

carolina farm
stewardship association



IMPACT REPORT 2017





Robert Rockwell (left) with Roland McReynolds (right)

CFSA 2017

BOARD OF DIRECTORS

- Vanessa Bialobreski
- Ciranna Bird
- Sara Clow
- Ardis Crews
- Ben DuBard
- Tony Gaddis
- Jennifer Lapidus
- Fred Miller
- Joe Mosnier
- Kevin Oliver
- Roddy Pick
- Amy Poirier
- Robert Rockwell
- Patrick Wagner

PHOTOS ON COVER

Jonathan and Megan Leiss, Spring Forth Farm (Merritt Chesson Photography); Sheep at Stoney Mountain Farm (Stokes Brewer Photography); Millard and Connie Locklear, New Ground Farm; Well Fed Community Garden

PRINTED BY

Daniels Graphics, Asheville, NC

LETTER FROM LEADERSHIP

Strengthening relationships is at the heart of sustainable agriculture

Relationships between microbes and plants, farmers and the land, farms and communities, together form an interdependent and resilient web that nourishes people and the earth. This is part of the inherent appeal of local, organic food and farming, compared to the corporate agribusiness approach of substituting toxins, GMOs, and global commodity markets for connectivity and respect between people and nature.

At the Carolina Farm Stewardship Association, we see the power of building connections every day. Powered by you, our members, we are a national leader among sustainable agriculture organizations in the work to promote family-scale farming and high-integrity food businesses. Our work in the Carolinas has made a huge difference in helping farmers succeed while taking care of our environment. Over the last decade, no region of the US has seen faster growth in organic agriculture – the area of organic farmland in the Carolinas grew from less than 9,000 acres in 2007 to over 35,000 acres in 2016, and the value of organic crop sales in our region has exploded from just \$8 million in 2007 to over \$155 million in 2016 – an increase of 1900 percent!

The industrial agriculture meme is that local organic farming cannot feed the world. Experience around the world has shown this is a false proposition – wherever organic farmers are supported with research, appropriate technology, and fair trading regimes they meet or exceed the productivity of conventional systems, while enhancing soil and water resources for sustained productivity in the future. To make sustainable farming a noble career that will keep new generations energized; contain climate change; provide everyone with healthy diets; combat racism, sexism and xenophobia; and bridge our nation’s urban-rural divide, we need a foundation of better research and education on organic farming, food distribution systems that allow family farmers make a good living, and fair policies that protect farmers, our lands, and our health. And those are the things that CFSA successfully builds every day.

All of our work comes down to empowering people – farmers, farmworkers, communities – to team together to make decisions about the food supply and natural resources upon which we and future generations depend. In 2017 we made big strides advancing that vision of interconnectedness. We are pleased to share with you this Impact Report that highlights CFSA’s work through the stories and statistics of the people we are serving, and we hope it will inspire you to find more that you can do to join our work in 2018 and the years to come.

≡ ABOUT CFSA ≡

The Carolina Farm Stewardship Association (CFSA) is a farmer-driven, membership-based 501(c)(3) non-profit organization that’s on a mission to bring local, organic food to your table from a farmer who shares your values.

≡ OUR MISSION ≡

We help people in the Carolinas grow and eat local, organic food by advocating for fair farm and food policies, building the systems that organic family farms need to thrive, and educating communities about local, organic farming.

≡ OUR VISION ≡

Create a regional food system that is good for consumers, good for farmers and farmworkers, and good for the land

Robert Rockwell
CFSA President

Roland McReynolds
CFSA Executive Director

THEORY OF CHANGE

CFSA is working to provide programs that build a healthy, just, and sustainable food and farming system while addressing challenges such as the loss of farmers and farmland, the need for research and resources tailored to family farms, and the integrity of sustainable agriculture. CFSA also seeks to empower people to control decisions about their community's food supply.

≡ THE OPPORTUNITY ≡



≡ THE CHALLENGE ≡

FUTURE FARMERS

- The average age of farmers nationally is 58.3 years old.
- North Carolina saw a 21% decline in beginning farmers from 2007 – 2012.
- Since the 1990s, North Carolina has lost nearly 9,000 farms and more than a million acres of farmland.
- South Carolina saw a 19% decline in beginning farmers from 2007 – 2012.
- Since the 1980s, South Carolina has lost nearly 400,000 acres of farmland.

≡ THE CHALLENGE ≡

TRAINING, RESEARCH & RESOURCES

CFSA has identified specific areas for farmer training, research, and resource assistance, including:

- Individualized organic-transition plans.
- Specialized food-safety requirement assistance.
- Applied research for organic practices in NC and SC.
- Exclusive high-tunnel consulting.

≡ THE CHALLENGE ≡

ORGANIC INTEGRITY

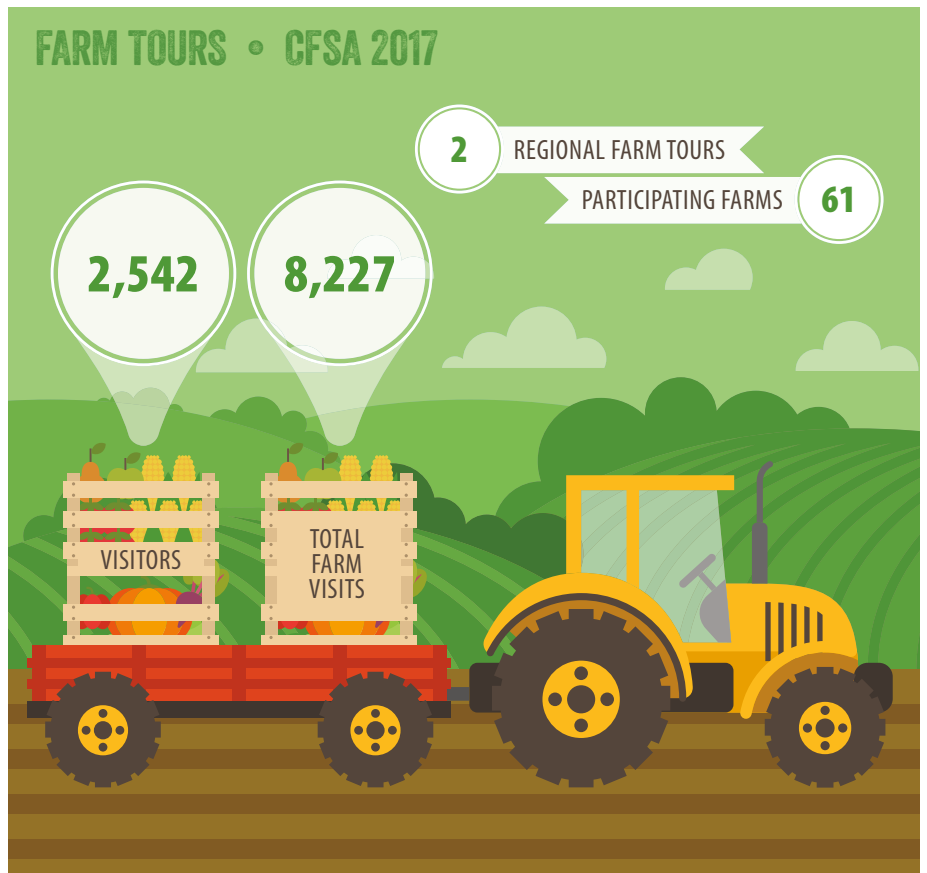
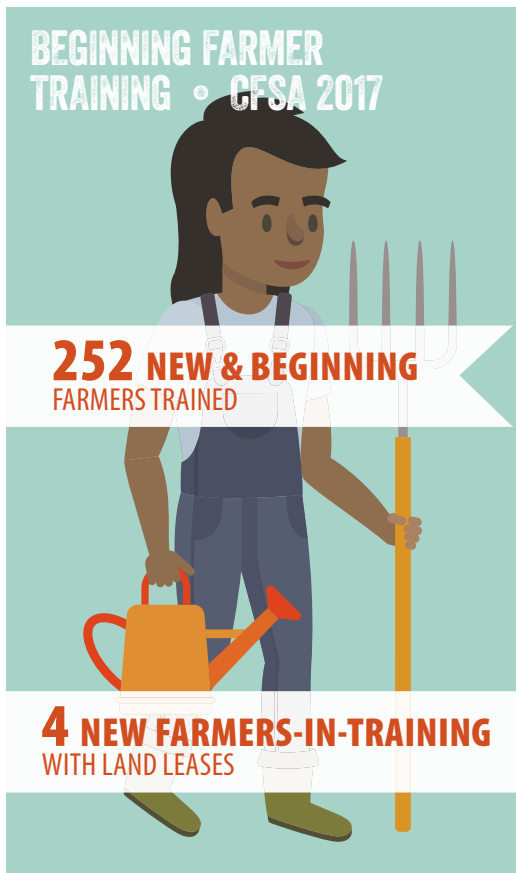
As the organic food market has grown and large-scale food companies expand their offerings in the organic sector, the Consumers Union has downgraded its confidence rating in the organic label.

BY THE NUMBERS



Organic sales have averaged double-digit growth annually in the US since 2012.

Fresh fruits and vegetables remain the top-selling organic food items in organic retail sales.



FARMER EDUCATION • CFSA 2017

— CFSA WORKSHOP ATTENDEES —

COVER CROP MGMT **20**

28 ORGANIC CERTIFICATION

INTEGRATED PEST MGMT **65**

190 GAP CERTIFICATION

SOIL HEALTH & NO TILL **252**

280 HIGH TUNNELS

835

— TOTAL AT ALL —
CFSA WORKSHOPS

158

— HOURS OF TRAINING AT THE —
SUSTAINABLE AGRICULTURE
CONFERENCE

15

— HOURS OF TRAINING AT THE —
ORGANIC COMMODITIES
& LIVESTOCK CONFERENCE



POLICY & ADVOCACY • CFSA 2017

16,839
AG-TIVISTS

37
FOOD COUNCILS

6 NEW
FOOD COUNCIL
STRATEGIC
ADVOCACY PLANS
DEVELOPED



TECHNICAL SERVICES • CFSA 2017

7 FARMERS
COMPLETED CONSERVATION ACTIVITY PLANS

16 FARMERS
RECEIVED HIGH TUNNEL CONSULTING

44 FARMERS
RECEIVED ORGANIC TRANSITION CONSULTING

50 FARMERS
RECEIVED GOOD AGRICULTURAL
PRACTICES CONSULTING

7 FARMERS
BECAME USDA CERTIFIED ORGANIC

23 FARMERS
BECAME GOOD AGRICULTURAL PRACTICES CERTIFIED



EDUCATION

We are equipping farmers to grow local and organic and building the network they need to succeed.

CONFERENCES

32nd Annual Sustainable Agriculture Conference

This three-day conference is the oldest and largest sustainable-agriculture conference in the Southeast – convening farmers, agricultural researchers and experts, buyers, and food system stakeholders.

7th Annual Organic Commodities and Livestock Conference

This one-day conference targets the needs of large-scale commercial producers to explore emerging opportunities in the sustainable wholesale and organic markets as well as how to increase profits.

≡ THE IMPACT ≡

TRAINING AND EDUCATION

- 852 attendees at the Sustainable Agriculture Conference and over 158 hours of expert training and education.
- 120 attendees at the Organic Commodities and Livestock Conference and over 15 hours of expert training and education.

NETWORKING

- Participants report that the opportunity to build a network of support is a significant benefit – colleagues they can all on, learn from, and exchange ideas with throughout the years. CFSA's conferences are an excellent opportunity to share resources and best practices.



POLICY & ADVOCACY

We are driving the conversation about local, organic agriculture – nationally, regionally, and locally.

ADVOCATING FOR FAIR ORGANIC STANDARDS

≡ THE IMPACT ≡

CFSA attended the November 2017 meeting of the National Organic Standards Board and submitted public comment expressing concerns that Southeastern growers would be disproportionately impacted by new proposals related to the required use of organic seeds and the conversion of forest-land to organic production. In response to comments from CFSA and allied organizations, the NOSB agreed to send the proposals back to subcommittee for revision.

ENGAGING THE FOOD AND FARM COMMUNITY

≡ THE IMPACT ≡

Policy Team traveled across the Carolinas, teaming up with farmer members to talk about the Farm Bill with every member of Congress, or their staff, in both states. These meetings opened the door to ongoing conversations with members of Congress, helping to ensure that they know more about local, organic agriculture and the farmers who are growing their food.

DID YOU KNOW?

- CFSA's Roland McReynolds served on the USDA Fruit and Vegetable Industry Advisory Committee.
- CFSA's Rochelle Sparko was the vice chair of the NC Local Food Council.
- CFSA's Katie Welborn serves on the SC Food Policy Council, which worked to get food systems planning into SC's Rural Health Roadmap and secured funds for a state agriculture infrastructure inventory.
- CFSA was key in working closely with 11 local food councils to oppose cuts to SNAP benefits by delivering letters to members of Congress and helping garner extensive media coverage on the issue.
- CFSA was instrumental in drafting and passing SC's Produce Safety Act in 2017.

FARM SERVICES

We are providing technical consulting services to help farmers use sustainable and organic production practices, as well as become USDA Certified Organic and Good Agricultural Practices Certified.

ORGANIC CERTIFICATION CONSULTING

Lowers the barriers to organic certification for farmers by helping them navigate federal regulations, the certification process, and the landscape of certifying agencies and organic markets.

≡ THE IMPACT ≡

- Provided organic certification consulting for 44 farmers transitioning to organic, a 63% increase over last year.
- 7 farmers became USDA Certified Organic, a 250% increase over last year.
- Organic certification helps farmers obtain organic price premiums for their products; organic markets provide a financial incentive for producers to use more sustainable farming practices on their land; and consumers in the Carolinas gain increased access to local, organic food.

HIGH TUNNEL CONSULTING

Provides individualized high tunnel consulting to address the gap in production knowledge and overcome the many challenges required to grow in a high tunnel successfully.

≡ THE IMPACT ≡

- Provided individualized High Tunnel consulting for 16 farmers.
- High Tunnel production increases farmer competitiveness in the local produce market.
- Successful specialty crop production in a high tunnel (30' x 96') can gross between \$10,000 and \$20,000 a year.

WRITING CONSERVATION ACTIVITY PLANS

Develops a detailed technical plan for farmers to identify conservation practices needed to address specific natural resource needs on their land.

≡ THE IMPACT ≡

- 7 farmers completed Conservation Activity Plans (CAP).
- CAPs provide a rich assessment of on-farm natural resources and guidelines for farm management and environmental stewardship decisions; prepares farmers for organic certification; qualifies farmers to access NRCS funding for conservation practices; and protects the healthy farmland and watersheds all Carolinians depend upon.

FOOD SAFETY CONSULTING & RESOURCE HUB

Connects farmers with the tools, information, training and consulting on Good Agricultural Practices (GAP) certification and the federal rules of the Food Safety Modernization Act.

≡ THE IMPACT ≡

- Provided individualized GAP consulting for 31 farmers.
- 23 farmers became GAP Certified, a 64% increase over last year.
- GAP certification helps farmers gain access to new retail and wholesale markets.



JEFF AND BETH LINVILLE, GREENPOND FARMS

“CFSA has given me invaluable help as I build my farm, so that I can do what I love to do and give my customers a reason to expect more from the food they eat.”

ELMA C. LOMAX INCUBATOR FARM

We are supporting local, organic farming while equipping a new generation of farmers.



ELMA C. LOMAX INCUBATOR FARM, HIGH TUNNEL WORKSHOP

GROWING THE NEXT GENERATION OF CAROLINA FARMERS

The 31-acre Lomax Incubator Farm in Concord, NC, is the only USDA Certified Organic Incubator Farm in the Southeast. Farmers-in-Training (FITs) start and build their own farm business, develop their skills in organic production, and prepare to successfully launch farms on their own land.

≡ THE IMPACT ≡

- Nine Farmers-in-Training (FITs) are enrolled and making successful progress on their farm business goals.
- Three FITs will graduate in 2017 and launch their farm business onto their own land.
- Seven aspiring farmers have already submitted applications for the 2018 FIT program.
- Successful FITs learn how to farm sustainably and organically in the Carolinas, contributing to our regional food system, local economies, resilient communities, and the environmental stewardship of our land for years to come.

BUILDING KNOWLEDGE, BUILDING SKILLS

≡ THE IMPACT ≡

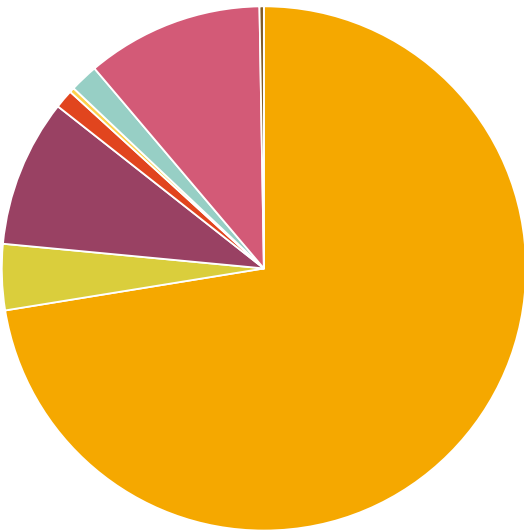
CFSA completed an applied research project at the Lomax Incubator Farm in 2017 to address the needs of Carolina farmers. The results of the study showed an economic advantage of using grafted heirloom tomatoes as compared to un-grafted heirloom tomato plants when grown in high tunnels. Results from the study were shared through field days, workshops and presented at the Sustainable Agriculture Conference.



FINANCIAL PROFILE

JANUARY 1 – DECEMBER 31, 2017

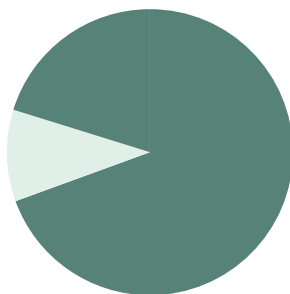
INCOME



Grants	\$1,646,298
Consulting	\$92,331
Conferences	\$206,952
Farm Tours	\$26,306
Educational Events	\$6,792
Memberships	\$39,721
Fundraising	\$248,131
Miscellaneous	\$6,122
TOTAL	\$2,272,653

Includes \$914,523 of multi-year funds released from restriction

EXPENSES



**At CFSA we are committed to using funds responsibly.
82.3% OF ALL FUNDS IN 2017 WENT DIRECTLY
TO PROGRAMS AND SERVICES**

Programs & Services	\$.1,233,226
Administration & Fundraising	\$265,151
TOTAL	\$.1,498,377

FULL AUDITED FINANCIAL STATEMENTS

Available by request or at www.guidestar.org.
If you have questions, we'd love to answer them.
Contact Jacob Leech, Operations Director,
Jacob@carolinafarmstewards.org.

ANNUAL MEETING

All members are encouraged to attend the CFSA
Annual Membership Meeting, which will be held at the
Sustainable Agriculture Conference, November 9-11,
2018, in Durham, NC.

RECOMMEND A BOARD MEMBER

If you have a great prospective board member in mind,
please contact Elizabeth Read, Communications and
Development Director:
Elizabeth@carolinafarmstewards.org.
Candidate suggestions will be provided
to the Board of Directors.

SPONSORS

MAJOR CORPORATE AND GOVERNMENTAL GRANTORS

North Carolina Department of Agriculture and Consumer Services

South Carolina Department of Agriculture

U.S. Department of Agriculture:

Agricultural Marketing Service (AMS)

National Institute of Food and Agriculture (NIFA)

Natural Resources Conservation Service (NRCS)

North Carolina Growing Together
(via N.C. A&T State University)

Center for Environmental Farming Systems
(via NC State University)

Southern Risk Management Education Center

University of Florida

North Carolina Tobacco Trust Fund Commission

North Carolina Agriculture Development & Farmland
Preservation Trust Fund

Wallace Center at Winrock International

Santa Fe Natural Tobacco Co.

BlueCross BlueShield NC Foundation

Clemson University

Farm Aid

Carolina Farm Credit

Cabarrus County

Triangle Community Foundation

Burt's Bees

Wells Fargo

SPONSORS OF THE 2017 ORGANIC COMMODITIES AND LIVESTOCK CONFERENCE

Banner Greenhouses

Braswell Foods

The Fertrell Company

International Certification Services, Inc.

Nature Safe Natural and Organic Fertilizers

NC State University

NCDA Agronomic Services Division

Santa Fe Natural Tobacco

SQM North America

Thorvin Kelp

University of Mount Olive

Valent

SPONSORS OF THE 2017 SUSTAINABLE AGRICULTURE CONFERENCE

Atlas Greenhouses

Banner Greenhouses

Brandt

Brooks Contractor

Center for Environmental Farming Systems (CEFS)

Charlotte Magazine

Cheney Brothers

Clemson University

Community Food Strategies

Durham Co-op Market

Earth Tools, Inc.

Eastern Carolina Organics

Edible Charleston

Edible Columbia

Edible Upcountry

Firsthand Foods

FreshPoint Raleigh

Food Animal Concerns Trust (FACT)

Green Fields Sandhills

International Certification Services

Money With a Mission

NC Agricultural Research Service and NC State Extension

NC Grange

NC Growing Together

NC SARE

Santa Fe Natural Tobacco

Southern Extension Risk Management Education

Thorvin Kelp

UNFI/Albert's Organics Charlotte

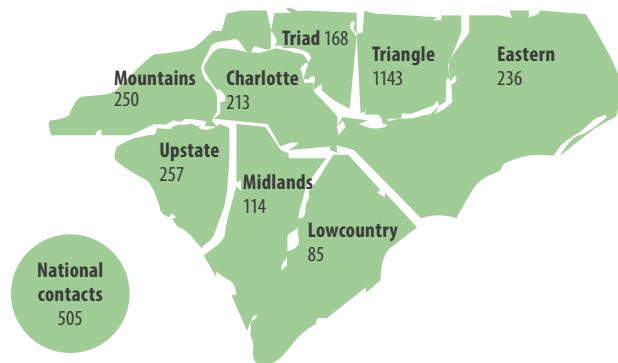
USDA/NIFA

Whole Foods Market



“Receiving the CFSA Activist of the Year award was truly an honor. It’s always an honor to be recognized for your work, but to me, the more important part of receiving an award like this, is the opportunity it provides to raise up the voices and work of those who paved the way for all of us in this field, especially resilient black rural men and women like my grandmother, granddaddy, parents, uncles and aunts. I appreciate CFSA for understanding how critical that role is for organizations and institutions who have the power, to give voice and visibility to those who are ignored way too often.”

SHORLETTE AMMONS, ACTIVIST OF THE YEAR, CENTER FOR ENVIRONMENTAL FARMING SYSTEMS



OUR NETWORK

2017 MEMBERSHIP BY REGIONS

When you join CFSA, you become part of a vibrant network of farmers, consumers, foodies, businesses and organizations all working together to ensure a healthy and sustainable food system – now and for future generations. In 2017, CFSA had 2971 active members from the Carolinas and other states.

2017 SUSTAINABLE AGRICULTURE AWARDS

CFSA is proud to recognize the institutions and individuals who have made outstanding contributions to the sustainable food movement in North and South Carolina and helped make the Carolinas one of the fastest growing sustainable agricultural sectors in the country.

Farmer of the Year	Kim and Kevin Meehan, Turtle Run Farm
Beginning Farmer of the Year	William Lyons & Marie Williamson, Bluebird Farm
Activist of the Year	Shorlette Ammons
Business of the Year	Swamp Rabbit Café
Organization of the Year	Midlands Food Alliance
Extension Educators	Jim Hamilton & Millie Davenport

2017 WILLIAM W. DOW SCHOLARSHIPS

Named for Bill Dow, one of the Carolina's pioneering organic farmers, the William W. Dow Scholarship awarded its largest class of scholarships to 27 new and beginning farmers and ranchers. The scholarship gives the awardees the opportunity to participate in the Sustainable Agriculture Conference, while helping them build the network of training and support they need to become successful farmers.

TAKE ACTION NOW!

You have the power to make a profound impact on our food system in the Carolinas by giving a tax-deductible gift in support of the sustainable food movement!

SUPPORT CFSA

When you join CFSA, you become part of a vibrant network of farmers, consumers, businesses and organizations all working together to ensure a healthy and sustainable food system – now and for future generations.

BECOME A SUSTAINER TODAY

Your financial support of CFSA is one of the best ways you can support local farmers and champion food that is good for consumers, good for farmers and farm workers, and good for the land.

JOIN THE PERENNIAL GIVERS GUILD

Show your support today.

No amount is too small. Sustainable farmers across the Carolinas need your support to grow, learn, and thrive for years to come. Join us as a farmer, business, or supporter today.

≡ CONNECT WITH US ≡

PO BOX 448, Pittsboro NC 27312
(919) 542-2402 | carolinafarmstewards.org



OUR FARMERS ARE SUCCESSFUL BECAUSE OF YOU!

carolina farm 
stewardship association
PO Box 448 • Pittsboro, NC 27312

NONPROFIT ORG
U.S. POSTAGE
PAID
ASHEVILLE, NC
PERMIT NO. 272



GIVE TODAY

Your gift today will provide the training and support our farmers need to succeed – and provide us ALL with the food we need in the Carolinas.

Please give generously.

Please give today. You can donate online at carolinafarmstewards.org/give or by calling us at 919-542-2402.