



FIELD GUIDE

How Farmer D & Co. brings land-based projects to life



CULTIVATING
CONNECTION



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WHO WE ARE



Who We Are

Farmer D & Co is an advisory, planning, and design practice grounded in land stewardship.

We guide the strategic development of regenerative farms, land-based communities, and experiential destinations, creating healthy, enduring places that cultivate connection.

Founded by Daron "Farmer D" Joffe – a leading expert in agrihoods and regenerative land-based communities – we bring decades of experience integrating agriculture, conservation, community planning, and long-term stewardship.

We work with landowners, developers, and organizations to bring land-based projects to life.



AGRIHOODS & AGRIVILLAGES



VILLAGE CONSERVATION COMMUNITIES & DISTRICTS



CO-HOUSING & ECO VILLAGES



REGENERATIVE FARMS & RANCHES



HOMESTEADS, ESTATES & GARDENS



EDUCATIONAL & MISSION-DRIVEN PROJECTS

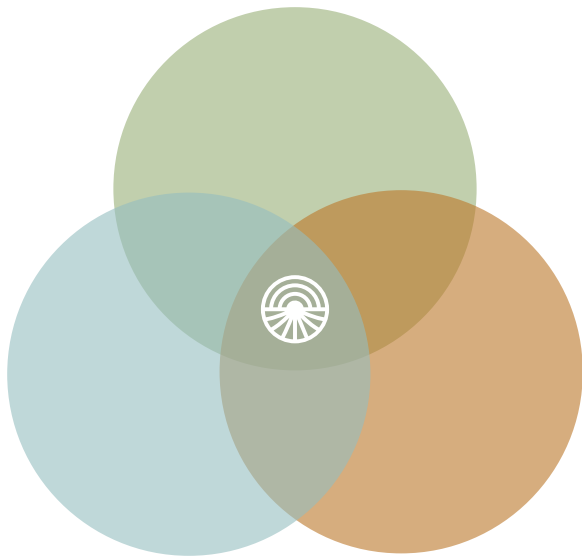


HOSPITALITY & WELLNESS

Our Approach

We believe in restoring the relationship between people, food, and nature.

Our multidisciplinary team works at the intersection of regenerative agriculture, community-centered design, and land stewardship to create healthier, more connected ways of living.



Regenerative Agriculture

Restoring soil health, biodiversity, and long-term resilience

Community-Centered Design

Planning and creating spaces that connect people to food, land, and each other

Land Stewardship

Balancing conservation with responsible, long-term development

Our work is rooted in a simple belief: When development and stewardship are aligned, people, land, and communities thrive.

Capabilities We Bring to the Work



Stewardship Strategy

We help clarify the vision, align the right people, and guide decisions that serve the land, the project, and its long-term purpose.



Agrihoods & Conservation Communities

We shape farm-centered and conservation-based communities where agriculture, open space, homes, and daily life are designed to reinforce one another.



Hospitality, Food & Wellness

We integrate farms, gardens, food, and wellness experiences into destinations that invite guests to connect with land, seasonality, and place.



Land Planning & Place Design

We help shape land use, landscapes, gardens, trails, and gathering spaces into places that feel connected, functional, and rooted in context.



Regenerative Farm Planning

We plan farms as living systems — productive, ecologically grounded, operationally realistic, and connected to the people they serve.



Regenerative Development

We help clients understand land capacity, zoning pathways, market opportunity, and development strategy so projects can move forward with both financial clarity and long-term stewardship.



Implementation & Operations

We help move projects from idea to reality by aligning phasing, partners, staffing, operating systems, and practical next steps.



Ecology, Water & Infrastructure

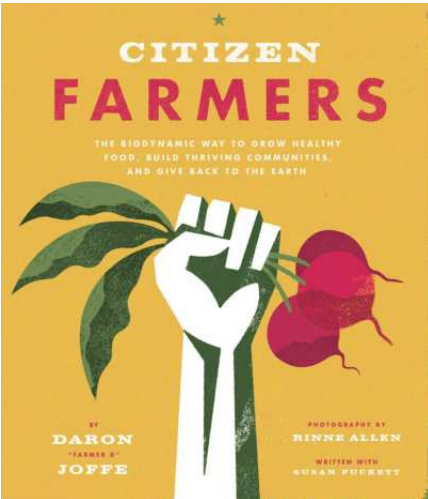
We bring ecological thinking to the systems that support a place — from water, habitat, and soil to green infrastructure and long-term resilience.

Our Founder

Daron “Farmer D” Joffe is widely regarded as a leading expert in agrihoods and regenerative land-based communities.

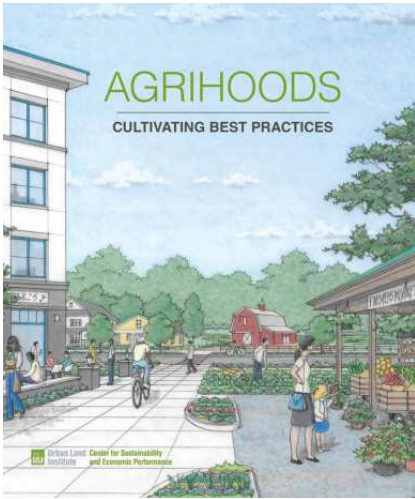
Bringing decades of hands-on experience, Daron is a farmer, designer, educator, and author of *Citizen Farmers* and *Agrihoods: Cultivating Best Practices*. He’s the visionary behind some of the country’s most iconic farm-centered developments, committed to building healthy communities with a strong sense of purpose.

Based in Decatur, Georgia, Daron advocates for a future rooted in stewardship, connection, regenerative agriculture, and food-based education.



CITIZEN FARMERS

The Biodynamic Way to Grow Healthy Food, Build Thriving Communities, and Give Back to the Earth.



AGRIHOODS:

Cultivating Best Practices

Our Core Team

Our core team brings together experience in regenerative agriculture, village planning, design, and land stewardship. Together, we help turn vision into practical plans and thriving places that connect people, food, and nature.

This ensures the right expertise for each project.



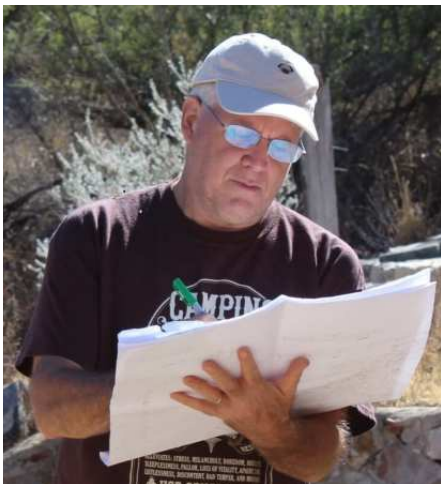
ALLI WILSON
Landscape Architect



SCOTT PEEPLES
Finance & Operations



REESE BAKER
Farm Management & Implementation



GREG RAMSEY
Village Planner



STEPHANIE BERNSTEIN
Marketing & Communications



DILLON JOFFE
Business Development

The Farmer D & Co Network

Led by Daron “Farmer D” Joffe, our practice draws on a core team and long-standing network of collaborators, advisors, technical experts, and partner firms.

We draw on this network to curate the right support around each project — bringing together the people, disciplines, and local knowledge needed for the land, client goals, and phase of work. Whether leading an engagement or collaborating with an existing planning, design, development, or engineering team, we help add the agricultural, ecological, community, and stewardship expertise needed to move the work forward.

Our & Co network includes planners, designers, engineers, market researchers, developers, brokers, agricultural specialists, farm operators, hospitality advisors, landscape architects, architects, water and infrastructure experts, and local implementation partners.

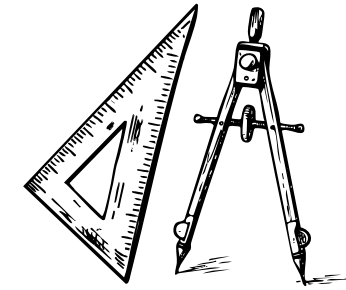
This flexible model allows us to stay lean and strategic when a project calls for focused advisory support, or expand the team when a larger, more complex scope requires deeper planning, technical, development, operational, or implementation expertise.

Why Farmer D & Co?



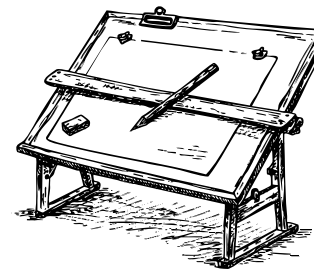
Lived Experience

We bring decades of hands-on experience building, operating, and stewarding land-based projects. Applying that experience, we help plan and execute fully functional farms, landscapes, and communities.



Big-Picture Perspective

We look beyond individual sites to understand how projects shape development patterns, food systems, and ecological health. This perspective is critical for healthier, more resilient landscapes and communities.



Strategic Collaboration

We bring a long-standing network of planners, designers, and technical experts. Ensuring continuity at every step, we move complex projects forward by aligning the right partners, team members, and stakeholders.



Regenerative Practices

We apply regenerative practices that restore soils, support biodiversity, and strengthen local landscapes and livelihoods. Working with natural cycles and closed-loop systems, we create resilient, productive places rooted in their local context.



WHAT WE DO



What We Do

Farmer D & Co guides you through complex decisions to unlock the full potential of your land.

Land-based projects are full of possibility — and complexity. Agriculture, conservation, development, operations, community expectations, and long-term stewardship all need to work together from the beginning.

Farmer D & Co brings decades of hands-on experience integrating these systems. We help clients see the bigger picture, ask the right questions, bring the right expertise to the table, and make strategic decisions that save time, reduce uncertainty, and strengthen long-term outcomes.



Our Process

While every client engagement is bespoke, our proven **Discover–Design–Develop** framework helps surface the unique context, opportunities, and needs of each project — allowing us to align our expertise with your



Discover

We identify opportunities and risks for your project by assessing the full ecological, cultural, regulatory, and operational context. Bring an initial vision, or we'll build a strategy from scratch.

Design

We create integrated plans and designs — from working farms and landscapes to agrihoods and community master plans — balancing financial, operational, and ecological priorities.

Develop

We help move projects toward implementation by aligning phasing, partners, infrastructure, staffing, operating models, and early management support.

Stewardship Advisory

We provide ongoing guidance to help clients make wise decisions, align partners, and keep land-based projects rooted in long-term purpose — before, during, and after each phase.



Discover

Solidify your vision, goals, and program.

THIS MIGHT LOOK LIKE:

- An assessment of the land and its surroundings
- An overview of the land's regulatory and operational requirements
- Insights into the land's ecological, agricultural and development opportunities
- A high-level vision and strategy for land use, programming, and conservation
- Practical, realistic guidance on how to proceed

OUTCOMES

- Get fully informed before major decisions are locked in
- Reduce regulatory, ecological, and operational risk
- Align stakeholders around vision and priorities
- Plan for smarter sequencing and phasing
- Build a strong foundation for future planning and decision-making

A Place to Begin

Land & Vision Assessment - A focused, founder-led starting point to understand your land's potential, clarify your vision, and identify practical next steps.

Design

Turn your vision into a workable plan.

THIS MIGHT LOOK LIKE:

- A refined project program designed and tested through plans, layouts, and land-use scenarios
- A master plan integrating agriculture, conservation, and development
- A site plan for a regenerative farm, land-based project, or community
- A roadmap for phasing and implementation
- An approximate cost and feasibility assessment

OUTCOMES

- Understand how the project will unfold over time
- Reduce risk before committing to detailed design and capital
- Make early operational assumptions before costs escalate
- Feel confident putting plans in front of partners, investors, and agencies
- Build momentum toward implementation



Develop

Build for long-term success.

THIS MIGHT LOOK LIKE:

- Hands-on guidance for launching and operating a land-based project
- Support with recruiting and hiring the right team members
- A plan for programming, activation, and education
- A framework for roles, responsibilities, and decision-making
- Ongoing advisory support as the project evolves

OUTCOMES

- Move smoothly from planning into implementation
- Put the right people in the right roles from the start
- Prepare to run a farm or farm-based enterprise
- Adapt as conditions, people, and priorities evolve
- Support long-term stewardship

Stewardship Advisory

Uphold the vision through every stage.

We provide strategic guidance to help clients understand what's possible, navigate important decisions, align the right people, and uphold the vision from early planning through implementation, operations, and long-term care.

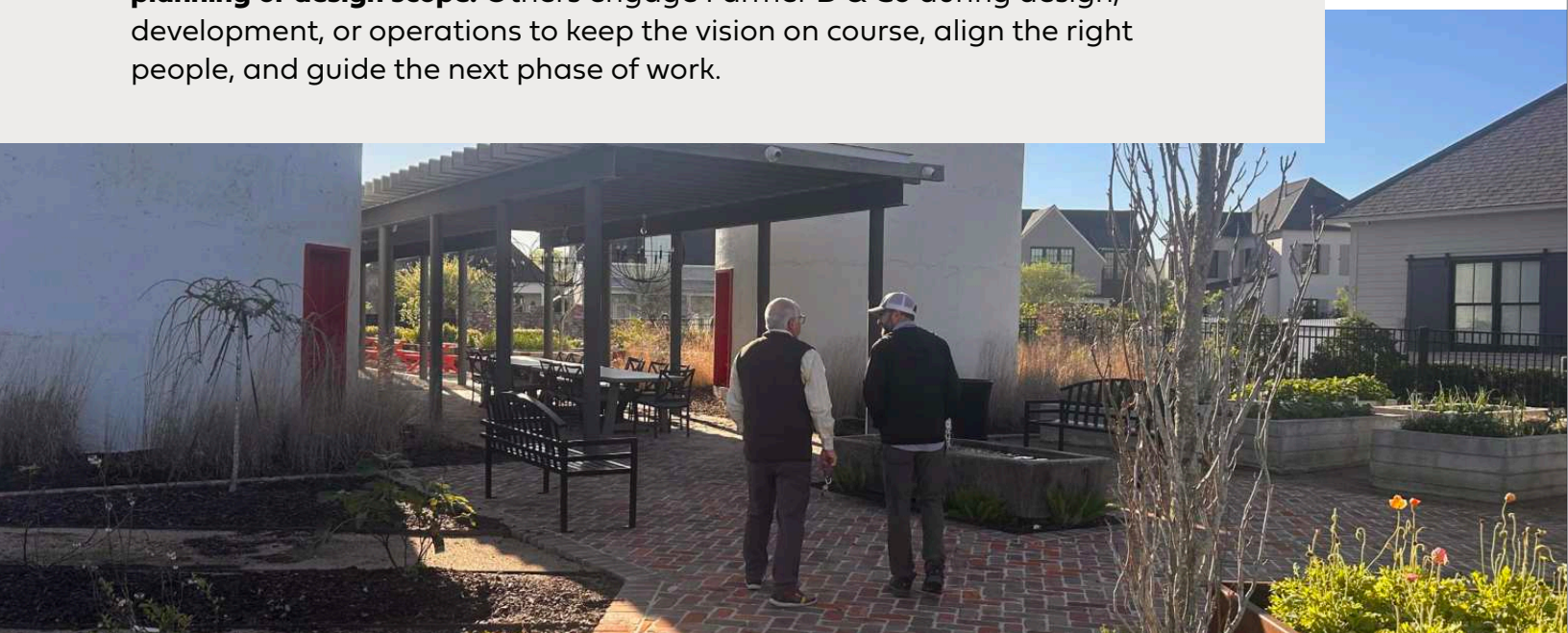
THIS MIGHT LOOK LIKE:

- Early guidance on land potential, conservation priorities, and development opportunities
- Review of zoning, market potential, feasibility, and phasing with trusted specialists
- Ongoing support for owners, leadership, and on-site teams as conditions evolve
- Periodic assessment of farm, land, ecological, and operational performance
- Coordination with planners, developers, operators, and other project partners
- Review of budgets, risks, and emerging opportunities, with periodic reflection and reporting to guide priorities

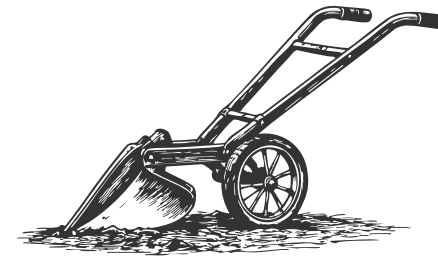
OUTCOMES

- Clarify the land's potential and make informed decisions
- Identify opportunities and risks before major commitments
- Keep owners, partners, and project teams aligned
- Move from plan to practice without losing momentum
- Build a viable, resilient project rooted in long-term stewardship

Some clients begin with strategic advisory before committing to a full planning or design scope. Others engage Farmer D & Co during design, development, or operations to keep the vision on course, align the right people, and guide the next phase of work.

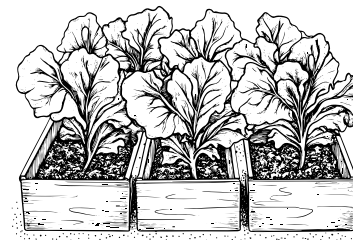


How We Work



Lay the Groundwork

We don't rush things; we take the time to understand the full context. We listen, observe, and ask thoughtful questions. We know when to move forward and when to pause.



Grow Together

We collaborate openly with clients and partners to achieve shared goals. We build trust through honest, transparent communication. We share knowledge openly, without silos or gatekeeping.



Sow Trust

We show up kind, thoughtful, and authentic. We take great pride in becoming a part of the communities we serve. We prioritize local partnerships whenever possible.



Tend What Matters

We commit fully and consider the long-term impact of each project. We care deeply about the land and the communities we serve. We share responsibility, empowering our clients to uphold lasting stewardship.

WHO WE SERVE



Who We Serve

We help people and organizations who are stewarding land, communities, and legacy.



LANDOWNERS & FAMILIES

Preserve the long-term value, purpose, and story of your land for future generations.



DEVELOPERS & PLANNERS

Align development with agriculture, conservation, and community-centered planning.



INSTITUTIONS & NONPROFITS

Create meaningful social, environmental, and educational outcomes through stewardship-led initiatives.



HOSPITALITY & RETREATS

Design places that foster connection to land, food, and community.



CITIES & COUNTIES

Support resilient growth through agriculture, conservation, and community-centered development.



Landowners & Families

Build your legacy.

Many landowners begin with a vision – a working farm, a family homestead, or a legacy project shaped by stewardship, shared value, and responsible development. But turning that vision into reality requires complex decisions about resources, regulations, and long-term stewardship.

If you're a landowner, or part of a family stewarding land across generations, we'll guide you in making intentional choices that preserve your land's value, purpose, and story for generations to come. Our work helps you reduce uncertainty and avoid mistakes that are hard to reverse.

WHAT THIS MIGHT LOOK LIKE:

- An assessment of your land's conditions and opportunities
- An evaluation of ecological and agricultural potential
- A summary of relevant regulations and operational requirements
- Direction on appropriate land use, stewardship, and conservation
- An early look at costs and whether plans are realistic
- A phased roadmap outlining next steps and long-term implementation



FEATURED PROJECT



Honeywood Farms

A 900-acre family farm and ranch being shaped into a stewardship-centered destination for agriculture, hospitality, conservation, and legacy land planning.





Developers & Planners

Grow long-term value.

Development projects are full of possibility, with the potential to transform land into profitable places that endure. But unlocking that potential requires smart decision-making across planning, design, and implementation

If you're a developer, planner, architect, engineer, or realtor, we'll guide you through land planning and design. Our work helps teams test assumptions, make informed decisions, and avoid costly mistakes from concept through implementation.

WHAT THIS MIGHT LOOK LIKE:

- A land-based assessment of soils, water, ecology, and overall site capacity
- An evaluation of appropriate development intensity and pattern based on land constraints and stewardship goals
- Guidance on integrating agriculture, conservation, and open space into the overall land-use framework
- Identification of long-term risks, constraints, and key tradeoffs affecting viability and phasing
- Recommendations for program mix, phasing, and implementation sequencing
- Support for entitlement strategy, planning coordination, and community conversations



FEATURED PROJECT



Fox Point

A mixed-use agrihood where the farm, market, restaurant, wellness, and gathering spaces serve as the heart of the community.





Institutions & Nonprofits

Drive lasting impact.

Mission-driven organizations often pursue ambitious goals across food access, education, health, conservation, regenerative agriculture, and resilient food systems. But turning those goals into effective, enduring programs requires more than good intentions.

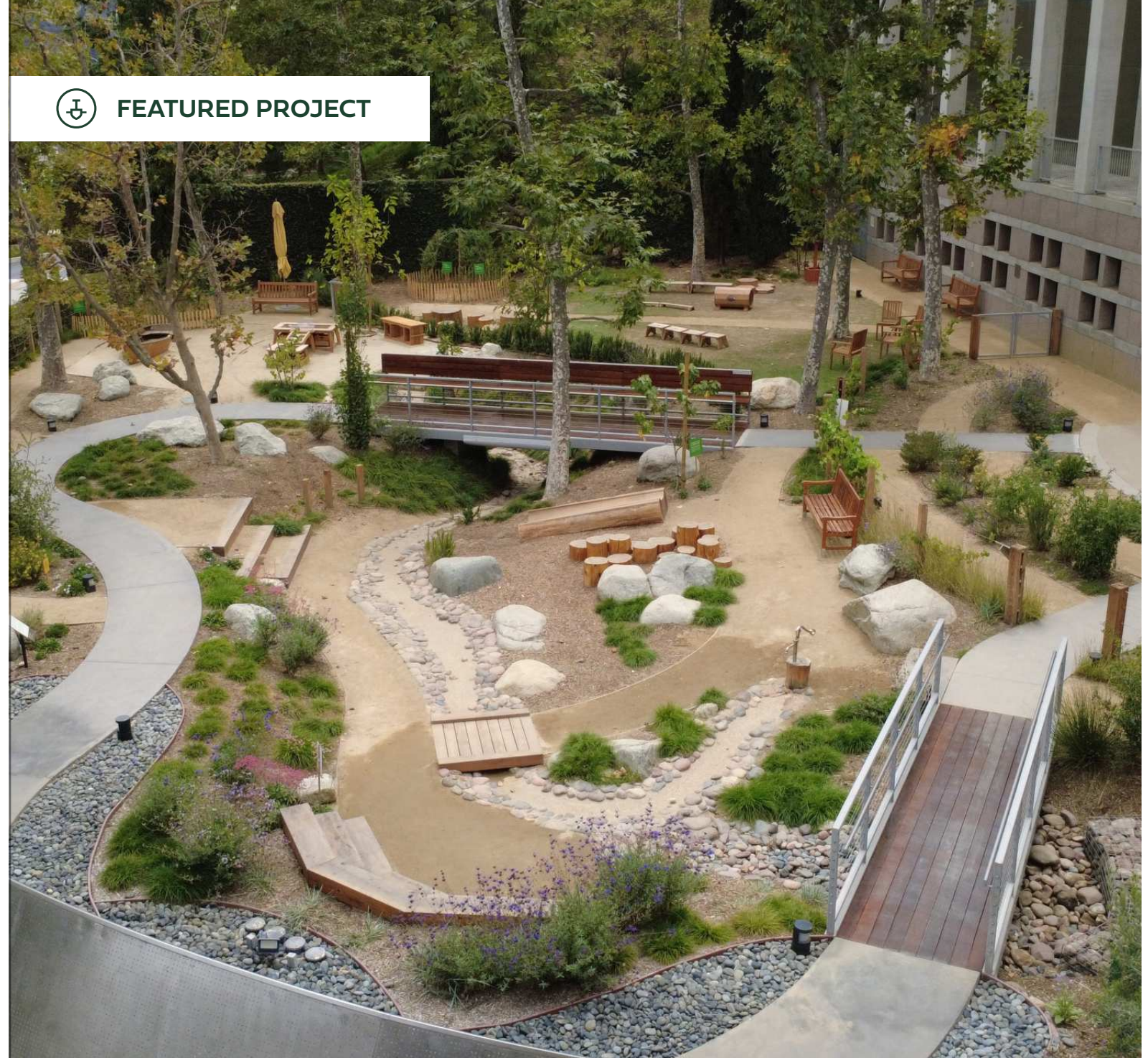
If you're an institution, nonprofit, or foundation, we'll guide you in using land and resources strategically to create meaningful social, environmental, and community benefit. Our work supports the planning, design, and stewardship of land-based programs that are practical, financially sustainable, and deeply aligned with your mission.

WHAT THIS MIGHT LOOK LIKE:

- A land-use strategy aligned with your mission and long-term impact goals
- A site plan for a regenerative farm or agricultural initiative
- Guidance on programs that support food, education, health, or conservation outcomes
- An operating framework outlining roles, responsibilities, and partnerships
- Support for launching a new initiative or strengthening an existing organization, including governance considerations, staffing models, and partner alignment
- An early cost and feasibility summary to support funding, fundraising, and planning
- Hands-on guidance for launching, stewarding, and managing the project over time

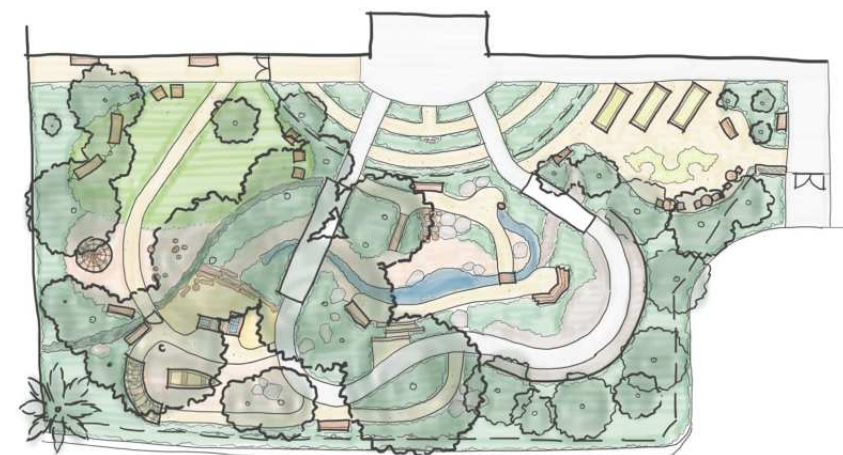


FEATURED PROJECT



Bloom Garden

Educational garden within the Skirball Cultural Center for school groups and visitors to engage with nature play, edible plants, and pollinator spaces.





Hospitality & Retreats

Create meaningful guest experiences.

Today's guests look for more than beautiful places to stay; they want experiences that feel authentic, intentional, and connected to nature. But without the right expertise, bringing farms and food-centered experiences can be difficult to execute and hard to sustain.

If you're a hospitality brand or retreat operator, we'll guide you in creating spaces that are authentic, connected to their environment, and intentionally designed. Our work helps you attract visitors and deepen engagement by offering special experiences guests can't find anywhere else.

WHAT THIS MIGHT LOOK LIKE:

- An assessment of the site and the proposed project, including land capacity, guest experience, operations, and feasibility
- Design concepts for farms, gardens, and landscapes that enhance guest experience and brand identity
- Creative programming concepts that connect guests to the land, farm, and food through hands-on and seasonal experiences
- Guidance on integrating these experiences into culinary and wellness offerings
- An operating plan outlining staffing needs and ongoing management
- A phased activation plan aligned with seasons and occupancy
- An early cost and feasibility summary to inform planning

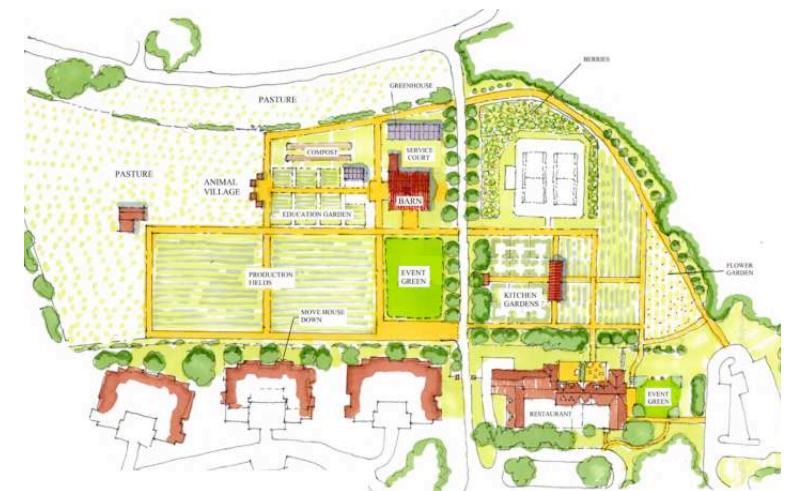


FEATURED PROJECT



Natirar (Pendry Hotel)

A destination resort where regenerative agriculture, culinary gardens, dining, and guest experiences are woven into the hospitality vision.





Cities & Counties

Develop for the long-term.

Cities and counties are under pressure to accommodate growth while protecting farmland, open space, and the character of their communities. But too often, growth moves faster than alignment, leaving leaders to make difficult decisions without considering long-term impacts.

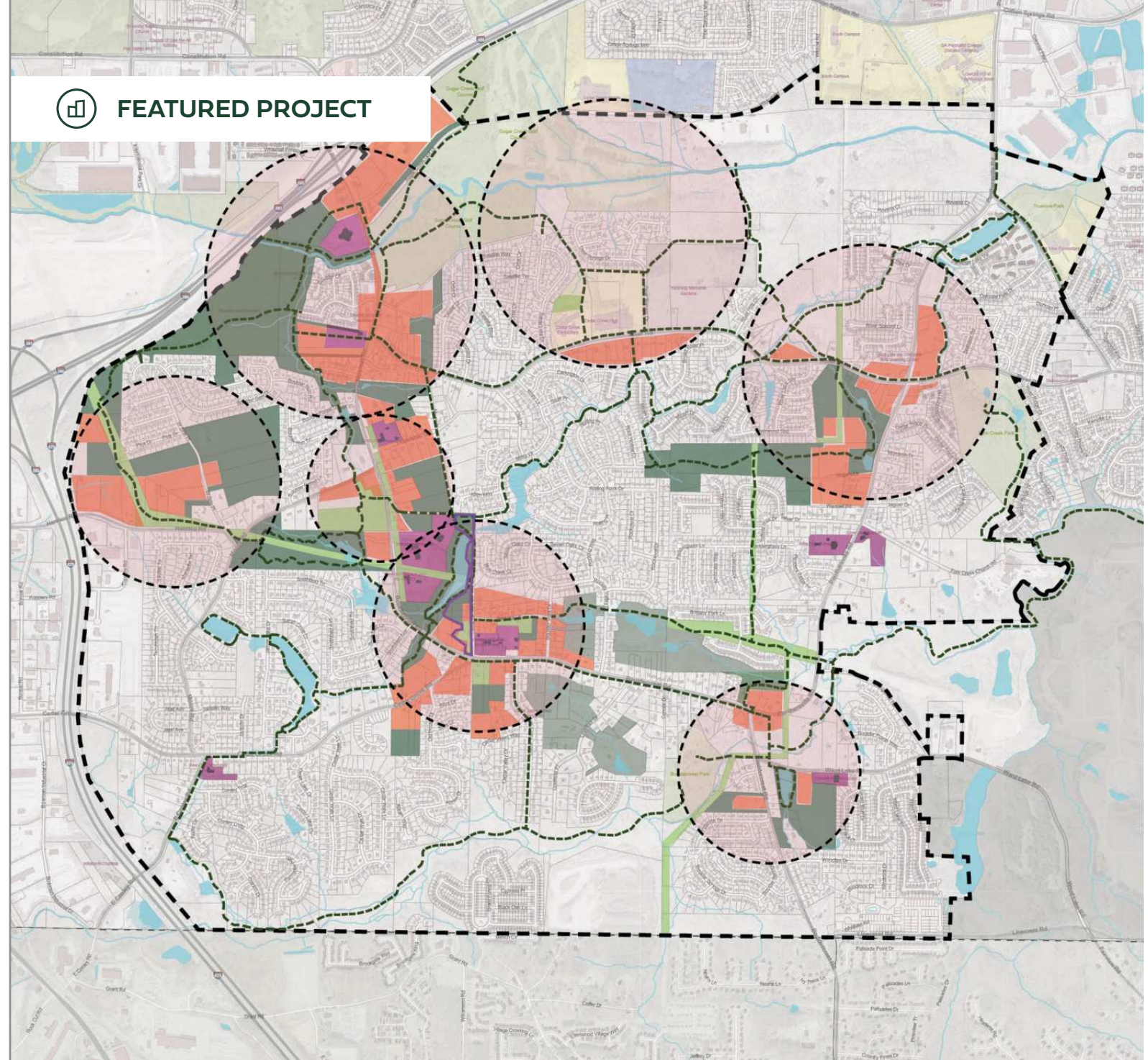
If you're working to guide responsible growth for your community, we'll help you plan for growth by clarifying land-use decisions and development patterns. Through land analysis, mapping, and community engagement, we guide planning strategies that support walkable neighborhoods, incorporate farming and food systems, manage infrastructure impacts, and support long-term community and ecosystem health.

WHAT THIS MIGHT LOOK LIKE:

- A land-use analysis for the city or county
- A framework for balancing growth with stewardship
- Early cost and feasibility review of different growth options
- Community engagement and education initiatives
- Guidance on zoning, implementation, and public investment
- Support for identifying and aligning strategic partners to help move plans into action
- A phased roadmap outlining timing and next steps



FEATURED PROJECT



DeKalb County

County-wide planning framework integrating agriculture, conservation, and community development



PROJECTS



Signature Project Types

Farmer D & Co. plays an active role across a wide range of land-based projects.

From working farms to agrihoods, conservation communities, and educational spaces, our work seeks to restore the relationship between people, food, and nature.



AGRIHOODS & AGRIVILLAGES

Communities with a working farm at their center



VILLAGE CONSERVATION COMMUNITIES & DISTRICTS

Planned developments that balance growth and conservation



CO-HOUSING & ECO VILLAGES

Purpose-built communities with ecological design and social infrastructure



REGENERATIVE FARMS & RANCHES

Working landscapes that produce food while working in balance with the land



HOMESTEADS, ESTATES & GARDENS

Personal, land-based places that bring food, nature, and stewardship into daily life



EDUCATIONAL & MISSION-DRIVEN PROJECTS

Campuses or experiences anchored in a goal – education, faith, wellness, community



HOSPITALITY & WELLNESS

Spaces to connect, learn, and slow down



Case Study

Serenbe

PROJECT TYPE:

Agrihood

LOCATION:

Atlanta, Georgia

FOCUS:

Residential experience,
regenerative agriculture,
community food access

FARMER D ROLE:

Visioning, planning, launch
support, farm development

Serenbe Farms is part of one of the most influential examples of conservation village development and biophilic community design, recognized nationally and internationally as an early model for the agrihood movement.

Located within Serenbe, a conservation community south of Atlanta, the farm was established as a defining element of the neighborhood's identity, daily life, and connection to the land.

The farm was established on 25 acres of land with a focus on intensive vegetable production for a CSA, local restaurants, and farmers markets throughout Atlanta.

“

“The farm at Serenbe has been a huge success. Daron took a worn-out piece of Georgia red clay and turned it into a vibrant certified organic farm. The sense of community and quality of life it brings to Serenbe is a great asset to our development.”

STEVE AND MARIE NYGREN

Founders of Serenbe



Case Study

Fox Point

PROJECT TYPE:
Agrihood

LOCATION:
Encinitas, California

FOCUS:
Resident experience,
community activation,
regenerative agriculture

FARMER D ROLE:
Visioning, planning and
design, launch support,
ongoing advisory



Fox Point Farms is a mixed-use agrihood in Encinitas, California that integrates regenerative agriculture, residential life, food, hospitality, wellness, and community gathering into one dynamic farm-centered destination.

The project's agricultural vision played a central role in gaining support from the City and surrounding community. By preserving nearly half of the site for farming and farm-related enterprises, Fox Point Farms offered a compelling alternative to conventional development - one rooted in food, land, local enterprise, and community benefit.

The work focused on ensuring that farming would be a meaningful, active, and economically relevant part of the project rather than a passive amenity.

“

Farmer D & Co helped us see what Fox Point Farms could become as an agrihood. Their work supported the vision, advocacy, and master planning for the project, while bringing deep insight into how the farm, market, restaurant, and related enterprises could come together as the heart of the community.”

BRIAN GROVER
Nolen Communities



Case Study

Rancho Mission Viejo

PROJECT TYPE:

Agrihood

LOCATION:

Orange County, California

FOCUS:

Resident experience,
regenerative agriculture

FARMER D ROLE:

Inspiration, visioning, design,
planning, launch support

Rancho Mission Viejo is a large-scale working ranch and residential community in Orange County, California, where neighborhood life is shaped by agriculture, ranch heritage, and access to preserved open space.

The community brings together contemporary homes, working ranchland, orchards, neighborhood farms, trails, and more than 6,500 acres of permanently preserved natural habitat. This blend of agriculture, conservation, and residential life creates a distinctive model for farm-centered community development at a regional scale.

Farmer D supported agricultural planning for Sendero and Esencia, helping integrate farms and orchards into the daily experience of the community. Residents are invited to participate in planting, harvesting, and connecting with food close to home — making agriculture a lived experience rather than a passive amenity.

“

“Daron brought deep insight, creativity, and practical experience to our work at Rancho Mission Viejo. Over many years, he helped our team think through how agriculture, neighborhood farms, orchards, and food-centered programming could become a meaningful part of community life. His understanding of the agrihood model — from visioning and master planning to farm development and resident engagement — helped shape a more authentic connection between people, food, land, and place.”

AMAYA GENARO

Rancho Mission Viejo



Case Study

Coastal Roots Farm

PROJECT TYPE:
Educational /
Mission-Driven Farm

LOCATION:
Encinitas, California

FOCUS:
Food access, education,
community programming,
regenerative agriculture

FARMER D ROLE:
Visioning, planning, launch
support, farm development

Coastal Roots Farm is a nonprofit community farm and education center located in Encinitas, California, cultivating healthy food, environmental stewardship, and community connection through regenerative agriculture.

Situated on the Leichtag Commons campus, the farm is rooted in Jewish agricultural traditions and serves as a hub for food production, hands-on education, and community engagement—bringing together people of all backgrounds to connect through food, land, and shared experience.

The project began with a vision to create a community-centered farm that could serve as both a productive landscape and a place of learning and gathering. Today, Coastal Roots Farm operates as a thriving nonprofit serving the broader San Diego community through food access, education, and connection to the land.

“

“Farmer D played a crucially important, indispensable role in the start-up of Coastal Roots Farm and Leichtag Commons. As a thought leader and well-respected practitioner, he has defined best practice in community farming. His visionary contributions continue to have a sustaining and foundational impact.”

JIM FARLEY
Executive Chair, Leichtag Foundation

How to Partner with Farmer D & Co



Bringing land stewardship expertise to your project team.

We collaborate with architecture, landscape architecture, planning, engineering, development, owner's representation, and land brokerage firms to integrate regenerative agriculture, conservation, community, and long-term stewardship into their projects.

Whether joining your team as a specialist, collaborating on a proposal, or working directly with your client, we complement your expertise and help integrate land-based opportunities into the broader project vision.

How We Support Project Partners:

EARLY VISION + PURSUIT SUPPORT

We help identify opportunities, shape the project vision, and strengthen proposals with specialized agricultural and stewardship expertise.

LAND + COMMUNITY PLANNING

We work alongside planning and design teams to integrate farms, conservation, food systems, and community experiences into broader site and master plans.

HOSPITALITY, FOOD + PLACEMAKING ADVISORY

We help integrate agriculture, culinary experiences, wellness, and community programming into hospitality and destination projects.

LAND OPPORTUNITY + INVESTMENT ADVISORY

We help brokers, landowners, and investors identify and evaluate properties for agriculture, conservation, community, and stewardship-led development, informing acquisition decisions and long-term land-use strategies.

BUSINESS, OPERATIONS + STEWARDSHIP STRATEGY

We advise on farm enterprises, operating models, partnerships, staffing, and long-term stewardship to support project viability.

IMPLEMENTATION + ACTIVATION SUPPORT

We support project teams with farm development, phasing, operator coordination, and early activation to help carry the vision into practice.

WAYS TO ENGAGE

- Subconsultant
- Direct-to-Client Advisor
- Strategic Pursuit Partner
- Ongoing Project Advisor

Work With Us

Farmer D & Co. seeks to partner with individuals and organizations who value thoughtful planning and long-term stewardship. If you're seeking guidance at any stage of a project, we'd love to hear from you.

WHERE TO BEGIN

LAND & VISION ASSESSMENT

A focused virtual or on-site assessment to clarify your vision, explore the land's potential, and identify next steps.

LAND & DEVELOPMENT ASSESSMENT

A deeper evaluation of conservation and development opportunities, supported by our & Co network.

START WHERE YOU ARE

Already have a plan or team? We can join at any stage with tailored planning, development, or stewardship support.

Daron 'Farmer D' Joffe

Founder, Farmer D & Co

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Farmer D & Co.

**We envision a world where
healthy, land-based living
is central to society.**

Join us in restoring the connection
between people, food, and nature.

WWW.FARMERD.COM

