

A close-up photograph of a bird's nest. The nest is constructed from a dense, tangled mass of dry, light-brown straw and thin twigs. It is situated within a cluster of green leaves, some of which are in sharp focus while others are blurred in the background. The lighting is soft and natural, highlighting the textures of the nest and the surrounding foliage.

The Nest

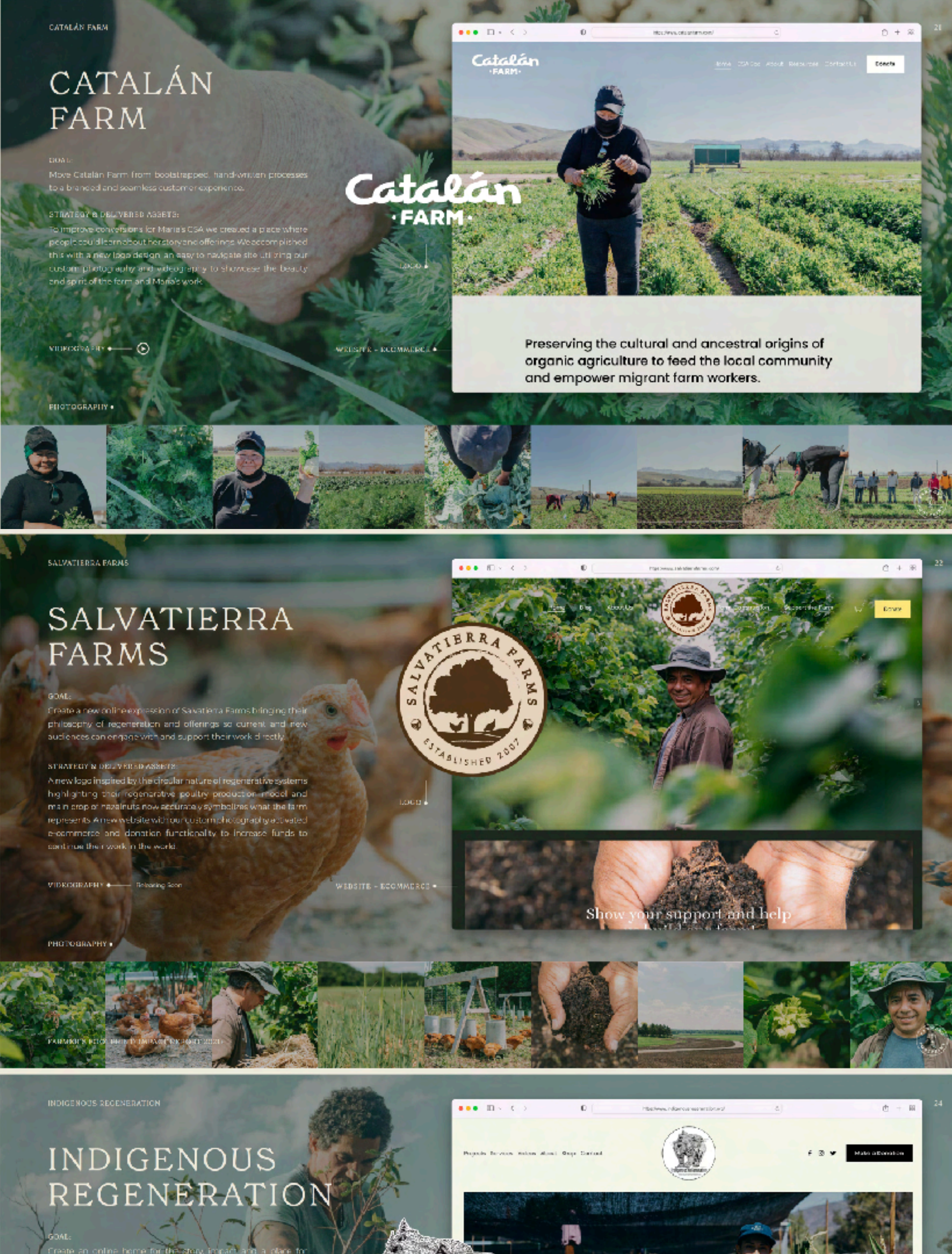
A program of Farmer's Footprint



A creative agency in
service of farmers.

The
Nest

We center storytelling as a catalyst for connection and transformational change for land stewards by providing effective and powerful creative services that will enable farmers to share their story across digital platforms.



01 | Why?

Because the lifecycle of a story doesn't stop at the end of an article.

Every story connects someone, somewhere to each other.

Stories prompt depth.

Stories inspire us to deepen connections by learning, engaging, sharing and supporting.

But if there's nowhere to go beyond the story - website, social media, event or ecommerce - the connection is more likely to fade and opportunity is lost to deepen that relationship.



02 | Reality

Many farmers, including the majority of the farmers in our Meet A Farmers series, didn't have an online presence for people to connect to their story, stewardship, projects, products and services.

- + Average person spends \$20 at a farmer's market, while average online order is \$80 = 340% increased opportunity
- + 71% of small businesses currently do not have online e-commerce
- + The farmer stories we feature on our website & media channels have exposure to an audience of 100k+. With The Nest, we seek to create a series of digital assets that will allow farmers to channel this exposure directly into their businesses and projects.



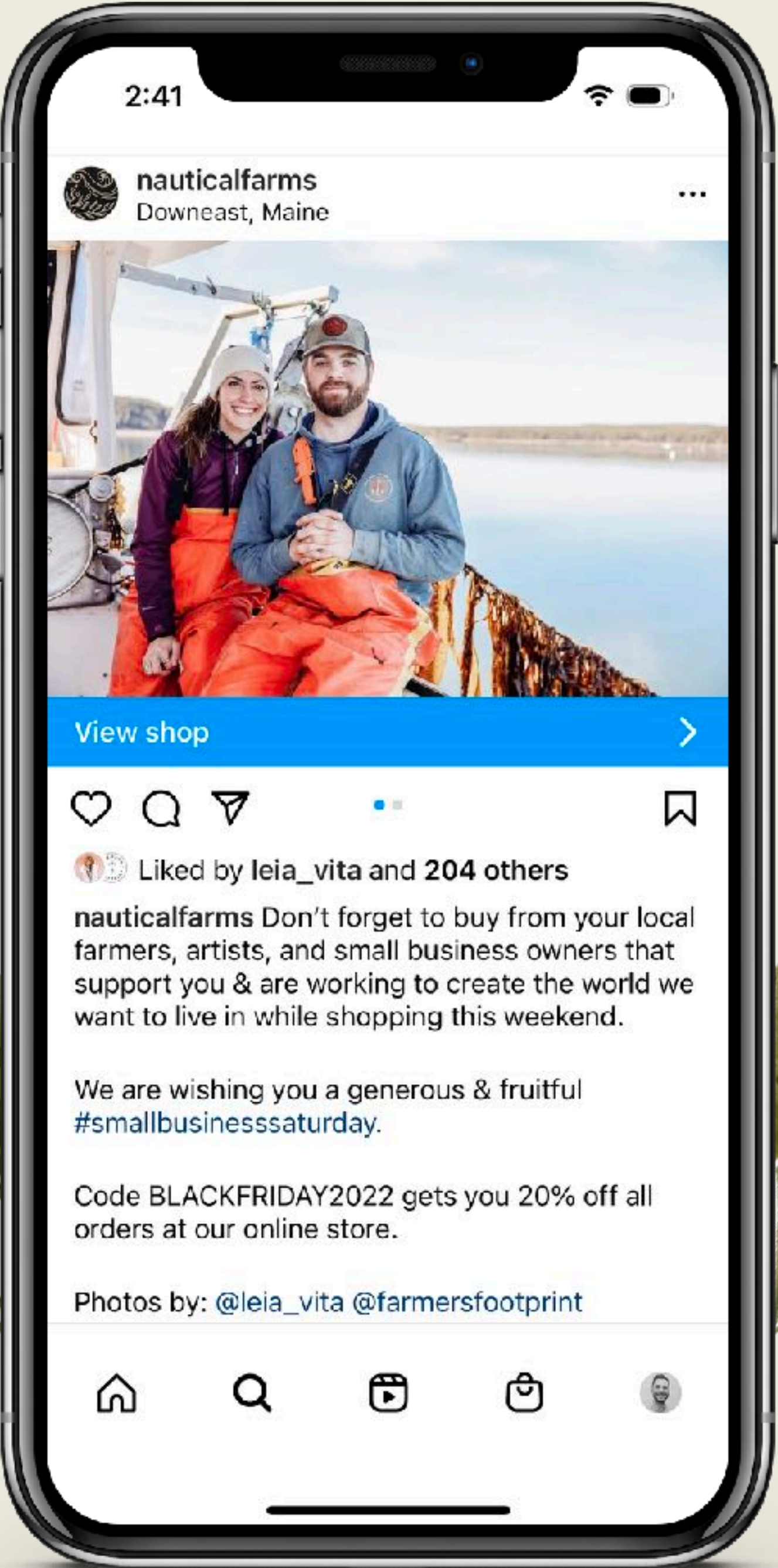
03 | Key Insight

Not having an online presence is a huge missed opportunity for farmers. This shifted the way we saw storytelling by realizing we could play an active role to provide tangible impact for farmers.

Imagine a world where farmers had the same marketing resources and expertise as the largest brands.

Imagine a creative movement dedicated to growing the digital presence of regenerative farmers and farming.

Imagine a safe place for farmers to hatch their fullest expression, share their story, and build an effective and beautiful online presence through digital marketing and storytelling services.



04 | The Nest

The Nest

A program of Farmer's Footprint

Safe place to experiment with expression of self, farm, business or project

A reflection of the beauty of the farmer and their ecosystem in the digital landscape

Feeling uplifted, confident, sense of pride

Increasing the capacity for farmers connect with the world, their community and customers

05 | The Vision

Above all, our intention with The Nest is to serve the farmer in areas that are often outside of their wheelhouse- digital marketing. The Nest provides free marketing, photo, video, and technological resources for farm businesses to drive consumer demand and build thriving enterprises in the



We've witnessed this program show and prove to farmers that their story matters and is worth sharing. The Nest is co-creating a living archive of digital touch points for today's farmers and their critical role in regenerating soil, curbing climate change, creating more resilient food systems and positively impacting human health, while driving



06 | The Impact

Introducing:

The Nest

A program of Farmer's Footprint

Watch Now

"Working with The Nest was a dream come true! As a small business owner, you wear many hats, but graphic design has not been a strong suit of ours. We have been so grateful to The Nest team for soaring in and helping us to create beautiful graphics, email templates, and an updated logo for our niche business. Every asset they have created has worked wonderfully with the branding we've established so far and they were an absolute pleasure to work with every step of the way! It's not easy to find a group as intentional, thoughtful, and

—Morgan Fogg, Nautical Farms



“Indigenous Regeneration had the honor of being the recipient of Farmer Footprints' The Nest Program. The process was amazing from the beginning of sharing our story and watching their team listen and craft our story into a new and beautiful website with content showing others that story. It was an incredible experience. I felt listened to and like our brand was brought into the light and showcased in a way I couldn't have done on my own. The team made me feel proud of my Organization and what we have done in 5 years. I'm so grateful for such a useful blessing to our Organization and mission.”

—Lacey Cannon,
Founder, Indigenous Regeneration



“Working with Farmer’s Footprint was definitely a highlight and helped tell our story in a very professional way, as well as getting the word out about our work to a much larger audience. The work of Farmer’s Footprint is incredible and high quality; it has been really helpful for our organization. We have used the videos and photos taken by Farmer’s Footprint in many settings from websites, social media, other print/media opportunities, and fundraisers. Working with the team was such a joy and the level of support they provided, and continue to provide, has been such a benefit.”

—Megan Erskine,
Co-founder & CEO, New Leaf Agriculture



“Being featured in Farmers Footprint and part of The Nest not only gave us tangible returns via the marketing components (which are top shelf) and are an amazing way to elevate what we are doing on a local level, to being positioned to go after larger markets as our product volumes allow. Farmers Footprint helps the cause by leaps and bounds with their important and imperative ways of communicating... We are all in this together and we can all do it.”

—Del Ficke,
Owner & Farmer, Ficke Cattle Company



“As a farmer, I didn’t have the time or expertise to create a website or social media account. However, The Nest made me a beautiful website with an online CSA management system, and helped me with getting the news out about my farm stand via social media. I’ve had a lot of folks reach out to me and made some great connections thanks to my new online presence.”

—Farmer Greg, Founder, 1000 Tiny Farms





Case Studies

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 •

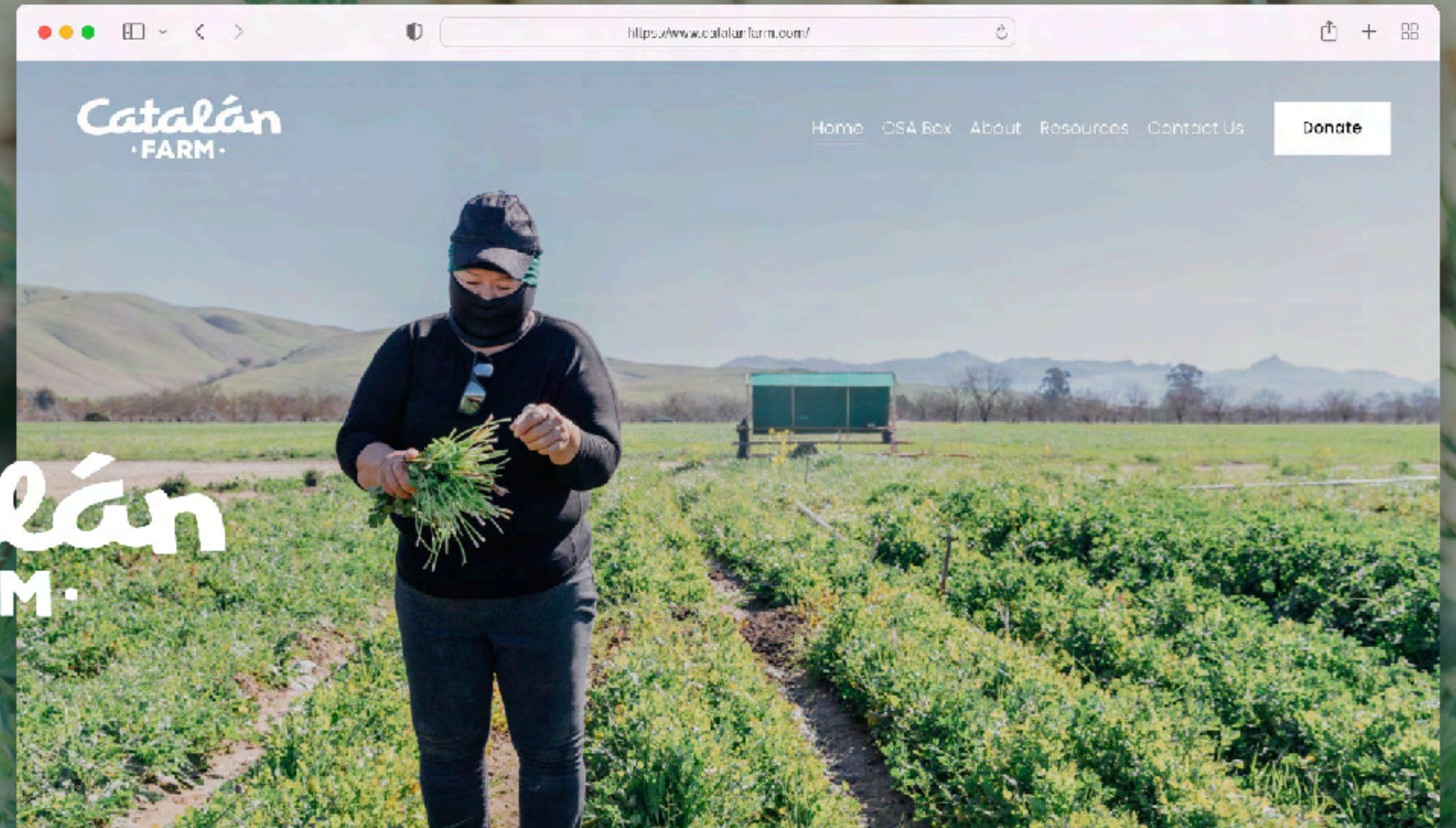


WEBSITE + ECOMMERCE •

PHOTOGRAPHY •

Catalán • FARM •

LOGO



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:

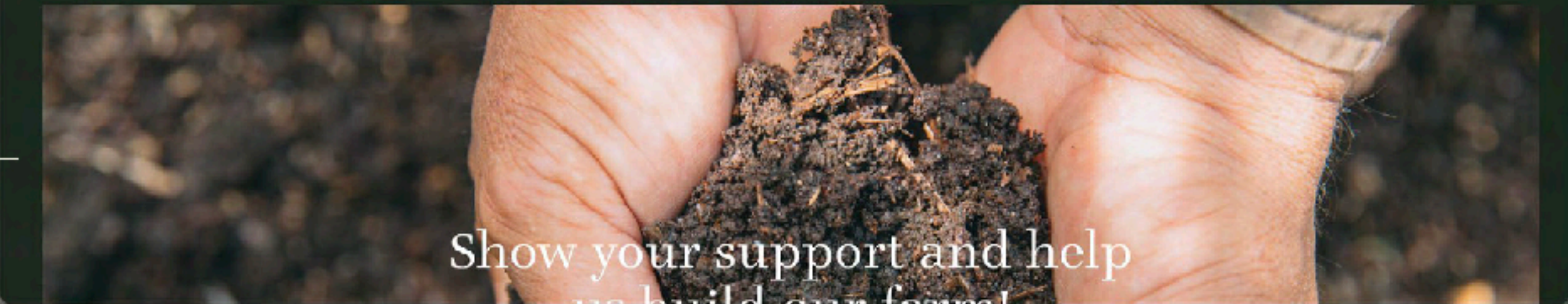
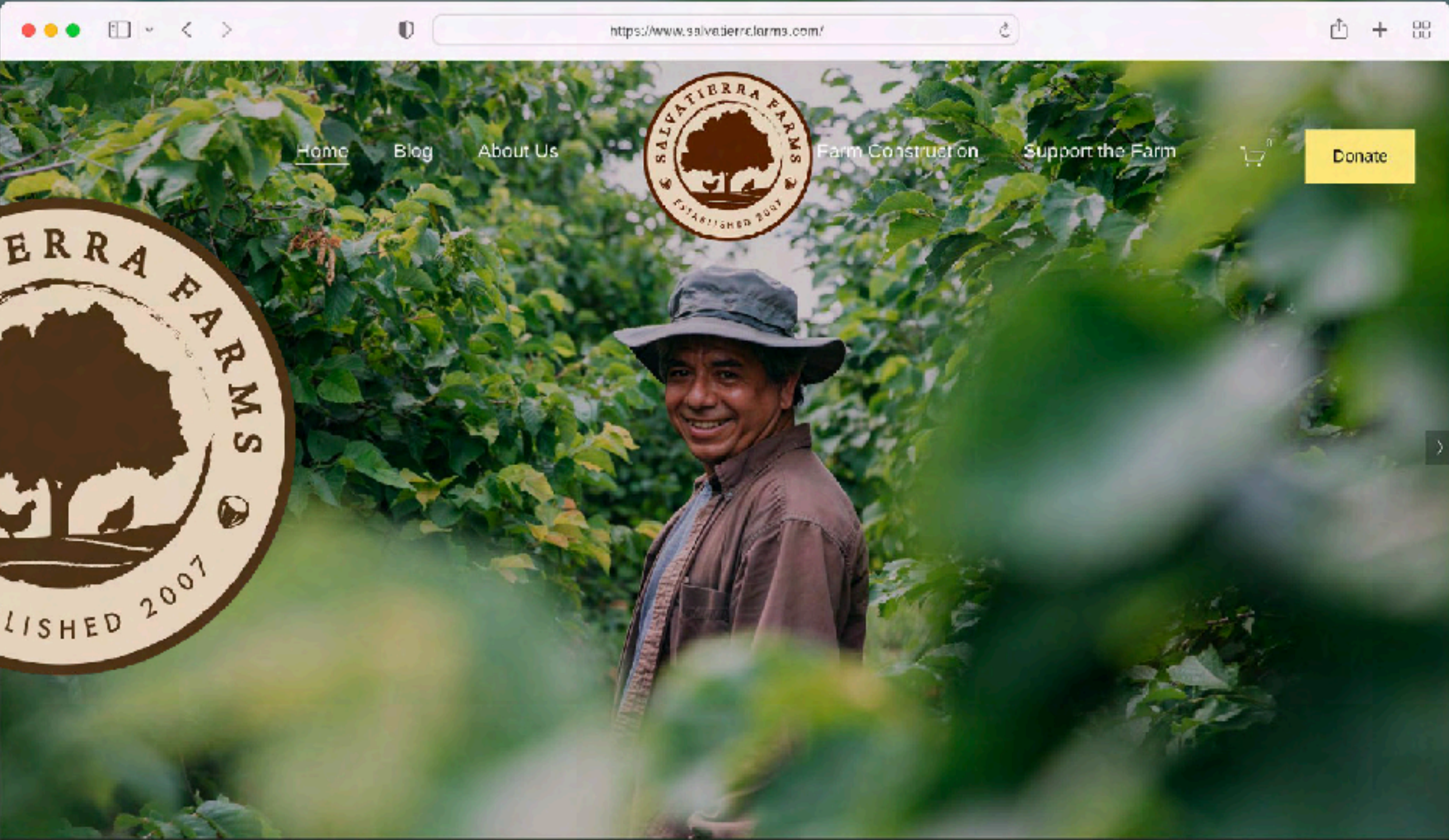
A new logo inspired by the circular nature of regenerative systems highlighting their regenerative poultry production model and main crop of hazelnuts now accurately symbolizes what the farm represents. A new website with our custom photography activated e-commerce and donation functionality to increase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

VIDEOGRAPHY ● ——— Releasing Soon

PHOTOGRAPHY ●

LOGO ●

WEBSITE + ECOMMERCE ●



FARMER'S FOOTPRINT: IMPACT REPORT 2021+



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 •



FARMER'S FOOTPRINT: IMPACT REPORT 2021




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.

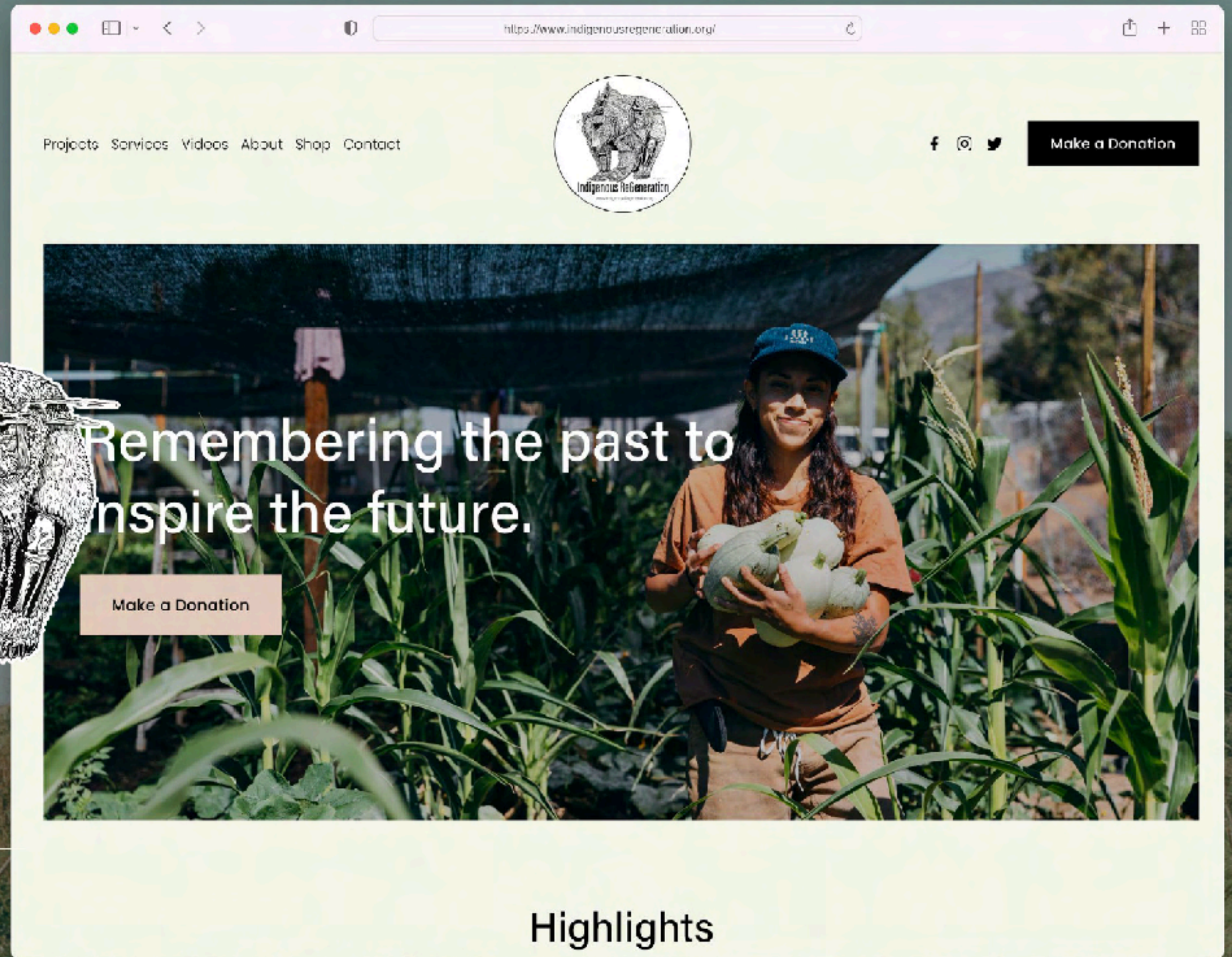
STRATEGY & DELIVERED ASSETS:

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 •





A bird is safe in its
nest - but that is not
what its wings are
made for.

— Amit Ray

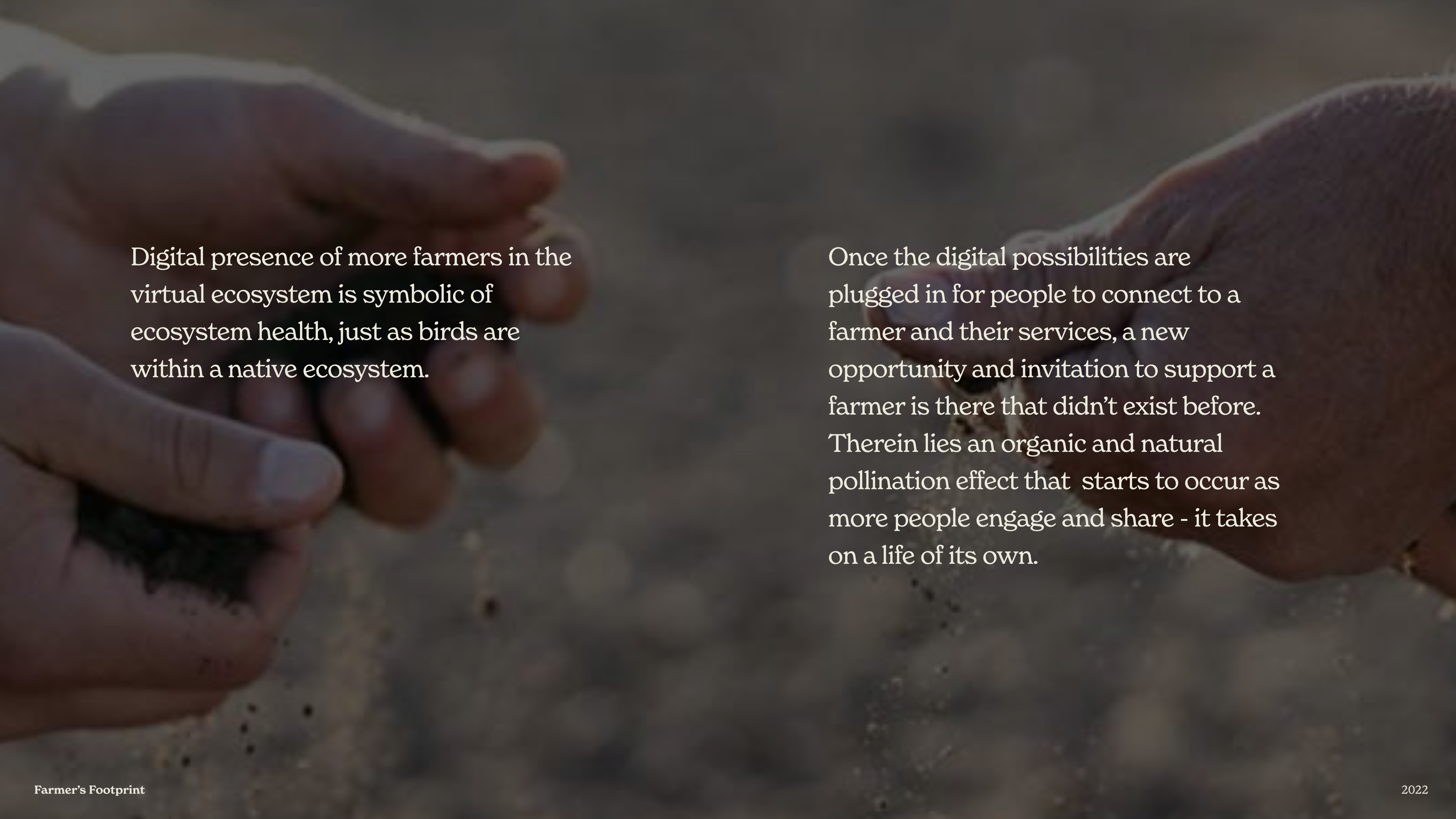


Nests embody impermanence, reinvention, and a constant rotation of transformation. With a life cycle of a single week or a few months, nests are temporary places for egg laying and incubation.

Like nests, this experience is not one of indefinite dependence on our services, but one of focused incubation followed by flight where the digital assets are evergreen in function and capability.

The more nested experiences we build
= more birds in flight
= more stories and ways to
connect people with the
food system and stewards exist.



A close-up photograph of two hands, one from a person with darker skin and one from a person with lighter skin, gently cupping a mound of dark, rich soil. The background is a soft-focus view of a field with rows of crops under a hazy sky. The text is overlaid on the left side of the image.

Digital presence of more farmers in the virtual ecosystem is symbolic of ecosystem health, just as birds are within a native ecosystem.

Once the digital possibilities are plugged in for people to connect to a farmer and their services, a new opportunity and invitation to support a farmer is there that didn't exist before. Therein lies an organic and natural pollination effect that starts to occur as more people engage and share - it takes on a life of its own.

07 | Nest Services

The natural world is filled with marvels of engineering and birds' nests are one of them - creative, masterpieces, yet simple.

Just as no two nests are alike, we provide every farmer with a customized experience where the collaboration and collection of many skills and lived experiences are applied to the co-creative evolution of the farm brand.



- + Graphic design
 - + Logo
 - + Packaging
 - + Signage
 - + Promotion Materials
- + Website development
 - + UX design
 - + E-commerce
 - + CSA subscription
- + Fundraising Platforms & Campaigns
- + SEO optimization
- + Email Marketing Campaigns
- + Strategy
- + Social media
- + Photography
- + Videography

Sponsor a nest for \$10k to support a farmer!

[Give Today](#)



The
Nest