



PRACTICAL
FARMERS
of Iowa

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PRACTICAL FARMERS OF IOWA

2019

FIELD DAY

Guide



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2020

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VIRTUAL EVENTS



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Field Day Season 2021: Objectives

1. Keep staff and farmers safe.
2. Get people together in-person for impactful knowledge sharing and relationship building.
3. Continue to extend our visibility, inclusion and engagement of existing members and newcomers.
4. Strengthen our newly-acquired virtual programming muscle to provide long-distance and time-distant access and reach.
5. Use our experience in 2020 to create safe, in-person events during the summer/fall 2021.
6. Use COVID as an opportunity to push our work to be more nimble, systemically transformational, and radically farmer-led.

2021 – The Summer of “Catching Up”

- Launching a new type of farmer-gathering
- Radically farmer-led; host helps with invite list and helps gather RSVPs
- Locally energizing and starts regional engagement for future
- ~50 small, intentional gatherings around Iowa
- 12 people max, masked and outdoor
- 1.5 to 2 hour events
- Invite only; allows for targeted agenda and topics
- Nimble and planned on a rolling basis
- Survey sent out 3/5 for interested hosts and registrants

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What we're telling hosts:

2021 is still a weird year. While it's still weird, we want to use it to our best advantage and roll out a season of targeted, on-farm events that will get farmers together for productive networking and farmer-to-farmer learning, while ensuring we maintain the safety of farmer hosts, attendees and PFI staff during the pandemic.

COVID protocol

- Staff must work closely with hosts to ensure alignment on COVID policies – no surprises.
- Invitation only
- Limited attendance (10 guests + host and 1 staff)
- Masks required
- Outdoors only
- Maintain social distancing during event
- No food
- Checklist sign-in (touchless)
- Bring extra PPE
- Limited table stuff
- Bottled water
- Individual events are not publicized
- Staff should be smart about not clustering their group events (consider yourself a potential vector)
- Emailed evaluations following the event
- Vaccinated persons and persons who have Covid antibodies will still be required to wear masks

Welcoming new people?

1. Invite the public to join the small gatherings invitation list.
2. Invite new people to host a small gathering! Because we will be planning on a rolling basis, adding more events will certainly happen, and staff are prepared to accommodate this. We will also seek host volunteers via the invitation form.
3. Work with farmer-hosts to invite the right mix – neighbors they want to get on board, nearby people doing similar things they'd like to know better, and someone not too far away who can contribute to the conversation. Maybe the local economic development person, too. Plus, the PFI staff should have 2 or 3 people to add from the public registration pool.
4. Host events in 49 counties. With intentional invitations and the cooperation of the host, you can find 10 people anywhere. Someday we want to get to 99 counties in a year, but we'll start with 49.

Also... Live from the Farm!

- Online field days
- Take what was good about 2020 virtual field day season and improve
- Members want us to continue offering virtual events
- Focus on filming during times of season when farmers can't get away or on farms that wouldn't otherwise allow visitors
- 1 communications team member for filming, 1 production assistant, 1 program staff; allows us to get more re-usable footage
- Air weekly throughout summer, same day, same time
- Live on YouTube

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