

**SEE JANE GROW: HOW WOMEN ECOPRENEURS ARE LEADING
AMERICA'S RURAL RENAISSANCE
2009 MOSES Organic Farming Conference**

To celebrate, showcase and share the diverse, creative multi-facets of women farmers, rural ecopreneurs and food system activists today – this handout provides a potpourri of perspectives from a range of women. These perspectives cross various backgrounds, ages and experience – joined together through a shared love for stewarding the land, growing healthy food and changing our food system for the better. These women, like us all, represent an evolving mosaic, a creative work in progress. There is no “master resource list” for changing our food system. But working collaboratively and in community – networking together – we can collectively as women transform our world.

“Find out who you are and do it on purpose.” Dolly Parton

LEIGH ADCOCK

Executive director of Women, Food and Agriculture Network, a sustainable agriculture and food systems-focused NGO based in Iowa

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What are your passions related to the food system-why do you do the work you do?

I grew up on a family farm in northwest Iowa, and love farming as a livelihood. I love the farming culture as it existed prior to the takeover of industrial agriculture. I work to preserve the non-industrial ag and food system wherever it exists and promote its growth.

What is your vision for our food system in twelve years, 2020?

The current groundswell of sustainable, localized food and farming systems has continued to grow, and more beginning farmers and rural entrepreneurs are finding ways to make a living all across the US. There are vibrant, healthy alternatives to industrialized ag and food systems available to a much greater percentage of Americans, and people realize their benefits and are participating in those systems in ever-greater numbers

Three words that describe yourself: Concerned, cynical, driven.

Favorite books: In this field, anything by Wendell Berry, and any article written by Dr. Fred Kirschenmann. In general, thrillers by John Sandford, Janet Evanovich, James Lee Burke, Lee Childs. Essays by EB White. The Harry Potter series.

Other sources of inspiration: I like lots of musical genres/artists--some favorites are Freedy Johnston, Rhett Miller, the Be Good Tanyas, Long Winters, My Morning Jacket, Kings of Leon, Black Rebel Motorcycle Club. Here in Iowa, BeJae Fleming, Brother Trucker. Movies: Choose Me, After Hours, Raising Arizona, Mysterious Skin, most anything by Martin Scorsese or the Coen Brothers.

Best advice you've ever received: The dust will still be there tomorrow.

I've let go of: thinking I can do it all. Now I just think I can do almost all of it.

I working on being more: receptive to other people's viewpoints

Your top tips for keeping life in balance/time management: Make lists. Keep the planner with you. Say no more. Know what you're getting into before you say yes.

ZÖE BRADBURY

With the help of two draft horses, Zoë - age 29 -operates Groundswell Farm, a diversified, direct market, produce farm on the Oregon coast. She is also a writer and a Food and Society Policy Fellow.

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What are your passions related to the food system-why do you do the work you do?

To create a food system that is beautiful, that is fair, that is delicious, and that will feed all Americans forever. I want a food system that improves soil health, water quality, and human well being. A food system that connects people to the place they live: it's seasons, it's flavors, it's farmers.

What is your vision for our food system in twelve years, 2020?

To have thousands of new farmers on the land, feeding millions of people good, green, fair food.

Favorite books: The Mad Farmer Poems by Wendell Berry; Grapes of Wrath by John Steinbeck.

Other sources of inspiration: My network of farmer friends who have committed themselves to live power: using horses and mules on their farms.

Best advice you've ever received: "One does not discover new lands without consenting to lose sight of the shore for a very long time." Andre Gilde

Advice you'd give someone wanting to get started in farming and food system

advocacy work: Plan! Get your ducks in a row, like business plans, crop plans, market analysis, financing. Not the sexiest side of farming, but crucial to success. Then, leap.

To take care of myself, I: stretch every morning and do core exercises. Try to take a day off here and there and unplug. Eat protein!

I've let go of: Many of my college-era interests, like rock climbing and summers filled with whitewater trips in the wilderness. I grow food now during those months but try to take advantage of the winter months for a little R&R and goof time.

How would you describe your lifestyle/daily routine:

Every day is different, month-to-month, season-to-season. I love that about my work and about being self-employed. In the summer months I am outside dawn to dusk. In the winter, the farm day winds down to routine chores and more time indoors to write.

Your top tips for keeping life in balance/time management: Prioritization. Making lists and then making things happen.

JODI BUBENZER

Married for 17 years and a homeschooling mother of four sons, Jodi lives on a 35-acre farm (Sunflower Hill Farm) and homesteads in the beautiful, rolling hills of Southwest Wisconsin. A "birth junkie," Jodi also teaches birthing classes.

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What are your passions related to the food system-why do you do the work you do?

My biggest concern is knowing the source of the food we raise. I want to know my animals were treated with the respect and kindness they deserve. I want to know what my kids are putting in their bodies. We are about 75% self-sufficient on our farm.

What is your vision for our food system in twelve years, 2020?

My hope is that people will realize that eating locally is the ONLY way. Buying food from your neighbor's CSA is a way to connect with your neighbor and your farm, if you can't grow your own. Honestly, I think returning to the past, victory gardens, chickens for all, bartering, that's what I dream for our future!

Three words that describe yourself: Persistent, dreamer, competitive.

Sources of inspiration: Path to Freedom video, Real Dirt on Farmer John, King Corn, Supersize Me

Advice you'd give someone wanting to get started in farming and food system

advocacy work: There's no right way, find your own path.

To take care of myself, I: Laugh a lot; spend time in my garden, talk to my husband about "why" we are doing this.

I've let go of: being perfect. I have weeds in my garden and poop in my barn!

What are your biggest challenges: I have too many ideas and not enough time/money/energy to do them all.

Your top tips for keeping life in balance/time management: Writing lists. I have a calendar that lists all the things that we need to do and when we'll do them. For example, my calendar lists consecutive plantings so we have lettuce/spinach throughout the season. I have lists of dreams/goals for our farm and I do "check them twice."

A small change we can all make in our lives to make a difference: Grow one thing, whether it is a flower or a tomato plant in a pot on your porch. Just 1 seed planted makes a difference. Who knows where that will lead!

SYLVIA BURGOS

A public relations director for public & private organizations since before videotape, Sylvia helps slice to the heart of issues and develop powerful messages that move people to action. Also an ag/food policy writer/blogger and an aspiring farmer, Sylvia has worked within the sustainable ag community for over 20 years, encouraging grower-consumer communications and relationships that grow from identifying shared values and visions -- healthful foods, clean environment, and thriving local economies.

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What are your passions related to the food system-why do you do the work you do?

I want the public to demand and policymakers to implement farm policies, regulations and codes that permit and encourage sustainable small- and medium-sized farm production and processing of livestock, vegetables, fruit and row crops. I want the elimination of those policies, regulations and codes that are scale-neutral and which create insurmountable obstacles to small- and medium-scale production.

What is your vision for our food system in twelve years, 2020?

A nation where: small- and medium-sized farms can grow, process and sell directly on-premises to customers from 100 miles around (regardless of state lines); consumers recognize, appreciate and are more willing to pay for the real cost of sustainably produced foods; there is an infrastructure for the distribution of sustainably-produced foods to urban and rural consumers within 150 miles of the grower/processor; youth consider small- and medium-scale farming and processing desirable occupations; and

university extension services heavily research and promote the benefits of sustainably produced foods to health, the environment, the local economy, national food security and community life.

Three words that describe you: Communicator, advocate, thankful.

Advice you'd give someone wanting to get started in farming and food system

advocacy work: Find and link to the existing networks that have some shared values and goals.

To take care of myself, I: make a point of having a nice long dinner with my husband. He asks great questions.

I've let go of: of feeling that everything needs to be accomplished right now.

I working on being more: aware that there are only so many hours in the day, and that goals will be achieved only by tapping the terrific talents and ideas of the many people around me - some of whom I know and more who I've yet to meet.

What are your biggest challenges: Identifying and focusing on those things upon which I can make a useful impact

A small change we can all make in our lives to make a difference: Identify the one or two things that you can work on right now, and stay linked to those others who are working on linked issues.

HEIDI BUSSE

A free-lance writer, organizer and educator on artisan food traditions and wellness.

Heidi's work supports her goal to one day operate a farm school that teaches regional food traditions; but until that goal is realized, she learns and supports others to realize their own agricultural dreams.

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What are your passions related to the food system-why do you do the work you do?

I am motivated by a deep love for the land and the beauty and wisdom that it teaches. I feel most genuine and alive when I am working and living in balance with the Earth.

Whether I am farming, tending a backyard garden or just enjoying a walk in the sun, I want each decision I make to contribute to a more sustainable world.

What is your vision for our food system in twelve years, 2020?

In the year 2020, our food system will be designed so that there is no waste or pollution that harms the land, water or human communities. It will be integrated with other life support systems (e.g., full-circle waste, innovative energy systems, regional consumption habits) and reflect the unique diversity and abundance of each region. In the year 2020, our food system will be known for the healthy food options and regional food traditions that it passes on to the next generation. People will know and appreciate where their food comes from, and the number of farmers on the land will increase to over 10%.

Three words that describe yourself: Creative, caring and daring.

Favorite books: Bones of Plenty by Keri Hulme; Sand County Almanac by Aldo Leopold; Loving and Leaving the Good Life by Helen Nearing; Unattainable Earth by Czeslaw Milosz.; A Fine Balance by Rohinton Mistry.

Best advice you've ever received: "Remember where you come from" (from my dad). "Don't be afraid to reach out and seek new things, but remember to look up and realize the wealth of what is already around you." (from Dr. Marcia Bjornerud, Lawrence University)

To take care of myself, I: learn when to say no and balance work with time for family/friends. Do things I love; music, hiking, cooking, gardening, hiking.

Your top tips for keeping life in balance/time management: Plan. Write goals down and stay accountable to them. Maintain a schedule. Pray. Surround myself with supportive friends, family and mentors. Realize that I am going to make mistakes, but learn how to use mistakes and opportunities for growth.

A small change we can all make in our lives to make a difference: Write a letter to a friend. Tell them how they have helped you grow.

PATTY CANTRELL

Program Director at the Michigan Land Use Institute, leading MLUI's nationally recognized Taste the Local Difference program in northwest Michigan. Also a Food and Society Policy Fellow focused on promoting local food and farming as a New Economy strategy.

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What are your passions related to the food system-why do you do the work you do?

Good food is the doorway to a new world of health and wealth that we can make, one where the joy of community and reverence for life guide our actions.

What is your vision for our food system in twelve years, 2020?

Fresh, healthy food choices are plentiful, convenient, and affordable in every place, driving not only a return to health for people but also vibrant, sustainable local commerce.

Three words that describe yourself: Intelligent, confused, awakening.

Advice you'd give someone wanting to get started in farming and food system advocacy work:

Get to know the "other." i.e. hang out with some old crusty conventional farmers or food business execs and learn where they come from, who they are, and what they think about your ideas. You don't have to agree but it's good to appreciate where they are, particularly so that, in your work, you can speak their language, acknowledge their experience etc.

When I need inspiration, I: Read the writings of those who get it. Right now, it's Barack Obama's Dreams From My Father.

I've let go of: having to be everywhere all the time.

I'm working on being more: discriminating (i.e. a "stop doing" list)

TEMRA COSTA

Program Director of Buy Fresh Buy Local (BFBL) for Community Alliance with Family Farmers in California. Temra is also working on a book project about women changing the food system.

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What are your passions related to the food system-why do you do the work you do?

Food is the most interconnected daily act that we all participate in and affect communities, soil, biodiversity, air and water.

What is your vision for our food system in twelve years, 2020?

A shift away from currently subsidized crops that are making the environment and us unhealthy. I also want to see someone sue the junk food companies like we sued tobacco. They are one in the same anyway.

Three words that describe yourself: Passionate, enthusiastic and cheesy

Favorite books: Coming Home To Eat, Gary Paul Nabhan; Blithe Tomato, Mike Madison; Sharing the Harvest, Elizabeth Henderson; Safe Food, Marion Nestle; Farm City, Novella Carpenter; Radical Agriculture, Richard Merrill; Anything by Michael Pollan; Farming and the Fate of Wild Nature, Jo Ann Baumgartner and Dan Imhoff; Best Food Writing 2007; Cradle to Cradle, William McDonough; The United States of Arugula, David Kamp; The Revolution Will Not be Microwaved; Sandor Katz, Vermont Farm Women, Peter Miller; Local Flavors, Deborah Madison

Best advice you've ever received: small + small + small = BIG!

Advice you'd give someone wanting to get started in farming and food system

advocacy work: Try making a business out of it

When I need inspiration, I: go to the farmers' market, garden

To take care of myself, I: go for a bike ride, get a massage, make a good dinner, dance.

I working on being more: realistic when taking on projects, more down to earth, more present with people and situations

What are your biggest challenges: goal planning

Your top tips for keeping life in balance/time management: "just say 'no'"

A small change we can all make in our lives to make a difference: writing daily gratitude, meditating for 5 minutes per day, acting with intention

KATE DANIELS

Runs a Combined Community Supported Agriculture organizing group in Quincy, IL. Intends to be a multi-farm CSA providing a weekly basket of vegetables, fruits, herbs, flowers, eggs and chickens. This is their 1st year and Kate serves as the lead organizer.

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What are your passions related to the food system-why do you do the work you do?

When I moved to Quincy, I saw that there was farmer's market and a few very strong locally grown farms. But, no Consumer's Coop (retail) and no CSA. I wanted to do some farming and felt this would be the best way to get into it. I registered for the Central Illinois Farm Beginnings Course and began holding meetings to see if I could get others to help me with the CSA. It turned out that the community wanted a multi-farm CSA. Currently, we are planning that our legal organization will be a cooperative.

What is your vision for our food system in twelve years, 2020?

High quality Local and Organic food available through out the U.S.

Three words that describe yourself: energetic, hardworking and community oriented.

Sources of inspiration: India.aire (music), my daughter, and early morning in the field.

Best advice you've ever received: experience will teach you

Advice you'd give someone wanting to get started in farming and food system

advocacy work: Don't worry so much about how it is done. Trust yourself and your values. Research as much as you can, but at some point you will need to break ground. If you aren't sure, start small and experiment.

What are your biggest challenges: Trusting that the markets are there. I know there are because of my research, but I always am concerned that I will be left with produce.

DEBRA ESCHMEYER (aka Farmer Deb Lou)

Debra is the Marketing & Media Manager of the National Farm to School Network and the Center for Food & Justice (CFJ). She works from her fifth-generation family farm, Harvest Sun, in Ohio, where she continues her passion for organic farming raising fruits, vegetables, chickens, and pigs.

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What are your passions related to the food system-why do you do the work you do?

Farm to school/institution; farm and food policy, young farmers, food security and social movements; youth and health; food literacy, bridging the urban-rural divide; diabetes, rural sociology, and food justice...to name a few. I love to grow food and feed people. I don't think there is any more honorable profession than farming. Growing up on a dairy farm in rural Ohio, I was engrained with an understanding and appreciation of agriculture and real food at an early age. I am now dedicated to making safe, affordable, healthy food available for all people.

What is your vision for our food system in twelve years, 2020?

We need to inspire and empower youth to take a part in our collective dreams of a reformed food system that is fair and delicious. Let's redefine a 'happy meal' to cherish the value system of love, respect, and honor in feeding society.

Three words that describe yourself: sincere, passionate, sensitive

Best advice you've ever received: Be patient - take small strides. You may want to have a 100 member CSA in year one, but take it slow while still working a day job!

Advice you'd give someone wanting to get started in farming and food system advocacy work:

Listen, read, do, read, listen, do, read, listen, do...talk to those actually working in the farm world so your expectations are reality based. Ask lots of questions. Bury the ego. Set goals (including lots of little ones) so you can celebrate when you meet them!

When I need inspiration, I: feed the pig, hoe the weeds, harvest the fruits, walk the rows, play with my nieces and nephews, look at all of my husband's diabetic supplies, or just close my eyes in a rainstorm and let it all wash away.

I've let go of: being afraid of failure. If rabbits eat an entire crop of cabbage in one night, what can you do, but laugh it off!

I am working on being more: laid back, but prepared for the next season.

What are your biggest challenges: self doubt, Mother Nature, and money.

How would you describe your lifestyle/daily routine: Organized chaos, especially in the summer. I am definitely sleep deprived in the summer. Chores in the early morning (collecting eggs, feeding the animals, weeding, planting, harvesting, watering, etc.); by 8:00am sitting in front of the computer working in my home office until 5pm; then back to chores for a couple of hours; then back to work from 8:00 to 11:00 when John Stewart is on. In the summer, I work 18-hour weekends to keep the farm running so my workweek can be somewhat sane.

Your top tips for keeping life in balance/time management: Loved ones who make you feel guilty for working too much are probably right. ☺ I'm still figuring this out.

A small change we can all make in our lives to make a difference: Share your failures and your successes every season so we aren't doing this alone. We are a family of farmers, you know!

ROSE HAYDEN SMITH

An academic with the University of California, Agriculture and Natural Resources, Rose's work focuses on providing gardening and food systems education to youth, educators and community audiences. A practicing U.S. historian, she is a nationally recognized expert on Victory Gardens, wartime food policies, and school garden programs. She is a Food & Society Policy Fellow and creator of UC's Victory Grower website and blog. Find Rose on Facebook.

<http://groups.ucanr.org/victorygrower/>

http://ucanr.org/blogs/VictoryGrower_Blog/

What are your passions related to the food system-why do you do the work you do?

I believe that we need a national revival of school, home and community gardens...for so many reasons...to combat hunger, obesity, poverty (economic, and of spirit), to help the environment, etc.but mostly to create a sense of common purpose that connects us to the land. History tells me it worked before; common sense shows we need it now. This single effort/belief links all areas of my professional practice and my strongest personal values...linking vocation with avocation.

What is your vision for our food system in twelve years, 2020?

Characterized by stronger local and regional food systems. Food policies that make sense: fundamentally revamp the school lunch program to encourage local sourcing; develop community-based kitchens at school sites; kick off a national Victory Garden movement resulting in more school, home and community garden efforts; revise the curriculum and create more urban agricultural and small farms educational programs at land-grants, to diversity our ag education programs and build a better understanding of local/regional/sustainable food systems; have adequate access to fresh fruit and vegetables by Americans of all income levels, and in all places; really look at all the departments, agencies and mission areas under USDA...couldn't some of these be cross-referenced more strongly with public health? Mandate the teaching of food systems/agriculture in every public school in America...not educating kids about where their food comes from leaves ALL children behind....oh, I could go on forever!

Three words that describe yourself: Passionate, historian/gardener, mom. Okay, this was four words, but I've merged the 2nd and 3rd.

Favorite books: Anything by Henry Wallace. Eating for Victory, by Amy Bentley. Harvey Levenstein's books (Paradox of Plenty, Revolution at the Table); War Gardens Victorious; The Perils of Prosperity; Over Here and Freedom from Fear (both by David Kennedy); Land of Desire....all of these books have something to do with the American culture that created our current food system.

Advice you'd give someone wanting to get started in farming and food system

advocacy work: Be passionate about this work...it's the highest calling there is!

To take care of myself, I: need to do more in this area. I will often just take a few minutes to close my eyes, pet my dogs, and perhaps listen to some relaxing music. I also blog on Facebook a couple of times a week about personal experiences and my community, which has been very relaxing.

I've let go of: having the most immaculate house and the perfect garden.

I working on being more: focused on my own health.

What are your biggest challenges: Too many projects and demands, too little time to do all the things I want to do.

Your top tips for keeping life in balance/time management: No matter how busy I am at work, I leave work and pick my daughter up after school and we enjoy a healthy snack together, like non-fat yogurt with fruit. Even this short time together keeps us connected. I've started setting a kitchen timer to limit the time I spend on necessary, but less rewarding tasks. This is helping a lot. I also create playlists on my Nano that serve to facilitate moods: to energize me, I have a Motown playlist. For relaxation, I have some Wyndham Hills music and breathing exercises; I also have a playlist of history lectures to keep my mind sharp.

MELINDA HEMMELGARN

M.S., R.D., Food Sleuth, LLC

A registered dietitian with a passion for justice and advocacy, Melinda uses the media to help people "think beyond their plates" and connect the dots between food, health and agriculture.

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What are your passions related to the food system-why do you do the work you do?

I learned many years ago that people received information about food and nutrition from the media, so that's where I focused my energy. When I discovered the power of media literacy to teach people critical thinking skills, I realized this was the key to saving our food system, democracy and planet.

What is your vision for our food system in twelve years, 2020?

I'm hoping the grass roots organic and sustainable revolution will continue to gain ground. It has to or we're doomed.

Three words that describe yourself: Energetic, passionate, curious.

Favorite books: The Tipping Point by Malcolm Gladwell, and Uncertain Peril: Genetic Engineering and the Future of Seeds by Claire Hope Cummings.

Best advice you've ever received: From my father: Value education. And...parking lots are the most dangerous places to drive. From my mother: Put yourself in other people's shoes. Practice kindness and stay in touch with legislators (she didn't tell me this; she modeled it). She also had a bumper sticker on her front door that said: "if you don't vote, don't bitch." From my kids: less is more.

Advice you'd give someone wanting to get started in farming and food system

advocacy work: Do it. It's the most important work on earth. We all eat; everything's connected. Fight for policy changes that will improve environmental and social justice; we need you.

When I need inspiration, I: spend time in nature; have a conversation with interesting people; attend a great conference.

I've let go of: most of the caffeine in my diet.

How would you describe your lifestyle/daily routine: Eat, work, play, love. Not necessarily in that order.

A small change we can all make in our lives to make a difference: Put yourselves in others' shoes; listen -- everyone has a story. Practice compassion and kindness to all living things. And, speak up when you see an injustice.

LISA KIVIRIST

*Lisa Kivirist is co-author of **ECOpreneur**, **Rural Renaissance** and **Inn Serendipity**. She and her family run **Inn Serendipity Farm and B&B** outside Monroe, WI, completely powered by renewable energy.*

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What are your passions related to the food system-why do you do the work you do?

I'm driven by the overall concerning state of our earth and the environmental decline and degradation we've been experiencing, particularly in recent decades. Food remains an accessible portal for anyone to start making continual lifestyle changes: When you're concerned about where your food comes from, for example, you then start thinking about the car you drove to pick it up.

What is your vision for our food system in twelve years, 2020? Perhaps an upside to the current economic crisis is as a nation we'll start cooking again! I'd love to see a food system where we not only know our food sources, but the majority of Americans know what to do with (and appreciate) a hunk of kale.

Three words that describe yourself: Diverse, passionate, challenged

Favorite books: My husband, John Ivanko's, line of children's books with the Global Fund for Children

Advice you'd give someone wanting to get started in farming and food system

advocacy work: Focus on picking the low-hanging, easily accessible fruit first.

When I need inspiration, I: cook with my son.

To take care of myself, I: try to work ahead and avoid last-minute stress.

I working on being more: direct

What are your biggest challenges: Time, money, access to decision-makers

How would you describe your lifestyle/daily routine: Unstructured (a challenge!)

Your top tips for keeping life in balance/time management: Let projects and ideas percolate for a few days (ideally) before deadlines.

A small change we can all make in our lives to make a difference: Call your parents daily.

DONNA NEUWIRTH

*Director of **Wormfarm Institute**, a not for profit organization working to reintegrate culture and agriculture to strengthen rural communities*

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What are your passions related to the food system- why do you do the work you do?

The processes involved in growing food are creative ones- immersion in sensual and physically demanding series of activities that partners with nature to create food, beauty, fertility and decay repeating the cycle year after year – the farmer is the interlocutor between nature and man - a high priest of sorts and deserves a high status among fellow humans.

What is your vision for our food system in twelve years, 2020?

Farmers have achieved a status comparable to doctors (before HMOs) – There are many of them and everyone (especially in cities) knows at least one. They are key professionals, stewards of not only land, natural resources and sustenance, but also beauty and ongoing fertility.

Three words that describe yourself: Irreverent, resourceful, and persistent

Favorite books: American Pastoral, Phillip Roth; Waterland, Graham Swift, Pipi Longstocking

When I need inspiration, I: open my eyes.

To take care of myself, I: eat well, do tai chi daily.

I am working on being more: strategic.

Your top tips for keeping life in balance/time management: have a wonderful partner. Don't check email more than three times a day. Hang out with happy people from different generations

A small change we can all make in our lives to make a difference: Compost all food waste– it changes how you think

KRISS MARION

A former newspaper journalist and former urban home-schooler who came out to the country to have an adventure her teenagers and husband, who always wanted to get back to his rural roots. Raises sheep, spins wool and is starting a vegetable CSA.

Together they're building Circle M Market Farm and Maidmarion Cottage Industries as they figure out how to best steward our 20 acres of land.

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What are your passions related to the food system-why do you do the work you do?

I'm a big devotee of Wendell Berry and Gene Logsdon – I'm passionate about taking care of the land and doing business with my neighbors on a small scale. I think place and community are somehow spiritually tied up with the sacrament of eating.

What is your vision for our food system in twelve years, 2020? I'm not much of a visionary. I live very much in the moment. But in 12 years, I'd like to live like an old-school French market farmer – spending most of my time in the dirt and selling most of my food very close to home to customers who know and trust me to turn them on to great food.

Three words that describe yourself: Passionate, zealous, thankful

Other sources of inspiration: Yes!!! Many! Babette's Feast, The Real Dirt on Farmer John, BBC Pride and Prejudice, Gillian Welch, old-time bluegrass, fashion magazines – I love beauty! Beauty is what I cultivate on my farm and table.

Best advice you've ever received: "If you grow what you love, someone will buy it."

Scott Williams, Garden to Be

Advice you'd give someone wanting to get started in farming and food system

advocacy work: Don't get in it for money! Keep an eye on the bottom line, but also stay focused on the lifestyle rewards of a career in dirt. I feel that I'm on vacation every day I spend working like a dog on my farm.

To take care of myself: Get very close to the fire for most of the winter.

I've let go of: keeping the house clean during the summer.

I working on being more: organized with my farm financial records – learning what is profitable and what isn't and making the hard choices to drop what isn't working.

What are your biggest challenges: Keeping track of the money we spend on animals. Keeping up with the office paperwork – meat invoices, csa contracts, promotional materials all are a drag to me. I'd love a secretary!

How would you describe your lifestyle/daily routine: Pretty nuts from March till December. Up with the sun, in bed by 11. Animal care for an hour first and last every day, then vegetables in between. When the sun goes down I write or read and catch up on office work. Several days a week I work at other farms, or teach woolcraft classes.

A small change we can all make in our lives to make a difference: Take 5 minutes to be thankful everyday. And everytime you walk through your door, be aware that you step out onto the only earth we have.

DENISE O'BRIEN

Rolling Acres farm is located in the rolling hills of southwest Iowa. This fourth generation farm changed to organic production in 1976. The farm has morphed from production ag to dairy to it's current CSA status. Denise's husband, Larry Harris, raised their children in the century old house that he grew up in.

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What are your passions related to the food system -why do you do the work you do?

My passion is growing good food for people to eat. I love the outdoors and feel privileged to wake up every day to work the land. Teaching people about the land is another passion. Through the CSA, I can help folks understand the importance of fresh, locally grown produce.

What is your vision for our food system in twelve years, 2020?

My vision is that most food will be grown locally and organically while the food that is shipped in will be certified fair trade, meaning that all aspects of the food system are treated with respect and with dignity.

Other sources of inspiration: Blues music, Aretha Franklin, Indigo Girls, Holly Near

Best advice you've ever received: Go with the flow.....

Advice you'd give someone wanting to get started in farming and food system

advocacy work: It is hard work but very rewarding. It is life-changing work. The people you meet are wonderful – farmers and people in to food are so earth based anywhere in the world you meet them.

When I need inspiration, I talk to my husband and my close friends.

To take care of myself, I: practice yoga, swim, get massages and ride my bike.

I've let go of: Worrying about things I cannot control – weather, what others do or don't do, keeping a clean house.

How would you describe your lifestyle/daily routine: The thing I like about farming is that it is seasonal. I work intensely from March to November and then can take a rest during the winter months. I spend most of my time outdoors during growing season and then in front of my computer in the cold months. My life is pretty solitary given that farming is that type of work.

Your top tips for keeping life in balance/time management: As I grow older, it is easy for me to give advice about balance – having farmed for 30+ years. I look back at my life when my husband and I raised three children, milked cows, took care of the crops, were activists and wonder how we did it. The only answer I can give is we had to. There was no other choice for us but to be involved.

LINDSAY REBHAN

An avid gardener, homesteader and landscape designer, Lindsay works towards promoting local foods on a variety of levels in the Twin Cities area. Working from home, she is able to weave a variety of work areas together; promoting sustainable living as Program Director at Permaculture Research Institute Cold Climate, designing landscapes at Ecological Gardens, and supporting rural communities and local foods at Renewing the Countryside.

www.pricoldclimate.org, www.ecologicalgardens.com, www.renewingthecountryside.org

What are your passions related to the food system-why do you do the work you do?

Knowing the story of where your food comes from strengthens the community and makes a ripple in the entire food system. I am especially passionate about urban food production. I love growing food myself but also educating about how to support a sustainable lifestyle that starts with food and expands far beyond.

What is your vision for our food system in twelve years, 2020? For the Twin Cities and MN I see us with a variety of inner city urban farm production programs, suburbs supporting larger food needs, such as orchards, grains, melons, squash. I see public spaces turned to gardens, office buildings with food growing on them and collecting rainwater. We will be past peak oil and have begun to rely purely on local sources for soil, water, building materials, compost and food.

Three words that describe yourself: Environmentalist, energetic, passionate

Advice you'd give someone wanting to get started in farming and food system

advocacy work: Always start with the community first to see how it will shape your ideas/project. Do a business plan.

When I need inspiration, I: surf the web, flip through my magazines/books, meet with folks who are doing something similar to what I'm doing.

To take care of myself, I: take time off, spend lots of time with my family, started working from home, eat good food, stay hydrated, exercise and laugh regularly.

I'm working on being more: willing to delegate.

What are your biggest challenges: fundraising

How would you describe your lifestyle/daily routine: start with the plants, dog and "me time" in the morning, work in home office during the day/conference calls/meetings in town, evening time spent outside, with family, exercising, cooking, reading. My lifestyle is highly self motivated and I must stick to a planned schedule in order to remain focused and efficiently productive.

A small change we can all make in our lives to make a difference: Purchase foods that are grown in your local area.

ERIN SCHNEIDER

Currently balancing careers as the co-farm manager of Hilltop Community Farm in NW Sauk county as a CSA grower and on-farm researcher, collaborator with non-traditional fruit tree crops and the EnAct Program Manager with Madison Environmental Group, Inc. working with business and community partners to foster environmental action teams learning how to step more lightly on the earth.

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What are your passions related to the food system-why do you do the work you do?

(Re)-connecting people to place through food. Sustainability and maintaining/enhancing the ecological and cultural integrity of place, modeling transparency in our actions and helping create a small farm business model for sustainable fruit production that has meanings, has markets, and enhances our quality of life. I am passionate about the work I do to help fuse the juncture between agriculture, education, and conservation and the sometimes disparate roles farmers play as ecologists, educators, and entrepreneurs. Sustainability, transparency, and accessibility along each of the links in the food chain are important to me. I also love to bring people together having fun learning by doing and getting down and dirty helping feed the land, it's people, and our souls.

What is your vision for our food system in twelve years, 2020?

I envision a local food culture and system that is healthy, engaged, inspired, and is built on the co-evolution of sustainable economic, social and environmental systems that has helped change the way the Midwest eats and accesses food. I see many more small farms and small businesses that have emerged and are active stewards of the land and have found markets, improved their quality of life and the quality of the land. I see local currency systems and cooperative efforts fueling investment in infrastructure for local food systems work.

Three words that describe yourself: 'Creative, boundary-spanner, resourceful.

Other sources of inspiration: My family/friends, the land, music by Karl Densen, the Bellydance Superstars, Sweet Honey in the Rock, The MANIAC's (Madison Area Network for Innovation and Applied Creativity) crew

Best advice you've ever received: 'Here's to the Great Unknown, who's doing us all a favor'" and "All changes are subject to planning."

Advice you'd give someone wanting to get started in farming and food system

advocacy work: Work hard celebrate often, It's not about the answers, but the questions you ask. Find your 'well' and what feeds you and make time to go the well...Don't forget about the soil, and be sure to groundtruth.

To take care of myself, I: balance my day/week in thirds between work, play/social/physical activity and time for mindfulness.

Your top tips for keeping life in balance/time management: Know yourself and know that your brain is in its most creative/innovative space when it is at 70 - 80% capacity, we can't always be at 100% capacity even when we need to be when its the growing season. Be kind to yourself, each other, and place.

A small change we can all make in our lives to make a difference: Practice kindness, and if you need to travel less than 2 miles, don't drive, you'll be amazed at what you discover including the benefits to the earth, your health, and your pocketbook.

**ANGIE TAGTOW
MS, RD, LD**

Angie is a Food & Society Policy Fellow working to educate consumers, opinion leaders and policy-makers on sustainable food systems that promote good health, vibrant communities and environmental stewardship. As a registered dietitian, environmental nutrition consultant and national speaker, Angie's work takes an ecological approach to food and health by focusing on the public health benefits of sustainable food systems.

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What are your passions related to the food system -why do you do the work you do?

Our food choices not only affect our health, but the health of the planet. Likewise, our decisions on how and what food is produced today, will affect our ability to grow healthy food in the future. The relationship between the soil and a plant is no different than the connection between the food we eat and our health. For it is healthy soil that grows healthy food and healthy food that nourishes healthy eaters. I believe that dietitians, public health and medical professionals must take a broad food systems approach to chronic disease by making healthy food from healthy soil the easiest choice.

What is your vision for our food system in twelve years, 2020? My vision for a food system in 2020 is one which is healthy, green, fair and accessible to all. In 2020, healthy, locally grown food will be an asset of communities across the country.

Favorite books: "The Soil and Health" by Sir Albert Howard (1947, reprinted in 2006)

Other sources of inspiration: My favorite quote is "The destiny of nations depends on how they nourish themselves."--Jean Anthelme Brillat-Savarin

What are your biggest challenges: Putting "good food" back into dietetic practice.

A small change we can all make in our lives to make a difference: Share your love of good food with the next generation.

CHARLENE TORCHIA

Charlene created Journey Inn, an eco-retreat with her husband, John. She runs the Inn year round. The Inn was built green (meaning we carefully selected building supplies to be energy efficient and containing little or no VOC/toxins) They used natural soap & cleaning products, recycled papers and serve organic food and compost all food scraps and have a small kitchen garden supplying herbs and flowers. Foods are purchased locally whenever possible: eggs, cheese, meats, vegetables (CSA) and fruits, and are supplemented by buying from a food co-op. Guests are told where their brunch comes from and are encouraged to visit local farm sites.

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What are your passions related to the food system-why do you do the work you do?

The importance of food is at the core of our being. People have gotten so busy they have forgotten how to nourish themselves. I want to help people remember the pleasures of eating a relaxed meal while remembering where their food comes from. In order to have healthy, organic food we need to support small farmers that provide us the best.

What is your vision for our food system in twelve years, 2020? I hope we will have many small successful farms that provide food directly to restaurants and markets. More and more people will eat what is growing seasonally, growing some of their own food on small yard plots. What we do buy from other countries will be organic and fair-trade

(meaning farmers are given a living wage). Good food will be accessible to all - students at public schools, elderly, hospitals and in low-income communities.

Three words that describe yourself: Risk taker, creative, energetic

Favorite books: Full Moon Feast

Best advice you've ever received: Do it your own way

When I need inspiration, I: time to relax and clear my mind. Walking outside is a daily requirement.

I've let go of: Trying to meet everyone's expectations. It's okay to be different.

I am working on: having better boundaries.

What are your biggest challenges: working too much during the busy seasons and then feeling like I'm not doing enough during slow times.

How would you describe your lifestyle/daily routine: I love living in a natural setting and flowing with the energy of the day and season. I am so thankful that I get to do work that I love to do: creating healing environments, cooking good food, connecting with my community, helping others to relax and connect with themselves and nature.

Your top tips for keeping life in balance/time management: Make lists as guides not as requirements, put in personal time in your calendar, Contemplate your schedule to see if it reflects and fits who you really are.

A small change we can all make in our lives to make a difference: Take small breaks in the day to breathe and be aware of the moment. Also, occasionally eat meals with awareness by noticing - where did this food grow, who grew it, how was it cooked, what is the taste, how does it make my body feel.

AIMEE WITTEMAN

Aimee is the Executive Director of the National Sustainable Agriculture Coalition in Washington D.C., a coalition of grassroots organizations around the country that advocate for federal policies that encourage the long-term social, economic and environmental sustainability of agriculture, rural communities, and food systems.

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What are your passions related to the food system-why do you do the work you do?

My passion for food system work and farming livelihoods was shaped by the physical and cultural landscape of north-central Wisconsin, where I grew up. I read Aldo Leopold and John Muir in high school and college, adored the Wednesday farmers market and small dairies dotting the rolling hills, and witnessed the emergence of the largest dairy in the state a mile from my house (which was scary) as well as the rise of managed rotational grazing (which was exciting). We are shaped by landscapes and our choices in turn shape the land for good or for bad.

What is your vision for our food system in twelve years, 2020? More beginning farmers on the land, a rise in the number of "agriculture in the middle" farms, infrastructure to allow for local and regional food systems to thrive, a shift in public consciousness toward embracing the multifunctional of agriculture

Three words that describe yourself: Driven, loopy, spirited.

Other sources of inspiration: Dancing, singing in my community choir, going on long runs and canoe trips with my husband, visiting farmers who are members of our coalition organizations.

Best advice you've ever received: 'remember grace, patience, and a little dazzle' – my dad. 'dust your knees off and get back in the game' – my friend Sarah Jane.

Advice you'd give someone wanting to get started in farming and food system advocacy work: Find a grassroots organization in your area to volunteer for or with whom to connect – start working on local issues that you can witness first hand (the factory farm down the road, the nutritionally-deficient school lunch, etc.) and then seek out the connection to broader federal policy, because there is one

When I need inspiration, I: read Aldo Leopold or Mary Oliver, go for a long run or walk with my husband, go out dancing at a blues club

To take care of myself, I: do yoga every morning, go for runs in Rock Creek Park, go camping, make good food and eat well

How would you describe your lifestyle/daily routine: a little more hectic than I'd like – up at 6am and write or do yoga with my husband, and then I'm off to Capitol Hill until I get home around 8pm, eat dinner, read, sleep, repeat.

APRIL YANCER

April runs a small family farm called Garden To Be. She and her husband grow 6 acres of specialty vegetables for Madison Area chefs.

Website: gardentobe.com (coming soon)

What are your passions related to the food system-why do you do the work you do?

I started farming as a pursuit for a healthy balanced life and as a means to experience the teachings of the natural world in my daily life. I am constantly learning beautiful simple and hard lessons. I have evolved from romanticism, sobered by the essentials of financial sustainability, into a more concrete understanding that our experiences as a people are directly tied to the state of our agricultural. In creating a balanced sustainable agriculture not only can we feed ourselves but also we can nurture a richness of experience in our daily lives.

What is your vision for our food system in twelve years, 2020? That food will be safe, that animals, soil and water will be healthy and cared for, that it's commonplace for people to enjoy the connectness that comes from a community prioritizing a strong localized agricultural system.

Favorite books: Milagro bean field war Prodigal Summer by Barbra Kingsolver

Best advice you've ever received: Your occupation lies where your deep desire fills the world's great need.

When I need inspiration, I: paint something - anything and sketch

To take care of myself, I: take a shower and go for a walk in the woods and take time to myself at the start of everyday

I've let go of: being involved in too many things. I want to connect and be involved in all the wonderful aspects of being part of a movement, but running a farm and caring for a family takes up most of my time. Right now, I am a happier more balanced person when I focus creative energy on simple basics.

What are your biggest challenges: Our farm needs more building space to host all of the operations we do.

Your top tips for keeping life in balance/time management:

Do one extra satisfying task at the end of a long day. Plan ahead as much as possible so when you have go on autopilot you already have a map.

WEBSITES

- Acres U.S.A. magazine, www.acresusa.com
- The Agriculture and Public Health Gateway, Johns Hopkins University, www.aphg.jhsph.edu
- The Art of Eating, www.artofeating.com
- ATTRA (National Sustainable Agriculture Information Service), www.attra.ncat.org/
- CATA (Farmworker Support Committee), www.cata-farmworkers.org
- Center for Ecoliteracy, www.ecoliteracy.org
- Center for Integrated Agriculture Systems, www.cias.wisc.edu
- Center for a Livable Future, www.jhsph.edu/clf
- Center for Media and Democracy: www.prwatch.org/
- Center for Rural Affairs, www.cfra.org
- Civil Eats, www.civileats.com
- Community Food Security Coalition, <http://www.foodsecurity.org/>
- Composting Council of Canada, www.compost.org
- Eating Liberally, www.eatingliberally.com
- ECOpreneuring: Putting Purpose and the Planet Before Profits, www.ecopreneuring.biz
- Ethicurean, www.ethicurean.com
- Euro-Toques, www.euro-toques.org/
- Family Farm Defenders, www.familyfarmdefenders.org
- Farmers' Legal Action Group, <http://www.flaginc.org/>
- Farm Woodland Forum, www.agroforestry.ac.uk/
- Food Research and Action Center, <http://frac.org/>
- Food & Society Policy Fellows, www.foodandsocietyfellows.org
- Gastronomica: The Journal of Food & Culture, www.gastronomica.org
- Green Routes, www.greenroutes.org
- Growing for Market, www.growingformarket.com
- Heifer International, www.heifer.org
- Huffington Post, www.huffingtonpost.com
- Hunger and Environmental Nutrition Dietetic Practice Group, www.HENdpg.org
- Dr. John Ikerd's writings at <http://web.missouri.edu/~ikerdj/>
- Institute for Agriculture and Trade Policy, www.iatp.org
- Kitchen Gardeners International, www.kitchengardeners.org
- Land Stewardship Project, www.landstewardshipproject.org
- Leopold Center for Sustainable Agriculture, www.leopold.iastate.edu
- Living Small, www.livingsmallblog.com
- Local Harvest, www.localharvest.com
- Madison Area Community Supported Ag Coalition (MACSAC), www.macsac.org
- Michael Fields Agricultural Institute, www.michaelfieldsagainst.orgs
- Midwest Organic & Sustainable Education Service, www.mosesorganic.org
- Midwest Permaculture Network, www.midwestpermaculture.com
- National Association of State Departments of Agriculture, www.nasda.org
- National Family Farm Coalition, www.nffc.net
- National Oceanic & Atmospheric Administration (NOAA/weather), www.noaa.gov
- National Organic Coalition, <http://www.nationalorganiccoalition.org/>

See Jane Grow: MOSES 09

- National Farm to School Network, www.farmentoschool.org
- National Farmers Union, www.nfu.org
- National Resources Conservation Service, www.nrcs.usda.gov
- National Sustainable Agriculture Coalition, <http://sustainableagriculturecoalition.org/>
- New America Foundation, www.newamerica.net
- New York Times, www.newyorktimes.com
- Northeast Organic Dairy Producers, <http://www.nodpa.com/>
- Northeast Midwest Institute, <http://www.nemw.org/>
- Open Left, www.openleft.com
- The Organic Center, www.organic-center.org
- Organic Farming Research Foundation, <http://ofrf.org/>
- Organic Tree Fruit Grower Network, www.mosesorganic.org/treefruit/intro.htm
- Our Stolen Future: www.ourstolenfuture.org
- Politico, www.politico.com
- Practical Farmers of Iowa, www.practicalfarmers.org
- Propaganda Critic, www.propagandacritic.com/
- Renewing the Countryside, www.renewingthecountryside.org
- The Rodale Institute, www.rodaleinstitute.org
- Roots of Change, www.rocfund.org/
- Rural Advancement Foundation International, <http://www.rafiusa.org/>
- Rural Coalition, <http://www.ruralco.org/>
- Rural Populist, www.ruralpopulist.org
- Slow Food USA, www.slowfoodusa.org
- Sustainable Agriculture Research & Education (SARE), www.sare.org
- Sustainable Food News, www.sustainablefoodnews.com
- Sustainable Table, www.sustainabletable.org
- Take a Bite, www.takeabite.cc
- TED: Ideas Worth Spreading, www.ted.com
- Time Bank Network, www.timebanks.org
- United States Department of Agriculture (USDA), www.usda.gov
- University of Minnesota Institute for Sustainable Agriculture, www.misa.umn.edu
- Urban Farming, www.urbanfarming.org
- Women, Food & Agriculture Network (WFAN), www.wfan.org
- Zen Habits, www.zenhabits.net