



# FARM TO CRAG

STRATEGIC PLAN 2023-2024

### WHAT IS FARM TO CRAG?

We're a climber-driven non-profit responding to climate change by encouraging food choices that create healthier athletes, thriving communities, and climate resilient soils.

At Farm To Crag, we believe that eating food grown by sustainable farming practices is an easy and powerful way for climbers to take action on climate change. The climbing—and broader outdoor—community wants climate action; we just don't always have the knowledge or the skills to translate that desire into practice. Since 2019, Farm To Crag has made it our mission to help climbers connect the dots: between themselves and farmers, crags and local food, their food choices and climate policy. By supporting local farms that are doing their part to draw carbon

out of the atmosphere and into the soil which feeds us, we can demonstrate our ability to lead healthy lives, grow resilient communities, and reverse climate change.

We do this work by connecting climbers with locally-sourced food through our interactive [Farm To Crag map](#), by hosting educational climbing events at local organic farms, by taking climbers farming—and farmers climbing—through climbing gym dinners that celebrate local food, awe-invoking stories, and farm policy tutorials. Through our work, we are bringing together disparate but passionate voices in the outdoor, nutrition, agricultural, and environmental communities to create a collective voice for real change.





**JULIE**



**KATIE**



**LAUREN**



**ALE**



**KATE**



**JOODY**



**GILBERT**



**JULI**

## WHO WE ARE

Kate, Julie and Linda, the founding members of Farm To Crag lived on the road, traveling to climb. They always wished there was a resource that could help them connect with the community and eat local, wherever they went. As they learned more about the climate benefits of regenerative agriculture, they wanted to share this knowledge with other climbers. This is where the idea of a map—and the broader vision for Farm To Crag—was born.

In a short time we have grown into a passionate and committed organization of climbers, farmers, chefs, policy buffs,

artists, and scientists. Guiding our work are countless volunteers, a dedicated Board of Directors, a developing regional ambassador team, and a growing number of philanthropic and industry partners. Together we are transforming the Farm To Crag vision into on-the-ground impact: climbers taking climate action by investing in sustainable food systems.

As we continue to grow, we educate, connect, and empower more climbers to foster important relationships with farmers who care about healthy soils, vibrant communities, and a resilient planet.



## OUR VISION

When climbers invest in local sustainable agriculture, we demonstrate our power to lead healthy lives, grow resilient communities, and reverse climate change.

## OUR MISSION

To transform our food system by connecting climbers to local sustainable food sources through tangible resources, community engagement, and education.

## OUR THEORY OF CHANGE

We believe that individuals can shape the future through collective action. By educating and connecting climbers to sustainable food choices, we can create more viable markets for regenerative farming, and also empower climbers to make a positive impact by voting with their forks, and their voices.

Via our [Local Food map](#) and inspiring storytelling, Farm To Crag aims to direct climber spending towards local sustainable food systems wherever they climb and beyond.

We know that when we offer climbers a genuine connection to regenerative, organic, and nourishing food, we inspire the community to care more about their climate footprint.

As climbers continue to celebrate, invest, and vote on behalf of regenerative organic farmers, we invest in a solution for good health, flourishing diverse communities, and resilient ecosystems that are essential in addressing climate change.

## COLLABORATIONS

Since our inception, we've forged important partnerships within the outdoor industry and have earned the support of our community through private donations.

We have amassed a highly engaged following on Instagram, have published

articles for the American Alpine Club, Patagonia's Cleanest Line, and Brine Magazine, have been mentioned in Outside Magazine, and collaborated on a film snippet for REI's Cook Out with Maria Hines.

## OUR SPONSORS



## WHAT WE'VE DONE

Although Farm To Crag is just in its third year, we've already accomplished a lot to connect climbers with more sustainable food choices as part of our community's contribution to fighting climate change:

2019

We officially launched Farm To Crag, with an educational website and the beta version of our Local Food Map, which offers climber-curated directions to locally sourcing restaurants, farm stands, and food artisans that are relevant to traveling climbers.

We held a Farm To Crag Community Gathering in Yosemite, California.

2020

We created the Farm To Crag Community Video as part of the Yosemite Face Lift Programming.



↑  
**CLICK ME!**

2021

We revamped our Farm To Crag Map to include crag locations and to make it easier for climbers to add more places to source local food.

We created the short film [We've Got The Beta On Local Food](#) to showcase the map and explain why it's important for climbers to invest in regenerative organic agriculture. The film is now being shown at festivals, climbing events, gyms, and farm gatherings worldwide.

We held our first Farm To Crag Board Retreat and launched an organizational strategic plan.

2022

We hosted our Annual Yosemite Gathering with [Raw Roots Farm](#) and a new regional Chattanooga event with [Sequatchie Cove Farms](#)

We created a film series to speak to our 3 core values [Environmental Health](#) with farmer Lauren Glikin, [Community Health](#) with chef Matt Dillon, and [Individual Health](#) with Physical Therapist Esther Smith.

We fed our community of climbers and runners local organic snacks at 4 of the AAC Cragging classics, the Bozeman Ice Festival, Flash Foxy climb and trail events, the International Climbing Festival and hosted panel discussions with food and beverage at Patagonia Reno and Chamonix!

We created and shared a [recipe book](#) to inspire folks to host their own Farm To Crag style gatherings within their community.

AND we updated our [Local Foods Map](#) functionality!

## OUR GOALS

Over the next two years we will scale our impact by connecting more people through our events, increasing the diversity of our climbing and farming communities,

creating a more user-friendly sustainable food map, and by partnering with like-minded organizations to help us fulfill our mission.

1

Connect more climbers to sustainable food through the Farm To Crag Map

- We will continue to grow and improve our [Local Food Map](#) and further develop this resource into a mobile friendly, interactive, and useful tool.

2

Expand our reach through community gatherings and climbing events that educate, connect and inspire climbers to engage with sustainable food systems

- We will host two annual Farm To Crag Gatherings in 2023 and 2024—Yosemite in Spring and Chattanooga in Autumn. Attendees will engage in three days of activities. They will work on regenerative organic farm projects, observe soil science presentations, attend cooking and nutrition classes, discuss food traditions with indigenous leaders, eat locally sourced meals, and hear from a climber activist keynote speaker.
- We are developing a Farm To Crag Gatherings Toolkit that will allow local climbing organizations and communities to host their own community gatherings in their regions.



3

Amplify our impact through strategic partnerships with like-minded organizations

- Farm To Crag Ambassadors will help spread the word at American Alpine Club (AAC) Craggin' Classic events. They will hand out locally-sourced treats, simple farm-fresh recipes, regenerative agriculture resources, and nutritional advice specific to climbers.
- We will host gym gatherings where we bring local farmers climbing, and teach climbers how to use food to celebrate local abundance. Through these events, we will teach the benefits of eating local, foster community, and talk about soil science and how to create more resilient ecosystems.
- We will put climbing gyms on the map and establish partnerships where we can highlight local, regenerative food in both rural and urban centers. With support of local gyms, we will also help connect climbers to CSAs.

4

Invest in organizational capacity to scale our impact and longevity

- A detailed table of our strategic goals, metrics, and timeline can be found in the next section.
- We are prioritizing raising the funds to not only support these projects, but also to hire a diverse staff with the necessary skills and capacity to implement this strategic plan and ensure longevity for the organization.

## OUR ACTION PLAN

**A**

**Connect more climbers straight from the crag to climate-smart food through the Farm To Crag map**

1

Make the map more user-friendly and interactive, and accessible for different abilities

FALL '23

2

Make the map "mobile-friendly"

FALL '23

3

Double the number of entries on the Farm To Crag map, with a focus on expanding geographic reach

SPRING '24

4

Increase map engagement by 50%

SPRING '24

**B**

**Expand our reach through community gatherings that educate, connect and inspire climbers to engage with sustainable food systems**

1

Develop a Farm To Crag Gatherings Toolkit to allow local communities to host their own events

WINTER '23

2

Host 2 new gym gatherings, support 2 regional gatherings and send ambassadors to 4 climbing events per year

WINTER '23

3

Expand our educational gatherings to 1 new region, 2 new gyms, and 2 new climbing events, and offer 2 additional scholarships for diverse attendees per year

WINTER '23

4

Create a diverse ambassador program to support Farm To Crag events regionally. Obtain 10 ambassadors in North America

SPRING '24

**C**

**Amplify our impact through strategic partnerships with like-minded organizations**

1

Partner with 6-10 sponsors to help us host our gatherings

SPRING '24

2

Partner with 10 new gyms across the country to expand awareness about Farm To Crag

SPRING '24

**D**

**Invest in organizational capacity to scale our impact and longevity**

1

Hire an Executive Director to implement our 2023-24 strategic plan

WINTER '24

## OUR COMMITMENT

Tackling big challenges is what makes climbers thrive. We go through great pains to accomplish our goals. As a climber-driven organization, Farm To Crag is committed to our goal of transforming our food system by turning climbers into sustainable food activists. We are not alone in this endeavor; as we continue to

grow—bringing climbers out of their vans and off their iPhones and into a community where we can share nourishment that reflects our climate values—we are committed to making change, one climber, one crag, and one meal at a time.

### SOCIAL



[@farmtocrag](https://www.instagram.com/farmtocrag)

### ADD TO THE MAP



[app.farmtocrag.org](https://app.farmtocrag.org)

### NEWSLETTER



[Farmtocrag.org/contact](https://Farmtocrag.org/contact)







A watercolor-style illustration of a landscape. The scene features rolling green hills and valleys, with dark blue, wavy lines representing water or shadows. The overall style is soft and painterly. A white rectangular box is centered in the middle of the image, containing the text "WE'VE GOT THE BETA ON LOCAL FOOD" in a bold, white, sans-serif font.

**WE'VE GOT THE BETA  
ON LOCAL FOOD**