

GOAL

Help BFRs establish successful and sustainable farm businesses, prioritizing farmers who are Black, Indigenous, & People of Color (BIPOC), women, LGBTQIA+, and/or low-income, through a documented, replicable, regional, and community-led model.

BFRs are **prepared** to establish or expand operations | BFRs **find land** to establish or expand operations | BFRs **acquire land** to establish or expand operations | Replicable **model established** for land succession | BFRs **launch** farm startups

METHOD

Support or expand FoFF's, RFC's and OAT's existing statewide programs to **establish Oregon's first regional hub and Farmland Navigator** in the Willamette Valley.

APPROACH

- Farm Launch** (RFC): Educate BFRs in marketing, finance, land access, business plans, including 1-on-1 technical support
- Changing Hands Workshops** (RFC): Bring together new & retiring farmers for succession training and facilitated networking
- 2 Farmland Navigators** (FoFF): Work 1-on-1 with BFRs on land access and preparing to run their own operations. 1 will serve BIPOC farmers and 1 will establish the regional farmer support hub in the Willamette Valley
- Farmland Navigator Guidebook** (FoFF): Guide to establishing regional navigator program for other regions interested in replicating this model
- Landholder Education** (OAT): Education and support on succession planning & easements for landowners and service providers (accountants, attorneys, etc)

OUTCOMES

Serve at least 188 BFRs to begin or prepare to begin their own operations, with at least 25% people of color, at least 50% women, transgender, or non-binary, and at least 50% low-income.

Educate 400 ag landowners and train 250 service providers to build readiness, knowledge, and connections for succession.