

NATIONAL YOUNG FARMERS COALITION

# STRATEGIC PLAN 2021-2026



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Our strategic planning process involved deep stakeholder engagement and we are grateful for the leadership of our consultants, Richael Faithful and Julia Metzger-Traber, and the members of the Strategic Planning Committee: Roberto Meza, Salima Jones-Daley, Michelle Week, Vero Vergara, Julia Asherman, Andy Breiter, Lytisha Wyatt, Michelle AT Hughes, Vanessa Garcia Polanco, and Erin Foster West.

And thank you to the partner organizations, farmers, board, and staff who gave their time, insight and creativity to this process.

# WHO WE ARE

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**WE BELIEVE WE HAVE ONE GENERATION TO TRANSFORM AGRICULTURE IN SERVICE TO OUR COMMUNITIES AND THE LAND. WE ARE THAT GENERATION.**

We are farmers and ranchers who steward the struggle to transform agriculture.

We are an intersectional coalition that works for justice and collective liberation of our food and farm systems.

We champion policies that resource connections to the land and foster our health in the face of climate crisis.

We advocate for policies that recognize farming as a public service.

We work in partnership with social justice movements for a future in which people, land, and relationships are respected.

We aspire to stand in ever greater solidarity with global movements that advance human rights - especially the right to food and place.

# VISION

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**WE ENVISION A JUST FUTURE WHERE FARMING IS FREE OF RACIAL VIOLENCE, ACCESSIBLE TO COMMUNITIES, ORIENTED TOWARDS ENVIRONMENTAL WELL-BEING, AND CONCERNED WITH HEALTH OVER PROFIT.**



# MISSION

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WE SHIFT POWER AND CHANGE POLICY  
TO EQUITABLY RESOURCE OUR NEW  
GENERATION OF WORKING FARMERS.

# GUIDING PRINCIPLES

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FARMERS ARE LEADERS AND CHANGE-MAKERS

WE FARM FOR OUR HEALTH

WE WORK FOR RACIAL JUSTICE AND COLLECTIVE LIBERATION

LAND IS FOUNDATIONAL

POLICY CHANGE IS NECESSARY FOR A RADICAL FUTURE

WE FARM FOR CLIMATE RESILIENCE

WE ARE FARMERS IN SOLIDARITY WITH FARMWORKERS

WE CHALLENGE CAPITALISM

WE WORK ACROSS ISSUES

WE EXPRESS GLOBAL SOLIDARITY

GOALS	END OF 2022	END OF 2024	END OF 2026
 <p><b>COALITION STRUCTURES AND CULTURE</b></p>	<p>We will establish the organizational structure, decision making processes, and business model necessary to implement our strategic plan and reinforce our organizational values.</p>		<p>Our staff and network will be thriving in a supportive and human centered culture aligned with our organizational values, and will be operational change leaders contributing to a larger movement for a just agricultural future.</p>
 <p><b>ACCOUNTABILITY</b></p>	<p>We will (1) strengthen our metrics and evaluation processes by continuing to include regular feedback from BIPOC staff, farmers, organizational partners and leadership, and (2) establish majority BIPOC governance teams (Board, Executive Team, and Leadership Team).</p>	<p>We will have institutionalized an evaluation practice that upholds our organizational values, and we will have majority BIPOC staff and governance teams.</p>	
 <p><b>BASE-BUILDING</b></p>	<p>We will re-envision our organizing structures (such as chapters, affinity groups, membership, events, etc.) for farmers to build community and lead grassroots movements for an anti-racist farm future.</p>	<p>Our organizing spaces are innovative and affirming, in intentional alignment with our values and vision for structural change.</p>	<p>We will represent 50,000 farmer members nationally, creating an irrefutable voice for change in D.C.</p>
 <p><b>FARMER LEADERS IN ACTION</b></p>	<p>We will strengthen our network of farmer leaders, including providing the media, policy, and anti-racism training necessary to advocate for structural change.</p>	<p>Our expanded farmer leader network will leverage their lived experience and training to build influential relationships with policy makers.</p>	<p>500 farmer leaders in our network will serve in decision-making or advisory roles, shaping policy outcomes.</p>
 <p><b>POLICY CAMPAIGNS AND CHANGE</b></p>	<p>We will develop collaborative, farmer-driven policy campaign strategies for each of the five Federal Policy Platform pillars: land access, climate action, labor and immigration, student loan debt relief, USDA access &amp; accountability.</p>		<p>Federal policy reflects recommendations from each of the pillars of our Federal Policy Platform.</p>
 <p><b>FARM BILL WIN &amp; FOLLOWUP</b></p>		<p>We will advocate for the farm bill to include farmer-driven policy solutions and for Congress to make a historic, \$2.5 billion dollar investment in national land transition to the next generation of farmers, recognizing land as critical for climate action and racial equity.</p>	<p>We will work with USDA to implement our farm bill wins, turning bold legislative change into material benefit for young and BIPOC farmers.</p>

# CORE STRATEGIES

## TO SHIFT POWER, WE WILL FOCUS ON

### FARMER ORGANIZING & MOBILIZATION

We build power by engaging with farmers, supporting farmer organizing, growing our collective structural analysis, and making space for farmers to participate in policy advocacy.

### FARMER LEADERSHIP

We cultivate farmer leadership, particularly from those most marginalized from the political process, and center their voices in Coalition decision-making and internal leadership opportunities (such as Board, chapters, circles, committee structures). Externally, we amplify their voices and prioritize their participation in media and advocacy opportunities.

### FARMER OPPORTUNITIES & FELLOWSHIP

We train farmers to harness their lived experience and practical solutions to demand bold policy change, individually and in community. We direct resources to compensate farmers for their time learning and practicing advocacy and organizing and leadership.

## SECONDARY STRATEGIES

### FUNDER INFLUENCE

Challenging funders, corporations, and other influencers to adopt new perspectives on agricultural challenges and opportunities.

## TO LEAD FEDERAL POLICY CAMPAIGNS, WE WILL

### DEVELOP FEDERAL POLICY SOLUTIONS

We will develop and publish research, policy ideas, and narratives to advance bold ideas and establish the context for more inclusive and farmer-driven policies. We will develop analysis and policy ideas for each of our federal policy pillars as well as broader ideas such as Farming as a Public Service framework.

### ADVANCE LEGISLATIVE AND ADMINISTRATIVE PRIORITIES AND BUILD RELATIONSHIPS WITH CONGRESS AND USDA, WITH A FOCUS ON WINNING BOLD CHANGE IN THE 2023 FARM BILL

1. Cultivate Congressional champions to introduce and support our legislative priorities.
2. Keep USDA accountable to serving all farmers and implementing legislative wins accordingly.
3. Strategically time policy efforts to maximize impact (Farm Bill focus now until 2023.)
4. Develop USDA internal transformation campaign to ensure long-term support for Young Farmer issues.

### MOBILIZE THE GRASSROOTS AND WORK IN COALITION

1. Lead and participate in coalitions to advance shared priorities, especially BIPOC-led coalitions.
2. Educate and activate our network of young farmers to participate, take action, ask their elected officials to help, and stay informed.

### ACCOMPLICESHIP & ECOSYSTEM

Channeling resources and opportunities to BIPOC-led organizations and partners to grow the ecosystem's capacity for policy engagement and organizing.

# CORE VALUES

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**GENEROUS / HUMBLE / GRACIOUS**  
**CONSCIENTIOUS / HUMANE / SUPPORTIVE**  
**TRUSTING / OPTIMISTIC**  
**VULNERABLE / TRANSPARENT / DIRECT**  
**ADAPTABLE / DYNAMIC / FLEXIBLE**  
**COLLABORATIVE / COHESIVE / DELIBERATIVE**  
**INNOVATIVE / RISK TAKING / CREATIVE**  
**AMBITIOUS / PROACTIVE / BOLD**  
**JUDICIOUS / ANALYTICAL / STRATEGIC**  
**STABLE / SUSTAINABLE / COMPLIANT**



**NATIONAL YOUNG FARMERS COALITION**  
**P.O. BOX 1074**  
**HUDSON, NY 12534**

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TOM DALY / LA BOTANICA FARM