**Mission Statement(s)**

1. *From the website:* To assist people with limited resources to begin small-scale commercial agricultural enterprises. To support the vitality and sustainability of the region’s agriculture. To build long-term economic self-reliance and food security among participants and their communities, and to expand access to high-quality, culturally appropriate foods in underserved areas through production of locally-grown foods.
2. *From the Brochure:* To cultivate a new generation of culturally diverse farmers with a passion for and commitment to sustainable agriculture.
3. *From the VUE map:* To increase by 15% the number of economically viable, environmentally sustainable, and resilient farms, small and scalable, by 2022.
4. *Current Suggested Revision*: **The mission of the New Entry Sustainable Farming Project is to build resilience in our local, regional and national food systems by training a new generation of farmers to produce food that is nutritious, culturally-preferred and accessible to individuals of all socioeconomic backgrounds, and in doing so, we preserve active working landscapes and develop economic opportunities for new farmers**.

**Goals**

*10-Year:* To increase by 15% the number of economically viable, environmentally sustainable and resilient farms in Massachusetts, small and scalable, by 2022

*3-Year (2012-2015)*

1. **To increase by 3% the number of economically viable, environmentally sustainable and resilient farms in Massachusetts, small and scalable, by 2015.** Success will be measured by increases in: scale of individual farm operations; income generated by individual farm operations; acreage of individual farm operations; # of employees per individual farm operation; # of “L5” farmers to achieve self-sufficiency
2. **To expand ecologically sustainable farmland utilization in Massachusetts.**
3. **To expand access to local food for all residents of Northeastern Massachusetts, including those from socially and economically disadvantaged backgrounds.**
4. **To increase the capacity of local, regional, and national farm service providers to support beginning farmers.**
5. **To enhance the organizational capacity of New Entry to sustain itself as a learning organization[[1]](#footnote-1).** Success will be measured by: financial resources and support needed to operate programs effectively; employee retention, satisfaction, and professional development opportunities accessed; strong internal and external program monitoring and evaluation structures; communications systems provide clear data to evaluate programs and report results to stakeholders; clear staff and partner (external stakeholder) understanding of New Entry’s values, mission, goals in context of larger “food system.”

1. \* A learning organization is one that: seeks to create its own future; assumes learning is an ongoing and creative process for its members; develops, adapts and transforms itself in response to the needs and aspirations of people, both inside and outside itself; allows people at all levels, individually and collectively, to continually increase their capacity to produce results they really care about. [↑](#footnote-ref-1)