



New Entry Sustainable Farming Project

December Newsletter

[Donate](#)[Upcoming Classes](#)[Volunteer](#)

December 2016

Dear Friends,

We hope you had an enjoyable Thanksgiving and were able to find peace and rest. In the spirit of the season New Entry reflects gratitude for our many blessings: our farmers, volunteers, funders, customers, followers, landowners, supporters, partners, and friends - and for your continued fellowship that gives us all strength. We all need each other more than ever - working together to uphold the values of social justice and inclusion, protecting and sustaining our working landscapes and environment, ensuring equitable access to fresh, healthy food, and providing fair economic opportunities in our local and regional food systems.

November was another busy month for New Entry. Our Maple Volunteer Day at Sunny Meadow Farms was a success, over 30 volunteers prepped soil for 500 new maple trees to be planted for New Entry farmer James Degray of Cooking Buckets Sugar House. We attended the [Massachusetts Food System Collaborative](#) meeting with 19 other farm advocacy groups, organizations, and farmers to support each other in creating a stronger Massachusetts food system. We were honored to have the Board of Trustees of Tuft's

Friedman School of Nutrition visit our Ogonowski Incubator Farm to get an in-depth perspective of our work. Food Tank and James Beard Foundation added New Entry to the 2016 [Good Food Organization Guide](#), the guide highlights 1,000 organizations making a big difference in the food system, and New Entry received the "Sowing Seeds of Success" Award from the Urban Farming Institute of Boston. It was a month to be grateful for!

We have some exciting events in store for December and the coming months. Last Friday, we held a regional convening with partners and funders to discuss next generation farmer strategies and seek feedback on New Entry's strategic vision for the future. Five of New Entry's farmers received full scholarships to attend the national [Young Farmers Conference](#) at Stone Barns Center in Pocantico Hills, NY this week. Also this week, New Entry will be attending Fair Food Network's 4th annual [Fair Food Business Boot Camp](#) to refine our growth strategy for the World PEAS Food Hub and **Thursday, December 8th** is a reception hosted by Harvard Pilgrim Health Center in Wellesley Hills, MA where YOU can vote for New Entry to win \$5,000 (as the audience favorite!). Please come out to join us! We will be partnering with Whole Foods Market as they selected New Entry to be the beneficiary of their 5% Day in **9 stores** in the Greater Boston area on December 14th. Five percent of the stores' proceeds will go toward funding New Entry - so please join us in shopping at Whole Foods that day! On December 15th, Jennifer Hashley, New Entry's Director will be giving the details of her trip to Africa as an [Eisenhower Fellow](#) in the Eisenhower Fellowship Agriculture Program Webinar - catch it at 1 PM. The Farmer Training Team is excited for the Winter Session of the Farm Business Planning course will be held January 24 through March 14th 2017. In this issue, we are also revealing a new National Incubator Farm [Infographic](#) for your viewing pleasure, new volunteers opportunities, and new staff for you to meet, so enjoy the busy month ahead!

2016 is almost over and we are well into the holiday season. [Tis the season to give!](#) Because we all **eat**, please consider a [donation](#) to New Entry not only supporting the valuable work we do, but as a gift for yourself and loved ones. And as a bonus, if you live (and drive) in Massachusetts, a unique gift idea this holiday season is to give the gift of a "[Choose Fresh and Local](#)" [License plate](#) - a renewable \$40 investment every two years - to help us raise awareness of the importance of next generation farmers to the future of our food system - order yours [online here](#) (they will be mailed directly to your home!). With your generosity, New Entry is able to continue its work building a resilient food system for all and helping new farmers create successful careers.

As always you can find out more about what New Entry is up to below, via our social media links, or contact nesfp@tufts.edu for more information. We wish you happy holidays and a joyful New Year!

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Upcoming Events

December 7th-9th - [Stone Barns Center hosts 9th annual Young Farmers Conference](#), Pocantico, NY

December 8th - 5:30-8:30 PM - [Fair Food Network's Fair Food Business Boot Camp + Reception Hosted by Harvard Pilgrim Health Care](#), Wellesley Hills, MA

December 12th - 6-8 PM - New Entry's Annual Farmer Meeting, Lowell MA

December 14th - Whole Foods 5% Day to support New Entry - 9 stores: Arlington, Medford, Wellesley, Framingham, Melrose, Westford, Lynnfield, Wayland, Woburn

December 15th - 1 PM - [Eisenhower Fellowship with Agriculture Program Webinar with EFA Fellows](#), Access Code: 348-293-181

January 24th - March 14th, 2017 - Tuesdays 6-9 PM - [Farm Business Planning Course](#), Lowell, MA

Save the Date: Community Food System Conference December 5-7, 2017



Volunteers dig holes for maple sapling on Sunny Meadows Farm for the Maple Volunteer Day.

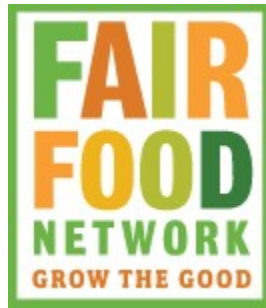
[New Entry Sustainable Farming Project](#) will host the [Community Food Systems Conference](#) **December 5-7, 2017** at Boston's Park Plaza Hotel. This conference will explore the intersection of food security, social justice and sustainable agriculture, with a gathering of advocates, activists and social justice leaders in the good food movement. With creative energy focused on the food system, we will discuss economic justice, actualizing local control and understanding damage done by an unjust food system. The conference will highlight a range of perspectives, exploring how these areas overlap, and how to support one another's work.

Mark your calendars for **December 5 - 7, 2017** and [join our e-list](#) to stay in touch for more details on the conference. Together we will forge alliances and partnerships, creating networks and sharing knowledge to empower strong, self-reliant communities. Please help us spread the word!

This event is supported by the USDA's National Institute of Food and Agriculture.



4th Annual Fair Food Business Boot Camp



We have been accepted into the 4th Annual Fair Food Business Boot Camp, to be held in December. Five enterprises have been selected to participate in three days of intensive training. The training will culminate in a Pitch Competition where the entrepreneurs will present our businesses to a panel of expert judges and a live audience. We hope you will be part of the audience! When you attend, you can cast your vote for a NEW \$5,000 audience choice award for the business making the biggest difference growing vibrant local food systems in the Northeast. Judges will award another \$5,000 for a total of \$10,000 in cash prizes!

The Fair Food Business Boot Camp pitch competition will be held Dec. 8 at 5:30pm at Harvard Pilgrim Health Care in Wellesley, MA. I hope we will see you there. [REGISTER TODAY](#)

The Fair Food Business Boot Camp is an annual business assistance training provided by the Fair Food Network as part of its Fair Food Fund program. It provides selected food entrepreneurs the skills and resources they need to grow including marketing, telling your story, break even analysis, understanding financial statements, solving business challenges, fundraising, and more. Dig deeper: fairfoodnetwork.org/fairfoodfund

Whole Foods 5% Day - 9 stores in Eastern Mass Supporting New Entry! Shop for the holidays!



Wednesday, December 14th



Shop at Whole Foods Market
and **5% of your purchase will
be donated** to the New Entry
Sustainable Farming Project!

New Entry is leading the way toward a vibrant local food system that promotes sustainable farming, conservation of farmland, and access to fresh, healthy food for all.



Participating Locations

Arlington	Medford	Wellesley
Framingham	Melrose	Westford
Lynnfield	Wayland	Woburn



Food Tank and the [James Beard Foundation](#) released the 3rd annual Good Food Org Guide, which features 1,000 nonprofit organizations creating a better food system across the United States. We're so excited to be featured on the guide which you can [view here!](#)

Eisenhower Fellowship Agriculture Program Webinar with Jennifer Hashley



Join us for an informal webinar with
the EF Agriculture Fellows

**THURSDAY
DECEMBER 15
1 PM EST**

No RSVP required.
Just click the link and join from
any computer or mobile device.

**Welcome 2017 Agriculture Fellow
John Chandler** (Selma, CA), who
will travel to Chile and Australia

**Listen to stories from Jennifer
Hashley, 2016 Agriculture Fellow,**
about her fellowship to Nigeria,
Ghana and Liberia

**Share news and updates with
the EF agriculture network**

Meeting Link:

<https://global.gotomeeting.com/join/348293181>

You can also dial in using your phone:

+1 (872) 240-3212

Access
Code:

348-293-181

[Click here to join the meeting](#) on December 15 at 1pm. To read about Jennifer's experience in Nigeria, [visit her blog](#)!

Welcoming New Staff



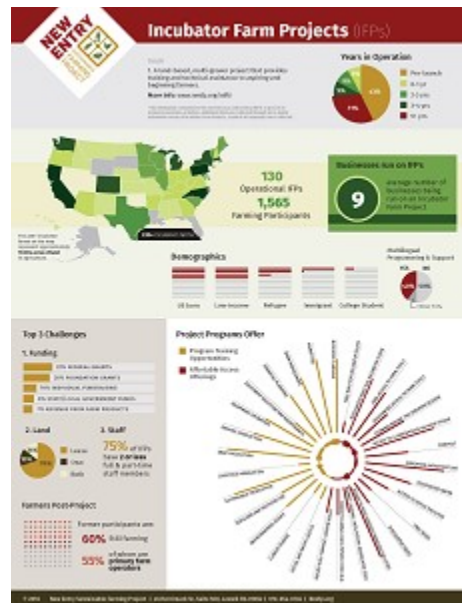
LaDawn Strickland is a life longer learner, educator, environmentalist and youth advocate. Born and raised in Boston she stayed close to home after graduating from the Boston Public Schools to attend the University of Massachusetts, Lesley College and Cambridge College respectively for instruction in Environmental Justice, Teaching and Learning and Public Policy.

In her new role as the National Outreach Coordinator working with the National Programs team she will assess areas of outreach needed for the Community Food Projects training and technical assistance support, to help develop meaningful relationships with underserved organizations and gain a better understanding of the types of services needed to support their organizations.

She will also support conference planning for the Community Food Systems Conference, working with local and national host committees to ensure that conference themes are well represented and ensure that the conference is inclusive in all areas.

National Incubator Farm Infographic

For a larger scale and more information click the infographic.



What We're Eating and Reading



New Entry Staff has been eating pomegranates, roasted acorn squash, Brussel sprouts and roasted chestnuts in brown butter sauce, [honey garlic roasted carrots](#), [salted-butter apple galette with maple whipped cream](#) and...

Roasted Butternut Squash with Leeks, Sage, and Grapes

Adapted from food52.com

Ingredients:

- 1 butternut squash, peeled, seeded and cubed into 2-inch pieces
- 1 leek, halved, cleaned and cut into 2-inch pieces
- 2 sage leaves, sliced into a thin chiffonade
- 1 cup red grapes, rinsed
- 2 tablespoons olive oil
- 1 pinch kosher salt



Directions:

Preheat oven to 450. In a large bowl, toss together the squash, leek, sage, olive oil and salt. Place all ingredients into a roasting pan with sides or medium-sized casserole dish, and cover tightly with foil. Place into the hot oven for approximately 30 minutes. At the end of 30 minutes, remove the foil, and give everything a stir. Things should have softened very nicely by now. Remove the pan from the oven and add the washed grapes and give everything a stir. Place the casserole dish, uncovered, back into the oven for approximately 15 minutes more. Your goal at this point is to soften the grapes. In 15 minutes time, check on the pan. If everything is softened, and perhaps a little bit browned, remove from the oven, and serve.

On New Entry Staff reading list, an [article from Civil Eats](#) about *Occupy the Farm* and young farmers.

Remember to shop at Whole Foods for all your recipe ingredients on December 14th! Participating stores include: Arlington, Medford, Woburn, Framingham, Wellesley, Wayland, Melrose, Lynnfield and Westford.



TOP 10 BAKING TIPS

Get glorious cakes, flaky pie crusts and delectable goodies. We're here to make your holiday season sweet and easy. Want to be a holiday hero? These tips will take your baking to the next level.

1. THE RIGHT TOOLS FOR THE JOB

For dry ingredients (e.g., flour and sugar), use measuring cups and spoons that can be leveled off for exact measurements. Better yet, measure dry ingredients by weight so you can skip the leveling all together. Liquid ingredients need glass or plastic tools with a pouring spout.

2. MEASURED SUCCESS

Because flour settles and compacts in storage, stir before measuring. Then, spoon into your measuring cup and scrape excess off with the back of a knife. Resist the urge to tap the cup on the counter or to shake it to level; both methods will pack the flour and you'll end up with more flour than the recipe calls for. (Note: Flours have differing flavors, textures and weights, so don't swap out in a pinch. Learn more.)

3. BEST BUTTERS

Use unsalted butter for baking so you can control the amount of salt in your finished product. Hungry for flakier pastries, higher cakes, chewier cookies and better flavor? Use European-style butter, which has a higher proportion of butterfat to water and starts with the best quality cream.

4. BAKE IN ADVANCE

As a time-saver, you can make pie crusts and cookies in advance, then freeze and bake straight from the freezer. We love slice and bake cookies for feeding holiday crowds. Baked, decorated cookies can also be frozen.

5. CRUSTS LIKE COLD

For flaky pie crust, ensure all of your ingredients are super cold to keep the butter and other fats from melting. Chill the bowl, freeze small pieces of butter, use ice water and a machine (not your warm hands) to blend ingredients and work in the coolest corner of your kitchen.

6. CAKES LIKE WARMTH

Cake, on the other hand, loves a little warmth. Make sure all of your ingredients are at room temperature before starting the process. Cold ingredients won't trap and hold air bubbles efficiently, and air bubbles are what give cakes their grandiose height. Quick tip: Warm cold shell eggs in a bowl of hot tap water for 10 minutes.

7. CHOOSEY CHOCOLATIERS

The best chocolate contains only cocoa butter and no other fats. Read the label; if the chocolate contains vegetable oils, it isn't the best quality chocolate you can buy.

8. KEEP THE OVEN DOOR CLOSED

Let the oven do its job and resist the temptation to frequently check on your baked goods while they're baking. Opening the oven door lets heat out and changes the air pressure of the baking environment, which can be detrimental to the final product. If you must, spy using the oven light!

9. SPICE SECRETS

Dried spices lose their potency and freshness within six months to a year from the date they're first opened, so the spices from last year's cookie bake-a-thon may need to be replaced. Buy small quantities of less-used dried spices in the bulk section to prevent waste, and always date new bottles of your tried-and-true spice cabinet favorites.

10. DON'T FILL 'ER UP!

Fill cake, muffin and bread tins only about two-thirds or three-quarters of the way up leaving enough room for the batter to expand and rise as it bakes.

No time to bake this year? All of our Whole Foods Market brand pies are made locally by hand at our Bakehouse in Medford, MA. For more cooking tips and recipes visit www.wholefoodsmarket.com



Farmer Profile: Jenny Hauf



An interview with Jenny Hauf, 2015 Farm Business Planning course graduate and owner of [Muddy River Herbals](#):

What brought you to New Entry? When I first moved to Boston my now-business partner (and husband!), Matt Warren, started a farmer's market in our Hyde Park neighborhood of Boston. Seona Ban Ngufor, a New Entry farmer, became one of the vendors. The more that she told us of New Entry's incubator farms and the work that the organization does to support farmers the more interested I became, so when one of my dearest friends, Mal Cole of Tansy and Mallow, decided to take the Farm Business Planning Course I decided to join her.

Why did you decide to take the Farm Business Planning Course? When I signed up for the course I already had eight years of farming and horticultural experience under my belt and was anxious to start my own business. I was also acutely aware of my weaknesses going in

(I had no idea how to set up a budget, for example) and wanted to acknowledge and improve upon them before embarking on my first growing season. I was also thrilled by the prospect of starting out on one of New Entry's plots, as the idea of buying or leasing land independently and purchasing all of the tools, machinery, and labor I needed, as well as finding a mentor to help me through the first few seasons of farm entrepreneurship, struck me as intimidating and overwhelming.

How long have you been on New Entry's incubator farm? I have been at the Ogonowski Memorial Field since May of last year.

What has been your favorite thing to grow? This is one of those questions that fills me with pre-emptive guilt because I don't want to choose one species over another! That said, if made to choose one herb I suppose I'd pick tulsi. It's delicious, delightfully aromatic, and a dream to spend time with, as the honey and bumblebees can't get enough of it either.

What is your favorite thing about being a farmer? I am so grateful for the opportunity to spend most of my days out-of-doors. My life is dependent upon the whims of weather patterns and I have pollinators for coworkers. Being a farmer allows me to be part-wild in an increasingly domesticated world.

What has been most challenging in your experience so far? Time management! Farm work never stops (though it does slow in the off-season). I could spend every waking day designing the fields, concocting new tea blends, and getting my books in order, and sometimes I do. I have to make time for friends, family, and other pursuits so that I don't spend my whole life in the field or at my desk.

What has brought you the most joy? Hearing about how much our community members love our herbs, and what they're doing with them.

What reason or story is behind the name of your farm? I named the farm with my original business partner (who left the farm for other pursuits) after Boston's Muddy River, which despite being piped underground still runs relatively free throughout much of the Boston area. The importance of the wild and its tenacious determination to survive in urban and suburban areas is a constant inspiration to me. The wild is also woven into our farm, in

spite of the fact that we grow our plants in uniform beds with specialized tools and occasional machinery. The majority of our herbs are barely tamed, especially when compared to the crops found on most American farms, so like the Muddy River our plants have one foot in domesticity and one in the wilderness of unharnessed plant genetics.

What do you hope to accomplish in your time with New Entry? How has New Entry helped you or how do you see New Entry helping with your goals? I am looking forward to continued work with New Entry as we figure out how to grow our business sustainably and profitably. The organization has already done so much to help me become a businesswoman and better farmer and I can't wait to continue down the always adventurous road of business ownership.

Where and when can readers find and buy your fresh goods? This time of year the best place to find us is at holiday markets throughout the Boston area. We are also in the process of opening up an online store and hope to start selling our herbs to local bars and restaurants in the next few months. Our CSA runs from June through November and we also sell our herbs (fresh, dried, and blended into a variety of products such as salves and tinctures) at pop-up and farmers' markets around Boston, Somerville, and Cambridge, as well as the surrounding area. A complete list of our coming events and markets, as well as information about our CSA, can be found at our website.

What is your plan for the future after New Entry? We are going to be transitioning to a new plot of land in Canton in the spring of 2017. Our holding will grow by three times and the variety of herbs and products that we produce will be growing as well. While we will no longer be farming on New Entry land we look forward to continuing to get help and support from the good folks at New Entry and working with them to keep making Massachusetts a great place for farmers and consumers alike.

Anything more you'd like to share with readers? If you have even the quietest desire in starting a farm, go to the Explore Farming workshop or contact a local farm to inquire about employment, apprenticeship, or volunteering. New Entry and your neighborhood farmer can help you figure out what it takes to start your own business and if you decide to jump down this amazing rabbit hole, will support you every step of the way!

Follow Muddy River Herbals on [Instagram](#) and for more on where and how to buy visit the website MuddyRiverHerbals.com

Volunteer With Us



“Choose Fresh and Local” License Plate Advocate Volunteer

Do you love local agriculture? Then this position is for you! The purpose of the “Choose Fresh and Local” License Plate Advocate Volunteer is to assist New Entry Sustainable Farming Project in increasing the public’s awareness about the “Choose Fresh and Local” specialty agriculture license plates, to help us reach our goal of 3,000 plates issued by 2020. This will be done through social media, other online platforms, and potentially in-person outreach events. Proceeds from the license plates support the following Massachusetts food and farming organizations: New Entry Sustainable Farming Project, MA Farmers Markets, and the Beginning Farmer Network. To learn more about volunteering with New Entry [CLICK HERE](#)

**Jennifer Hashley, Recipient of Urban Farming Institute's 2016
"Sowing Seeds of Success" Award**



The New Entry Sustainable Farming Project has partnered with Boston's [Urban Farming Institute \(UFI\)](#) to offer Farm Business Training to urban farmers since 2012. Each winter, New Entry staff support UFI with 8 weeks of programming to educate aspiring urban producers on crop planning, production, marketing, and business topics. A smaller cohort of trainees are then selected to complete a hands-on training with UFI staff on urban plots in Boston throughout the growing season. New Entry provides technical assistance sessions throughout the 20-week summer intensive training with the goal to support urban producers to refine their business ideas and prepare them for next steps. We are thrilled to accept this **Sowing Seeds of Success** award and be recognized for our role in the growth of Boston's newest Urban Farmers! Special thanks to New Entry's instructor for the course this season - [Janel Wright](#), our Beginning Farmer Resource Coordinator. And **SAVE THE DATE** for the Urban Farming Institute of Boston's [5th Annual Urban Farming Conference on March 4th, 2017 at Northeastern University!](#)

Choose Fresh and Local License Plate



We did it! Thanks to your support, the [Choose Fresh & Local license plate](#) is now available at the RMV - Get yours [here!](#)

We are proudly sporting our new Choose Fresh and Local license plates - do you have yours? The funds raised from these plates will support New Entry's work with new and beginning farmers on our incubator farms and beyond, including training and resources as well as continuing to develop a strong statewide Beginning Farmer Network. They will also help Mass Farmers Markets continue to support farmers markets in the state. Additionally, having these plates on the road will continue to raise awareness of local agriculture in Massachusetts and help build strong markets for farmers statewide. Visit our website to find out [how it works](#) - THANK YOU!

Our Mission



Well-trained farmers are key to building sustainable local food systems, and New Entry prepares new and beginning farmers for success through comprehensive training and technical assistance in all aspects of farm production and management. Our mission: work with new farmers to build strong businesses, expertise in the field, and a resilient food system.

To learn more, visit www.nesfp.org.

Get Involved

Join us in helping cultivate and sustain the next generation of farmers who will care for our farmland, supply our markets, provide food to our schools, and contribute to a vibrant local economy in our communities.

Volunteer

Donate

Volunteer with New Entry
World PEAS Food Hub at least
two days per week for the
entire season and receive a
weekly CSA Share.

Upcoming Classes



Support local agriculture and
get your specialty Choose
Fresh and Local License Plate
today!

Your tax-deductible donation
is accepted on-line
through: Tufts University's
Friedman School of
Nutrition Science and
Policy. **Designate the
Friedman School, and
New Entry Sustainable
Farming Project** to be sure
your gift supports new
farmers.

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feedback or topics you would like us to cover to
improve the quality of our newsletter.

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such as livestock, World PEAS and Beginning
Farmer Network.



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