

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 principle form of agriculture - contributing to healthy and resilient people, ecosystems, and economies.



WHY PARTNER

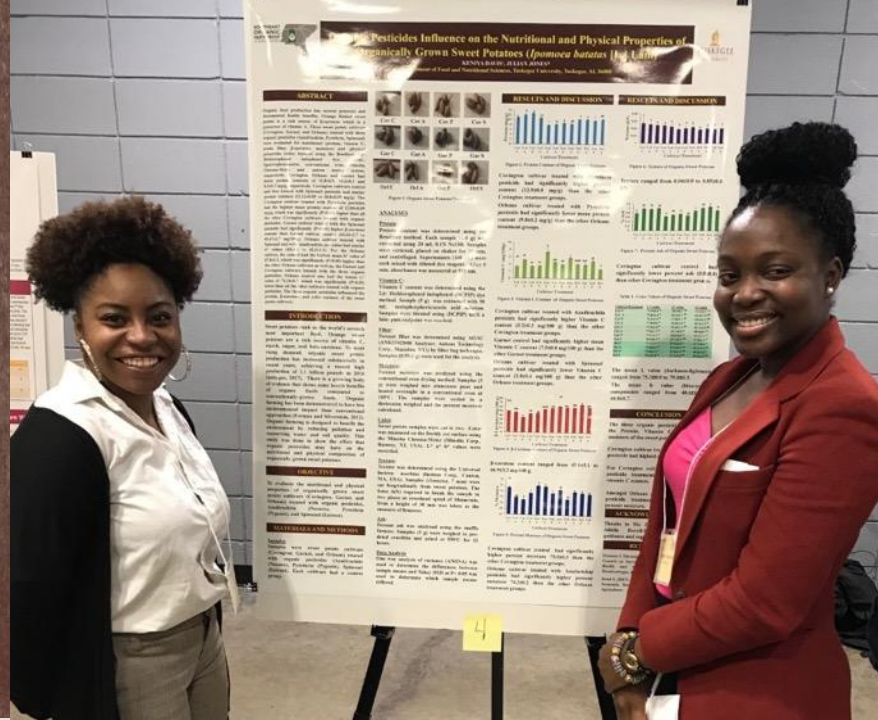


By supporting OFRF, you are contributing to the success of organic farmers and growth of the organic sector, and helping fight climate change.

OFRF works to understand the needs of organic farmers, invests in farmer-focused research, provides the most up-to-date free educational materials, and advocates for farmers and best organic practices as a climate solution on the Hill.

POLICY

OFRF advocates for federal programs and policies that support the needs of organic agriculture, ensuring the voices of organic farmers and ranchers are heard in Washington, D.C. We push policy makers and USDA staff to enact laws and regulations that support climate-friendly farming practices.



EDUCATION

OFRF translates research findings into free educational materials that help organic farmers and ranchers implement regenerative organic practices, particularly focusing on soil health. 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 increase demand for organic, expand organic acres, and ensure federal policies include soil health and best organic practices as part of a national climate solution. This will help remove harmful chemicals from our food system and build our soils to mitigate climate change and strengthen farm resilience—all leading to healthy people, ecosystems, and economies.

Our consumer education and strategic federal policy advocacy will lead legislators to pay closer attention to organic in our fight to curb climate change. This is critical to prepare for the 2023 Farm Bill, and a new administration who is committed to climate solutions. Now is the time to build coalitions with consumers and policy-makers a like.

While we are proud of our growth during the first year of this project, we need an even larger megaphone to continue this momentum through our online presence and collaborative advocacy platform.





COMMUNICATIONS REACH



#1

WEBSITE RANKED
in online searches for
"Organic Farming"

53,000

OFRF.ORG VISITS
annually

145,000

FOLLOWERS
on social media

2 million

PEOPLE REACHED
on social media platforms
so far in climate campaign

15,200

E-NEWSLETTER
subscribers

48,000

SOIL HEALTH GUIDES
and research
publications downloads



IMPACT PARTNER

\$50,000+

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.
- Integrated social media and communications collaboration.



GENERAL SUPPORT PARTNER

\$5,000 - \$25,000

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.



RESEARCH PARTNER

\$5,000+

RESEARCH PARTNER











OFRF grants provide seed funding to innovative on-farm research projects that advance the scientific knowledge, ecological sustainability, and economic prosperity of organic farming.

Through an LOI and full proposal process, our objective review committee ensures that the projects we fund are science-based and farmer-led. Based on the National Organic Research Agenda (NORA) report, our research grant priorities are focused on solving common challenges facing organic farmers nationwide.

AMENITIES INCLUDE

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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>15,200+ recipients</i>			
Recognition on annual donor publications			
Donor profile and logo on partner page of OFRF website <i>55,000 annual website visits</i>			Logo only
Regular social media acknowledgements <i>145,000 followers; 2 million person reach</i>			
Acknowledgement on blogs and other OFRF news articles			
Logo recognition on homepage <i>55,000 annual website visits</i>			
Ability to choose your name recognition across our platforms (ex. climate partner, research partner)			

PARTNER BENEFITS



CAUSE MARKETING PARTNER

Align your brand's organic values by creating a cause marketing agreement with OFRF. This will ensure that your consumers, who care about farmers as well as the health and environmental impacts of our food system, know where you stand.

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 packaging or product
- Co-produced articles/interviews, social media, and links to partner pages
- Your company's logo would receive gratitude placement in OFRF monthly e-newsletter, social media, website, and more (see previous slide for more details).

THANK YOU TO OUR SUPPORTERS





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