1. All living things have intrinsic value.
We are part of an ecosystem and exist in community, connected with and dependent on land, water, air, animals, and other people, all of which require our care and gratitude. They are not commodities to exploit.

2. Soil, nature, and people are diverse.
This diversity builds strength and resilience.

3. We believe in being good neighbors.
We cultivate a culture of care and look out for each other and the earth. Farming needs to prioritize the well-being of the land, air, water, and people/community. We are stewards for future generations.

4. Farming is a practice that builds knowledge of place and land over time.
This knowledge comes from many sources. We honor and respect the generations of people who have contributed to that knowledge.

5. Good, healthy, nutrient-rich, and sustaining food is a right.
Food can be an expression of love.

6. Food connects us to the earth, history, culture, and each other.
When these connections are broken, we lose appreciation and respect for those who produce, process, and prepare our food.

7. Democracy belongs to all of us, and it is up to us to ensure it meets the needs of the whole community.
Government and public institutions have a responsibility to protect our health and well-being and support healthy ecosystems.

8. Strong markets are inclusive and transparent, recognize natural limits, and benefit regional and diverse communities.
The current market is not benefitting all people and the earth. We can shape markets and corporations to be tools for the use and benefit of all.

9. True individual freedom incorporates shared responsibility.
It is informed and guided by our relationships and respect for the land, water, and people.

10. Healthy communities are powerful, resilient, joyful, and sustaining.
Empowered, they are a force for change.

11. It is possible to create a more equitable agriculture system.
Although the current system is based on stolen land and labor and appropriated knowledge, we can create something better and invite everyone to participate in creating a better future.
Narrative Shifts

**DOMINANT**

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**OEFFA’s Story**

1. **Agriculture should feed and support communities**
   - Strong and resilient food systems rely on and support biodiversity.
   - Regional food systems and small-scale agriculture make good neighbors.
   - In caring for plants, animals, and soil, we are caring for ourselves and our communities.

2. **People and planet first**
   - Each plant, animal, and person has inherent worth beyond its economic value.
   - Farmers are an integral part of communities, and farms are a critical part of the ecosystem.
   - Good farming respects and enhances the health of the land, people, and the natural world.

3. **People want wholesome food**
   - Access to nutrient-dense food is foundational to community health.
   - People have a right to fresh, nourishing, locally-grown food.
   - Growing and preparing food can be an act of love, generosity, and gratitude.

4. **With cooperation, comes abundance**
   - The earth is rich and abundant. There is enough.
   - Local farms that value all living things foster bounty.
   - When we work together and with nature, we can create the foundation for a good life where our needs are met.
   - Diverse regional food systems are essential for our future.

5. **Rural and urban communities are stronger together**
   - We value and respect rural and urban voices. Both are vital to shaping our future.
   - Alignment of efforts between urban and rural communities brings greater prosperity for all.