

A close-up photograph of a pair of hands holding a large quantity of multi-colored beans. The beans are in various colors including red, white, black, yellow, and marbled patterns. The hands are positioned at the top and bottom of the frame, with the fingers slightly curled around the beans. The background is a soft, out-of-focus light color.

Holding Land for Next Generation Farmers

*Jennifer Hashley, Director
New Entry Sustainable Farming Project*

We all *EAT*...



...food



- MY FOOD LOOKS FUNNY**
- | | |
|-----------------------------------|-----------------------------------|
| Alabama - Cornbread | Montana - Rocky Mountain oysters |
| Alaska - King crab | Nebraska - Corn |
| Arizona - Fry bread | Nevada - Buffets |
| Arkansas - Jelly pie | New Hampshire - Maple syrup |
| California - Grapes | New Jersey - Italian sub |
| Colorado - Denver omelette | New Mexico - Chiles |
| Connecticut - Hamburger | New York - Pizza |
| Delaware - Crab puff | North Carolina - Dry barbeque |
| Florida - Oranges | North Dakota - Knoephel |
| Georgia - Peaches | Ohio - Cincinnati chili |
| Hawaii - Pineapples | Okayama - Fried okra |
| Idaho - Potatoes | Oregon - Hazelnuts |
| Illinois - Chicago-style pizza | Pennsylvania - Cheesesteaks |
| Indiana - Popcorn | Rhode Island - Coffee milk |
| Iowa - Loose meat sandwiches | South Carolina - Benne wafers |
| Kansas - Wet barbeque | South Dakota - Chislic |
| Kentucky - Fried chicken | Tennessee - Tomatoes |
| Louisiana - Crawfish | Texas - Steak |
| Maine - Lobster | Utah - Green Jell-O |
| Maryland - Blue crabs | Vermont - Ben & Jerry's ice cream |
| Massachusetts - Clam chowder | Virginia - Ham |
| Michigan - Pasties | Washington - Apples |
| Minnesota - Fried food on a stick | West Virginia - Ramps |
| Mississippi - Mud pie | Wisconsin - Cheese |
| Missouri - Toasted ravioli | Wyoming - Buffalo burger |

Source: <http://www.good.is/post/state-s-favorite-foods/>

from farms...



...grown by farmers (& ranchers)

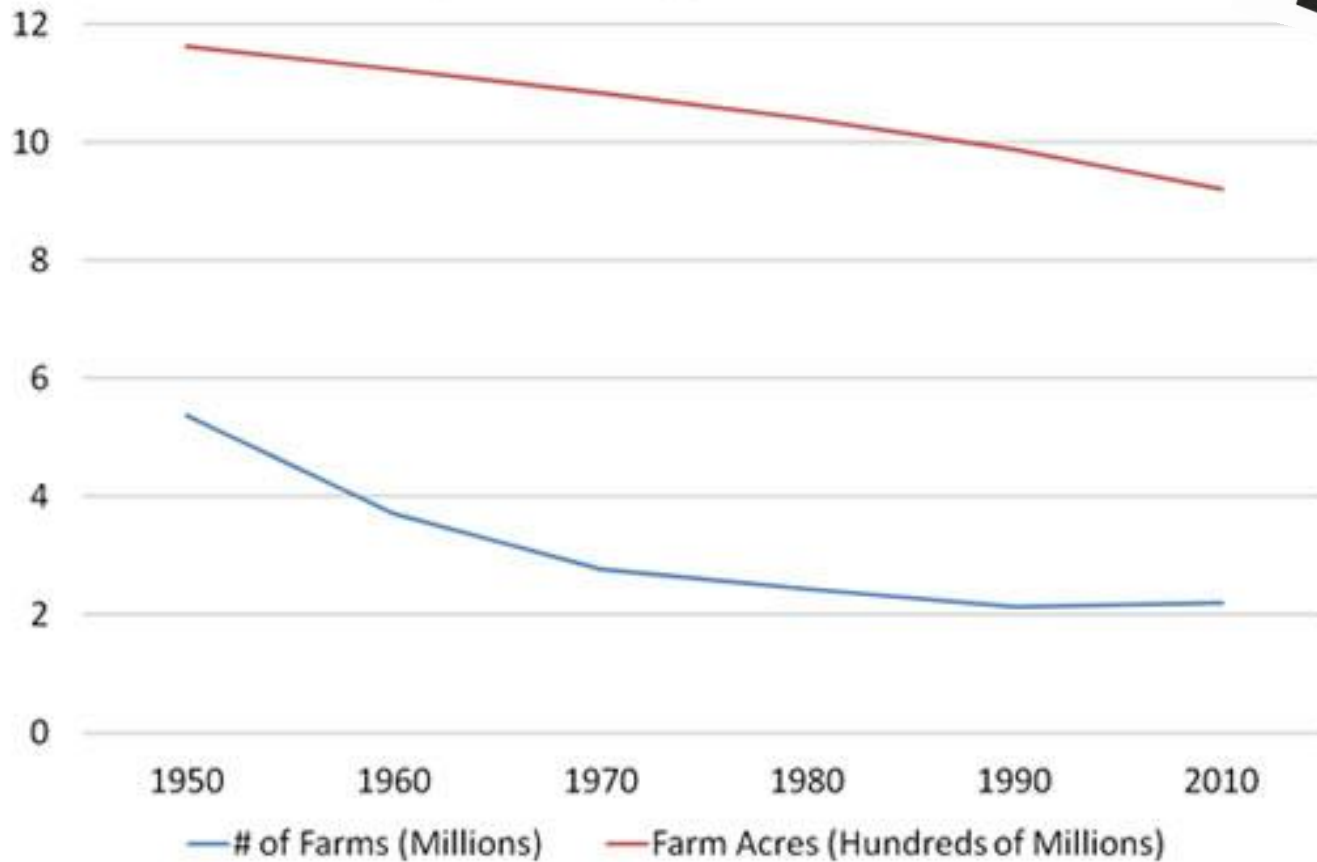


...and fishermen/women

So where are they?

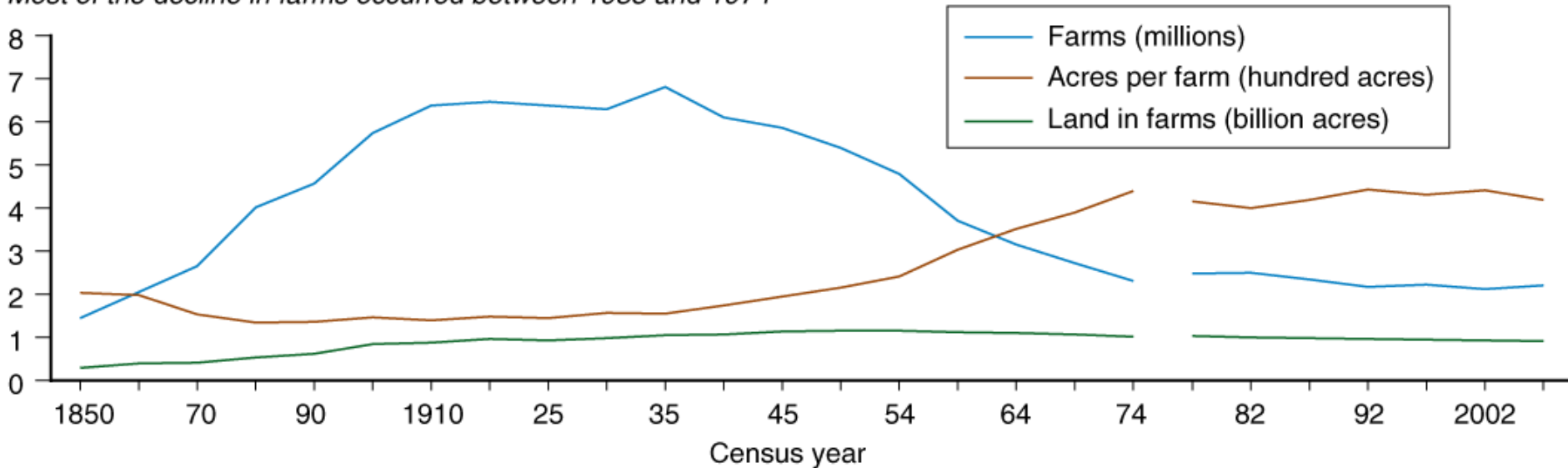


Declining American Agriculture 1950-2010



Trends of US Farms over time

Figure 2
Farms, land in farms, and average acres per farm, 1850-2007
Most of the decline in farms occurred between 1935 and 1974

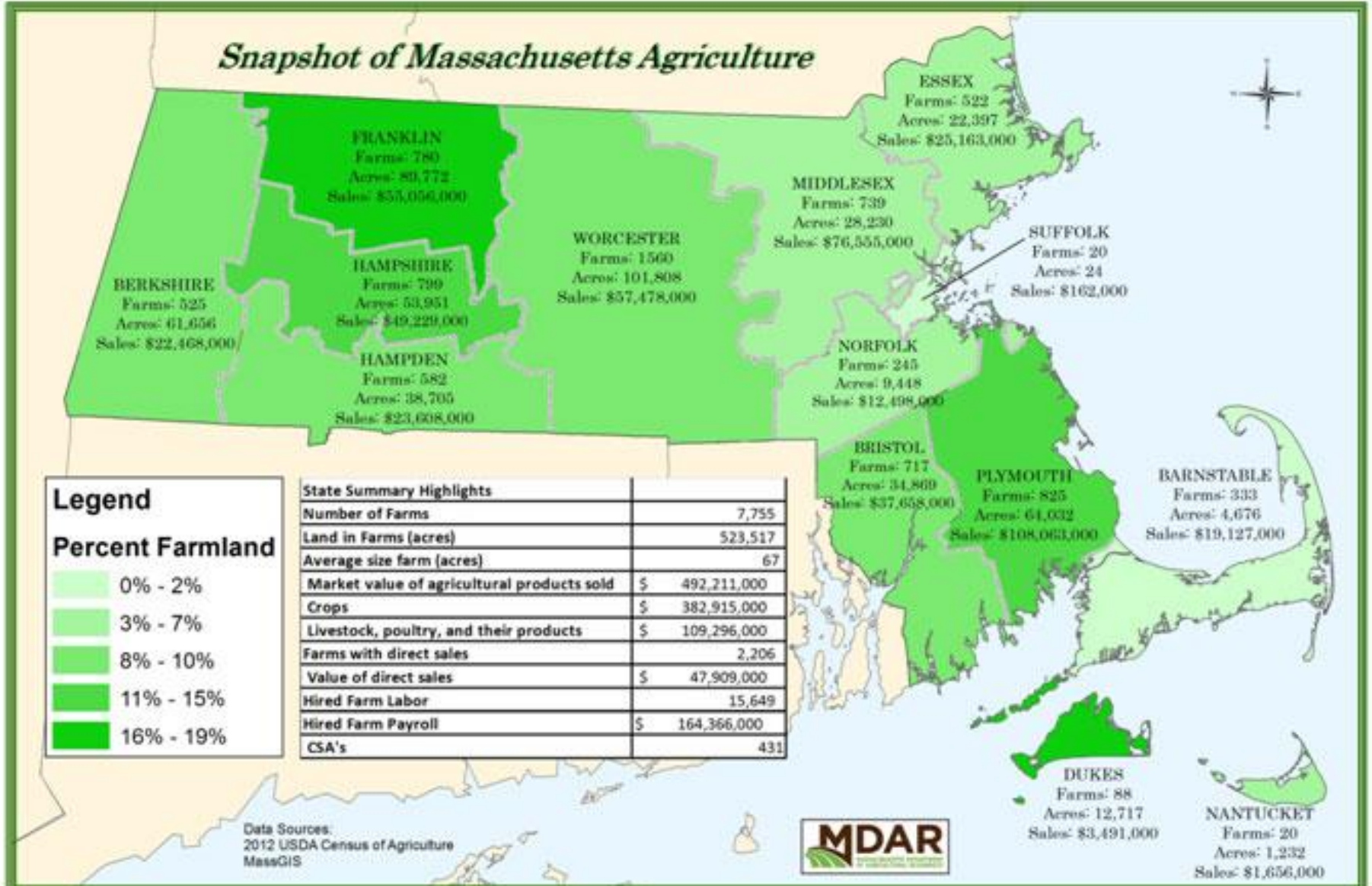


Note: The break in the lines after 1974 reflects the introduction of an adjustment to estimates of the farm count and land in farms. Beginning in 1978, the data are adjusted to compensate for undercoverage by the Census of Agriculture. For more information, see Allen (2004).

Source: USDA, Economic Research Service, compiled from Census of Agriculture data.



Massachusetts Agriculture



Direct Market Sales in MA

| Direct Market Sales | 2012 | US Ranking |
|---|--------------------|-------------------------|
| OPERATIONS WITH DIRECT MARKET SALES | 2,206 | 24 |
| SALES, MEASURED IN \$ | 47,909,000 | 5 |
| SALES, MEASURED IN \$ / OPERATION | 21,717 | 3 |
| SALES, MEASURED IN % OF FARM OPERATIONS | 28.4 | 4 |
| SALES, MEASURED IN % OF FARM SALES | 9.7 | 3 |
| County | Sales (Million \$) | Ranking all US Counties |
| Worcester | 10.585 | 6 th |
| Middlesex | 8.404 | 10 th |



| Agri-Tourism | 2012 | 2007 | % Change |
|---|--------------------|-------------------------|----------|
| Farms - AG TOURISM & RECREATIONAL SERVICES | 270 | 112 | 141% |
| Income - AG TOURISM & RECREATIONAL SERVICES | 1,803,000 | 1,012,000 | 78% |
| County | Sales (Million \$) | Ranking all US Counties | |
| Worcester | 5.393 | 5 th | |
| Middlesex | 3.746 | 16 th | |



| CSA's by County | Farms | Ranking all US Counties |
|------------------------|-------|-------------------------|
| Middlesex | 88 | 1 st (tie) |
| Hampshire | 65 | 5 th |
| Worcester | 61 | 7 th |
| Franklin | 59 | 9 th |

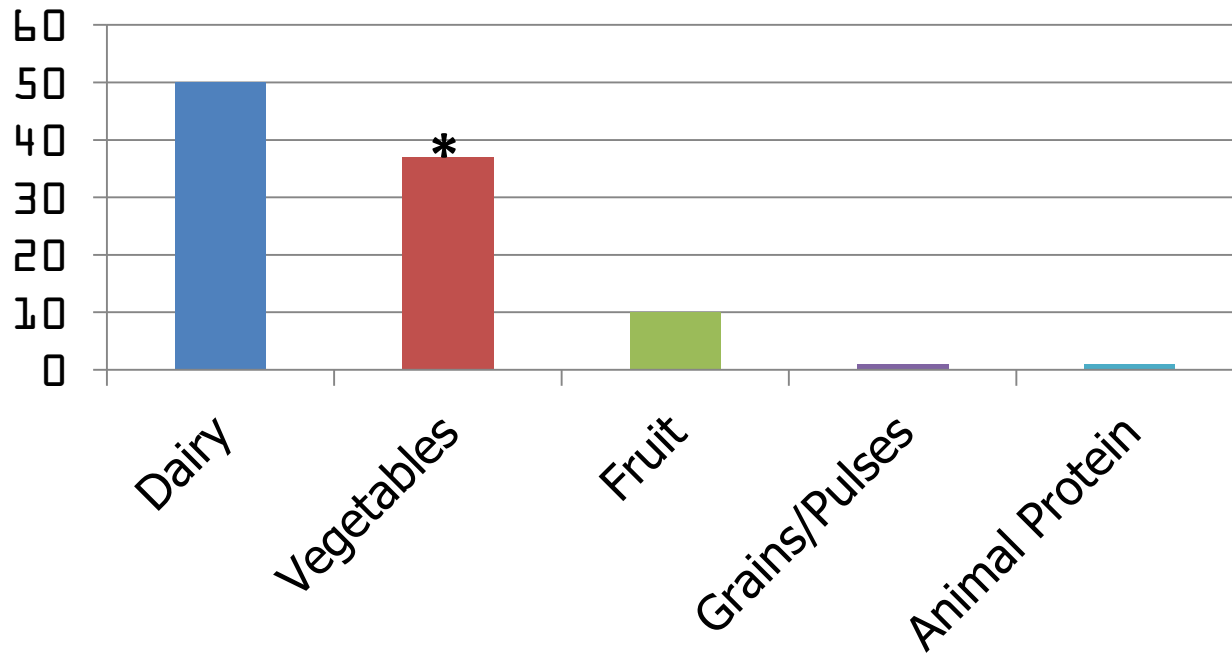
Demand for Local Food is Growing



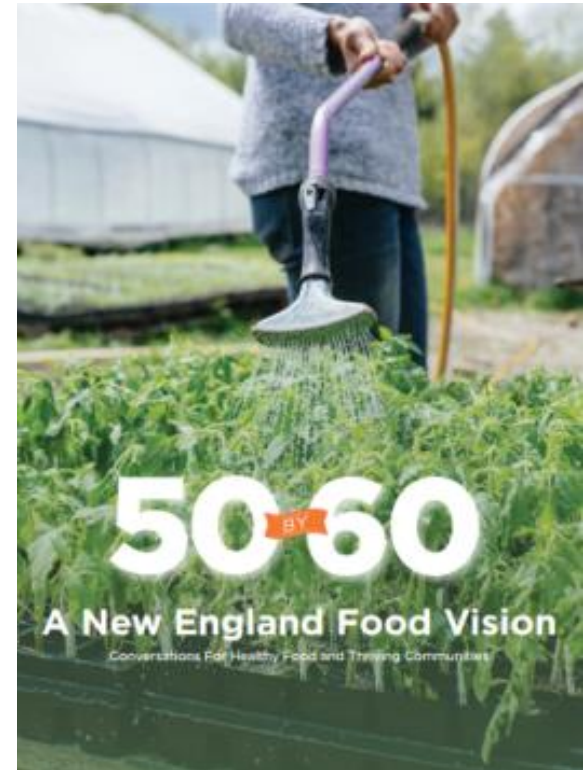
Local food sales were valued at
\$11.7 billion in 2014,
up from \$5 billion in 2008.

But...New England lacks self-sufficiency

Percent Local Production by Commodity in New England

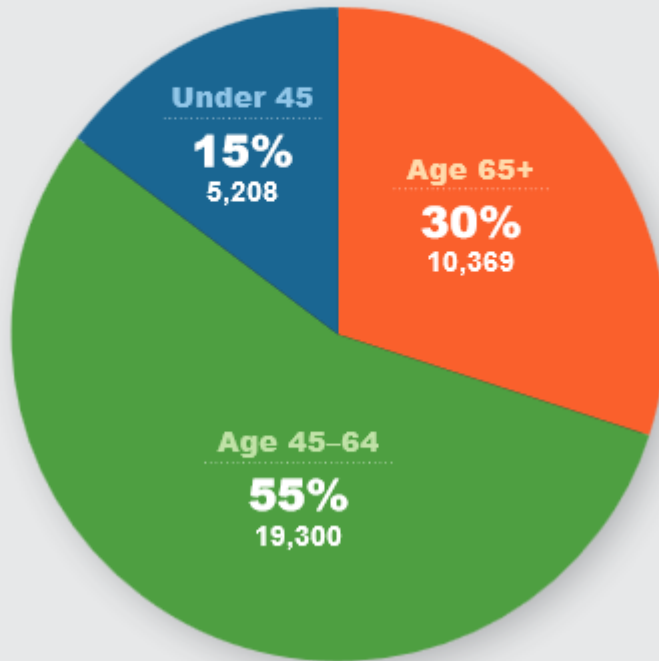


* of the 37% vegetables produced, over 80% are starches (ie, potatoes)



New England farmers are aging...fast

Principal Farm Operators by Age in 2012
NEW ENGLAND

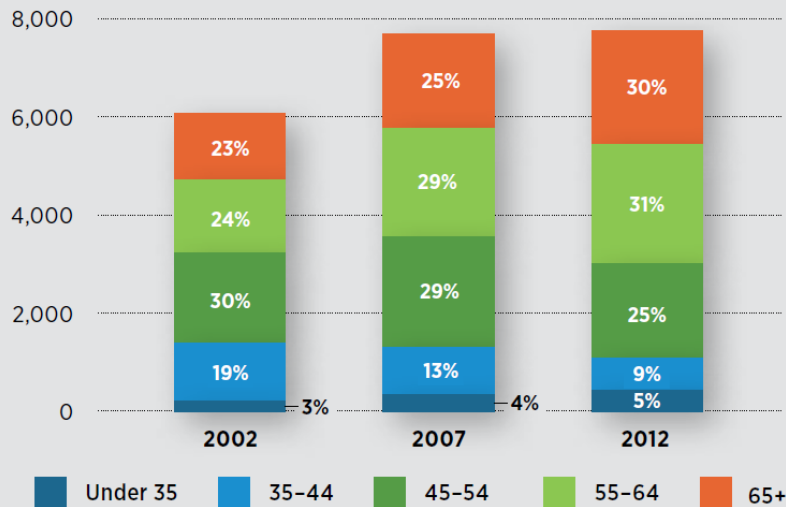


1.4 million acres of farmland at risk

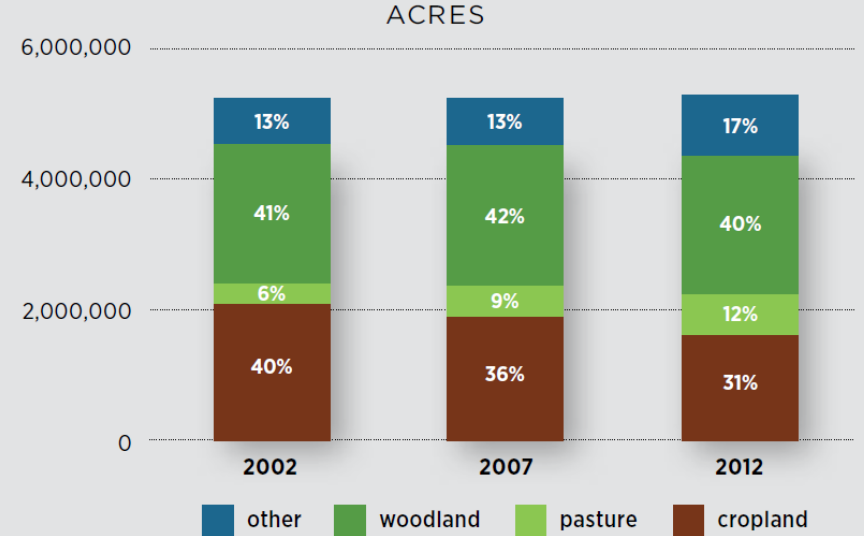
We need over 10,000 new and beginning farmers

Aging Farmers in Massachusetts

**Trends: Principal Farm Operator Ages
2002-2012
MASSACHUSETTS**



**Trends: Land in Farms
2002-2012
MASSACHUSETTS**



1

In Massachusetts, > 92% of farm operators age 65+ don't have anyone under the age of 45 working with them



Climate Change



Impact on Future Farmers



**No Farms
No Food™**

www.farmland.org American Farmland Trust 1-800-431-1488



Interested new farmers need skills...

Who wants to **farm?**

What farmers **need:**

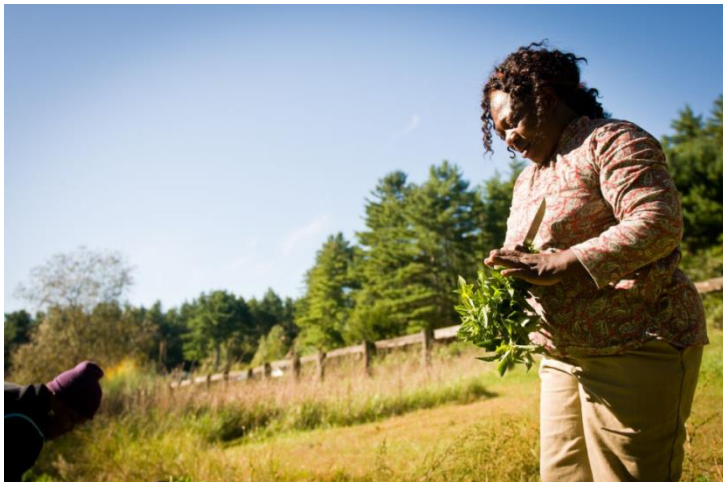
| | | |
|---|--|--|
| Young People |  | Business Savvy |
| Immigrants & Refugees | | Production Skills |
| Career Changers | | Adequate Markets |
| Retirees | | Land Access |
| Unemployed | | Capital |
| Veterans | | Skills Training |
|  | |  |



New Entry is growing the next generation of New England farmers...



...so that New England has a resilient regional food system



THE NEW BREED



The real reason farmers get up early.



Jorge's Story



Key Characteristics of Successful Farmers and Ranchers



Holistic
Systems
Approach

Business &
Marketing
Savvy

Strong
Vision

Entrepreneurial
Spirit

Personal
Resilience
and
Adaptability

Technical
Skills



Supporting Producers in their Journey

Support involves:

Understanding landscape of service providers and whom to ask for help.

Farmland access and lease support. Affordable Housing.

Ongoing production support, financial analysis, and technical assistance.

Market development - continual education of consumers.



Our Results

**2,000
farmers
trained**



**450+
farm
business
plans**



**60+
land
matches**



**Sold \$2+
million of
produce
in local
economy**



Pioneer in incubator farm training + national leader

Our Future Goals

Train over 1,500 farmers in next five years



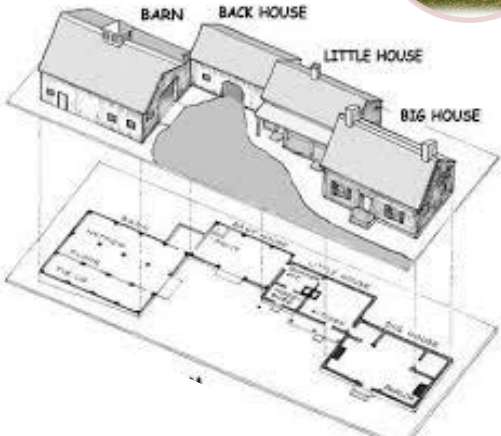
Central Training Farm



Expand Regionally



Replicate National Programs



What you **can** do to create, cultivate
and conserve a sense of place for
future farmers...

I eat local



because I can

- Eat locally
- Grow some food
- Advocate for change
– active citizens
- Help keep active
farmland & farmer
housing affordable
- Support New Entry!
- Volunteer

Drive your way to change...



Available NOW in RMV branches !

Mustache



Preserving Community





Thank
you

www.nesfp.org

New Entry Sustainable Farming Project