

Farm Link

LINKING FARMERS TO THE FUTURE

An Overview of Key Innovations and Services



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SUMMARY SERVICES & RESOURCES

PA Farm Link, in partnership with other organizations, has provided the following resources to commonwealth farmers:

- Planning the Future of your Farm Workbook
- Farm Family Communications Guide
- Healthy Minds, Healthy Farms
- Mentorship Program
- Long-Term Leasing Booklet
- Farm Succession Podcasts & Webinars
- Long-Term Leasing Agreements
- Women in Agriculture Webinars
- Specialty Crop Wholesale Tool Box



Land - Linking Database

Our land-linking database contains a compilation of beginning/entering farmer and landowner profiles for farmland leasing or purchasing opportunities. This database is confidential and provides farmers privacy while seeking a potential match for their farming goals.



Farm Succession Facilitation

As International Farm Transition Network (IFTN) certified farm succession facilitators, PA Farm Link staff members offer farm families an opportunity to discuss future farm plans in an effective, open manner through facilitated discussion and workbooks.



Referral & Consultation

Our goal is to direct any farmer to the help they need. This can include referring farmers to ag professionals in their area and directing farmers to AgriStress helpline for mental health issues. We discuss topics such as beginning farmer needs, farm succession, available resources, and more.



Educational Resource Hub

We have compiled an all-inclusive resource hub for farmers seeking information on topics ranging from business planning to stress management. Recordings from our live events are also available within our resource hub.



ORGANIZATION OVERVIEW

Pennsylvania Farm Link (PFL) is a 501(c)(3) non-profit organization working to “Link Farmers to the Future.” PA Farm Link works closely with the Pennsylvania Department of Agriculture and other agricultural organizations and businesses across the commonwealth to support PA farmers.

In 27+ years of operation, PA Farm Link has assisted farmers through four services. PA Farm Link has facilitated farm succession meetings for commonwealth farmers in addition to providing consultation and referral services. The online land-linking database connects farmers with current landowners seeking someone to buy or lease their land. PA Farm Link also provides educational opportunities through a comprehensive online resource hub, webinars, and workshops.

Please enjoy this booklet as we review the history of PA Farm Link and recognize those who made this non-profit possible.





MOMENTS IN PA FARM LINK HISTORY

Incorporated as non-profit
The 501c3 had a focus on farm facilitation and matching farmers with those looking for land

1996

New executive director
Darlene Livingston becomes PA Farm Link's Executive Director

2009

PFL hosts IFTN certified succession coordinator training
24 ag professionals attended the training and 18 were certified as facilitators

2013

Educational tools developed
Beginning Farmer Marketing Specialty Crop Guide were finalized for distribution. Monthly newsletter was developed, facebook page was made, and a new logo was designed

2014

Penn State Ag & Shale Law Center partnership
Partnered with Penn State Ag & Shale Law Center to create a leasing guide. Released 2nd edition of Planning the Future of Your Farm workbook

2016

Communication tools developed
2018 Created Farm Family Communications booklet was designed for distribution

2018

Growing partnerships
Worked with 2,458 agricultural professionals from over 18 organizations and agencies to provide pertinent programming to farmers Commonwealth-wide

2020

Continued education
Began hosting Ag Professional farm succession continued education webinars annually

2021

First quarter successes
Two database matches and two grants received

2023

1993

PA Farm Link was founded
John Vogel founded PA Farm Link under the Center for Rural PA, with a land-linking database as main avenue of farmer outreach

1997

Workshop sessions begin
Pa Farm Link starts offering 2 beginning farmer workshops

2011

Land-linking database online
Database goes online and available 24/7 for farmers and landowners

2013

PFL workbook developed
Developed Pennsylvania Edition of Planning the Future of Your Farm workbook

2015

Database and workshops grow
40% increase in entering farmers and 275% increase in landowners. 7 succession workshops and 2 beginning farmer workshops were facilitated

2016

PA Farm Link website
Website received a major update to create resource hub for farmers in a visually appealing and accessible manner

2020

Farmer mental health resources created
Produced Healthy Farms, Healthy Minds brochure and video

2021

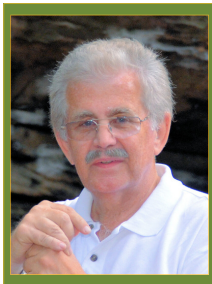
Grant-funded research
Received funding from NERME and SCBG to provide educational tools on women in agriculture and long term leasing agreements for specialty crop farmers

2022

Expanding audience reach
Utilized webinars, podcasts, social media, tradeshow, and workshops to reach over 1,200 farmers. Began farm succession blog



THE PEOPLE WHO MADE IT POSSIBLE



John Vogel

John was the editor of Pennsylvania Farmer when he realized the need for a farm succession organization in Pennsylvania. He and a number of key actors laid the foundation for today's PA Farm Link by originally starting the organization underneath the umbrella of the Center for Rural PA. Three years later, the organization became a 501c3 where it operated as a private non-profit.

Lawrence Lentz

Lawrence operated as a representative of Center for Rural PA where he conducted foundational research on other farm link organizations throughout the United States. He participated in the advisory committee, wrote the goals and objectives, and acted as Secretary.

Marion Bowlan

Marion operated as the first executive director from 1996-2007. She was heavily involved in the original IFTN program and recognized the importance of the small farms in Pennsylvania landscape. Marion redefined small farms as a business at the state legal level.

Cheryl Burns

Cheryl Burns worked under Marion Bowlan at PA Farm Link. Upon Marion's departure as executive director, Cheryl Burns held position of interim executive director.

Darlene Livingston

Darlene became executive director in 2009. Since her start with PA Farm Link, she has obtained countless grants, increased the audience base substantially, developed a professional website for the organization, gained valuable partnerships, and became heavily involved in the IFTN program where she currently operates as a committee member.





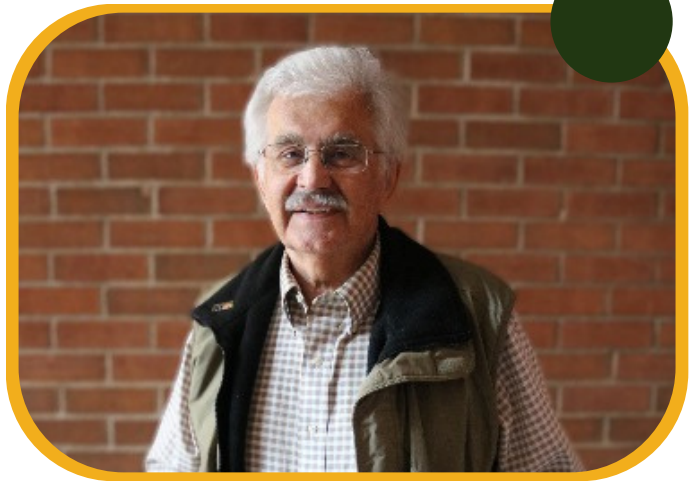
JOHN VOGEL FOUNDER

John Vogel was born in Humboldt County, IA where he farmed for 15 years and gained 13 years of publishing experience. Upon moving to Pennsylvania, John became editor for American Agriculturist, formerly known as the Pennsylvania Farmer.

Through his reporting and editing in the agricultural industry, John saw a vital need for an organization that could assist commonwealth farm owners with farm succession planning as well as provide land-linking opportunities. In coordination with the Center for Rural Pennsylvania, he founded PA Farm Link. John's vision for PA Farm Link was to, "Give farmers a vehicle of knowledge and education to be more inclusive than just their male family members."

With assistance from the Department of Agriculture, PA Farm Link began their land-linking database with 20 prospective farmers. John rallied PFL support from the Center for Rural PA, Penn State, the National Grange, local politicians, and a myriad of ag professionals throughout the MidAtlantic. By-laws and a board were formed as result of the connections John made on behalf of PA Farm Link, many of which are still reflected in our current board!

John has operated as president of PA Farm Link for several terms and has been an active board member. Without his continuous efforts and devotion to PA Farm Link's mission, the organization would not be here today.



His legacy:

"Continue investing in people and livelihoods for opportunity to excel, continue to have a board reflective of Pennsylvania agriculture, and maintain integrity with farms and farmers."

John looks forward to seeing PFL continue providing services to Commonwealth farmers. He hopes to see the organization sustainably grow and accommodate the evolving needs of future generations of farmers "It's about seeing a cause and a need that is out there."

On behalf the staff of PA Farm Link and the farmers who have benefited from our services:

Thank you!



2022 ACCOMPLISHMENTS

5,800

**Farmers received assistance
through our services**

3

**Successful matches with
Land/farmer completed
transactions**

1,117

**Attendees at workshops and
webinars**

152

**Ag Professionals involved
with PA Farm Link education**

124

**Sessions completed through the
mentorship program pilot**

228

**Potential matches made through
the land-linking database**

44,986

**People reached through
social media outreach**

53

**New farmer and landowner
listings added to the database**

24

**Organization partnerships
throughout the commonwealth &
USA**





PA FARM LINK STAFF



Darlene Livingston
Executive Director



Vicki Miller
Bookkeeper



Tyler Hoffman
Program Development
Associate



Michelle Kirk
Database Program
Associate



PA FARM LINK MOMENTS

Rob Goodling speaking at the
2023 Farm Succession Workshop
in Chester county

John Vogel awarded
the Founders Award
on April 20, 2023

PFL Board visits
Pittsburgh's Braddock
Farms

Re Farm Cafe's Duke
Gastiger speaks at
PFL Board meeting

2022 IFTN
Conference

Western PA Grazing
Conference

Cornucopia event at
the PA State Capitol
Complex





PA FARM LINK FUTURE

DATABASE

- ✓ Increase listings and database awareness
- ✓ Continue linking beginning farmers with landowners

EDUCATION

- ✓ Increase webinar and workshop opportunities to provide relevant and valuable resources

MARKETING

- ✓ Plan to be developed in 2023 and implemented in 2024.





GET INVOLVED TODAY

We are eager to foster more partnerships and gain sponsors who support our mission of linking farmers to the future.

CONTACT US TODAY:



717 - 705 - 2121



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