Stories that Sell: Building a Robust Communications Toolkit

Project Contributors and Partners

For further background information on any of our project contributors, please click on the link attached to each name.

Project Advisory Board

**Annie Warmke**
Annie Warmke is an activist who believes in an aristocracy of the sensitive, the considerate and the plucky and that has taken her on an amazing adventure with life experiences ranging from being a homeless battered woman to organizing 22 rural family violence projects, to gaining freedom for battered women in prison, to living in Europe with everything she could possibly want, to building Ohio’s first Earthship She’s led delegations of women to foreign lands to build networks, written a widely popular newspaper column during her life in Europe, and received numerous awards from corporations and governments for her work in sustainability and to organize women and girls.

In 2004 Annie returned to Ohio to live and farm at Blue Rock Station Green Living Center. She teaches workshops on topics like cheese making and natural goat care, plus organized with Carie Starr Women Grow Ohio and Buffalo Gals Voices. She has written books on natural goat care and has a weekly podcast (When the Biomass Hits the Wind Turbine) with her husband, Jay Warmke. She is a graduate of Ohio University.

**Cheri Hood**
Cheri Hood is the garden manager of 3 Sisters Garden. Located on the far east side of Indianapolis, 3 Sisters is an urban homestead garden. Cheri is passionate about providing chemical free food at a reasonable rate for the community. She participates in community education programs to encourage neighbors to grow produce for their families. Cheri completed a course with the local Purdue Extension Office to increase her knowledge of growing natural wholesome food. She earned an Urban Agricultural Certificate. Cheri’s goal is to become a Master Gardener.

**Michi López**
Southside Chicago born and Iowa-raised, Míchi (rhymes with peachy) López started her food systems journey as a 2018 farm apprentice. She learned to plant, weed, harvest, and distribute fruits and vegetables on a four-acre plot. Prior to that, Míchi had never farmed or gardened, nor had she ever met a farmer or gardener. Míchi will tell you, “it was love at first sweat.” Her first season of growing shifted her career passions to improving food access, educating community members about vegetable farming, and leading grassroots community engagement with underrepresented populations. Now in her third season, Míchi loves connecting with other
beginner farmers, especially women of color, and sharing stories of how they came to steward the land.

**Lisa Kivirist**  
A national advocate for women in sustainable agriculture, Lisa Kivirist is the author of the award-winning book, Soil Sisters: A Toolkit for Women Farmers and leads the Soil Sisters initiative, a project of Renewing the Countryside. She served as Senior Fellow, Endowed Chair in Agricultural Systems for the Minnesota Institute for Sustainable Agriculture at the University of Minnesota. Kivirist is the co-author of multiple books on sustainability, food and entrepreneurship with her husband, John Ivanko, including Homemade for Sale, Farmstead Chef, Ecopreneuring and Rural Renaissance. A leading champion for cottage food entrepreneurs, Kivirist served as a plaintiff in the successful lawsuit against the state of Wisconsin that declared the ban on the sale of home baked goods unconstitutional. For over twenty years, she and her family have run Inn Serendipity Farm and B&B in Wisconsin, completely powered by renewable energy.

**Anne Massie**  
Anne has a tenacious appetite for all things local food. From owning and operating her own diversified vegetable farm to leading significant non-profit work on food insecurity and farm viability, Anne has fully committed herself to changing our local food system as we know it. Prior to farming, Anne received her BA in Psychology, Spanish and Philosophy from Kalamazoo College and spent 10 years doing odd jobs in local food work throughout NW Indiana, from volunteering at community gardens to deliveries for farmers to planning farm to table events. Anne is in her second term as President of the NW Indiana Food Council, a former Hoosier Young Farmers Coalition Fellow and National Food Systems Leadership Fellow. Local food systems work is her life and comes full circle through her farm. Anne grows over 70 varieties of fruits, vegetables and nuts using regenerative methods. She enjoys sharing her harvest with her 125 CSA members, farmers markets and farm stand customers. Anne and Ben have two children, Teagan (8) and Barrett (2) who you'll often find running amuck around the farm.

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**Interview Directors**

**Zephirine Hanson**  
Zephirine Hanson spent 8 years as an Air Force photojournalist and has a 20 year background in media communications and public relations. After completing a life changing therapeutic farm program for veterans in 2017, Zephirine, her husband and 3 children pivoted into the Colorado agricultural community creating Hampden Farms, a suburban farm offering sustainable farming solutions, organic production and small-batch artisanal products made from natural ingredients lovingly grown and conscientiously sourced. From seed to sale, we promote creativity and innovation across producers and providers while encouraging conscious consumption in wholesome products that are simply good for your mind, body and soul.
The primary goal for Hampden Farms is to strengthen the local food system’s capacity through diverse retail and wholesale products preserved and crafted from local growers and farmers-creating year-round revenue sources and avoiding lost income. Additionally Hampden Farms amplifies and supports the work of local community organizations who advocate for food equity, and community-wealth building.

**Carie Star**

Carie Starr was born to hippie gardeners and was raised on her Cherokee Grandmother’s farm where, along with a strong sense of her native heritage, seeds of love for the earth and environment were planted. In 2008 Carie, along with her husband Jarrod, took a huge leap into farming with the native symbol of power, blessings and abundance, the American Bison. Carie is the full time operator of Cherokee Valley Bison Ranch, home to not only bison but, a flock of laying chickens and peafowl. In 2016 Carie created a workshop to educate aspiring bison farmers and over the years Carie and Jarrod have welcomed future bison ranchers to CVBR sharing their passion for grass-fed bison, stories of riveting bison chases and years of hands on experiences that make up the life of a rancher. She hopes to inspire many new farmers in years to come through various educational workshops. In 2021 Carie was elected to the National Bison Association Board of Directors for region 7 which encompasses CT, MA, ME, NH, NJ, NY, OH, PA, RI, VT. Most recently Carie and her friend Annie Warmke formed Buffalo Gals Voices, a business focused on telling women’s stories, and providing learning opportunities that build confidence. When Carie isn’t feeding chickens, watering livestock or rolling around hay bales she enjoys traveling with her husband Jarrod

Cherokee Valley Bison Ranch is a member of The National Bison Association, Eastern Bison Association, Illinois-Indiana Bison Association,

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**Interview Assistants**

**Mercedez Prince**

Mercedez Prince is a visionary creative aiming to connect people throughout time and space through radically authentic storytelling. She is passionate about creating new ways of living that
challenge the way we relate to ourselves, each other, and to the systems of our world. She advocates just as equally for delight, playfulness, and healthy hedonism.

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**Webinar Facilitators**

**Samantha Novak and Kasey Armstrong**
Sam and Kasey envision a just and joyful future centered in creativity and care. They approach organizational development as social designers and accompanied learners. They facilitate processes for changemakers who are exploring how to weave systemic thinking into their cultures and communities. They thrive at the interplay of intersectional justice, transformative leadership, emergent strategy, and reflective practice. Sam and Kasey work to leverage their privilege as white, cis-gendered women of settler heritage towards solidarity and shared power.

They are based on Paskestikweya land in Maryland and Nipmuc and Pocumtuc land in Massachusetts. Nothing has taught them more than having their hands in the soil.

**Dihann Lohr**
Diahann Lohr, owner, marketing, and design professional at Adunate. Diahann Lohr is a marketing professional with a commitment to sustainable living with 25 years of journalism and media relations experience. Since 2005 she has owned Adunate Word & Design, a unique marketing studio overlooking the farm fields of rural Watertown, Wisconsin. One of the few professionals skilled in both writing and design, Diahann helps caring organizations grow through branding and marketing. She also keeps her hands deep in the soil and, together with her husband, raises herbs, vegetables, fruit, poultry and bees.

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**Farmer Guests**

- Kriss Marion
- Elaine Granata
- Selina Tillman
- Meagan McGovern
- Jamie Wickler
- Elizabeth Riffle
Beverly Grant
Paige Jackson
Sarah Naomi Jones
Flor Marquez
Fatuma Emmad
Shannon Francis
Debora Montoya
Kayla Carter