Mobilizing veterans to feed America
John Lemondes
Who is Michael O’Gorman?

- Began full-time farming in 1971
- Managed three of the nation’s largest organic farms
- Grew $250 million of organic produce
- Founder & Director of Farmer Veteran Coalition
Who Are FVC’s Members?

Members: 13,250

Gender:
- Male: 85%
- Female: 15%

Race/Ethnicity:
- White: 82%
- Black: 8%
- Latino: 5%
- Other: 3%
- Asian: 2%

Branch of Service:
- Army: 54%
- Navy: 15%
- Air Force: 15%
- Marines: 14%
- Coast Guard: 2%

Post 9/11 Service: 72%

Disabled Veterans: 57%
What Does FVC Do For Its Members?

- Career Counseling
- Technical Support
- Benefit Guidance
- Legal Assistance
- Peer-to-Peer Support
- Corporate Discounts
On July 11, 2018, FVC unveiled a new, refreshed Homegrown By Heroes logo during a special ceremony on Capitol Hill.

The new HBH logo, which was updated for the first time since the program was established in 2013, features refreshed colors and, most notably, the inclusion of a female service member.
Farmer Veteran Fellowship Fund

- More than $1.9 million awarded since 2011
- Purchases made on behalf of farmer veterans that make a critical difference in the launch of a young farm business
- Opportunity for funders to directly support farmer veterans
Member Discount Program

ID.me
Verify military service

Farmer Veteran Coalition
Membership Verification

Access benefits in farm discounts and industry support

Kubota
For Earth, For Life

FarmTek

Dadant

Hiland Naturals
Premium Kendal Livestock Feeds

Certified Organic California Farmers

Oregon Tilth

Growers Supply
Start Up Challenges

• Land Acquisition
• Taxes/Assessments
• Utility Rates
• Neighbors
• Urban/Suburban Populations
• Equipment/ Technology
• State of Agricultural Today
  • Wool pool prices (local pool, cancelled in 2017)
  • Minimum wage ($11.80 followed by $12.50 in 2020)
  • Lamb perceptions
**Health Care**
- Uses VA health care
- Has a service-connected disability rating
- Uninsured

**Educational Attainment**
- Bachelor's degree or higher
- Enrolled in college

**Age Distribution**
- 18 to 29 years
- 30 to 44 years
- 45 to 54 years
- 55 to 64 years
- 65 years or older

**Household Income Distribution**
- Less than $10k
- $10k to $14.9k
- $15k to $24.9k
- $25k to $34.9k
- $35k to $49.9k
- $50k to $74.9k
- $75k to $99.9k
- $100k to $149.9k
- $150k to $199.9k
- $200k or more

Sources:
- www.census.gov/library/infographics/veterans-statistics.html