



# ORGANIC FARMING RESEARCH FOUNDATION

*fostering the improvement and widespread adoption of organic farming*

## Why partner with OFRF in your outreach and dissemination plans?

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OFRF can help researchers increase the visibility, reach, and impact of their research. We specialize in translating complex scientific research into actionable insights for organic and transitioning farmers and sharing it widely. OFRF regularly partners with researchers to improve their outreach plans and measure impact through a variety of educational resources, tools, and opportunities tailored to farmers and agriculture professionals.

OFRF has connections far and wide in the organic community and can help get your research out into the world. We are the **#1 result** for online searches on 'organic farming', we have **over 22,000 newsletter subscribers**, and **over 180,000 followers** across our social media channels. Our most recent grower education resources on [crop-livestock integration](#) were each downloaded over 850 times in less than 3 months. Imagine harnessing OFRF's reach to get your research findings into the hands of the farmers who need it most.

## What can OFRF offer?

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### Translating Scientific Research into Usable Grower Resources:

Our team specializes in turning complex scientific findings into practical and accessible resources for organic growers and technical service providers. We create factsheets, guides, and summaries, to bridge the gap between research and on-the-ground application, ensuring that the valuable insights from your research reach and benefit the organic farming community.

Sample Factsheets: [Organic Honey Bee Management](#) , [Spotted Wing Drosophila](#), [Nutsedge](#)

### Live Virtual Researcher-Farmer Workshops:

OFRF can host live virtual workshops where researchers connect directly with organic farmers from across the nation. These live virtual sessions create a unique platform for researchers to share their insights, discuss findings, and engage in meaningful conversations with the farming community.

See our events page for previous sessions: <https://ofrf.org/events/>

### Media Tool Kits, Newsletter, Press Releases:

OFRF can develop impactful blogs, stories, and press releases designed to effectively communicate your research milestones and insights to a wider audience. We can create media toolkits to encourage broader dissemination of project findings and also feature your research in our newsletters and website.

Sample Website Features:

<https://ofrf.org/news/introducing-the-organic-researcher-spotlight-series/>

<https://ofrf.org/news/long-term-research-cavigelli/>

<https://ofrf.org/news/organic-researcher-spotlight-amaya-atucha/>



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## Researcher Spotlight Videos:

Bring your research to life through a Researcher Spotlight Video (3-5 min) housed on OFRF YouTube channel. Our team interviews researchers to create digestible videos that showcase the significance and applications of your findings. A video provides a dynamic and accessible way to convey complex concepts and make your research more memorable for diverse audiences.

### Sample Video:

▶ OFRF Organic Researcher Spotlight: Organic Strawberries with Dr. Amaya Atucha

## Organic Research Content Hub Feature:

OFRF is developing a new website with support from USDA to serve as a curated central repository for organic farming research summaries and technical grower assistance. Maximize the reach and impact of your research by being featured in our Organic Research Hub. Your research can be prominently showcased, contributing to a growing body of resources that shape the future of organic agriculture.

## Examples of packages we offer

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**\$5,000**

### POLLINATION Package

#### OFRF will:



Create (1) Factsheet or (1) Research Summary making your research accessible to organic growers and post it on OFRF's website



Write and publish a blog about the research project, including a link to the Factsheet or Summary, and share the blog widely with our **22,000+ newsletter subscribers**



Provide metrics in the form of downloads and views for you to report back

**\$15,000**

### PROPAGATION Package

#### OFRF will include the POLLINATOR Package plus the offerings below:



Conduct a virtual Video Interview with the researcher or farmers and edit the interview to create a short (3-5 minute) video to be shared on OFRF's YouTube or your desired platform



Host 1 virtual Workshop where researchers share their insights, discuss findings, and engage in meaningful conversations with other researchers and farmers



Provide a Metrics Tracking Report detailing reach, views, downloads and other outreach data points for you to report back



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Examples of packages we offer, continued.

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## **\$25,000 CULTIVATION Package**

**OFRF will include the PROPAGATION Package plus the offerings below:**



Advertise project outreach events, such as field days, through the OFRF newsletter and social media



Develop a curated social media kit for sharing research summaries, events, or publications more widely



Develop a dedicated feature on OFRF's new centralized research content hub website being developed with funding from the USDA's Transition to Organic Partnership. OFRF will showcase a project research summary and make it a top search using promotion and paid advertising (if appropriate)



Host listening session with growers or technical service providers to understand how the research findings benefited them and what additional knowledge would be needed to apply research findings

**OFRF is happy to offer services independent of the packages featured above.**

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We recognize that some researchers may only be interested in hosting workshops, having a video feature, or being featured on the website. Please reach out to us directly about customizable education and outreach opportunities.

### **Contact:**

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