Organic Farmers Association Opens Fall Story Lab Workshops to Help Organic Farmers Tell Their Stories

Free workshops help farmers turn everyday farm experiences into stories they can share with different audiences



SPIRIT LAKE, IA, UNITED STATES, September 17, 2026 / EINPresswire.com/ -- Organic Farmers Association (OFA) will host two free virtual Story Lab workshop sessions this fall for certified organic farmers, organic transitioning farmers, and farmers who are curious about organic.

Story Lab 101 focuses on why farmers choose organic, why domestic and local organic matters, and how one story can be shaped for different audiences. Rather than a lecture, the sessions are interactive and hands-on. Organic farmers will work through their own ideas, share them with other organic farmers, and get feedback as they practice putting those stories into words. The virtual 90 minute workshops will take place September 23 at 6 p.m. EST and October 20 at 2 p.m. EST.

The workshops are part of the Organic Farmer Storytelling Project, a collection of free resources created to help farmers share more about their experiences and the value of organic. Research informing the project found that buyers and consumers trust farmers most when it comes to understanding their food. The project was developed to help farmers use that trust to share more about their farms, organic practices, and the reasons behind their production choices. Farmers can access live and on-demand workshops, workbooks and guides, an interactive knowledge base, and free one-on-one technical support to help develop and share their farm's stories.

"Organic farmers are competing against a flood of food marketing dollars, but they hold something no ad budget can buy: a real story about how their food is grown and why it matters," said Madison Letizia, Communications Manager for OFA. "Through the Story Lab workshops and one-on-one coaching, we're supplying farmers the tools to tell that story with confidence because building a stronger domestic organic supply chain starts with consumers hearing directly from the people producing their food."

To register for the September 23 or October 20 Story Lab 101 workshops farmers can visit the Storytelling Resource Page. Additionally, OFA is working with other organic organizations to host webinars that give farmers a preview of the Story Lab workshops and resources, as well as planning workshops for winter.

Farmers who complete the Story Lab 101 workshop can continue on to the Story Lab 102 workshop. Story Lab 102 goes deeper into the practices behind organic farming and gives frameworks for documenting and sharing those practices in ways that build trust with consumers and educate them. Farmers who complete both Story Lab 101 and Story Lab 102 will be entered into a drawing for one of 50 virtual and 5 in-person video production packages. These free videos will give farmers the chance to turn one of their farm stories into a video they can use for their own marketing.

"Farmers already have great stories. We're just giving them the tools to turn those stories into content crafted for their specific audiences," said Gage Mitchell, Founder and Creative Director of Modern Species and project co-creator. "We hope that hearing these stories directly from farmers and producers will reduce confusion around what organic means while increasing trust, transparency, and demand for organic products grown and raised right here in our local and regional communities."

The Organic Farmer Storytelling resources and Story Labs were designed and facilitated by Organic Farmers Association and Modern Species, a creative agency that works with farmers and food system organizations to tell clear, compelling stories. The project is supported through the United States Department of Agriculture Transition to Organic Partnership Program (TOPP). To explore all of the free storytelling resources, visit the Organic Farmer Storytelling Project Resource Page.

About the Organic Farmers Association

The Organic Farmers Association (OFA) provides a strong and unified national voice for domestic certified organic producers. OFA builds and supports a farmer-led national organic farmer movement and national policy platform by developing and advocating policies that benefit organic farmers; strengthening and supporting the capacity of organic farmers and farm organizations; and supporting collaboration and leadership among state, regional and national organic farmer organizations. Learn more at OrganicFarmersAssociation.org.

Madison Letizia
Organic Farmers Association
+1 202-643-5363
email us here
Visit us on social media:
LinkedIn
Instagram
Facebook
YouTube

This press release can be viewed online at: https://www.einpresswire.com/article/943122667

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.
© 1995-2026 Newsmatics Inc. All Right Reserved.