



Marbleseed is a prairie plant native to the Midwest. It has a deep taproot and is one of the first to return, resilient after fire. This drought-tolerant, perennial plant is often used in prairie restoration efforts, providing nectar and pollen as rewards for bumblebees, butterflies, and other insects. **Although it is native, today it can be difficult to find.**

In 2021, The Midwest Organic and Sustainable Education Service (MOSES) received a grant from McGuffin Creative Design, a Chicago-based creative services firm, in support of our organization's long-desired quest to rebrand. After deep conversations with staff and the Board of Directors, "Marbleseed" emerged as the new name for MOSES. The tagline "**farmer-led, rooted in organic**" was the last critical piece. Buoyed by success in reaching unanimous consensus, we set about the task of creating a logo.

**The nature of Marbleseed calls to mind regeneration and ecosystem support.** Its self-seeding nature speaks to the resiliency, adaptability, and strong community networks needed in the organic farming movement today. Its relative anonymity provides us the opportunity to create meaning.

MOSES was incorporated in 1995 after six years of growing a successful annual organic farming conference. With the Organic Food Production Act (OFPA) authorized by the 1990 Farm Bill, there was **a great need for farmer education and technical assistance.** Increasing use of production methods that improved soil health, along with an emerging certification process created a dynamic and exciting environment for farmers who were on the frontline advocating for organic standards that could support the burgeoning organic movement.

Flash forward more than thirty years and we are now in the awkward position of being victims of our own success. **Consumer demand for organics has increased by double digits, but market capture by industrialized food and farming means little of that demand is reaching small and mid-scale farmers.** Instead, the barriers to entry—let alone to stay in business—have remained prohibitively high for small and mid-scale farmers, especially farmers of color, veteran farmers, and LGBTQ farmers.

When we set about the work of choosing a new name and logo, we sought a name that could reflect not only the founding of the organization, but its future and place in a broader and more inclusive organic movement. **As the organic food and farming landscape continues to evolve, we remain committed to growing the number of thriving small and mid-scale, organic and sustainable farming operations.** These farms are one critical piece to a holistic puzzle that holds the power to feed communities and address food insecurity; provide economic justice through parity pricing for farmers and fair wages for farmer-workers; and pull CO2 back into the soil.

As we move this work forward, we **remain committed to the roots of the organic movement that birthed this organization:** care for the planet, nourishment for communities, and support for farmers who are working in relationship with the ecosystems that sustain us.

**Farmer-led, rooted in organic. That's Marbleseed.**

Read more about Marbleseed's story and explore our new website at [marbleseed.org](https://marbleseed.org)!  
Connect with us across social media [@marbleseedorg](https://twitter.com/marbleseedorg)!