

GETTING TO KNOW

SARAH DEFOREST



Sarah DeForest manages Morrison’s Grants practice, helping clients in food, agribusiness, manufacturing, production agriculture, processing, marketing, and government to plan, prepare for, and secure competitive state and federal grant funding.

Sarah joined Morrison with two decades of experience in agricultural communication, writing, and project coordination, most recently in the College of Agriculture at California State University, Chico, where she was director of external relations. Prior to that she worked in philanthropic development, human resource consulting, student recruitment, and public relations.

Sarah’s passion for agriculture ignited at a young age, growing up in a cattle ranching family and participating in 4-H and FFA. She earned her bachelor’s degree in agriculture with an option in animal science at California State University, Chico. Sarah is a graduate of the California Agricultural Leadership Program, and has received numerous awards for her service to agriculture and the community, including the 2020 Common Threads North Award, the 2019 Farm City Celebration Community Service Award, and the 2011 Butte County Cattle Woman of the Year.



Q&A WITH SARAH

WHAT IS THE BEST PIECE OF ADVICE SOMEONE HAS EVER GIVEN YOU?

It’s not so much advice as admonition, but the words that always stick in my head are my dad’s voice hollering at me “Pay attention to the cow!” Growing up (and to this day) he meant it literally – watch the cow and anticipate where she’s going so you can be in the right position to move her where you want her to go. The lesson in those words for me is to pay attention, think ahead, and anticipate what needs to happen. I attribute my strong planning skills to many days in the sorting pen with my dad.

IF YOU COULD LIVE ANYWHERE, WHERE WOULD IT BE?

In a motorhome traveling the country with my fiancé, Ace. He and I were friends in high school (we even went to prom together!), and when we reconnected 20-some years later, we really bonded over our shared love of travel. I would like to visit all of the national parks, and Ace wants to attend sprint car races at all of the major tracks. We met a couple at an RV park in Homer, Alaska a few years ago who lived this life – he was retired and she worked remotely, so they could travel anywhere at any time, as long as they could connect to Wifi. Granted they had quite a luxurious motor home, so it wasn’t quite #vanlife, but we both thought it seemed like a pretty great way to live.

WHAT IS YOUR FAVORITE SPORTS TEAM AND WHY?

I’ve been a fan of the Boise State Broncos since the 2007 Fiesta Bowl when I was stuck at my parents’ house with nothing to do but watch their game against Oklahoma. It was the most thrilling thing I’d ever seen.

WHAT IS YOUR FAVORITE THING ABOUT YOUR JOB?

Besides the great people, I think my favorite thing is the non-stop learning. Every day I find myself stretching my brain in some new way. It’s not always comfortable, but it never gets boring.