

Sustainable Agriculture & Local/Regional Food Systems Outreach Capacity

Land Stewardship Project

www.landstewardshipproject.org

- LIVE-WIRE biweekly e-newsletter; 3,385 subscribers
- Land Stewardship Letter, quarterly print magazine; 3,470 subscribers
- “Ear to the Ground” monthly podcast; 8,000 subscribers
- Facebook page with 4,127 “Likes”
- Twitter feed with 1,685 “Followers”
- Average website visits per month: 12,000
- Newspaper media list: 210
- Radio media list: 27
- TV media list: 16

Minnesota Department of Agriculture – Minnesota Grown Program

www.minnesotagrown.com

- E-newsletter every other month to Minnesota Grown members (1,225 farmers, farmers markets, CSA farms and wineries).
- MinnesotaGrown.com – website includes a members section where we can post resource information for farmers, links to press releases, publications, etc.
- Pick of the Month Newsletter – E-newsletter sent to more than 12,250 consumers. Recipes, tips, etc.

Minnesota Farmers' Market Association

www.mfma.org

- MFMA Listserv, 400+ members
- 120 member farmers' markets plus 145 individual vendor members
- Two annual conferences, 80+ attendees per conference

Minnesota Farmers Union

www.mfu.org

- Bi-weekly email newsletter (numbers not available)
- Monthly Newspaper to members (numbers not available)
- Facebook page, 905 "Likes"
- Twitter feed: 1,405 Followers
- Website

Minnesota Food Association

- Monthly e-newsletter to 5,000 subscribers; including individual CSA customers, MFA supporters, farmers, food buyers, and members of related academic or non-profit organizations.

Minnesota Fruit & Vegetable Growers Association

www.mfvga.org

- Annual Midwest Fruit & Vegetable Growers Conference, ~ 290 attendees
- Quarterly print newsletter to subscriber list of 3,000 to 3,500
- Periodic mailings about specific workshops to the newsletter subscriber list

Minnesota Institute for Sustainable Agriculture

www.misa.umn.edu

- Sustag listserv, 950+ subscribers including U of MN faculty, staff, and students; Extension staff; non-profit organizations, co-ops, community groups, farmers, and other individuals.
Information posted on Sustag is frequently re-published to:
 - Sustainable Farming Association of Minnesota biweekly e-newsletter
 - Land Stewardship Project biweekly e-newsletter
 - Community Garden listserv (COMGAR)
 - Urban Farmers listserv (UMUrbanFarmers)
 - County-based Extension newsletters
 - Other internal communications of non-profit orgs or farm businesses
- Sustainable Agriculture Newsletter published quarterly, jointly with Minnesota NCR-SARE (North Central Region Sustainable Agriculture Research and Education, a program of the USDA). Print version mailed to ~600 individuals; electronic version receives an average of 340 visits per month. Electronic version sent to ~260 local newspapers in Minnesota with invitation to re-publish.
- MISA website, regularly updated and referred to in Sustag posts and newsletter articles as a source of information; average of 2,390 visits per month.
- MISA Facebook page with 188 “Likes”
- MISA News Blog; average of 1,266 visits per month.

Regional Sustainable Development Partnerships (RSDPs)

www.extension.umn.edu/rsdp/

- Northwest Local Food Network Listserv, Northwest Regional Partnership local food listserv; 391 members
- Northwest Local Foods Work Group, Northwest RSDP Local Food Sustainable Ag Work Group listserv
- University of Minnesota – Morris Foodies, Southwest Local Food Sustainable Ag listserv
- Central Local Food Group, Central RSDP Local Food Sustainable Ag Work Group Listserv

- SE Regional Partnership Ag Food Workgroup, SE RSDP Local Food Sustainable Ag Work Group Listserv
- UMN NMSDP Food Work Group, NE RSDP Local Food Sustainable Ag Work Group Listserv
- University of Minnesota Regional Sustainable Development Partnership Facebook Page
- Healthy Food Alliance of Southeast Minnesota, Healthy Eating MN Network
- Northeast MN Food Network, Healthy Eating MN Network
- Central MN Food Network, Healthy Eating MN Network
- Northwest MN Food Network, Healthy Eating MN Network
- Southwest MN Food Network, Healthy Eating MN Network

Renewing the Countryside

www.renewingthecountryside.org

- Publish periodic newsletter to 600 people participating in Farm to School.
- Coordinating Grow It, Make It Local Foods Trade Show. Materials will go out to 2,000.
- Publish quarterly newsletter to small businesses in Minnesota that are Green Routes destinations.
- Talk with hundreds of farmers at winter conferences:
 - Minnesota Organic Farming Conference (St. Cloud; ~ 500 attendees)
 - Midwest Organic and Sustainable Education Service Conference (La Crosse, WI; ~ 3,000 attendees)
 - Midwest Fruit & Vegetable Growers Conference (St. Cloud, ~290 attendees)
 - Sustainable Farming Association Conference (St. Joseph, ~250 attendees)

Sustainable Farming Association

www.sfa-mn.org

- *SFA Connect* e-newsletter, bi-weekly to 1600 subscribers, farmers, support personnel, food businesses, consumers.

- *Cornerpost*: Annual print newsletter sent to about 500 subscribers.
- Annual Sustainable Farming Association Conference, ~250 attendees
- Nine chapters covering the entire state of Minnesota; these are locally-organized networks of farmers that conduct their own meetings, field days, and other events:
 - Cannon River
 - Central
 - Coteau Ridge
 - Crow River
 - Lake Agassiz
 - Lake Superior
 - South Central
 - Southeast
 - Western

U of MN Extension

- Small Farms U Website, <http://www.extension.umn.edu/food/small-farms/>
- Small Farms U Listserv- currently 720 members.
- Small Farms U Newsletter goes out online
- Alt-Swine Listserv- 107 members
- UM-Meat Goat- 300 members
- UM-Poultry- 170 members
- Various Extension Listservs that go to Extension Educators around the state.