



# New Entry Food Hub

# 20 23



## ANNUAL REPORT

The New Entry Food Hub aims to build long term economic self-reliance and food security among farmers in eastern Massachusetts and their communities, and to expand access to healthy and culturally connected foods in underserved areas through production of locally grown foods.



[www.nesfp.org/foodhub](http://www.nesfp.org/foodhub)





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# FOOD HUBS AS KEY CONNECTORS

Food Hubs are poised to integrate convenience, equity, and sustainability by partnering directly with local/regional beginning and historically underserved farmers who are stewards of the land.

In the past five years, the New Entry Food Hub has strengthened partnerships with food access organizations to provide fresh, local produce to seniors, youth, and food insecure populations. These relationships have allowed the food hub to purchase more produce in wholesale quantities from participating growers. These farmers include growers who farm on-site through the New Entry incubator program, and others who have since graduated from New Entry's farmer training programs.

The nature of these transactions is such that the food hub puts together the orders instead of the institution, allowing the food hub to source more equitably from a variety of farmers. Payments are made to the food hub up front at the beginning of the season, then the food hub sends weekly shares of produce based on farmers' available harvests. The flexible wholesale buying program streamlines weekly ordering for institutions and provides a reliable source of income to farmers throughout the season. This model mimics a traditional CSA model\*, but on a wholesale level. The increase in flexible wholesale buyers in recent years allows larger quantities of produce to be purchased from local farmers, decreases the marketing burden on farmers and food hub employees, and improves the health and well-being of those receiving the produce. The partnership is a win win to connect the dots between eaters and producers.

**ALLY ARNOLD**

Food Hub Assistant Manager



**\*CSA = Community Supported agriculture is a model in which a person pays a farmer up front to help them cover initial planting costs and receives a weekly share of produce in exchange.**



Formerly called World PEAS, New Entry Food Hub was initially formed in 2005 as a cooperative to expand local markets for beginning, immigrant, and refugee farmers.

## Food Hub Services & Functions

- Expand direct market access for farmers
- Carry out weekly ordering, aggregation, & distribution cycles
- Provide technical assistance on topics such as harvesting, packing, food safety, and crop planning
- Increase consumer access to sustainably grown, local fruits and vegetables through the New Entry CSA
- Provide resources and infrastructure such as refrigeration, packing materials, and marketing support
- Handle contracts, crop bids, and invoicing
- Enable purchases of small and large orders through Local Food Marketplace's online sales platform



# FARMER SUPPORT

## 65 HOURS

of individual technical assistance was provided to New Entry graduate farmers by New Entry Food Hub staff



## LOCAL FARMS

36 farmers sold produce through the New Entry Food Hub in 2023. This includes:

- 6 Incubator farmers
- 15 New Entry Graduates
- 11 established local farmers
- 9 BIPOC farmers

## \$286,934

of produce purchased by New Entry Food Hub,

## A 171% INCREASE FROM 2022

### 2023 HIGHLIGHTS:

- Presented "Flexible Institutional Produce Purchasing Model" at Agricultural Marketing Conference in November in Washington DC
- Led 4 cooking demos for seniors using New Entry Produce
- Tailored weekly newsletters for each wholesale customer
- CSA pick up locations in Beverly, Boston, Somerville, Medford, and Home Delivery
- Partnered with Boston Area Gleaners to Supplement 17,431 lbs of Produce to Food Access Organizations, valued at \$33,642
- Three delivery days per week: Tuesday, Wednesday, & Thursday
- Met weekly with Dracut growers to strengthen partnerships with New Entry graduates and deliver clean produce bins
- Streamlined warehouse packing delegation to maximize efficiency and limit handling
- Engaged scores of volunteers in packing and preparing for deliveries

## 2023 FOOD HUB GROWERS

### New Entry Incubator Farmers

Dancing Harvest  
Dove Family Farm  
Hot Pot Harvest  
New Entry (Cert ORG)  
Ramblin' Roots  
Strawberry Dog Farm  
Whipple Bee Flower Farm

### New Entry Graduates

Anything Grows (Cert ORG)  
Comfort Gayean  
Crown & Roots Farm  
Dancing Plover  
Foxfire Farm (Cert ORG)  
Hannan Healthy Foods, LLC (Cert ORG)  
Hungry Heart Farm  
Margaret Gichuki  
Nettle Nook Farm  
Phalla's Produce  
Rechhat Proum  
Saturn's Garden, LLC  
Seona Ban Ngufor  
WhiteMarz Farm  
Wilson Farm

### Other Local Farmers

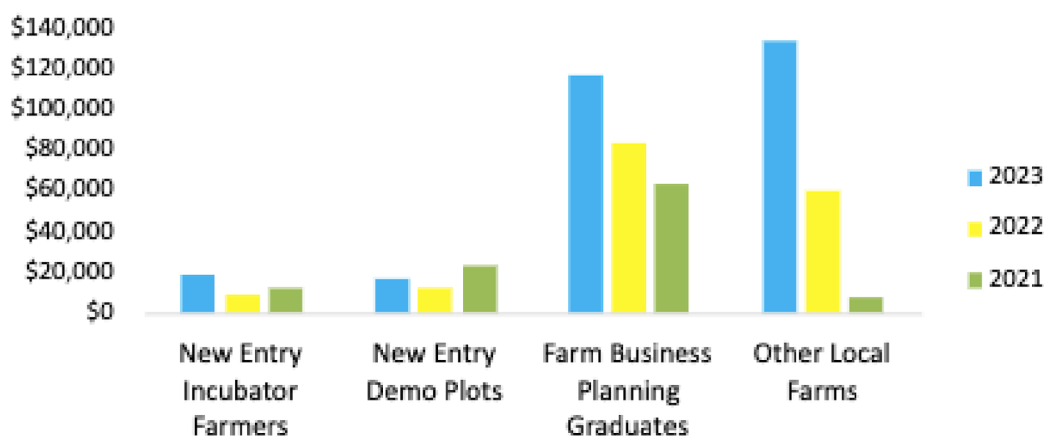
Appleton Farms  
Cedar Rock Gardens  
Farmer Dave's  
Fat Moon Mushrooms (Cert ORG)  
Iron Ox Farm  
Jim Ogonowski  
Kanner Family Orchard  
Old Earth Orchards  
Picadilly Farm, LLC  
The Beverly Farms  
Winter Moon Roots (Cert ORG)



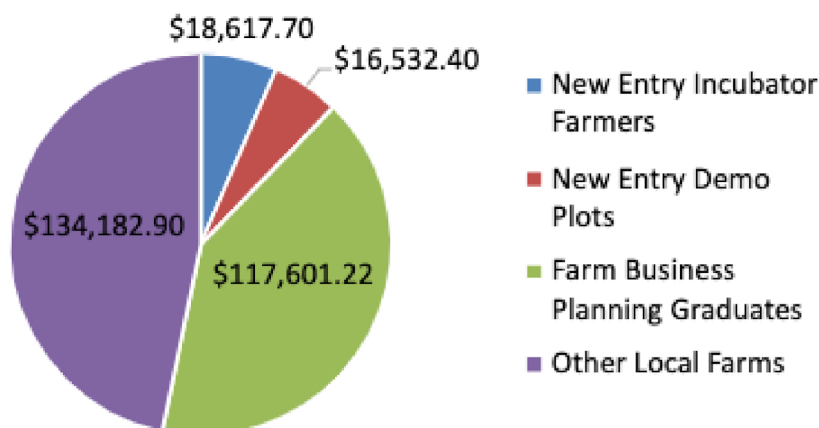
# SUPPORTING ECONOMIC VIABILITY OF FARMERS & ALUMNI

**2023 offered a 171% year-over-year increase in total revenue earned by local farmers working with New Entry Food Hub.**

Produce Purchased from Farmers



2023 Produce Purchased by Farmer Type



**The Food Hub creates opportunities for long-term sustainable farm businesses by expanding these market channels:**

- CSA: "Community Supported Agriculture"
  - 95 CSA Shareholders
  - SNAP/HIP Shares
- Senior Centers / Councils on Aging
  - Partnership with Lahey Health
- Food Access
  - Pantries, meals programs
  - Produce Rx
- Schools and Institutions
  - K-12 and College Dining
- Restaurants



Supporting farmers is at the core of what we do.

In our 2023 annual food hub survey, farmers reported that of all the food hub functions, consistent weekly income was what they found to be most helpful.

Beyond sales, the food hub also provided advice and support on crop planning, seed ordering, food safety, marketing, grant applications, value-added product development, and risk management.





# MAKING LOCAL FOOD ACCESSIBLE

**TOTAL 2023 SALES REVENUE: \$473,075**

**In 2023, 80% of the New Entry Food Hub's produce sales were to local schools and food access partners.**

**We regularly delivered local produce to:**

- 12 local schools
- 8 elder services organizations
- 3 food access organizations



The New Entry Food Hub is proud to connect seniors and youth to nutritious, fresh local produce.

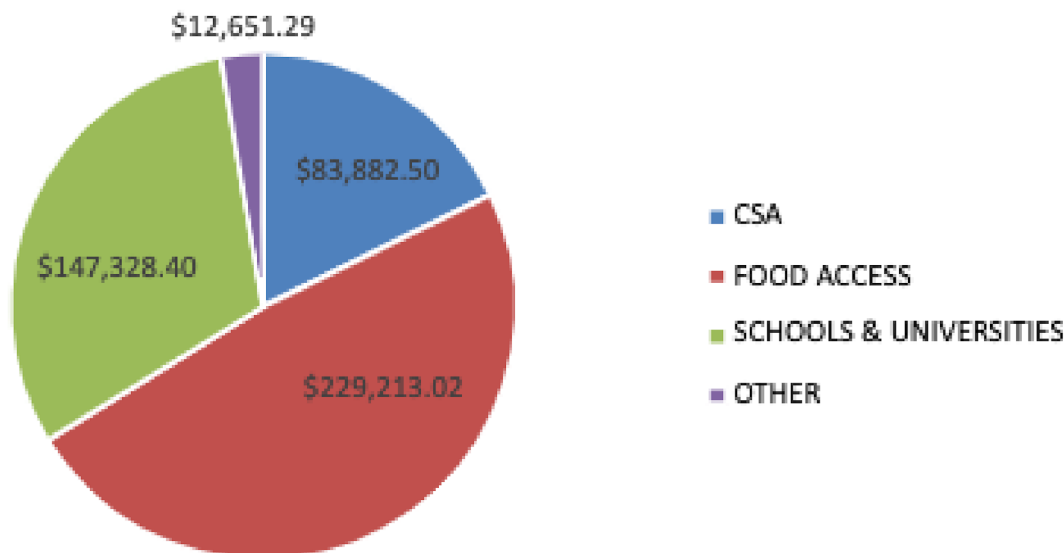
We continued to leverage our partnership with Boston Area Gleaners' pantry program and our own New Entry crop production to donate additional produce.

We accepted SNAP / HIP (Healthy Incentives Program) for traditional CSA shares.

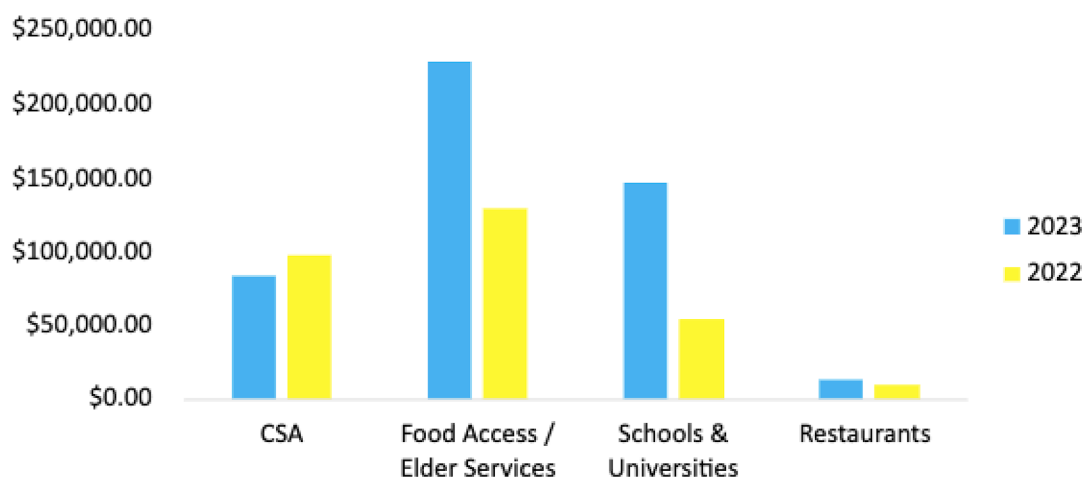
Our CSA-Your-Way program allowed more flexibility for customers to choose their weekly produce orders.



## 2023 Sales Revenue By Category



## Sales By Category





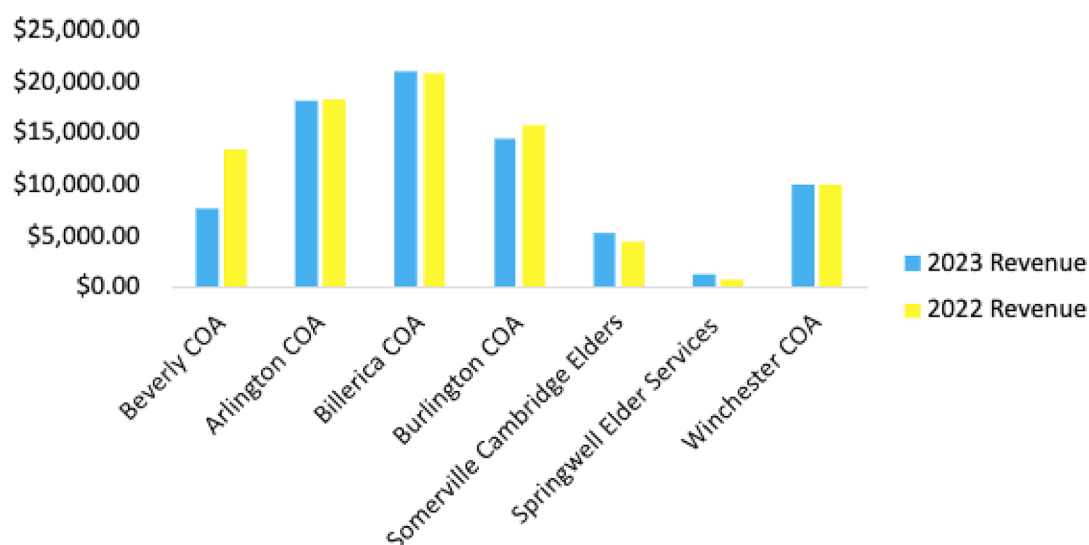
# SENIOR FARMERS MARKET PROGRAM

**We delivered fresh local produce valued at \$78,059 to seniors in 2023.**

New Entry Food Hub has flexible produce purchasing relationships with five Councils on Aging (COAs) in Eastern MA, in Winchester, Arlington, Billerica, Burlington, and Beverly. Weekly produce shares valued at \$15 each for 240 seniors were aggregated at the Food Hub in Beverly, packed and labeled for the COAs, and delivered to each location. We also provided an informational newsletter to share nutrition information, recipes, and stories from the field. Some COAs elected to have the shares individually packed, while others preferred the products in bulk for "farmer's market style." The produce is a fresh medley sourced from a dozen+ farmers participating in New Entry's incubator farm program, recent New Entry graduates, or other local growers. A partnership with the Boston Area Gleaners allowed for 17,431 lbs of produce rescued from area farms that would otherwise be left unharvested to be added to the shares, valued at \$33,642 to supplement the \$78,059 in fresh food sourced from local farmers.

*"I love the variety and high quality of the vegetables every week and I love that I don't have to go to the grocery store and buy vegetables after this because they're so expensive. This helps me out so much."* - Senior Share Recipient

Elder Services Revenue, New Entry Food Hub



## Cooking Demos for Seniors

New Entry staff and interns held in-person cooking demos for seniors at the five Councils on Aging locations to support creative recipe ideas for utilizing fresh produce.



The Senior Farmers Market Program was established in 2016 with the financial support of Beth Israel Lahey Health (BILH). This flagship program has served as a model for other senior farm share sites.

## 2023 Senior Farmers Market sites and funders:

- Burlington, Arlington, Billerica COAs (Beth Israel Lahey Health)
- Winchester Housing Authority (Winchester Hospital)
- Beverly COA (Angell Foundation)
- Springwell Elder Services (MDAR Senior Farmers Market Nutrition Program (SFMNP))
- Somerville-Cambridge Elder Services (SFMNP & Angell Foundation)



# FOOD ACCESS PARTNERS AS WHOLESALE BUYERS

The Food Hub delivered \$229,213 to food access partners including senior centers and food pantries in 2023.

The flexible buying program allows the food hub to distribute funds more equitably across farmers while providing quality fresh, local produce to customers and reducing risk for buyers. New Entry Food Hub partners with food pantries and health institutions to provide weekly produce from a variety of small, beginning, and historically underserved local farmers to senior adults. The pantry purchases a set dollar amount of produce for the season, then the food hub sends a set portion of produce each week depending on crops available. This model centers farmers and producers in the buying relationship while promoting the health and well-being of the consumers.

SENIOR-SERVING ORGANIZATIONS	FOOD PANTRIES/OTHER
Beverly Council on Aging, \$7,659.91	Root North Shore, \$110,284.71
Lahey Health: Arlington, Billerica, & Burlington Councils on Aging, \$53,855.79	Mill City Grows, \$453.75
Somerville Cambridge Elders, \$5,323.84	The Garden School, \$205.20
Springwell Elder Services, \$1,106.20	Citizen's Inn, \$17,251.52
Winchester Council on Aging, \$10,112.82	Nourishing the North Shore, \$5,682.51
	Salem Pantry, \$17,276.77



**Pantry Share Program (PSP):** Established in 2022 with the support of the Angell Foundation, this program was created to increase access to local, fresh produce for pantry clients in the North Shore region.

How does it work?

1. **Upfront Planning, Payment, & Established Preferences**
2. **Weekly Aggregation, Packing, & Deliveries**
3. **Review Customer Surveys & Feedback**





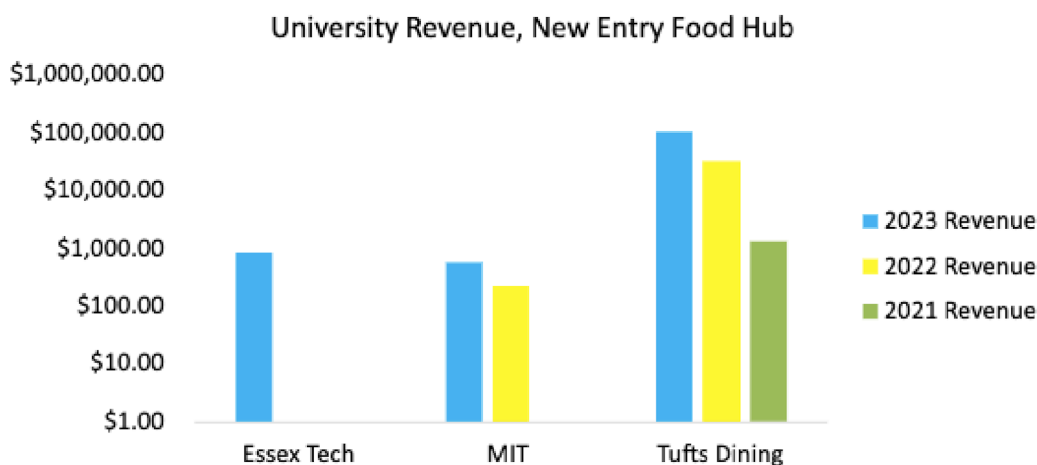
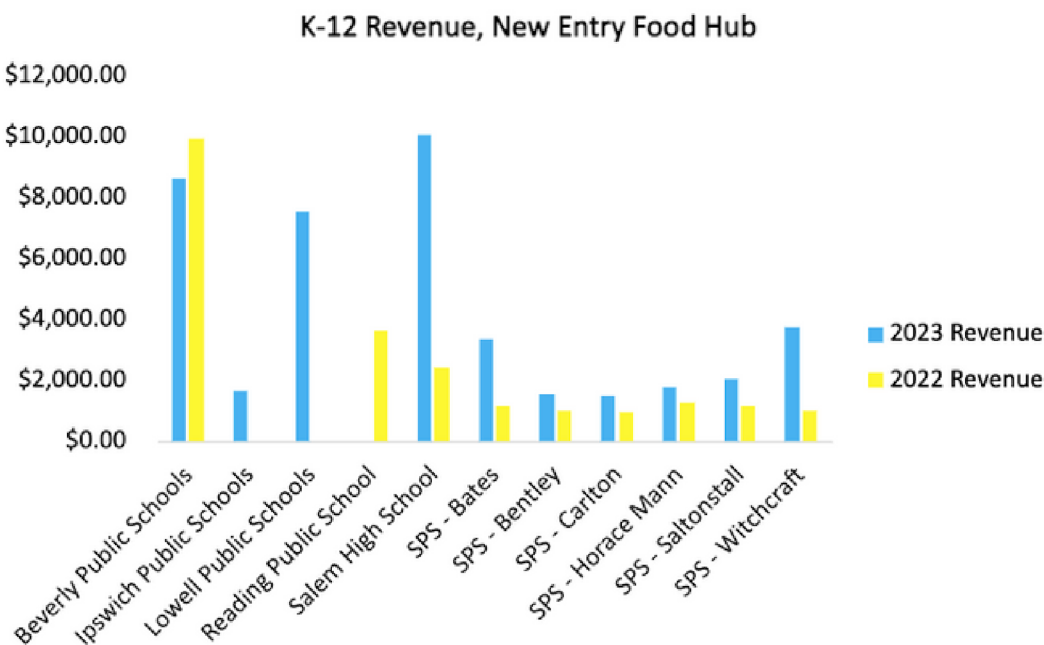
# FARM TO SCHOOL

**The Food Hub delivered \$147,328 worth of wholesale, local fresh produce to Salem, Beverly, Ipswich, and Lowell Public Schools and to Tufts University Dining Services in 2023.**

2023 was a year of farm-to-school expansion for New Entry Food Hub. Tufts Dining sourced weekly pallets of fresh produce and placed a large special order for the Food Festival that was a major highlight of Freshman Orientation.

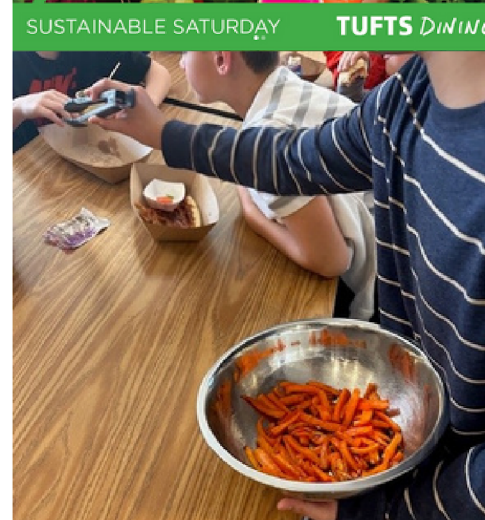
Additionally, our Food Hub Manager, Sara Poggi Davis was able to get all the paperwork in order to be an approved vendor for several North Shore school districts. Farm-to-School is an exciting growth area for New Entry and we are exploring new partnerships with school food service providers.

**Sales of local produce to schools jumped from \$55k in 2022 to over \$147k in 2023**



We'd like to thank Chef Al and the Tufts University event coordinators for prioritizing local produce in 2023.

New Entry greatly appreciates the school's commitment to supporting our farmers and providing fresh local produce for students.



# COMMUNITY SUPPORTED AGRICULTURE (CSA)

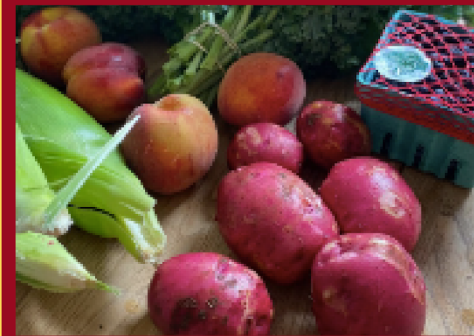
Week Items, valued at \$37.50 per share

1	bok choy, apples, potatoes, mint, oyster mushrooms, snap peas
2	butterhead, cucumber, potatoes, cherry tomatoes, endive, lacinato kale, garlic chives
3	lettuce, green onion, cucumber, collards, curly kale, garlic scapes, basil, snow peas, turnips
4	swiss chard, fennel, zucchini, pea shoots, chinese broccoli, fresh garlic
5	curly kale, escarole, beets, basil, zucchini, carrots, green onions
6	garlic scapes, butterhead, blueberries, celery, carrots, radish
7	cabbage, long red onion, pickling cucumber, fresh garlic, green ruffles basil, lacinato kale, oyster mushrooms
8	blueberries, carrots, fairytale eggplants, water spinach, green onions, curly kale
9	butterhead, cilantro, peaches, turnips, long red onion, basil, cucumber, zucchini, garlic chives, swiss chard
10	cherry tomatoes, corn, potatoes, curly kale, cantaloupe, peaches
11	garlic, summer crisp lettuce, eggplant, paula red apples, shishito peppers, slicing tomatoes, green onions
12	leek, eggplant, peaches, red norland potatoes, slicing tomatoes, curly kale
13	tomatillos, green carmen peppers, heirloom tomatoes, green bell peppers, garlic, kermit eggplant, hot pepper, swiss chard
14	peaches, potatoes, cherry toms, napa cabbage, eggplant, peppers
15	yukon potatoes, cherry toms & potatoes, basil, sweet peppers, red onions, chard
16	Italian fryer peppers, delicata squash, collard greens, green onions, potatoes, mac apples, nectarines
17	mac apples, mushrooms & pumpkins & green beans, orange bell, lettuce
18	macoun apple, cauliflower, delicata, spinach, celery, orange bell pepper
19	pears, kale, carrots, golden beets, yukon potatoes, honeynut squash, red onions, garlic chives, garlic
20	italian fryer peppers, delicata squash, honeynut squash, apples, cranberries, sunchokes, baby mix lettuce



## PROGRAM HIGHLIGHTS

- \$83,883 in Revenue
- 93 Summer CSA customers (10 weeks)
- 78 Fall CSA customers (10 weeks)
- 3 CSA customers subsidized by SNAP-HIP programs (20 weeks)
- 3 CSA customers subsidized by Nourishing the North Shore funding (20 weeks)
- 34 CSA Your Way program customers
- 25 Winter Holiday CSA customers



**Healthy Incentives Program (HIP).** HIP provides Massachusetts SNAP customers an instant rebate on produce purchases from approved farmers' markets, farmers, and CSA programs. In 2023, New Entry Food Hub provided three SNAP/HIP CSA shares directly to customers.



# VALUE-ADDED PRODUCTS



In order to support farmers with new market opportunity and reduce food waste, we expanded our value-added programs with Eastern Mass Provisions, Food rEvolution, and Franklin CDC Food Processing Center. We further developed our popular lines of hot sauces and pestos for distribution through our CSA and processed frozen and chopped carrots for extended-season food access and institutional markets.



78% of CSA customer survey respondents said they would purchase value-add items if they were offered.

Currently Expanding:

- Flash frozen (IQF – individual quick freeze) – chopped and frozen carrots, peppers
- Shelf-stable sauces (hot sauce, tomato sauce)
- Pesto
- Pickles

Future Projects:  
Exploring minimally processed on-farm preparation for school/institutions

## Locally Sourced From...

**La Huerta Farm**  
jalapeño, shishito

**Thousand Leaves Farm**  
buena mulata, thai chili

**Hungry Heart Farm**  
aji rico

**New Entry Fields**  
hungarian hot wax, cayenne

**Saturn's Garden**  
jalapeño, cayenne, ghost pepper

**Ball Farms**  
jalapeño, cayenne, hungarian hot wax

**Phalla's Produce**  
jalapeño, habanero, hungarian hot wax, garlic



Our mission is to train the next generation of farmers to produce accessible food that is sustainable, nutritious, and culturally-connected.

This micro batch hot sauce is a collaborative project of the New Entry Food Hub and the beginning and immigrant farmers with which we work.

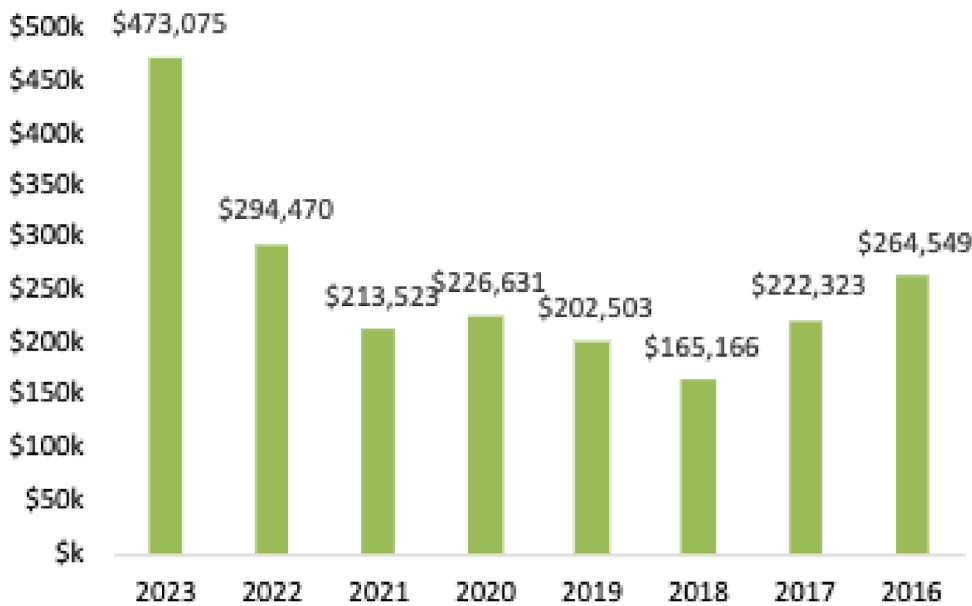
The purchase of this hot sauce directly supports the contributing farmers and New Entry's mission.

*Thank you!*



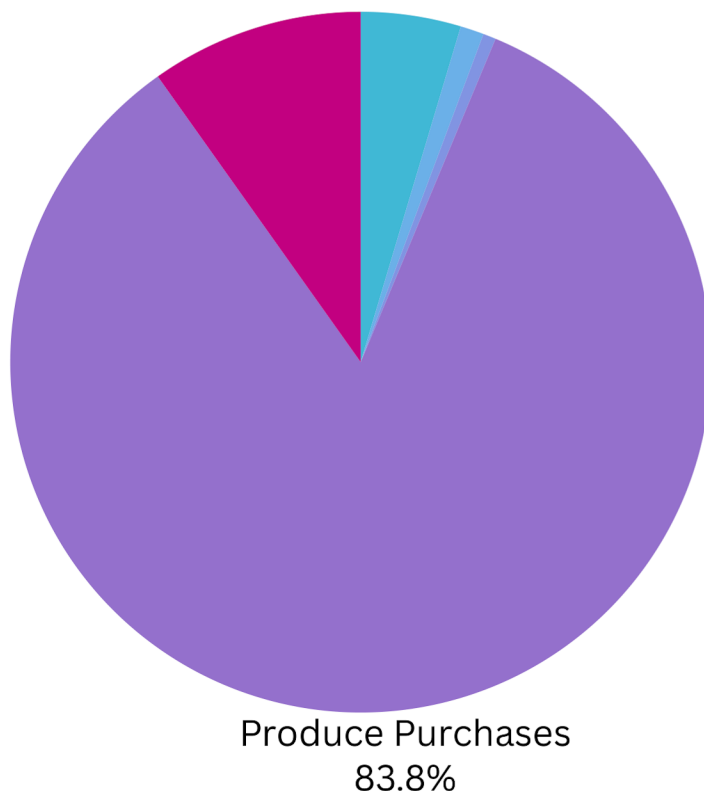
# 2023 FOOD HUB FINANCIALS

## Food Hub Sales Revenue from Produce



- Staffing
- Supplies
- Vehicles/Fuel
- Produce Purchases
- Professional Services
- Administrative Expenses

Administrative Expenses  
9.8%



Food Hub revenue saw a year-over-year increase of 161% in 2023 from 2022. This increase was largely thanks to new state and federal support for local and regional food purchasing from the Local Food Purchasing Assistance Program and the Local Food for Schools programs.

**\*\*Reported revenue and expenses excludes Food Hub grant-related income and expenses related to the Food Hub's programmatic and farmer training activities.**





# SHARING GRATITUDE!

MANY THANKS TO OUR GENEROUS PARTNERS AND FUNDERS:

- The Angell Foundation
- Ajana Foundation
- Beth Israel Lahey Hospital
- Winchester Hospital
- Salem Hospital
- DTA SNAP-HIP Programs
- MDAR Senior Farmers Market Coupon Program
- Arlington, Burlington, Billerica and Beverly COAs
- Winchester Housing Authority
- Salem Pantry
- Citizens Inn
- Root Northshore
- Nourishing the North Shore
- Somerville Cambridge Elder Services
- Springwell Elder Services
- UMass Amherst Nutrition Assessment Laboratory
- Tufts Maternal Health Produce Rx Program

*"People were very appreciative. The clients were delighted to receive the beautiful delivery, and I got a few calls about the peaches being such a treat. They were very excited to receive everything and it looked so fresh."* - Nutrition Director at the Somerville-Cambridge Elder Services

The Food Hub team would like to extend our deepest and most heartfelt appreciation to the many volunteers and students who generously donated more than 876 hours of their time to ensure that the New Entry Food Hub was able to feed our community this year. We could not have made the impact that we did without your tireless help and support.

**Thank you to all our supporters and volunteers!**



Thank  
you



# LOOKING AHEAD TO 2024 AND BEYOND

Our plans for 2024 include:

- Strengthening relationships with off-site growers in by increasing in-person time with farmers
- Increasing our CSA membership
- Expanding value-added product sales to retail and other wholesale outlets
- Continuing to plan crop variety and production quantities to meet needs of wholesale buyers (e.g., schools, hospitals)
- Continuing to work with incubator farms to grow a diversity of crops attractive to customers
- Synthesizing 10 years of data into an updated food hub business plan
- Documenting operations for ease of staff training
- Developing new partnerships to expand SNAP outreach and increase SNAP/HIP enrollment
- Exploring options for processing SNAP/HIP for CSA Your Way at Point-of-Sale
- Continuing to work with Tufts Dining and other institutional procurement to expand weekly institutional sales
- Continuing to build relationships and sell to K-12 schools
- Expand deliveries to supply Salem Pantry year-round
- Launching a new Mobile Market program for underserved Northshore communities
- Building a NorthShore Mobile Market Coalition to share lessons learned and strategies to procure local produce

**Thank you for supporting  
local farmers, food access,  
and healthy, fresh local food  
for all!**

