

# Impact 2016

Highlights of our work to ensure the success of farmers who grow using organic and sustainable practices

## Education

### MOSES Organic Farming Conference

More than **3,600 people** attended the **27th** MOSES Conference from all around the country and the globe to gather fresh ideas to put in practice to help their farms thrive. *"The MOSES Conference is a goldmine! There is no better forum to learn—for transitioning to experienced organic farmers."*

~S.M., Dixon, Ill.

Steve Pincus and Beth Kazmar received the 2016 **MOSES Organic Farmers of the Year** award. These longtime organic farmers, owners of Tipi Produce, are known for growing sweet carrots and other produce sold at food co-ops in Madison and Milwaukee, and through a 500-box-a-week CSA. Steve and Beth are well known for their farming wisdom and their willingness to teach others.



### Organic Field Days

**864 farmers** learned about organic and sustainable farming practices at our **13 field days**. We also reached **52 women landowners** to connect them with conservation resources and land management planning through our Rural Women's Project-led **3 Women Caring for the Land** events.



### New Farmer U

We launched this 2-day training project to boost the field and financial skills of new farmers. The first event last October drew **129 people** to Lanesboro, Minnesota. We manage this project with Renewing the Countryside under a Beginning Farmer & Rancher Development Program grant.

### Farmer-to-Farmer Mentoring Program

**58 farmers** were involved in this program where experienced organic farmers share their expertise to encourage the success of farmers who are either launching a new farming scope or transitioning to organic. The goal is to build strong organic relationships throughout our region.

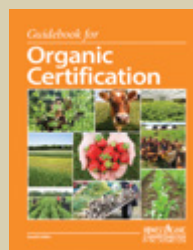
## Resources

### Website: [mosesorganic.org](http://mosesorganic.org)

Traffic on our website grew by more than 16% in the past year, with **330,188 individuals** accessing information for a total of **407,617 views**.

### Guidebook for Organic Certification

We introduced a revamped *Guidebook* in the fall of 2016 that illustrates the certification process and rules for organic production.



### Midwest Organic Resource Directory

Our searchable online directory of suppliers, buyers, and certification agencies was used **1,757 times**.

### Organic Fact Sheets

Farmers picked up hundreds of our fact sheets at events, plus another **2,314 online**. We introduced 2 new topics this year: Farm Safety for Children, and Whole Farm Revenue Protection for Specialty Crop Growers.

### Organic Broadcaster Newspaper

This popular newspaper features production advice, research updates, farmer profiles, book reviews, and other news about the organic sector. Circulation topped **12,500**.

Photo: Harmony Valley Farm, Viroqua, Wis.

## Practical Advice

We connected with farmers at **20 events**, aside from the MOSES Conference and our field days, to answer questions about organic practices and certification. We fielded more than **500 farmer calls** on our Organic Answer Line. We also handled **225 queries** from farmers through our *Ask a Specialist* webpage, which farmers consulted **2,159 times** for answers to FAQs.



Beth Kazmar and Steve Pincus lead a field tour during our field day at Tipi Produce near Evansville, Wis.

Our mission is to  
**educate**  
*inspire*  
**empower**  
farmers to thrive in  
a sustainable, organic  
system of agriculture.

MIDWEST ORGANIC  
& Sustainable Education Service  
MOSES

# 2016 Financial Highlights

## Midwest Organic & Sustainable Education Service (MOSES)

### Financial Summary

Expense and Asset numbers are from audited financial statements for the MOSES Fiscal Year (Sept. 1, 2015 to Aug. 31, 2016). MOSES follows generally accepted accounting principles (GAAP) for nonprofits.

#### Income Allocations

Conference	\$ 817,117
Grow Organic Programs	252,190
Operating Support	112,466
Sales/Goods Sold	76,935
In-kind Contributions	42,697
Special Projects	186,835
<b>Total Income</b>	<b>\$ 1,488,240</b>

#### Expenses

<b>Programs:</b>	<b>\$ 1,114,206</b>
Conference	589,603
Projects & Services	504,867
In-kind Donations	47,736
<b>Fundraising Expenses</b>	<b>32,607</b>
<b>Management/Administration</b>	<b>253,417</b>
<b>Total Expenses</b>	<b>\$ 1,428,230</b>

#### Net Assets

Operating Funds	\$ 246,111
Board-Restricted Funds	291,296
Grant-Restricted Funds	87,492
<b>Total Net Assets</b>	<b>\$ 624,899</b>

#### Expense Allocations

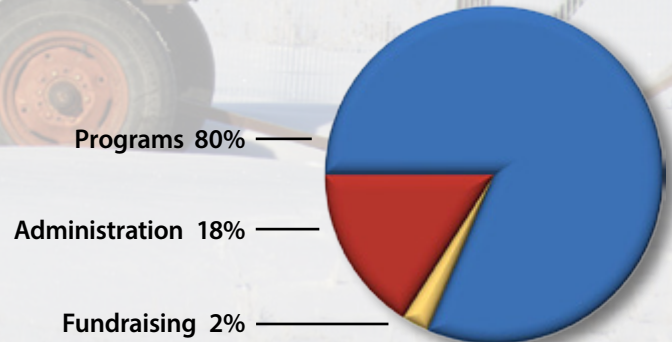


Photo: Genuine Faux Farm, Tripoli, Iowa

### Supporters

Thanks to these Major Funders and Engaged Supporters for helping us provide training, guidance, and practical advice to encourage farmers' success. We are grateful, also, to the **504** businesses and individuals who supported organic farming by donating to MOSES.

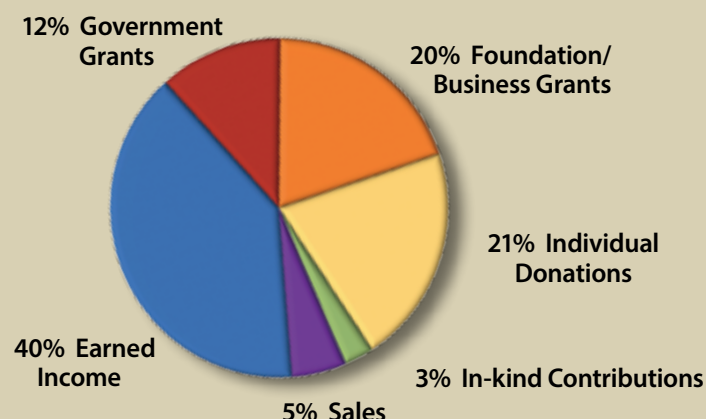
#### Major Funders

Albers/Kuhn Family Foundation	Frontier Natural Products Co-op	USDA Beginning Farmer & Rancher Development Program
Annie's, Inc.	Harry Chapin Foundation	USDA Conservation Innovation
Blooming Prairie Foundation	Lakewinds Organic Field Fund	USDA Farm Service Agency
Ceres Trust	Marshfield Clinic Foundation	USDA Risk Management Agency
Ciranda	McKnight Foundation	Wisconsin Specialty Crop
Clif Bar Family Foundation	Sustainable Ag Research & Education	Wisconsin Farmers Union
Farm Aid	United Natural Foods Foundation	

#### Engaged Supporters

Alden Ponds Foundation	Crystal Creek Inc.	Jim Herold & Audrey Alwel
Amy Alpine	Reggie Destree	Daryl Hinderman
Jay Arneson	Andrew & Melissa Dunham	Bruce Johnson
Gail Barber	Kathleen & Jim Dyreby	Faye Jones
Bay Shore Sales	Everbest Organics	Michael Lorentz, <i>Lorentz Meats</i>
Lisa Bean	Joyce Ford & Jim Riddle	Marsha Mason
Katherine Betz	Mary Gale	Mint N More Farms
Hans & Katie Bishop	James Greenberg	Tom & Cathy Morgan
Blue River Hybrids	Emilie Haigh	Mountain Rose Herbs
Robert Cain, <i>SeaAgri Inc.</i>	Steve & Ann Hansen	Nature's Organic Grist, LLC
Dave & Mary Campbell	Jeanne Helzer	Doug Nopar & Joann Thomas
Darlene & Dan Coehoorn	Jane Henner	David Olson
		Alice Percy, <i>Fedco Seeds</i>
		John & Laurel Shea
		Jane Siemon
		Margaret Smith & Doug Alert
		Laura Sova
		Lori Tauring & Renee Tierney
		Craig Tomera, <i>Grain Millers Inc.</i>
		Kent Velde
		Kari Wenger & Peter Henry
		Harold Wilken
		Whole Foods Co-op, Duluth
		Dale & Ann Woodbeck

#### Funding Sources



#### Board of Directors:

- David Abazs**  
*Round River Farm  
Finland, Minnesota*
- Mike Bollinger**  
*River Root Farm  
Decorah, Iowa*
- Sylvia Burgos Toftness**  
*Bull Brook Keep  
Clear Lake, Wisconsin*
- Dave Campbell**  
*Lily Lake Organic Farm  
Maple Park, Illinois*
- Dela Ends**  
*Scotch Hill Farm  
Brodhead, Wisconsin*
- Carmen Fernholz**  
*A-Frame Farm  
Madison, Minnesota*
- Melinda Hemmelgarn**  
*Food Sleuth  
Columbia, Missouri*
- David Perkins**  
*Vermont Valley Community Farm  
Blue Mounds, Wisconsin*
- Molly Rockamann**  
*EarthDance Organic Farm School  
Ferguson, Missouri*
- Darin Von Ruden**  
*Von Ruden Family Farm  
Westby, Wisconsin*
- Carla Wright**  
*Savanna Hill Farm  
Cross Plains, Wisconsin*