

**HERO Agriculture has developed the following program goals to build capacity for veterans to enter careers in farming and agriculture:**

**Basic Training: Identifying A Path**

Veterans learn about different farming pathways, explore areas of interest, and identify an area to pursue.

**1<sup>st</sup> Enlistment: Finding A Mentor**

Veterans are matched with a mentor in their area of interest, identify goals, and create a personal development plan.

- ★ They may visit farms to do hands-on work to verify their area of interest.
- ★ They may network with potential mentors at their farms.
- ★ They may learn about critical annual timelines for their area of interest.
- ★ They may learn about profitability and how it may affect their goals.
- ★ They may learn about scalability and decide what scale they are interested in operating.

**2<sup>nd</sup> Enlistment: Working Independently**

Veterans collaborate with mentors in their area of interest and begin working independently.

- ★ They will volunteer working on a farm with their mentor.
- ★ They will learn to use equipment and tools specific to their area of interest.
- ★ They will transition into to independent work on their mentor's farm.
- ★ They will evaluate their ability to develop skills needed for their area of interest, and consider a new area if necessary.
- ★ They will grow through feedback from their mentor.

**3<sup>rd</sup> Enlistment: Starting A Business**

Veterans plan and begin to develop their farm business. HERO Agriculture can assist with:

- ★ Strategic and business planning addressing topics such as funding, size, location, equipment acquisition and marketing.
- ★ Developing proficiency in relevant farm and agriculture regulations.
- ★ Financial management training.



*"You don't have to come from a farming family to be a farmer. I knew nothing about farming when I returned from Iraq. I became a farmer because farming gave me the purpose and direction I needed."*

MIKE REYNOLDS,  
FOUNDER & MILITARY VETERAN

**HOW CAN YOU HELP?**

 **Financial support**

 **Skill/Resource/Network Support**

Volunteers who are willing to join us in helping teach a veteran a task that will save their farm \$500 is just as valuable as a \$500 donation.

We also appreciate discounts on products or agricultural supplies for our veterans. And we welcome volunteers who are willing to join us in helping veterans with their farming plan or developing their business and agricultural skills.

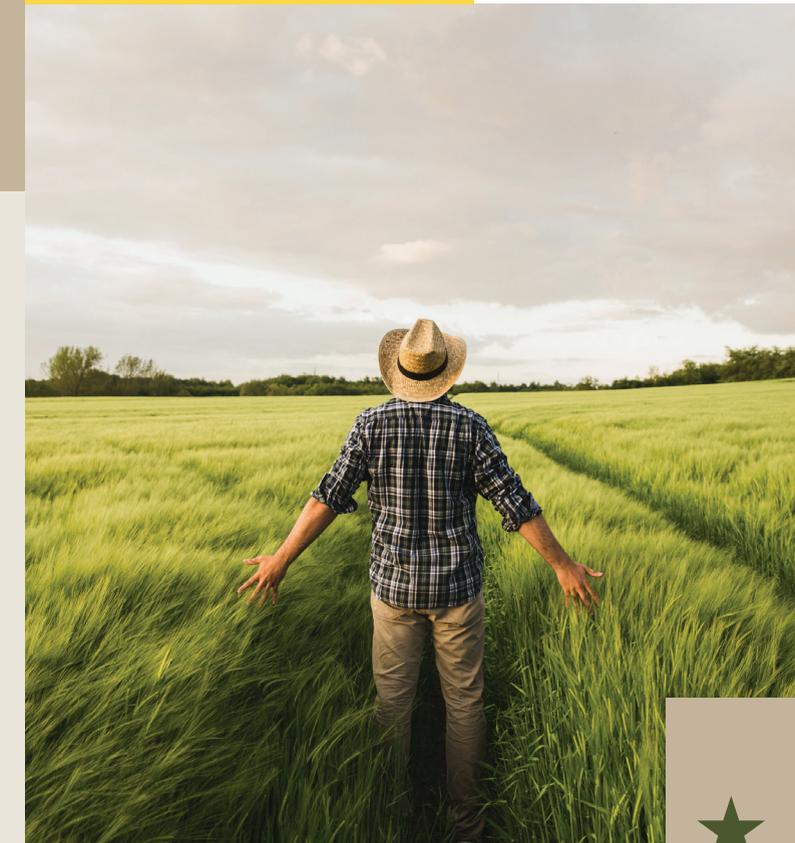
For more information, please check out our website: [heroag.com/get-involved](http://heroag.com/get-involved).



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**Helping military veterans gain renewed purpose through farming**

*A nonprofit organization providing the network, support and education for veterans to develop a personalized agriculture operation.*





A mission gives you purpose.  
 Purpose gives you hope.  
 Hope gives you tomorrow.

There are 22 veterans suicides every day.  
 We must change this. A hero needs hope.  
 At **HERO Agriculture** we provide an opportunity for veterans to rediscover their purpose through farming. The strength within these men and women, coupled with our training and mentorship, helps them succeed at a new mission.



**FOUNDER:**  
**Mike Reynolds,**  
**Chief Farming Officer**



Mike the Soldier



Mike the Farmer

While deployed to Iraq in 2009, Mike sustained multiple injuries and was forced to retire after being found "Unfit for Duty." During his long journey to recovery, he found renewed purpose through farming.

HERO Agriculture is Mike's vision. Many people supported his recovery and successful transition to farming. He created HERO Agriculture to support other veterans in the same way.

Mike lives in Calhoun, Georgia, where he and his wife, Kim, operate their 82-acre farm with their children, Katie and Camden.



# WHY IS HERO AGRICULTURE IMPORTANT?

**We work to prevent veteran suicides by helping veterans find renewed purpose through farming.**

We help them learn about agriculture, make meaningful connections with mentors, start a farming career, and plan for a future with hope.

## What HERO Means to Us (our values)

**Honor:** We thank those who have served by recognizing the sacrifices they have made.

**Education:** We offer an opportunity to rediscover their purpose.

**Resilience:** We believe everyone can master their new normal.

**Obligation:** We do this until everyone gets home and we end the 22 veteran suicides each day.

