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

1.4 million acres of farmland at risk

We need over 10,000 new and beginning farmers
WE 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?
- Young People
- Immigrants & Refugees
- Career Changers
- Retirees
- Unemployed
- Veterans

What farmers need:
- Business Savvy
- Production Skills
- Adequate Markets
- Land Access
- Capital
- Skills Training
- Community of Support
- Ongoing Technical Assistance
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)

Businesses run on IFPs
average number of businesses being run on an incubator farm project

Top 3 Challenges
1. Funding
2. Land
3. Staff

Project Programs Offer

Demographics

US born
Low-income
Refugee
Immigrant
College Student

Multigenerational Programming & Support

Yes
No

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Our Results

- 2,000 farmers trained
- 60+ land matches
- 400+ farm business plans
- 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

- Entrepreneurial Spirit
- Strong Vision
- Business & Marketing Savvy
- Technical Skills
- Personal Resilience and Adaptability
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- Business & Marketing Savvy
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
Discussion? Thank you!

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