

FORGOTTEN FARMER FOUNDATION

Timeline for Phase 1

Phase 1: Initial Setup & Planning (Months 1-3)

- **Month 1:**

- **Forge Strategic Partnerships with Organizations Offering Products and Services (Initial Research & Outreach):** Start identifying potential partner organizations whose products and services align with improving small farm profitability.
- **Establish an Online Farmer Community Forum (Platform Selection & Setup):** Research and select a suitable platform for the online community and begin setting it up.

- **Month 2:**

- **Forge Strategic Partnerships with Organizations Offering Products and Services (Negotiation & MOUs):** Begin discussions and formalize agreements (Memoranda of Understanding) with initial partner organizations.
- **Create "Farmpreneur" Training Programs (Curriculum Development):** Start developing content for workshops and resources focusing on business acumen for small farmers, including topics like financial literacy and market access.

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- **Month 3:**

- **Establish a "Resource Library" for Farmers (Content Curation & Platform Setup):** Begin curating relevant articles, guides, and links, and set up the platform for the resource library.
 - **Develop a Membership Program (Structure & Benefits):** Define the membership tiers, benefits, and registration process, emphasizing free education and partner resources.
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Preliminary Startup Activities List for Year 1

I. Farmer Education and Empowerment

- **Create "Farmpreneur" Training Programs:** Develop workshops and resources to help small farmers operate as independent entities, fostering business acumen and sustainability.
- **Cover topics such as financial literacy, market access, and direct-to-consumer sales.**
- **Host Webinars and Q&A Sessions:** Regularly feature experts on regenerative agriculture, soil health, and sustainable farming technologies.
- **Provide a platform for farmers to ask questions and share experiences.**

II. Partnerships and Resource Access

- **Forge Strategic Partnerships with Organizations Offering Products and Services:** Identify and collaborate with organizations that provide tools, resources, and services that directly improve small farm profitability.
- **Facilitate discounted access or special programs for FFF member farmers.**
- **Establish a "Resource Library" for Farmers:** Curate a collection of relevant articles, guides, case studies, and links to valuable external resources on regenerative farming, organic certification, and agricultural technologies.

III. Advocacy and Awareness

Launch a "Keep the Small Farmer in Business" Campaign: Raise public awareness about the critical role of small farmers in fighting poverty, hunger, and climate change.

Highlight the challenges faced by small farmers and the importance of supporting them as independent entities.

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Showcase farmers who have successfully transitioned to regenerative practices and improved their profitability, inspiring others in the FFF community.

Create and disseminate information about the deterioration of the environment, especially soil, and its impact on the food system and farmer capability.

Emphasize how regenerative practices can address these issues.

- Share Success Stories of "Farmpreneurs":
- Educational Content on Environmental Impact:

IV. Community Building

- Organize Virtual Networking Events: Facilitate opportunities for farmers to network with peers, mentors, and agricultural professionals.
- Develop a Membership Program: Clearly define the benefits of becoming an FFF member, emphasizing access to free education and partner resources.