



Midwest Organic & Sustainable Education Service

2004 Annual Report

MOSES Board of Directors December 2004

The MOSES board consists of a majority of certified organic farmers and meets at least four times a year to provide governance to the organization.

Audrey Arner
Moonstone Farm

Chris Blanchard
Rock Spring Farm

Prescott Bergh
Four Winds Farm

Janet Gamble
Michael Fields
Agricultural Institute

John Kiefer
The Rosebud Ranch

Sonya Dagovitz Kugler
Natural Needs

Joyce Ford
Organic Inspector

Tom Frantzen
Frantzen Farms

Paul Dietmann
Sauk County
UW-Extension

Greetings from the Executive Director,

It has been another productive year for MOSES. We are continuing to develop and expand our many exciting projects in response to the increased demand for organic products and the farmers who produce them.

As this annual report was being prepared it was gratifying and inspiring to look back over what we have accomplished this year. It is our hope that this 2004 annual report provides you with a useful overview of what we do and who we are.

As the need for information on organic and sustainable agriculture continues to grow in the Midwest and around the country, new strategies and new initiatives will be necessary. We are excited to be part of this emerging agricultural sector and are committed to doing our part to meet the needs of organic and transitioning farmers in 2005.

Please visit our website or contact our office for current information and to learn more about our programs.

Faye Jones, MOSES Executive Director

WHO WE ARE

The Midwest Organic and Sustainable Education Service, (MOSES) is a non-profit 501(c)3 education-outreach organization working to promote sustainable and organic agriculture.

MOSES offers a variety of programs to assist farmers, agricultural educators, organizations and others requesting information. We organize events and provide resources and referrals to help people learn more about the growing opportunities in organic agriculture.

PO Box 339 • Spring Valley, WI • 54767
715/772-3153 • fax 715/772-3162

info@mosesorganic.org • www.mosesorganic.org

Upper Midwest Organic Resource Directory

The fifth edition of the Upper Midwest Organic Resource Directory was updated and completed in 2004. This accessible and convenient reference handbook identifies resource groups, certification agencies, consultants, government agencies, suppliers, farmer co-ops, processors and publications in the region. Printed copies are available through our office for a nominal shipping fee. The directory is also available on our website. Regular updates are ongoing on the web version.

Farmer of the Year

The 3rd annual "MOSES Organic Farmer of the Year Award: An Organic Farmer Practicing Outstanding Land Stewardship" was presented to Martin and Atina Diffley, Gardens of Eagan, at the 2004 conference. Since the mid-1970s, when their operation was first certified, the Diffleys have stood out as exemplary organic vegetable growers with their innovative marketing ideas, use and adaptation of mechanical equipment, and experimentation with cover cropping, green manure crops and compost. Martin and Atina received a \$500 check and an engraved plaque.

MOSES Website

The MOSES website (www.mosesorganic.org) continues to expand. It now includes a convenient and accessible version of the Upper Midwest Organic Resource Directory as well as a series of Organic Fact Sheets, which address important aspects of organic farming and may be downloaded free of charge. Hits on the MOSES webpage in 2004 averaged 250 per week, peaking at over 400 in the month before the annual conference.

Organic Broadcaster Newspaper

The Organic Broadcaster, a bi-monthly newspaper of MOSES, continues to gain wide recognition for being a leader in the field of providing quality farmer-to-farmer organic production information. The publication features articles, reports from farm tours, interviews and regular columns, including one on certification notes. A regional calendar and a large organic classified ad section are also regular features. Reasonably priced, subscriptions are \$20 for 6 issues annually. Several groups, such as certifiers and agencies, buy bulk subscriptions and distribute to members or constituents. MOSES now prints and distributes 1600 copies per issue.

Upper Midwest Organic Farming Conference

The Upper Midwest Organic Farming Conference continues to be a major hub of activity for MOSES staff and board. The 2004 conference was again held at the La Crosse Center in La Crosse, WI. 1550 people attended the conference, which offered over 45 workshops and three keynote presentations, organic meals and a dynamic Organic Exhibit Hall with 135 vendors. The conference program highlighted the 45 sponsoring organizations. The MOSES Fundraising Dinner, attended by over 100 supporters, featured organic foods, wine and beer on Friday night. Afterwards several exciting and original acts participated in a talent show, drawing enthusiastic applause from the large crowd. Evaluations continued to be extremely positive for the entire event, and media coverage was plentiful.

Organic University

The Organic University, which is held the day before the conference, had a successful third year. Seven day-long sessions drew 266 individuals. All courses were highly rated by participants. Courses in 2004 included "Organic Dairy Production," "Organic Poultry on Pasture," "Organic Seed: On Farm Selection and Production," "Wind Energy on the Farm," "Compost: At the Heart of Organics," "Managing Soil Quality," "Transitioning to Organic Crop Production" and "Organic Agriculture 101." Each participant left the session with a large resource notebook designed to be very useful for follow-up research.

Tree Fruit Network

MOSES, with support of USDA Risk Management Agency, established the Upper Midwest Organic Tree Fruit Network, an informal network of people interested in organic tree fruit that exchanges information through a quarterly newsletter, field days, an electronic list-serve and the MOSES website. Growers can discuss certification issues and exchange information and events of interest to Midwest orchardists.

USDA-SARE Professional Development Program, 2nd year

A USDA-Sustainable Agriculture Research and Education, Professional Development Program (SARE PDP) grant was submitted and subsequently funded. The project outlined a series of 12 day-long short-course training sessions to be held in Wisconsin, Minnesota and Iowa. These trainings in 2004 were extremely successful, providing agricultural education professionals with basic information about organic production and certification, row crop production, dairy, livestock and vegetable production. In addition to the short courses, a monthly on-line newsletter has been developed and dispersed to agricultural education professionals in the three states.

USDA-RMA Funding

MOSES entered into a partnership agreement with USDA Risk Management Agency to support educational programming around organic and diversified agriculture. The project, entitled "Tools for Organic, Sustainable and Specialty Crop Farmers," covers a period from Sept. 1, 2004 through Aug. 31, 2005. It consists of a series of six customized trainings held around Wisconsin in response to requests from communities and organizations seeking to learn more about organic production and certification. Support for the Upper Midwest Organic Farming Conference and Organic University, including 70 scholarships, is also part of the funding agreement.

Assistance and Referrals

MOSES staff members continue to spend significant time answering questions via phone and email, directing farmers and others to our resource directory, websites, books, events, organizations and other resources on organic production, certification and marketing.

Fact Sheets

MOSES fact sheets provide vital information about organic agriculture. They are posted on the MOSES website and may be downloaded free of charge.

MOSES Book Store

MOSES offers over 20 books on organic farming and issues for purchase at events, through the mail or from the web. We also have two varieties of "No Spray" farm signs. A printable order form for books and signs is available on the MOSES website or by calling the MOSES office.

MOSES Income and Expense

FY ending 8/31/04

Revenue Sources

Conference	\$219,738.92
O University	35,870.00
Broadcaster	24,958.64
Fundraising	31,068.66
Sales	25,383.49
Grants/Agreements	90,813.28
MISC	3,495.28
TOTAL REVENUE	\$431,328.27

Use of Funds

Conference	\$185,272.70
O University	29,340.34
Broadcaster	17,072.65
Fundraising Expense	11,510.48
Cost of Sales	17,970.59
Grants/Projects	84,857.74
Office Building	
Overhead	50,720.60
TOTAL EXPENSES	\$396,066.10
Capital Improvements	16,953.81
Carryover	18,308.36

*This financial report reflects the 03-04 fiscal year, which ends on August 31, 2004. The rest of this 2004 annual report is for the 2004 calendar year.

**Grant funding supports special projects (see page 2), the Conference, Organic University and scholarships for conference attendees.

MOSES had a thriving financial year in 2004. Our many projects continued to grow as we looked for the most efficient ways to fulfill our mission. USDA grants and grass-roots support are critical to the continuing work of MOSES. We look forward to another exciting year of success and expansion in 2005.

Funding for MOSES is provided by multiple sources, including individual donors, USDA grants and educational programs. We are continuously looking for new sources of funding to expand our services.

MOSES Staff for 2004

- Faye Jones, Executive Director
- Jody Padgham, Education Director
- Bridget O'Meara, Administrative Assistant
- Cathy Olyphant, Office Manager
- Sarah Broadfoot, Administrative Assistant
- Diana Witcher, Conference Assistant
- Paul Bransky, Newspaper Editor

MOSES Mission Statement: *"To help agriculture make the transition to a sustainable organic system of farming that is ecologically sound, economically viable and socially just, through information, education, research, and integrating the broader community into this effort."*



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