



EST. 2009

Who We Are

Our mission: Mobilizing Veterans to Feed America. A national non-profit, we focus on helping veterans pursue new opportunities in farming or related agriculture professions through the collaboration of the farming and military communities. We support those who choose to serve their country twice – once by defending it, and a second time by feeding it.

Rooted in our strong belief that veterans possess the unique skills and character needed to strengthen rural communities and create sustainable food systems, we recognize that agriculture additionally offers veterans purpose, opportunity, and physical and psychological benefits.

FVC has nearly 20,000 veteran members from all 50 states plus U.S. territories; they are farming, working in all parts of the agriculture industry, or aspiring to do so. Members include retired, reserve, active duty, and or separated service members from all eras and all branches of the U.S. military. A pioneer in this military-to-agriculture movement, FVC cultivates a new generation of farmers and food leaders.



Homegrown by Heroes

The Homegrown by Heroes label is the official farmer veteran branding program of America. It certifies farmers, ranchers and fishermen of all military eras to sell their product as veteran-grown and produced.

More than 2,000 veterans from all 50 states proudly use the Homegrown by Heroes label representing \$100 million in annual sales.

Homegrown by Heroes is open to service members and honorably discharged veterans with 50% or greater ownership and operation of their food-producing business.

Many states support the Homegrown by Heroes campaign and merge the label with their state-grown promotion for use by farmer veterans.

Homegrown by Heroes informs consumers that products were grown by a U.S. Military veteran and offers the public a tangible and meaningful way to support veterans while carrying out their regular shopping.



National Stakeholders Conference

It's the leading gathering for the military-to-agriculture movement in support of those men and women returning home to our most rural communities. It's a powerful way to connect farmers who are geographically isolated, often separate from each other and sometimes from access to services.

As the principal symposium that brings our partner organizations together, members benefit greatly from meeting each other, exchanging ideas in person, networking with government officials, and building a community.



Farmer Veteran Fellowship Fund

The FVFF has awarded \$2.4 million in grants to more than 600 veterans nationwide.

It's a small grant program that provides direct assistance to veterans in their beginning years of farming or ranching and looking to develop their agricultural careers. Assistance is provided through the purchase of capital equipment the veteran has identified as making a crucial difference in the launch of their farm business. Applications are accepted annually and reviewed by advisors with long careers in the food and farming industry.



Geared To Give Kubota Tractor Corporation and FVC have partnered since 2015 to give veterans the tools needed to pursue a future in farming. Together we honor five veterans annually and hand over the keys to a new tractor in each of Kubota's sales districts – North, South, East, West and Midwest.





IN THE MEDIA

GOOD DAY SACRAMENTO Interview

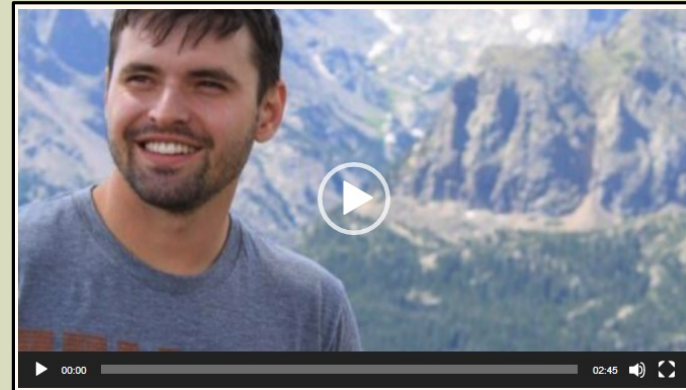
FVC Member Alex Jauregui – Owner of Fury Bees in Woodland, CA – as featured on a Good Day Sacramento



<https://cbsloc.al/2J8zjXD>

KVUE Austin

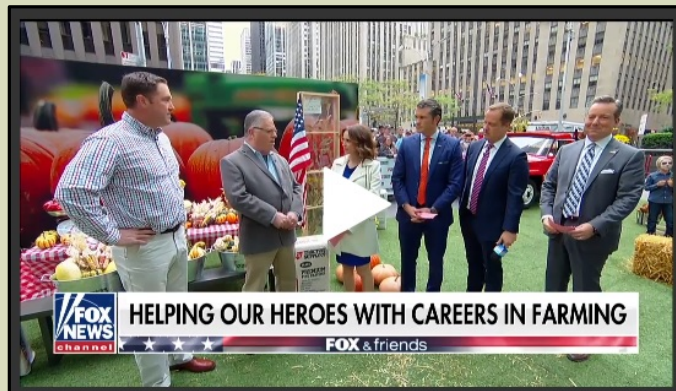
Michael O’Gorman & Josh Eilers highlighted together on a local Austin news station segment



<https://conference.farmvetco.org/about/testimonials/>

FOX & FRIENDS Appearance

Michael O’Gorman – Founder & Executive Director of FVC – appears on Fox & Friends for 2019 National Farmer’s Day



<https://tinyurl.com/tydcvl3>

BRANTLEY GILBERT Winter 2020 Tour – ‘Fire’T Up’

Country music icon Brantley Gilbert partners with FVC to source product from *Homegrown by Heroes* members for backstage catering



<https://www.brantleygilbert.com/fireuptour>