

SnoValley Tilth Strategic Plan 2017-2020

Organizational Values: SnoValley Tilth seeks to create a thriving, sustainable, regional food economy in the Snoqualmie and Snohomish watersheds, with a strong community of successful farmers at its heart. Our primary focus is on farmers—both experienced and new farmers—but our work also benefits community members and local food consumers. We connect and educate through monthly potlucks, workshops and farm tours, the Experience Farming Project, and the Carnation Farmers Market. We advocate for farmers and land owners at the city and county levels.

SnoValley Tilth is effective because we are farmer-led, based in our local community, and are a trusted voice. We have strong partnerships with agencies and organizations that impact farming in our region, and we have a culture of innovation. Our work is funded through a combination of earned income from the Carnation Farmers Market and Experience Farming Project, memberships, individual and business donations, and support from private and tribal foundations and government contracts.

Mission: SnoValley Tilth supports organic and sustainable food and fiber production throughout the Snoqualmie and Snohomish watersheds. We bring together farmers and the community to build a thriving local food system.

Vision: More farmers on more farmland, growing more sustainable food and fiber for our community

Member Services

Clarify and enhance existing member benefits and develop relevant services and resources that serve farmers and focus on farmer and farm business success.

- *Continue supporting* beginning farmers through the Experience Farming Project with service delivery on two properties.
- *Provide more access* to technical and business support for farmers of all experience levels through monthly meetings, workshops, and the development of services that allow farmers to earn a better return on time and capital.
- *Expand and continue to formalize* SVT's landowner outreach and land linking program.
- *Create new opportunities* for farmer networking and resource cooperative sharing.

Advocacy

Represent the farmer voice in efforts, organizations, and agencies related to farm positive policy, and land use decisions.

- *Identify priority areas* for advocacy based on a combination of what we see as achievable and what will have the most impact. Reassess and take stock annually in conjunction with the SnoValley Ag Summit each fall.
- *Increase communication* with our stakeholders by highlighting policy and advocacy in SVT newsletter.

Consumer Outreach and Education

Continue running the Carnation Farmers Market and support and collaborate with organizations who have strong consumer outreach and education programs.

- *Design and create* an SVT tabling display and web presence focused on consumer education.
- *Add a new and dynamic*, staffed children's program at the Carnation Farmers Market.
- *Identify relevant organizations* and partner on consumer education efforts where we can represent farmers in the work they are doing.

Organizational Strength

- *Establish internal systems* for efficient use of resources and long-term organizational health.
- *Improve SVT's brand-awareness* and marketing to widen our audience, grow membership, and drive business to our local farm producers and SVT programs.
- *Support and enhance existing programs*, both evaluating program goals and surveying members on an annual basis.