A Collective Approach to Providing Resources, Technology and Assistance to Beginning Farmers







Presenting state: Alabama

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Beginning Farmer and Rancher Development Program Award No: 11863909





What is Collective Impact?

- Stakeholders align with each other in a collective sense of purpose, with a common goal
- Each stakeholder is impelled to specify its role in achieving the common goal
- Shared performance measures provide participants accountability and insight

Collective Impact

LARGE-SCALE SIGNAL CHANGE REQUIRE

BROAD CROSS-SECTION COORDINATION
YET THE SOCIAL SECTION REMAIN
FOCUSED ON THE ISOLATED INTERVENTION
OF HYDRYGUAL ORIGANIZATIONS

By Josen Kanes & Mark Kraher

Discouring in Marries Species

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Why has Series made progress when as many other offers base failed! It is because a core group of conveniently leaders decided to abunden their stall vidual agendus to faces of a re-

SHOW MANAGEMENT AND DESIGN

Ref.: Kania, J., and M. Kramer. 2011. Collective impact. Stanford Social Innovation Review. p. 36-41.



Project Audience





- Beginning producers in Alabama
- Extension surveys: 27% new producers, 47% naturally grown, 16% organic producer, 10% gardeners
- Focus on fruit and vegetable production
- Will also reach input providers, food hubs, and other state organizations

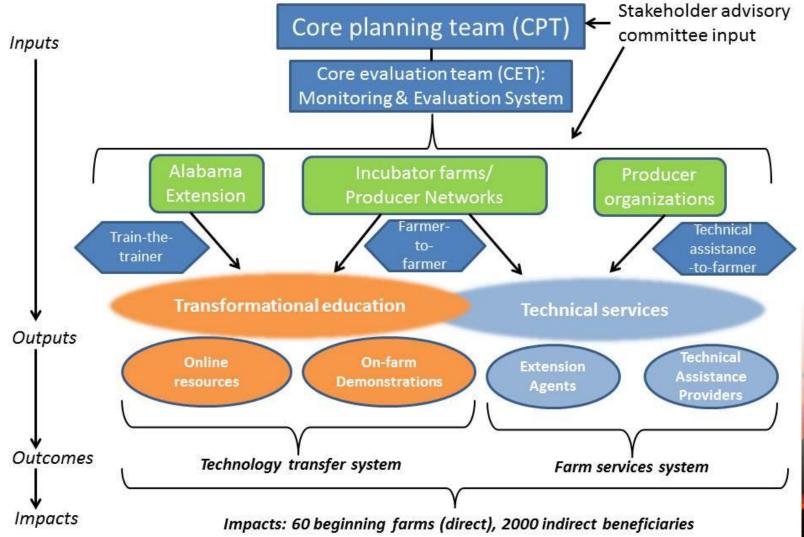
Key Partners/Collaborators

- Alabama Extension Commercial Hort. (people + technology)
- Jayme Oates, Farmscape Solutions, Project Coordinator
- Karen Wynne, Crotovina Inc.
- Southern Sustainable Agriculture Working Group
- Alabama Fruit and Vegetable Growers Association
- Alabama Sustainable Agriculture Network

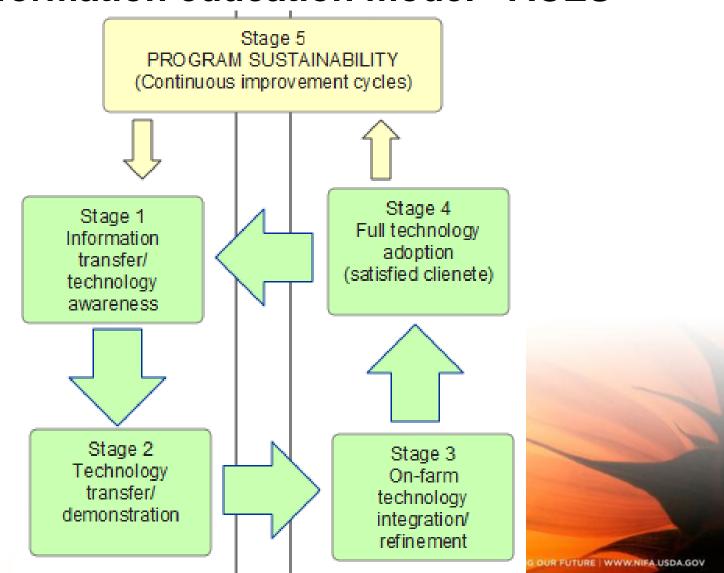
Program sustainability will be enhanced by...

 Including food hubs and other marketing outlets, input suppliers, aggregators, distributors, AL Dept of Ag, Farmers Market Authority, key or mentoring farmers, AL Farmers Federation

BF Program Action/Strategic Model



Transformation education model - ACES





Key Deliverables

Technology transfer methods:

Website (www.aces.edu/beginningfarms)

Electronic curriculum and new bulletins (ACES)

Phone app development (ACES)

Workshops/courses/demonstrations (ACES & partners)

Incubator farm/apprenticeships (Crotovina/FS & partners)

Mentoring (Crotovina/FS & partners)

Promotional materials (ACES)

Support services:

Reactive on-farm training (ACES/FS/Crotovina)

Organizational Networking and Evaluations (various)



Major Target Outcomes (three years)

- Technical Assistance Providers (TAPs) will assist 60 beginning farmers directly with clear production, marketing, and business plans.
- Will also benefit 2000 indirect participants (20% socially disadvantaged and 10% veterans)
- 100% direct and 50% indirect participants will improve their knowledge from hands-on training/workshops.
- 25% or more indirect participants will use web-based training materials
- 50% participants will use crop production and pest management recommendations.



Utilization-focused Evaluation Strategy

Modified outputs

Project improvement evaluations (formative)

Outcome evaluations

Outcome evaluations





Impact evaluations (summative)



What do you hope to learn from other projects?

- Curriculum or resources?
- Expertise in certain topics?
- Realistic expectations
- Measures of success
- Experiences of others using the Collective Impact Model



Keep in touch!

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