



**Situation**

Modern farming is a demanding, capital-intensive, and highly competitive industry that requires an enormous commitment from the individuals who practice it as a career. In the face of those challenges, most active farmers are too busy running their operations to adequately prepare for the succession or transition of their farm to the next generation. As a result, proactive tools and resources are desperately needed to help farmers prepare for the future.

**Strategy**

The Center for Farm Transitions is a strategic initiative of the Pennsylvania Department of Agriculture in cooperation with Pennsylvania Farm Link and the Chester County Economic Development Council, designed to help fill the gap for resources and services to support farm transition planning. The Center and Pennsylvania Farm Link hired Wendt Partners for a comprehensive two-phase engagement. In the first phase, Wendt Partners developed a series of topical essays for farmers to use as quick references for key transition issues, and supported them with an enhanced brand identity and a new online resource center and website. In the second phase, the Center



strategic consulting

branding & messaging

organizational development

integrated communications

advise

design

engage

deliver

“Wendt Partners has given this initiative a clear strategic direction, comprehensive content, and consistent program support throughout the engagement. They know how to work with staff and stakeholders to create solutions and make critical programs work. Their strategies are allowing us to achieve our mission.”

■ **Diane Matthews-Gehringer**

President

Pennsylvania Farm Link

and Farm Link asked Wendt Partners to research, write, design and publish a definitive 150+ page transition planning guide complete with references, case studies, a terminology glossary, and planning exercises to guide farmers through the process.

**Solution**

The Center for Farm Transitions benefited from Wendt Partners' expertise in curriculum development and public communication strategy. The successful partnership with Pennsylvania Farm Link provided added support thanks to the expertise of the Farm Link board. The new guide incorporates best practices collected from research in the United States and abroad, and is supported with an integrated communication program that helps farmers feel comfortable with starting the planning process. “Wendt Partners has given this initiative a clear strategic direction, comprehensive content, and consistent program support throughout the engagement,” says Diane Matthews-Gehringer, President of Pennsylvania Farm Link. “They know how to work with agency staff and other stakeholders to create solutions and make critical programs work. As a result of their efforts, inquiries from farmers in need of these transition planning services increased. Their strategies are allowing us to achieve our mission.”

**Sectors**

Economic Development

**Services**

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**New York Office**

44 West 28th Street, 8th Floor

New York, NY 10001

Tel 212.905.3580

Fax 212.905.7710

**Washington, D.C. Office**

2011 Crystal Drive, Suite 400

Arlington, VA 22202

Tel 703.682.6880

Fax 703.682.6804

[www.wendtpartners.com](http://www.wendtpartners.com)