



IMPACT REPORT  
2021: A year of reflection & gratitude

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Our impact and your impact are intrinsically tied  
to one another. John Muir once said...



“When we try to pick out anything  
by itself, we find it hitched to everything else  
in the Universe.”



So here we are, hitched together...



This perennial cycle of giving and receiving not only gave us our start, it gave us the foundation to build momentum, learn, listen and evolve our footing to land where we stand today, grounded and resilient.

The uncertain times of the past two years pressured the way we do life, food, business, and connection. The uncovering of broken systems allowed us to pause, be still, listen long enough to see the gaps in our work and find a thread to mend them so we could better serve farmers - the stewards of this sweet earth.

What we found over the last year was a personal and collective realization that we need to transform individually if we are going to transform systems. Only from the bud of regenerative systems, can regenerative communities, produce, and outputs come to fruition. Similarly, telling one story at a time with the same lens will never rise to the occasion at the pace or potency these times are calling for.

Times like these call us to look beyond the linear approach and into the circular, where there are more seats at the table, more voices on the mic, more writers sharing their craft, and more artists infusing message with masterpiece to propel the collective story forward.

Times like these call us to find a way to provide a service beyond telling a story. We've learned the alchemy of a great story is not just the story itself, it's what happens after. Each story is now hitched to sustaining marketing support for every farmer. This program was once a thought drifting in the wind and now breathes life into not just the exposé of a farmer but the systems that support their livelihood, long-term.

Times like these call us back into nature's wing and wisdom. We've learned to trust in the seasons. Change is inevitable and we must follow suit. Looking into the rising sun of 2022, our content will be steeped in the essence of each season like a freshly foraged herbal tea bag swimming in a steaming hot mug of water warming wintery cold hands. Be ready to change with us as the wind does, it's going to be a beautiful sight.

Our movement is slow but deliberate as we shift into a team and community that can gracefully hold all angles of the spectrum on the journey to a regenerative landing. Progress over perfection is our mantra and people like you, invested in this work, are stewarding the cycle of giving, receiving and impact that change is made of.

Welcome to our journey of impact. We've only just begun.

Honored, grateful, and forever dedicated,

- The Farmer's Footprint Team



# A GROWING MOVEMENT

The momentum of every donation continues to flow through the minds, hands, and hearts of our team to create new possibilities for land stewards. We've diversified the geographic storyline, opened the gates to the next iteration of Farmer's Footprint and decentralized the location of our team to allow for flexibility in response to the events of the past year.

● TEAM LOCATIONS

● FEATURED FARMS

# GLOBAL IMPACT

## Introducing Farmer's Footprint Australia!

In response to a growing and passionate presence coming from Australian agrarians, we became a truly global organization in 2021 with the formation of a new standalone Australian nonprofit organization. Following a similar approach here in the US, but with an all Australian team honoring unique place-based realities, the Farmer's Footprint Australia team will focus on creating compelling human-centered stories as a means to raise awareness and inspire action toward more regenerative outcomes among growers and consumers alike.

farmersfootprint.org.au | @farmersfootprintaustralia





## A LOOK IN THE MIRROR...

While it should have started long before, our team's journey of anti-racism started with the events of 2020. Along with the world, we witnessed the horrifying and unjust killings of George Floyd, Breonna Taylor, and Ahmaud Arbery, among countless others. We quickly realized we had work to do personally and professionally.

We looked in the mirror and committed to hold ourselves accountable and create and support true equity; equity of platform, equity in the language we use, equity of voice, equity of places at the table and decision-making power. We spent 5 months with Harmonize, a Diversity, Equity, and Inclusion focused group, to learn and apply foundational anti-racism practices and are approaching this with an openness and willingness to question our own stories, embrace discomfort, change our beliefs, and be held accountable. This lens is now a part of how we view our work, this movement and our community, and we know it is making us stronger and better stewards of this work.



# MEET THE FARMERS

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# A JOURNEY THROUGH STORYTELLING & COMMUNITY

How we measure impact is multi-dimensional, just like the change we are creating. Yes, views, likes, shares, comments, and website metrics are important markers of awareness and resonance, but the value of these features go much deeper than graphs and percentages. Each story prompts a deeper conversation within our community. To give you a taste of the richness that comes from our community and how we gather around each farmer profile, we asked for reflections from our community members to showcase how beautifully intangible, yet impactful a story can be. This dimension of impact captures the heart and hope of our work in a way statistics never will.



# MARÍA CATALÁN

WRITTEN BY COMMUNITY MEMBER, FAYE LESSLER

## Impact This Story Had For Faye:

- Empathy and connection to a farmer who grows my food.
- For any female or migrant farm workers, this feature provides representation, inspiration, and hope.
- Support local farmers! Buy locally. Don't worry about insects on your lettuce because you know it's supporting the environment.

## Farmer's Work & Land Stewardship Practices:

Latina migrant farmworker turned farm-owner of a certified organic farm. Maria is practicing organic agriculture not only as a way to grow sustainable, nutritious food but also as a way to honor her ancestors and remain connected to her heritage. Her dream is rooted in culture and ancestry. This illustrates our birthright to food sovereignty and how we're not so far removed from a more land-based way of living.

## Powerful Quotes:

*"What is organic agriculture? I realized it's the type of agriculture that my ancestors—my grandparents and parents—were practicing in Mexico."*

- María Catalán



# BLACK DIRT FARM COLLECTIVE

WRITTEN BY COMMUNITY MEMBER, DUONG LE

## Impact This Story Had For Duong:

- A model of shared land as a space not just for cultivation but for healing, a space for young people to get out of the city and connect to the Agrarian culture.
- Shared leadership model made to empower and celebrate individual strengths and differences.

## Farmer's Work & Land Stewardship Practices:

BDFC promotes agroecology, a restorative concept towards food sovereignty that inherently challenges how the monopolized market driving our food system works. Through their programs, the Collective helps reconnect black people to their agrarian roots while educating a new generation of black farmers to create a safe space for people to learn personally, physically, intellectually & spiritually.

## Powerful Quotes:

*"We want the land to be a spirit place where folks can feel safe, accepted, welcome, and not just feel free but be free."*

- Xavier Brown



DEL FICKE

WRITTEN BY COMMUNITY MEMBER, MAYA KRAIDMAN

## Impact This Story Had For Maya:

- Practical advice on where farmers should start on their journey, how to build a community of regenerative farmers locally and how to educate yourself using resources publicly available
- History of Del's family farm using standard commodity farming practices to raise cattle and shifting to a regenerative approach.

## Farmer's Work & Land Stewardship Practices:

Del is a seeker of balance in nature, a bridge builder between generations of farmers and an educator providing his expertise to his individuals and communities looking to make a shift towards regenerative farming.

## Powerful Quotes:

*"Two reasons you do it (regenerative agriculture): you do it from the heart or you do it because your back's against the wall."*

- Del Ficke



# GAIL FULLER

WRITTEN BY COMMUNITY MEMBER, LOGAN DONOVAN

## Impact This Story Had For Logan:

- Gaining insight into the experience of our farmers here in the US. Humanizing them in a way that illuminates the need for action and support from us, the customers.
- The message is very empowering to the customer. The issue of healing the land and supporting healthy food is not going to come from the government or big business. Quite the opposite. We can not expect them to do anything for the betterment at this time. It is in our hands to embrace farmers and support them in every way possible.

## Farmer's Work & Land Stewardship Practices:

Recovering conventional Ag - paradigm shift to a more regional system and increase farmer resilience and nutrient dense food. Gail is a farmer who highlights beautifully that win win win win of Regenerative Farming. Healthy soil , healthy plants, healthy people, healthy ecosystems, happy communities, happy life, and a thriving world to pass on to future generations to come.

## Powerful Quotes:

*"Regenerative agriculture isn't about earthworms or cover crops, it's about regrowing communities. What we're talking about is a paradigm shift. In order to regrow communities, we have to have more farmers."*

- Gail Fuller



# GAIL MYERS, PH.D

WRITTEN BY COMMUNITY MEMBER, KENDRA DALLEY

## Impact This Story Had For Kendra:

- **Seeding locally** - grow from where you are planted. Local sensing and deep relationships to the stewards and cultivators that have been here all along is how we can move forward, together.
- **Dignity & Reverence** - we must have reverence to that we are learning from. Pivoting away from extractive dominion methods and creating a mutual exchange of listening, giving, and receiving.
- **Nourishing through trust** - by empowering community stewards with radical trust we subvert traditional systems of centralized power and allow intuition, interdependency, and regeneration to flourish.

## Farmer's Work & Land Stewardship Practices:

The mythology of black farmers has been lost from our cultural zeitgeist. Noticing the gap, Gail returned to her place of origin and began her journey of reattuning - where was there dissonance in her community legacy and how could we reinforce wholeness and sovereignty. This is about intimacy. Everyone deserves a relationship to the land. 'Gardens to Grow' embodies that you can't own land, you are connected to it - through our hands, through epigenetics, through community and "good neighbors".

## Powerful Quotes:

*"These stories have signaled me to seek out opportunities to get my hands in the soil, an act of remembering. The first tool in agriculture is our hands."*

- Gail Myers, Ph.D





# GREG REESE

WRITTEN BY COMMUNITY MEMBER, ASHLYN SCOTT

## Impact This Story Had For Ashlyn:

- Grow your own food in your own backyard - it's the most affordable way to access good quality produce and give back to nature
- Companion planting can be a beautiful & beneficial way to grow specific plants together to reap benefit of fertilization/ unique taste profile.

**Example 1:** Corns, beans, and squash together (squash vines shields the ground, beans feeds nitrogen, and corn grows vertically utilizing that nitrogen)

**Example 2:** Tomatoes & basil together: flavors pop even more when planted close together & allows for effective pollination by bees.`

## Farmer's Work & Land Stewardship Practices:

Several small scale farms as an option to “compete” with conventional agriculture. Farmer's are asked to do so many “jobs” that fall under the main title. They are Storytellers, Marketers, Creative Minds, Educators, and Visionaries in addition to their farming demands. It's miraculous & a whole being dedication.

## Powerful Quotes:

*“We as Consumers can demand a standard for our produce to be a certain flavor & a certain quality so that it changes Farmer's practices.”*

- Greg Reese





# INDIGENOUS REGENERATION

WRITTEN BY COMMUNITY MEMBER, KATHRYN WALKER & JAMIE NIX

## Impact This Story Had For Kathryn & Jaime:

· Learning about Indigenous perspectives and help support a new tribal apprentice at the Paradise Valley Farms, the lead farmer, and continuing to create curriculum around land-based education.

## Farmer's Work & Land Stewardship Practices:

Supporting Native Communities to achieve true Tribal sovereignty. Paradise Valley Farm provides healthy, nutritious and equitable produce for the tribal community (feeding over 40 families) and also uses management practices that reduce carbon emissions and promote agricultural and environmental sustainability.

## Powerful Quotes:

*"It's bringing people back in touch with the earth...we are all interconnected. The land is alive."*

- Chris Alvarado

*"I work a lot with wildfire agencies. They see plants as fuel and acreage. They need to start seeing plants as living beings and family groups.."*

- Chris Alvarado



# JACQUELINE SMITH

WRITTEN BY COMMUNITY MEMBER, CASSIE MINICUCCI

## Impact This Story Had For Cassie:

- Receive a different perspective on consumption of animal products and understand how they can be consumed both ethically and sustainably. Jacqueline's personal journey from a vegan/vegetarian to lamb producer is especially compelling, and an excellent listen for those with ethical and environmental concerns related to animal products.
- Better understand the adverse effects that the consolidation of agriculture infrastructure has had on farmers, especially small family farms. Comprehend the difficulty of the current plight of many small farmers, especially in terms of finance and mental health.

## Farmer's Work & Land Stewardship Practices:

Creating a regenerative-based, circular economy supporting farmers, soil health, natural environments and regional foodsheds for saving America's heartland. Regenerative grazing as a scalable, market-driven solution for building healthy soils, viable farms, and resilient communities. Jacqueline had a unique entry into the farming industry. Unlike many farmers, she did not grow up in a farming family and entered the industry as an adult. Additionally, she overcame the difficulties of being a woman in the farming industry. Her admirable drive and commitment to her moral principles set the foundation for her successful businesses, formerly a sheep dairy and currently a humanely-raised and regenerative lamb meat company.

## Powerful Quotes:

*"Everything in a farming business has to be diversified... the money vehicles too."*

- Jacqueline Smith



OLLIN  FARMS  
Eco-Farm Experience

KENA & MARK  
GUTTRIDGE

WRITTEN BY COMMUNITY MEMBER, KATHRYN WALKER & JULIE DIAZ

## Impact This Story Had For Kathryn & Julie:

- Makes it easier to see how agriculture can support a community, and this model is reproducible anywhere.
- We have “dehumanized” our food production for so long that these features and chats put the real humanity, the deeper significance back into the food we eat.
- Embrace adaptability and food as the connector in communities
- Farms are part of the community!
- Value high quality food

## Farmer's Work & Land Stewardship Practices:

Creating a meaningful space in the community - farmers can't do it alone, it takes a community. Turning public lands back into ecological paradises where food and community are at the heart. Working on educational programs to foster generational change.

## Powerful Quotes:

*“There is community supported agriculture and then there is agriculture supported community.”*

- Kena Guttridge

*“Policy doesn't lead, it follows.”*

- Mark Guttridge





# WANDAKA MUSUNGIRA

WRITTEN BY COMMUNITY MEMBER, JERI DEVERAUX & AUBREY GITTER

## Impact This Story Had For Jeri & Aubrey:

Social enterprise bridges the gap between community needs and needs of our refugee and less served communities by providing opportunities and advancement as well as providing communities with resources like CSAs/fresh food and should be/can be explored further.

## Farmer's Work & Land Stewardship Practices:

Multicultural Refugee Coalition (MRC) provides livelihood opportunities for refugees through skills based education and social entrepreneurship. Wandaka's bliss at reconnecting with the land, with the soil and nature and finding his path forward is a story of hope, progress and Wandaka's and his family's resiliency. They never gave up and kept looking forward to meet their needs and utilize their skills and passions and create a beautiful, sustainable life for themselves. New Leaf Agriculture and Open Arms Studio provides safe space for refugees to heal, to learn language and culture and to apply their skills to move forward with their lives and bond with other refugees and the people in their community.

## Powerful Quotes:

*"It didn't matter whether we had money or not because food was available, we had shelter, and our community. We had the things that made us happy."*

- Wandaka Musungira



•— reNourish Studio

Circle of  
Creatives

EMERGING PROGRAMS

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•— EMPOWERED  
STORYTELLING





# Circle of Creatives

The strength of a story isn't solely the subject. Equally powerful is the one who holds the pen. Over the course of this year, we realized we had been holding that pen far too often and sharing stories through one lens. So we set an intention to create a new circle, a creative circle, made up of vibrant, passionate and diverse creative contributors from across the country from varied backgrounds, ages, and lived experiences to authentically represent the regenerative agriculture movement. We will continue to welcome new voices into our perpetually in motion, always evolving, storytelling house where the doors are open to those who feel called to create, write, photograph and capture the stories of the land and those who walk upon it.



GEORGIE SMITH



MAYA HARRISON



STEPHANIE DE WOLFE



LEONINA ARISMENDI



GREG REESE





# reNourish Studio

reNourish Studio aims to shift the focus of the regenerative agricultural movement beyond on-farm soil health to place-based regeneration. Interfacing with complex, living systems in this way requires us to develop a new and robust set of skills. To do that, we must fundamentally change how we think and how we work. The studio is designed to support members over a period of three years where they will be challenged to deeply examine their thinking, understand a living systems perspective, and contribute to the evolution of agriculture and the economic structures that support it. reNourish Studio launches in May 2022 and is led by Lauren Tucker.

Read more about reNourish Studio [here](#).

Hear more about reNourish Studio [here](#).



# EMPOWERED STORYTELLING

This year there was a great shift in the way we think and see storytelling. We realized we could play an active role that could provide tangible impact for farmer's businesses and for our audience. Through this initiative, Farmer's Footprint is centering storytelling as a catalyst for connection and transformational change for land stewards by providing free marketing services, education, and customized, personal support. The ultimate goal of Empowered Storytelling is to provide farmers with the necessary marketing and technological resources to drive consumer demand and build thriving enterprises in communities and markets while also deepening their understanding of the power and worth of sharing their story. Over the course of 2021, we've had the opportunity to pilot this program with four farmers by creating customized digital assets based on four needs such as websites, logos, and fundraising platforms.

Catalán  
• FARM •





# CATALÁN FARM

GOAL:  
Move Catalán Farm from bootstrapped, hand-written processes to a branded and seamless customer experience.

STRATEGY & DELIVERED ASSETS:  
To improve conversions for Maria's CSA we created a place where people could learn about her story and offerings. We accomplished this with a new logo design, an easy to navigate site utilizing our custom photography and videography to showcase the beauty and spirit of the farm and Maria's work.

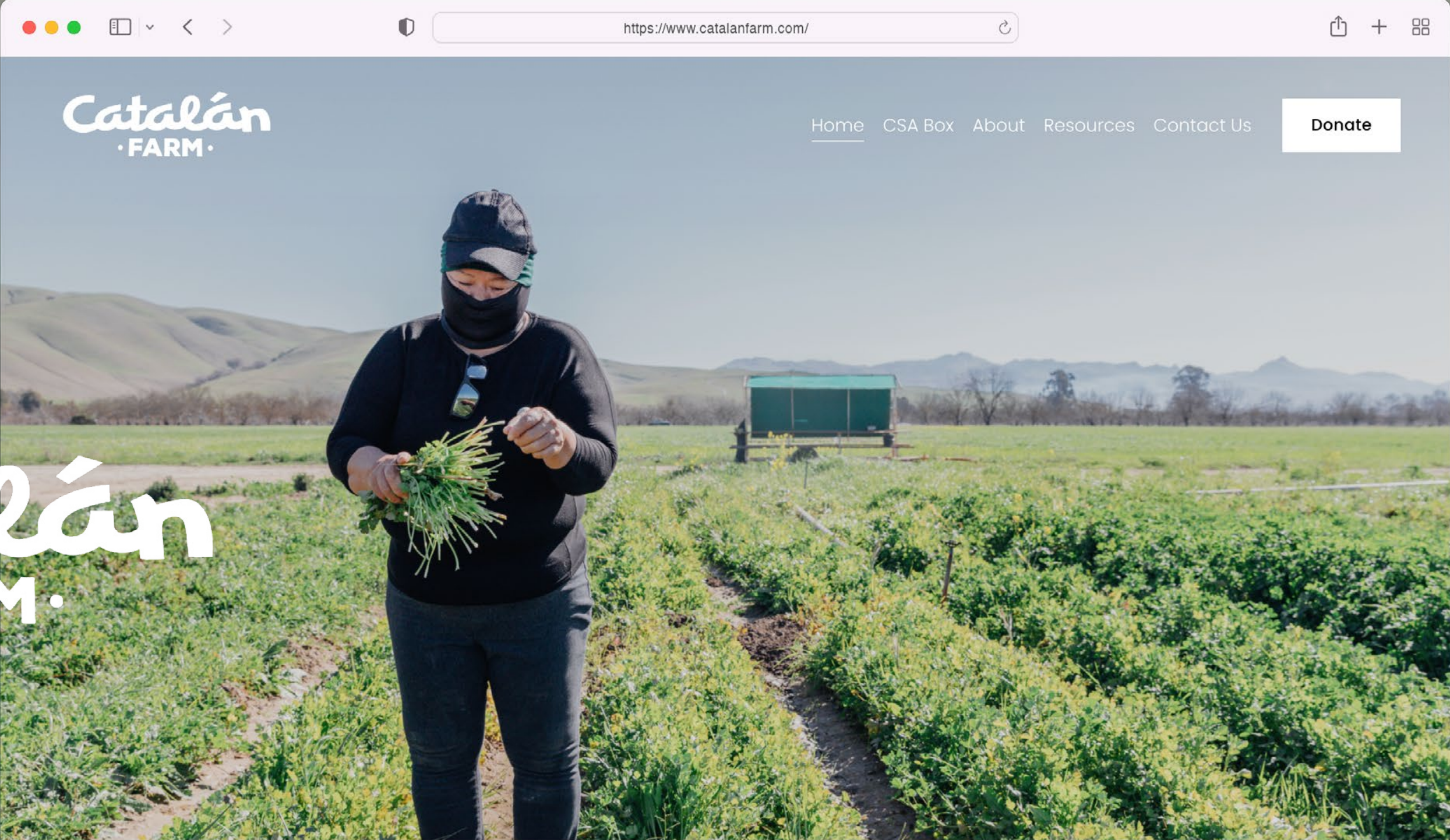
VIDEOGRAPHY • 

PHOTOGRAPHY •

Catalán  
• FARM •

LOGO •

WEBSITE + ECOMMERCE •



Preserving the cultural and ancestral origins of organic agriculture to feed the local community and empower migrant farm workers.





# SALVATIERRA FARMS

GOAL:

Create a new online expression of Salvatierra Farms bringing their philosophy of regeneration and offerings so current and new audiences can engage with and support their work directly.

STRATEGY & DELIVERED ASSETS:

A new logo inspired by the circular nature of regenerative systems highlighting their regenerative poultry production model and main crop of hazelnuts now accurately symbolizes what the farm represents. A new website with our custom photography activated e-commerce and donation functionality to increase funds to continue their work in the world.

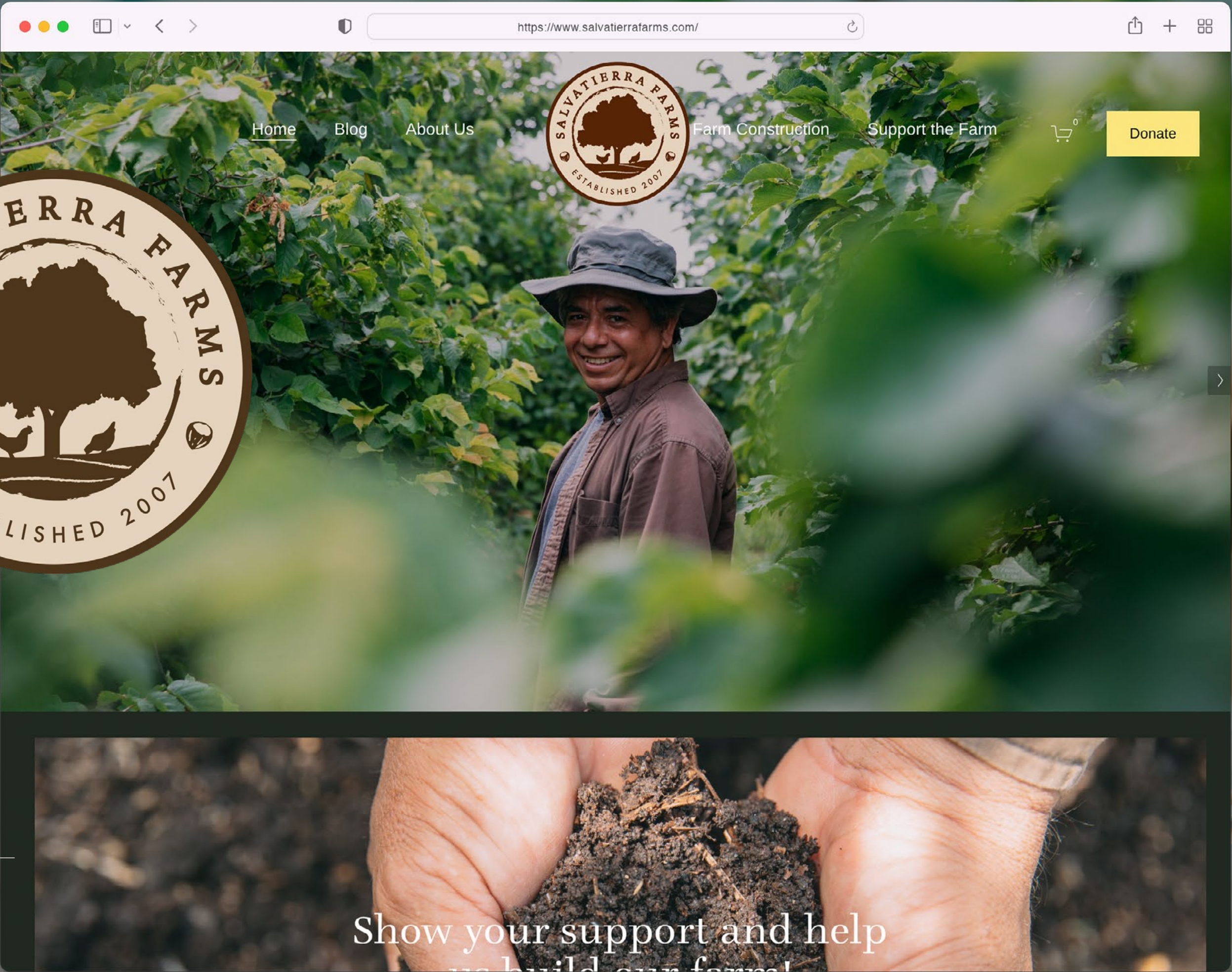
VIDEOGRAPHY • Releasing Soon

WEBSITE + ECOMMERCE •

PHOTOGRAPHY •



LOGO •





# FICKE CATTLE COMPANY

GOAL:  
Create compelling, new brand identity and signage in a market setting to catch the eyes of potential customers.

STRATEGY & DELIVERED ASSETS:  
We brought new life to the Ficke family farm with custom logo creation and marketing signage. A custom brand identity and design not only shows their dedication to creating a better future for their children, but for all children through the regenerative practices utilized on their farm.

VIDEOGRAPHY • 

PHOTOGRAPHY •



LOGO •

MARKETING SIGNAGE •





# INDIGENOUS REGENERATION

GOAL:  
Create an online home for the story, impact and a place for supporters to donate to the critical work Indigenous Regeneration is doing in their local community.

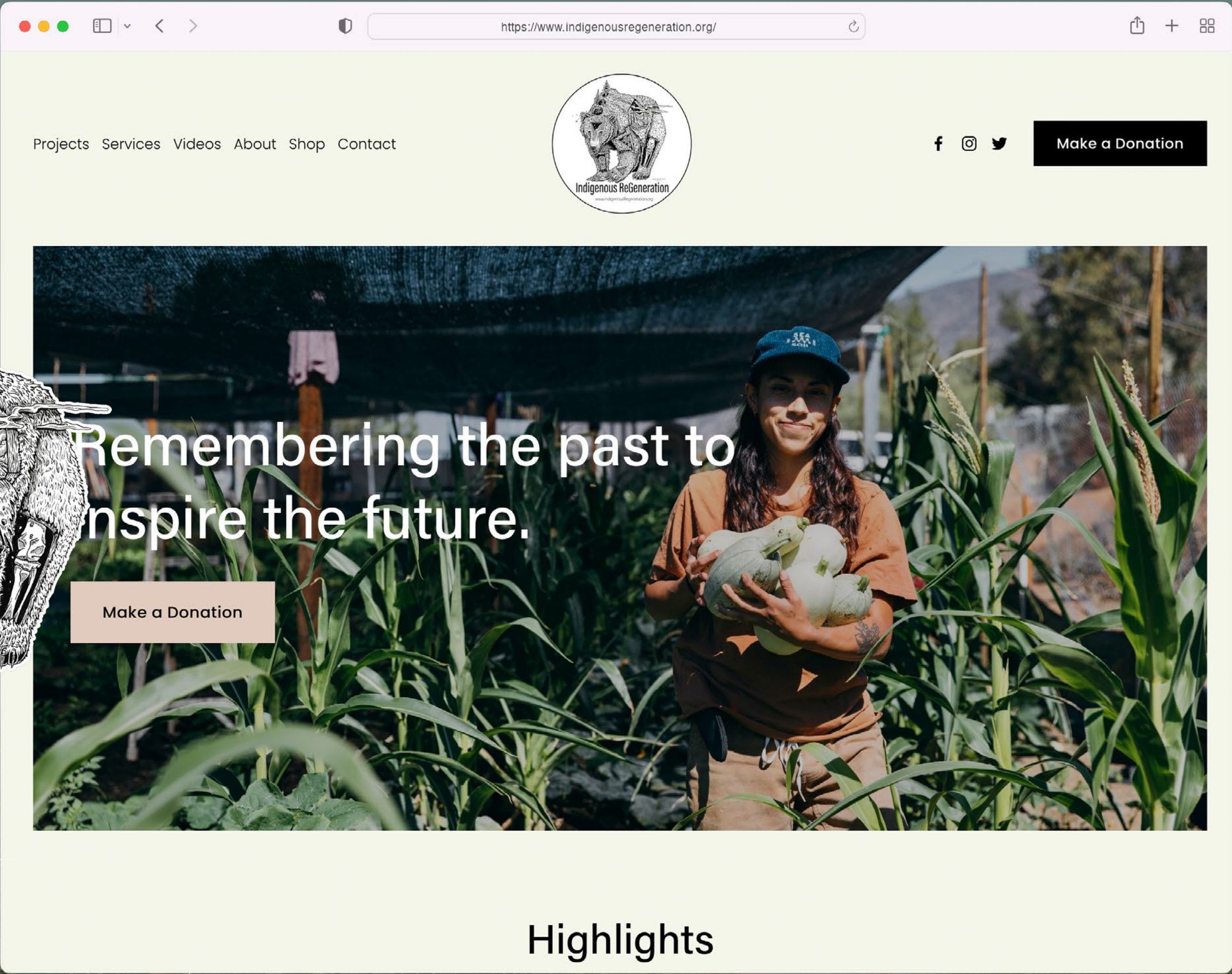
STRATEGY & DELIVERED ASSETS:  
A new evolution of the website provided the ability for Indigenous Regeneration to accept online donations more efficiently and showcase their events, e-commerce, and services. Our custom photography captured the essence of their community focus and visually brought it to the forefront as a key element to their offerings.

VIDEOGRAPHY ●

WEBSITE + ECOMMERCE ●

PHOTOGRAPHY ●

FARMER'S FOOTPRINT: IMPACT REPORT 2021+





## OUR SUPPORTERS

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IN 2021, WE RAISED...  
**\$1,130,000**

2021 REVENUE (UNAUDITED)

**4,025**  
TOTAL DONORS

**1,803**  
NEW DONORS IN 2021

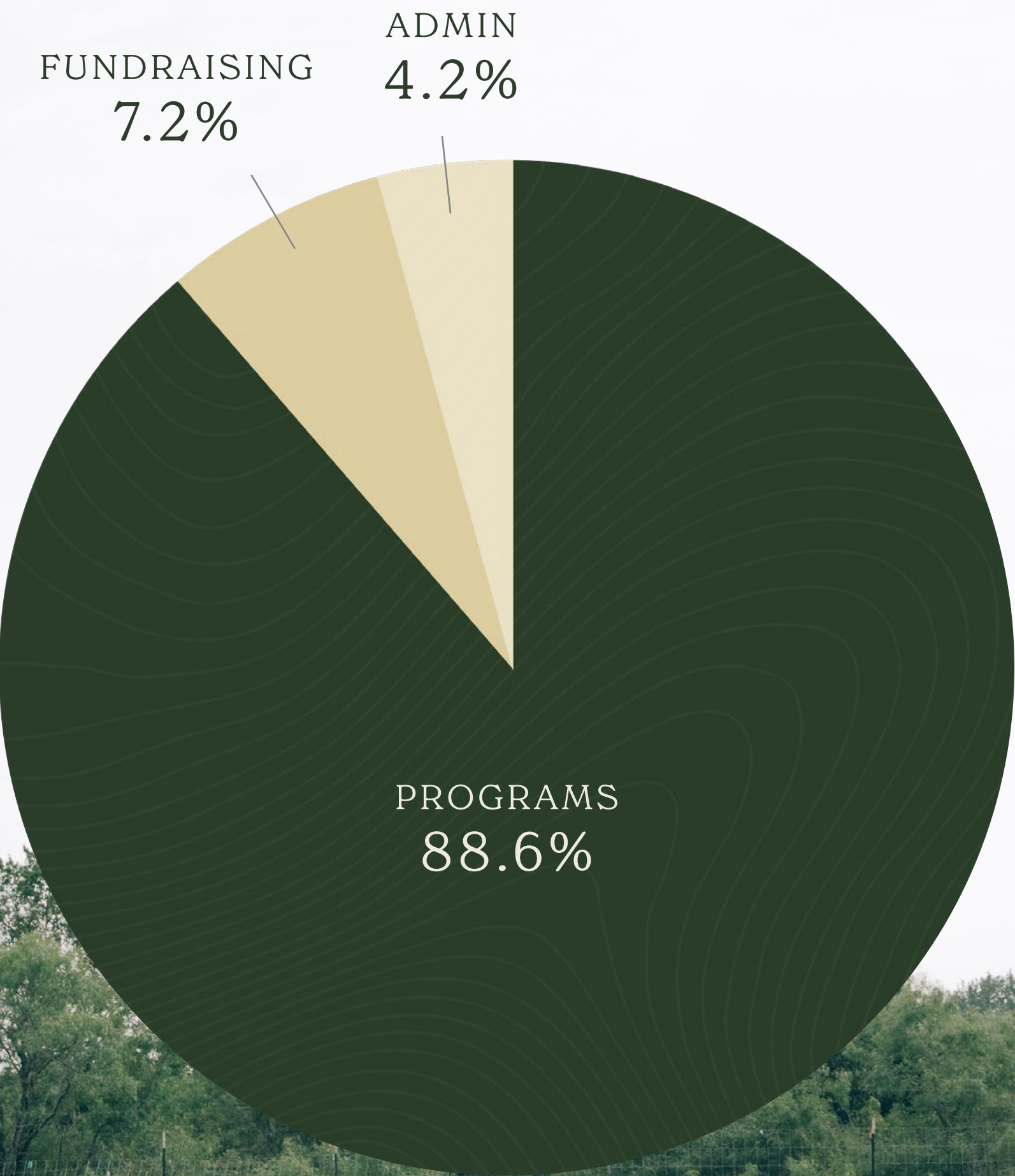
**563**  
TOTAL RECURRING DONORS

**\$122**  
AVERAGE DONATION

**27**  
\$10K+ DONORS (LIFETIME)

**232**  
\$1K-\$10K DONORS (LIFETIME)

TOTAL EXPENDITURE ALLOCATION:





# DIRECT SUPPORT TO FARMERS...

# \$27,979

Through the pilot of our Empowered Storytelling initiative, our community donated \$27,979 in direct funding to three of our featured farmers.

New Leaf Agriculture

\$16,370 RAISED  
19 DONORS

Maria Catalán

\$4,296 RAISED  
66 DONORS

Indigenous Regeneration

\$7,313 RAISED  
503 DONORS





COMMUNITY

2,063

NEW MEMBERS IN 2021

3,596

TOTAL MEMBERS

120

EVENTS HOSTED

30+

VOLUNTEERS

Join our global community [here](#) to learn more about how you can give and receive to this movement.

STORYTELLING BY THE NUMBERS...

103+

STORIES SHARED

10

FARMERS FEATURED IN 2021+

5,000

HOURS OF CONTENT CREATED

SOCIAL MEDIA

	Q4	Q1	Q2	Q3	Q4	TOTAL GROWTH
INSTAGRAM	65,000	71,786	73,744	74,245	74,889	15.21%
FACEBOOK	20,000	26,012	27,305	27,384	27,661	38.31%
EMAIL	19,904	20,964	17,869	18,056	19,002	-4.53%*
COMMUNITY	913	1,972	2,546	2,864	3,165	246.66%
LINKEDIN	652	834	1,092	1,295	1,503	130.52%
	106,469	121,568	122,556	123,862	126,450	18.55%

\*The decline in our email list was the product of a data cleanse earlier in the year.





MEET THE TEAM



DAVID LEON

EXECUTIVE DIRECTOR & CO-FOUNDER  
Lanai City, Hawai'i



JESSIE GARDNER

HEAD OF MARKETING  
Austin, Texas



LAUREN TUCKER

HEAD OF RENOURISH STUDIO  
Malibu, California



LEIA MARASOVICH

LEAD CONTENT PRODUCER & CREATIVE  
Encinitas, California



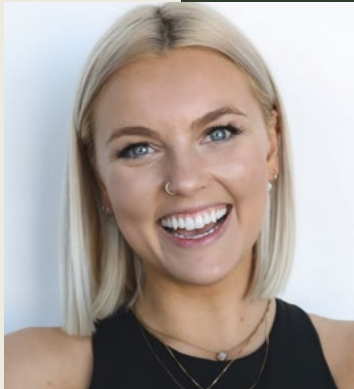
BJORN MINDE

HEAD OF DESIGN & CREATIVE  
San Diego, California



TORI IMMEL

DIRECTOR OF COMMUNITY  
Encinitas, California



LYNSEY ERICKSON

OPERATIONS MANAGER  
Lincoln, Nebraska



ALANA HERRERIAS

DIRECTOR OF PROGRAMMING  
Mexico City, Mexico



MATT CARRUESCO

DIRECTOR OF OPERATIONS  
Bend, Oregon



INÈS FRAZIER

COMMUNITY STRATEGIST  
Houston, Texas



EDUARDO REYES

JUNIOR WEB DEVELOPER  
Houston, Texas



NICK RODGERS

CREATIVE DIRECTOR (SERAPHIC GROUP)  
Venice Beach, California





MEET THE BOARD



ZACH BUSH MD  
BOARD CHAIRMAN



SCOTT CARLIN  
BOARD MEMBER



LYNNE TWIST  
BOARD MEMBER



KIRK SCHRODER  
SECRETARY



BRIAN DAWSON  
TREASURER





Gold  
Transparency  
2022

**Candid.**

## GUIDESTAR GOLD SEAL

Our organization has earned the GuideStar Gold Seal, demonstrating our commitment to transparency.



## PR NEWS NONPROFIT AWARD

PR News Nonprofit Awards announced Farmer's Footprint as the winner in the video category! This program is dedicated to honoring the most talented communicators and teams in the nonprofit sector.

To some, a video may seem trivial. To us, it's a craft of connection between land stewards and the possibilities that exist when people see how their role in this movement aligns as one.

Our team has heart like no other and is overflowing with creative talent, but this acknowledgement wouldn't be possible without the dedicated passion and heart in the collective team fueling New Leaf Agriculture and Multicultural Refugee Coalition which allowed us to share their journey. The story of this farm reunited us all with the soil. For those of you who haven't seen it, watch the award winning video shot by Leia Vita Marasovich below:

WATCH NOW



## CHARITY NAVIGATOR AWARD

### Culture & Community

We've earned a 98/100 for Culture & Community. This score reflects Charity Navigator's assessment of our organization's culture and connectedness to the community we serve.

### Leadership & Adaptability

Our score of 100/100 for Leadership & Adaptability reflects our organization's leadership capacity, strategic planning, and ability to innovate and respond to changes in our community's needs in order to achieve our mission.





Our work aims to understand how  
one story can touch another life and how  
community can collectively create change.



As we venture into the year, we'll wake up knowing your story and our story and the stories of farmers are hitched together as one. You are here, you are listening, and you are supporting. We are in a state of awe and gratitude to journey together with you.

Moving forward, you can expect a seasonal report that will include what we've been up to and what you can look forward to next.





IMPACT REPORT  
Thank you

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