

**A Recipe for Organic Opportunity**

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Inn Serendipity B&B

**Transform the World  
through your passion for food & farming**

- **State of the Soil**
  - Status of organics
  - Changing perspective on wealth, economy
- **Key Ingredients for Tomorrow**
  - Trends & opportunities

**State of the Soil  
Organics Growing Despite Recession**

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

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Browtown, WI

**State of the Soil  
Organics Growing Despite Recession**

**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%

Denise O'Brien  
Rolling Acres Farm  
Atlantic, IA

**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?**

ECOpreneurs 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"




Adrienne Fox  
 Powerkraut  
 Viroqua, WI

**Key Ingredients for Tomorrow**  
**2. Urban Agriculture**




Detroit, MI

**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**  
3. *Children Focus*



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Vermont Valley Community Farm  
Blue Mounds, WI

**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

**Key Ingredients for Tomorrow**  
4. *Authenticity*

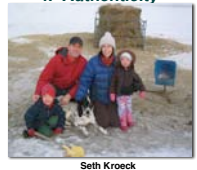


**Key Ingredients for Tomorrow**  
4. *Authenticity*



Jim & Rebecca Goodman  
Northwood Farms, Waukegan, WI

**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*



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Browtown, WI

**FARM (Farm & Agriculture Resources for Media)**  
A project of the National Sustainable Agriculture Coalition (NSAC)



Home and Agriculture Resources for Media (FARM)

Media Ready Training Program  
Learn Media and Public Relations Tips for Farmers

Why are media & public relations important for farmers?

The personal stories of farmers form the authentic and compelling heartbeat of the sustainable agriculture movement. By sharing your story and farm experience effectively and strategically with national media outlets, you will:

- Increase visibility of your farm
- Add credibility to your operations
- Enhance your image

Stay Connected

**Key Ingredients for Tomorrow**  
**5. Diversification**



Kristi Langhus  
 Carrie Johnson  
 Argyle Fiber Mill  
 Argyle, WI

**Key Ingredients for Tomorrow**  
**5. Diversification**



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 Brownstown, WI

**RESOURCES**

Books by Lisa Kivirist & John Ivanko

- **ECOpreneur**
  - Pragmatic how-to guide to launching or greening your enterprise
- **Rural Renaissance**
  - Practical guide to greening operations
- **Edible Earth**
  - Simple vegetarian cookbook

