Our Conservation Plan helps us identify investment zones where we can target outreach and land protection. Here’s how we developed our plan.

1. Protecting Ag Land
   - 10,000 ft. Level: Conservation Planning
     - Our Land Program staff created a 5-year Conservation Plan which builds off of the 4 focal regions identified in our Strategic Plan. It will guide our landowner outreach and project selection for years to come.
   - 100 ft. Level: Land Protection Projects
     - We have fielded calls from interested ag landowners across the state and are currently developing 14 projects, which would protect over 22,000 acres of Oregon’s farm and ranch land.

2. Committing to Diversity, Equity & Inclusion (DEI)
   - We worked with ECONorthwest to develop an internal DEI lens, guidance for implementation, and priority list for how to apply this lens to our policies and projects.

3. Strengthening our Foundation
   - We launched our Barnraiser giving program for annual donors of $1,000 or more. We welcome farmers, ranchers, businesses, and anyone who shares our vision to join us in creating a future in which Oregon’s agricultural lands are protected and productive, and where farmers and ranchers are thriving.

4. Broadening our Reach
   - We now have over 400 followers on Facebook and over 150 followers on LinkedIn. Our newsletter of quarterly emails reaches almost 1,400 individuals, and our YouTube channel is vibrant with videos that showcase Oregon agriculture, explain OAT’s work, and help us advocate for state and federal programs that fund easements.

CONSERVATION PLANNING

HOW WE PLAN OUR AG LAND PROTECTION

IDENTIFY FOCAL REGIONS
- The research team identified organizations focused on ag land protection and ecosystems.

LEARN FROM COMMUNITIES
- We heard from over 100 diverse stakeholders in surveys, focus groups, and interviews.

ANALYZE THE DATA
- We distilled this information to identify “investment zones” in our focal regions.

UNDERSTAND THE LANDSCAPE
- A GIS specialist gathered and created custom maps describing key features.

Our Conservation Plan helps us identify investment zones where we will target outreach and land protection. Here’s how we developed our plan.

MEET OUR COMMUNITY

FARMS SPOTLIGHT
Jacque Doyle Jones (Doyle Family Farms)

“Be the person and all the places going through rural areas — whether it’s a scenic route or a back road that the GPS took you on — when you drive carefully and wave at a farmer, it makes a world of a difference. Thank you to OAT for protecting ag lands, partnering and sharing the story of ag with Oregonians and advocating for all components of the ag economy and infrastructure.”

DONOR SPOTLIGHT
John Paul Cameron

“By giving to organizations that are trying to protect farms, you’re really doing something for yourself as well. You’re really giving yourself a chance for this breath of fresh air that you get from having these beautiful rural landscapes we have.”

BOARD MEMBER SPOTLIGHT
Michael Wilson

Michael Wilson joined OAT’s Board in March of this year. Michael comes from a family that has a history of working on the land and an ethic of taking responsibility for how we leave Oregon’s natural resources for future generations. Michael took this passion into his career by operating where economic and environmental decisions meet. He recently retired from serving as Natural Resources Division Manager at the Confederated Tribes of Grand Ronde, where he is also a Tribal member. Michael is excited to be part of the OAT team and helping to protect Oregon’s farmland and livability.

STAFF MEMBER SPOTLIGHT
Michelle Wood

Michelle joined OAT’s team as Development Manager in January after previously working in nonprofit fundraising in Washington, DC. This year, she has worked to build OAT’s donor base with a summer matching campaign and by building relationships with local businesses. Working with Burgerville to promote National Farmers’ Day was a project she especially enjoyed this year. She looks forward to officially launching OAT’s Membership Program and growing the number of Barnraiser’s Circle donors in 2022.

2021 Annual Report

BIG WINS

Protecting Ag Land
- Implement Conservation Plan by conducting strategic outreach
- Build strategic partnerships

Committing to Diversity, Equity & Inclusion (DEI)
- Begin implementing our DEI lens and guidance internally and externally throughout our work

Strengthening our Foundation
- Launch our Membership Program for donors at all levels

Broadening our Reach
- Expand our newsletter and social media audiences and add at least one new platform
- Advocate for state funding for the Oregon Agricultural Heritage Program, which is critical for our work

OAT is a member of a statewide coalition of organizations that are passionate about protecting land that is essential for farms and ranches as well as fish and wildlife habitat. We are advocating to the 2022 state legislature to fund the Oregon Agricultural Heritage Program (OAHPR) — a set of 4 grant programs including funding for working land easements. Ask your state legislators to fund OAHPR and be on the lookout for advocacy opportunities from OAT.

REVENUE CATEGORIES YTD

Grants: 44%
Other: 27%
Corporate: 22%
Individual: 7%

EXPENSES CATEGORIES YTD

Land Protection: 39%
Fundraising: 23%
Administration: 23%
Public Education: 11%
TA & Producer Support: 4%

http://bit.ly/OAT-YouTube @OregonAgTrust