

Midwest Organic and Sustainable Education Service 2007 Annual Report



Organic Basics Trainings



Minars Organic Farmer of the Year



Organic Farming Conference

We are delighted to report that 2007 was a record-breaking year for MOSES, from the number of farmers reached through our outreach, education and training sessions, to another year of record attendance at the Organic Farming Conference. More and more farmers are being challenged to meet the rapidly growing consumer demand for organic food. MOSES is there to help educate new and conventional farmers on the benefits of organic and sustainable farming and help them make the transition. As the demand grows, so do the services that MOSES offers.

I would like to highlight two new programs MOSES is adding in 2008. The Organic Farmer Pilot Mentoring Program is matching experienced organic farmers with new and transitioning organic farmers. And the Organic Watershed Project is offering workshops in organic and sustainable row crop, forage and small grain production in the Mississippi River Watershed. Both programs are perfect complements to MOSES' hugely successful Help Wanted: Organic Farmers program. For other new projects, see page 3.

MOSES is able to do these projects and so much more through the support it receives from so many generous individuals, foundations and companies. Organic and sustainable farming is having a profound and positive impact on the quality of the food we eat, the local availability of that food, and the economic health of our rural communities. We at MOSES are honored to have a role in making that happen.

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 serves farmers striving to produce high-quality, healthful food using organic and sustainable techniques. These farmers produce more than just food: they support thriving ecosystems and vibrant rural communities.

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.

2007 Project Highlights

MOSES Board of Directors

December 2007

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.

Barth Anderson
Wedge Co-op, MN

Audrey Arner
Moonstone Farm, MN

Chris Blanchard
Rock Spring Farm, IA

Roger Blobaum
Blobaum & Assoc., WA DC

Darlene Coehoorn
Viewpoint Organic Acres, WI

Atina Diffley
Gardens of Eagan, MN

Paul Dietmann
WI DATCP, WI

Joyce Ford (President)
Organic Independents, MN

Linda Halley
Fairview Gardens/
Gardens of Eagan, MN

Margaret Smith
Ash Grove Farm, IA

The MOSES **Organic Farming Conference** drew a record 2,250 attendees to La Crosse, WI in February for provocative education, engaging conversation, tantalizing food and stimulating inspiration, even with a 20 inch snowfall!

The **Organic University**[®] provided in-depth education to 405 participants through a set of nine day-long classes, ranging in topics from "Organic Hog Production" to "Transitioning to Organic Row Crops," "Organic Dairy Production" and "Season Extension".

The valuable **Upper Midwest Organic Resource Directory** was updated in the 7th edition and 8000 copies were distributed to farmers and others in the Midwest.

The **MOSES website** continues to be an excellent, up-to-date resource for farmers looking for information about organic farming transitioning and certification. In 2007, visits to the MOSES website averaged 540 a day. At the site, farmers and ag professionals can download information packets and find information about workshops and training sessions in their respective areas.

The **Organic Broadcaster** newspaper delivered important production, marketing and organic industry news to over 2,000 homes in six bimonthly issues.

MOSES and several project partners completed the stunning book **Renewing the Countryside - Wisconsin**.

Florence and Dave Minar of Cedar Grove Farm in New Prague, MN are honored with the **2007 MOSES Organic Farmer of the Year** award.

Hundreds of information requests are fielded, resource packets sent and educational talks given through the **Help Wanted: Organic Farmers** campaign. Several "Organic Basics" workshops are presented to farmers, educating on-the-road in local communities on organic production and certification issues.

The **MOSES Bookstore** moves online, offering an expanded list of books through mail order, online and event sales, including an expanded booth at the conference.

The **Midwest Organic Tree Fruit Producers Network** has grown to over 300 participants and continues to offer unique education to this underserved community.

MOSES Income and Expense

FY ending 8/31/07

Revenue Sources (Income)

Conference	\$349,439
Organic University	\$ 60,458
Broadcaster Newspaper	\$ 27,600
Fundraising/Gifting Letter	\$109,721
Sales	\$ 36,966
Grants/Agreements/Projects*	\$251,582
Misc	\$ 8,122
TOTAL REVENUE	\$843,888

Use of Funds(Expense)

Conference	\$253,924
Organic University	\$ 53,903
Broadcaster Newspaper	\$ 22,575
Fundraising Expense	\$ 52,678
Cost of Sales	\$ 30,699
Grants/Projects*	\$146,394
Office Overhead	\$145,727
Capital Expenses	\$ 35,729
TOTAL EXPENSES	\$741,629
Carryover**	\$102,259

This financial report reflects the 06-07 fiscal year, which ended on August 31, 2007. The rest of this 2007 annual report is for the 2007 calendar year.

**Grant funding supports many projects, including scholarships for the conference, Tree Fruit Network, Organic Basics Trainings, Resource Directory, Fact Sheets and Renewing the Countryside book project.*

*** A majority of the carryover funds are restricted funds for use in upcoming years.*

MOSES is financially supported in diverse ways. Sources include: individual donors 9%, foundations 15%, Federal grants 20%, sales 9%, conferences and events 45%, and miscellaneous income 2%.

MOSES is grateful for the varied support we receive each year. Contributions enable us to provide high-quality organic education services to farmers and others. To donate to MOSES contact the office or visit the website.

New Initiatives in 2007

Organic Research Symposium

MOSES and project partner, the Organic Farming Research Foundation, are planning a 2.5 day symposium in conjunction with the 2008 Organic Farming Conference. The Symposium will bring current results, data and knowledge gained by over 30 researchers direct to farmers through presentations, small group discussions and printed abstracts. Funded by the USDA-CSREES- Integrated Organic Program.

Organic Watershed Project

Designed to increase organic row crop and forage production for livestock feed in the Upper Mississippi River watershed, this 18-month project was started late in 2007. The project includes workshops, field days and follow-up in WI, MN and IA.

Organic Farmer Pilot Mentoring Program

This one-year pilot project brings together 11 experienced organic farmers willing to act as mentors to 18 new or transitioning farmers. The project supports farm visits, regular communications and attendance to the Organic University.

Sustainable Ag in Western WI Partnership

In a unique partnership between MOSES, University of Wisconsin-River Falls and the Chippewa Valley Technical College, this broad project offers support for degree programs and curriculum development in sustainable farming systems. The project also includes a community education element.

Farm Bill and Government Policy

MOSES staff work with several partners, including the Sustainable Agriculture Coalition (SAC) to move forward a sustainable agriculture agenda and do education on the Farm Bill. Work has included facilitating educational meetings with farmers, offering electronic news briefs and the development of a political action section on the MOSES webpage.

Comments from MOSES Program Participants

*Thank you again for coming to our county to present on organic vegetable production. Your presentations are always very engaging. The audiences with organic interests sure are fun groups.
(Organic Basics partner)*

I love this conference, it is getting me fired up to begin my process. I thought this class was great. (OU participant)

*The combination of practical knowledge from farmers and the theory from researchers was good. This was a really great workshop.
(OU participant)*

*Thanks for your advice and encouragement. The process of application was enlightening and extremely beneficial. I learned a lot and also felt a sincere appreciation for the organic seal.
(Organic Basics attendee)*



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."

Meet the MOSES Staff

Faye Jones is the Executive Director of MOSES and was the first employee of the organization. She has worked in the organic world for 27 years as a market gardener, cut flower grower, event organizer and community volunteer.



Harriet Faye Jody Eric Krista Cathy Jessica

Jody Padgham Education Director and Financial Manager, started at MOSES in 2002. Jody oversees educational programs, including the Organic University, is the editor of the Organic Broadcaster Newspaper, and also acts as MOSES Finance Manager and develops a significant portion of MOSES' written educational materials.

Cathy Olyphant is the MOSES Office Manager and has been with the organization since 2003. Cathy manages our database and keeps office operations functioning smoothly. Cathy is also the conference registration and sponsor coordinator and manages the Organic Broadcaster mailing list and advertisers.

Harriet Behar joined the MOSES staff in July 2006 as the Outreach Coordinator. She is responsible for many of the activities in the MOSES Help Wanted: Organic Farmers campaign. Harriet has continued as the popular trainer for our series of farmer and ag professional trainings, and is the calm voice at the end of the "Organic Farmer Hotline."

Jessica Tupa joined the MOSES team in fall 2007 as Administrative Assistant. Jessica manages the MOSES bookstore, Resource Directory and the over 130 exhibitors at the conference.

Eric Hatling, also joining the staff in fall 2007, is the Development and Communications Coordinator. Eric coordinates with media and is responsible for grantwriting and reporting.

Krista Cleary helps out in the MOSES office throughout the year, and in conference season is the Volunteer and Scholarship Coordinator.