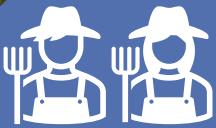


Thriving Farms and Ranches

For 45 years, American Farmland Trust has worked to protect farmland, promote sound farming practices, and keep farmers on the land. But now, more is needed to help farm and ranch families make a living, enhance the resilience of agriculture and agricultural communities, and foster the next generation of farmers and ranchers.

To meet the moment, AFT is strategically connecting our efforts – both nationally and regionally – to strengthen and expand our impact through a campaign called Thriving Farms and Ranches. Using four strategies, we will combine existing programs with new work to add more value to the farmers and ranchers we serve and call more public attention to the needs of rural America.



Strategy 1

Expand Direct Support to Farmers and Ranchers

- Direct technical assistance
- Grow capacity of partner professionals and organizations
- Foster producer networks and peer-to-peer learning



Strategy 2

Strengthen, Diversify, & Grow Markets

- Promote local and U.S. grown farm products
- Elevate local and regional food systems, supply chains, diversification, and value-added markets



Strategy 3

Make Conservation Investments

- Enhance and spur innovation in land protection efforts
- Expand Buy-Protect-Sell-plus and Regenerative Management Plans
- Grow the Brighter Future Fund



Strategy 4

Advance Policies to Support Agriculture

- State and federal policies to support farm viability
- Planning for agriculture with local governments