



New Entry Sustainable Farming Project

20 23



ANNUAL REPORT

Working with new
farmers to build strong
businesses, expertise
in the field, and a
resilient food system



www.nesfp.org



2023 IN REVIEW - GROWTH AND POSITIVE CHANGE

New Entry's fields in 2023 yielded bountiful crops and so much more! We cultivated connection, harvested stories of determination, stewarded growth, and celebrated community. Together, we've sown the seeds of positive change - creating pathways for improved nutrition while supporting the livelihoods of our beginning, veteran, historically-underserved, and small-scale farmers.

We were also thrilled to welcome two new full-time staff members this fall to help us achieve all of our programmatic objectives. Dr. Julien Barrere joined the team as our new Farmer Training Senior Program Manager and Emily Round transitioned from the fields to serve as our new Technical Assistance Manager. They have been hard at work supporting outreach, farmer programming, event organizing, strategic planning, and connecting with farmers and community partners. We are excited to expand our capacity to serve farmers and grow our education and training programs.

2023 also brought significant New Entry Food Hub growth. We expanded our food access partnerships and supported over 36 local farms with centralized aggregation and distribution of locally grown food. We extended our growing season with local K-12 schools and institutions and continued to evaluate our food access programs. We shared our results at the American Public Health Association's national conference to inspire others to replicate our successful free Senior Farmers' Market Program.

I am more than proud of all of our accomplishments in 2023 (read all about our impacts in the pages that follow) and our hard-working team that makes all of it possible. Thank you to our loyal donors, our community partners, our volunteers, and the hard-working farmers we show up for each day. Your investment builds a more equitable local and regional food system for all!

A handwritten signature in black ink, appearing to read "Jennifer Hashley", is positioned above the name in the caption.

Jennifer Hashley, Tricia Perez Kennealy and Michael Kennealy Director
New Entry Sustainable Farming Project

KEY PERFORMANCE INDICATORS IN 2023

Metric	No
Number of Incubator Farmers (operators)	17
Number of Incubator Farm Businesses	9
Participants in Explore Farming workshops	134
Participants in Crop Production Course	40
Participants in Farm Business Planning Courses	45
Participants in Other Educational Workshops	248
Number of Food Hub Farmers	36
\$\$ Value Sold By Food Hub	\$473,075
\$\$ Produce Purchased from New Entry Farmers	\$286,934
Number of In-Kind Volunteer Hours	876
Number of Interns/Students engaged	17





FARMER TRAINING: 2023 HIGHLIGHTS

467 aspiring, beginning and small-scale farmers were reached through our Farmer Training Programs, including:

- 138 participants attended the winter workshop series *"Investing in Your Farm: Accessing Grants and Loans for Growing your Business."* This initiative delivered resources to connect Massachusetts' underserved and beginning producers to safety net and farm support programs.
- 134 participants learned about farming in New England and resources available to launch a career in farming, by attending an Explore Farming Workshop.
- 45 farmers developed and fine-tuned their farm business plans by completing the Farm Business Planning Course.
- 40 farmers honed their "hands in the dirt" farming skills by attending the Crop Production Course.
- 30 veteran farmers received practical training on soil health during an Armed-to-Farm training field day.
- 43 farmers attended workshops on food safety, backyard gardening, and pollinator identification.
- Additionally, 37 farmers completed the self paced online program, "Making Less Risky Business of Wholesale and Institutional Markets."

New Entry's Farmer Training Program is an essential pathway for beginners and small-scale growers looking to cultivate success.

- ✓ Tailored for Beginning Farmers!
- ✓ Practical Insights: Gain hands-on knowledge from seasoned experts.
- ✓ Connect with fellow farmers, share experiences, and grow together.
- ✓ The Farm Business Planning Course is recognized by the USDA Farm Service Agency (FSA) as a Certified Borrower Training Program.

We provided 33 scholarships valued at \$6,650 to farmers with limited resources to facilitate equitable participation in our training programs.





FARM BUSINESSES GROWING AT NEW ENTRY INCUBATOR FARM

In 2023, 9 new farm businesses (comprising 17 farmers) joined the New Entry's Incubator Farm Training Program:

1. Ramblin' Roots Market Garden: Besides growing a lot of vegetables, Ramblin' Roots grew edible flowers, a mix of nasturtiums, calendula, bachelor buttons and others that were incorporated into their CSA program and sold to Peabody Essex Café and Gourmet Caterers in Boston. 2023 marked their third and final year on the incubator and the farm will be graduating to lease land at The Food Project in Wenham in 2024.

2. Hot Pot Harvest Farm: In their first year, this worker-owned coop grew Asian vegetables and flowers, including pea shoots, baby bok choy, watercress, mung bean sprouts, scallions, Thai basil, choy sum, luffa, amaranth, lemongrass, okra and perilla. A local brewery in Salem, MA developed a highly successful Asian inspired IPA, using Hot Pot Harvest Perilla.

3. Dove Family Farm: Their inaugural year focused on sweet potato greens and jute leaves which are primary staples of Southeast Asia and West Africa. Dove Family Farm's marketing strategy includes the Food Hub and local ethnic west African communities.

4. Strawberry Dog Farm: Their second year as a worker-owned cooperative farm grew a mixture of vegetables, fresh-cut herbs, and flowers.

New Entry prides itself on helping new and prospective farmers launch their farm operations in a low-risk environment to cultivate a healthy food system.



This year we were quite impressed with (and proud of) the deep commitment and fresh perspectives that our beginning farmers at New Entry implemented despite a challenging growing year with so much rain - over 58.7 inches of precipitation and the 7th wettest summer on record (June-August)!



FARM BUSINESSES GROWING AT NEW ENTRY INCUBATOR FARM

5. **Dancing Harvest Farm:** After completing three years at the incubator farm, Dancing Harvest is graduating and moving to Maine, where they will be capitalizing on the successful experience developed on the New Entry's Incubator Farm Program.

6. **Sunspell Flora Flower Farm:** In their second year, they grew a wide range of cut flowers for retail sale, farmers markets, CSA subscribers, and wholesale to local flower shops. They also held floral arrangement workshops and special events.

7. **Whipplebee Flower Farm:** In their second year, they specialized in producing and selling local, earth-friendly, and unique flowers. Their specialty tulips were available in April and May and sunflowers were available July throughout the summer season.

8. **Rooted in Community:** An urban farming collective of graduates from the Urban Farming Institute of Boston continued to transition their skills into their market garden enterprise in their second season.

9. **Bold Meadow Farm:** This first year, they developed a revolutionary product that provides a beautiful flowering meadow, without the hassle and expense of planting and maintaining individual plants.



"The 2023 fall is especially bittersweet because it marks my completion of New Entry's Farm Incubator Training Program. For three years I've been growing this tiny seed of a farm into something that can hopefully keep growing for many years to come. I'm feeling all sorts of things, but mainly I'm lucky to have had so much support and trust from farm and business mentors, community, friends and family! We're not stopping here- stay tuned!"

(Daniela Aldrich, Dancing Harvest Farm)

New Entry provided **306.65 hours of 1:1 technical assistance** to farmers covering topics such: Food Safety, Land Acquisition, Crop Production, Marketing and Value-Added Production, Agricultural Technology and Online Platforms, Soil Health, Climate-Smart Practices, and much more!



LEADING THE WAY FOR HEALTHIER PEOPLE AND PLANET!

In 2023, New Entry made significant progress in strengthening implementation and promotion of the following climate smart farming practices:

- **Holistic production approach:** the farm businesses currently growing at our Incubator Farm training program implement USDA Certified and “beyond” organic farming practices.
- **Soil Health:** contributes to diverse, nutrient-rich foods, ultimately promoting healthier diets and better overall human health. This year, New Entry registered our composting operation with the MDAR Agricultural Composting Program and received support to purchase professional compost equipment to improve our compost management and amend our soils.
- **Pollinator Habitat.** New Entry is promoting and protecting our native pollinators through a holistic approach that supports the interconnectedness of agriculture, the environment, and human well-being. We received USDA EQIP conservation funding this year to install pollinator plantings and provide more food and habitat for our vital worker-bees (and other pollinators) on the farm!
- **The 3rd Annual Pumpkin Smash reduced landfill waste through composting education.** We partnered with [Green Beverly](#) to smash, compost, and hurl pumpkins to promote sustainability. We provided a fun and engaging way to dispose of Halloween pumpkins, but also promoted environmental consciousness. The event showcased the importance of reducing organic waste and emphasized the value of community-led environmental initiatives.

The urgency for sustainable changes in human activities that are creating climate disruptions are needed now more than ever.



Farmers, particularly small-scale, organic and regenerative producers are leading the way for sustainable production of food that is as good for people as it is for the planet's health.



FOOD HUB: 2023 HIGHLIGHTS

SUPPORTING ECONOMIC VIABILITY OF FARMERS AND ALUMNI

\$286,934 of local produce purchased from small-scale farmers by New Entry Food Hub,

A 171% INCREASE FROM 2022

35 farmers sold produce through the New Entry Food Hub in 2023. Farmers benefiting included:

- 6 Incubator Farmers + New Entry's own production
- 15 Graduates of the New Entry Program
- 11 established local farmers
- 9 BIPOC farmers

MAKING LOCAL FOOD ACCESSIBLE

The Food Hub delivered \$473,075 worth of local fresh produce to food access programs and families in greater Boston:

- \$78,059 to elder services organizations
- \$151,154 to food access programs managed by Root, Salem Pantry, Citizens Inn, Nourishing the North Shore, and others
- \$147,328 to public schools in Salem, Beverly, Ipswich, Lowell, and Reading; as well as Tufts Dining Service
- \$83,883 to families through our Community Supported Agriculture (CSA) program.
- \$12,651 to local restaurants and farm partners.

See our [2023 Annual Food Hub Report](#) for more details!

New Entry places a great deal of effort on strengthening our neighboring communities' food security and nutrition.

Our mission is made possible by the unwavering support of our dedicated volunteers - both individuals and corporate groups. In 2023, our volunteers arrived at the farm with their boundless energy donating a total of 876 hours to our field production activities, aggregation and packing of produce, and supporting our food access programs around the Boston area.

We also recognize the direct community support provided by service-learning members to New Entry's programs, including: 2 Tufts University Tisch Summer Fellows, 1 Brandeis University Practicum Trainee, 2 Commonwealth Corps Service members (1050 hours of service), and a dozen other student interns who supported New Entry operations throughout the year!





REGIONAL AND NATIONAL PROGRAMS: 2023 HIGHLIGHTS



In 2023, our **12th Annual National FIELD School** in **Kansas City, MO** gathered together a record number of 54 incubator and apprenticeship organizations from 25 states across the US to improve their understanding and skills in running experiential farmer training programs.

We also hosted 12 monthly national networking sessions where programs could meet their peers, dive deep into key challenges, and share strategies and resources.

The **FIELD Network** (Farm Incubation and Education through Land-Based skills Development), is a nationwide network of agricultural training programs that share a common purpose of using land-based experiential learning to create new pathways to careers in agriculture and farm ownership.



New Entry's National FIELD network invites and welcomes staff who operate incubator farm and apprenticeship training programs to share best practices, challenges, assess the needs of new farmers, and plan program strategies to allow for collective impact among beginning farmers and ranchers.



"What a joy to host so many fine folks from all over the country helping new generations of farmers get on their feet. Thanks again to everyone who shared this special time with us."
(New Roots KC team)



REGIONAL AND NATIONAL PROGRAM ENGAGEMENT

New Entry engaged in additional policy efforts to advance farm and food system resilience with the National Sustainable Agriculture Coalition, the Metropolitan Area Planning Council, and MA Food Policy Council.

New Entry regularly conducts outreach to career centers and employment offices serving veterans in MA including: MassHire Veterans Employment and Training's Department of Career Services; Veterans Inc; Office of Veteran Affairs at North Shore Community College; The Veterans Northeast Outreach Center; Lowell Veteran Center; and ongoing engagement with regional and national programs (National Center for Appropriate Technology (NCAT).

New Entry is also actively developing partnerships with organizations serving BIPOC communities, youth at risk, and ag vocational training programs to disseminate linguistically and culturally appropriate information and resources to immigrants, non-English speakers, and low-income families. 2023 partners included:

- La Colaborativa
- The Lynn Rapid Response Network
- The Haven Project
- Beverly High School Career Pathways Program
- The Boston Mayor's Office for Immigrant Advancement
- Food Solutions New England
- International Institute of New England
- Penn State's Latinx Agricultural Network
- Feeding Our Neighbors Coalition
- North Shore Urban Agriculture Coalition
- MA DTA- Healthy Incentives Program
- Urban Farming Institute of Boston
- Southern New England Farmers of Color Collaborative
- ORIS (Org for Refugee and Immigrant Success)
- CSA Innovation Lab Network
- MA Community Small Business Advisors Network



2023 ROOT COMMUNITY LEADERSHIP AWARD

@NEWENTRYSUSTAINABLEFARMING
@THREESISTERSGARDENPROJECT

New Entry received the 2023 Community Leadership Award from Root Salem for our food access work.





ENGAGING COMMUNITY ON THE FARM

In 2023, tours at New Entry's Moraine Farm shared knowledge about sustainable food production and invited community members to connect to the land:

- **Beverly Council on Aging and Senior Community Center "Walk in the Woods"**
Attended by the Beverly Mayor's Office Chief of Staff Joscelyn Ruelle-Kersker, Beverly Councilor-at-Large Julie Flowers, and Beverly Fire Department Captain Jake Kreyling and other attendees for an educational tour on how New Entry works to strengthen local food systems and support new farmers.
- **Farm to School Professional Development Training - Building Capacity of Schools to Promote Food Literacy.** This collaboration between New Entry, Salem Public Schools, and Essex North Shore Agricultural and Technical High School supported by the USDA Farm to School Program developed and taught 12 educators new farm-to-school curriculum to integrate in their classrooms.
- **The New Entry Farmer Resource Fair.** This 3rd annual event brought together 30 beginning and small farmers to meet and register with 15+ representatives of essential farm service providers, including USDA and state agencies.
- **Fit Around The Farm.** This program of the Urban Farming Institute of Boston is designed for seniors ages 60 plus that integrates fitness and healthy cooking. Seniors toured the farm, enjoyed chair yoga in the barn, and feasted on a BBQ lunch. We support initiatives that promote "*healthy bodies, no matter the age.*"
- **Armed to Farm Program.** New Entry hosted NCAT's highly regarded week-long training for veteran farmers in agriculture. As part of the training, 30 veteran farmers participated in an Explore Farming seminar, a Moraine farm tour, and a work day, equipment demo, and overview of NRCS conservation programs.





ENGAGING COMMUNITY ON THE FARM

- **Open Farm Tour was a day of discovery.** On July 30, curious visitors enjoyed a beautiful day at Moraine Farm. We shared delicious locally grown food, held a farmers' markets, hosted information tables and a temporary tattoo station (featuring veggies and local food graphics), farm tours, and a robust conversation with our beginning farmers about the challenges and joys of starting a small-scale farm with our incubator farmer panel.
- **Cooking demos at Senior Farmers' Markets.** During the first two weeks in August, our Tufts Friedman School summer interns held several cooking demos at the free Senior Farmer Markets with the Councils on Aging in Arlington, Burlington, Billerica, and Beverly, MA. We celebrated our partnership with Beth Israel Lahey Health in supporting these markets and connecting seniors facing food insecurity with fresh, healthy locally grown food.
- **Farm-to-Table dinner to celebrate New Entry's 25th Anniversary.** On September 23rd, New Entry celebrated 25 years of connecting people with ethically grown food, beautiful flowers, and innovative farming practices. It was a night filled with joy, appreciation, gratitude, and heartfelt conversations and engaged 26 farmers and 100 guests who heard directly from farmers about the support they receive from New Entry and plans for the future.
- **The 3rd Annual Pumpkin Smash:** On November 5th, in partnership with Green Beverly, we welcomed 2,000 people to smash, hurl, and compost pumpkins with educational displays, local food, music, games, and fall fun.
- **Partnerships and Collaborations:** New Entry also hosted The Food Project's summer fellows application day and interviews, Root's Annual Gala, and Green Beverly's Volunteer Appreciation Events in the historic Olmsted Barn at New Entry. Each event features a farm tour and discussion of New Entry's mission and our partnerships with our local community organizations.





LOOKING AHEAD TO 2024 AND BEYOND

As a sneak preview of 2024, New Entry is working on two major initiatives aligned with our commitment of nurturing the next generation of farmers and fostering connections between communities and healthy, locally grown produce

- **Winter Workshop series on Climate Recordkeeping.** Record keeping in small-scale farming is a crucial aspect of overcoming risk during climate variability. This workshop series helps farms maintain accurate data for their businesses and will teach how records can inform decisions to improve their farms.
- **Year-Round Production with Climate Batteries.** New Entry received state and USDA EQIP funding to install new high tunnels and a climate battery heating system to allow us to expand production to feed our communities year-round. Construction will begin in 2024, stay tuned!
- **Practicum in Sustainable Agriculture.** This new initiative and a new Certificate in Sustainable Food Production will enable New Entry to build a robust pipeline of younger and more diverse beginning farmers to prepare them to launch and sustain viable agricultural businesses.
- **Mobile Market Coalition.** New Entry is building a new coalition of mobile market operators on the North Shore to explore new business models and promote locally grown food. Partners include over 11 Mobile Market collaborators, 30 small-scale, beginning, and historically underserved farmers, over 2,500 customers who will access different mobile markets around the North Shore and increase access to fresh, locally grown produce (fruits and vegetables) for better health outcomes.

We look forward to these new projects and much much more! Thank you for being part of our journey in 2023. We look forward to sharing more successes with you in 2024. If you'd like to help us continue to grow new farmers and feed more neighbors, please consider a generous gift today!



*Thank you for being a vital part of our
community and for your ongoing support.*