



2024 ANNUAL REPORT

OUR MISSION
TO LINK FARMERS
TO THE FUTURE

GROWING IMPACT

Agriculture plays a critical role in Pennsylvania. It is deeply woven into our rich history, rural culture, and growing economy.

Pennsylvania is proud to be the nation's #1 producer in mushrooms, #4 producer in Christmas trees, and #5 producer in maple syrup. Dairy farming leads PA's agriculture industry with more than 520,000 cows supporting 52,000 jobs and contributing \$14.7 billion to the state economy.*

1 in 10 jobs available in Pennsylvania are in the agriculture sector, totaling in 593,000 within this \$132.5 billion industry*.

As Pennsylvania's population grows, the demand for land has increased, resulting in farm families selling the land to developers to settle the estate when the farm is left equally to all heirs. Pennsylvania experienced a 3.1% decrease in acres of farmland from 2017 to 2022, while farm size increased by 7 acres.*

PROOF OF PROGRESS

In 2022, the average Pennsylvania producer was 55.4 years old, which is down from 57.1 years old in 2017*. This is proof that PA Farm Link's focus on farm succession planning, PA Department of Ag's Farm Vitality Grant program, the Beginning Farmer Tax Credit, and the work of numerous supportive organizations have been successful!

Pennsylvania Farm Link was formed in 1993 to help Pennsylvania farmers develop succession plans for their farms and ensure a future generation of Pennsylvania farmers. Between our farm succession facilitation services, online land linking database, and resource hub, we are able to achieve our mission to **link farmers to the future.**

*NASS 2022 Ag census

*Pennsylvania Department of Agriculture



Pennsylvania
Department of Agriculture
AG BUSINESS DEVELOPMENT CENTER



2024 AT A GLANCE

**BEGINNING FARMERS
ADDED TO DATABASE**

118

**LANDOWNERS
ADDED TO DATABASE**

20

**AG PROFESSIONALS &
ORGANIZATIONS INVOLVED**

28

**TOTAL FARMERS &
AGRIBUSINESS PARTNERS
SERVED**

3319

**NUMBER OF POTENTIAL
DATABASE MATCHES**

117

**NUMBER OF SUCCESSFUL
DATABASE MATCHES**

2

PARTNERED IN 10 EVENTS

SOCIAL MEDIA REACH

177K+

WEBINAR & PODCAST VIEWS

800

TOTAL AG MENTOR SESSIONS

399



A LETTER FROM THE EXECUTIVE DIRECTOR

Pennsylvania Farm Link is a 501(c)(3) non-profit organization **linking farmers to the future** by serving farmers and partnering with agricultural organizations across the commonwealth to support the farming community.

In 2024 alone, PA Farm Link assisted over 1,810 farmers through 2.3 FTE. Pennsylvania Farm Link offers farm succession planning and facilitation, land-linking database, educational opportunities, and referral/consultation services to Pennsylvania farmers.

Pennsylvania's Ag Mentorship program is the successful result of a partnership created through a Farm Credit led ag industry collaboration.

Together, we can amplify the impact of agricultural education, succession planning and resources throughout Pennsylvania.

Reach out to PA Farm Link for assistance and collaborative opportunities.

Sincerely,

Darlene Livingston

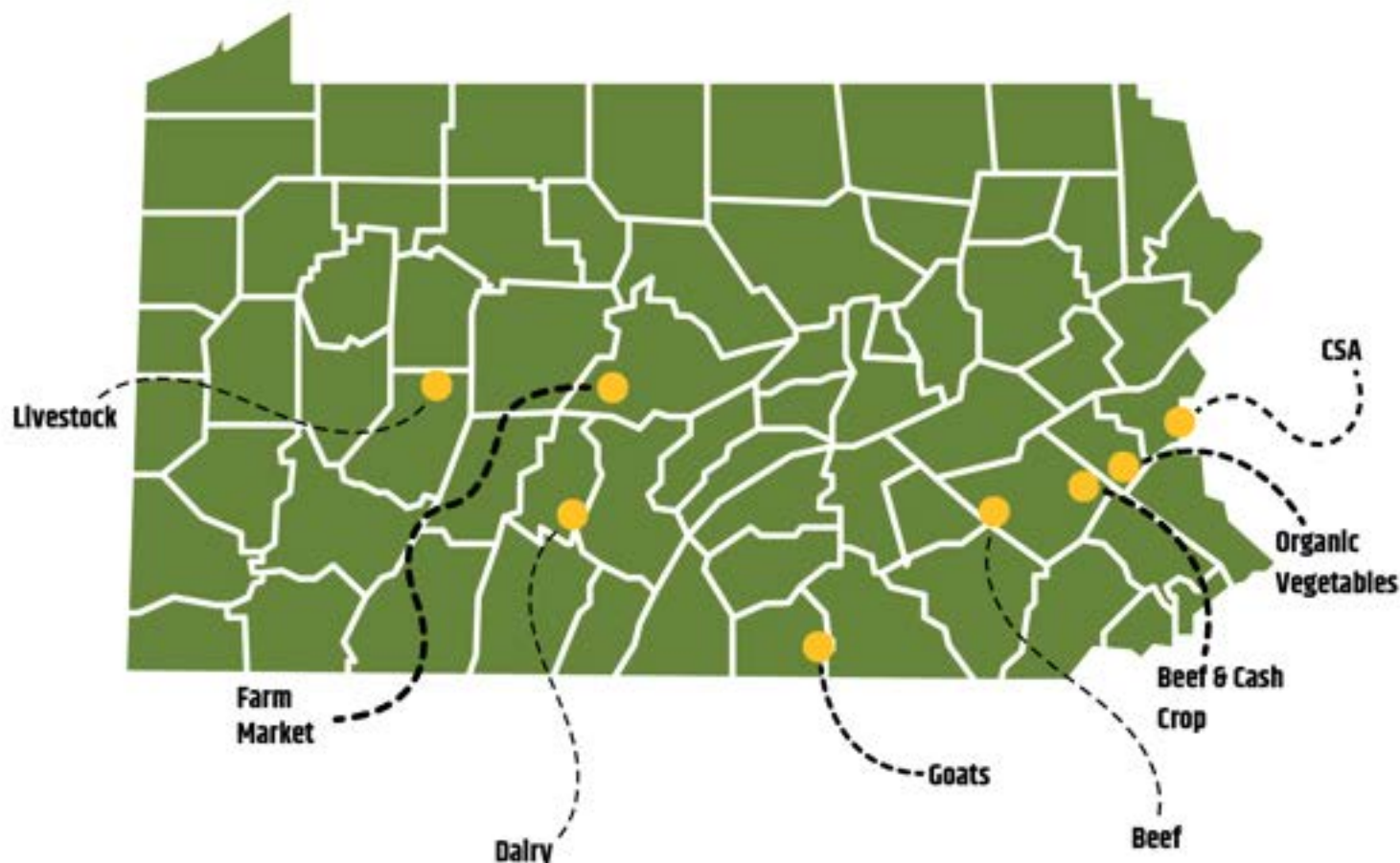
Darlene Livingston
Executive Director

Darlene has been the executive director of PA Farm Link since 2009 and is a 4th generation farmer.



PENNSYLVANIA AGRICULTURE REPRESENTED BY STAFF & BOARD

CHECK OUT THE MAP BELOW TO SEE THE REGIONS PA FARM LINK STAFF AND BOARD REPRESENT AND OPERATE FARM BUSINESSES - THEY MAY BE YOUR NEIGHBOR!



STAFF

Darlene Livingston
Executive Director

Michelle Kirk
Program Database Associate

Allie Staley
Program Development Associate

Vicki Miller
Bookkeeper

2024 BOARD

Ross Pifer, President

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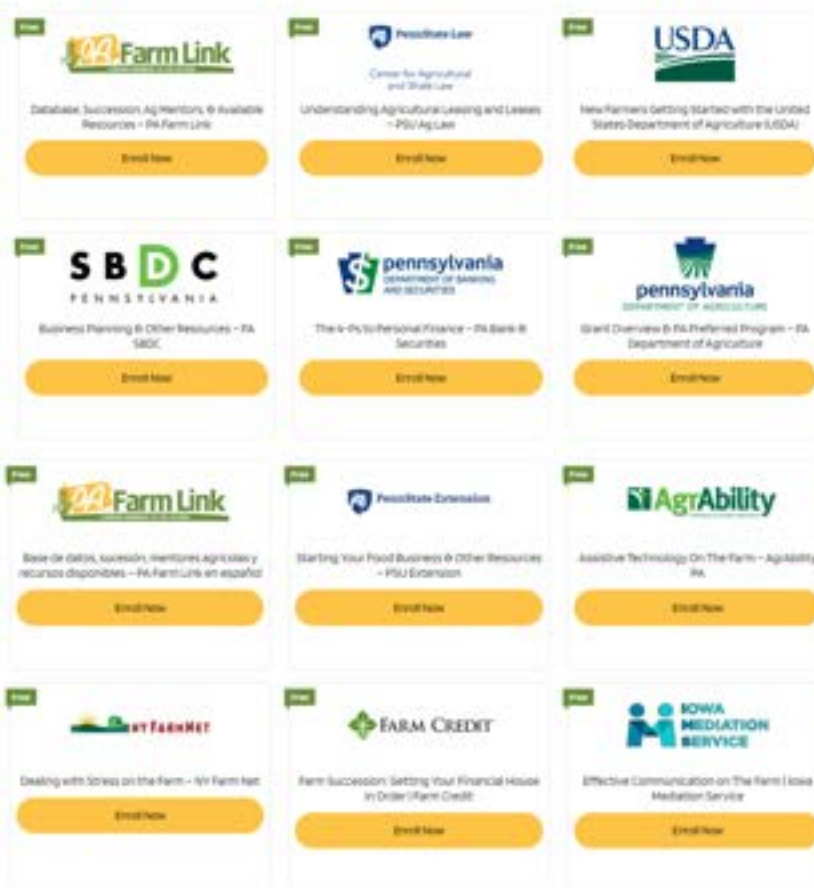
PA FARM LINK RESOURCES

PA FARM LINK Academy

USER SIGN UPS
346

QUIZ ATTEMPTS
352

COURSE
REGISTRATIONS
170



The PA Farm Link Academy is your gateway to valuable knowledge and resources for farmers. Our academy offers a collection of free online video courses focused on various organizations that can provide assistance and support to farmers like you. Gain insights, expand your skills, and discover opportunities to thrive in the agricultural industry.

Each learning module contains a set of lessons, which include an informational video and a 3-question quiz to test your knowledge on the information shared in each lesson. When all lessons are completed within a learning module, a certificate of completion is provided to the participant.

This material is based upon work supported by USDA/NIFA under Award Number 2021-70027-34693.



**NORTHEAST
EXTENSION
RISK
MANAGEMENT
EDUCATION**

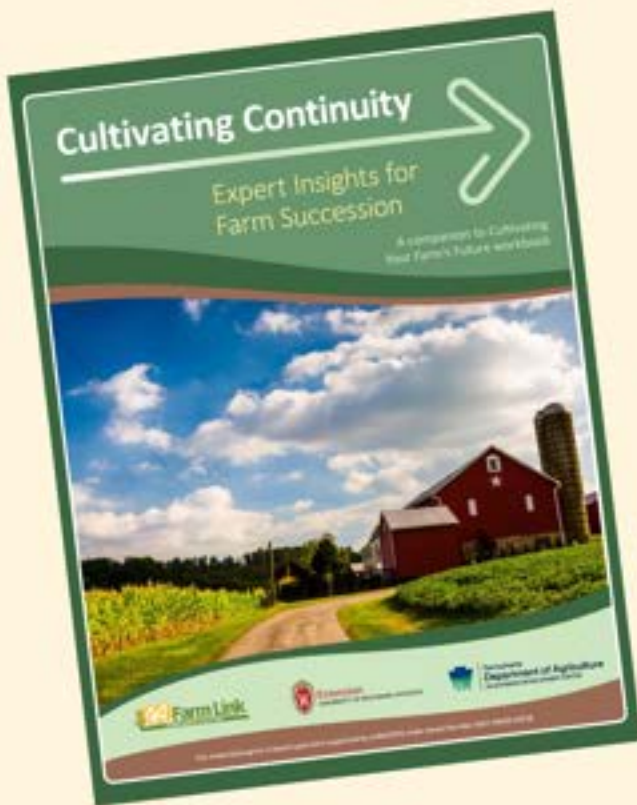


National Institute of Food and Agriculture
U.S. DEPARTMENT OF AGRICULTURE

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NEW PA FARM LINK RESOURCES

CULTIVATING YOUR FARM'S FUTURE & CULTIVATING CONTINUITY



Funded by the **Pennsylvania Department of Agriculture**, PA Farm Link's comprehensive Farm Succession workbook consists of three helpful sections: Where Are You Now? Where Do You Want To Be? How Do You Get There?

The workbook is filled with worksheets assisting farmers in answering the above questions as they progress through the succession planning process. Ag professionals will find the resources useful as they facilitate succession meetings and farmers appreciate the opportunity to share their thoughts and farm information.

The companion, Cultivating Continuity, Expert Insights for Farm Succession has proven to be a farmer favorite with real life examples through articles from farmers, educators and professionals.



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LONG TERM CARE AND THE FARM



3. Strategies to Mitigate Risk and Protect Farm Assets

There are strategies that can mitigate LTC risks to farm assets and help secure the farm for future generations. However, it is probably impossible to find a perfect strategy that completely protects all farm assets from LTC needs. Choosing, legal, and complicated, and can be technical, legal, and complicated, and will require the assistance of an attorney and other professional advisors. Acting without the advice of legal counsel could make an already challenging LTC situation even worse.

The following strategies can have significant risks or disadvantages. Carefully weighing the disadvantages against the advantages can help identify a strategy that will work best for an individual farm situation.

Do nothing

When we hear of a strategy, it is a strategy. However, a strategy might be appropriate for income for LTC income to pay to necessary. It is available to pay assets will not costs. When best strategy LTC costs are

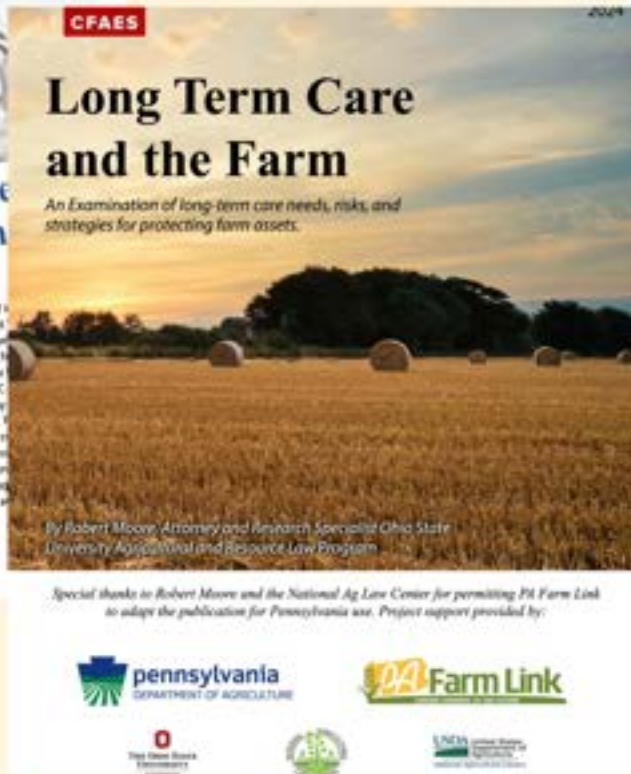


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Taxes are no longer the largest threat to the family farm; the biggest threat is long term care cost.

The booklet is filled with many ag related examples that help farmers better understand the topic and work through potential best options for them and their farm.

PA Farm Link would like to thank **Robert Moore**, Attorney and Research Specialist at The Ohio State University Agricultural and Resource Law Program for allowing PA Farm Link to adapt Long Term Care and the Farm booklet for Pennsylvania, including current Pennsylvania long term care cost information. Thanks also to Donna Truesdell for editing the Ohio document at no charge.



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USDA National Agricultural Library
UNITED STATES DEPARTMENT OF AGRICULTURE



THE OHIO STATE UNIVERSITY
EXTENSION

RETAIL MEAT SALES CONSIDERATIONS



Retail Meat Sales Considerations was developed to assist livestock farmers who may be considering direct marketing meats.

It helps farmers identify and evaluate potential market opportunities and provides farmers with required licensing information and educational resources for consumers. The resource is also a success if it helps a farmer conclude direct marketing is not the best choice.

The booklet includes pricing tools to assist farmers in properly pricing their meat products to ensure a profit.



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NORTHEAST
EXTENSION
RISK
MANAGEMENT
EDUCATION

ONLINE LAND-LINKING DATABASE

NEW
LANDOWNERS

20

TOTAL ENTERING
FARMERS

221

POTENTIAL
MATCHES

117

TOTAL
LANDOWNERS

56

NEW ENTERING
FARMERS

118

SUCCESSFUL
MATCHES

2



The online database of landowners and entering farmers features secure listings by reference number, whereby interested farmers can connect with landowners. Entries are also featured on Facebook, e-newsletters and at various ag events. Dairy opportunities are highlighted monthly through the Center for Dairy Excellence.

"Thank you very much for this wonderful database that you are maintaining. It is such a help for potentially connecting people. I wish you all the best in your continuing work." ~ Former Database Member

FARM SUCCESSION OUTREACH & ASSISTANCE

FAMILIES THAT
RECEIVED ASSISTANCE

38

ACRES OF PA FARMLAND
IMPACTED

7742

RESOURCES
DISTRIBUTED TO FARM
FAMILIES

313



2024 FARM SUCCESSION EVENTS



WORKSHOP

PARTICIPANTS: 16 farm families, representing 7,742 acres of Pennsylvania farmland

GUEST SPEAKERS: Dave Marrison, OSU Extension
Rob Goodling, Horizon Farm Credit
Jody Anderson-Leighty, Stock and Leader

THREE WEBINARS

PARTICIPANTS: 116 participants

TOPICS: Long Term Care and The Farm,
Learning From Others Succession Mistakes,
Legal Aspects of Farm Succession Planning

SUCCESSION BLOG

VIEWED BY: 650 farmers and ag professionals

PA FARM LINK COMMUNITY: LINKING FARMS TO PEOPLE & PEOPLE TO FARMS



WESTERN PA BEGINNING FARMER MIXER



OCTOBER 2024 BOARD MEETING: TEAM BUILDING WITH AN APPLE SLINGSHOT



KATYDIDD HILL FARM DONATED TEA FOR CORNUCOPIA



CENTRAL PA BEGINNING FARMER MIXER



2024 YAP CONFERENCE



2024 FARM SUCCESSION WORKSHOP

2024 EVENTS & MEDIA

2024 EVENT STATS & MORE:

FARM SUCCESSION EDUCATION

TOTAL ATTENDEES: 29

DATE & LOCATION: 01/23/2024 & 09/24/2024 (York & Virtual)

GUEST SPEAKERS: Jody Anderson Leighty, Robert Goodling,
Darlene Livingston, David Marrison

MARKETING MINDSET EDUCATION

TOTAL ATTENDEES: 56

DATE & LOCATION: 02/27/2024 & 10/22/2024

GUEST SPEAKER: Charlotte Smith

MEAT PRICING EDUCATION

DATE & LOCATION: 02/18/2024: 2 YAP Conference Sessions

GUEST SPEAKER: Matt LeRoux

FARM LEASING PROGRAM MIXERS

TOTAL ATTENDEES: 61

DATE & LOCATION: September 12th (Chester County),
October 2nd (Hershey),
October 15th (Greensburg)

GUEST SPEAKERS: Jodi Gauker, Penn State Extension
Corinne Elliot: PA Department of Ag
Kelsey Stabb, Ephrata National Bank
Michelle Kirk, Pennsylvania Farm Link

TOTAL PARTNERSHIPS: Pennsylvania Department of Agriculture
Eight Oaks Farm Distillery
Penn State Extension
The Seed Farm
Tre Locally Sourced
Chesapeake Water Alliance



THANK YOU

to everyone who
was involved in
our 2024 events!

New Resources Published

- Cultivating the Future of Your Farm
- Cultivating Continuity
- Long Term Care and the Farm
- Retail Meat Considerations

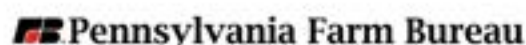
Trade Show Participation

- PA Farm Show
- Keystone Farm Show
- Cornucopia
- Pasa Annual Conference
- YAP Conference
- IFTN Conference
- Ag Progress Days
- Pennsylvania Farm Bureau Annual Meeting
- Western PA Grazing Conference

THANK YOU

TO OUR SUPPORTERS

We owe a debt of gratitude to our sponsors, community supporters, and funding sources. Thank you to everyone who has supported our mission of linking farmers to the future.





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