



## In a COVID-19 Moment

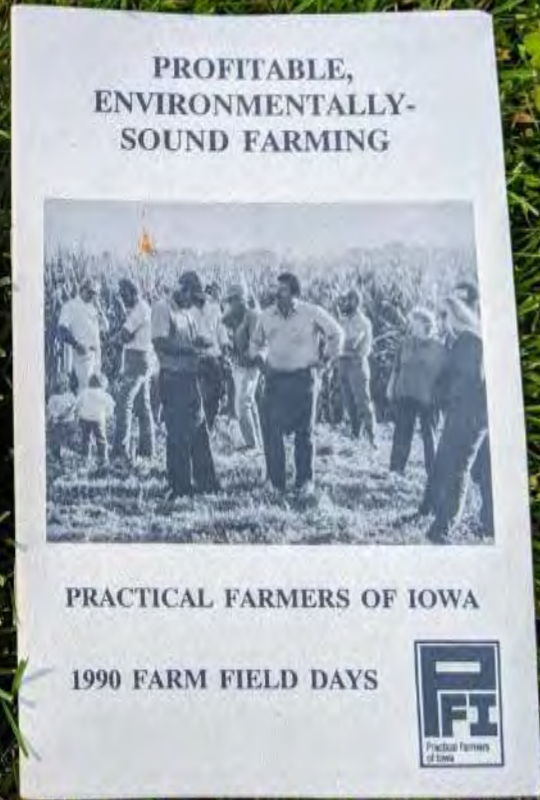
Liz Kolbe

Horticulture and Habitat Programs Manager

Liz@practicalfarmers.org

Ames, IA







## VALUES

- Welcoming everyone
- Farmers leading the exchange of experience and knowledge
- Curiosity, creativity, collaboration and community
- Resilient farms now and for future generations
- Stewardship of land and resources







4,200+ members







**OUR STAFF**  
**(Ames, IA)**



# PROGRAM AREAS



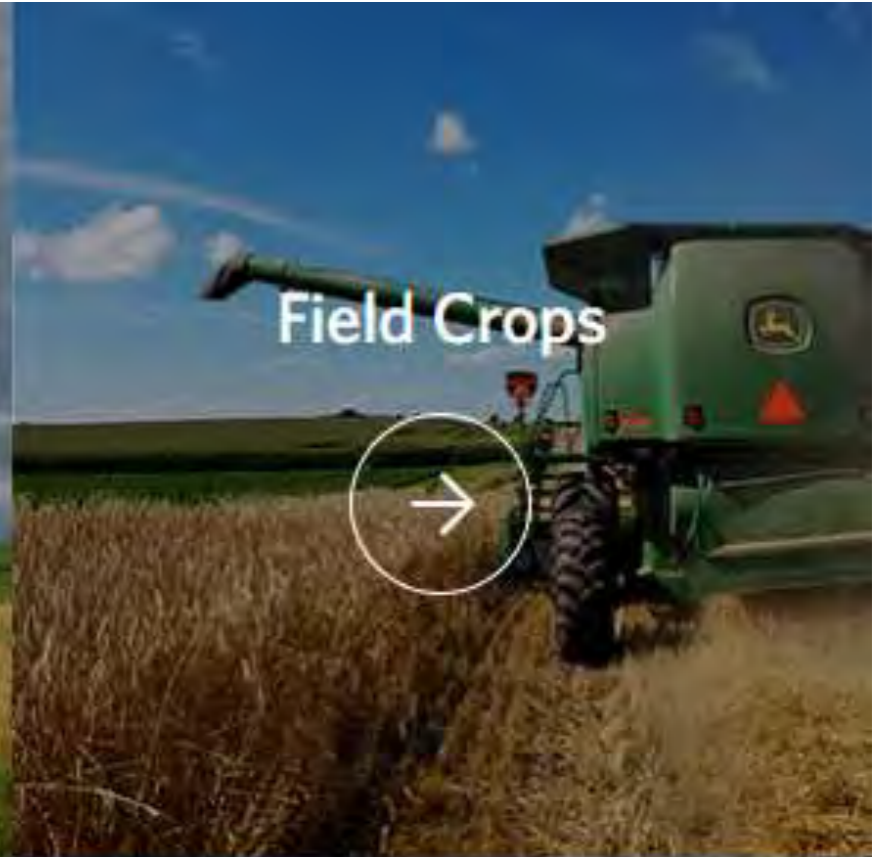
Strategic Initiatives



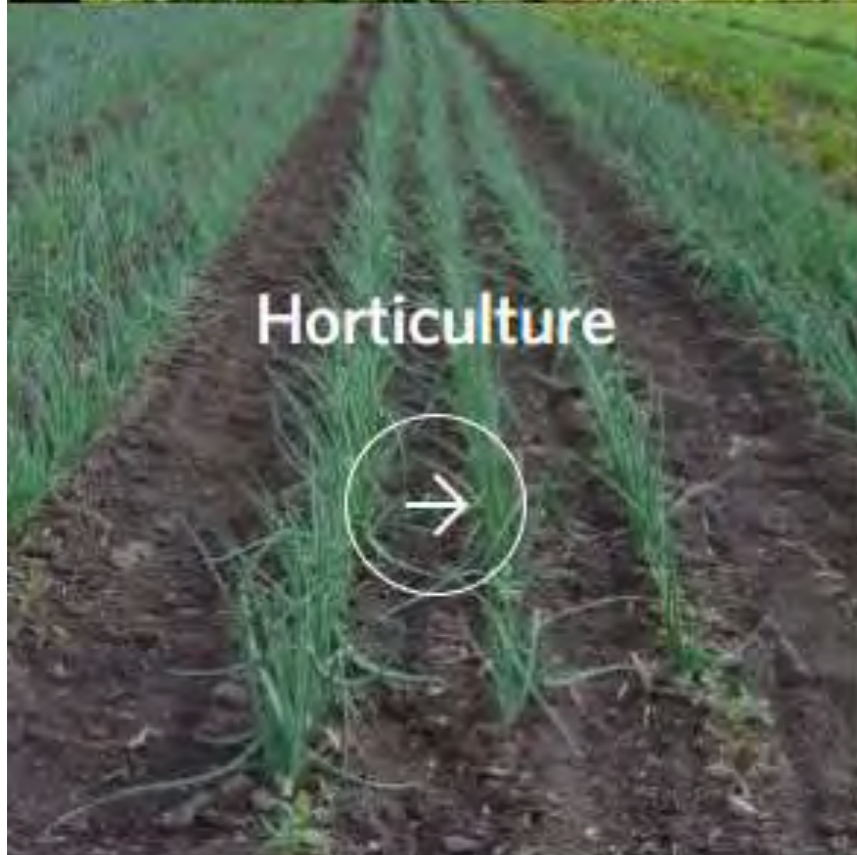
Beginning Farmers



Farmland



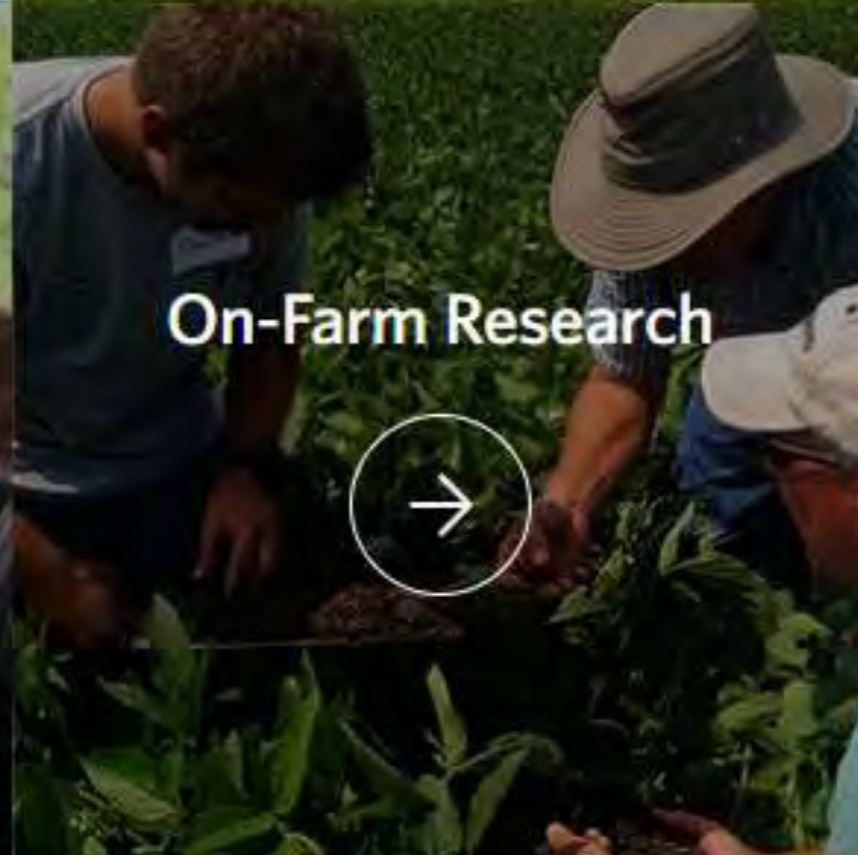
Field Crops



Horticulture



Livestock



On-Farm Research



Policy





## Things we do:

Organize and facilitate farmer-led knowledge sharing and knowledge creation.

Meet farmers where they are; bring them with us.

Reduce barriers for farmers to serve as leaders.

Build relationships with farmers, and among farmers.

**Value farmers' time and experience.**

Practice servant leadership.



PRACTICAL  
**FARMERS**  
*of Iowa*

**What's changed? re: COVID-19**



Socials  
Grower Meet-Ups  
Regional Groups  
(40+ events)







40+ Field Days





2020 Field Days - Planning 59 hidden fields 4 filters Grouped by 1 field Sorted by 1 field Color

Event Title Event Speaker Info Start Date/Time End Date/Time Event Date Confirmed Staff organizer Event Description



**Going Virtual!**

Event Title	Event Speaker Info	Start Date/Time	End Date/Time	Event Date Confirmed	Staff organizer	Event Description
Multiple Benefits of Rye: Calving, Grazing, ...	Virtual Field Day; 2020; Al				Meghan Filbert	Alan will take us to his rye fields that provide ...
Fall Lambing Offers Different Marketing Op...	Virtual Field Day; 2020; Ra				Meghan Filbert	Tune in to see lambing in full swing during a ...
Beginning Farmer Virtual Socials	Virtual Field Day; 2020; ; Begi	5/14/2020	1:00pm	5/14/2020 2:00pm	Celize Christy	To register: Sign up online at <a href="#">practicalfarmers...</a>
Equipment and Automation Tools for Mech...	Virtual Field Day; 2020; Ma	5/30/2020	9:00am	5/30/2020 9:30am	Stefan Gailans	Sliding hitches for cultivators, basic GPS guida...
Keeping Up with Johnsons at Buffalo Ridge...	Virtual Field Day; 2020; Er	6/2/2020	12:30pm	6/2/2020 1:05pm	Liz Kolbe	When your farm raises an array of vegetables ...
Live Roller-Crimper Demonstration	Virtual Field Day; 2020; Le	6/2/2020	1:30pm	6/2/2020 2:00pm	Stefan Gailans	Watch Levi roll-crimp a cereal rye cover crop ...
Garlic Production at Grade A Garden (1/3)	Virtual Field Day; 2020; Jo	6/3/2020	12:30pm	6/3/2020 1:05pm	Liz Kolbe	Join Jorden and Whitney Clasen in the field to...
Playing the Long Game at Sundog Farm (1/3)	Virtual Field Day; 2020; M	6/5/2020	12:30pm	6/5/2020 1:05pm	Liz Kolbe	Join Carmen and Maja Black and the rest of th...
Botany Beginners: Exploring Iowa's Native ...	Workshop; 2020; Laura Jaci	6/8/2020	6:00pm	6/8/2020 7:00pm	Jorgen Rose	Looking to grow your knowledge of the natur...
Working with Neighbors to Integrate Livest...	Virtual Field Day; 2020; Tc	6/11/2020	2:15pm	6/11/2020 3:15pm	Meghan Filbert	Tom Wind's goal is to improve the soil on his ...
Botany Beginners: Exploring Iowa's Native ...	Workshop; 2020; Laura Jaci	6/11/2020	6:00pm	6/11/2020 7:00pm	Jorgen Rose	Looking to grow your knowledge of the natur...
Pasture Farrowing: Infrastructure, Schedulin...	Virtual Field Day; 2020; Ju	6/12/2020	12:30pm	6/12/2020 1:30pm	Celize Christy	For experienced producers and newcomers ali...
Botany Beginners: Exploring Iowa's Native ...	Workshop; 2020; Laura Jaci	6/17/2020	6:00pm	6/17/2020 7:00pm	Jorgen Rose	Looking to grow your knowledge of the natur...
Termination Dates for Cereal Rye In Soybea...	Virtual Field Day; 2020; Jo	6/17/2020	7:30pm	6/17/2020 8:30pm	Hayley Nelson	Join hosts Sam Bennett and Jon Bakehouse to...
Prairie Strips and Conservation on Rented ...	Virtual Field Day; 2020; Ti	6/18/2020	3:00pm	6/18/2020 3:30pm	Jorgen Rose	Prairie strips are a practice that more and mor...
Garlic Production at Grade A Garden (2/3)	Virtual Field Day; 2020; W	6/23/2020	12:30pm	6/23/2020 1:05pm	Liz Kolbe	Join Jorden and Whitney Clasen in the field to...
Harvesting Fruit and Nut Crops at Red Fern...	Virtual Field Day; 2020; Kat	6/24/2020	12:30pm	6/24/2020 1:05pm	Liz Kolbe	Check in throughout the season with Tom Wa...
No-Till Oat and Rye Production	Virtual Field Day; 2020; M	6/24/2020	1:00pm	6/24/2020 2:00pm	Alisha Bower	Martin Larsen has been a long-time user of n...
Botany Beginners: Exploring Iowa's Native ...	Workshop; 2020; Laura Jaci	6/24/2020	6:00pm	6/24/2020 7:00pm	Jorgen Rose	Looking to grow your knowledge of the natur...



## Virtual Field Days at PFI:

- Keep it simple for the farmer
- Pre-recorded + live content = high quality video + live experience
- Virtual Field Day Kits: Bluetooth mic (Rode Video Micro) and tripod (Joby Smartphone Tripod) to each farmer-host
- Zoom + Facebook Live
- Shorter is better (< 30 min.)
- Content planning and tech rehearsals with farmers
- 2 staff per field day (1 facilitate; 1 tech)

For more information and details about how we do our virtual events, contact our Farmer Outreach Coordinator, Maggie Norton: [maggie\\_n@practicalfarmers.org](mailto:maggie_n@practicalfarmers.org)





# Weekly Virtual Meet-Ups



ALERT 1 OF 3

Strategies for Strange Times: Join us each Friday for a one-hour virtual farmer meet-up



## EVENTS

Strategies  
for  
Strange  
Times



## Events

- Annual Conference
- Events Calendar
- Beginning Farmer Retreat
- Cooperators' Meeting
- Farminars
- Field Days

Home > Events > Strategies for Strange Times

## Virtual Farmer Meet-Ups

**Fridays | 1 - 2 p.m.**

Please join us during a one hour virtual meet-up to talk about the ongoing changes and challenges specific to your farms and markets due to COVID-19.

We'll be holding these every Friday at 1 p.m. for the foreseeable future.

- **May 8**
- **May 15**
- **May 22**



# AGENDA

**1:00 - 1:15**

**Instructions, introductions, updates**

**1:15 - 1:35**

Staples Box, Luna Valley Farm + friends  
Logistics, distribution, online payment options

🌱 **Maren Beard, Luna Valley Farm, Decorah**

**1:35 - 1:57**

**Share news from your farm,  
Questions for the group and Ideas to explore**

**1:57**

**Appreciations**

**Agenda from April 24, 2020**



# Communications during COVID-19

- Listen, learn and support
- Add value
- Curate (hatchet!) and share  
(<https://practicalfarmers.org/resources/covid-19-resources-for-farmers/>)
- Connect, lift up, promote
- Be proactive, not reactive

**Stay above the noise.**



The next year?

Dec. 2020 Cooperators' Meeting? ~100 attendees...

Jan. 2021 Annual Conference? ~900 attendees...

Winter workshops?

Return to office?

Preparing to be virtual, long term.





What questions do  
you have?

Liz Kolbe

Liz@practicalfarmers.org

641-325-1121 (cell)

www.practicalfarmers.org





**Grade A Gardens**  
 May 1 at 3:48 PM · 🌐

FARMERS MARKET SHARE- Week 01  
**\*\*SOLD OUT\*\*** we will be aiming for 75 shares next week! We will announce next Friday around this time! Thank you all for your overwhelming support!



**May Farmer Collaboration Share (5 weeks) - Home Delivery**

This share includes 5 weeks of locally grown and produced items for the month of May. Each week the share will be delivered to your doorstep. Shares will include spring veggies grown by Buffalo Ridge Orchard such as head lettuce, spring mix, spring greens, green onions, root veggies, rhubarb, herb plants, and apple chips or apple butter. The share will also include a few items from the following partner farms and businesses such as; asparagus produced by Bluebird Farms in Lisbon; black beans produced by Grimm Family Farm in North English; and Flowers produced by Over the Moon Farm & Flowers in Coggon. The goal is to connect the community to the wonderful products grown and produced in Eastern Iowa. Delivery is available to Central City, Mount Vernon, Solon, Iowa City Area, and Cedar Rapids Area.

**Price:** \$165.00

**Sold Out**



**May Farmer Collaboration Share (5 weeks) - On-farm Pickup**

This share includes 5 weeks of locally grown and produced items for the month of May. Each week the share will include items grown by Buffalo Ridge Orchard such as head lettuce, spring mix, spring greens, green onions, root veggies, rhubarb, herb plants, and apple chips or apple butter. The share will also include a few items from the following partner farms and businesses such as: asparagus produced by Bluebird Farms in Lisbon; black beans produced by Grimm Family Farm in North English; and Flowers produced by Over the Moon Farm & Flowers in Coggon. The goal is to connect the community to the wonderful products grown and produced in Eastern Iowa. No contact curbside pickup is available on our farm outside of Central City Iowa.

**Price:** \$150.00

**Sold Out**



**Iowa Food Cooperative**  
 April 15 at 6:26 PM · 🌐

Hello devoted IFC customers,

Yes, we had to close the cart early again. We are sorry for the inevitable inconvenience and thank you for understanding our need to close down sales. We are working with a highly reduced number of staff and volunteers in order to comply with occupancy rules. Our fleet of refrigerators and freezers are at capacity! We have plants added this cycle as well. We are so grateful for the outpouring of support right now, to our many farmers and food pr... [See More](#)

👍❤️🙄 73      13 Comments

Like    Comment    Share

Our 4-week Resilience Box subscriptions sold out in less than 18 hours. Today, we're introducing our "Staples Box."

This Staples Box is a one-time delivery that will take place betwe... [See More](#)

