



# Northeast Incubator Farm Training Initiative

## Field School

September 10-11<sup>th</sup>, 2015  
Burlington, VT

Brought to you by



In partnership with



With generous support from



Abundant thanks to the many organizations and individuals that came together to make this Field School possible. In particular, the New Entry Sustainable Farming project would like to thank:

NE SARE for generous funding in support of professional development opportunities for Incubator Farm Project staff.

[www.nesare.org](http://www.nesare.org)

Our fiscal sponsor, Third Sector New England.

[www.tsne.org](http://www.tsne.org)

The Intervale Center, for serving as a local host, supporting the planning and implementation of this Field School, and for exemplary work in the field of beginning farmer training.

[www.intervale.org](http://www.intervale.org)

Have Your Cake Catering, a branch of the Skinny Pancake for their assistance in planning and crafting a delicious breakfast, snack and lunch, and their commitment to local, fresh and organic products.

[www.skinnypancake.com](http://www.skinnypancake.com)

The Hindquarter, for rolling out delicious, creative local eats!

<http://www.thehindquartervt.com/>

# Agenda

Sept 10	Activity	Location
10:00	Registration, Light Breakfast	The Intervale Center 180 Intervale Rd, Burlington, VT 05401
10:30	Welcome & Introductions	
11:00	Financial Literacy Workshop   Mark Cannella	
1:00	Lunch   The Skinny Pancake	
2:00	Showcase of Financial Literacy Tools	
3:30	Break	
3:45	M&E Workshop	
5:15	Conclude & Review Plan for Day II	
6:00	Down Time	Hilton Garden Inn Downtown 101 Main St, Burlington, VT 05401
7:00	Dinner   Pascolo Ristorante	83 Church Street, Burlington, VT 05401

Sept 11	Activity	Location
9:00	Breakfast	The Intervale Center
10:00	M&E Discussion of Shared Metrics & Tools	
12:00	Lunch   Hindquarter	
1:00	Farmer Panel	
2:00	Incubator Farm Tour	
3:45	Next Steps	
4:00	Closing & Farewell	

## About the Speakers



### **Mark Cannella | UVM Extension Assistant Professor, Farm Business Management Specialist**

Mark Cannella has been working in the field of agriculture in Vermont for over 10 years. He has managed farm operations in vegetable production, maple sugaring and agricultural education. His current focus is the management and delivery of farm business planning programs, business management trainings and farm economic research. Mark contributes to programs that serve a diverse audience of farm producers raising different products at different scales.



### **Hilary Martin | Diggers Mirth Collective Farm**

Hilary Martin is one of the 5 member owners of Diggers' Mirth Collective Farm, one of the Intervale Center's oldest mentor farms. The farm was founded in 1992 by current member Dylan Zeitlyn. Diggers' Mirth leases about 12 acres of land at the Intervale to grow a variety of annual vegetable crops with a focus on mesclun, herbs, carrots, and much more. Diggers Mirth sells their products through City Market, the Burlington Farmers Market, the Intervale Food Hub, and out of their truck.



### **Mike Winters | The Juice Bar**

Mike Winters and Steph Steeves own and operate The Juice Bar in Burlington, VT. The Juice Bar began solely as a juicing business and in 2014 Mike applied to be an incubator so they could expand the business and begin growing the products they juice. In their 2<sup>nd</sup> year as an incubator farm, The Juice Bar is leasing 4 acres of land to grow kale, carrots, beets, tulsi basil, cucumbers, fennel, and more to juice and to sell to other juice bars in Burlington. As the business plan states, "The Juice Bar exists to provide the people of Burlington and Vermont affordable, made-to-order raw juices created entirely from the freshest produce locally and organically grown primarily on our 4.1 acre farm located in Burlington's beloved Intervale." The

Juice Bar sells mainly at farmers markets in the Burlington area.



### **Ben Butterfield | Besteyfield Farm**

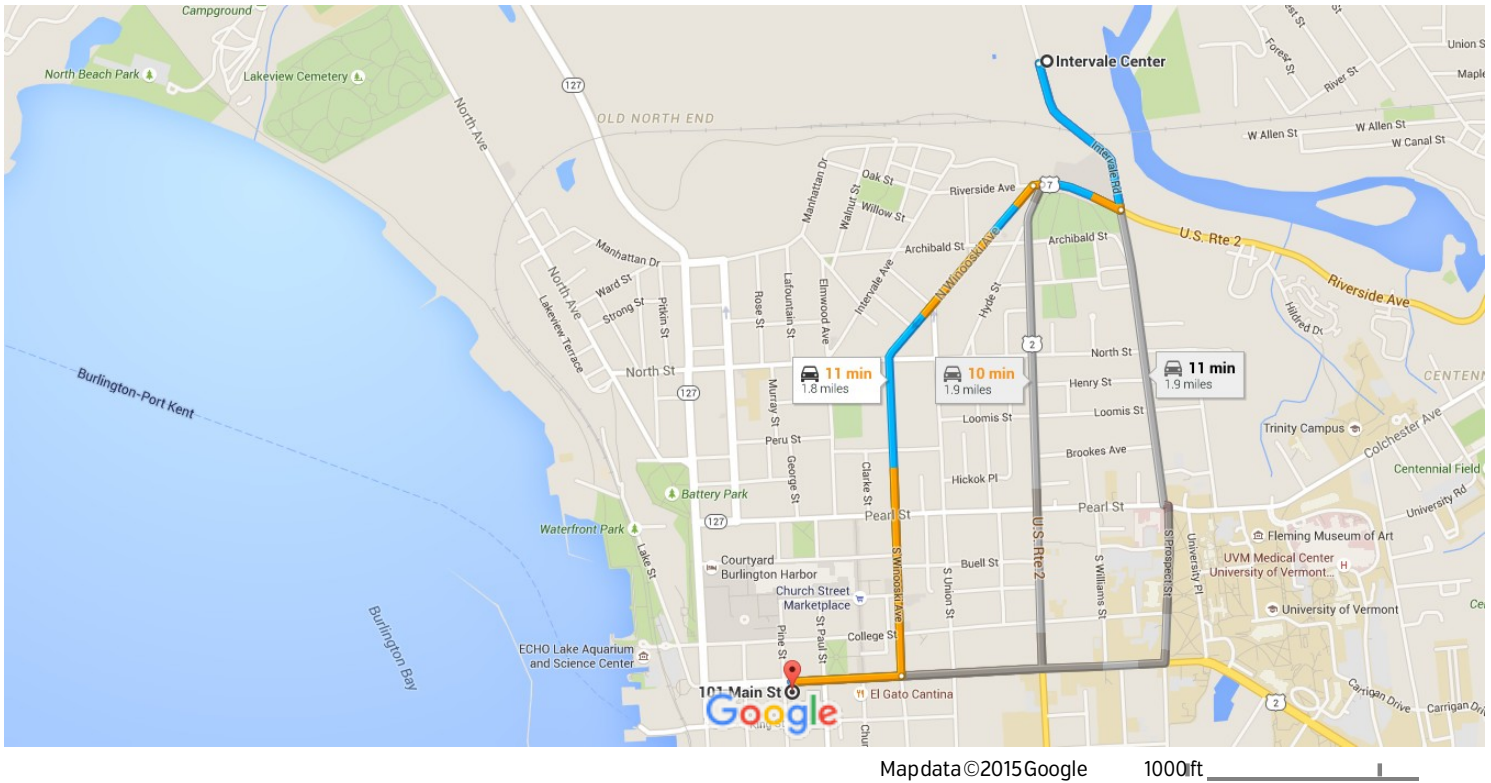
Ben Butterfield started Besteyfield Farm as an incubator farm at the Intervale in 2013. Besteyfield Farm raises laying hens on pasture and sells eggs to local supermarkets and through the Intervale Food Hub. This year, Ben will raise about 1500 layers on two different parcels of land. Ben cares greatly about not only the quality of the egg he raises but the life of the hen and the customer's ability to afford his product. He has partnered with two local supermarkets to get significant amounts of food waste to feed to the hens as well as getting spent grain from a local brewery. Ben is in his 3<sup>rd</sup> season as an incubator and therefore has two more years to farm at the Intervale. He is actively looking for a farm to purchase to be able to

grow his business, have a permanent place to design the production system he wants, and reach his goals to leave his off farm job.

# Maps & Directions

Intervale Center to Hilton, 101 Main St, Burlington, VT 05401

Drive 1.8 miles, 11 min



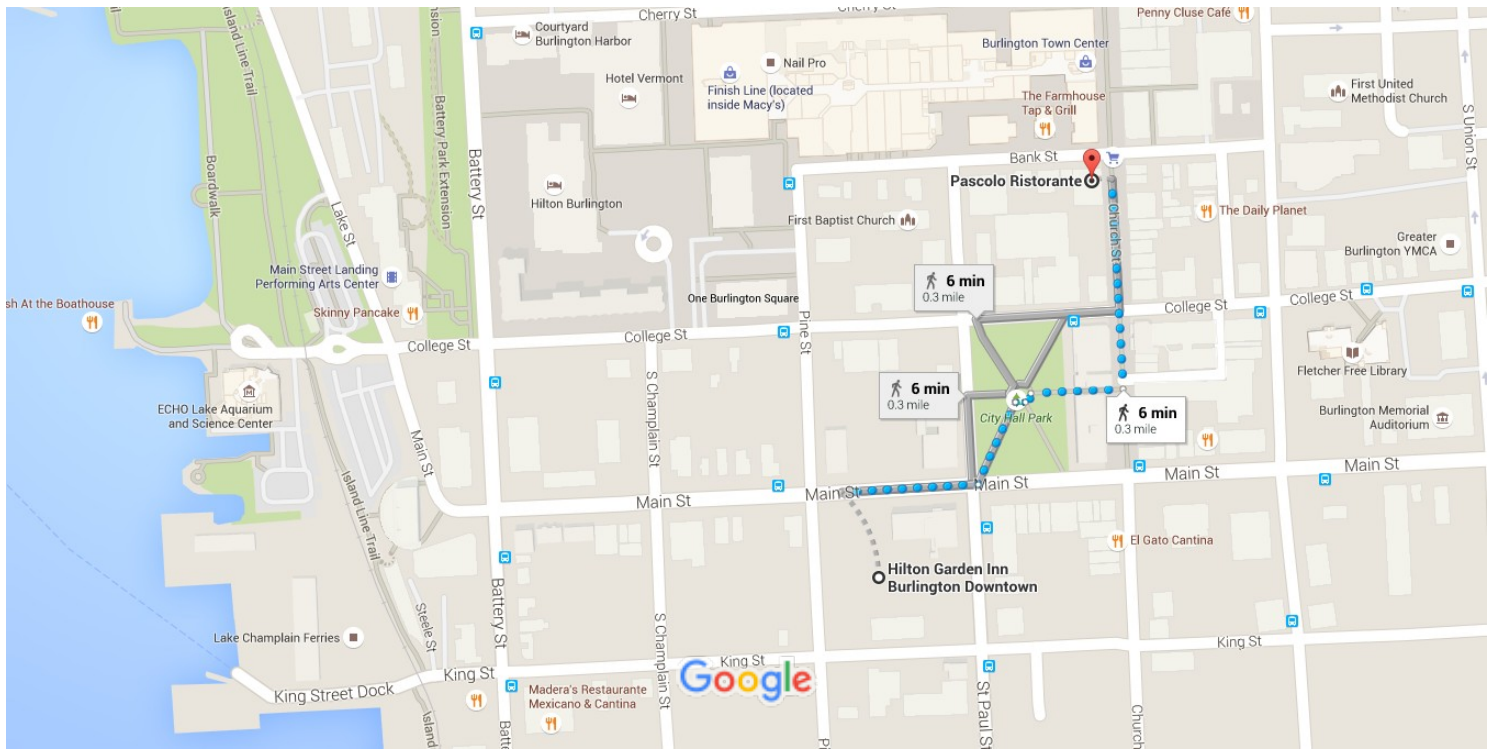
## Intervale Center

180 Intervale Road, Burlington, VT 05401

- ↑ 1. Head south on Intervale Rd toward Riverside Ave  
0.3 mi
- ↘ 2. Turn right onto Riverside Ave  
0.2 mi
- ↑ 3. Continue straight to stay on Riverside Ave  
92 ft
- ↙ 4. Slight left onto N Winooski Ave  
1.0 mi
- ↘ 5. Turn right onto Main St  
Destination will be on the left  
0.2 mi

## 101 Main St

Burlington, VT 05401



Mapdata ©2015 Google

200 ft

### Hilton Garden Inn

101 Main Street, Burlington, VT 05401

- ↑ 1. Head east on Main St toward St Paul St 348 ft

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  - ↶ 2. Turn left toward Church St 230 ft

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  - ↷ 3. Turn right toward Church St 26 ft

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  - ↶ 4. Turn left toward Church St 30 ft

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  - ↷ 5. Turn right toward Church St 233 ft

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  - ↶ 6. Turn left onto Church St 233 ft
- i Destination will be on the left

### Pascolo Ristorante

83 Church Street, Burlington, VT 05401



# Attendee List

<b>Attendee</b>	<b>Organization</b>	<b>E-Mail</b>
Jon Darby	Horn Farm Center for Agricultural Education	farmmanager@hornfarmcenter.org
Alyson Earl	Horn Farm Center for Agricultural Education	executivedirector@hornfarmcenter.org
Stacy Dedring	Glynwood Center	sdedring@glynwood.org
Maggie Donin	The Intervale Center	maggie@intervale.org
Stacy Burnstein	The Intervale Center	stacy@intervale.org
Laura Bozzi	Southside Community Land Trust	laura@southsideclt.org
Devon VanNoble	The Groundswell Center	devon@groundswellcenter.org
Ashley Bahlkow	Cultivating Community	ashley@cultivatingcommunity.org
Alexander Redfield	ORIS	alexander.redfield@gmail.com
Nora Saks	New Entry Sustainable Farming Project	Nora.saks@tufts.edu
Allen Matthews	Chatham University	Amatthews1@chatham.edu
Brianna Bowman	New Entry Sustainable Farming Project	Brianna.bowman@tufts.edu
Jennifer Hashley	New Entry Sustainable Farming Project	Jennifer.hashley@tufts.edu
Jessica Woiderski	ISED Solutions	Jessica.ised@gmail.com
Amy Cook	The Seed Farm	Amy_cook@theseedfarm.org
Sven Pihl	CT Edible Ecosystems	Sven.pihl@gmail.com

**Northeast Incubator Farm Training Initiative (NIFTI) – SARE Professional Development Project:  
Improving the Viability of Beginning Farm Enterprises by Strengthening Northeast Farm Incubator Projects**

**Project Activities and Timeline  
October 2014 – October 2016**

**Performance target: 40 staff of 20 Farm Incubator Programs (FIPs) develop standardized performance metrics, evaluation tools and data collection methodology related to key program educational components, and use these tools to improve the quality/quantity of educational programs and resources provided to 250 farmers. 20 staff from 10 FIPs use the new tools and methods to document the progress towards independence of 100 farmers via established benchmarks re: sustainable practices, yields, incomes, and access to capital, infrastructure and farmland.**

Milestones	Date completed
Participants receive notices about initiative 2-year activity timetables	June and October 2014
Program application, acceptance, and signed agreements to participate in 2-year program, including field schools, web meetings; implementation; consistent tracking, evaluation & reporting	October 2014
Project orientation meeting at NESAWG Conference	November 2014
Four in-person field schools over 2 years that address farmer transition (financial literacy, access to credit, access to land) and incubator and farmer metrics and evaluation. Hosted at various incubator sites throughout the Northeast (ME, VT, PA, NY)	Winter 2015; Spring 2015; Fall 2015; Spring 2016
Use NIFTI and participant developed tracking materials to establish baseline metrics on multiple project elements (programs, admin., farmer outcomes)	January, 2015
Develop farming transition goals and developmental benchmarks with farmers to track over project period & beyond	January - March 2015
Participate in web forums and technical assistance exchanges, to help implement multiple tracking metrics and farmer transition planning steps.	Ongoing
Use organized online and informal meetings and communications for shared learning and peer-based networking (Community of Practice)	Ongoing
Contribute content to be posted to centralized resources clearinghouse	Ongoing
Access and use downloadable manuals and toolkits, interactive forums, webinar recordings, and FAQs organized by topic area	Ongoing
Apply tools, skills, and other shared experiences to incubator and farmer development activities	Ongoing
Projects complete and submit tracking data and project reports on agreed-to schedules that show progress in multiple domains	Quarterly after Jan. 2015
Develop and circulate case studies and success stories demonstrating qualitative changes to projects and farmers' transitions' to independence	Sept. 2015 - Oct 2016
NIFTI collects final evaluation data and creates reports summarizing metrics and outcomes	Oct 2016 – March 2017