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January 2017

Dear Friends,

Hello from 2017! After a bone-dry summer and a grueling election season, we were all grateful to get downtime with our loved ones over the winter holidays. Now we return to work rejuvenated and ready to make this year a banner one for farmers and the food system here in New England and beyond. We have a lot cooking, particularly for farmers to sharpen their business skills and remain financially resilient!

In terms of events on our docket, our longest-running program is the winter session of the 8-week [Farm Business Planning Course](#), kicking off Tuesday, January 24th in Lowell. If you crave a taste of the content we cover in the course, you can also attend our winter Recordkeeping Workshop at the [NOFA Mass Winter Conference](#) this Saturday, January 14th in Worcester to brush up on your numbers game. We will also be participating in The Carrot Project's Urban Farming [Deepening Roots. Growing Success](#) "business intensive" kickoff workshop on Saturday, January 28th in Roxbury. You don't want to miss us tackling a crucial issue for farmers, so join us on Wednesday, February 8th in our day-long tutorial on [Sustainable Farm Law in Grafton](#), which will include attorneys, farmers who have survived legal challenges, and other experts in attendance. Richard Wiswall, the guru of practical farm business management, will present a day-long workshop on [Farming Smarter](#) on February 22nd in Grafton. Looking ahead a little further, we are continuing our partnership with the Urban Farming Institute of Boston to be part of the [5th Annual Urban](#)

much as advance notice as possible, go ahead and mark your calendars for the [Community Food Systems Conference](#) that New Entry is hosting from Tuesday, December 5th - Thursday, December 7th. It promises to be a fascinating and empowering experience; we can't wait to see you there!

This newsletter has lots of goodies to explore. Farm Aid, a wonderful organization that supports farmers and raises awareness about the serious issues they face, awarded New Entry \$5,000 for [Helping Farmers Thrive](#). Last month, nine Whole Foods stores participated in a 5% day—in which they gave donated 5% of their profits for the day to New Entry—amounting to \$34,190, a spectacular boost for us - thank you to all who shopped that day!. More positive financial tidings resulted from the [4th Annual Fair Food Business Boot Camp](#), in which World PEAS Food Hub Manager, Kristen Whitmore and New Entry's Director Jennifer Hashley pitched the Food Hub's business challenge to the audience and went home with the **Audience Choice Award of \$5,000** for us to invest in Food Hub business planning consulting services. Our “What We’re Eating and Reading” series continues with deep dives into racial justice and vegetarian ramen, and Renee Toll-Dubois is the subject of this month’s farmer profile. As always, remember us if you’re looking for a volunteer opportunity, and check out our position to help promote the [Choose Fresh and Local license plate](#) if you haven’t already!

Thanks for caring about the food system and helping us make it stronger.

Warm wishes,  
New Entry

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## Upcoming Events

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

**January 14th, 2017** - 9-10:30 AM - [Winter Recordkeeping Workshop: Farmer Files](#), Worcester State University, Worcester MA

**January 28th, 2017** - 8:30 - 5 PM - [Deepening Roots, Growing Success Saturday Intensive](#), Hiberian Hall Conference Room, Roxbury, MA

**February 8th, 2017** - 8:30-4:45 PM - [Sustainable Farm Law 101](#), Brigham Hill Community Barn, North Grafton, MA

**February 22nd, 2017** - 8:30 - 4 PM - [Farming Smarter with Richard Wiswall](#), Brigham Hill Community Barn, North Grafton, MA

**March 4th, 2017** - [5th Annual Urban Farming Conference](#), Northeastern University, Boston, MA

**March 11th, 2017** - 10 am - 2 pm, [Quickbooks for Farmers](#), Boston, MA

**December 5th - 7th, 2017** - [Community Food Systems Conference 2017](#), Boston's Park Plaza Hotel, MA

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## Farm Aid Grant: Helping Farmers Thrive



[Farm Aid](#) has granted \$5,000 to New Entry in support of building the capacity of farm and ranch apprenticeships and to develop a comprehensive Apprenticeship Toolkit for national distribution. Farm Aid's "Helping Farmers Thrive" funding provides organizations across the food system with the support they need to assist farmers with the tools and resources to access new markets,

*“Farm Aid is proud to make grants to support so many good people engaged in the work of changing our food system. The real power of Farm Aid’s grants is in the network of changemakers they knit together, in cities and rural areas across this country.” — Willie Nelson*

Thanks, Farm Aid!

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



[New Entry Sustainable Farming Project](#) will host the [Community Food Systems Conference](#) December 5-7, 2017 at Boston's Park Plaza, Massachusetts.

Join us for farm tours, diverse speakers, information, and inspiration. Spread the word and [sign up for our elist](#) to stay connected.

New Entry Sustainable Farming Project's Community Food Systems Conference will address common underlying themes between food security, social justice and sustainable agriculture including obstacles in urban and rural environments and fostering community empowerment to create and sustain resilient local food systems.



communities to their food sources; and impacting communities at the local and regional level through sustainable food production.

The conference will bring together leaders in, and advocates of, food security, sustainable agriculture, and social justice movements to discuss their range of perspectives, how these areas overlap, and how to support one another's work.

*"Whether we and our politicians know it or not, Nature is party to all our deals and decisions, and she has more votes, a longer memory, and a sterner sense of justice than we do." - Wendell Berry*

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



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Agriculture

National Institute  
of Food  
and Agriculture

## Whole Foods Market 5% Day raises \$34,190 for New Entry!



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donation worth \$4,198 to New Entry. The proceeds were raised on December 14<sup>th</sup>, during a [5% Community Support Day](#) held jointly by nine Greater Boston Whole Foods Market stores; Arlington, Medford, Woburn, Framingham, Wellesley, Wayland, Melrose, Lynnfield, and Westford. A 5% day is a designated day when the store donates 5% of its net sales back to a non-profit organization that supports the community. Each Whole Foods Market store hosts four 5% days annually.

We'd like to thank Whole Foods Market for their generosity and to everyone who came out to shop in support of New Entry!

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**Hosting Sustainable Farm Law 101**

Strong, resilient,  
sustainable farm businesses  
are built on a solid legal foundation.

Join Farm Commons, Conservation Law Foundation and  
the New Entry Sustainable Farming Project for

## Sustainable Farm Law 101

Wednesday, February 8<sup>th</sup>  
8:30-4:45

Brigham Hill Community Barn North  
Grafton, MA

From hiring workers, leasing or buying land, implementing food safety measures, negotiating sales, forming an LLC, filing taxes, getting insurance and so on—legal issues work their way into every aspect of the sustainable farm. The good news is that developing a strong, legally resilient farm business is easier than you think!

This workshop will empower direct to consumer farmers to move forward on legal issues of greatest importance to their operation, including:

**Business organization:** How to select and form a business entity that encourages optimal management of your farm operation.

**Workers:** How to address priority employment law issues, including workers' compensation, minimum wage, volunteers, and internship programs.

**Land Matters:** How to ensure a successful lease or purchase arrangement and keep finances and accounting in order.

**Sales and Contracts:** How to secure long-lasting, trusting relationships with restaurant, retail, and wholesale customers via strong paperwork.

**Insurance:** Learn what forms of insurance are ideal for your farm and ways to work with an insurance agent to get your needs met. ... and more!

Not just a boring lecture filled with legal lingo, this workshop will be co-facilitated by attorneys and a farmer. User-friendly legal education will be integrated with practical, on the ground experience, including input from participants. Expect a compelling, informative, and engaging workshop that will inspire you to take action to build a stronger, more resilient farm!

[REGISTER HERE](#)

Registration, which includes lunch, is \$40\*. Space is limited.

\*A limited number of scholarships are available.

To request a scholarship or more information, please contact [brianna.bowman@tufts.edu](mailto:brianna.bowman@tufts.edu).

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**4th Annual Fair Food Business Boot Camp**



The 4th Annual Fair Food Business Boot Camp pitch competition was held December 8th at the Harvard Pilgrim Health Care in Wellesley, MA. Five enterprises were selected to participate in three days of intensive training which culminated in a pitch competition where the entrepreneurs presented their businesses to a panel of expert judges and a live audience. New Entry won the Audience Choice Award of \$5,000 for the business making the biggest difference growing vibrant local food systems in the Northeast! Thank you, Fair Food and everyone who attended the pitch competition and voted for New Entry!

*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](http://fairfoodnetwork.org/fairfoodfund)*

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**Join New Entry for a Series of Winter Record Keeping Workshops**





## RECORDKEEPING WORKSHOPS

### Farmer Files

A farmer-led panel will discuss recordkeeping strategies and how to incorporate them into your daily work flow.

Date: Saturday, January 14, 2017

Time: 9:00am – 10:30am

Location: Worcester State University  
486 Chandler St, Worcester, MA 01602

Cost: Free with NOFA Winter Conference registration

<https://nesfp.org/events/farmer-files>



### Farming Smarter with Richard Wiswall

(recordkeeping, budgets, and more!)

Renown farmer and author of *The Organic Farmer's Business Handbook*, focuses on making a profit, record keeping strategies, building budgets, and improved financial management for your farm.

Date: Wednesday, February 22, 2017

Time: 8:30am – 4:00pm

Location: Brigham Hill Community Barn  
37 Wheeler Road, North Grafton, MA 01536

Cost: \$12 - \$17

**Registration required, reserve your seat now!**

<https://nesfp.org/events/farming-smarter-wiswall>



### QuickBooks for Farmers

Author of *The Farmer's Office*, Julia Shanks, leads a practical, hands-on QuickBooks workshop. Learn how to set up a suitable chart of accounts, enter transactions, track enterprise-specific data, and generate and interpret farm financial statements.

Date: Saturday, March 11, 2017

Time: 10:00am – 2:00pm

Location: Sackler Building  
145 Harrison Avenue, Boston, MA 02111

Cost: \$12 - \$17

**Registration required, reserve your seat now!**

<https://nesfp.org/events/quickbooks-farmers>



\*All participants will be provided with a computer, QuickBooks software (for workshop use only), and snacks.



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Agriculture

Visit <http://nesfp.org/events> for more information and to register.

## What We're Eating and Reading



December 19, 2017, New Entry Staff, Farmers, and Volunteers work together to re-plastic the greenhouse at Ogonowski Incubator Farm in Dracut, MA.

**Reading:** Food First series of articles, [Dismantling Racism in the Food System](#)

**Eating:**



[Easy Vegetarian Ramen](#) from a Couple Cooks: Serves 4

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**Farmer Profile: Renee Toll-Dubois**





At New Entry's Smith Incubator Farm site, Renee Rita Toll-Dubois is reaping the benefits of the wide assortment of vegetables she is producing. She is a recent graduate of New Entry's Farm Business Planning Course and this spring will be her third growing season on the White Rabbit Farm plot at New Entry's Smith Farm incubator site in Dracut, MA.

White Rabbit Farm yields enough vegetables for Renee to harvest and sell produce to New Entry's World PEAS Food Hub in addition to having her

waste and ensure her hard work is enjoyed. She maintains a self-serve cooler pickup as distribution, along with a weekly newsletter featuring the vegetables and their uses. Her colorful array includes amaranth, collard greens, cilantro, kale, parsley, swiss chard, and zucchini to name a few.

Renee's journey to New Entry has been a long and remarkable one. Throughout her life she has been involved with 4-H and environmental education, specifically with connecting urban youth of color with nature and advocating saving farm land for productive agriculture. She had heard about New Entry during its humble beginnings in the late 90's and appreciated our "commitment and success reaching out and serving everyone". We remained in the back of her mind.

Recently, Renee was looking to expand on her overflowing home garden in Lynn, MA when she remembered New Entry. Our services and support allow "people to come in with almost nothing and launch a farm". We proved to be a good fit for her needs, wants, and existing job.

Like many of New Entry's newest farmers, Renee has a job outside of farming. She appreciates her close proximity to other New Entry farmers and our technical assistance staff on the incubator site because it creates a community and opportunities for greater learning. "I learn more about practices and get a broader view being with farmers from different cultures and countries."

By completing the Farm Business Planning Course, receiving support from our technical assistance staff, and physically experiencing her quarter acre plot at the Smith farm site this season, Renee has realistic expectations for herself. Her initial goal was to eventually farm on 5 acres. Now, she sees the amount of produce a quarter acre of land can yield. Renee is taking the time on New Entry's incubator site to contemplate whether a smaller plot is more beneficial and realistic for herself.

After Renee's third year on our incubator farm, she hopes to take advantage of our Farmland Matching Program and become an independent farmer.

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**Volunteer With Us**



### Schedule a Group Volunteer Day!

Is your class, workplace, or other community organization looking for a one-time volunteer opportunity you can feel good about? Look no further! **We are currently accepting volunteer groups for the spring and summer of 2017** to take place at our incubator farm sites in Dracut, MA. Contact [maria.smith@tufts.edu](mailto:maria.smith@tufts.edu) for more information.

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### 5th Annual Urban Farming Conference



**The 5th Annual Massachusetts Urban Farming Conference (UFC)** brings local and national experts, advocates, and innovators to support and promote urban farming enterprises across Massachusetts. Our local urban farming

educational and networking events for this growing sector in the region.

[Click here to purchase tickets](#), please note, ticket prices are increasing on January 31!

### Sample of Conference Sessions:

- Aquaponics and Vermicomposting for Urban Farms
- Understanding the Food Safety/Modernization Act
- Film Showing: “Arc of Justice” and discussion of Community Land Trusts
- Urban and Small Farm Financing 101
- Protecting Intellectual Property in Urban Farm & Food Businesses
- Youth in the Food Industry: Jobs Beyond Fast Food
- The Case for a Smarter and More Integrated Agriculture Industry
- The Economic Impact of Cultural Crop Development
- Rural and Urban Farms: Building Partnerships and New Market Models
- Youth and Entrepreneurship: Models for Success
- Civic Synergy and Urban Agriculture: Democratizing Food Production
- Community Building: Partnerships that Foster a Viable Urban Farming Enterprise
- The Massachusetts Local Food Plan and the Role of Urban Agriculture
- Intensive Production Systems For Urban Farms
- Greenhouse Management
- Food Sovereignty, Urban Agriculture and Neighborhood Impacts
- Crunching the numbers to Crush your Season
- Season Extension Techniques and Tools
- Irrigation Systems for Urban Farms

### Back by popular demand:

[Karen Washington](#), Co-Owner, *Rise & Root Farm*; Co-Founder, *Black Urban Growers*

[Greg Watson](#), Director For Policy and Systems Design, Schumacher Center for a New Economics

### Opening Keynote Presenter:

[Curtis Stone](#), *Green City Acres*, Kelowna, British Columbia, Canada.

Returning to the MA Urban Farming Conference, **Curtis will be the morning Keynote and will also lead several sessions throughout the day.** He has traveled around the world, presenting 3-5 day workshops to help urban farmers become more successful and profitable; we are really excited that he will be



presentations, that said, March 4, 2017, you'll have another opportunity to learn how you too can build a viable and profitable urban farming operation.

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## 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 - ARE YOU? 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](#), you can sign up online and the RMV will mail the plates TO YOUR HOME...no waiting in long lines at the RMV - it's easy as 1 -2 - 3. THANK YOU for supporting local food!

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## 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](http://www.nesfp.org).

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## Get Involved

communities.

## Volunteer

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!

## Donate

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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## Contact Us

### Staff Directory

#### We welcome your feedback!

Please write to [nesfp@tufts.edu](mailto:nesfp@tufts.edu) with any feedback or topics you would like us to cover to improve the quality of our newsletter.

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Click the update subscription link at the bottom of the email to be added to content specific emails such as livestock, World PEAS and Beginning Farmer Network.




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