

Beginning Farmer Learning Network Meeting

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Voorheesville, NY

Cameron Dubes – Like Minds and Delicious Evolution

Crowd Funding

→ Shift from shared cooperative agriculture to industrial and large farms, suicide in the 70's

→ FFA - stuck in the big agriculture model

Reasons for optimism

- Awakening consciousness – good food is not a fad – it's a firm trend
- Financial crisis of 2008 – social innovation see raging rivers
- Philanthropy changing – social investment impact
- Social entrepreneurship emerging
- Communism failed: old capitalism failing – 4th sector of social entrepreneurship (growing B corporation movement)
- Eat real be real, know your neighbor/farmers – BALLE and local movement (farmers and chefs as stewards)
- Everybody wants to know their chefs and farmers

Delicious Evolution

- Nature + Agriculture= food and farming
- Local, healthy food for all
- Conversation around the dinner table – sharing ideas around food
- Full use of local food, waste

CORE BELIEFS:

- Food sustains us
- Food and exercise heals
- Food=social opportunity

THREE INITIATIVES:

1. Virtual table – website to share ideas and news (i.e. about successful community partnerships)
2. 3 events
 - Youth Food Conference (World Food Prize)
 - National FFA Convention (cooperative exhibit)
 - World food cup: sustainable top world chefs and farmers
3. Grassroots table fundraising movement (crowdfunding)

Crowdfunding

- New funding model – more balanced (between wealth), tapping grassroots
- Kickstarter: most eyes on it, but, need to promote to your own networks (Kickstarter takes 7% off the amount you raise)
- RocketHub and Crowdzu also do variable scaled funding
- Three Revolutions(.com): only for food and farm

Tips for Using Crowdfunding

- Takes a lot of time to do this!
- Keep in mind this isn't "free" money – you do have to report it on your income taxes
- Using your own group of friends to do the campaign - video is important!
- Need to capitalize on your own networks – get those who know you to support the campaign and boost your campaigns popularity to get on the Kickstarter landing page
- Be creative with rewards offered (shares and farm visits are popular)
- Report successes when done with the campaign

Examples of Successful Projects

- Farmers first root farm Concord MA – used crowdfunding successfully
- Farmer Andrew Weeks (Coleraine Farm): raised 26K for new tractor using crowdfunding
- IOBY Awesome Project: Mill Creek Farm – local/block by block funding

For More Information

- Uvm.edu/newfarmer (search crowd funding)
- Dailycrowdsource.com