Solutions for Sustaining Local Agriculture

Vote with your food dollar & your....
My “Forks” in the Road...
Scary Statistics....

Wake up!!!

We are here

Peak Oil

TOTAL GLOBAL (Water)

2.5% OF TOTAL GLOBAL (Freshwater)

97.5% Salt Water

68.9% Glaciers & Permanent Snow Cover

29.9% Fresh Ground water

0.3% Freshwater Lakes and River Storage. Only this portion is renewable

0.9% Other including soil moisture, swamp water and permafrost
Scary Statistics....
But there’s hope...
Popularity of Farmers Markets

Photos by: New Entry, Federation MFM, Arlington FM, Acton FM
Increasing number of CSAs
.....and CSFs

Photos by: walkingfish.com

namanet.org
Buy Local “Movement”
New Entry Sustainable Farming Project
Create, Cultivate, and Conserve New Farmer Enterprises
New Entry Sustainable Farming Project (New Entry)

BACKGROUND

• Develop *commercial* farming opportunities for new farmers
• Sustain the region’s agriculture and farmland
• Provide culturally appropriate foods & food security for our communities
• Aid immigrants & refugees in transferring their skills and experiences to develop new farm enterprises
• Train new farmers in skills to run successful farms
New Entry Sustainable Farming Project (New Entry)

• Partnership Project: Tufts University’s Friedman Nutrition School (AFE Program) and Community Teamwork, Inc. (WFD Division)

• Broad collaboration with local, regional, and national partners
Northeast Regional Partners

Northeast Network of Immigrant Farming Projects

Maine – NASAP, UMaine
Massachusetts – New Entry, NR, BFMF, MORI, GRO, LSS, Food Project
New York – NFDP, NIFI, Cornell
Connecticut – HFS
Rhode Island – SCLT
New Hampshire – UNH, IINH
Vermont – NFNA, UVM
USDA Programs:

- Farm Service Agency (FSA)
- Natural Resources Conservation Service (NRCS)
- Risk Management Agency (RMA)
- Office of Outreach/2501 (OASDFR)
- National Institute for Food and Agriculture (NIFA, formerly CSREES)
- Sustainable Agriculture Research and Education (SARE)
- Northeast Center for Risk Management Education (NECRME)
New Entry Objectives

Major Objectives:

• Expand **outreach** to *new* producers;

• Expand **education and training programs** in crop and livestock production for new producers;

• Match new farmers to **land**

• Provide **market access** to farmers and fresh food to *all* consumers

• Expand **technical assistance** to beginning and aspiring farmers
Outreach

Methods

• Public Events, Volunteer Work Days & Festivals
• Presentations
• Partners – service providers
• Radio Interviews
• Media Pieces
• Farm Tours
• Field Trainings
• Livestock Trainings
• Conferences
• Word of Mouth
• Social Media
New Promo Materials & Social Media
Farm Employment Connections

- Statewide Outreach
- Web-based survey to compile basic information
- Circulated to career centers, service providers, individuals
- Leveraged Transportation - JARC funding (MORI)
- Google web map on website
- Updated annually (print version)
Farmer Training Courses

- **Required for land access**
- Over 160 farmers since 2008
- Offered 2 x / year (and online)
- Farm Business Course
  - Select farm enterprise & develop business plan
  - Identify and research markets
  - Find materials, equipment and resources needed to get started
  - Develop a crop plan & schedule
  - Connect to USDA programs
Field Trips to Local Farms
Conferences, Trainings

- Local workshops
  - CRAFT, Umass Twilight
- Regional workshops
  - NOFA (Summer, Winter)
  - NEVBGA / F2F
  - Farm Credit East
- National workshops – RMA / NIFI
Hands-On Field Trainings

12+ Farm-based workshops on

- Organic production
- Greenhouse Mgmt
- Marketing
- Farm / Food Safety
- Pest Mgmt
- Soil and Water
Livestock Field Schools

- Poultry, Swine, Sheep, Goat, Beef Cattle, Rabbit Schools
- Pasture Management
- Meat Marketing & Processing
- Regulatory Issues / MPPU
- Annual Grazing School (NOFA)
- “Mass Grass” – pasture walks
Cummings School Partnership

- Collaboration
- Facilities
- Expertise/Translation
- Marketing Program
- Leveraged Funding ($340K)
- 3 yrs +
- MPPU docking?

Tufts University
Cummings School of Veterinary Medicine
Mobile Poultry Processing Unit (MPPU)
Distance Learning

- Partner w/ OAI
- Online course
  - 9 modules
  - Video / low-literacy
- Training Workshops
- Video/Web-casts
- Hybrid – also in-person
- ANGEL platform
Expanded Website - Agricultural Resources

- Annotated resource links
- Videos
- Lending Library - > 300+ books, periodicals, videos
- Resource Guides – new USDA topics!
New Guides
- Farming in MA Regulatory Resource Guide
- Guide to EQIP
- Multi-Producer CSA
- Farmland Identification (draft)

Existing Guides
- Value-Added Business Guide
- Post-Harvest Handling
- NASS/Census Vegetable Report
- FSA Farm Loan Guide
- Risk Management
- Farmers’ Market Strategies
Technical Assistance

Individual Meetings w/ Producers

Weekly Field Scouting & Recommendations

Connections to Resources, Supplies
Land Access on Incubator Farms

Plots of up to 1 acre; ¼ acre first year

Rent for 3 yrs

Share Tools, Equipment, Resources

Subsidized Tractor Services

Unlimited TA
Transition to Independence

- 18+ Independent Farmers
- Transitional Farm Plans - Annual goals
- Farmland Database & Matching Program
- Continued Farmland Services
- Ongoing Technical Assistance
Farmland Matching Service & TA

Matching Seekers and Landowners
Targeted Searches - monthly f/up calls to Conservation Commissions, Land Trusts, Towns, individuals

Interactive Website Map & Resources

Case Mgmt - technical assistance
Landowner services

Assessment visits with NRCS
Soil Web Survey
GIS / Assessors
Marketing Assistance: World PEAS CSA

- Self-supporting
- 470+ families for 2012
- Multi-producer; ethnic
- Central aggregation
- Distribution to 23 drop-off sites in Boston area
- Better $$ for farmers
- Advanced credit
- Training tool for implementing crop plans
- Requires annual business plan updates
- Strict Food Safety
- Liability Insurance
Ethnic Produce
2011 Outreach Results & Impact

- 2,000+ farmers aware of farming opportunities
- 15,000 unique web visits
- 186 farmers attended Explore Farming!
- 1,500 Employment Guides distributed; 43 farms listed; at least 15 jobs on farms
- 195 at farm tours
- New trainees!
Training Courses

Results & Impact

- 160 farmers attended FBC; 79 completed business plans
- 191 attended field trainings
- 360 attended livestock schools
- 18 conference scholarships provided
- 160 farmers attended F2F
Marketing Coop Results & Impact

- 32 farmers tapped new markets
- $282,000 gross income
- 500+ families = fresh veggies
- WIC, Seniors, Low Inc, Summer Feeding, Tufts Dining, EBNHC Dining
- >$24,000 no-interest loans to farmers
Distance Learning

Results & Impact

• 9 module online curriculum!
  – Videos
  – Moving spreadsheets
  – Webcasts
• Beta-tested winter 2010-11
• Evaluation / Revisions
• Full roll out in Fall 2011
• Greater access!
Technical Assistance

Results & Impact

- 1,050+ hours TA; new skills
- 78 acres in production
- 43 farmers aided to find farmland in MA+
- $207,360 WPC sales
- 8 licensed MPPU farms
- 4 new resource guides
- = many Profitable Farms!
Goals for 2012 & Beyond

- Expand audiences & national / statewide outreach
- Statewide BFAA partnerships
- Distance learning; develop certificate course
- Expand CSA more low-income
- Build Livestock and Farmland Programs
- Biannual Farmer-to-Farmer Conferences
- New Website
- Strategic Plan
The real reason farmers get up early.
Backyard Birds & Farmyard
http://peteandjensbackyardbirds.com
History of Pete and Jen’s Backyard Birds
Philosophy & Lifestyle

- Pasture-based
- Animal welfare
- Direct market
  - to informed consumers
- High quality products
- Systems management
- Eye on profitability
- Sun up to sun down +
- Seasonal
- Rewarding & fun!
Layer Breeds
Broiler Breeds
Mobile Poultry Processing Unit
Rabbit Breeds
SARE Farmer Grant

Integrating poultry and sheep on vegetable cropping land for
- increased economic return and
- enhanced fertility
Welcome to Pete and Jen's Backyard Birds!

We are small scale local growers of pasture-raised, premium quality meat and layer chickens, pigs, some sheep, and a few rabbits...located in Concord, MA. We began our first small flock of chickens in 2002 and have since expanded due to the growing interest and demand for high-quality, humanely raised meat and eggs. We currently sell most of our products by pre-order, through our mini-store in Concord (sign onto our e-mail list for directions), and to select restaurants in Boston.
You have choices....

BUY LOCAL
WHEN MONEY STAYS IN YOUR COMMUNITY YOUR LOCAL TAX DOLLARS SUPPORT:
SCHOOLS & NEIGHBORHOODS
ROADS & INFRASTRUCTURE
POLICE & FIRE DEPARTMENTS
AND KEEPS US ALL WORKING
Support Local Businesses And Let's Keep Our Economy Growing!
FOR MORE INFORMATION CALL 773-329-9251

Localharvest.org
and more choices....
Get involved!
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http://www.nesfp.org

http://peteandjensbackyardbirds.com