

16TH ANNUAL

AGRICULTURE & FOOD

CONFERENCE



FEB. 26
2023

Conference Program

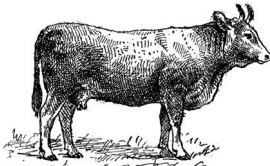
Sunday, Feb 26 2023

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The Ag and Food Conference would not be possible without all of their incredible support

Table of Contents

Meet SEMAP	page 2
Equity Statement	page 4
Tips for Using Zoom	page 5
Conference Schedule	page 6
Keynote Description	page 7
Workshop Descriptions	page 8
SEMAP Membership	page 15
Other SEMAP Programs	page 18
Notes	page 20
Upcoming SEMAP Events	page 22

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Meet SEMAP

SEMAP Staff



Susan Murray

Executive Director

Susan joins SEMAP as our new Executive Director with a lengthy background in local food work. She has previously worked at Coastal Foodshed and The Livestock Institute, and has run Flying Carrot Farm in Dartmouth for the last 12 years alongside her husband Tony.

Shannon Hickey

Program Manager

Shannon joined SEMAP in 2021 with experiences in agriculture, food access, and policy. She coordinates workshops and technical assistance for direct-market growers and beginning farmers and ranchers.



James Lehner

Communications & Outreach Coordinator

James joined SEMAP in November of 2021 after spending the past two years farming in Northern Massachusetts. Prior to this, he worked in print and radio news, and spent a few months as an intern in the Massachusetts State House.

Meet SEMAP

SEMAP Board of Directors

Liz Wiley, President

The Marion Institute

Sarah Cogswell, Vice President

The Livestock Institute, Cluck and Trowel Farm

Stephanie Perks, Clerk

Coastal Foodshed

Fred Ames, Treasurer

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Dan King

The King Farm, Coastal Foodshed

Dee Levanti

Ivory Silo Farm, Freed Seed Federation

Melissa McKenna

Norfolk County Agricultural High School

Kendra Parker

Dartmouth Natural Resource Trust

Steven Rittenhouse

Steven's Farm Stand

Laura Smith

Lane Gardens/Oakdale Farms

Equity Statement

In 2021, SEMAP began to investigate the intersection of food, farming and racial justice, and reflect on the ways our work has fallen short in addressing these issues in the past and present.

We found what has long been apparent to many: deliberate decisions by the US government and its agencies have provided inequitable benefits for white farmers. Accumulation of benefits and regionally inconsistent access and representation continue to widen these injustices. We have a responsibility to better understand the ways we can disrupt these intentional inequities, and to help create a more equitable food system in our region. As a white-led organization that has previously not centered equity in our work, we must be explicit and transparent about how we are approaching our commitments to social justice.

Southeastern Massachusetts Agricultural Partnership is committed to economic, environmental, racial and social justice for all people involved in Southeastern Massachusetts' agricultural system, especially those most impacted by historic and present-day systemic oppression.

You can find our full working equity statement on our website. We appreciate that this is an ongoing process and understand this statement to be a living document. We welcome feedback from community members at info@semaponline.org or anonymously via the form linked on our website.

www.semaponline.org/equity

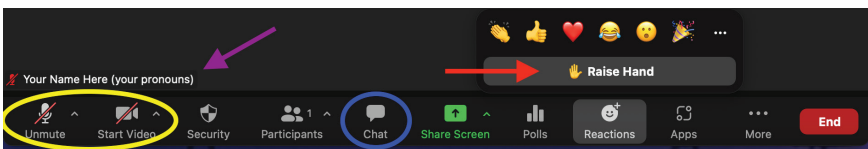
Tips for Zoom

While we know most people have become well acquainted with Zoom over the last two years, we want to provide some guidelines for participating in this year's conference. We encourage you to participate in conversation and interact with others whenever possible.

Recommendations

- Make sure you are joining the correct meeting room. Zoom links to all workshops will be posted on the SEMAP website and in our digital program
- This experience will be best on a computer. If you need to use your phone, be sure to download the free Zoom app in advance!
- Please stay on mute during the presentation to avoid unintended interruptions
- Some speakers will use polls or questions during their presentation. You are able to click on these to submit responses and engage with the presentation
- During Q&A or other sections, send questions through the chat or use the "Raise Hand" function and wait to be called on to unmute and ask your question out loud. The Raise Hand function is found in the reactions tab of the panel at the bottom of the screen

Helpful Zoom Tools



Conference Schedule

SUNDAY FEB. 26

8:30 - 9:00 a.m. **MORNING COFFEE CHAT**
SEMAP Staff

9:00 - 9:10 a.m. **OPENING REMARKS**
Ashley Randle, MDAR Deputy Commissioner

9:10 - 9:55 a.m. **WELCOME & KEYNOTE**
Neftali Duran, I-Collective

9:55 - 11:25 a.m. **WORKSHOP SESSION 1**
Zoom Room A Innovations in Aquaculture
Zoom Room B Urban Agriculture
Zoom Room C Unique Market Outlets

11:25 - 11:35 a.m. **BREAK**

11:35 a.m. - 12:35 p.m. **WORKSHOP SESSION 2**
Zoom Room A Produce Safety & FSMA
Zoom Room B Ag Conflict Mediation
Zoom Room C Value Added Meat Cuts

12:35 - 1:30 p.m. **LUNCH**

1:30 - 3:00 p.m. **WORKSHOP SESSION 3**
Zoom Room A Labor Retention for Farmers
Zoom Room B Growing International Crops Responsibly
Zoom Room C Avian Flu Precautions

3:00 - 4:00 p.m. **WORKSHOP SESSION 4**
Zoom Room A Winter Spinach Production and Tips
Zoom Room B PFAS and Farm Protection
Zoom Room C Dual-Use Solar and Agriculture

Keynote Speaker



Neftalí Durán
I-Collective

SEMAP is thrilled to open this year's conference with our keynote speaker, Neftalí Durán! Neftalí is a chef, advocate, organizer and educator with a focus on building an equitable food system and indigenizing foodways.

Neftalí came to the U.S. from Oaxaca, Mexico in 1997. He has over 25 years of experience in the food industry, and has been based in Holyoke, Massachusetts for the past several years. He works as an educator for the No Kid Hungry Cooking Matters campaign, a program that teaches practical cooking and shopping skills for low-income families and works to provide long-term solutions to hunger. In 2017, he co-founded I-Collective, an organization focused on promoting Indigenous peoples' impacts on food systems, teaching Indigenous food practices, and uplifting Indigenous voices.

Neftalí brings an incredible perspective to a number of food systems issues, including the value of building communities around food, reindigenizing foodways and building on indigenous knowledge.

Workshop Descriptions

SESSION 1 - 9:55-11:15 a.m.

Innovations in Aquaculture in Southeastern Massachusetts *Zoom Room A*

Aquaculture is the fastest growing food production sector in Massachusetts, and it's also quickly innovating. Aquaculturists are finding creative solutions to challenges, bringing new products onto the market, and building efficiency into their operations. Experienced local growers will talk about oysters, trout, barramundi, fish waste soil emulsion, and more! There's lots to learn from these producers, whether you farm by land, by sea, or not at all!

Speakers:

Keith Wilda, Bluestream Aquaculture

Spencer Gowan, Great Falls Aquaculture

Dale Leavitt, West Island Oyster

Urban Agriculture: Successes, Challenges, and Opportunities for Southeastern MA *Zoom Room B*

The value of agriculture can be defined by much more than profit and yield. Farming builds community resilience, conserves open space, contributes to public health, employs community members, and so much more. These values are enhanced in urban agriculture spaces! Join local urban ag leaders to discuss challenges, successes, and possibilities in the urban farming space, as well as consider how to bring food production to Southeastern Mass cities.

Speakers:

Rose Arruda, MDAR (Moderator)

Kanaan Thiruvengadam, Eastie Farms

Danielle Andrews, The Food Project

Apolo Catala, OASIS on Ballou

Creative Market Outlets: Non-Traditional Avenues to Business Success *Zoom Room C*

Farmers and food producers are getting creative! We love our farmers' markets and CSA programs, but local growers aren't keeping themselves confined to traditional outlets anymore. Industries typically confined to wholesale or grower cooperatives are breaking out of those molds, too. Local ag is diversifying the way it reaches consumers, and we're excited to hear about it! This panel will be led by Rhode Island farm-food truck Gnarly Vines and direct-market and bog tour operation Fresh Meadows Cranberries. Join us and get inspired!

Speakers:

Dan King, The King Farm & Coastal Foodshed (Moderator)

Dom Fernandes, Fresh Meadow Farm

Ester Bishop, Gnarly Vines Catering

Kenny Baker, Baker Farm & The Ice Cream Barn



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SESSION 2 - 11:35 a.m. - 12:35 p.m.

Farm Food Safety: Understanding FSMA *Zoom Room A*

Are you mystified by complex produce safety protocols? Not sure if you should be complying with the Food Safety Modernization Act (FSMA)? Wanting to implement safer practices on-farm? Join MDAR Produce Safety Inspector Ben Comeau in a brief overview of agricultural food safety and the Produce Safety Rule, including who should comply and how to do it. Ben will also walk through the reinstated water rule and what it means for FSMA-covered farmers. Plus, bring all your produce safety questions to this session's Q&A!

Speaker:

Ben Comeau, MDAR Produce Safety Team

Creating a Positive and Productive Farm Environment through Communication *Zoom Room B*

We encounter conflict everywhere, and the farm is no different. From lease negotiations to neighbor disputes, from employee disagreements to family fights, conflict disrupts farm efficiency - and enjoyment! Good communication skills are the foundation for working with employees, partners, creditors, vendors, and more. In this session, presenters will share some foundational communication skills for working on the farm, as well as some techniques for how to address conflict when it emerges. Join us to learn more and share your experiences!

Speakers:

Courtney Breese, Massachusetts Agriculture Mediation Program
Sarah Barnes, Martha's Vineyard Mediation Program

Using the Whole Animal: Adding Value to Meat Cuts *Zoom Room C*

Are you an omnivore looking for tips on how to prepare those trickier cuts of meat? Are you a farmer hoping to find out what non-traditional cuts are popular right now? This workshop is for you! Join Ricky Dare and Will Johnson, local chefs & whole animal butchers, in a conversation about how to utilize every part of animals. Moderated by farmer & director of The Livestock Institute Sarah Cogswell, Will and Ricky will talk about adding even more value to your locally-raised meats.

Speakers:

Sarah Cogswell, The Livestock Institute (Moderator)
Ricky Dare, Farm and Coast Market
Will Johnson, 143 Market

NOT  UR FARM

SESSION 3 - 1:30-3:00 p.m.

Building a Labor System That Works: Retaining Farm Crew *Zoom Room A*

Attracting productive and positive farm labor is hard enough, but how do you keep effective crew members around year-to-year? Retaining farm labor comes down to creating a hospitable environment and providing adequate compensation. Our panelists break down these easier-said-than-done concepts, and take your questions! Facilitated by HR expert Jeffrey Kerr, farm-worker Anita Adalja, farm owner Mike Roberts, and farm labor expert Jon Magee discuss their experiences from all sides of the farmer and farm worker relationship.

Speakers:

Jeffrey Kerr, Human Matters (Moderator)

Anita Adalja, NotOurFarm

John Magee, Agricultural Justice Project

Mike Roberts, Roots Farm

Growing International Crops Responsibly *Zoom Room B*

Come learn from Southeastern Massachusetts farmers from West Africa, East Asia, and Latin America! Learn about the culturally important crops they grow, the ways you can support or partner with them, and even how to prepare some of the delicious fruits & vegetables they produce! Moderator Henrietta Isaboke will lead us in conversation around what it means to grow international crops responsibly. This panel is about connections - both with your neighbors and with foods you won't find at most stores or farms. Join us!

Speakers:

Henrietta Isaboke, World Farmers (Moderator)

Amina Rodrigues, Rodrigues Farm

Michael Dare, Tiani Gardens

Jor Herr, Sibling Organics

Protecting Your Flock: Avian Flu Considerations

Zoom Room C

The rise of Highly Pathogenic Avian Influenza (HPAI) has been devastating for many farmers, backyard poultry operators, and egg lovers alike. While there's no sure-fire way to keep your flock safe, there are some accessible precautions that can help you protect your birds and business. In this panel, we'll hear prevention strategies from a livestock veterinarian and a local poultry farmer, as well as learn about financing options from the Farm Service Agency in the event that you lose your flock. Join us to build a more resilient poultry operation!

Speakers:

Dr. Margaret Gabour, MDAR Assistant State Vet



SESSION 4 - 3:00 - 4:00 p.m.

Growing Winter Spinach Profitably: From Healthy Seeds to Increased Sales *Zoom Room A*

UMass Extension has been researching winter spinach in unheated high tunnels for 4 years, from hand-powered to highly mechanized operations. Join Sue Scheufele in identifying tips and tricks they've learned over time! We will dig into what factors contribute to profitability of this lucrative farm enterprise, and will cover major insect, disease, and weed pests and how to manage them organically or conventionally. We'll also cover hot water treatment of spinach (and other) seed, at home or by the UMass Extension Vegetable Program.

Speaker:

Sue Schuefele, UMass Extension

PFAS Considerations for Agriculture: Lessons Learned from Maine *Zoom Room B*

Per- and poly-fluoroalkyl substances (PFAS) have recently been recognized as contaminants in agriculture - present in some water, soil, and foods. PFAS can move through environments, but they do not decompose, earning them the nickname of "forever chemicals." Join Caleb Goossen, crop specialist from Maine Organic Farmers and Gardeners Association (MOFGA), to hear what lessons we've learned over the past year and how they may be applied elsewhere.

Speaker:

Caleb Goossen, MOFGA

Dual-Use Solar and Farming: The Future of Ag? *Zoom Room C*

Sheep grazing is rapidly becoming the preferred vegetation-management strategy for many solar companies, but there aren't many operational examples of cattle-grazing or crop agrivoltaics in the US. Massachusetts is home to a few operational small-scale sites, and several larger projects (20+ acres) are in construction or under development, but very few folks have ever been "inside the fence" of an operational array. Join farmer, farmland-protection advocate, and agrivoltaic solar developer Jesse Robertson-DuBois to discuss his personal experience with solar grazing at Finicky Farm, as well as his work at BlueWave and their approach to agrivoltaics. Then, we'll hear from Iain Ward of Solar Agricultural Services for an in-depth discussion of this emerging agricultural sector. Bring an inquisitive mind to hear about experience, research, and examples from Massachusetts and elsewhere: what is known, what isn't, and what are the challenges and opportunities for farmers.

Speakers:

Jesse Robertson, Finicky Farm & BlueWave Energy

Iain Ward, Solar Agricultural Services

SEMAP Members

What is SEMAP Membership?

Throughout the year, SEMAP offers a wide variety of programming and support to help bolster the food system in Southeastern Massachusetts. This includes but is not limited to business assistance for farmers, workshops with experts on a variety of farm and farm business experience, and networking events for farmers and potential buyers. To run these events year-round, we offer membership packages at several different levels, in exchange for early access to SEMAP programming and extra benefits in our outreach.

SEMAP offers two different membership options for those who wish to support our mission of supporting local farmers, food and communities. Farm businesses can join as Business Members and receive discounts to SEMAP events, gain access to promotional space in our monthly email newsletter, *The Vine*, get special recognition in our Local Food Guide and on our website, and more. Personal memberships are also available for individuals, which earns you discounts to SEMAP events, SEMAP & Buy Fresh Buy Local “swag,” and more.

Memberships are available at multiple price levels for both businesses and individuals. Discounted and subsidized memberships are also available to Limited Resource farmers, as defined by the USDA, across the state.

More information about membership levels can be found on the SEMAP website, including membership signup forms. Any questions can be sent to Susan at smurray@semaponline.org.

**www.semaponline.org/business-membership or
www.semaponline.org/personal-membership**

SEMAP Members

Thank you to current SEMAP Business Members!

A.D. Makepeace - Wareham, MA
Acres to Grow - Scituate, MA
Blue Rose Microfarm - Somerset, MA
Boston Honey Company - Holliston, MA
C.N. Smith Farm - East Bridgewater, MA
Cluck and Trowel Farm - Little Compton, RI
Cranberry Vine Catering - Pembroke, MA
Edible Southeastern MA - Kingston, MA
Flying Carrot Farm - Dartmouth, MA
Food Scribe Consulting - Boston, MA
Freedom Food Farm - Raynham, MA
Hay Ray's Farm and Feed - Westport, MA
Heart Beets Farm - Berkeley, MA
Island Girl Catering - Westport, MA
Johnson's Roadside Farmers Market - Swansea, MA
Lane Gardens/Oakdale Farms - Dighton, MA
Lolan's Farm - Middleboro, MA
Medway Community Farm, LLC. - Medway, MA
Midnight Our Seafood - Plymouth, MA
Moonrose Farm - Rehoboth, MA
Morton's Fork Catering - New Bedford, MA
Nilsa's Tea and Botanicals - Dartmouth, MA
North Attleboro Farmers' Market - North Attleboro, MA
Oak Hill Farm and Garden - Seekonk, MA
Revival Farm - Plympton, MA
Roots Family Farm - Tiverton, MA
Round The Bend Farm - Dartmouth, MA
Shady Corner Farm LLC - Sherborn, MA
Skinny Dip Farm - Little Compton, RI & Westport, MA
Smith Mills Apiaries Inc. - Dartmouth, MA
Stargazer Hollow Farm - Berkley, MA
Sweet Goat Farm - Westport, MA

Teal Farm - Rochester, MA
Teedlebug Farm - Marshfield, MA
The Friends of Holly Hill Farm - Cohasset, MA
The Pumpkin Farm - Medway, MA
Vineyard Farm - West Bridgewater, MA

Help Support SEMAP with a Tax Deductible Donation!

Donors are a crucial part of SEMAP's mission to keep farmers farming. Your support powers our initiatives to uplift farmers and communities across Southeastern Massachusetts (and beyond), and strengthen our local food system to promote health for all.

You want to see a strong, broad, and transparent network of local farmers, food distributors, and food policy advocates throughout the region.

We can help build it.

Donations can be made at any time through our website or via check.

Thank you for your support now and in the future!

www.semaponline.org/donate/



TIE Awards

About TIE

SEMAP is pleased to once again offer our Technology, Innovation, and Excellence (TIE) Awards, an innovative funding program for farmers in Bristol, Plymouth, and Norfolk counties of Massachusetts. This program encourages local farmers to trial new equipment, implement new farm systems, and address regional challenges to farming by lowering the economic barriers to innovation, with grants ranging from \$500 to \$3,000 depending on the merits of the project.

One aspect of TIE awards is education. All TIE recipients must share results from their project with SEMAP and our broader agricultural community. These can come through blog posts, in-person demos through the Twilight series, and more. We look forward to sharing these stories with you in the near future, and building on these projects together!

Stay tuned for 2023 TIE Award announcements, coming later this Spring!

www.semaponline.org/tieawards



Business Assistance

SEMAP provides direct business and marketing support for farmers and ranchers in Bristol, Plymouth, and Norfolk counties.

SEMAP offers assistance to farm businesses on a variety of needs, including:

- Marketing and online content
- Land access
- Labor laws and management
- Bookkeeping
- Grants and financing
- Business planning
- Regenerative practices
- Farmers market support
- SNAP/HIP support
- And more!

We accept applications on a rolling basis, and a SEMAP staff member will meet with you to assess your needs. We may be able to assist you directly, or arrange a free or low-cost one-on-one consultation with a graphic designer, accountant, web developer, business advisor, financial consultant, farmer, or other professional. BIPOC farmers and Limited Resource farmers are particularly encouraged to apply.

www.semaponline.org/resources/for-farmers/business-assistance/



Local Food Guide



SOUTHEASTERN MASSACHUSETTS

FARMERS MARKET GUIDE

For Bristol, Plymouth, Norfolk,
& Barnstable Counties

Every year SEMAP prints roughly 10,000 copies of our Buy Fresh Buy Local Guide for Southeastern Massachusetts. This guide reaches all corners of our region, and includes details on farm stands, farmers markets, fisheries, restaurants, value-added producers, local grocers, brewers and more.

As we prepare to put together this year's Local Food Guide, now is the time to make sure your business is included! All returning businesses are asked to confirm their information, and new businesses looking to join the Guide are always welcome!

Any changes to your business listing will be made to the virtual guide right away, and will be reflected in our print booklet this Spring. Fill out the form [on our website to confirm, update or submit a new listing.](#)

If you are interested in receiving copies of the Guide, or have any other questions, feel free to reach out to info@semaponline.org

www.semaponline.org/guide

Upcoming Events

Join us later this year for more SEMAP events, designed to bring together our agricultural community to network, share skills and knowledge, and celebrate local food!

Spring Networking Meetings: March-April

Join us to network with other farmers and agricultural service provider as you prepare to kick off the growing season! We will host a series of networking events across Southeastern MA, each focused on a different topic. Details and dates coming soon!

Twilight Grower Series: Summer

This farmer-to-farmer educational workshop series takes place on farms across the region, allowing hands-on learning and networking opportunities. While this series is open to everyone, it is particularly geared towards commercial growers. Events are being planned now!

SEMAP 25th Anniversary Celebration: To Be Announced

SEMAP turns 25 this year, and we are looking to celebrate! This milestone gives us a great chance not just to look back on what we've done, but also look ahead to what's next. Plans are in the works to celebrate throughout the year, so keep your eyes open for announcements soon!