

NEW ENTRY FOOD HUB

ANNUAL REPORT

2021



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.

FOOD HUB PROGRAM MANAGER'S STATEMENT

2021 was the year that the New Entry Food Hub fully planted itself at Moraine Farm in Beverly. After making the leap from Lowell to Beverly in 2019 and then passing through the gauntlet of Covid in 2020, the 2021 season at New Entry began with hiring new managers for both the Incubator Farm and the Food Hub Programs. Leah Jurman (Incubator Farm Manager) and I pooled our collective resources to orient ourselves to these new roles. We saw that collaborating across our two branches of the organization would be key to generate the flow and competence needed to scale up and distribute high-quality local produce. We also saw the need to create a fertile learning environment and dependable hyper-local markets for the incubator farmers. By the end of the year, we had truly aligned ourselves with these aspirations.

As you can imagine, partnerships that weave the local food system together are not created overnight. Relationships take time and are built on trust and a shared history. Here I was, starting this new role after moving across the country. And here was the Food Hub, transplanted from Lowell, tossed around by Covid as it landed in its new location on the North Shore.

But there were budding connections that helped knit the food hub more closely into the community in its new locale. There was Sam, from Root, who appeared every Wednesday afternoon hungry for the next iteration of peak season produce. We loaded up his pickup truck while he told me stories about Root's culinary training program where young people were transforming our produce into nutritious free meals for Salem residents. There was Liam, a Tufts undergraduate who volunteered every week to distribute the CSAs at Condon Shell Park in Medford, always thrilled to talk about the meals he prepared from his CSA. And there was Kenneth, Hot Sauce fermenter extraordinaire, who received hundreds of pounds of incubator-grown hot peppers on his doorstep in Jamaica Plain and returned them to us in brightly colored bottles filled with the taste of summer. These rituals planted seeds of confidence that New Entry Farmers can become integral players in the local food system. This is a foundation for the Food Hub to stand on for the 2022 season.

SARA POGGI DAVIS

Food Hub Program Manager

The New Entry Food Hub (NEFH) was founded in 2005 as a program of the New Entry Sustainable Farming Project. Its function is to provide beginning farmers, prioritizing farmers who are on the New Entry incubator, with market-readiness training and multi-farmer aggregation and distribution services that support beginning farmers in Eastern Massachusetts to access new markets.

The Food Hub was developed to connect beginning farmers who often face barriers to accessing diversified markets (such as limited English skills, limited production capacity, limited access to farmland, and lack of transportation) with local consumers interested in purchasing fresh locally grown fruits and vegetables.

The Food Hub provides market-based technical assistance and training to beginning farmers by offering crop planning, guidance on market opportunities, feedback and training around crop quality, food safety, and by teaching best practices for selling produce to other markets. These skills will not only support producers in selling to the Food Hub, but will help them prepare for establishing and maintaining other markets.

FARMER SUPPORT

2021 BY THE NUMBERS

40 HOURS

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



Food Hub staff provided more than 40 hours of individual technical assistance to farmers participating in the Food Hub. This included advice and support on crop planning, seed ordering, food safety requirements, marketing, grant and loan applications, value-added product development, and risk management.

We were able to purchase \$110,745 in produce from 25 local farms.

25 LOCAL FARMS

Sold produce through New Entry Food Hub

This includes:

- 9 Incubator farmers
- 12 BIPOC farmers
- 21 operate farms < 5 acres of land



\$12,521.70 in purchases were made from 8 of the 12 New Entry Incubator farmers. These are first, second, and third year farmers who are growing on 1/4 - 1/2 acre of land at Moraine Farm in Beverly, MA. This amount was lower than 2020 due to many of our highest producing incubator farmers moving off the incubator onto their own properties.

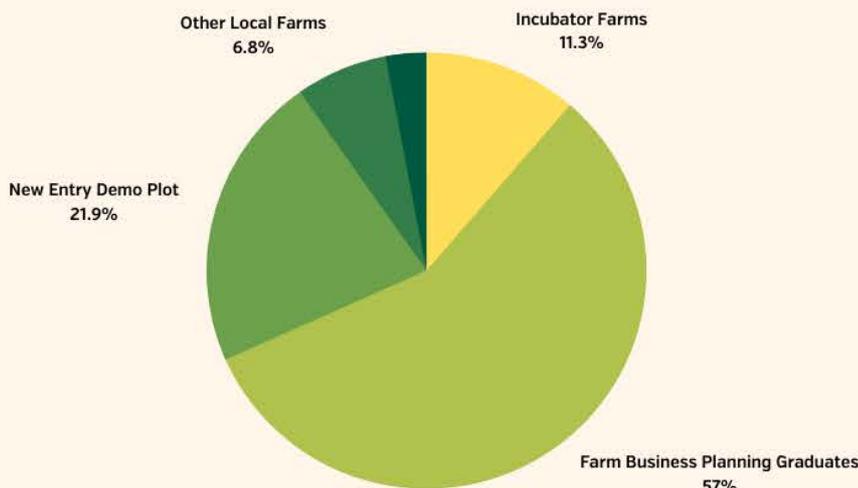
\$110,745

Total produce purchased by New Entry Food Hub

+ \$24,000 purchased from New Entry demonstration plot to support scholarships & infrastructure purchases



\$63,136.45 in purchases were made from 14 graduates of the New Entry incubator program who are now farming their own purchased or leased land.



\$7,487.30 in purchases were made to 4 established local farms and orchards. These purchases consist of perennial fruit crops and other products not able to be sourced from New Entry graduate farmers.

SENIOR SHARES & FOOD ACCESS DISTRIBUTION

Mission:

To increase access for low-income individuals to affordable, healthy local food options while increasing income earned by small, local farmers through market expansion to low-income communities.

Senior Shares distributed

Billerica Council on Aging- 1,660 bags valued at \$29,731.00
Arlington Council on Aging- 1,330 bags valued at \$22,664.25
Burlington Council on Aging- 1,000 bags valued at \$16,225.00
Winchester Housing Authority- 870 bags valued at \$13,483.00

Possible thanks to generous funding from

Beth Israel Lahey Health 

Somerville-Cambridge Elder Services- 182 bags valued at \$3,015.00

Possible thanks to generous funding from

Somerville Cambridge
Elder Services 

Springwell Elder Services- 45 bags valued at \$1,125.00

 springwell

SNAP Healthy Incentives Program (HIP)

HIP provides Massachusetts SNAP customers an instant rebate on produce purchases from approved farmers markets, farmers, and CSA programs. In 2021, New Entry Food Hub was approved to become a new retail HIP vendor at the Cape Ann Farmers Market which provided 35 SNAP customers with additional produce purchases.

New Entry Food Hub also provided 3 SNAP/HIP CSA Shares directly to customers.

The New Entry Food Hub provided 5,087 individually packed bags of fresh, local produce for distribution to food insecure seniors this summer in partnership with the Councils on Aging (COA) in Burlington, Arlington, and Billerica, Winchester Housing Authority, Somerville-Cambridge Elder Services, and Springwell in Waltham. The program expanded this year to include 6 additional late fall deliveries to Billerica COA which included minimally-processed, flash frozen carrots and peppers produced in partnership with the Western MA Food Processing Center with development funding from USDA Local Food Promotion Program.

2021 continued to see a growing and diverse need for access to fresh, local food. Many of our 2020 partners did not have the same level of COVID-relief funding going into 2021, but continued to serve the need AND financially supported new/beginning farmers with crop purchases to support local food security and farm economic viability. We were able to continue to leverage our partnership with Boston Area Gleaners' pantry program and our own New Entry crop production to continue to donate crops to partnerships to meet community needs.

COMMUNITY SUPPORTED AGRICULTURE

Mission:

Community Supported Agriculture (CSA) connects producers and consumers in a unique, mutually beneficial relationship that supports local communities and the environment.

New Entry Food Hub runs an aggregated CSA program of fruits and vegetables sourced from small producers to create a diversified weekly produce box. The produce changes weekly and is representative of the New England growing season and our farmers' diverse cultures. Over a 20-week period, members enjoy the opportunity to receive a box of fresh, locally grown produce delivered to a convenient location where they live or work.

CSA, Your Way



Traditional CSA*



Our CSA Your Way program launched in 2020 allows a fully customizable experience. Members pre-purchase credits which are added to a Local Food Marketplace account for them. Each week during the 20-week CSA season, CSA Your Way members are able to view real-time farmer availability and select exactly which items they would like to receive from the farm of their choice. In 2021, we began to offer pay-as-you-go options for CSA Your Way which captured additional sales from members whose credits were utilized, allows new members to try out the program, and allows for Traditional Box Share members to purchase additional value-added or specialty items which may not appear in their shares.



PROGRAM HIGHLIGHTS

- 95 full 20-week Traditional Box shares
- 59 10-week Summer Traditional Box shares
- 25 10-week Fall Traditional Box shares
- 3 SNAP-HIP shares
- 83 customers for the CSA Your Way Program with weekly order averaging \$35.
- 32 Farmers' Choice Winter Holiday Boxes sold
- 35 COVID-Relief and Solidarity Boxes sold



VALUE ADDED PRODUCTS



In order to support farmers with new market opportunity and reduce food waste, we launched a value-added pilot program with Root Northshore (a youth culinary training program), Commonwealth Kitchen, Eastern Mass Provisions, and Western Mass Food Processing Center. We developed tomato sauce, pesto, pickles, relishes, and a popular new line of hot sauces. We also froze chopped peppers and carrots for extended-season senior share distributions. We are working on price points, engaging additional co-packing partners, sourcing larger quantities of products from farmers, and discerning consumer demand for the products.

Locally Sourced From...

- La Huerta Farm**
jalapeño, shishito
- Thousand Leaves Farm**
buena mulata, thai chili
- Hungry Heart Farm**
aji ríco
- 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



733 Cabot Street
Beverly MA 01915
nesfp.org

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!




Banana Pepper Relish

Banana Peppers, Salt, Sugar, Vinegar, Spices

All new delicious Banana Pepper Relish brought to you by New Entry and Root! Available now to be purchased at Cape Ann Farmers Market or online at nesfp.localfoodmarketplace.com



WHOLESALE PRODUCE & FARM TO SCHOOL

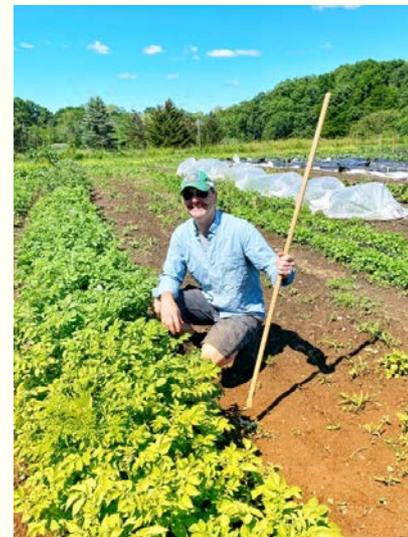
Mission:

To increase access for schools and institutions to locally-sourced, fresh, healthy food options and support for new farmers to scale production.

Creating wholesale markets for New Entry Farmers is a key goal for the Food Hub. In 2021, we established reliable weekly orders from Root Northshore and Boston Medical Center's Van Project as well as steady deliveries of fall season produce to Tewksbury and Salem Public Schools. This replicable model crystalized towards the end of the 2021 season. As we move into 2022 with new partners, we are able to create agreements with wholesale buyers before the next season begins that guarantee steady, wholesale produce purchasing from New Entry famers. Confidence in this model allows the Food Hub to encourage farmers to plant more than they otherwise would, with the assurance of larger-scale, consistent wholesale buyers.

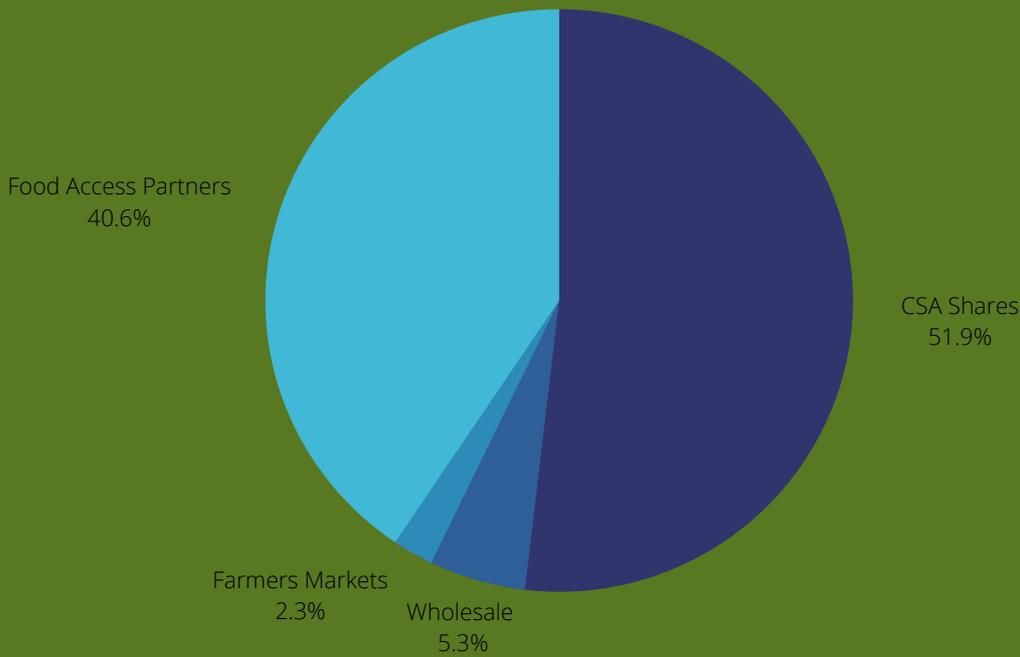
FARM-TO-SCHOOL

After a successful launch in 2020, and with new Food Safety Certifications, we aimed to expand our farm-to-school collaborations and partnerships to other area schools and institutions. Due to the staffing transition in the Food Hub and continued COVID uncertainty with food service, efforts to bring on new farm-to-school partners in 2021 was slow. We secured a new USDA Farm-to-School planning grant with Essex Tech and Salem Public Schools, and we delivered weekly fall produce to Tewksbury and Salem Public Schools, but this continues to be a growth area. We hosted a Farm-to-Dining Harvest Dinner with Tufts Dining Services, and are working to actualize a deeper procurement partnership. These are partnerships we will continue to build on and develop further into 2022.

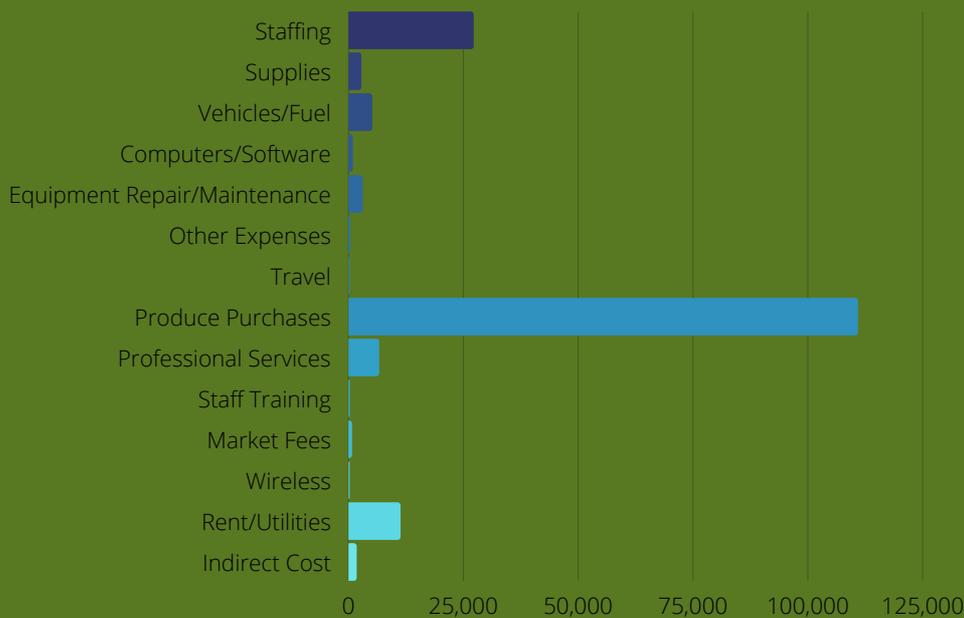


NEW ENTRY FOOD HUB 2021 FINANCIALS

*Food Hub Revenue = \$213,523.39 **



*Food Hub Expenses = \$170,410.80**



P&L Note:

Decreased revenue in 2021 compared to 2020 was expected due to the termination of the USDA Farmers to Families Box program and other Covid relief programs which bolstered 2020 revenue numbers.

*Reported revenue and expenses excludes Food Hub grant-related income and expenses related to Food Hub grant activities.

A YEAR OF GRATITUDE

MANY THANKS TO:

- USDA Local Food Promotion Program for a 3-year, \$500,000 Promotion Program grant (2020-2023) to pilot value added products and extend food distribution to seniors for 6 weeks.
- USDA Food Safety Outreach Program for a 2-year, \$150,000 grant (2021-2023) to support Food Hub farmers' Produce Safety Training and MDAR Commonwealth Quality Program certification.
- Tufts University Green Fund for supporting a Farm to Table Harvest Dinner at Dewick-Macphie Dining Center.
- Lahey Hospital / Beth Israel for your continued partnership in support of low-income seniors and local farmers.

The Food Hub team would like to extend our deepest and most heartfelt "Thank you" to the volunteers and students who generously donated more than 1,000 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 2022 AND BEYOND

We have so much to be grateful for, and many new initiatives and mission-focused partnerships to nurture as we look forward to 2022:

- We are investing in our strategic business planning for the next 3+ years - including processes, budgets, and evaluation metrics.
- We are developing additional faculty research collaborations, student engagement and course development with Tufts to integrate New Entry and Tufts' academic programs.
- With new funding from Angell Foundation we are developing new Food Access partnerships with Citizens Inn/Haven From Hunger, the Beverly Council on Aging, Salem Hospital/Salem Pantry, and we continue to deepen our partnership with Root Northshore in supporting their Community Meals Program.
- New Entry continues to center racial equity and make steps toward becoming an anti-racist/multi-cultural institution.
- We intend to expand our farm-to-school collaborations and partnerships to other schools and institutions.
- By developing a business model to serve the need AND financial support of new/beginning farmers with crop purchases, we are able to support local food security and farm economic viability.
- We are helping farmers working with the Food Hub to complete FSMA Produce Safety Rule required trainings and third-party produce safety certifications through MDAR to open up additional wholesale markets.

To support our work, we appreciate your time, talents, and treasure.

Connect with us [to volunteer](#) at New Entry and the Food Hub, or please consider making a contribution to our food access work. [Donate here.](#)

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

