As a fourth-generation dairy farmer, caring for the natural resources is an inherent part of what my family and I do each day.

It is a true honor to lead Farmers for Sustainable Food in connecting farmers with the rest of the supply chain and our local communities to share ideas and collaborate for mutual success.

What started as an idea from a group of forward-thinking farmers, industry leaders and environmental organizations has grown to support multiple farmer-led watershed conservation groups and several sustainability projects across the Midwest.

I also serve as the president of my local farmer-led group, the Western Wisconsin Conservation Council. Our aim is to bring benefit to the whole community while preserving family farming as a way of life. Having FSF support our local group keeps us connected throughout the state and provides opportunities at a much larger scale.

Farmers are committed to being good neighbors and stewards of the land and water in our care. It’s a shared commitment that’s evident. The incredible part of FSF is that it highlights the farmer’s voice, bringing realistic and innovative ideas to the table, creating environmentally and economically sustainable farms supporting their communities. I am excited to watch this organization continue to grow and make impactful, positive change.

Todd Doornink
President
Jon-De Farm
Western Wisconsin Conservation Council

“We always have the goal of being good neighbors and stewards of the land and water in our care. It’s a shared commitment that’s evident.”

Todd Doornink
Our **Mission**
Empower farmers to develop and implement practical, innovative solutions collaboratively for environmental, economic and social good.

Our **Vision**
A sustainable food system in which farmers, their communities and the environment thrive.

2021 **Y E A R I N R E V I E W**

- **1** brand refresh
- **14** new members
- **1** National award
- **$255k+** raised
I am excited and a little bit in awe as I write this, reflecting on the incredible progress we have made since I started as managing director of Farmers for Sustainable Food in 2019.

First, I want to thank the farmers and the farmer-led conservation groups that we have the privilege to work with. Your belief in our team and willingness to support us was our foundation. Second, I offer thanks to our board members who dedicate their time and talent to lead FSF. Finally, thank you to all of our members. We have grown quickly in a short period of time, and we have only just begun.

2021 was full of progress for our organization. We launched the new brand, Farmers for Sustainable Food, in May. We developed our Framework for Farm-Level Sustainability Projects, wrapped up year one of our pilot sustainability project, announced year one results, won a national award for the project and brought more farmers into the fold. Additionally, we started three more sustainability projects with various partners. Our team and partnerships continue to grow, helping us provide support for farmer-led groups and manage projects.

Our work is not slowing down. More partnerships, projects and farmer-led groups are in the works. Connecting our farmers, food processors, brands, retailers and customers is critical in agriculture’s sustainability journey. Every day, our team’s top priority remains finding ways to best support farmers in their conservation goals and help them succeed.

Lauren Brey
Managing Director

The farmers we are proud to work with continue to take on new challenges by accelerating the adoption of practices that lead to continuous improvement in conservation.

Tim Trotter
CEO, Farmers for Sustainable Food
RECENT HIGHLIGHTS

YEAR 1 SUSTAINABILITY PROJECT RESULTS

In the first year of the project, participating farms demonstrated that their conservation practices contribute to significant reductions in environmental pollutants reaching streams and rivers.

On average, farms participating have adopted five conservation practices per field that Field to Market’s Fieldprint Platform™ recognizes as having a positive impact on sustainability scores.

Reports detailing the findings are on the FSF website.

FRAMEWORK

Launched a first-of-its-kind framework for sustainability projects. It helps farmers determine what conservation practices are most effective for their individual farms, and document the environmental and financial effects. The framework is being applied across the Midwest.

OUTSTANDING SUPPLY CHAIN COLLABORATION AWARD

A group of Wisconsin farmers and partners in the dairy food supply chain earned national praise for creating a framework for conservation projects that protect soil and water quality, keep farms financially viable and demonstrate a commitment to sustainability to communities, customers and regulators.

The framework and its use in a pilot sustainability project were recognized by the Innovation Center for U.S. Dairy. The recipients — Farmers for Sustainable Food, Grande Cheese Company and Lafayette Ag Stewardship Alliance (LASA) — drove development of the project, and other key stakeholders are contributing to the initiative.

DAIRY GENETICS AND SUSTAINABILITY

Dairy farmers are great stewards of the land and the environment around them. What has always been the challenge is the lack of correlation for everyday practices to the reduction of resources needed to achieve high profitability.

In a collaboration between Farmers for Sustainable Food and Zoetis, a multi-site evaluation is occurring to demonstrate how focusing on genetic improvement through the utilization of CLARIFIDE® Plus, the Zoetis genomic evaluation for predicting lifetime profitability and wellness, correlates to not only improving profit on farms but reductions in enteric methane emissions, antibiotic usage and feed needed for maintenance purposes.

A final analysis and report will be shared at the Dairy Strong conference in Madison, Wis., in January 2023.
Farmers for Sustainable Food continues to help grow a network of farmer-led watershed conservation groups. In 2021, FSF closely supported six of them in Wisconsin. These groups are expanding innovative farming practices that are proving, through science and data, to be reducing the risk to the environment.

The FSF team supports groups with administration, event planning and execution, communications and marketing, fundraising support, strategy, technical support and project development and management, as well as growing partnerships to help achieve the groups’ goals.

The best part of the group so far is the media training. I was taught how to interact with members of the media to share facts about the work we’re doing and express how we are improving the land and finding new ways to do things.

Bob Danes
Farmer from Calumet County Ag Stewardship Alliance
SUSTAINABILITY PROJECTS EXPAND

After seeing the success of the pilot sustainability project in southwestern Wisconsin with LASA and other partners, other organizations reached out to FSF for support in launching their own projects.

FSF’s framework serves as a guide to help groups document and communicate the sustainability of farming practices to other farmers, local communities, the agricultural supply chain and regulatory agencies. Each project has its own approach for documenting practices and outcomes based on unique goals.

**Valley Queen Cheese**
Dairy farmers that supply Valley Queen Cheese and crop farmers that supply feed to those dairies are documenting both field-level and dairy barn data for a “whole-farm” picture of sustainability.

**PPF**
11 members of Peninsula Pride Farms are working to better understand the impact of conservation practices on their cropland, as well as local watersheds.

**Crave Brothers Farm**
An individual farm started a project to document on-farm sustainability and impact on local water resources from conservation practices used on the farm.

**LASA**
15 farmers from the Lafayette Ag Stewardship Alliance track and set benchmarks to measure environmental and financial impacts of conservation practices.
Much has changed for FSF since the group was formed in 2016 as the Dairy Strong Sustainability Alliance. The focus is broader, the projects more innovative and the set of partners more diverse. In 2021, the board decided that a new name and branding would reflect this evolution. The organization became Farmers for Sustainable Food, complete with new vision and mission statements, sharper messaging and a logo and other design elements that create a more engaging and inclusive look and feel.

**2021 SURVEY RESULTS**

Five of the farmer-led groups FSF supports complete a member conservation practice survey each year to help track the impact the groups have on water quality, soil health and climate. In 2021, these groups encompassed 231 farmers, 288,925 acres and 243,720 head of livestock.

The survey captures practices farmers are implementing such as soil sampling, nutrient management, cover crop acres, reduced tillage, no-tillage, low disturbance manure injection, planting green, grassed waterways and buffer strips. These are analyzed by the Wisconsin Department of Agriculture, Trade and Consumer Protection; the University of Wisconsin-Madison; and The Nature Conservancy (TNC), giving an overall impact of how the practices are potentially improving the environment.

Reductions are estimated using models. Actual reductions may be higher or lower. For more information on these figures, contact Dana Christel, conservation specialist; dana.christel@wi.gov.

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**Climate**
Reduced CO2 equivalents (greenhouse gas emissions) by **49,830 tons**. This equals the greenhouse gas emissions from 10,737 cars driven for a year.

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**Soil health**
Reduced sediment from leaving farm fields by **106,846 tons**. One dump truck can carry about 10 tons of soil.

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**Water quality**
Reduced **330,471 pounds** of phosphorus of leaving farm fields. One pound of P that reaches a waterbody can feed 500 pounds of algae.

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**AS SEEN IN THE MEDIA**

258 MEDIA HITS
FSF has been in front of a potential audience of 16 million viewers/readers.

87,065 IMPRESSIONS

7,618 ENGAGEMENTS

440 FOLLOWERS

311 POSTS PUBLISHED

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**NEW BRAND**

**Connect with us**

FarmersForSustainableFood.com
THANK YOU TO OUR 2021 MEMBERS

Because of your commitment, we can maintain our work supporting farmer-led initiatives and their work in finding solutions to today's environmental challenges.

GENERAL MEMBERS

Agropur
Compeer Financial
Dairy Business Association
Dairy Farmers of America
Dairy Farmers of Wisconsin
DVO, Inc.
Edge Dairy Farmer Cooperative
GLC Minerals
Grande Cheese Company
GreenStone Farm Credit Services
Houston Engineering, Inc.

Innovation Center for U.S. Dairy
Insight FS
Midwest Dairy
REV LNG LLC
Riesterer & Schnell
Schreiber Foods, Inc.
The Nature Conservancy
Tilth Agronomy
Valley Queen Cheese
Wisconsin Biomass Energy Coalition
Zoetis

FARMER MEMBERS

Brey Cycle Farm
Cottonwood Dairy
Crave Brothers Farm
Dairy Dreams
Darlington Ridge Farms
Deer Run Dairy

Double Dutch Dairy
Dutch Dairy
Jon-De Farm
Kinnard Farms
Pagel's Ponderosa Dairy
Rosy-Lane Holsteins

special thanks TO OUR FARMER-LED GROUPS

HOW CAN YOU HELP?

By joining Farmers for Sustainable Food, you help us grow our resources to make meaningful change. By being on the forefront of change, you will help create a future that benefits the food system and our communities and ensures long-term prosperity.

To join us and help us meet our goals, reach out to info@farmersforsustainablefood.com.
Our collective effort and outcomes have grown tremendously in a short period, and we are poised for even greater accomplishments in the coming year. It wouldn’t be possible without the belief of our members and the farmers doing the hard work.

Lauren Brey
Managing Director

a quick look at FINANCIALS

In 2021, FSF saw increased revenue compared to budget, and along with that came increased expenses compared to budget. Total revenue for 2021 was $255,658.87. Total expenses were $267,283.69. FSF exceeded the budget expectations by $8.3K.

2021 Expense by category

- Project: 22%
- Professional fees: 11%
- Rebrand and marketing: 19%
- Operating: 4%
- Edge Dairy Farmer Cooperative MOU: 4%
- Miscellaneous: 1%

2021 Revenue by category

- Project: 59%
- Membership: 1%
- Farmer-led group MOUs: 24%
- Miscellaneous: 16%
Lauren Brey
Managing Director
Lauren leads FSF’s support of the farmer-led groups as well as the development and management of sustainability projects. She provides project oversight, develops partnerships, manages budgets and more. Lauren and her family have a dairy farm and direct-to-consumer beef business in Door County, Wis., and are participants in their local farmer-led group.

Jamie Fisher
Project Manager
Jamie coordinates all administrative services provided to the farmer-led groups that are part of FSF. She leads day-to-day support, including membership services, cost-share management, event planning and more. A former dairy farmer, Jamie has a keen understanding of farming and is passionate about supporting farmers in their improvement journeys.

Anne Moore
Sustainability Communications Manager
Anne manages all communication efforts for FSF and the farmer-led groups. She carefully crafts messages for FSF and the groups to use in media relations, advertising, social media, member communications and at events. With experience in the farmer cooperative environment for nine years, she has true passion to serve and represent farmers and convey the sustainability journey happening on our farms today.