FROM THE DIRECTOR

A just and resilient farming system grounded in a diverse community, now and for future generations. That is the vision that guides our work at NOFA-NY.

2018 was a particularly difficult year for New York’s agricultural industry, with the dairy sector in crisis and increasing climate instability. But throughout the state, NOFA-NY members and certified farms show incredible resiliency and innovation.

NOFA-NY continues to provide the tools organic farmers need to be viable businesses as we build the organic community across New York State. Those resources include technical assistance, conferences, and field days. Additionally, in 2018 we amplified the voice of organic farmers and consumers in the public square. Despite the federal government shutdown and the delayed passage of the farm bill, the organizing power of the organic movement led to significant wins in the 2018 Farm Bill.

Our deepest thanks to our members, donors, and partners for your ongoing support of NOFA-NY. We could not do this work without you. I look forward to continuing our work with all of you in 2019 and beyond.

Sincerely,

Andrianna Natsoulas, Executive Director, NOFA-NY

NOFA-NY’S MISSION

The Northeast Organic Farming Association of New York is an organization of farmers, gardeners, and consumers working together to create a sustainable regional food system that’s ecologically sound and economically viable. Through demonstration and education, we promote land stewardship, organic food production, and local marketing. We bring consumer and farmer together to make high-quality food available to all people.
ORGANIC CERTIFICATION WITH INTEGRITY

Our certification branch, NOFA-NY Certified Organic, LLC, has been accredited by the USDA National Organic Program since 2002. We operate the largest organic certification agency in New York State, certifying over 1,000 operations. We take pride in providing quality third-party verification and excellent customer service, while maintaining the highest level of organic integrity.

In 2018 we faced challenges with the declining milk market, which led to more dairies surrendering their certification as well as more handling operations utilizing out-of-state co-packers and imported ingredients. These were offset by a significant increase in 100% grass fed operations and the passage of the 2018 Farm Bill, which removed hemp from the controlled substances list and led to significant increase in hemp related certification activities. These highlights, combined with increasing positive collaboration with other certification agencies, point toward ongoing success and growth for NOFA-NY Certified Organic, LLC.

COMMUNITY ENGAGEMENT

NOFA-NY is the only statewide organization dedicated to promoting organic food and farming. We represented New York’s organic community at the following events in 2018:

- New York Farm Show
- Empire Farm Days
- New York Agriculture Society Annual Forum
- Long Island Food Conference
- National Family Farm Coalition Annual Meeting
- NOFA Interstate Council Summer Conference

We are building up our consumer resources to better support all of our members and partners. Here are a few projects we worked on in 2018:

- Improvements to our online Food & Farm Guide to help consumers find local, organic products
- Posting daily content across our social media channels to keep consumers up-to-date on the latest in organic food and farming
- Debuted Members Matter, a print newsletter sent to all NOFA-NY members twice a year

MEMBER BENEFITS

SUBSCRIPTIONS

The Natural Farmer: An annual subscription to the NOFA Interstate Council’s quarterly publication which includes an in-depth supplement on an organic farming topic

Members Matter: Spring and Fall print newsletters (and Members Matter email communications)

eNews: A monthly email newsletter that will keep you up-to-date on all things organic in New York State

SERVICES

Classified Ads: Post employment opportunities and advertise land, services, and goods for sale

Events Calendar: Share events on our member and partner events calendar

Technical Assistance: Call us at 1.855.2.NOFA-NY or email farmerhelp@nofany.org to contact a specialist on our Education Team

A Vote: Set our policy priorities for the year ahead at the annual member meeting

DISCOUNTS

10% Off: For one person to attend NOFA-NY events including:

- Annual Winter Conference
- Annual Dairy Conference
- On-Farm Field Days

20% Off: On registration to the annual NOFA Summer Conference

Discounts and special offers with partner businesses
Farmer to farmer education is the backbone of our work. We provide conferences, on-farm field days, online resources, and educational videos for an ever-growing farming audience. Here's a snapshot of our 2018 events:

### 2018 WINTER CONFERENCE

- **Theme:** Healthy People, Healthy Planet
- **Keynote Speakers:** David R. Montgomery and Anne Biklé, co-authors of *The Hidden Half of Nature: The Microbial Roots of Life and Health*
- **Number of Attendees:** 939 organic farmers, gardeners, and consumers
- **Number of Workshops:** 103 75-minute workshops across 12 tracks
- **Number of Trade Show Vendors:** 64 business sponsors

### 2018 DAIRY AND FIELD CROP CONFERENCE

- **Keynote Speaker:** John Bobbe, Executive Director of the Organic Farmers’ Association for Relationship Marketing (OFARM)
- **Number of Attendees:** 102 organic farmers and consumers
- **Number of Workshops:** 12 75-minute workshops covering topics from herd health to industrial hemp
- **Number of Trade Show Vendors:** 32 business sponsors

### 2018 ON-FARM FIELD DAYS

- **Number of Field Days:** 5 full-day events (in Buffalo, Hoosick Falls, Keeseville, Ontario, and Poughkeepsie)
- **Number of Attendees:** 72 organic farmers and consumers
- **Topics Covered:** high tunnel production, cover cropping, irrigation, food safety practices, grazing management, regional food hubs, urban agriculture
In addition to our annual field days and conferences, NOFA-NY provides ongoing educational opportunities and resources for farmers at all experience levels. In 2018 we were proud to offer a training and networking program for dairy grazers, food safety educational programming, as well as technical assistance via email, phone, and in person.

**ORGANIC DAIRY GRAZING PROJECT**

NOFA-NY's Organic Dairy Grazing Project worked directly with dairy farmers interested in the environmental and financial opportunities associated with better grazing practices. With funding from the New York Farm Viability Institute, farmers received guidance in evaluating their farm's potential forage production and technical assistance for grazing practices to optimize that production. NOFA-NY’s Dairy & Livestock Coordinator worked with farmers one-on-one to create grazing plans tailored to their farms. The program provided educational support and assistance (as well as the chance to network with a peer group of fellow organic dairy farmers) to farms across New York State.

**TECHNICAL ASSISTANCE HELPLINE**

NOFA-NY offers technical assistance year-round. Our technical assistance helpline is staffed by our education team, who are seasoned farmers themselves. We offer one-on-one support on a wide range of topics like vegetable production, dairy and livestock management, transitioning to organic methods, marketing techniques, and grain and field crop production. More than 150 growers received farming technical assistance in 2018 via phone or email.

*For one-on-one technical assistance, call our toll-free helpline at 1.855.2.NOFA.NY or email farmerhelp@nofany.org.*

**FOOD SAFETY EDUCATION**

In 2016, NOFA-NY, NOFA Vermont, the University of Vermont, and Cornell University received a three-year USDA NIFA grant to provide food safety outreach and education to small and mid-sized farms in New York and Vermont. As farmers prepare to come into compliance with the Food Safety Modernization Act (FSMA), training resources tailored for family farms are critical. In 2018, NOFA-NY continued to provide food safety programming for our members and event attendees. NOFA-NY staff also completed a Produce Safety Alliance Train-the-Trainer course in 2018, preparing our organization to deliver approved curriculum for on-farm food safety.

**FARMERS MARKET PROMOTION**

In fall 2018, NOFA-NY and the Farmers Market Federation of New York received funding from USDA’s Agricultural Marketing Service through the Farmers Market Promotion Program. This grant will help us to facilitate and strengthen connections between organic, small-scale producers and consumers with digital tools, educational programming, and outreach materials. With this opportunity, NOFA-NY will develop a mobile app that includes our Organic Price Index and our Food & Farm Guide, as well as provide a user-friendly database of New York farmers markets.
ADVOCACY FOR ORGANIC

2018 POLICY WORK

The purpose of NOFA-NY’s policy work is to advocate for a sustainable, local, organic food and farm system within New York State and beyond. Our work each year is guided by timely events such as the Farm Bill and federal rulemaking, as well as national and state priorities of our policy partners. In addition, each January at our annual meeting, NOFA-NY’s members propose and vote on policy resolutions that help direct the advocacy work of our organization.

In 2018 NOFA-NY sent a dozen action alerts to engage our members on a range of state and federal policy issues, including organic provisions in the Farm Bill, GMO labeling, and drivers license expansion in New York State. Organizing among the organic community’s regional and national networks led to significant wins in the 2018 Farm Bill:

+ Continued funding and authority for the Organic Certification Cost-Share Program
+ $50 million in funding for the Organic Agriculture Research and Extension Initiative program
+ $5 million in funding for organic data collection efforts
+ Expanded resources and authority for organic import enforcement, which will help to deter fraud and promote organic integrity

To learn more about our action alerts, or our policy resolutions, visit www.nofany.org/policy.

2018 FINANCIAL SUPPORTERS

Public Funding
+ USDA Agricultural Marketing Service
+ USDA National Institute of Food & Agriculture
+ USDA Risk Management Agency
+ New York Farm Viability Institute

Private Funding
+ NoVo Foundation
+ Kathie & Richard Arnold Fund
+ The Gage Fund
+ The Brook Fund
+ Lexington Real Foods Community Co-op
+ North Pond Foundation

Patron Sponsors
+ Hudson Valley Farm Hub
+ OFARM

Platinum Sponsors
+ Country Folks
+ USDA NRCS
+ Johnny’s Selected Seeds
+ Wegmans
+ Maple Hill Creamery

Gold Sponsors
+ ADAK Software
+ Albert Lea Seed
+ Farm Credit East
+ FarmOn! Foundation
+ Kovar Organic Equipment
+ Kreher Family Farms
+ Lakeview Organic Grain
+ New York Small Scale Food Processors Association
+ NODPA
+ Organic Valley/CROPP Cooperative
+ Upstate Niagara Cooperative
+ Vermont Compost Company

Silver Sponsors
+ Agri-Dynamics
+ Chelsea Green Publishing
+ Danone Wave
+ Horizon Organic
+ Hudson Valley Seed Company
+ Lancaster Agriculture Products
+ Lavoro Group
+ The Nature Institute
+ New York Farm Bureau
+ NYSERDA
We certify more than 1,000 organic producers in New York State.

In 2018, there were 27,494 certified organic operations in the United States. New York is third in the nation for organic production – and there are over 1,800 certified organic producers in New York State alone. More than 1,000 operations are certified by NOFA-NY Certified Organic, LLC. That is more than 50% of all certified organic farms.

We had more than 2,200 members in 2018 with membership growing 4.5% throughout the year.

Sales of organic commodities were valued at $7.3 billion in the 2017 Census of Agriculture, more than double the $3.1 billion reported in 2012.

We have more than 13,000 subscribers to our print and digital communications, including eNews, Members Matter, and our action alerts.

Visit NOFA-NY’s website or social media channels, where our current reach is:

- 10,000 Website Hits/Month
- 9,229 Facebook
- 4,353 Twitter
- 2,372 Instagram

1) Organic Integrity Database 2018 Count of Certified Organic Operations by Country 2) USDA 2017 Census of Agriculture
As a 501(c)3 nonprofit organization, NOFA-NY, Inc. provides a financial summary of income and expenses for our members and supporters. These numbers are audited and current as of November 2019. They do not include data for NOFA-NY Certified Organic, LLC, which is a separate subsidiary entity. NOFA-NY, Inc. ended 2018 with a small deficit. With decreased spending and a more robust fundraising program, we anticipate a balanced budget in 2020.

2018 EXPENSE
- Education: 54.1%
- Admin: 31.5%
- Fundraising: 6.2%
- Policy: 4.8%
- Outreach: 3.4%

2018 SUPPORT
- Grants: 40.0%
- Donations: 27.1%
- Event Income: 17.7%
- Sponsorship & Advertising: 6.5%
- Membership Dues: 6.4%
- Other Revenue: 1.3%
- Merchandise Sales (Net): 1.0%

EOY POSITION
- Revenue: $840,587
- Expenses: $866,597
- Deficit: $26,010
2019 Board of Directors
NOFA-NY is governed by a volunteer Board of Directors, the majority of whom are farmers. Their role is to monitor the performance of NOFA-NY, provide fiduciary oversight, set the strategic direction for the organization, and serve as NOFA-NY ambassadors.

Crystal Stewart, Cornell Cooperative Extension, President
Maryrose Livingston, Northland Sheep Dairy, Vice President
Chris Browder, Browder’s Birds, Treasurer
Jonathan Brown, Pace University, Secretary
Onika Abraham, Farm School NYC
Liz Bawden, Bawden Farms
Bob Cat Bonagura, Main Street Farms
Don Cimato, Homecoming Farm
Laura Colligan, Dirt Rich Farm
Elizabeth Henderson, Peacework Organics
Bhavani Jaroff, iEat Green
Patty Lovera, Food & Water Watch
Mary-Howell Martens, Lakeview Organic Grain
Robert Perry, NOFA-NY Staff Representative

2018 Former board members not listed here are: Phil Barbato (Biophilia Organic Farm, 2018 Board President), and Lucy Marston (Hawthorne Valley Farm). We appreciate their service to NOFA-NY.

Management Committee
The Certified Organic Management Committee is appointed by the Board of Directors to oversee the operation of NOFA-NY Certified Organic, LLC. Members must be qualified and free of conflicts of interest as determined by the National Organic Program requirements. They cannot be connected with operations that are certified by the LLC.

Liana Hoodes, Agriculture Policy Consultant, Co-Chair
Erin Summerlee, Food and Health Network of South Central NY, Co-Chair
Richard Andrus, Retired Professor at SUNY Binghamton
Sandy Crawford, Tioga State Bank
Marianne Simmons, Peacework CSA and retired librarian of St. John Fisher College, Rochester, NY
Arby Swift, Retired Vice President of Farm Credit
Gordon Thompson, Coughlin & Gerhart LLP

Current Staff
NOFA-NY Certified Organic, LLC
Jessica Terry, Certification Co-Director
Lauren Tonti, Certification Co-Director
Heather Orr, Senior Certification Specialist
Abigail Simonin, Senior Certification Specialist
Cassandra Abrams, Handling Coordinator Assistant
Kristen Barker, Crop & Livestock Certification Coordinator
Elena Braiotta, Certification Specialist
Kelly Christensen, Certification Specialist
Kaysha Haile, Crop & Livestock Certification Coordinator Assistant

Rebecca Heller-Steinberg, Certification Specialist
Ashleigh Knecht, Handling Certification Coordinator
Shelby Lawton, Financial Assistant
Valerie Rezmerski, Finance Director
Stephanie Sparrell-Martin, Certification Specialist
Alexis Spoor, Materials & Inspection Coordinator
Francesca VanDeWeert, Dairy Certification Coordinator Assistant
Keri Wayman, Data Coordinator
Erika Worden, Dairy Certification Coordinator

NOFA-NY, Inc.
Andrianna Natsoulas, Executive Director
Bethany Wallis, Education Director
Jessica Aubrey, Events Coordinator
Briana Alfaro, Outreach Coordinator
Emma Ertinger, Communications Coordinator
Donna Hickling, Finance Manager
Liana Hoodes, Policy Consultant
Robert Perry, Grain & Field Crops Coordinator
Meghan Prestemon, Administrative Coordinator