



# Announcing High Performance Farm Initiative

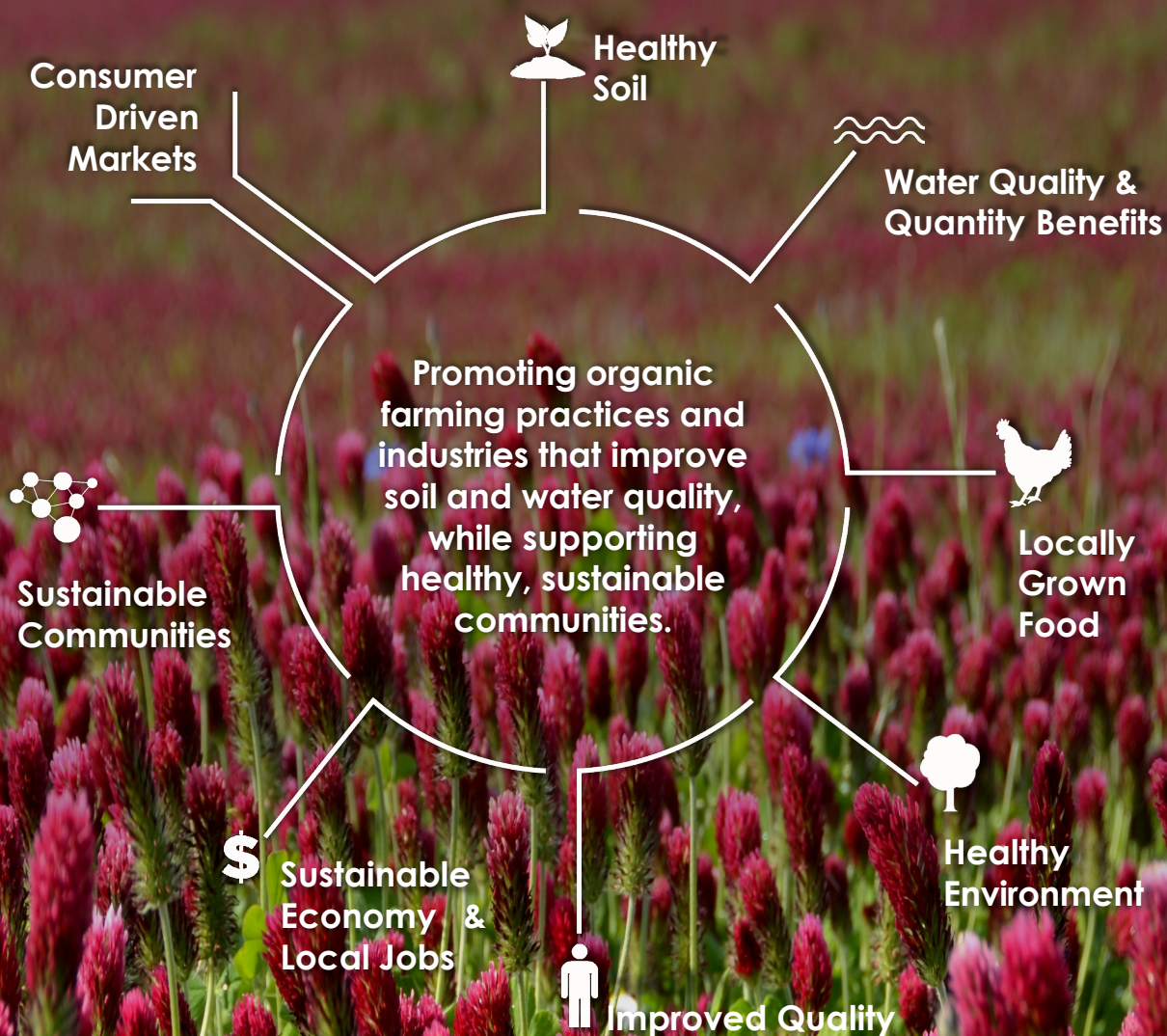
Holistic

| Collaborative

| Profitable

| Resilient

## Environmental Stewardship Partnership





The health of our farms (organic and non-organic), soils, and waters are inextricably linked to each other and to the health, resilience, and sustainability of our communities.

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The **Market-based** approaches, economic **incentives**, and **public-private partnerships** that benefit farmers and local communities, and which encourage **voluntary participation**, are vitally important in promoting healthy farms, soils and waters and sustainable economic development.

The **synergies of working across sectors** to implement healthy farms soils and waters will reduce costs, improve efficiencies and enhance the health, vitality, resilience, and sustainability of our communities.

Fast growing markets for **organically produced** feeds, grains, meats, and related agricultural products represent a significant economic opportunity and should be developed and promoted across the Commonwealth to support sustainable farms, soils, waters, and communities.

*According to the Organic Trade Association's 2018 Organic Industry Survey, Organic sales in the U.S. totaled a new record of \$49.4 billion in 2017, a growth rate 6 times the pace of overall food market.*

### **Key Components of the HPFI:**

#### **Healthy Waters**

Developing cost-effective stormwater management infrastructure (traditional, green and hybrid) in our communities will require the development of holistic watershed-based approaches that integrate innovative strategies and tactics from the urban, suburban and agricultural sectors.

#### **Healthy Soil**

The incorporation of practices that result in greater soil health also support improved nutrient management and long-term sustainability.

#### **Regional Approach**

The watershed approach is a more holistic, adaptive process to evaluating where and what actions can best serve to benefit soil and water resources, along with that of communities that reside within the watershed and region.

#### **Economic & Investment Values**

Organic feed and food is a growth market with multiple long-term environmental, health, and economic benefits. The use of market drivers and related financial incentives, including public and private financing, and market research and development, along with the incorporation of enhanced, on-site nutrient and stormwater management practices, are pivotal to achieving sustainable economic growth of the organic farming industry.

#### **Education & Outreach**

Communication, outreach, research, education, and training to increase knowledge and enhance technology transfer among those operations and organizations working towards the "Healthy Farms, Healthy Soils, Healthy Waters" philosophy are critical to the success of this Initiative.



HPFI is a voluntary regional network of public, private and non-governmental participants, working together to promote innovative farming practices that protect and promote environmental sustainability, drive economic value for local communities, enhance public health, and lead to improved soil and water quality health, with special emphasis on the Chesapeake Bay Watershed