

January 2016 Newsletter

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January 2016

Dear Friends,

With a new year and new beginnings, New Entry is excited to welcome a [fresh batch of students](#) to our January Farm Business Planning Course, introduce the [Specialty Share](#) from New Entry's World PEAS Food Hub, begin our strategic planning work with [Altruist Partners](#), and launch the ["Choose Fresh and Local"](#) license plate which will be on the road in mid-2016. With these exciting additions and changes, New Entry's impact will continue to grow this year as we strive to build a strong and healthy food system through the training and education of successful new farmers who will produce healthy, local food for our communities while caring for the land. Here's to a happy and healthy 2016!



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Upcoming Events

February 10 - [Making It Happen: Profitability and Success \(Western MA\)](#), Hilton Garden Inn Lenox/Pittsfield (behind Guido's Fresh Marketplace) 1032 South Street, Pittsfield, MA 01201, \$10, 12 - 5 pm

February 17 - [Explore Farming](#), Lowell Office, 4 - 6 pm

February 23 - [Enterprising Nonprofits](#), Webinar at 1pm. Learn from Altruist Partners how they are helping nonprofits become social enterprises.

March 2 - [Wholesale Success Workshop](#), Brigham Hill Community Barn 37 Wheeler Road, North Grafton, MA 01536, \$25, 8:30 am - 5 pm

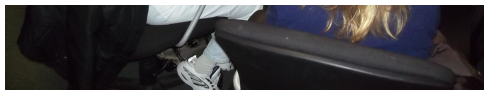
March 25 & 26 - [Just Food? Forum on Land Use, Rights and Ecology](#), Harvard Law School, Cambridge, MA

What do New Entry Farmers and World PEAS do in the Winter?

Some people wonder, what are we up to when it is ten degrees outside and the ground is frozen solid? A lot, as it turns out. Our services to small-scale, beginning farmers continue full force throughout the wintertime. Some of our newer farmers have limited experience



determining what crops to grow and how to plan the next season's harvest. [Emma Galante](#), the New Entry World PEAS Food Hub and Food Access Coordinator, and New Entry's Technical Assistance Coordinator work with World PEAS farmers through an extensive crop planning process, called the



Crop Bid.

In early December, all farmers gather in the same room to discuss Food Hub operations and receive their Crop Bid. The Crop Bid is the maximum amount of produce (in dollars) that each farmer can sell to World PEAS during the next growing season or the total dollar value they can “bid on”. This is based on the Food Hub's total projected sales divided by the number of World PEAS farmers and then adjusted for each farmer's capacity to grow. This is a system World PEAS has used since its inception to ensure that all farmers have an equitable chance to maximize their sales.



Once farmers return their Crop Bid with the amount of each fruit and vegetable they are planning to sell to World PEAS, the real work begins. Emma places all farmers' Crop Bids into a master spreadsheet to see the "big-picture" crop amounts and schedule. Some farmers may be asked to grow more or less of certain items to ensure that the Food Hub has access to a wide variety of fruits and vegetables to offer CSA customers. This also guarantees that World PEAS will purchase farmer's crops with a commitment so they can begin to plan their seasonal production.

From there, New Entry works with farmers to create crop schedules, which is very different from the Crop Bid. While the Crop Bid involves the amount of each item that the farmers have the opportunity to sell to World PEAS, the crop schedule is a plan that informs the farmer when to plant and harvest each crop. This schedule is particularly important to our beginning farmers who have less experience growing to meet specific harvest targets. By the time the crop schedules are finished, farmers should be ready to order seeds, begin greenhouse production, start transplants, and eventually later in spring, start preparing their fields for planting. Meanwhile, Emma and the Food Hub team have moved on to full Food Hub-preparation mode: promoting the CSA and meeting with our institutional partners to secure sales projections



for the year. And then, finally, the best part: starting in June, we get to distribute the the fruits and vegetables into the hands of hungry customers who have waited patiently for the harvest.

So, all that work is happening now. You can participate too! Help us to spread the word and **sign up** for your [2016 World PEAS CSA Share](#) (large, small, specialty, fall share, egg share, or fair share) today to guarantee access to delicious fresh produce and fruit! And, if you don't normally subscribe to a CSA but would like to help another family who otherwise couldn't afford to purchase fresh fruits and vegetables, feel free to contribute to our [Share-A-Share program](#), we will be sure to deliver a season of produce to families in need. Thank you!



Welcome the 2016 Winter Session Farm Business Planning Course Students!

These ten enterprising individuals are actively planning their 2016 growing season with business ideas ranging from fruits and vegetables, to aquaponics, aquaculture, and livestock production. We look forward to seeing how their ideas and business plans evolve over the 9-week course!

World PEAS 2016 CSA Shares Are Now Available!

World PEAS produce is grown locally and harvested fresh, within hours of pick-up. Our new and beginning farmers are building their farm businesses, contributing to the local economy, and conserving acres of farmland for local food



production thanks to your investment in our CSA

program. They use organic and

sustainable growing practices, and they are prohibited from using synthetic pesticides, fungicides, herbicides, fertilizers, and GMO seeds. In addition to our Fresh (small) and Family Shares (large), our newest product for 2016 is called the “[Specialty Share](#)”, which includes primarily ethnic and other specialty crops, for the intrepid cook. We also offer egg shares, a Fall share, and a Fair Share to help contribute to a family in need along with your weekly delivery.



Visit our [online store](#) to view all the delectable options, and purchase your World PEAS CSA today! We also offer [SNAP CSA Shares](#) for families with limited incomes. Contact us at (978) 654-6745 or [email](#) us for more information.

Farmer Profile: Sonya Harms

Sonya Harms knows maple syrup. She enrolled in the New Entry Business Planning course in 2010 in order to grow her vegetable farm and maple syrup business. While she is not growing vegetables commercially anymore – she took a break from vegetable



farming to raise her family – she and her husband, Lucas, continue to operate their sugar bush in Colrain, Massachusetts, which produced 560 gallons of maple syrup last season and continues to yield more syrup each successive year.

Since graduating from the New Entry course five years ago, Sonya and Lucas have been steadily growing their maple syrup business. They have managed to grow their markets in a sustainable way to match what they are able to produce. The Harms’ maple syrup is available at eight different farm stands in Eastern

Massachusetts, grocery stores, a bake shop, farmers markets, and a few CSA ventures – including World PEAS, New Entry’s CSA! A complete list of their markets and retail locations can be found on their [website](#).

Although sugaring season in Massachusetts does not start until mid-February, Sonya and Lucas are busy year-round, building their sugar bush, working on their property and developing the infrastructure they need for a fully functioning, efficient maple syrup operation. Their ultimate goal is to increase their production to a point where the majority of their income comes from the maple syrup business. Sonya is grateful for the skills and concepts she learned from New Entry, which she continues to apply to her business today.

Read Sonya's full story [here](#).

New Entry is Hiring!

Join an entrepreneurial team and help to grow a vibrant and resilient local and regional food system!

New Entry Sustainable Farming Project is seeking a full-time, year-round [Technical Assistance and Incubator Farm Manager](#) and [Beginning Farmer Resource Coordinator](#) to join our team in Lowell, MA. We offer competitive salaries and generous benefits. Participants from diverse backgrounds are strongly encouraged to apply. Cross-cultural experience required.



We are looking to fill the position this winter, or until suitable candidates are identified. Please share widely with your networks.

The applications, job descriptions, and more information can be found [here](#).

Choose Fresh and Local License Plate

We did it! Thanks to your support, the [Choose Fresh & Local license plate](#) will be on the road mid-2016. Registration is now closed, but it's not too late to fill out an [interest form](#)



or encourage others to do the same!
By filling out the interest form, we will



personally alert you when the plates are available for purchase directly from the RMV. We have a short-term goal of getting to 3,000 plates in the next couple of years.

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.

The cost is \$20/year on top of regular registration fees (or \$40 per two-year renewal) - it's an easy way to contribute and show your support of local food, farmers, and markets! Fill out an [interest form](#) today. 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 is to assist multi-cultural individuals with agricultural backgrounds to successfully enter farming in Massachusetts.

The broader goals of New Entry are 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 and locally-grown foods.

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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PEAS and Beginning Farmer Network.



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New Entry Sustainable Farming Project
45 Merrimack St
Lowell, MA 01850

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