



Organic Farmers Agency for Relationship Marketing
PO Box 133, Aldrich MN 56434

December 15, 2020

To: Organic Grain Producers
From: OFARM Executive Board

Allow us to be direct and to the point in this communication to you. Fellow organic producers, there is a growing URGENCY to band together in greater numbers in the marketing of our organic grain. The days of successfully engaging the organic market as an individual, and hoping for a fair deal, are quickly becoming history. It is paramount that we incorporate the basic principles of cooperation in our marketing efforts just as we do when it comes to sharing our collective efforts and experiences in production.

There is a MUST-READ article enclosed with this letter. MOSES invited OFARM to submit an article for their current issue of the **Organic Broadcaster** under the title **Organics needs to build soil, market cooperatively to beat conventional mindset** in which we highlight the current headwinds building in the organic market. Our OFARM marketers are strongly indicating that these trends will continue to become more prevalent in the future. Study and evaluate these trends and consider your opportunity and responsibility to become a participant in the obvious solution. A copy of the article is also available online https://mosesorganic.org/wp-content/uploads/2020/11/Broadcaster2020Nov_Dec.pdf

The OFARM 'Family of Cooperatives' has the Plan, Program, and Process to give you, as an organic producer, the opportunity to join with other producers to cooperatively address the marketing issues we are facing. The need for producers to unite in marketing has reached a critical crossroad with the invasion of multinational companies doing business on a global scale.

If you are already a participating member, we thank you for being a part of the cooperative solution. If you are not currently a part of this cooperative initiative, please take some time to evaluate and avail yourself of the opportunities outlined on the reverse side of this letter. Make the decision to join our cooperative effort and begin to reap its benefits. Organic farmers are counting on you.

Sincerely and Cooperatively, *The OFARM Executive Board*

- A summary of 2020 Activities and Accomplishments (reverse side of this letter).
- Dates for OFARM winter workshops (See details on reverse side of this letter).
- Article published in MOSES Nov/Dec 2020 issue of The Organic Broadcaster (enclosed).
- OFARM member brochure (enclosed).

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Follow us on Facebook. We are on Instagram at price_makers

2020 has been a busy year for OFARM.

- We have continued to communicate with the NOP (National Organic Program), providing comments on behalf of our members to the proposed SOE (Strengthening Organic Enforcement) rule and encouragement to move forward on the Origin of Livestock rule and increased enforcement of the basic principles of organic production including our opposition to Hydroponics in organic.
- We continue to stand firm in our opposition to the allowance of any GMO's or similar gene editing processes. OFARM representatives were also a key element in encouraging members of congress to increase funding for NOP enforcement action to address import and domestic fraud.
- We continued our ongoing collaboration with affiliated organizations like OFA www.organicfarmersassociation.org NOC www.nationalorganiccoalition.org, and the Cornucopia Institute, www.cornucopia.org, on issues important to organic farmers. Together we provided dialog for consideration to the NOSB (National Organic Standards Board) which shapes much of the policy of the NOP. OFARM participated in the Fall NOSB virtual meeting in October.
- Carmen Fernholz, OFARM VP, has a lead role in developing a Kernza cooperative initiative.
- OFARM was invited to participate in the NOP communications project to initiate more open lines of communication with producers.

As we come to the end of 2020, we are looking forward to a better year in 2021. Everyone is aware of the pandemic and the adverse weather in some areas. In the past year grain prices have been much lower than desired. Through the encouragement of OFARM and others, buyers are moving to purchase more USA grown grain and reduce their dependence on imports. Prices are beginning to show some improvement. **OFARM supports a USA grown organic grain market needed to satisfy the growing domestic usage.**

For 2021 OFARM will be reaching out to other existing cooperative venues and individual producers to raise awareness and increase the participation in cooperative marketing as an alternative to the present conventional mindset.

SAVE THESE DATES FOR AN EDUCATIONAL OPPORTUNITY TO EVALUATE HOW OUR COLLABORATIVE ACTION CAN BENEFIT YOU AS A PRODUCER.

- OFARM will host a special preconference workshop on **January 14, 2021**, connected to the Northern Plains Sustainable Ag Society (NPSAS) Food and Farming Conference. Our theme for this preconference event will be: **Headwinds Facing the Future of Organic Grain Marketing. How OFARM is harnessing the headwinds through cooperative marketing and collaborative actions with other organizations.**
- OFARM will also be presenting a **Cooperative Organic Grain Marketing** workshop within the main conference **January 21st to the 24th** as well, where you can meet our marketers and some of our participating producers who will share a more detailed analysis of the benefits of marketing collaboration and the role of a marketer as opposed to dealing with brokers. As the schedule is finalized it will be available at www.npsas.org
- This **Cooperative Organic Grain Marketing** workshop will also be a breakout session at the MOSES Collaborative Conference on Organic and Sustainable Farming the week of **February 22nd to the 27th 2021**. As that schedule is finalized it will be available on their website at www.mosesorganic.org
- OFARM will hold its virtual Annual Meeting **February 10th and 11th** with updates from the NOP as well as reports on a wide range of issues from our affiliates. See the agenda when it is finalized at www.ofarm.org