

"PROMOTING PROFITABLE FARMS THAT PRODUCE HEALTHY FOOD FOR ALL PEOPLE WHILE RESPECTING THE NATURAL ENVIRONMENT"

OVERSIGHT & GOVERNANCE

THE PENNSYLVANIA ASSOCIATION FOR SUSTAINABLE AGRICULTURE IS A 501(C)(3) NONPROFIT, MEMBERSHIP-BASED ORGANIZATION INCORPORATED IN THE COMMONWEALTH OF PENNSYLVANIA SINCE 1992. THE ORGANIZATION IS FUNDED BY A DIVERSE ARRAY OF SOURCES, INCLUDING BUT NOT LIMITED TO, MEMBERSHIP DUES, INDIVIDUAL CONTRIBUTIONS, GRANTS FUNDED THROUGH BOTH THE PRIVATE AND PUBLIC SECTOR, AND FEES PAID BY MEMBERS AND OTHERS WHO ATTEND A VARIETY OF EDUCATIONAL PROGRAMS AND SPECIAL

PASAIS GOVERNED BY A BOARD OF DIRECTORS COMPRISED
OF 15 REGULAR DIRECTORS WHO ARE ELECTED BY ITS
MEMBERS AND UP TO 3 AT-LARGE DIRECTORS WHO ARE
APPOINTED BECAUSE OF THEIR SPECIAL EXPERTISE
OR CONSTITUENT REPRESENTATION. THE BOARD SETS
ANNUAL STRATEGIC GOALS, REGULARLY ENGAGING IN
EVALUATION OF PROGRESS TOWARD THESE GOALS.
THE BOARD MEETS ON A QUARTERLY BASIS AND
MAINTAINS AN EXECUTIVE COMMITTEE THAT MEETS
MONTHLY. THE BYLAWS OF THE ORGANIZATION ARE
REVIEWED REGULARLY TO BE IN COMPLIANCE WITH BEST
PRACTICES OF NONPROFIT GOVERNANCE. THE MOST
RECENT VERSION WAS PASSED BY BOTH THE BOARD AND
MEMBERSHIP IN 2012.

ANNUAL MEETINGS ARE HELD ON A REGIONAL BASIS.

MEMBERS ARE APPRISED AT THE MEETINGS ON THE
PROGRESS OF PASA'S PROGRAMMING OBJECTIVES
AND FINANCIAL STATUS. INDEPENDENT FINANCIAL
AUDITS BY CERTIFIED PUBLIC ACCOUNTING FIRMS ARE
CONDUCTED ANNUALLY.



PENNSYLVANIA
ASSOCIATION FOR
SUSTAINABLE AGRICULTURE

PASA 2017

DIRECTOR'S LETTER



What a year of transformation! As staff and board, we continue to be awed by the support PASA has received through the process of financial, organizational and programming rejuvenation. Time and time again, I have been approached by lifetime, current and prospective members expressing their renewed commitment to this community and energy for our future.

In this report, you will see that our organization is unwavering in its commitment to providing research and education grounded in the evidencebased knowledge of our farmers, in order to create a more economically just, environmentally regenerative and community focused food system. And, given the generosity of our farmers, farmers who share their knowledge and strategies freely, we know we are the type of organization that is well-positioned to be facing both the challenges and potential that awaits those of us trying our best to farm like the future matters.

As you will see reflected in this report, the PASA community is thriving! In no small part due to our committed membership and supporters, phenomenal staff, and a righted financial path set about by a terrific board, our future looks bright. We'll continue to build our apprenticeship programs, to expand our on-farm research and education

initiatives, welcome an even broader base of the agricultural community to our renowned conferences, and to be nourished and enriched by the relationships we have with each other. We would not be where we are without

I would like to take this opportunity to thank PASA's prior executive director, Brian Snyder, for his vision with the SOIL Institute, now the core of our programming; Ted LeBow, interim executive director, for his dogged determination to protect our financial future; my team, the best and brightest around; and, each and every one of you who have reached out to me to encourage, lament, rejoice and criticize. Taking time to make this organization be all it can is our highest order responsibility. I think of this opportunity as a true calling; no one of us is irreplaceable and, yet, each of us is vital to accomplishing the work ahead of us. I'm truly humbled to be on this journey with you.

I'd love to hear from you!

- Com Sunst

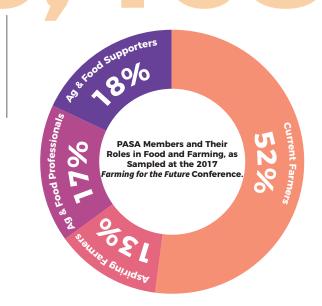
Hannah Smith-Brubaker

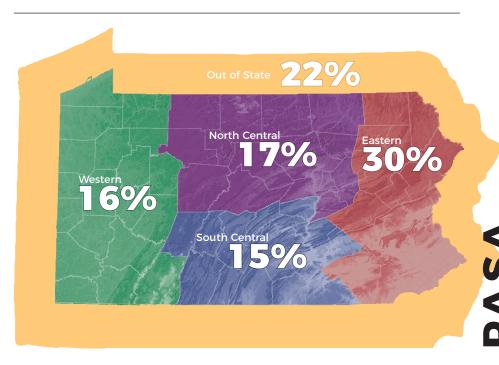
BUILDING COMMUNITY

PASA's membership truly stretches from farm to fork. If you are passionate about building a more sustainable food system, the PASA community is an invaluable source of knowledge and support.



Sustainable Ag Leadership Awardees John & Todd Hopkins of Forks Farm (pictured left) and Sustainable Ag Business Leader Simon Huntley of Small Farm Central (pictured right) are accompanied by PASA executive director Hannah Smith-Brubaker and board chair Scott Case. CURRENT MEMBERS
AND SUPORTERS





MEMBERSHIP BY REGION

1,482

PEOPLE ATTENDED THE 26TH ANNUAL FARMING FOR THE FUTURE CONFERENCE

The SOIL Institute is PASA's comprehensive initiative to advance the art and science of sustainable farming. After launching this project at our 2016 Farming for the Future Conference, we've already had a big impact connecting farmers to each other, providing training for beginning farmers, and documenting the on-the-ground impacts of sustainable agriculture.

THE SOIL INSTITUTE

IMPACTS AT A GLANCE





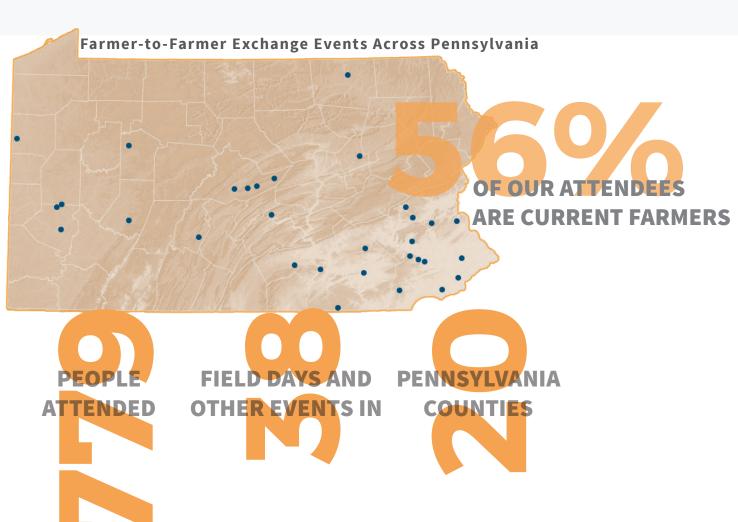




MASTER GRAZIERS ENROLLED IN DAIRY GRAZING APPRENTICESHIP







THE SOIL INSTITUTE FARMER-TO-FARMER EXCHANGE



There is no manual for sustainable farming. Farming methods that support families, build community, and care for the land can only be learned through hands-on practice and the thoughtful mentoring of peer farmers. Our Farmer to-Farmer exchange events bring together farmers from a range of scales, backgrounds, and experience levels to share best practices and sound-out new ideas. They are also a great opportunity for professionals and supporters to connect with farmers and build a deeper understanding of food and farming.

PASA event at Quiet Creek Herb Farm

ATTENDEES REPORTED
AN AVERAGE OF

INCREASE IN KNOWLEDGE ON
TOPICS RANGING FROM COVER
CROPPING, TO HIGH TUNNEL
DESIGN, TO FOOD SAFETY



Mark Lopez of Wholesome Dairy Farms talks about

FARMING FOR THE FUTURE CONFERENCE

Our annual conference brings together a diverse crowd of farmers, agricultural professionals, and sustainability supporters. The dynamic educational programs span four days of workshops, discussions, and full-day intensive seminars, while the friendly atmosphere encourages networking and peer mentoring. In Febuary, **1,482** people attended from **23** states and **3** U.S. territories.



INCREASE IN KNOWLEDGE
ON TOPICS RANGING
FROM MANAGED GRAZING,
COOPERATIVE MARKETING,
TO GETTING INVOLVED IN
LOCAL GOVERNMENT

SAID THEY WERE
CONSIDERING
IMPLEMENTING
A NEW PRACTICE
IN THEIR FARM
OR BUSINESS

"Our farm has been coming to this event year after year, and it is always looked forward to. It is an incredible way to not only learn new things, but get together with the surrounding farming community. Bringing this community together on a yearly basis to share information is wonderful, and I hope it continues long into the future." - Evaluation Comment

THE SOIL INSTITUTE FARMER TRAINING & DEVELOPMENT

For thousands of years, apprenticeship has been an effective pathway to learn a skilled profession. PASA is helping to prepare a new generation of farmers through formal apprenticeships that combine paid, on-the-job training with a curriculum of technical coursework. These programs can be a win-win across generations: apprentices get a rigorous preparation for all aspects of farm management or ownership, while experienced "master" farmers gain access to a pool of committed employees and potential farm managers. Working together, apprentices and masters will ensure the growth of sustainable agriculture.

DIVERSIFIED VEGETABLE APPRENTICESHIP

Many PASA vegetable farmers have built informal internship programs that teach valuable skills to beginning farmers, but most of these farms lack the time or resources to offer structured training. We are proud to be working with farmers across Pennsylvania to build a formal, "earn-as-you-learn" apprenticeship program for diversified vegetable farming. In the model of a formal apprenticeship, this program will combine on-the-job training with technical coursework, and benefit both aspiring farmers and established farmers looking for skilled employees.

This past year, we've talked with **52** vegetable farmers about formal apprenticeship, typically hearing a response of "it's about time!" In December we will be bringing some of these leading growers together to develop a curriculum and apply for state approval for our apprenticeship program. We expect to begin coordinating master-apprentices pairs on the ground in 2018.

"Apprentices are so much a product of the farm on which they train, that we need a more formal approach to make our future farmers and their farms the best possible stewards of our soil and natural resources to grow the best food possible for their communities."





DGA Master Grazier Farms in Pennsylvania and New Jersey

Moyer's Dairy Farm

Hameau Farm

Rock Hollow Dairy

Spring Creek Farms

Wadel's Dairy

SpringWood Organic Farm

SpringWood Organic Farm

5 ON-THE-JOB HOURS

PENNSYLVANIA ASSOCIATION FOR SUSTAINABLE AGRICULTURE



DAIRY GRAZING APPRENTICESHIP

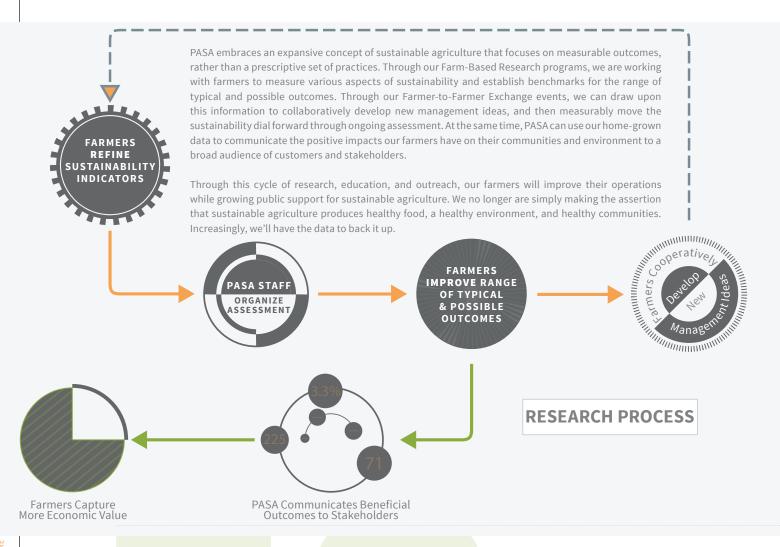
Dairy Grazing Apprenticeship (DGA) is a nationwide program for sustainable, grass-based dairy farming, with 130 masters and 40 active apprentices nationwide. Since 2010, DGA has trained 18 Journey Dairy Graziers, most of whom are now working as managers or owner/operators. Masters can search for apprentices through an online database - or sometimes they find great apprentices close to home by working with a current employee or a family member that is getting serious about taking on more responsibilities. As with all student-teacher relationships, learning often works both ways, and apprentices can bring new perspectives back to the host farm.

The SOIL Institute is proud to administer the DGA program in the mid-Atlantic states. Since March 2016, we have enrolled **9 Master Graziers** across Pennsylvania and New Jersey. We have also enrolled **3 Apprentices**, 2 of which are now over half-through this rigorous program, which combines **3,700 hours** of on-the-job training with **300 hours** of field days and collegelevel courses. In 2018, we will be working to grow the program through partnership with the Pennsylvania Grazing Lands Coalition and the Center for Dairy Excellence.

One of the best things about the program for me has been seeing what other farms are doing, and what's working and what's not?"

Joseph will be taking an online class, or he'll visit a farm and see something different— or he'll just be thinking about something—and he'll ask me why we do something a particular way, and I'll have to think about why we do it that way. It's made me refocus.

THE SOIL INSTITUTE FARM-BASED RESEARCH



As a first step in this process, we've been talking with farmers to understand the indicators that they would like to use to monitor the sustainability of their operations. In a series of five focus groups held during October 2016 and at the 2017 Farming for the Future Conference, **38** farmers consistently identified the following as the key indicators of sustainability:

FINANCIAL VIABILITY OF FAMILY FARMS.
HEALTH OF THEIR FARM'S SOILS.
NUTRIENT DENSITY OF THEIR FARM'S PRODUCTS.

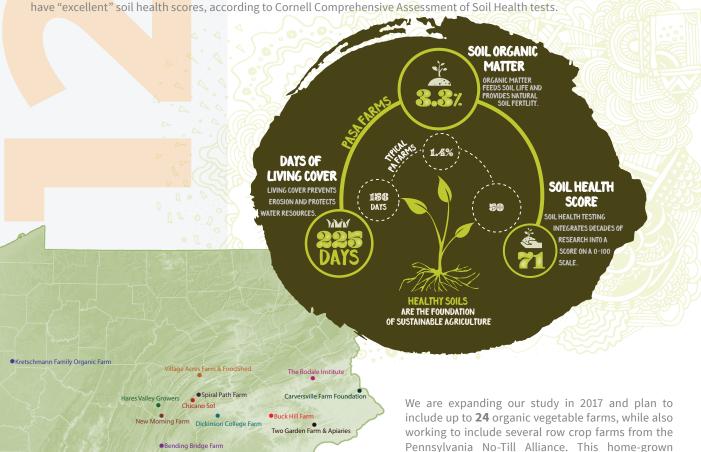
SOIL HEALTH BENCHMARK STUDY

ORGANIC VEGETABLE FARMS CONTRIBUTING TO

THE 2016 SOIL HEALTH BENCHMARK STUDY

Soil health is the foundation of productivity and profitability on any farm. While most farms regularly test their soils, it can be challenging to put results in a meaningful context. For instance, how do you understand what a "good" soil test result is for your farm, and how do you develop a practical strategy for improving soil health over the long term? Last summer, we began working with organic vegetable farmers to help answer these questions and chart a course for sustaining our soil resources for the future.

Working with scientists at the Pennsylvania State University and Northeast Sustainable Agriculture Research and Education, we developed methods to test soils and record the management practices that farmers are using to foster soil health. With 12 farms contributing so far, we've found that PASA farmers are practicing excellent soil stewardship. On average, these farms are growing organic matter 2.3 times higher than benchmarks for their soil types, maintain living cover 225 days of the year, and



dataset will serve to guide soil health education

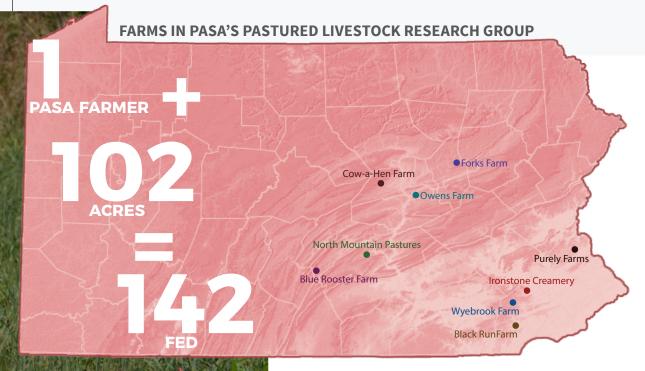
and outreach at PASA and provide a foundation for

farmer-to-farmer learning about best practices for

growing soil health.

NSYLVANIA ASSOCIATION FOR SUSTAINABLE AGRICULTURE

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THE SOIL INSTITUTE FARM-BASED RESEARCH

PASTURED LIVESTOCK FOR A HUNGRY WORLD?

Raising livestock outdoors on green, perennial pastures can bring big benefits for soil health, water quality, and animal welfare. But pastured livestock farms have often been criticized as too "inefficient" to become a serious part of the modern food system. Working with **9** farms across the state, we've been taking a closer look at production on farms producing a mix of beef, sheep, pigs, broilers, and turkeys, and the efficiency with which these farms can turn pasture and grain into nutrient-dense meat products.

Preliminary results indicate that, on average, each PASA pastured livestock farm:

- Maintains **102** acres in perennial, deep rooted pastured.
- Produces enough meat to provide 142 Pennsylvanians with an annual supply of animal protein.

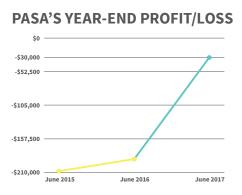
We also found that feed conversion (pounds of feed needed to produce a pound of meat) in pastured pig operations varies by **220%**, indicating tremendous room for farmers to learn from each other and develop new best practices. We're looking forward to more farmers joining this research group and helping to pinpoint key opportunities to boost efficiency and raise profits.

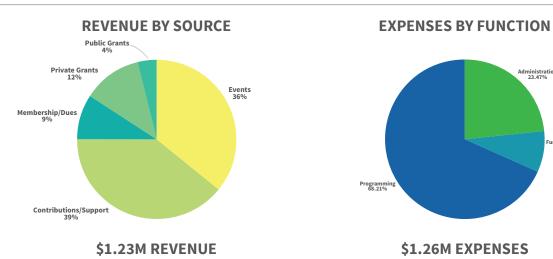
"Bringing pastured livestock producers together to discuss successes and failures of production systems, profitability, and environmental benefits is a huge step in the direction of quantifying the positive impact this type of farming can have in a



FINANCIALS

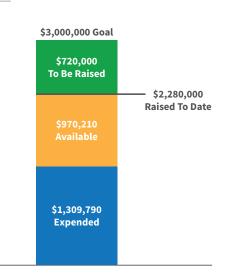
PASA faced significant challenges this past year aligning the scope of our activities with our realized revenue streams. A severe budget shortfall projected at the start of the fiscal year provided the motivation to re-focus our energies on providing excellent educational programs through the SOIL Institute and the Farming for the Future Conference, while scaling back on unrelated activities. Through a combination of staff and program reductions, other operational cost savings, successful grant-writing, and the generous and committed support of our community, we are now in a stronger financial position for the coming year.





'BUILDING THE SOIL' CAMPAIGN:

The SOIL Institute is supported through a **\$3M** fundraising campaign that was announced publicly in February 2016. The campaign brings together a wide range of farms, families, and businesses who have a deep interest in sustainable agriculture, and we thank the **over 100** investors who have contributed to the campaign to date.



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Ryan Maher, Cornell University Small Farms Program - Liz Martin, Muddy Fingers Farm - Hannah Masser, MidAtlantic Farm Credit · Erica McBride, Pennsylvania Hemp Industry Council · Jamie McKnight, Rolling Harvest Food Rescue · Mac Mead, Pfeiffer Center · Brooks $Miller, North\,Mountain\,Pastures\cdot Sandra\,Miller, Painted\,Hand\,Farm\cdot Victoria\,Miller, Canyon\,Creek\,Farms\cdot Dave\,Mortensen, Pennsylvania\,State\,University$ Brian Moyer, Penn State Extension · John Munsell, Virginia Tech University · Ebony Murrell, Pennsylvania State University · Justin Naylor, Old Tioga Farm Mike Negra, Pennsylvania Liquor Control Board · Claire Orner, Quiet Creek Herb Farm & School of Country Living · Rusty Orner, Quiet Creek Herb Farm & $School of Country \ Living \cdot Caroline \ Owens, Owens \ Farm \cdot Tony \ Page, Rooster \ Street \ Butcher \cdot Sunil \ Patel, Patchwork \ Urban \ Farms \cdot Ross \ Pifer, Penn \ State$ Center for Agricultural & Shale Law · Cathy Pomanti, Sugar Hill Farm · Kelsey Porter, The Food Trust · Anu Rangarajan, Cornell University · Janisse Ray, Author · Lee Reich, Springtown Farmden · Laura Riccardi Lyvers, Biodynamic Ag Resources · Dana Roberts, Pennsylvania State University · Ari Rosenberg, Greensgrow Farms · Anna Santini, North Mountain Pastures · Rachel Schattman, USDA Northeast Climate Hub · Whitney Scott, Scott's Berry Farm · Heidi Secord, Pennsylvania Farmers Union · Jessica Seeley, Milky Way Farms · Kim Seeley, Milky Way Farms · Linda Shanahan, Barefoot Gardens · Julia Shanks, Julia Shanks Food Consulting · Alex Smith, Living Hope Farm · Erin Smith, Pennsylvania Department of Agriculture · Cathy Snyder, Rolling Harvest Food Rescue · Bob Solly, Solly Brothers Farm · Joel Steigman, Small Valley Milling · Matt Steiman, Dickinson College Farm · Mike Stenta, FarmOS · Jeff Stoltzfus, Penn State Extension · Kim Tait, Tait Farm Foods · Casey Trinkaus, The Fertrell Company · Eric Vander Hyde, Barefoot Gardens · Ira Wallace, Southern Exposure Seed Exchange · Tess Weigand, Commonwealth Hops · Ben Wenk, Three Springs Fruit Farm · Geoffrey Whaling, Pennsylvania Hemp Industry $Council \cdot Jonathan \ White, Bobolink \ Dairy \& \ Bakehouse \cdot Walt \ Whitmer, Penn \ State \ Extension \cdot Jamie \ Williams \cdot Gladis \ Zinati, The \ Rodale \ Institute$

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Mike Ahlert. Red Farth Farm · Robert Bernhardt. Indian Orchards · Nancy Bernhardt. Indian Orchards · Ben Bernhardt. Indian Orchards · Gaile Bernhardt. Indian Orchards · David Blackburn, Hopewell Furnace National Historic Site · Tony Buda, USDA Agricultural Research Service · Eric Burkhart, Shaver's Creek Environmental Center · Kim Butz, Red Earth Farm · Scott Case, Patchwork Farm & Greenhouse · Tracey Coulter, DCNR · Ann English, Happy Hollow Farm · Don English, USDA Farm Service Agency · Adrian Galbraith-Paul, Heritage Farm · Lamonte Garber, Stroud Water Research Center · Lindsay Gilmour, Organic Planet LLC · Steve Groff, Cedar Meadow Farm · Beth Gugino, Pennsylvania State University · Matt Haan, Penn State Extension · Erik Hagan, Northeast Mid-Atlantic Agroforestry · Bob Hamburg, Omega-Alpha Recycling Systems · Cliff Hawbaker, Hamilton Heights Dairy Farm · Ron Hoover, Pennsylvania State University · Todd Hopkins, Forks Farm · John Hopkins, Forks Farm · Ellanor Illoway, Lundale Farm · Cynthia James, The Rodale $Institute \cdot Dale \ Johnson, University \ of \ Maryland \cdot Kirstie \ Jones, Pennypack \ Farm \ and \ Education \ Center \cdot Stephanie \ Jones, Pennypack \ Farm \ and \ Education \ Center \cdot Stephanie \ Jones, Pennypack \ Farm \ and \ Education \ Center \cdot Stephanie \ Jones, Pennypack \ Farm \ and \ Education \ Center \cdot Stephanie \ Jones, Pennypack \ Farm \ and \ Education \ Center \cdot Stephanie \ Jones, Pennypack \ Farm \ and \ Education \ Center \ Stephanie \ Jones, Pennypack \ Farm \ Addition \ Center \ Stephanie \ Jones, Pennypack \ Farm \ Addition \ Long \ Long \ Farm \ Addition \ Long \ Lo$ Center · Richard Kauffman, Kauffman Organic Dairy Farm · Janice Kelsey, Solar CITIES, Inc. · Daniel Kemper, The Rodale Institute · Ike Kershner, North $Star Or chard \cdot Art King, Harvest Valley Farm \cdot Andy Kline, Sandy Springs Farm \cdot Michael Kovach, Walnut Hill Farm \cdot Charis Lindrooth, Red Earth Farm \cdot Mark Michael Kovach, Walnut Hill Farm \cdot Charis Lindrooth, Red Earth Farm \cdot Mark Michael Kovach, Walnut Hill Farm \cdot Charis Lindrooth, Red Earth Farm \cdot Mark Michael Kovach, Walnut Hill Farm \cdot Charis Lindrooth, Red Earth Farm \cdot Mark Michael Kovach, Walnut Hill Farm \cdot Charis Lindrooth, Red Earth Farm \cdot Mark Michael Kovach, Walnut Hill Farm \cdot Charis Lindrooth, Red Earth Farm \cdot Mark Michael Kovach, Walnut Hill Farm \cdot Charis Lindrooth, Red Earth Farm \cdot Mark Michael Kovach, Walnut Hill Farm \cdot Charis Lindrooth, Red Earth Farm \cdot Mark Michael Kovach, Walnut Hill Farm \cdot Charis Lindrooth, Red Earth Farm \cdot Mark Michael Kovach, Walnut Hill Farm \cdot Charis Lindrooth, Red Earth Farm \cdot Mark Michael Kovach, Walnut Hill Farm \cdot Charis Lindrooth, Red Earth Farm \cdot Mark Michael Kovach, Walnut Hill Farm \cdot Charis Lindrooth, Red Earth Farm \cdot Mark Michael Kovach, Walnut Hill Farm \cdot Charis Lindrooth, Red Earth Farm \cdot Mark Michael Kovach, Walnut Hill Farm \cdot Charis Lindrooth, Red Earth Farm \cdot Mark Michael Kovach, Walnut Hill Farm \cdot Charis Lindrooth, Red Earth Farm \cdot Mark Michael Kovach, Walnut Hill Farm \cdot Charis Lindrooth, Red Earth Farm$ Lopez, Wholesome Dairy Farms · Kate MacFarland, USDA Agroforestry Center · Bob Madden, Nature Works Farm · Marissa Manheim, Grow Pittsburgh Myron Martin, Peace Hollow Farm · Brooks Miller, North Mountain Pastures · Cassandra Morgan, Nature Works Farm · Todd Newlin, Sankanac CSA at Camphill Village · Claire O'Brien, Sunnsyside Flowers · Rusty Orner, Quiet Creek Herb Farm & School of Country Living · Claire Orner, Quiet Creek Herb Farm & School of Country Living · Lindsey Parks, The Seed Farm · Dru Peters, Sunnsyside Farm · Kathy Puffer, Solar Cities, Inc & Hudson Valley Vertical Farms · Darla Romberger, Cumberland Valley High School · Scott Rushe, Seedway LLC · Brenda Sheaffer, PA Department of Agriculture · Hannah Smith-Brubaker, Village Acres Farm & FoodShed · Kathy Soder, USDA Agricultural Research Service · Jody Spangler, Solar CITIES, Inc.

John Spargo, PSU Agricultural Analytical Systems Laboratory · Ashley Spotts, Chesapeake Bay Foundation · Matt Steiman, Dickinson College Farm · Alex Traven, Peace Tree Farm · Lloyd Traven, Peace Tree Farm · Homer Walden, Sunnyside Farm · Charlie White, Pennsylvania State University · Chris Wise, Friends Farm · Gladis Zinati, The Rodale Institute

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DGA APPRENTICES

 ${\sf Joe\ Babiasz}, {\sf Bobolink\ Dairy\ and\ Bakehouse} \cdot {\sf Corio\ Bruestle}, {\sf SpringWood\ Organic\ Farm} \cdot {\sf Joseph\ Moyer}, {\sf Moyer's\ Dairy\ Moyer's\$

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PASTURED LIVESTOCK RESEARCH GROUP

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