COMMUNITY ALLIANCE
WITH FAMILY FARMERS

2023-2028
STRATEGIC PLAN
CAFF at 45 Years

Since our early days in 1978, CAFF has been a partnership forged between farmers and their communities: neighbors, farmworkers, food service directors, social justice advocates, and anyone working to build a better food and farming system in California.

CAFF’s definition of “family farms” includes those farming at the community scale: working the land sustainably, growing healthy food for their communities, and contributing to their local economy.

We advocate for the family-scale farmer. The farmer with their hands in the soil, planting for today, and stewarding the land for future generations.

We believe that farmers can work in concert with the land to generate solutions to the climate crisis, rather than exacerbate it.

We amplify the voice of small and mid-size farmers, advocating for policies that work for them, not against them.

The farmers featured in this strategic plan reflect the trusted relationships we’ve built with farmers across the state. They also reflect an evolving organization – one that’s placing equity in California agriculture front and center. Together we are building a trusted network of farmers and food advocates to advance collective change, one farm and one season at a time.

We work for an equitable and just food system and we invite you to share in our vision as we lay out our plans for the next five years.

Sincerely,

Paul Towers
EXECUTIVE DIRECTOR
Bob Kuang, owner of BK Farm and president of the Bay Area Chinese Growers Association, received emergency funding from CAFF during the pandemic and has helped CAFF provide technical assistance to reach other Chinese-American growers.

We envision a just future for California where all farmers are dignified and thriving, cultivating healthy ecosystems, and feeding local communities.

Our mission is to build sustainable food and farming systems through policy advocacy and on-the-ground programs that create more resilient family farms, communities, & ecosystems.

Our values form the foundation on which we conduct our programs and activities. The values support our work, how we interact with each other, and how we fulfill our mission.

Ecological Stewardship | Justice & Equity
Practical Solutions | Economic Fairness
Farmer-centered | Strong Local Communities
We are working to realize these long-term goals for California’s food and farming communities.

1. **Short-term financial assistance**
   We mobilize financial assistance to farmers impacted by ongoing climate-related stressors and natural disasters to support farm viability.

2. **Co-learning & technical assistance**
   We provide hands-on support and facilitate knowledge exchange between farmers to support ongoing learning.

3. **Policy advocacy**
   We amplify farmer needs to ensure policies, regulations and laws reflect their experiences.

4. **Relationship building & organizing**
   We advance change by building relationships with agricultural communities.

5. **Farmer centered research & demonstration**
   We focus on practical research that has direct applications for farmers.

6. **Value chain coordination**
   We strengthen relationships across food systems that serve mutual interests of farmers, buyers and communities.

CAFF’s core capacities collectively lead us towards our long-term goals:

- Farmers & land stewards provide access to responsibly-grown, culturally-relevant, fresh food for their communities.
- Thriving farms support local food economies.
- Racial justice is embedded in food and farming systems.
- Public institutions are accountable to family-scale farmers and land stewards.
- Farms holistically mitigate and adapt to negative impacts of climate change.
### How we will shift power & create change over the next 5 years

<table>
<thead>
<tr>
<th>1 year</th>
<th>3 years</th>
<th>5 years</th>
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<tbody>
<tr>
<td><strong>Short-term financial assistance</strong></td>
<td><strong>1 year</strong> Distribute $1M in farmer grants for drought and wildfire relief; identify pathways for future funding</td>
<td><strong>3 years</strong> Distribute $3M in financial assistance, the majority going to small-scale and BIPOC farmers</td>
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<td><strong>Co-learning &amp; technical assistance (TA)</strong></td>
<td><strong>1 year</strong> Lay groundwork for transforming materials, delivery, outreach, and evaluation methods to serve needs of Latinx farmers</td>
<td><strong>3 years</strong> Deepen capacity to deliver culturally appropriate TA rooted in the real-world needs of working farmers</td>
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<td><strong>Policy advocacy</strong></td>
<td><strong>1 year</strong> Advance new training (e.g. Latinx policy cohort) &amp; leadership and representation from historically underserved farmers &amp; land stewards in CAFF policy bodies and those in which CAFF engages</td>
<td><strong>3 years</strong> Secure significant state policy changes that provide resources and prioritization for family-scale &amp; BIPOC farmers, particularly for land and water access</td>
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<td><strong>Value chain coordination</strong></td>
<td><strong>1 year</strong> Increase CAFF’s presence in the SJ Valley through leadership in the Fresno-Merced Future of Food Initiative. Support the development of an Agroecology hub, regional branding campaign, and increased market access for BIPOC farmers.</td>
<td><strong>3 years</strong> Continue efforts and relationship building in the SJ Valley while providing support to other areas of the state through Farm to School and Farm to Market work.</td>
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<td><strong>Relationship building &amp; organizing</strong></td>
<td><strong>1 year</strong> Grow relationships with and accountability to Latinx/Spanish-speaking farmers in order to better understand and serve this growing population of farmers</td>
<td><strong>3 years</strong> Engage in multi-year effort organizing small farmers in advocating for Sustainable Groundwater Management Act reform</td>
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**Farmer centered research & demonstration**

- Develop and implement new ecological pest management work in walnuts, wine grapes, and small-scale vegetable systems
- Influence investment dollars and development of research projects that will directly benefit small CA farmers. Continue to carry out on-farm research/demonstration
- Establish collaborative relationships with Latinx partner farmers to carry out on-farm research and demonstration projects. Farmer-centered research includes multiple cropping systems
Programs at CAFF

Farm to Market
We connect farms with businesses, providing growers with a suite of practical services – from coordinating institutional purchasing to developing marketing resources – to ensure supply and demand grow together.

Farmer Services
We provide direct technical support through our Small Farm Tech Hub, which supports farmers and food enterprises in adopting tech based solutions for their marketing challenges, our Food Safety program that helps growers provide healthy and safe produce to their markets, and our Wildfire Resilience program that develops and delivers recovery and preparedness resources for small farmers impacted by wildfires. In 2023 we will begin providing Organic Transition technical assistance to farmers.

Ecological Farming
We work with farmers, policy makers, researchers, and local TA providers to promote, improve, and better understand the adoption of ecological farming practices in California – including sustainable water use, integrated pest management, on-farm diversity, and hedgerows.

Policy & Advocacy
We are the voice of family-scale agriculture in California. We advocate with and on behalf of family-scale farmers for state and national policies that center racial equity, local communities, and create more sustainable and resilient ecosystems.

California Family Farmer Emergency Fund
We provide direct financial assistance to small-scale farmers impacted by climate related disasters.

California Small Farm Conference
We convene farmers and ag advocates to share resources, trade best practices, learn and collectively advocate for family farms in their community.
We are grateful to our supporters

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Department of Water Resources
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Rogelio Ponce Jr.
Judith Redmond (emeritus)
David Visher

www.caff.org
contact@caff.org
(530) 756-8518

Design: Cecily Anderson anagramist.com