

**2025 ANNUAL REPORT**

**OUR MISSION**  
**TO LINK FARMERS**  
**TO THE FUTURE**

# A LETTER FROM THE EXECUTIVE DIRECTOR

Serving as the Executive Director of Pennsylvania Farm Link for 16 years, I've found managing the 501(c)(3) non-profit is a lot like farming. It requires passion that holds me steady when challenges arise.

In the trying times I remind myself; I'm doing this for the farmers. I'm standing up for them as I persistently seek funding for Farm Link to continue **linking farmers to the future.**

A recent note from a farm family member reminds me of the true value.

"The transition of our family farm to the next generation is now complete. That completion would not have been possible without your influence and guidance through PA Farm Link. I will forever be grateful to you and the organization you so steadily, capably oversee."

PA Farm Link's succession work assures Pennsylvania farms move forward to the next generation and remain in agriculture production.

The land linking database provides opportunities for farmers seeking land and farm owners seeking a farmer for the land.

Recent meat pricing educational programming is filling a critical need. Pricing tools have been created for the plain sect community. Along with quantity marketing, meat cuts and; cooking information. Implementing the tools is improving farm enterprise profitability.

Referral/consultation services provide opportunities for staff to direct farmers to experts they are seeking and the best next steps for their farm.

In 2025, PA Farm Link assisted 2,327 farmers through 2.4 FTE.

Working together we can amplify the impact of agricultural education, succession planning, land linking database and resources to meet the need of Pennsylvania farmers.

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.

# GROWING IMPACT

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

With over seven million acres of farmland, Pennsylvania is home to 49,053 farms. The average Pennsylvanian farm size is 144 acres.

In 2022, Pennsylvania had over 10 billion dollars in agricultural sales. 25% of farms employ laborers and 11% marketed direct to consumers.

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.**

\*2022 Census of Agriculture State Profile, USDA

\*Pennsylvania Department of Agriculture





## 2025 AT A GLANCE

**BEGINNING FARMERS  
ADDED TO DATABASE  
163**

**LANDOWNERS  
ADDED TO DATABASE  
31**

**AG PROFESSIONALS &  
ORGANIZATIONS INVOLVED  
28**

**TOTAL FARMERS &  
AGRIBUSINESS PARTNERS  
SERVED  
3649**

**NUMBER OF POTENTIAL  
DATABASE MATCHES  
341**

**NUMBER OF SUCCESSFUL  
DATABASE MATCHES  
5**

**PARTNERED IN 9 EVENTS**

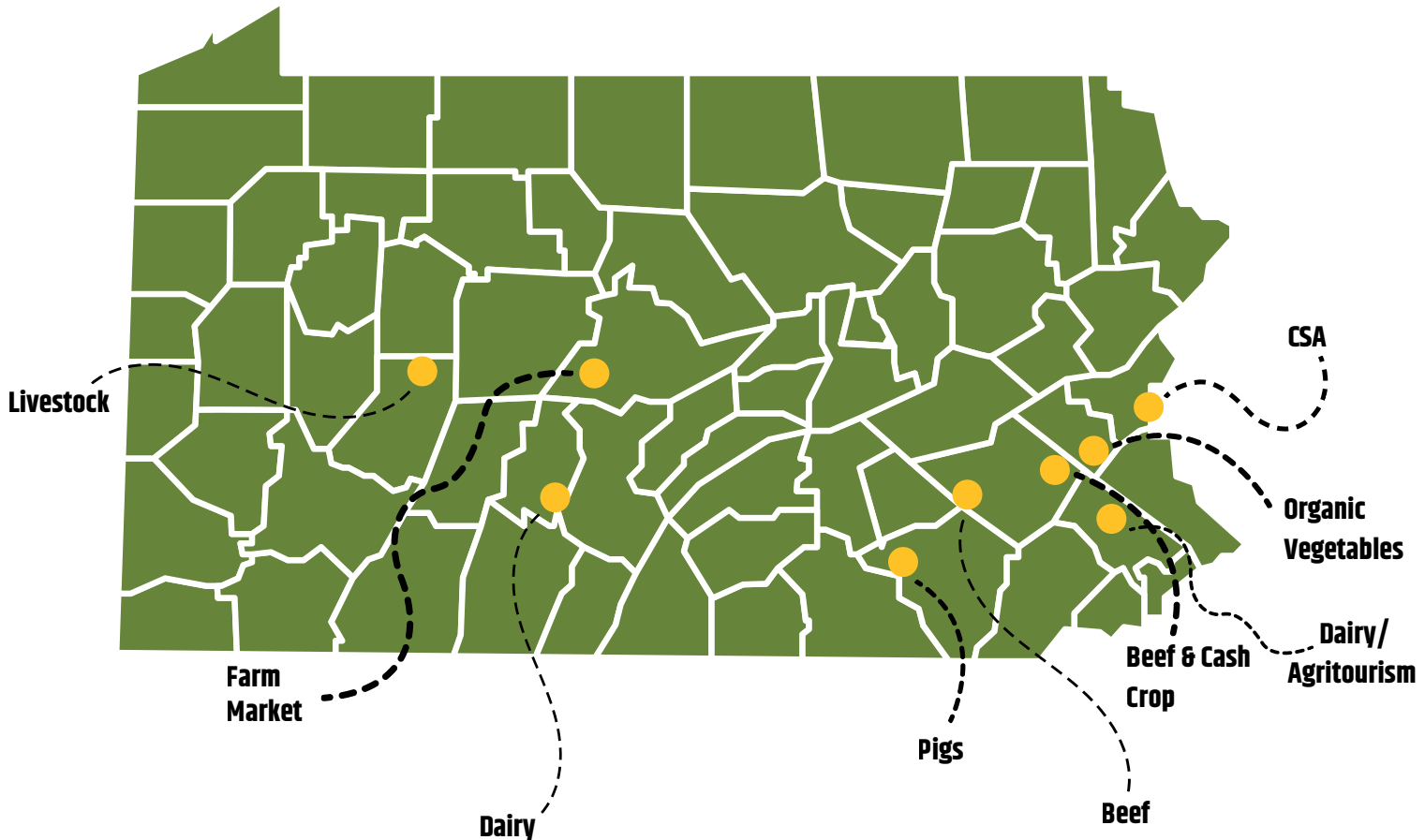
**NEW SOCIAL MEDIA FOLLOWERS  
671**

**NEW LEARNING ACADEMY  
MODULES  
5**

**APRIL BOARD MEETING AT THE LEOLA PRODUCE AUCTION (HOSTED BY JEFFERY  
SOLTZFUS)**

# 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

## 2025 BOARD

**Ross Pifer**, President

**Sarah Sparks**, Vice-President

**Chris Torres**, Treasurer

**Kegan Hilaire**, Secretary

Abbie Kibe

Christopher Becker

Courtney Love

Florence Becot

Jodi Gauker

Jodi Keith-Kensinger

Joe Diamond

Johanna Rohrer

Kara Riccioni

Katy Hunter

Kelsey Staab

Kyle Kopko\*

Lucas Waybright\*

Mimi Thomas-Brooker

Sarah Straub

Todd Givler

\*Stepped down from Board due to career change

# FARM SUCCESSION

FAMILIES THAT RECEIVED ASSISTANCE

38

RESOURCES DISTRIBUTED TO FARM FAMILIES

369

ACRES OF PA FARMLAND IMPACTED

3919



SUCCESSION BLOGS SHARED: 12

SUCCESSION BLOG VIEWS: 1203

## 2025 FARM SUCCESSION EVENTS

### WORKSHOPS

**PARTICIPANTS:** 46 farm families

**GUEST SPEAKERS:** Phil Taylor, Horizon Farm Credit  
Attorney Rob Clark, Clark & Clark Law

**TOPICS COVERED:** Getting Your Financial House in Order  
Farm Family Communication  
Long Term Care and the Risk to the Farm  
Legal Aspects of Farm Succession Planning

### WEBINARS

**PARTICIPANTS:** 32

**GUEST SPEAKER:** Joel Salatin, Polyface Farms

**TOPICS COVERED:** Supporting the next generation of farmers

### SPEAKING EVENTS

**PARTICIPANTS:** 95 farmers

**COLLABORATORS:** Farmers Yards Social Events  
Senator Yaw's Farmer Breakfast  
PA Farm Bureau Annual Meeting  
Eastern Bison Association

### FARMER FEEDBACK:

"This was excellent. You said it in a way we could understand the information."

"Great program! Thank you for sharing this information, resources and your family stories with us!"

### AG PROFESSIONAL EDUCATION

**PARTICIPANTS:** 25

**SPEAKER:** Jennifer Schwytzer, LCSW

# ONLINE LAND-LINKING DATABASE

NEW  
LANDOWNERS

31

TOTAL ENTERING  
FARMERS

289

NEW ENTERING  
FARMERS

163

POTENTIAL  
MATCHES

341

TOTAL  
LANDOWNERS

49

TOTAL ACRES  
LISTED

4320

SUCCESSFUL  
MATCHES

5



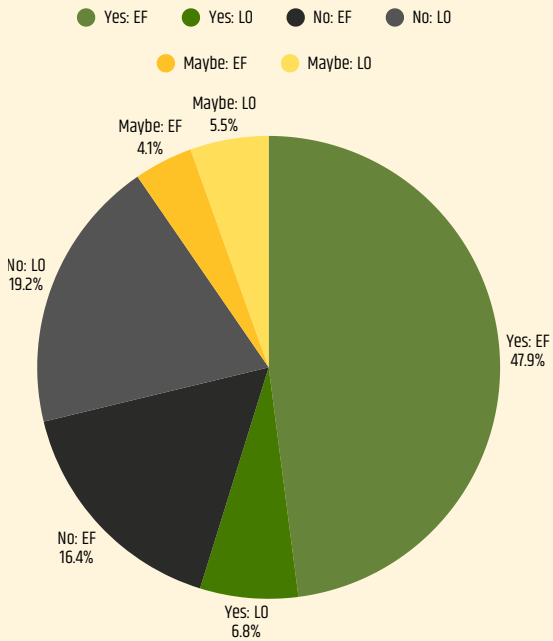
The online database of landowners and entering farmers features secure listings by reference number, whereby interested farmers can connect with landowners. Entries are also featured on Facebook, e-newsletters and at various ag events. Direct contact option is now available!

**“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**

# YOUR FEEDBACK IN ACTION!

## 2025 Database Survey

Based on feedback from database users, PA Farm Link activated an optional service within the Land Linking Database in 2025. The direct public contact option, launched in December, allows members to choose whether they wish to receive direct messages from potential matches. PA Farm Link remains copied on all communications, and appropriate security measures are in place. 40 members opted in to direct contact.



### Question:

Would you be interested in making your contact information public on your listing?

Landowners  
66.7% response rate  
23 of 36 landowners responded

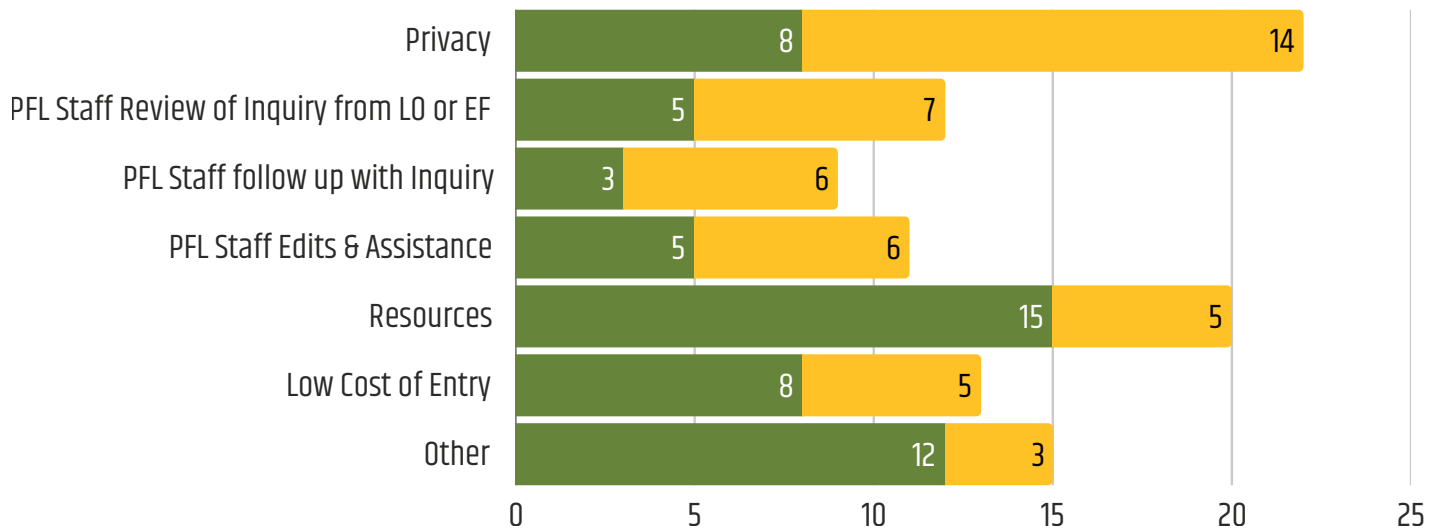
Entering Farmers  
34.5% response rate  
50 of 145 entering farmers responded

Entering Farmers  
42

Land Owners  
20

### Question:

What features of the PA Farm Link database do you most value?



# MEAT MARKETING & PRICING



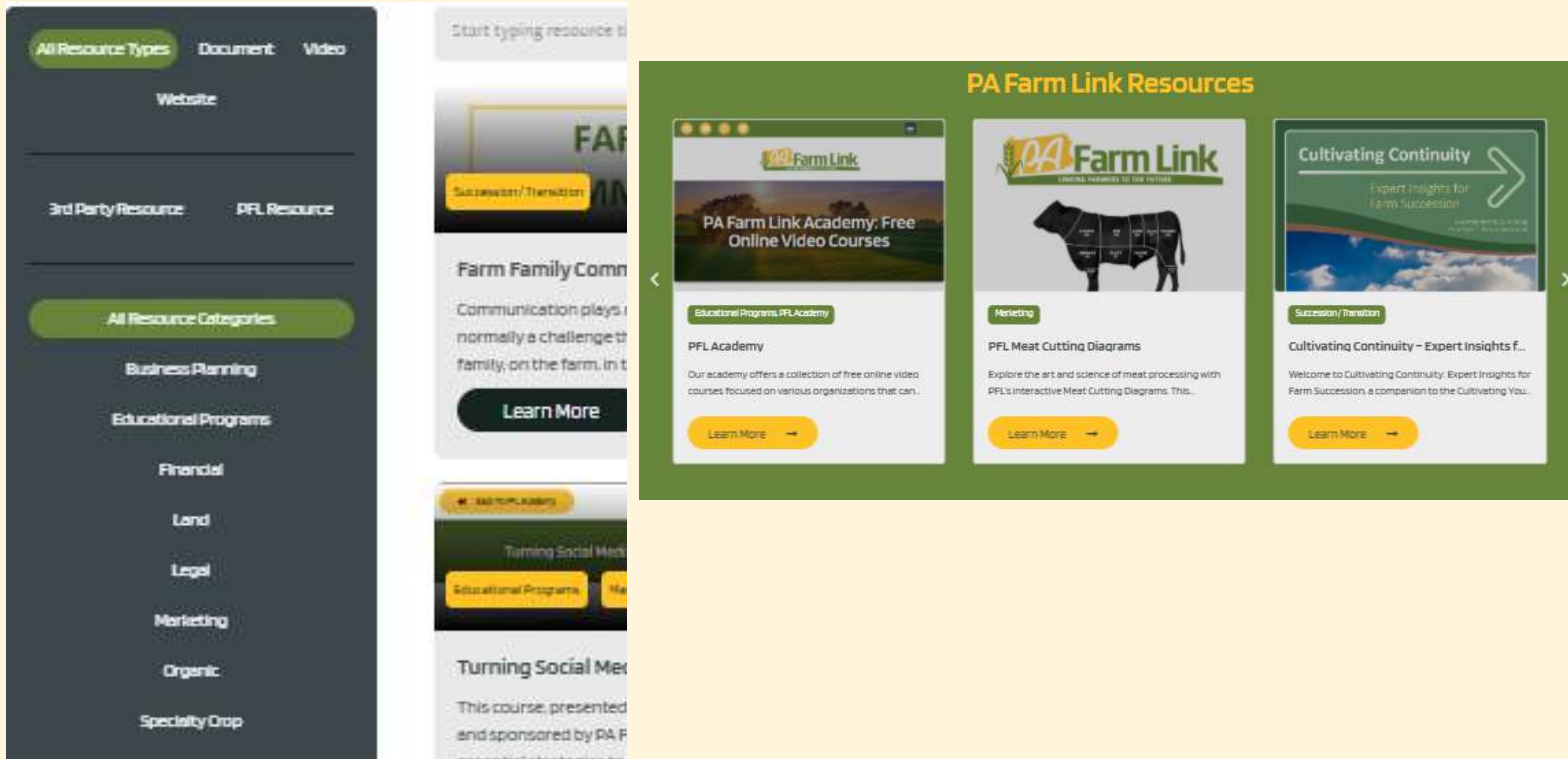
Three new tools were created to support farmers engaged in direct meat marketing: Meat Pricing & Yield Guide – By the Cut, Meat Pricing & Yield Guide – For Freezer Trade, and PFL Meat Cutting Diagrams. The two pricing guides provide step-by-step, manual calculators modeled after the Cornell Meat Price Calculator, enabling farmers to determine profitable pricing for individual cuts, quarters, and sides, particularly valuable for producers who prefer or require offline tools. Complementing these guides, the interactive Meat Cutting Diagrams offer clear, educational breakdowns of beef, pork, and lamb from primal to retail cuts, helping farmers communicate instructions to processors. It also assists farmers, processors, and consumers better understand yields, characteristics, and cooking applications.

In addition to these new publications, PA Farm Link updated and reprinted Retail Meat Sales Considerations, a foundational resource designed to help livestock farmers evaluate whether direct marketing meat is a viable and appropriate business strategy. The booklet guides farmers through market assessment, regulatory and licensing requirements, consumer education, and pricing considerations, with the explicit recognition that informed decision-making, including determining that direct marketing is not the right fit, represents a successful outcome. All four publications are available both in print and digitally through the PA Farm Link Resource Hub, ensuring broad access for farmers at every stage of their business development.

# PA FARM LINK RESOURCES

# PA FARM LINK

# RESOURCE HUB



## Resources, Guides, Tools, Webinars and More

PA Farm Link's comprehensive Resource Hub provides access to a robust collection of websites, downloadable documents, videos, and other educational materials covering all facets of farming and farm business development. Resources are organized across key categories including Business Planning, Educational Programs, Financial, Legal, Marketing, Organic, and Specialty Crops, making it easy to find relevant information at every stage of a farm operation. Whether you are just beginning your farming journey, exploring new enterprises or production methods, or bringing years of experience to your operation, the Resource Hub offers curated content to meet you where you are.

Many PA Farm Link resources can be downloaded directly to your device for easy reference, and the Hub also features vetted materials from trusted partner organizations, connecting users to reliable expertise and support across the agricultural landscape.













## PA FARM LINK RESOURCES

# PA FARM LINK Academy

USER SIGN UPS  
453

QUIZ ATTEMPTS  
2653

COURSE  
REGISTRATIONS  
603

 Database, Succession, Ag Mentors, & Available Resources - PA Farm Link <a href="#">Enroll Now</a>	 Center for Agricultural and State Law Understanding Agricultural Leasing and Leases - PSU Ag Law <a href="#">Enroll Now</a>	 New Farmers Getting Started with the United States Department of Agriculture (USDA) <a href="#">Enroll Now</a>
 Business Planning & Other Resources - PA SBDC <a href="#">Enroll Now</a>	 The 4- Ps to Personal Finance - PA Bank & Securities <a href="#">Enroll Now</a>	 Grant Overview & PA Preferred Program - PA Department of Agriculture <a href="#">Enroll Now</a>
 Base de datos, sucesión, mentores agrícolas y recursos disponibles - PA Farm Link en español <a href="#">Enroll Now</a>	 Starting Your Food Business & Other Resources - PSU Extension <a href="#">Enroll Now</a>	 Assistive Technology On The Farm - AgrAbility PA <a href="#">Enroll Now</a>
 Dealing with Stress on the Farm - NY Farm Net <a href="#">Enroll Now</a>	 Farm Succession: Getting Your Financial House in Order   Farm Credit <a href="#">Enroll Now</a>	 Effective Communication on The Farm   Iowa Mediation Service <a href="#">Enroll Now</a>

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.



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

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# Digital Engagement Snapshot

## Facebook and Instagram:

### Social Media Followers :

- Facebook: 3K+
- New Followers : 497
- Instagram: 3K+
- New Followers : 174

Total Views :

531,000

Total Interactions :

3,255

Total Link Clicks:

4,753

Total Watch Time:

3 hours 32 minutes

## 2025 Top Posts (by views)

35,679 Views



32,074 Views



13,034 Views



## Email Marketing:

PA Farm Link used the email list in 2025 to market upcoming PFL events, promote partner events and to disseminate our monthly succession blog.

### 2025 Email List:

Total Email Subscribers: **2,167**

New Email Subscribers: **706**

Unsubscribe Rate: **.20%**

### New 2025 Initiatives:

In 2025, PA Farm Link introduced two new email features. The first, is a series of automated emails welcoming you to PFL and introducing resources & website navigation. The second is a monthly newsletter.

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



**CORNUCOPIA EVENT AT THE CAPITOL BUILDING**



**MEAT PRICING BREAKOUT SESSION: WESTERN PA GRAZING CONFERENCE**



**FARMERS YARDS EVENT AT HALF PINT CREAMERY IN GETTYSBURG, PA**



**OCTOBER BOARD MEETING HOSTED BY MERRYMEAD FARMS IN LANDSDALE PA**

**PA FARM LINK AT THE 2025 PASA CONFERENCE**



**FARMERS BROWSING THE PFL BOOTH AT AG PROGRESS DAYS**

# 2025 EVENTS & MEDIA



## 2025 EVENT STATS & MORE:

### FARM SUCCESSION EDUCATION

**TOTAL ATTENDEES:** 103

**DATES:** 03/18/2025 (in-person), 04/18/2025 (in-person), 09/25/2025 (virtual), 10/07/2025 (virtual & recorded)

**GUEST SPEAKERS:** Phil Taylor; Horizon Farm Credit, Attorney Rob Clark; Clark & Clark Law, Joel Salatin; Polyface Farms, Jennifer Schwytzer; LCSW

### MARKETING MINDSET EDUCATION

**TOTAL ATTENDEES:** 25

**DATE:** 02/11/2025 (virtual & recorded)

**GUEST SPEAKER:** Charlotte Smith

### MEAT PRICING EDUCATION

**TOTAL ATTENDEES:** 43

**DATES:** 03/13/2025 (in-person) & 04/23/2025 (virtual & recorded)

**GUEST SPEAKER:** Matt LeRoux

### BEGINNING FARMER EDUCATION

**TOTAL ATTENDEES:** 45

**DATE:** 11/19/2025 (virtual & recorded)

**GUEST SPEAKER:** Danny Jordan; Horizon Farm Credit

### FARMER APPRECIATION EVENTS

**TOTAL ATTENDEES:** 124

**DATES:** 01/01/2025 New Years Day Meal for Swine exhibitors at PA Farm Show, 03/21/2025 Coffee & Conversation at Britton Coffee in Mcsherrystown, 09/23/2025 Ice Cream Social in Punxsuatawney, 09/27/2025 Ice Cream Social in Gettysburg, 51 meals to the Swine exhibitors at the 2025 KILE Show.

### 2025 GUEST SPEAKING OPPORTUNITIES:

- Showcasing Excellence in Urban Ag (PA Farm Show)
- Eastern Bison Association
- Senator Yaw's Farmer's Breakfast

# THANK YOU

## to 2025 event participants!

### Resources Published

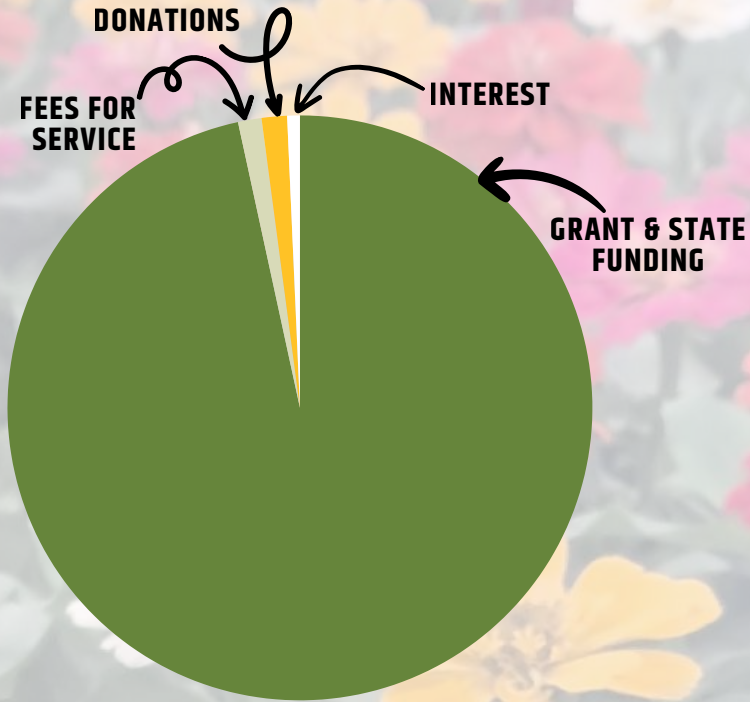
- Meat Pricing & Yield Calculator by the cut
- Meat Pricing & Yield Calculator for freezer trade
- Interactive Meat Graphics cuts, uses and percentage

### Trade Show Participation

- PA Farm Show
- Keystone Farm Show
- PA Veterans Conference
- Cornucopia
- Pasa Annual Conference
- Western PA Grazing Conference
- Beaver County Conservation District Open House
- Ag Progress Days
- Eastern PA Bison Conference
- Horizon Farm Credit Grow Ahead Events

# 2025 FINANCIALS

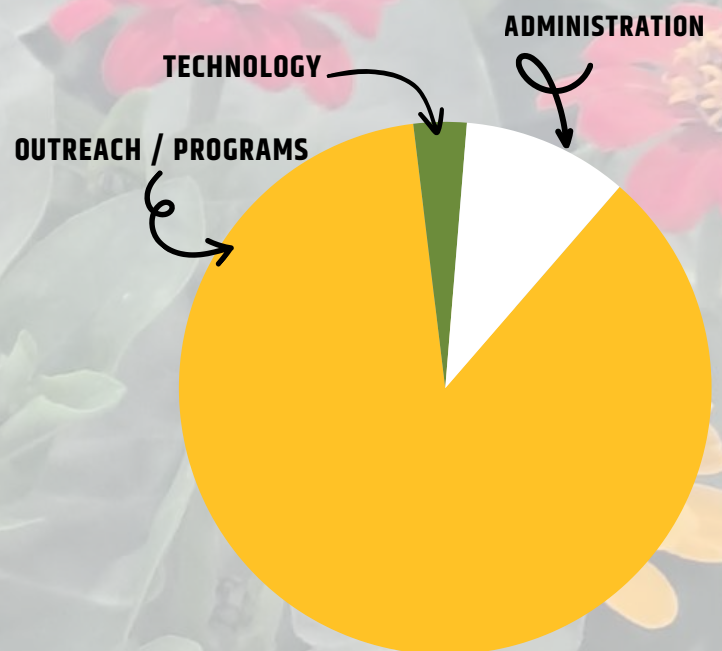
## REVENUE



Grant & State Funding	\$307,772	96.6%
Fees for Service	\$4,155	1.3%
Donations	\$4,369	1.4%
Interest	\$2,484	0.7%

## EXPENSES

Outreach & Programs	\$248,604	84.3%
Technology	\$9,479	3.2%
Administration	\$36,976	12.5%



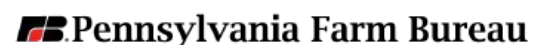
Gold  
Transparency  
2023

Candid.

# 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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