

## PRIORITY FOCUS AREAS

*Hosted September 9, 2016 by  
UC Sustainable Agriculture Research and Education Program & FarmsReach*



**University of California**  
Agriculture and Natural Resources



### ***15 Priority Focus Areas determined at the Summit to advance collective work of farmer educator organizations:***

#### **Objective: Build capacity for the collective movement**

##### Top 3 Priority Areas:

- Create a “backbone” team to coordinate strategies identified as priorities by the group
- Broaden stakeholders within the movement and bring NEW and minority voices to the table and/or go to them directly.
- Strategically communicate/translate our diverse values (and impact metrics) to funders, policy makers and farmers themselves.

#### **Objective: Build capacity for measuring collective impact**

##### Top 3 Priority Areas:

- Explore common metrics of impact that balance economics, ecological, cultural, social, and political factors.
- Share data collection online tools.
- Establish participant-driven metrics of success.

#### **Objective: Foster relationships, communication, collaboration**

##### Top 3 Priority Areas:

- Coordinate more in-person regional meetings among orgs.
- Continue state-wide strategy sessions, possibly:
  - Expand current 2-hour FEN meeting @ EcoFarm.
  - Schedule meeting pre/post CA Small Farm Conference Nov 2017.
  - Continue annual meetings like the Sept 2016 Summit.
- Include funders in future discussions.

## PRIORITY FOCUS AREAS

### **Objective: Build capacity for organizations' INTERNAL operations**

Top 3 Priority Areas:

- Get training in cultural competency and outreach.
- Share organizational personnel for operations that can be done remotely (e.g., accounting, bookkeeping, etc.).
- Take time to hire and train more diverse staff and boards of directors.

### **Objective: Build capacity for organizations' EXTERNAL operations (strategic, high impact farm education & support services)**

Top 3 Priority Areas:

- Create more/better programs for non-English speaking farmers.
- Share best practices in delivering technical assistance, especially *culturally appropriate* assistance.
- Establish a shared online platform to connect geographically isolated farmers and to post/archive farmer training materials for CA.