



ZENGER *farm*

2022-25

STRATEGIC PLAN

LAND ACKNOWLEDGEMENT

The particular piece of land that Zenger Farm exists upon tells a small part of a bigger story spanning across many generations. Zenger Farm currently sits on the territory of the original peoples of this land - the Clackamas band of Chinook, the Multnomahs, the Tualatin Kalapuya, the Wasco-Wishram, the Willamette Tumwater, and many other tribes who have lived and traveled along these two Rivers. This area was originally populated by many Indigenous people, who lived and thrived in profound, complex, and interdependent relationships with the land and the other beings here - long before white colonial settlement. The Indigenous people are still here, and are still connected to this land.



LETTER FROM ZENER BOARD & STAFF

At Zenger Farm we believe that communities thrive when people have a direct connection to their food and where it grows.

The City of Portland entrusts our organization to care for the 24-acres of farm and wetland that make up Zenger Farm. Located in Powellhurst-Gilbert, our neighborhood is one of the most ethnically, racially, and culturally diverse areas in Oregon. Alongside our vibrant community, we continue to bring diverse folks together to access nourishing food, connect with resources, and participate in food and farming education while growing together.

As we wrapped up our prior strategic plan, the challenges our world faced were daunting. In the midst of climate crisis realities, an ongoing global pandemic, and powerful racial justice uprising, the existing cracks in our food system became undeniable. At the same time, we've experienced incredible generosity, seeing people connect more powerfully than ever around the importance of investing in our local food systems.

As we begin our next strategic plan, we continue to build a movement for food sovereignty, fostering a just local food system where folks connect to sustainably grown, culturally-appropriate produce, and community-based education. None of this is possible without your involvement. Thank you for all you've helped us achieve and for supporting our thriving community.

With Gratitude,

Zenger Farm Staff and Board

PROCESS AND APPROACH

Many people and organizations contributed to the creation of the 2022 - 2025 Zenger Farm Strategic Plan. Beginning in Winter 2021, Zenger Farm leadership and staff launched a process culminating in this strategic plan to guide the organization for the next three years. Early strategy sessions highlighted areas of alignment and shared understanding. This work positioned us to launch into a planning process led by a small ad hoc committee of staff and board. In addition to subject matter expertise, the committee outlined a process where stakeholders provided insight to develop an inspirational and actionable three-year plan based on community input. Through surveys, interviews, onsite activities, and facilitated conversations, guidance for the Strategic Plan came from volunteers, Community Chefs, farmers, alumni, CSA members, donors, youth, families, staff, board, neighbors, a multitude of program partners, and folks that see themselves as a part of the Zenger Farm community.

Thank you to everyone who contributed and who continues to support the vision and future of Zenger Farm. We are glad you're here!



MISSION

We are a working urban farm that models, promotes, and educates about sustainable food systems, environmental stewardship, community development, and access to good food for all.

VISION

We envision a just food system that dismantles the root causes of systemic inequity - racism, colonialism, and other systems of oppression - by fostering lasting connections between people, food, and the environment.

VALUES

The following values are central to our mission and guide our work:



“ I love how Zenger integrates many types of food systems work - farming, native plants, culture, community chefs, youth, etc. That we are practicing and experimenting with food justice and food sovereignty on many levels. ”





COMMITMENT 1: HIGH QUALITY EDUCATION

At Zenger Farm people learn and connect around food, farming, culture, and land. We are a welcoming, equitable place for all people to have meaningful learning and skill building experiences.

- Partner with education systems to offer onsite opportunities in an urban farm setting that builds youth leadership in the future of food and regenerative farming
- Continuously adapt educational and farm access programs that improve outcomes for people with diverse learning styles, abilities, ages, identities, cultures, economic status, and backgrounds
- Foster relationships with emerging farmers to build skills and connections to resources that increase climate resilient opportunities for urban farmers in the region

“...location is a huge and important factor for students, and the opportunity for students to get a bigger picture of their neighborhood and broader place that they live.”





COMMITMENT 2: ACCESS TO NOURISHING FOOD

Zenger Farm promotes a food system with fewer barriers and less waste. We are a place where people come to share knowledge and benefit from equitable access to fresh food.

- Integrate with local food and health systems to strengthen local farms, improve community health, and expand need-specific food access
- Advance mutual aid partnerships with communities most impacted by systemic inequity – and the organizations that serve those communities – to connect people to nourishing, affordable, and culturally appropriate food
- Create opportunities across the organization for Black, Indigenous, and people of color and culturally specific organizations to engage in decisions that increase equitable outcomes and reduce barriers
- Design new activities with community contacts that focus on climate resilience, food waste reduction, gleaning, and landfill diversion

*“ I love summer programming,
seeing the farm blossom with
energy and life. ”*





COMMITMENT 3: BUILD STRONG COMMUNITIES

At Zenger Farm our programming strengthens relationships and connections that create a sense of belonging. We are a part of a large network of people, organizations, and communities that support one another to imagine a shared future.

- Honor that people visiting the farm and engaging in programs represent a wide variety of cultures, backgrounds, experiences, abilities, and identities that strengthen relationships
- Convene shared spaces for resource sharing and mentorship for BIPOC and other industry-minority farmers to reduce barriers for urban farmers in the region
- Ensure outreach activities reach local community members and partners to bring visitors to the Farm to engage in popular education around community nutrition and food sovereignty
- Strengthen the Community Chef program as an incubator for women of color owned food businesses by sharing cultural traditions and recipes through collective meals and onsite activities

“ You all are hiring the right people. Warm, kind people. ”






COMMITMENT 4: STRENGTHEN ORGANIZATIONAL CAPACITY

At Zenger Farm advancing a healthy, supportive, and just work culture is key to our success. To support our communities externally, we must be internally healthy as a place where people have the personal and organizational resources to sustainably fulfill our mission.

- Operationalize equity with internal policies that prioritize collaboration, foster respect, and uplift clear communication
- Prioritize equitable compensation and professional development opportunities that promote a culture of excellence to increase staff satisfaction and retention
- Invest in infrastructure improvements in alignment with strategic priorities and community needs
- Devote resources to collecting, analyzing, and integrating community feedback to ensure accountability with shared goals



“ Zenger Farm is a place to connect to community and the earth. ”

GET INVOLVED

There are many roles you can play in advancing the community identified goals and priorities outlined in our Strategic Plan. Through your involvement in Zenger Farm, we all help our communities thrive.

Learn



- Explore Zenger Farm on a [field trip](#)
- Attend youth programs
- Read more about our work at zengerfarm.org

Eat



- [Join our CSA](#), a subscription for seasonal produce from Zenger Farm
- Enjoy activities and food prepared by our Community Chefs

Grow



- Learn about our [Farm Intern and Apprentice program](#)
- Follow @zengerfarm on [Facebook](#) and [Instagram](#)

Give



- [Donate to Zenger Farm](#) where your gift has the potential to do so much
- Contribute your passion and talent as a [volunteer at Zenger Farm](#)
- Become a [Zenger Farm Seedling donor](#) to support our work with recurring monthly contributions



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