



## 2010 Annual Report

## Letter from SEMAP's Board President & Executive Director



This has been an exciting year for SEMAP. We achieved the IRS charitable non-profit designation, 501(c)(3), and relaunched the organization on 10-10-10 with a new logo, revised mission, restructured programs, and a new & improved website.

These are exciting changes and we anticipate more to come as we bring our message of local food and sustainable farming to everybody in our region. But some things will not change and those include our commitment to farming and farmers in Southeastern Massachusetts and the consumers who eat and enjoy the bounty from our farms. Through all of this year's changes, SEMAP has maintained its strong program offerings. We increased the number of farmers and farms participating in our Farms Forever program and raised public awareness of the local food movement through our Buy Fresh Buy Local educational campaign. Highlights are in the program update pages.

As we move into 2011, SEMAP will be providing new educational workshops and seminars for growers and the public. SEMAP has plans to establish a youth program to address access to local food and sustainable farming, to conduct research on our region's foodshed capabilities, and to continue looking for ways to meet challenges in distribution and meat processing. We are already planning classes on lobster fishing and sprouts. And in March, in partnership with the Bristol County Conservation District, we will be holding the One Day Farm conference adding a new public track. See more details at [semaponline.org](http://semaponline.org).

Since our relaunch, SEMAP has gained support with new volunteers, new members, and collaborations with new partners; all to better serve our region. Our Annual Meeting is also seeing record attendance. As the local food movement picks up momentum, so does SEMAP. As people make the connection between local food and the environment, local food and their health, and local food and the local economy, SEMAP will be there providing guidance and resources. As new farmers enter the world of farming, as our farmers look to increase their sustainability and offerings, and as families endure the farm transfer process, SEMAP will be there to provide counsel, education, and referrals.

We look forward to a successful 2011 as we celebrate our 2010 successes with our friends who helped us along the way. Thank you,

Sincerely,

Carolyn DeMoranville  
President, Board of Directors

Bridget Alexander Ferreira, Esq.  
Executive Director

MISSION: SEMAP is dedicated to preserving and expanding access to  
**local food and sustainable farming** in  
Southeastern Massachusetts  
through research and education.



## Program Update

SEMAP's Buy Fresh Buy Local™ educational campaign is led by its dynamic coordinator, Sarah Cogswell



### Buy Fresh Buy Local™: The WHY, WHERE and HOW of local food in Southeastern Massachusetts

#### Education & Outreach

3168 individuals receiving SEMAP's e-newsletter: THE VINE... over 1000 of those were added in the last 6 months

21 e-newsletter editions were sent to our list of interested public, listing upcoming local food events, seasonal produce, and timely articles related to sustainable agriculture

9 Business-2-Business (B2B) Bi-weekly Updates were sent to our farm, business, school, and social service agency members - listing available local produce and products

95 fans on our new Face Book page

20+ regional, local food events were attended and exhibited at by SEMAP staff...ranging from small neighborhood food clubs, sustainability councils, schools, to large multi-day conferences, including Ag Day at the State House

#### Volunteers

7 volunteers generously supported our Whole Foods 5% Day, as well as the Bioneers: Connecting for Change conference

#### Bioneers: Connecting for Change 2010

14 different farms provided produce, serving over 1600 people in attendance

#### Pocket Guide to Local Food

35,000 Guides to Local Food were produced and disseminated throughout Southeastern Mass with funding from the Massachusetts Department of Agricultural Resources - Mass Grown and Fresher... available in PDF format at [semaponline.org](http://semaponline.org)



#### Chefs Collaborative RAFT Program

2 partners were successfully matched to the Chefs Collaborative RAFT - Renewing America's Food Traditions - program at the Winter Meeting (Jan. 2010)...

3 farms contributed RAFT produce for the Bioneers Conference

#### Social Service Agencies - Food Access

15 social service agencies successfully integrated into the 2010 B2B/BFBL Network...donated local food basket to Coastline Elderly fundraiser...January networking meeting to focus on social service agency connections

#### Standard Times Contributing Writer

8 Farmers' Market Update articles published

#### Winter 2010

Currently organizing cooking demonstrations and public workshops on how to eat locally year round..

Currently organizing the 2010 B2B Survey

Looking for local? Find it all on SEMAP's new website:  
[www.semaponline.org](http://www.semaponline.org) & click the  
"On-Line Farm Guide"

## SEMAP Public Members - 2010

### Founding Members - \$1,000+

Margie Baldwin  
Joanna Bennett  
Jay Coburn  
Carolyn DeMoranville  
Barbara Hanley  
Adrienne Kravitz  
Dianne Langeland  
John Penney, Jr.



### Food Shed Members - \$1000+

Michael Ahearn  
Cathy Lindy  
Christopher Makepeace

### Farm Members - \$500-\$999

Timothy Stone

### Crop Members - \$250-\$499

Joel Alvard  
Garrett Stuck



### Kitchen Table Members - \$100-\$249

Jacqueline & Robert Chamberlain  
Peter Hanlon  
Barbara & Hugh Munro  
Eva Sommaripa

### Volunteers

Bethany Brown  
David Scanlan  
Deborah Hood  
Justine Davis  
Louise Sherman  
Kristen Gunderson  
Christine Heshion  
Jesse Ferreira  
Nora Nelson  
Sally Hunsdorfer  
Peter Hunsdorfer  
Chad Michael Peters  
Allison Nightingale  
Jennifer P. Heald

### Knife & Fork - \$40-\$99

Barbara Anderson  
John Arsenault  
Charles Bordman  
Barbara Broussard  
Peter Bullard  
Lisa Davis  
David Denison  
Catherine Fraga  
Anonymous  
Susan Guiducci  
Jennifer Holske  
Kristen Kalbrener  
Julianne Kelly  
Kristi Marshall  
David Pepe  
Drew Poce  
Katherine Russell  
Barbara & Robert Sanderson



## Program Update

### Farms Forever: Keeping Farmers on the Land

#### "Transfer the Farm!" packages through 3-year SARE grant w/Land for Good

9 entering & 12 exiting farms engaged in an intensive one-on-one farm transfer planning process with service providers and a farm transfer partner...  
5 packages have developed into new farm operations

#### Farms Forever has been contacted for one-on-one services by a total of :

30 exiting and/or established producers...  
51 entering producers - next generation and/or seeking land...  
13 landowners - seeking farm managers or people to lease land

#### Farms Forever expanded its referral network totaling:

6 Land Trusts...  
4 Farm Business Financers...  
4 Lawyers...  
2 Farm Transfer/Tenure Experts...  
3 Farm Business Planning Consultants...  
78 total referrals made this year

#### Online Land Listings:

28 posted listings (15 land to lease or buy and 13 other)...  
51 current members on the "looking for land" listserv

#### Article in *edible Cape Cod*

Copy available at SEMAPonline.org in the Resource Room

#### 2010 Small Business Technical Assistance Grant

Allows Farms Forever to continue being a resource for Southeastern Massachusetts, spending additional time to focus on a project in Middleboro. Farms Forever, with assistance from Land For Good, has been working closely, for a over a year, with The Committee for the Preservation of Thompson Street; a small, organized group of primarily Middleboro Farmers to address some of the issues that are threatening their agricultural way of life. Among the identified risks are aging farmers and landowners, no identified next generation and development pressure.

#### One-Day Farm Conference & Resource Fair

76 growers and producers attended this year's March conference: Enhance Your Farm's Future: 3<sup>rd</sup> Annual One-Day Farm Conference & Resource Fair.



SEMAP's Farms Forever Coordinator, Katie Cavanagh & her husband Brian on their 5<sup>th</sup> generation family farm, Beaver Brook Farm in East Bridgewater



The conference is co-organized with Bristol County Conservation District. Farms Forever offered a workshop geared toward farmers interested in purchasing or leasing public land. The day also included production-oriented workshops on agritourism and soil fertility, a "grants room" where producers can get information on many state, federal, and nonprofit farm grant programs, a resource fair, and lunch & networking time.

#### Southeastern Mass Session of NxLevel Course

11 farms enrolled in the NxLevel business planning course. Farms Forever worked with MDAR this past winter to co-sponsor the 10-session program. The course is applicable to both new and established farmers who want to clarify their business ideas and create a business plan.



**4th Annual One-Day Farm Conference**  
**Save The Date: March 5, 2011**

# Farm, Farmers' Market, Business, and Social Service Agency Members



## Farms and Farmstands

### Bristol County

Alanda Farm, N. Dighton  
Alderbrook Farm, Dartmouth  
Berkley Nursery & Tree Farm, Berkley  
Brix Bounty Farm, Dartmouth  
Coastal Vineyards, Dartmouth  
Dufort Farms, Rehoboth  
Eva's Garden, Dartmouth  
Gray Rock Farm, Fairhaven / Tiverton, RI  
Hilltop Farm, Westport  
J.H. Beaulieu Livestock & Produce Farm, Fairhaven  
Johnson's Roadside Farm Market, Swansea  
Lovely Day at Olson's Greenhouses, Raynham  
Merrylegs Farm, Dartmouth  
Noquochoke Orchards, Inc., Westport  
Oakdale Farm, Rehoboth  
Pocasset Orchards, Dartmouth  
Quansett Gardens and Farmstand, Dartmouth  
Quansett Nurseries, Inc., Dartmouth  
Quitticas Farm, East Freetown  
Revolution Lobster, Westport  
Sampson Farms, Westport  
Shy Brothers Farm, LLC, Westport  
Stone Bridge Farm, Acushnet  
Stonehaven Farm, Westport  
Tavares Hillside Farm, Dartmouth  
Westport Rivers Vineyard and Winery

### Plymouth County

The Baker Farm, Marshfield  
Beaver Brook Farm, East Bridgewater  
Billingsgate Farm, Plympton  
Bull Frog Acres, West Wareham  
C.N. Smith Farm, East Bridgewater  
Cervelli Farms, Inc., Rochester  
Fresh Meadows Farm, Carver  
Hickory Knoll Farm, Lakeville  
Jonathan Sprouts, Inc., Rochester  
Lolans Farm, Middleboro  
Lucky Field Organics, Rochester  
Nash Nursery, Carver  
Nessralla Farm, Inc., Marshfield  
Prospect Hill farm, Plympton

### Barnstable County –

#### Buy Fresh Buy Local Cape Cod

Barnstable Seafarms, Barnstable  
Border Bay Junction Farm, W. Barnstable  
Cape Abilities Farm, Dennis  
Cape Coastal Farm Products, Orleans  
Cape Cod Organic Farm, Barnstable  
Cape Cod Winery, E. Falmouth  
Cedar Spring Herb Farm, Harwich  
Chatham Pier Fish Market, Chatham  
Checkerberry Farm, Orleans  
Coonamessett Farm, Inc., East Falmouth  
Crow Farm, Sandwich  
E & T Farms, Inc., West Barnstable

Eldredge Farm, Brewster  
In the Weeds Flower Farm, Brewster  
The Kitchen Garden, Orleans  
Lemke-Ann Charters, Cataumet  
Matt's Organic Garden, Dennisport  
Miss Scarlett's Blue Ribbon Farm, Yarmouth Port  
Nantucket Wild Gourmet & Smokehouse, Chatham  
Not Enough Acres Farm, Dennis  
PJ Cranberries, Sandwich  
Pleasant Lake Farm, Harwich  
Salty Lou's, E. Sandwich  
Sandwich Agway, Sandwich  
Satucket Farmstand, Brewster  
Tina's Terrific Plants, E. Falmouth  
Tomten Farm, E. Falmouth  
Village Farm, Dennisport

### Dukes County

Cuttyhunk Shellfish Farms, Inc., Gosnold / Westport

### Norfolk County

White Barn Farm, Wrentham

## Specialty Product Producers

A1 Pickles Company, Attleboro  
The Artisan Kitchen, Rochester  
Artisan Swirls Bakery, LLC, Kingston  
Cape Cod Beer, Hyannis  
Chatham Jam & Jelly Shop, West Chatham  
Dave's Cape Cod Smokehouse, Harwich  
Gourmet & Gourmand, Wareham  
Great Cape Baking Co., Marstons Mills  
Just Beer, Westport  
Lemonthyme Farm, Hanson  
Mad Hectic Foods, Dartmouth  
Roots Remedies, Westport  
Summer House Natural Soaps, Barnstable  
Travessia Urban Winery, New Bedford

## Farmers' Market Members

Attleboro Yr-round Market at Attleboro Farm, N. Attleboro  
Braintree FM, Braintree  
Carver Farmers' Market, Carver  
Clasky Common Farmers Market, New Bedford  
Falmouth FM, Falmouth  
Harwich-Brewster FM, Harwich  
Mid-Cape FM, Hyannis  
Middleboro Farmers' Market, Middleboro  
Orleans FM, Orleans  
Osterville FM, Osterville  
Plymouth FM, Plymouth  
Sandwich FM, Sandwich

## Buyers

### Bristol County

Autumn Glen Assisted Living, Dartmouth  
Beach Plum Cafe, Dartmouth  
Briggs Nursery, Attleboro

Bristol Elder Services  
Cedars Assisted Living, Dartmouth  
Coastline Elderly Services, New Bedford  
Colonel Blackinton Inn, Attleboro  
Fall River First  
Fine Catering by Russell Morin, N. Attleboro  
Lees Market, Westport  
Main Street Café & Bakery, Fall River  
PACE Headstart, New Bedford  
SMILES, Mentoring Program  
The Spicy Lime Thai Cuisine, New Bedford

United Neighbors of Fall River, Fall River  
Westport Community Schools, Westport

### Plymouth County

Foodies Duxbury, LLC, Duxbury  
The Fruit Center Inc., Hingham & Milton  
How on Earth: The Store, Mattapoisett  
Martha's Stone Soup, Plymouth  
Prisco's Market & Deli, Bridgewater  
Oxford Creamery, Mattapoisett  
The South Coast Local, Mattapoisett  
South Shore Community Action Council, Plymouth

St. Joseph's Manor, Brockton  
Tihonet Village Market, Wareham

### Barnstable County –

#### Buy Fresh Buy Local Cape Cod

Barnstable Senior Center, Barnstable  
Bean & Cod, Falmouth  
Blue Moon Bistro, Dennis Village  
Bradford Natural Market, Provincetown  
Captain Frosty's, Dennis  
Centerville Pie Company, Centerville  
Common Ground Cafe, Hyannis  
Cucina d'Amore Fine Catering, Brewster  
CupCapes of Falmouth, Falmouth  
Far Land Provisions, Provincetown  
Flying Fish Cafe, Wellfleet  
Hatch's Produce, Wellfleet  
Long Dell Inn, Centerville  
Lamb and Lion Inn, Barnstable  
Hangar B Eatery, Chatham  
Mac's Seafood / Mac's Shack, Wellfleet  
Pies a la Mode, Falmouth  
Pie in the Sky, Woods Hole  
Red Pheasant Inn, Dennis  
The Sea Chest, North Eastham  
Terra Luna Restaurant, N. Truro  
tiny's, Provincetown

### Boston Area

City Feed & Supply, Jamaica Plain  
Dave's Fresh Pasta, Somerville  
Golden Goose Markets, Boston  
Whole Foods Market, Hingham, Bellingham

### Rhode Island

Garnish Events, Newport

## 2010 Board of Directors

**Carolyn DeMoranville, President**  
Director, Cranberry Station, East Wareham

**Barbara Hanley, Vice President**  
Shy Brothers Cheese, Westport

**Paul Vigeant, Treasurer**  
Assistant Chancellor, UMass Dartmouth

**Sue Guiducci, Clerk**  
Dartmouth AgCom

**Margie Baldwin**  
Marion Institute & How On Earth

**Jon Jaffe**  
Farm Credit East

**Adrienne Kravitz**  
Kravitz/AKCM Cranberries

**Dianne Langland**  
*edible* Cape Cod

**David Rose**  
Moonlight Rose Alpacas, Swansea

**Ron Smolowitz**  
Coonamessett Farms, East Falmouth

## 2010 Financial Summary\*

<i>Revenue &amp; Support</i>	
Grants	\$143,035.00
Donations & Membership	\$56,360.00
Advertising & Merchandise	\$832.00
<b>Total Revenue &amp; Support</b>	<b>\$200,227.00</b>

<i>Expenses</i>	
Program	\$157,000.00
Marketing & Communications	\$9,631.00
Fundraising	\$3,888.99
Administration	\$24,274.00
<b>Total Expenses</b>	<b>\$194,793.99</b>

\*Unaudited figures.

## SEMAP STAFF

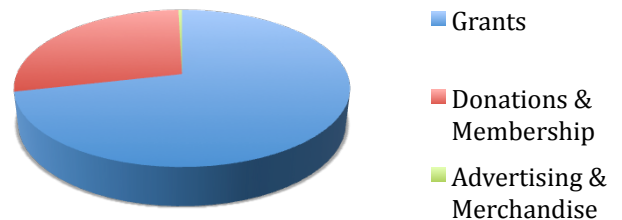
**Bridget Alexander Ferreira, Esq.**  
Executive Director

**Sarah Cogswell**  
Buy Fresh Buy Local Coordinator

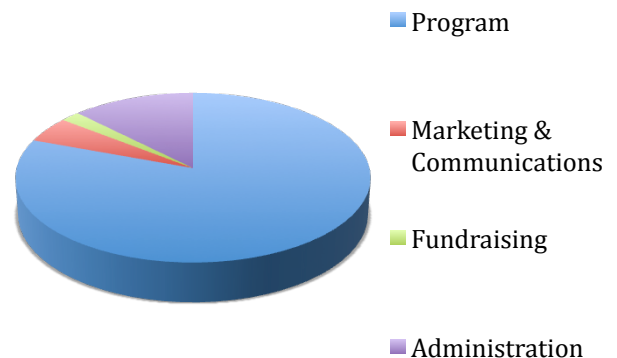
**Katie Cavanagh**  
Farms Forever Coordinator



## Revenue & Support



## Expenses





**Cheers!**

SEMAP's 3<sup>rd</sup> Annual Farm to Table Dinner



P.O. Box 569  
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 info@semaponline.org

**Our 2010 Corporate Sponsors**

