Training, Developing, and Mentoring Beginning Organic and Conventional Dairy and Feed Producers

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NFO, Inc. (National Farmers Organization)
Beginning Farmer and Rancher Development Program Award No 2015-70017-22872]
Project Audience

- Beginning Dairy and Feed Grain Producers
  - Iowa, Wisconsin, Minnesota, South Dakota & Missouri
  - Individual Family Farmers interested in Organic Dairy and Grain Production
  - Beginning Farmers who are interested in starting farming organically or converting to organic.
  - All Stages of beginning farmers, from exploring to currently in their first ten years
Partners/Collaborators

- Who are the key people on your team?
  - Perry Garner, National Farmers, Communications Director, Publicity and Recruiting of Attendees
  - John Bobbe, Executive Director, OFARM, Group Marketing in Organic Feed Production
  - Dr. Richard Levins, Professor Emeritus, University of MN, Economics of Group Marketing
The Real Stars

- Will Ortman, Organic Grain Farmer
- Carmen Fernholz, Organic Grain Farmer
- Dr. Paul Detloff, Staff Veterinarian, Organic Valley
- Mark Kopecky, Soils Agronomist
- Tim Ennis, Grain Department Director, NFO
Key Approach(es)

- Presentation of all aspects of Organic Certification and Operating Procedures through networking with experts in the field
- Originally 5 Full Day Workshops, added #6 in Missouri due to interest by word of mouth
- Personal Contact
- Mentoring Program is still developing. 1 participant from each workshop will be matched with mentor
- Webinars to be designed with input from the participants of the 6 Workshops
Overall Target Outcome

Original Goal was to reach 125 beginning farmers who wanted to start farming organically or convert from conventional farming to organic.

- Total Attendance of Beginning Farmers at the workshops will exceed this by 25% or a total of 150 plus.

- To Develop and expand the project into an ongoing educational program to help beginning farmers establish organic operations that are sustainable and profitable.
What do you have to share?

- Access and Contact information to experts in Organic Dairy and Crop Production and Marketing
- Knowledge gained through this development project on holding successful workshops
- “The Producer’s Guide to Basic Farm Lending” and “Organic, The Real Natural” pamphlet. Copies of Power Point presentations used in the workshops
What do you hope to learn from other projects?

- Measuring Results
- How to present financial aspects of beginning farming
- Developing meaningful surveys of participants
Keep in touch!

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