



ORGANIC FARMING RESEARCH FOUNDATION





WHO WE ARE



Founded in 1990, the Organic Farming Research Foundation (OFRF) is a leading champion of organic farmers and ranchers.

We envision a future where organic farming is the leading form of agriculture - contributing to healthy and resilient people, ecosystems, and economies.



WHY PARTNER

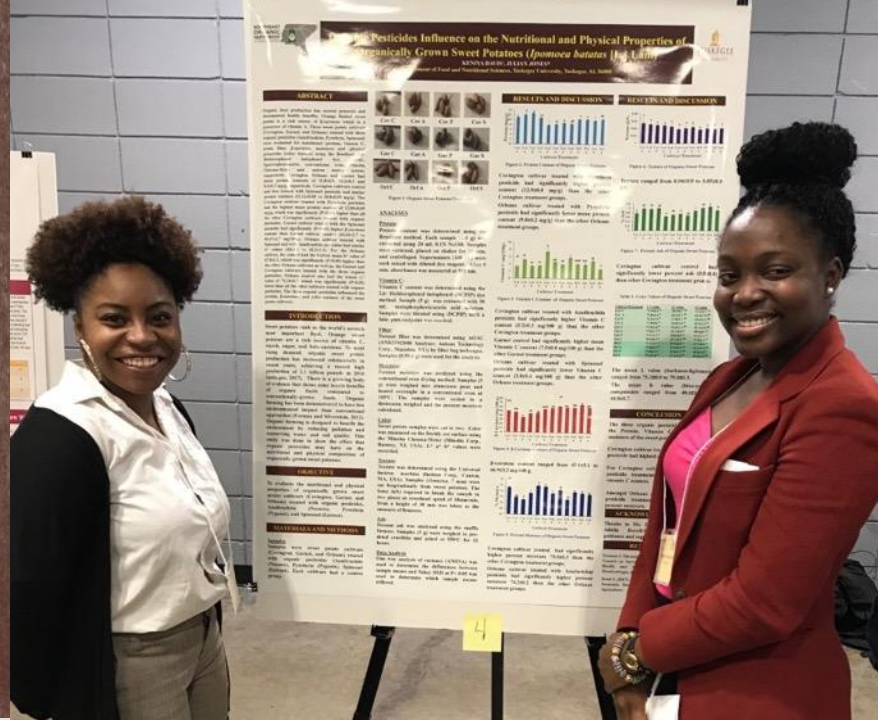


By supporting OFRF, you are contributing to the success of organic farmers and the overall growth of the organic sector.

OFRF is the perfect partner for companies who want to show their commitment to the success of organic farmers nationwide and connect with our audience of organic stakeholders.

POLICY

OFRF advocates for federal programs and policies that support the unique needs of organic agriculture, ensuring the voices of organic farmers and ranchers are heard in Washington, D.C. We work to ensure policy makers know the challenges organic producers face as well as the environmental benefits.



EDUCATION

OFRF translates research findings into free resources and educational materials that help organic farmers and ranchers implement best practices. We collaborate with farmers across North America to create and share these practical tools and platforms with the goal of advancing organic agriculture.



RESEARCH

OFRF identifies and funds innovative on-farm research that advances scientific knowledge, and the ecological and economic prosperity of organic farming. Our research grant program provides seed funding for researchers and farmers to find solutions to the top challenges facing organic farmers and ranchers today.



OUR FOCUS ON CLIMATE

OFRF's campaign, *A Path to Resilience*, is designed to educate people on the potential of best organic practices to help mitigate climate change and build resilience—leading to healthy people, ecosystems, and economies. Our goal is to encourage more consumers to purchase organic food and expand organic acres. While we have seen great success in our first year of this project, we need an even larger megaphone to continue this momentum through online and social media communications.

The second part of this campaign is to use these materials to educate policy makers and engage consumers in advocating for programs and policies that encourage the growth of the organic industry on a federal level. This work will be critical in preparing for organic provisions in the 2023 Farm Bill.





COMMUNICATIONS REACH



#1

WEBSITE RANKED
in online searches for
“Organic Farming”

55,000

OFRF.ORG VISITS
annually

142,000

FOLLOWERS
on social media

17,000

FARMERS ENGAGED
in educational
materials

14,000

E-NEWSLETTER
subscribers

46,000

SOIL HEALTH GUIDES
and research
publications downloads

IMPACT PARTNER

Impact Partners do more than help keep the lights on. You produce ground-breaking research on critical environmental and farming issues, help us create free educational materials for farmers and ranchers, ensure policy makers understand the importance of organic and research needed to improve it, and demonstrate to consumers the importance of fighting climate change with organic farming practices.

In these uncertain times, your support helps us create systemic change in our food system, making agroecology and organic production the norm. We believe now is the time to invest even more in our future, and we can't do that without your support.

AMENITIES INCLUDE

We're excited to connect your brand's values with our mission. You will receive all amenities listed on the Partner Benefits slide, along with the following items (to be discussed in more detail!):

- Sponsorship of one of our projects (e.g., farmer webinar)
- Co-written social media posts/blogs/interviews to highlight your commitment to organic farmers.
- Recognition as an "Impact Partner" on annual fundraising events without needing to financially sponsor the event.
- Additional social media and partner article sharing.

IMPACT PARTNER

\$50,000+

METRICS:

142,000 **SOCIAL MEDIA FOLLOWERS**

50,000+ **VISITS TO OFRF.ORG**

450,000 **SOCIAL MEDIA REACH**

46,000 **GUIDEBOOK DOWNLOADS**



GENERAL SUPPORT PARTNER

\$5,000 - \$25,000



METRICS:

142,000 **SOCIAL MEDIA FOLLOWERS**

50,000+ **VISITS TO OFRF.ORG**

450,000 **SOCIAL MEDIA REACH**

46,000 **GUIDEBOOK DOWNLOADS**

GENERAL SUPPORT PARTNER














You will support OFRF's foundational work to increase the success of organic farmers and ranchers across the U.S. through farmer focused research, education, outreach, and advocacy programs.

Your investment ensures we can continue to identify the most pressing challenges facing organic farmers and ranchers, fund innovative research that finds solutions to those challenges, develop free educational resources for all to access, educate the public about the ways organic farming practices can help us fight climate change, and amplify the voices of farmers and ranchers from around the U.S. through our work on Capitol Hill.

AMENITIES INCLUDE

Depending on the level that you give (next slide!), we are eager to share your support of our work with our far-reaching community on our website, educational materials, social media and more.

We are proud to recognize you in the following ways!

	Visionary \$25,000	Innovator \$15,000	Sustainer \$5,000
Placement in monthly e-newsletter <i>14,000 recipients</i>			
Recognition on annual donor publications			
Donor profile and logo on partner page of OFRF website <i>50,000 annual website visits</i>			Logo only
Regular social media acknowledgements <i>140,000 followers; 450,000 person reach</i>			
Acknowledgement on blogs and other OFRF news articles			
Logo recognition on homepage <i>50,000 annual website visits</i>			
Ability to choose your name recognition across our platforms (ex. climate partner, research partner)			

PARTNER BENEFITS



CAUSE MARKETING PARTNER

\$10,000+



METRICS:

142,000 **SOCIAL MEDIA FOLLOWERS**

50,000+ **VISITS TO OFRF.ORG**

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CAUSE MARKETING PARTNER

Organic farming research innovates new farming practices and technology necessary to grow the organic industry. Align your brand's organic values with consumers who care about farmers as well as the health and environmental impacts of our food system.

SAMPLE AGREEMENT

Agreements can look different depending on what works best for your brand. We look forward to learning the ways you would like to partner, and building an agreement together!

Here are sample options:

- Percent of sales agreement, with a minimum commitment of \$10,000
- OFRF logo placement on your brand's products
- Co-produced articles/interviews, social media, and links to partner pages
- Industry and consumer facing social media
- Your company's logo and gratitude placement in OFRF monthly e-newsletter, social media, website, and more (see previous slide).

THANK YOU TO OUR SUPPORTERS

30TH ANNIVERSARY PARTNERS





LET'S GET THIS PARTNERSHIP GOING!

Call or email:

HALEY BARON, PARTNERSHIP & DEVELOPMENT MANAGER: (415) 340-2296 / haley@ofrf.org

BRISE TENCER, OFRF EXECUTIVE DIRECTOR: (831) 426-6606 / brise@ofrf.org