



Cultivating a Next Generation of Beginning Farmers

Jennifer Hashley, Director

Increasing Demand...

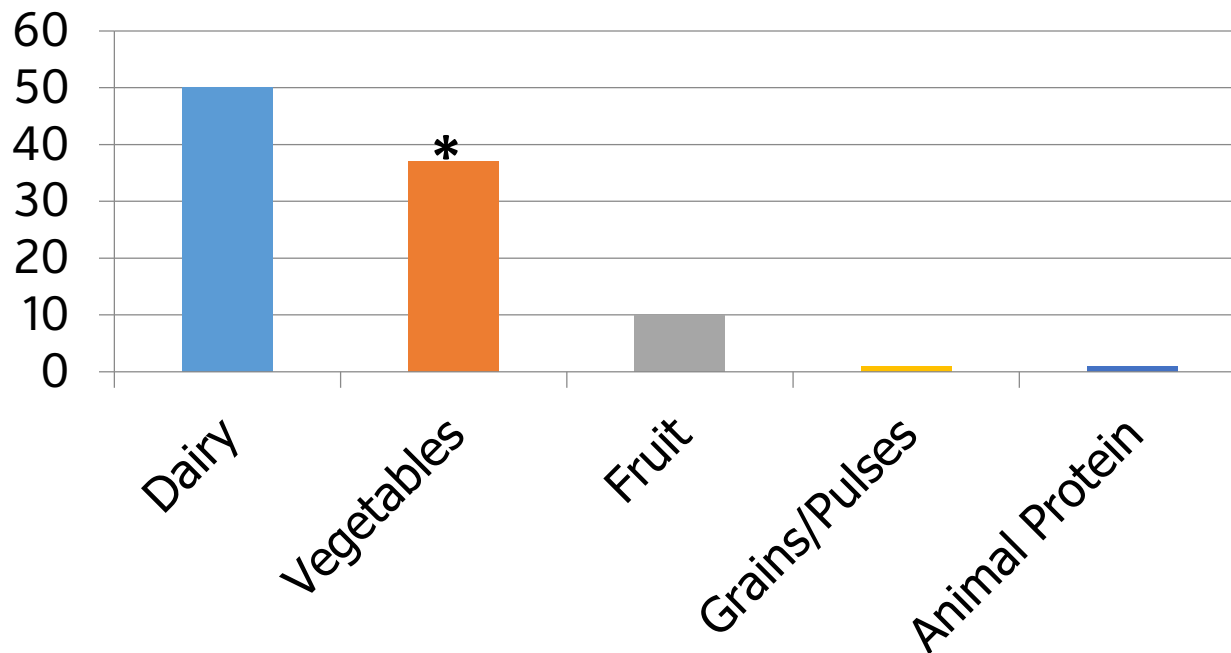


Local food sales were valued at
\$11.7 billion in 2014,
up from \$5 billion in 2008.

Direct to consumer sales
increased 8% from 2007 to 2012.

Demand for local food is growing...*but* New England lacks self-sufficiency

Percent Local Production by Commodity in New England

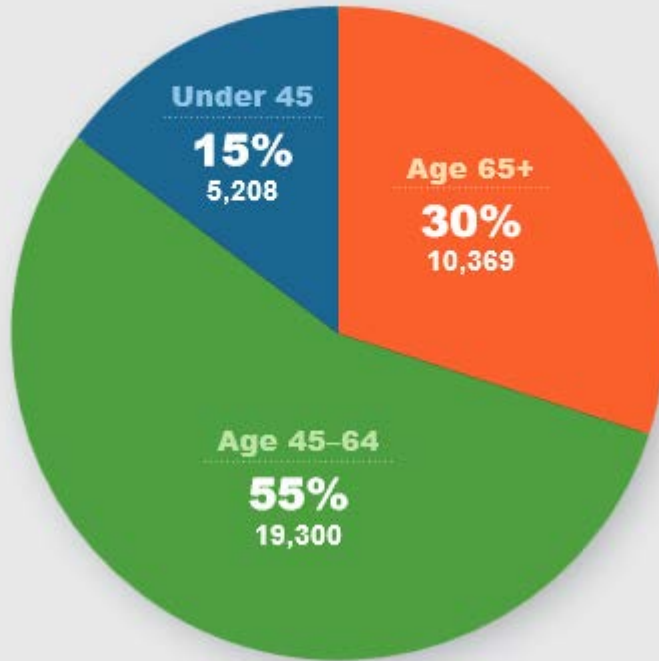


* of the 37% vegetables produced, over 80% are starches (ie, potatoes)



New England farmers are aging...*fast*

Principal Farm Operators by Age in 2012
NEW ENGLAND



1.4 million acres of farmland at risk

We need over 10,000 new and beginning farmers



W
NEED

NEW FARMERS
AND RANCHERS

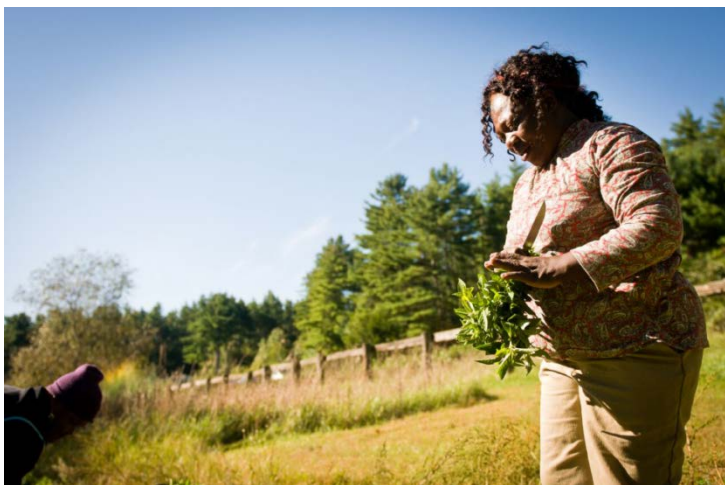


New Entry is growing

the next generation of New England farmers...



...so that New England has a resilient regional food system



Overview of New Entry



Mission: To improve our local and regional food systems by training the next generation of farmers to produce food that is sustainable, nutritious, and culturally-appropriate and making this food accessible to individuals regardless of age, mobility, ethnicity, or socio-economic status. We provide critical training, career development, and economic opportunity to new farmers.

Our Strategic Goal: By 2021, New Entry will: provide training and support to at least 1,500 potential new farmers and equip 250 people to operate new, sustainable farming businesses

Audience: Diverse producers: immigrants, refugees, career changers, retirees, veterans, young people – anyone who wants to farm commercially!



Interested new farmers need skills...

Who wants to **farm?**

What farmers **need:**

Young People		Business Savvy
Immigrants & Refugees		Production Skills
Career Changers		Adequate Markets
Retirees		Land Access
Unemployed		Capital
Veterans		Skills Training
		Community of Support Ongoing Technical Assistance

New Entry's Pathway to a Career in Farming



Our results: over **67%** of farmers in our program are still farming **after 5 years**

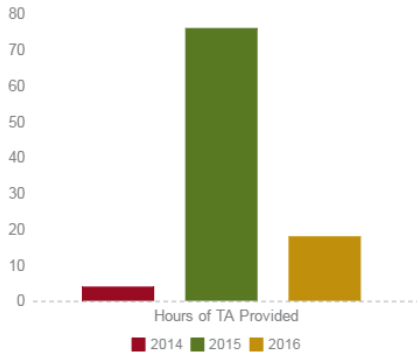
National Programs



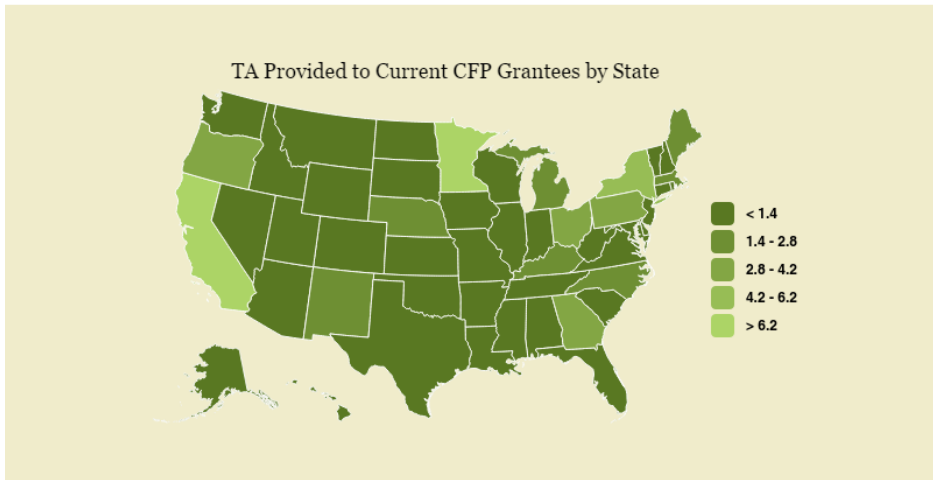
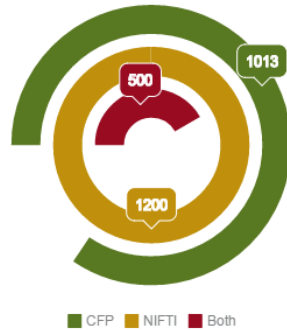
National Team Impacts

Providing professional development, capacity building, and resources to beginning farmer organizations nation-wide

Hours of CFP TA Provided 2014-2016



Unique Organizations Served 2014-2016



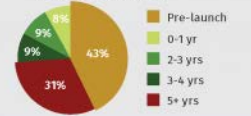

Incubator Farm Projects (IFPs)

1. A land-based, multi-grower project that provides training and technical assistance to aspiring and beginning farmers.

More info: www.nesfp.org/nifti

*The information contained in this overview was collected by NIFTI as part of its technical assistance activities. Additional data was collected through an in-depth, nationwide survey of Incubator Farm Projects, to which all registrars were contacted.

Years in Operation



220+ Incubator Farms

130 Operational IFPs

1,565 Farming Participants

9 average number of businesses being run on an Incubator Farm Project

Demographics

Demographic	Percentage
US born	~40%
Low-income	~40%
Refugee	~10%
Immigrant	~10%
College Student	~10%

Multilingual Programming & Support

Response	Percentage
YES	40%
NO	50%
Other 10%	10%

Top 3 Challenges

- Funding**
 - 22% FEDERAL GRANTS
 - 20% FOUNDATION GRANTS
 - 10% INDIVIDUAL FUNDRAISING
 - 8% STATE/LOCAL GOVERNMENT FUNDS
 - 7% REVENUE FROM FARM PRODUCTS
- Land**
 - 14% Lease
 - 16% Own
 - 70% Both
- Staff**
 - 75% of IFPs have 2 or less full & part-time staff members

Farmers Post-Project

- Former participants are:
 - 60% Still farming
 - 55% of whom are primary farm operators

Project Programs Offer

- Program Training Opportunities
- Affordable Access Offerings
- Business Planning
- Financial Planning
- Human Resources
- Marketing
- Free Rent for Incubator Plots
- Discounted Rent for Incubator Plots
- Free Access to Farm Tools
- Discounted Access to Farm Tools
- Plowing Before the Growing Season
- Access to a Greenhouse or Hoop House
- Compost
- Irrigation Infrastructure
- Discounted Water
- Access to Office Facilities
- Free Seeds
- Discounted Seeds
- Access to Cold Storage/Freezer Space
- Access to Cold Storage/Freezer Space
- Market Channel Identification/Shop Hub
- Direct Market Identification/Shop Hub
- Organic Production
- Crop Production
- Livestock Production
- Sustainable Production
- Fertilizer and Pesticide Use
- Environmental Issues
- Climate Change
- Soil and Water Quality
- Organic Market Identification
- Equipment Selection and Maintenance
- Organic Production
- Crop Production
- Livestock Production
- Sustainable Production
- Fertilizer and Pesticide Use
- Environmental Issues
- Climate Change
- Soil and Water Quality
- Organic Market Identification

Our Results

**2,000
farmers
trained**



**400+
farm
business
plans**



**60+
land
matches**



**Sold \$2+
million of
produce
in local
economy**



Pioneer in incubator farm training + national leader

What Works



Building strong intergenerational beginning farmer network and strong farmer-to-farmer and peer knowledge sharing.

Fostering long-term economic viability by inspiring farmers to plan.

Providing a “safe space” for new producers to start their operations.

Key Characteristics of Successful Farmers



Holistic
Systems
Approach

Business &
Marketing
Savvy



Strong
Vision

Entrepreneurial
Spirit

Personal
Resilience and
Adaptability

Technical
Skills



Supporting Producers Post-Transition

Understanding landscape of service providers and whom to ask for help.

Farmland access and lease support.

Ongoing production support, financial analysis, and technical assistance.

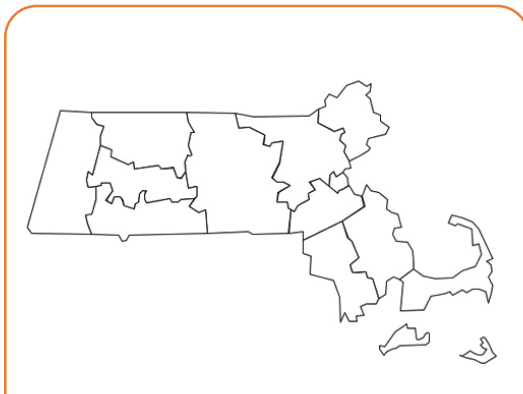
Market development.

Peer/network support.



Our Future Goals

current \$1.7M budget ---> vision \$3M budget



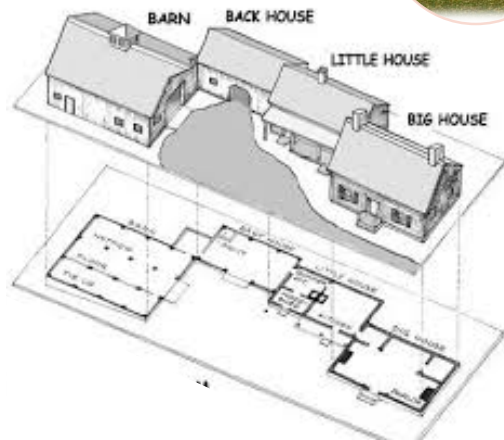
Central Training Farm



Expand Regionally



Replicate National Programs



Discussion? Thank you!



Jennifer Hashley, Director
Email: jennifer.hashley@tufts.edu
617-636-3793
<http://www.nesfp.org>