

Over 90% of California's farms and ranches are family-owned; however, many struggle to stay in business.

OVERVIEW

To address this urgent issue, the Community Alliance with Family Farmers works directly with our regional members and family farmers to increase the use of fresh, healthy, local food, and to help growers prosper.

The connections we create between farmers and businesses build relationships between sellers and buyers, and provide technical support to businesses and farmers through production planning, relationship brokering, local product line development, and food safety plans. Ultimately, our goal is to strengthen family farms, which are the cornerstone of healthy and economically viable communities.

SUPPORT CAFF

- ▶ BECOME A MEMBER
- ▶ DONATE
- ▶ SPONSOR AN EVENT
- ▶ VOLUNTEER

CAFF is a 501(c)3 organization. Your contribution is tax deductible to the extent allowable by law. Donate online at donatenow.networkforgood.org/CAFF. Thank you for your support!

NAME

ORGANIZATION/FARM

BILLING ADDRESS

PHONE

EMAIL

DONATION AMOUNT

CHECK ATTACHED PAY BY PHONE

CAFF is a 35 year old non-profit organization working statewide to advocate for family farmers and sustainable agriculture. We run extensive, on-the-ground programs in several regions throughout California, enabling community members and businesses to find and choose local food, and helping farmers increase their income and sustainability.

REGIONS INCLUDE

- ▶ CENTRAL COAST
- ▶ NORTH COAST
- ▶ REDWOOD COAST
- ▶ SACRAMENTO VALLEY
- ▶ SAN JOAQUIN VALLEY
- ▶ SAN FRANCISCO BAY AREA
- ▶ SANTA CLARA VALLEY

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COMMUNITY ALLIANCE
WITH FAMILY FARMERS

ADVOCATING FOR CALIFORNIA'S FAMILY
FARMERS AND SUSTAINABLE AGRICULTURE





VOICE FOR THE FARMER

POLICY

CAFF has been advocating for family farmers in the California legislature for over 35 years. We continue to support farmers today by focusing on the most pressing food policy issues of our time, including climate change, water usage, direct marketing regulations, and food safety.

We focus on state and federal policies, defending the rights of family farmers, as well as educating growers about new policies that affect their farms.

thousands of farmers

benefit from CAFF's
Policy Program.



TOOLS FOR THE FARMER

FARM TO MARKET TOOLS & SERVICES

- ▶ Consumer education campaigns such as Buy Fresh Buy Local
- ▶ Sales presentation packets
- ▶ Assistance in production planning
- ▶ Buyer/seller mixers
- ▶ Assistance with sales calls
- ▶ Food safety plan development and education
- ▶ CSA marketing support

This program facilitates sales connections, provides marketing services, and eliminates typical barriers standing in the way of farmers bringing their products to market.

ON-FARM SUSTAINABILITY PRACTICES

CAFF assists farmers to increase their on-farm biodiversity by consulting with them about hedgerows and integrated pest management. Currently, our dry farming program is working with growers as they learn to farm with less water.

over 100 food safety plans

developed for farmers.

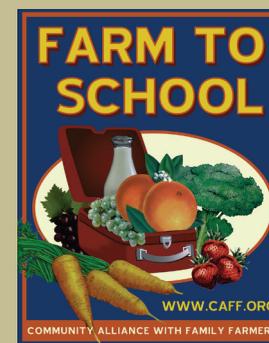
over 193,000 students

are reached through CAFF's
Harvest of the Month Program.

FOOD FOR YOUR FAMILY

FARM TO SCHOOL/HOSPITAL

- ▶ Harvest of the Month Tasting Kits
- ▶ Know Your Farmer
- ▶ Farm to Cafeteria



These regional programs educate students about healthy eating through farm field trips, in-class lessons, and apprenticeship opportunities for older youth. Students, teachers, patients, staff, and communities benefit from fresher, healthier food, and learn about local producers through targeted marketing and educational materials. The programs

also include cafeteria promotion and professional development/training for food service staff, as well as local procurement expertise. Through this work, growers are able to access new markets and increase sales.

CAFF is also the statewide leader for Farm to School, running the CA Farm to School Education Network.

“ At Bloomfield Farms there have been only two instances where a non-profit, farm-supporting group has actually reached out to our farm and offered to do something that benefitted our farm. CAFF was one of them. Thank you so much for helping our farm [get on] the road to survival and thrive! ”

- Nick Papadopoulos, farmer at Bloomfield Farms