



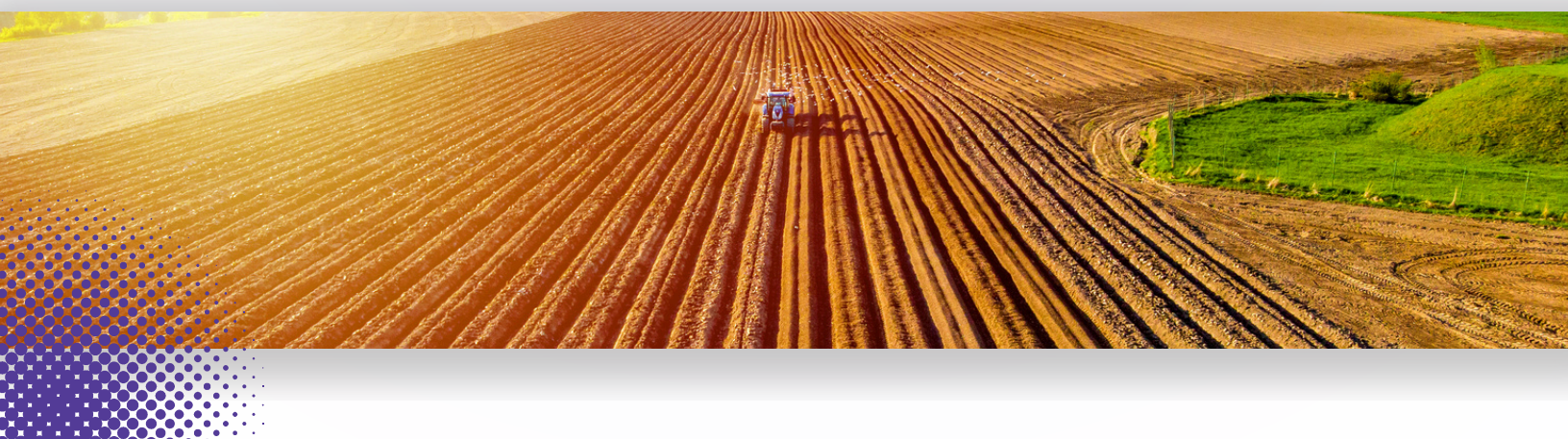
Freedmen Heirs Foundation, Inc.

# IMPACT REPORT



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## Our Mission and Vision

**Freedmen Heirs Foundation, Inc. (FHF) was founded in 2020 as a 501(c)3 non-profit with a mission and vision to eliminate inequity in agriculture by providing Black farmers access to technical assistance and new market opportunities. Freedmen Heirs Foundation is expediting change in U.S. agriculture by bridging the gap between two worlds: Black farmers and the marketplace, while creating economic and socially responsible opportunities.**

**Currently, Freedmen Heirs Foundation is expanding market access by forging relationships among top leaders across all subsections of the U.S. agriculture and food supply chain to create new connections, share knowledge, and generate innovative ideas that support the growth and profitability of Black farmers and landowners.**



# Our Board of Directors



**Seanicaa Edwards Herron**  
*Co-Founder and Executive Director*  
FHF



**Kellee James**  
*Co-Founder of FHF*  
*VP Agriculture*  
Argus Media



**Dr. Ron Rainey**  
*Assistant Vice President*  
University of Arkansas  
Division of Agriculture



**Dr. Loutrina Staley**  
*Equity and Outreach Program Analyst*  
The National Association of  
Conservation Districts



**Karl Binns, Jr.**  
*Founder and Principal*  
KAVO Consulting LLC



**Megan Rock**  
*Chief Sustainability Officer,  
VP of Sustainability and Innovation*  
CHS, Inc





# From the Desk of the Executive Director

Dear Supporters, Partners, and Friends,

It is with immense pride and a deep sense of responsibility that we share with you the inaugural Impact Report of Freedmen Heirs Foundation, Inc. This document chronicles not only our accomplishments in 2024 but also embodies the collective strength of our community and the unwavering resolve of our mission.

Throughout the past year, your support has been crucial in establishing the groundwork for significant positive change in the lives of Black farmers and their families. Through advocating for equitable access, we are making significant impacts.

As we celebrate these successes, we also recognize the ongoing challenges. In today's rapidly evolving agricultural landscape, supporting Black farmers is more crucial than ever. These stewards of the land face unique challenges that stem not only from the industry's competitive nature but also from systemic barriers that have historically limited their access to resources, markets, and capital. This moment calls for bold action, not retreat. Now is your opportunity to support meaningful change and demonstrate a commitment to diversity, equity, and inclusivity in agriculture.

Will you stand with us?

Respectfully,

*Seanicaa Edwards Herron*

Seanicaa Edwards Herron

**Founder and  
Executive Director**





## By the Numbers

258

farmers were directly engaged and supported through outreach efforts, programs, and technical assistance.



\$21K

provided as sponsorship for producer meetings and outreach events.

14

scholarships awarded to support travel and lodging expenses for farmers and small non-profits to attend the inaugural State of the Soil Conference.



\$54K

sub-award allocated to support efforts in identifying barriers that minority producers face in transitioning to climate-smart and regenerative agricultural practices.



532

FHF webinar registrations

331

YouTube views

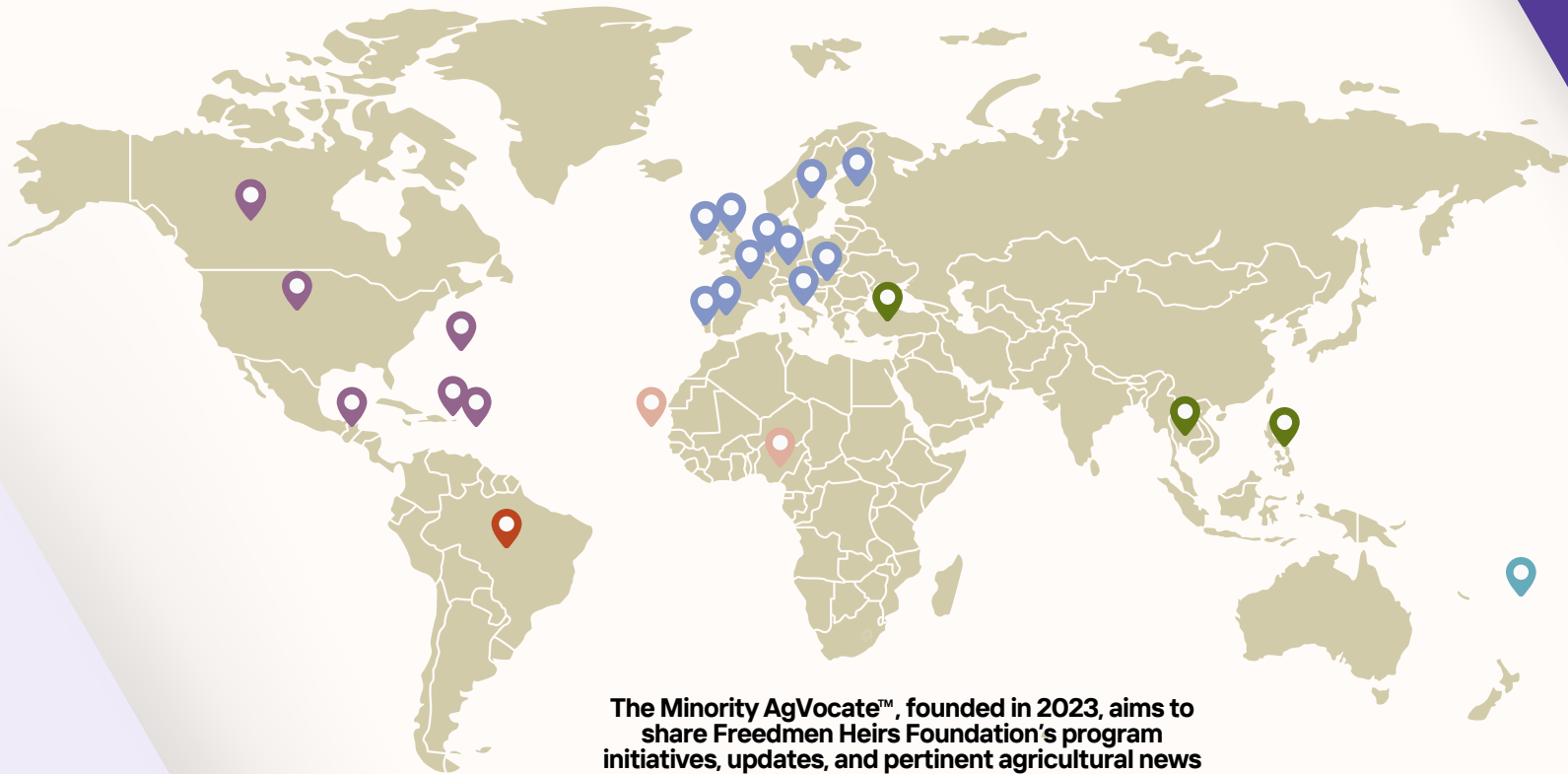
7



farmer participated meetings



# The Minority AgVocate™ Global Reach



The Minority AgVocate™, founded in 2023, aims to share Freedmen Heirs Foundation's program initiatives, updates, and pertinent agricultural news with a minority-centered focus.

**24**  
Countries

**1.9K**  
Views



## North and Central America

- Antigua and Barbuda
- Belize
- Bermuda
- Canada
- Puerto Rico
- United States



## South America

- Brazil



## Europe

- Austria
- Finland
- France
- Germany
- Ireland
- Italy
- Netherlands
- Portugal
- Spain
- Sweden
- United Kingdom



## Africa

- Cabo Verde
- Nigeria



## Asia

- Philippines
- Thailand
- Turkey



## Australia

- Fiji



## Social Media Presence



**181**  
Followers

**7.1K**  
Views

**697**  
Interactions

**12.5K**  
Impressions



**221**  
Followers

**6.5K**  
Views

**259**  
Interactions

**10K**  
Impressions



**966**  
Followers

**1K**  
Views

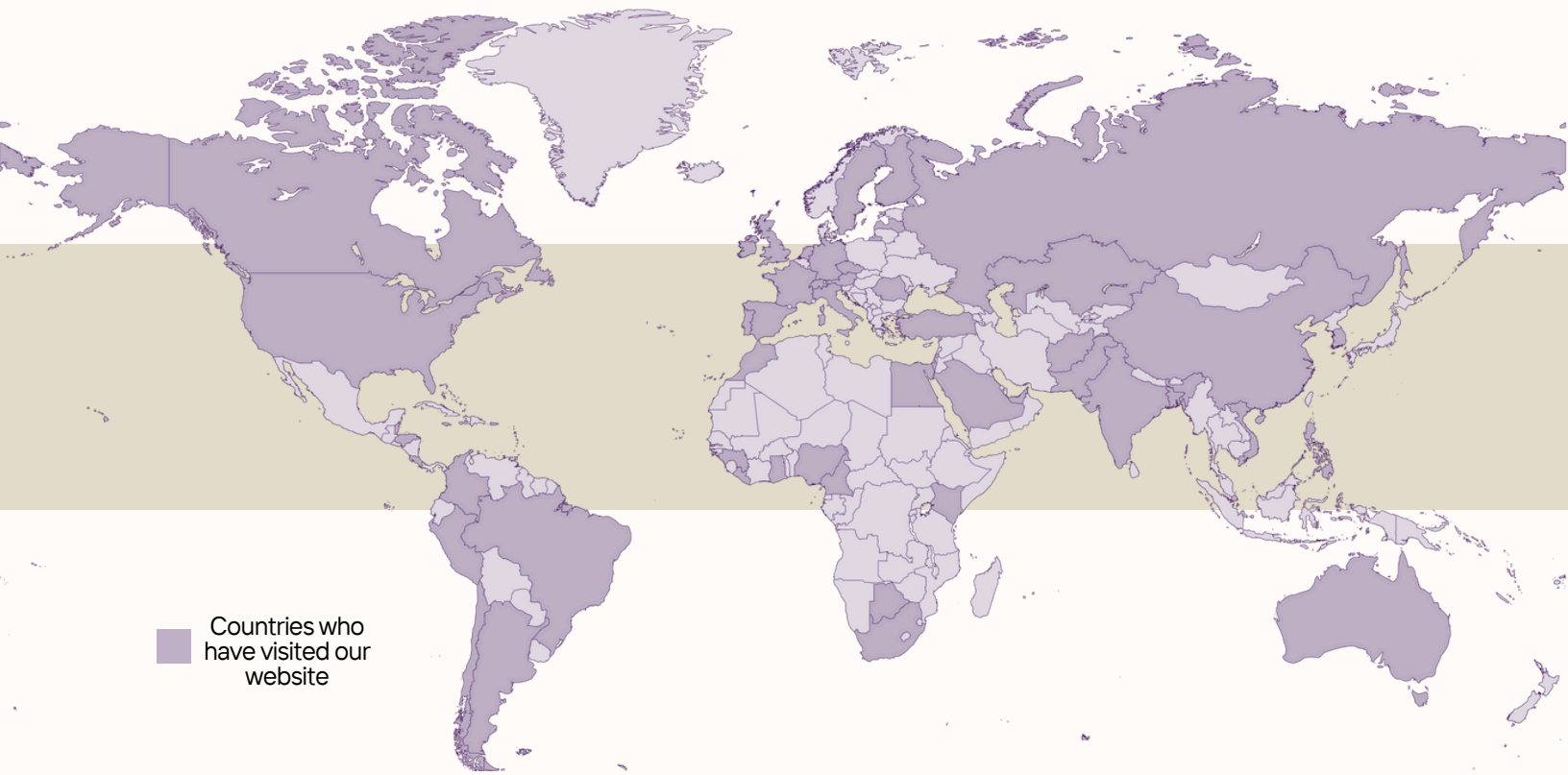
**1.3K**  
Interactions

**31.5K**  
Impressions





# Global Website Reach

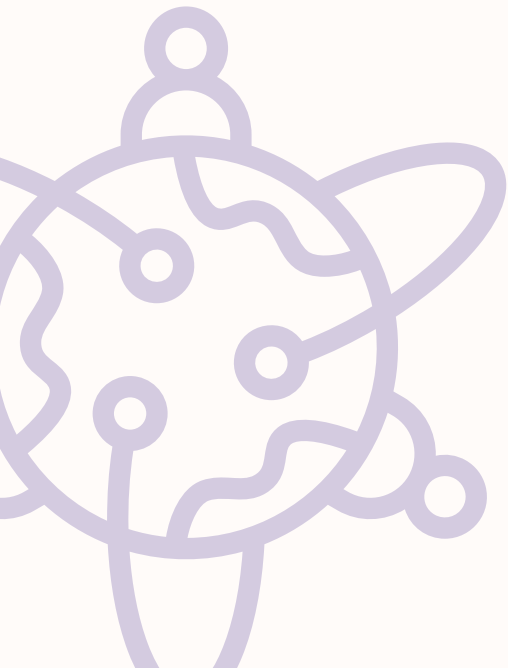


**Our Freedmen Heirs Foundation website has captured international interest, drawing visitors from all corners of the globe. Our platform is creating a meaningful impact by engaging and attracting diverse audiences from various regions.**

**57**  
Countries

**4.6K**  
Visits

**6.9K**  
Views



# Memberships and Outreach

## Memberships

Field to Market: The Alliance for Sustainable Agriculture

Ecosystem Services Market Consortium (ESMC)

Sustainable Agriculture & Food Systems Funders (SAFSF)

Association of Black Foundation Executives (ABFE)

Funders For Regenerative Agriculture (FORA)\*

**\*Working group**

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## Networking and Panel Participation

Approaches for Fostering Equity Plenary  
Panel - NACD Annual Meetings

Funding Fundamentals and Fellowships  
for Agricultural Entrepreneurship -  
MANRRS

National Academy of Sciences' US  
National Committee for Soil Sciences

Future of Food and Beverage USA -  
Innovation Forum

Growing our Future Workshops with  
Forum For the Future

NMSDC Soul of the Soil

Sun Valley Forum-Leveraging Digital  
Platforms for Community - Led Food

System Transformation and Economic  
Development

New York Climate Week - A Conversation  
with Farmers and Food Producers

Scaling capacity for HU producer  
ecosystem service market access -  
ESMC convening

The Role of Consumer Education and  
Market Development -  
FFAR/Clifbar/Tuskegee

The Need for Cultural Competence -  
FFAR/Clifbar/Tuskegee

Race, Conservation, and the Farm Bill -  
American University - Antiracist Research  
& Policy Center

Farmer Perspectives: Weighing the  
Cost/Barriers, Finding Solutions

Road Mapping an Equitable Supply &  
Value Chain



# Presentations and Webinars

## Presentations and Podcasts

Virtual DEI Workshop - Meat Institute Emerging Leaders

History of Black Americans in Agriculture - ABFE

Black History and Agriculture: Creative Minds - GrupoBimbo

Financial Success: Navigating Agricultural Economics for Small to Mid-Size Farmers and Food Entrepreneurs - Chicago Food Policy Action Council

Black Farmers in America - Resources For the Future (Podcast)

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## Webinars

Finance For Resilience - Croatan Institute

Minority Producers in the Climate Transition - RFF

Women of Color Farmers (NC) Planning Workshop - Croatan Institute

Investing in Land Ownership & Wealth Building for BIPOC and Underserved Farmers

Texas SFRCEO - Knowledge Forum Market Opportunities

Soil Health Tools and Strategies

From Local Farm to National Market

Habits That Create Wealth

Enhancing Your Farm's Business Management Practices: The Agribusiness Way™

Getting to Know Your Partners in Conservation, The Best Kept Secret

Cost-benefit analysis and economic discussion of the real cost for minority farmers to transition to climate-smart practices

Plowing Forward: Harvesting Heritage and Leveraging Cultural Marketing Magic and Innovation

We're Bonded in the Soil

From the Soil Up: Making the Case for Regenerative Agriculture

Wholesale Opportunities at Procurement Companies

The state of minority producers and the economic opportunities/impacts from climate change and climate - smart/regenerative agriculture investments

Overview of the current state of the science as it relates to soil health adoption of practices and economics, and opportunities and barriers to increased adoption

Mapping information networks and understanding barriers to accessing resources and funding

## **Our Funders and Partners**

**Freedmen Heirs Foundation, Inc expresses gratitude to our 2024 Funders and Partners for their invaluable support in helping us provide market access and technical assistance to Black farmers around the country.**

**ButcherBox**

**Bimbo Bakeries**

**Cargill, Inc.**

**Platform for Agriculture + Climate  
Transformation**

**UNFI**

**Forum For The Future**

**Chicago Mercantile Exchange**

**American University Antiracism  
Research and Policy Center**

**Black Soil Kentucky**

**OKthink, Inc.**

**FAHR, LLC**

**Resources For The Future**

**Foundation For Food and  
Agriculture Research**













## Your Support Matters

**Thank you for joining us in our mission to support Black farmers and advance equity in agriculture. Thanks to your generous contributions, we have been able to provide crucial resources to farmers who have historically faced obstacles to their success. From offering technical assistance that enhances farming practices to nurturing connections that enable access to new markets, we are driving meaningful change together.**

**However, our work is far from over. Your ongoing commitment allows us to dismantle barriers and ensure that Black farmers possess the necessary tools to thrive for generations ahead. We appreciate your involvement in this journey and ask that you continue to stand with us as we strive to fulfill eliminating disparities in agriculture by providing Black farmers with access to technical assistance and opportunities for market entry.**

**Your support is crucial, and together we are cultivating a brighter, more equitable, and just agricultural landscape for all. Click the link below to sow your seed of change today.**

**DONATE**





**Dedicated to the  
promise of successful  
Black farms.**

[www.freedmenheirs.org](http://www.freedmenheirs.org)

