



The Decency Foundation Year End Status Report, 2021

Our culture is in the midst of a values crisis. The regrettable byproduct of our culture-wide obsession with “success” – with money as its primary measure – is a world littered with inequity, indecency, injustice, and unhappiness. The Foundation’s response: (1) To promote a far healthier set of values, Radical Decency; and (2) to apply these values to business, the engine that drives our culture. Our goal: To develop a sustainable model for operating businesses that values social return – including environmental impacts – equally with financial return.

Our starting point is the troubled \$1 trillion agricultural sector. Driven by a 50-year trend toward centralized processing, corporate farming is preeminent. And while it is cost-efficient, it has led to massive negative environmental effects, unhealthful food, and a structurally unstable farm sector. It has also economically decimated small farms.

The good news is that smaller agricultural processing equipment is now available that can transform small farm economics and, at the same time, stem – and possibly reverse – the tide of disastrous environmental and social consequences attendant to Big Ag. But without financial assistance, most local farmers can’t afford to purchase the needed equipment.

That is where the Decency Foundation steps in, providing the necessary financing through long-term, below-market loans. In addition, guided by the Nu Metric – a comprehensive, quantifiable, easy-to-apply tool we’ve developed to measure social return – we’re working with our farming partners to (1) implement more decent and environmentally sound ways of operating, (2) catalyze new local food distribution systems, and (3) produce more healthful food.

The Foundation has had a highly successful year. We’ve built out our staff, initiated three consulting projects, continued work on the Nu Metric, and – most important – closed our first \$500,000 loan to Hun-Val Dairy, our pilot farm in New Jersey. With these funds, Hun-Val will build a refrigeration facility, purchase and install all the needed processing equipment, and work out the production/marketing intricacies of integrating the machinery into overall operations.



Our goals for 2022, a pivotal year in the maturation of the Foundation and development of our farming program, are:

- To develop and implement detailed processes at Hun Val and capture relevant data concerning its practices to “prove” the viability and exciting potential of our on-farm processing economic model:
- To expand further our growing alliances within the farm reform/socially responsible business sector; and
- To identify other farms to add to our initiative, develop processes to onboard these new clients, and effectively manage projects at multiple sites.

Because we make loans and not grants, when our program is fully realized, our operational overhead will be totally self-funded. But we’re not there yet. 2022 is a crucial “bridge” year in which financial contributions will make or break our mission.