Cultivating a Next Generation of **Beginning Farmers**

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Increasing Demand…

Local food sales were valued at

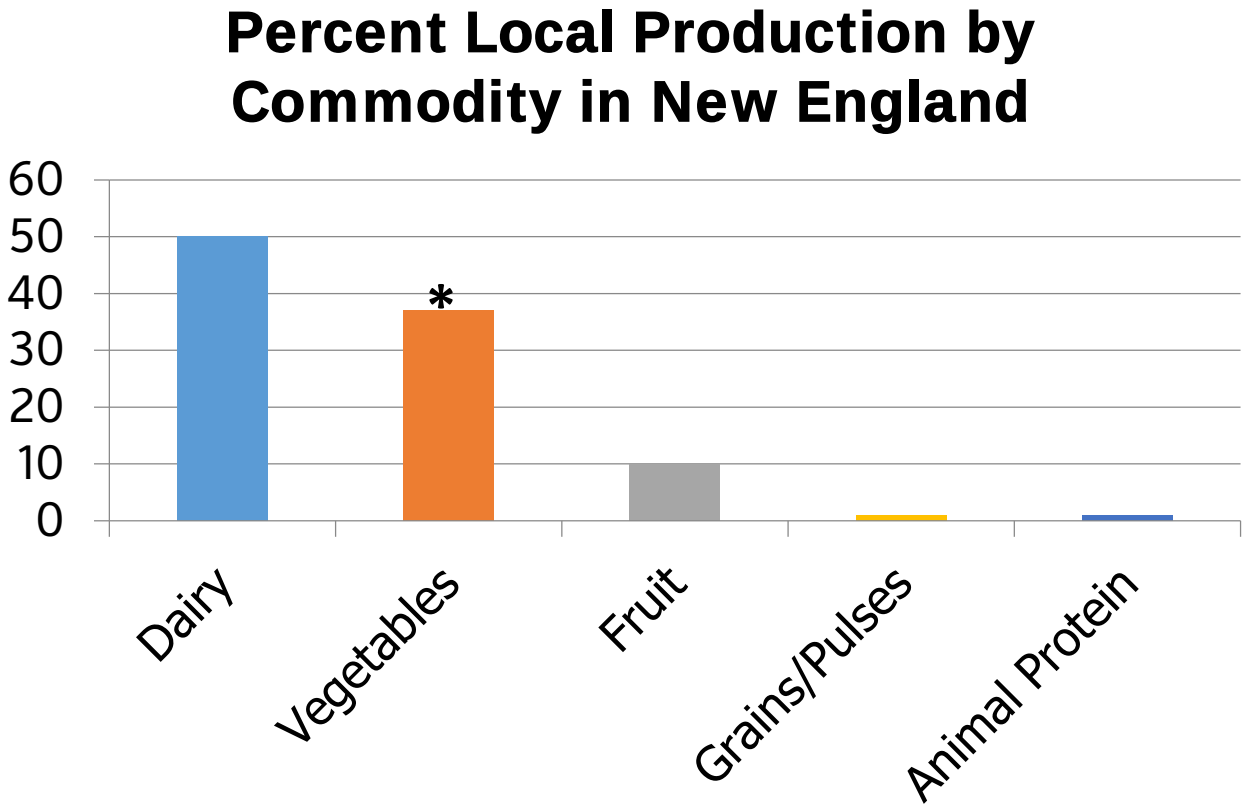
$11.7 billion in 2014,

up from $5 billion in 2008.

Direct to consumer sales

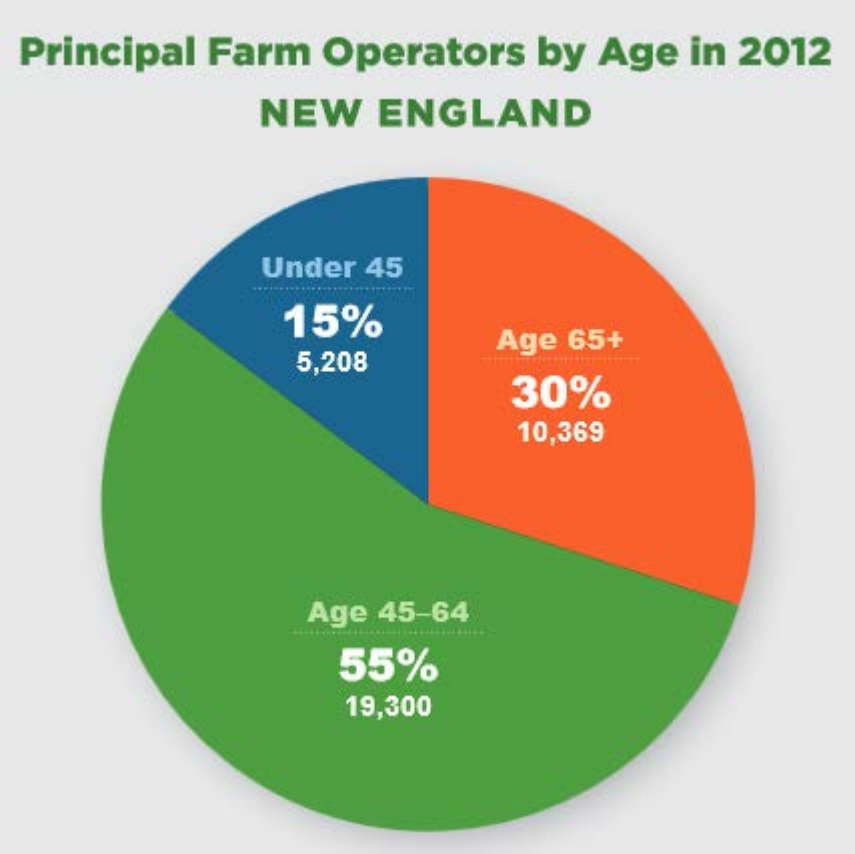
increased 8% from 2007 to 2012.

Demand for local food is growing...*but* New England lacks self-sufficiency



* 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

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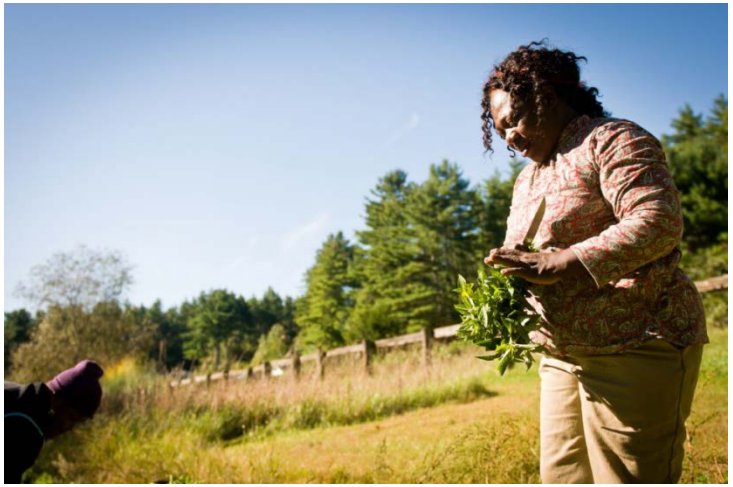
NEED

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...

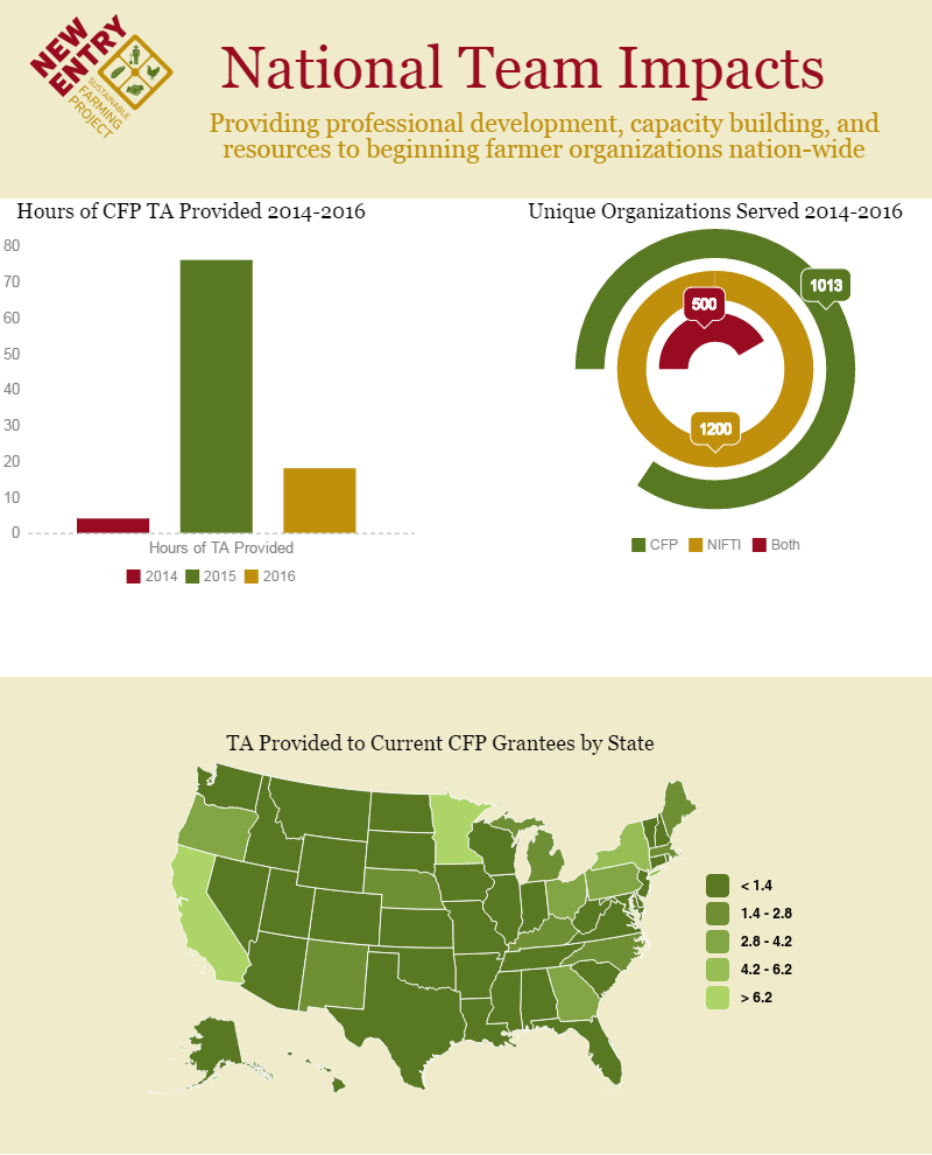
Who wants to **farm?**	What farmers **need:**
Young People	Business Savvy
Immigrants & Refugees	Production Skills
Career Changers	Adequate Markets
Retirees	Land Access
Unemployed	Capital
Veterans	Skills Training
	Community of Support Ongoing Technical Assistance

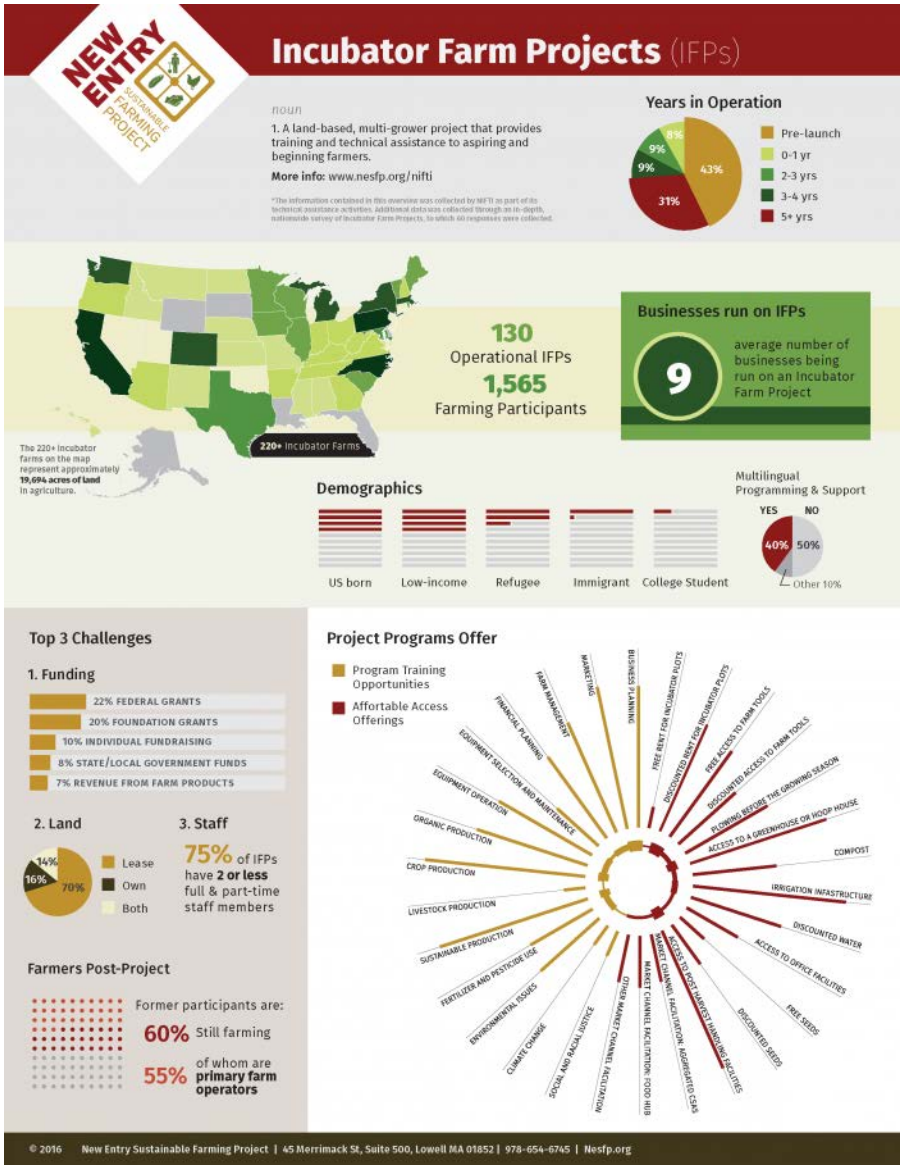
NEW ENTRY SUSTAINABLE FARMING PROJECT

New Entry's Pathway to a Career in Farming

Our results: over 67% of farmers in our program are still farming after 5 years

National Programs





Our Results

2,000 farmers trained

400+ farm business plans

NEW ENTRY SUSTAINABLE FARMING PROJECT

60+ land matches

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

- Holistic Systems Approach
- Business & Marketing Savvy
- Strong Vision
- Entrepreneurial Spirit
- Personal Resilience and Adaptability
- Technical Skills

NEW ENTRY SUSTAINABLE FARMING PROJECT

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.

NEW ENTRY SUSTAINABLE FARMING PROJECT

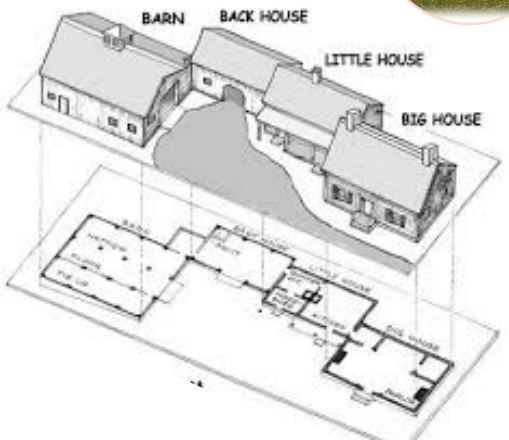
Our Future Goals

current $1.7M budget ---> vision $3M budget

Central Training Farm

Expand Regionally

Replicate National Programs



Discussion? Thank you!

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