

FarmOn! **FOUNDATION**

If you ate today, thank a farmer.

FarmOn! Foundation Fact Sheet

Mission Statement

The FarmOn! Foundation is dedicated to bringing awareness to food choices and sources; reinvigorating respect for farming and inspiring young people to choose agricultural careers; and creating an economic engine connecting rural and urban marketplaces.

By educating entrepreneurially oriented youth on how to create economically and environmentally sustainable farming operations that support succession across generations, we engage local communities to participate in the production, distribution and consumption of locally produced food products, we develop commerce and, therefore, an economic engine in New York's Hudson Valley, and help change the future of farming.

Why FarmOn! is important

Local food is our future. We can no longer afford to truck food from thousands of miles away, sacrificing nutrition, wasting energy and undermining local farming economies in the process. Only by reconnecting consumers with the importance of their local farmers can we reverse this dangerous and unsustainable trend. The oldest honorable profession — farming — needs to be re-established for our health, our children and the economy of our local communities. Only when the costs of trucking, storage and distribution are redirected to the local farmer will farming once again become a profitable business — and attract future generations of farmers. THAT is sustainable farming.

FarmOn!'s educational efforts

- **Promoting the importance of making responsible food choices** by encouraging consumers to meet their farmers and get to know how food is raised and treated prior to consumption.
- **Providing agricultural education and training** by combining entrepreneurial training with agricultural studies to create practical apprenticeships and work-study programs that teach how to run a sustainable farm profitably and be mindful of land stewardship. This will create sustainable, living-wage jobs with long-term employment for the next generation and the Hudson Valley community.
- **Producing impactful food experiences**, including outreach programs designed to connect people with their food. Getting adults and children to participate in the production of their food — plant a seed, pull a carrot — creates a powerful touch

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point. Connecting food to the local environment builds appreciation for the importance of local farming and creates a farm-to-table revenue stream.

Building community – and a farm

The FarmOn! Foundation is building a community center and working farm in the Hudson Valley dedicated to educating the next generation in the art of sustainable farming. Young people are more and more aware of the importance of their food choices, which has reignited an interest in farming. In order to maintain that interest, these young entrepreneurs need to understand how they can make a living in agriculture. That is where the FarmOn! Foundation will make a critical difference— by reversing the agribusiness trend and re-establishing economically and environmentally sustainable family farm operations.

Get involved

Support FarmOn! Foundation initiatives to build-out the Hudson Valley FarmOn! Collaborative in Ancramdale, N.Y., Columbia County, Hudson River Valley. The center is an agricultural incubator housing students and apprentices on a working farm of more than 300 acres. Students will receive financial support and academic credit while getting practical, on-the-job training by professional farmers and applicable business skills teaching them how to sustain profitability. The harvest will benefit the local community and will earn income through its profitable revenue streams, “Farm to Grill” and “Chef to Farm” programs in New York state. This sustainability model is designed to be replicable by other communities across the United States as an economic development model to promote living-wage jobs and land stewardship as well as awareness and a connection to agriculture.

Who is FarmOn!?

FarmOn! is a movement and collaboration of professional farmers, educators, nutritionists, students and community leaders invested in the future of local agriculture and supporting local economies. Supporters include: Cornell University School of Agriculture; Whole Foods; Farm Aid; Dodge Ram Trucks; the NBA; and Walt Disney Company.

About the organization

FarmOn! Is a 501(c)(3) corporation and charitable organization currently seeking additional corporate sponsors and individual philanthropic organizations to underwrite its important work, starting with the Hudson Valley community development initiative.

More information

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