

15TH ANNUAL _____ 2022

AGRICULTURE

 & FOOD

FEB. 27

CONFERENCE
of Southeastern Massachusetts



BRISTOL
COUNTY
CONSERVATION
DISTRICT

Conference
Program

Table of Contents

| | |
|------------------------------|---------|
| Meet SEMAP | page 2 |
| Tips for Zoom | page 5 |
| Keynote Description | page 6 |
| Conference Schedule | page 7 |
| Workshop Descriptions | page 8 |
| SEMAP Membership | page 13 |
| Other SEMAP Programs | page 16 |
| Upcoming SEMAP Events | page 19 |

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Funding for portions of this conference was made possible by the U.S. Department of Agriculture's (USDA) Agricultural Marketing Service through grant AM200100XXXXG178. Its contents are solely the responsibility of the authors and do not necessarily represent the official views of the USDA.

Meet SEMAP

SEMAP Staff



Karen Schwalbe

Executive Director

Karen has a life long passion for farming that benefits people and place. She represents Falmouth's agricultural interests as the founder of Falmouth Farmers' Market, a member of the Falmouth Agricultural Commission and on the board of the Barnstable County Ag Society.

Shannon Hickey

Program Coordinator

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

Liz Wiley, Board President
The Marion Institute

Fred Ames, Clerk/Treasurer
The Carrot Project

Sarah Cogswell, Vice President
Cluck and Trowel Farm

Melissa McKenna
Norfolk Aggie High School

Kendra Murray
Dartmouth Natural Resource Trust

Dan King
The King Farm

Stephanie Perks
Coastal Foodshed

Steven Rittenhouse
Steven's Farm Stand

Laura Smith
Lane Gardens

Fred Dabney
Dartmouth Agricultural Commission

Dee Levanti
Ivory Silo Farm

Equity Statement

SEMAP has recently begun the important and ongoing work of identifying our role in racial justice work. We may not currently be in a space that reflects the diversity of our region & agricultural community. Recognizing the many gaps that currently exist in SEMAP's work as it pertains to these issues, we are looking to take a more active role in building an equitable and representative SEMAP community and culture.

As we continue to learn more about the intersection of food, farming and racial justice, and reflect on the way's SEMAP has fallen short in addressing these issues in the past, we are committed to better understanding the ways we can help create a more equitable food system in our region. This work is difficult and constant, and will force us to sit in our own discomfort as we consider the past, present and future work we must do, and we are prepared for these experiences.

On our website, you will find a working equity statement prepared in consultation with SEMAP staff, board members, and outside consultation. This is a living document, and as we better understand ways we can improve equity in our agricultural community, it will change to reflect our learning.

Any community members who wish to provide feedback on our work, and recommendations on places where we can grow and potential blind spots we may still hold are encouraged to reach out to info@semaponline.org or through the form available on our website at the page below.

www.semaponline.org/equity

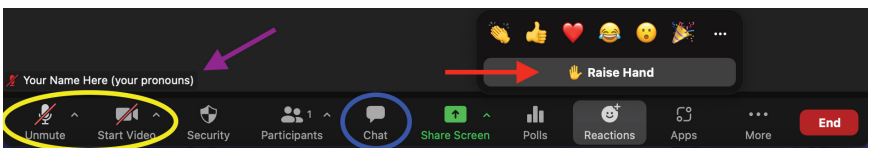
Tips for Zoom

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. Not every Zoom meeting is exciting, but we have been working with all of our speakers to make sure the conference as engaging as possible. We encourage you to participate in conversation and interact with others whenever possible, but avoid being a distraction or disruptive to the panel or workshop.

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



Keynote Speaker



Ray Archuleta

We are excited to welcome our keynote speaker, Ray Archuleta, AKA The Soils Guy. Ray is a farmer, soil scientist, and the founder of the Soil Health Academy.

With over 30 years of experience in soil science at NRCS which led him across the entire country, Ray is an expert on all things soil. Prior to that, Ray served with the Peace Corps in Guatemala as a Livestock Specialist. After his retirement from the NRCS in 2017, Ray founded Understanding Ag, LLC, and Soil Health Academy, LLC, to bring his soil teachings to a wider audience. Ray also owns and operates a 150-acre farm near Seymour, Missouri along with his wife and family.

Ray is regarded as one of the premier experts on soil health and regenerative agriculture, and was featured in the 2020 documentary, "Kiss the Ground." We are thrilled to have Ray joining us for this year's conference.

Conference Schedule

SUNDAY FEB. 27

9 a.m. - 9:15 a.m.

ORIENTATION & NETWORKING

9:15 - 10:00

WELCOME & KEYNOTE

Ray Archuleta, Soil Health Academy

10:00 - 10:15

BREAK

10:15 - 11:15

WORKSHOP SESSION 1

Zoom Room A

Prison Gardens

Zoom Room B

Understanding Soil Health

Zoom Room C

Supporting Native Bees

11:15 - 11:30

BREAK

11:30 - 12:30 p.m.

WORKSHOP SESSION 2

Zoom Room A

Adventures in Silvopasture

Zoom Room B

Medicinal Herb Production

Zoom Room C

Alternative Strawberry & Raspberry Growing

12:30 - 1:30

LUNCH

1:30 - 2:30

WORKSHOP SESSION 3

Zoom Room A

Working Well: People Skills for Farm Leaders

Zoom Room B

Pest Management Updates in Brassicas

Zoom Room C

Maple Sugaring: Challenges & Opportunities

2:30 - 2:45

BREAK

2:45 - 3:45

WORKSHOP SESSION 4

Zoom Room A

Growing for the Hunger Relief Market

Zoom Room B

Starting and Maintaining a Flower Operation

Zoom Room C

Maximizing On-Farm Mental Health

3:45 - 4:00

CLOSING & TIE AWARD PRESENTATION

Workshop Descriptions

SESSION 1 - 10:15-11:15 a.m.

Prison Gardens: Strategies for Therapy and Job Training *Zoom Room A*

Since 2013, The New Garden Society (TNGS) has gardened alongside over 600 incarcerated and detained students in Greater-Boston. In prisons, prison hospitals and youth facilities, our students are 13- 80 years old. Every week in prison classrooms, they teach core horticulture concepts. In prison gardens and greenhouses, students apply these concepts, find healing and build job skills. TNGS' prison-based trainings are taught by horticulturists, farmers, landscapers and other green industry professionals. In this workshop, they'll share strategies for providing therapeutic and vocational garden training on a minimal budget. They'll also discuss opportunities for local green industry businesses and organizations to support incarcerated and formerly-incarcerated growers.

Speaker:

Erika Rumbley, New Garden Society

Understanding Soil Health for Better Production & Sustainability *Zoom Room B*

Continue the morning keynote conversation with farmers and soil scientists! Local experts in soil data collection and interpretation, water capacity, and minimal tillage systems will lead us in a conversation about this past (wet!) growing season and how to prepare your soils for extreme seasons going forward. Commercial growers will be especially interested in this talk, but soil preparation is crucial for home gardeners, too!

Speakers:

Chuck Currie, Freedom Food Farm

Jack Algieri, Stone Barns Center for Food and Agriculture

Julie Snorek, Dartmouth College and Northeast Healthy Soil Network

Supporting Native Bees (and Other Beneficials) Through Habitat on Farms: Practical Strategies and New Research *Zoom Room C*

The most important driver of native bee declines is habitat loss, especially in agricultural areas. Learn about different strategies for increasing floral abundance and nesting resources on your farm - and increasing habitat for other beneficial insects too! This talk will focus on some basic approaches, as well as lessons from the newest scientific research: do flowering strips boost pollination or pest predation in nearby fields? Which flowering cover crops attract the most bees? What are the benefits or drawbacks of annual vs. perennial flowering resources? This talk will not be a how-to on any particular method, but will help you to understand the pros, cons and research behind different habitat enhancement strategies.

Speaker:

Hannah Whitehead, UMass Extension

SESSION 2 - 11:30 a.m.-12:30 p.m.

Adventures in Silvopasture: Making the Transition for Profit, Livestock Nutrition & Sustainability *Zoom Room*

A

Curious about silvopasture, forest management, livestock nutrition, and climate change mitigation? Integrating livestock and agroforestry operations can diversify your farm income streams and increase the ecological sustainability of your farm operation, not to mention improve the flavor of your meat products! Join this conversation for tips on transitioning, implementing silvopasture practices, and avoiding common mistakes.

Moderator: Sarah Cogswell, Cluck & Trowel Farm and The Livestock Institute

Speakers:

Brett Chedzoy, Cornell Small Farms

Joe Orefice, Yale School of Forestry

Nick Weinstock, BOTL Farm

Bioregional Herbalism & Value-Added Herb Uses

Zoom Room B

Let's step into the garden and explore the world of herbalism! Herbalism is the practice of working with plants to support wellness. It's an age-old practice made all the more powerful when paired with growing our own herbs and making our own medicine. We'll discuss a handful of new and familiar medicinal plants, tips for cultivation, harvest and preservation, as well as herbal benefits and uses. This class will be focused equally on cultivation and plant uses, geared towards beginner herbalists and those interested in seeing their garden in a new way!

Speaker:

Carissa Wills-DeMello, Town Farm Tonics

Alternative Strawberry and Raspberry Growing Systems in Canada

Zoom Room C

This session will discuss soilless strawberry and raspberry systems that growers in Ontario are adopting, including different production systems and their benefits and challenges of these systems. Learn about substrated (in-pot) production, marketing strategies, and pest and cultural management involved in these systems. Join us for this field trip of alternative berry growing systems in Ontario.

Speaker:

Erica Pate, Ontario Ministry of Agriculture, Food and Rural Affairs

SESSION 3 - 1:30-2:30 p.m.

Working Well: People Skills for Farm Leaders

Zoom Room A

Farm help is essential! Nonetheless, like most professionals, farmers have limited access to the most up-to-date thinking on how to effectively recruit, retain and promote the return of valued workers. People management is a skill; Like all learned behaviors it takes study, practice and patience. This session will present both an overview of successful management practices and practical suggestions for how to implement them. It will

also offer guidance about how to assess your current practices in order to spot its strengths and weaknesses.

Speakers:

Jeffrey Kerr, former organizational consultant

Pest Management Updates in Brassicas *Zoom Room B*

Learn about the latest recommendations for pests old and new in the brassica family. The UMass Extension Vegetable team has been conducting research on insect and disease management in cole crops for the past several years and this talk will highlight new findings from our trials and cover best management practices for organic and conventional systems.

Speakers:

Sue Scheufele, UMass Extension

Maple and Nut Syrups *Zoom Room C*

Whether you have your own sugar shack or boil sap on the stove, join this session to hear from field experts about current successes and challenges facing the maple sugaring industry. Panelists will talk about value-added opportunities, climate change impacts, and more!

Moderator: Winton Pitcoff, MA Food Policy Council

Speakers:

Adam Wild, Cornell Uihlein Forest

Mark Isslehardt, UVM Proctor Maple Research Center

Bruce Hopper, Pure BS Maple Farm

SESSION 4 - 2:45-3:45 p.m.

Growing for the Hunger Relief Market: How to Make Gleaning Work for You *Zoom Room A*

Local producers and emergency food distributors are a natural pairing. At a time of increased uncertainty for farmers and communities, find out how growing for hunger relief can offer a new market opportunity. Join Hope's Harvest and Boston Area Gleaners in a discussion of how gleaning and surplus donation can align with farm goals, priorities & mission.

Moderator: Dee Levanti, Ivory Silo Farm

Speakers:

Eva Agudelo, Hope's Harvest

Dylan Frazier, Boston Area Gleaners

Starting and Maintaining a Flower Operation *Zoom Room B*

Farmers and home gardeners alike will enjoy this conversation around how to begin or expand your flower operation. Whether your motivation is pollination, profit, or primping up your lawn, join some of the region's young floral farmers to talk about flower crop planning, growth strategies, and marketing techniques.

Speakers:

Tucker Manley, Russells Mills Flower Company

Christina Russell, Wild Bean Flowers

Maximizing On-Farm Mental Health: Resources, Strategies, & Policy Recommendations *Zoom Room C*

The last two years have been stressful for all of us, especially frontline essential farmers and farmworkers. What are existing resources, barriers to accessing those resources, and long-term solutions for on-farm mental wellness? Moderated by Deputy Commissioner of Agriculture Ashley Randle, this panel will discuss existing resources, individual strategies, and policy suggestions for improving farmer mental health and access to resources.

Moderator: Ashley Randle, MDAR

Speakers:

Rachel Van Boven, FarmAid

Polly Shyka, Maine Farmer Resource Network & Villageside Farm

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 Karen at kschwalbe@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
Anawan Farm - Rehoboth, MA
Back Azimuth Farm - Middleboro, MA
Bask, Inc. - Fairhaven, MA
Brix Bounty Farm - Rehoboth, MA
C.N. Smith Farm - East Bridgewater, MA
C&C Reading Farm - West Bridgewater, MA
Cape Cod Select - Carver, MA
Charlotte's - Westport, MA
Coastal Foodshed - New Bedford, MA
Earth Defenders, Inc. - Plymouth, MA
Fieldstone Kombucha - New Bedford, MA
Franklin Agway - Franklin, MA
Franklin Honey Company - Franklin, MA
Freedom Food Farm - Raynham, MA
Golden Hour Tulips - Lakeville, MA
Gray's Grist Mill - Westport, MA
Green Mountain Energy
Grow Cocktails - New Bedford, MA
Holly Hill Farm - Cohasset, MA
Homestead Farm - Rehoboth, MA
J.H. Beaulieu Farm - Fairhaven, MA
Johnson's Roadside Farmers Market - Swansea, MA
Kave Rock Alpaca Farm - Rehoboth, MA
Kettle Pond Farm - Berkley, MA
Lane Gardens - Dighton, MA
Moonrose Farm - Rehoboth, MA
Nilsa's Tea and Botanicals - Dartmouth, MA
Oakdale Farms - Rehoboth, MA
Olson's Greenhouses - Raynham, MA
Patti's Patch/Big Rock Acres - Middleboro, MA
Revival Farm - Plympton, MA

Roots Family Farm - Tiverton, MA
Rosasharn Farm - Rehoboth, MA
Sippican River Farm - Rochester, MA
Skinny Dip Farm - Little Compton, RI & Westport, MA
Spring Rain Farm - Taunton, MA
Stargazer Hollow Farm - Berkley, MA
Sweet Goat Farm - Westport, MA
Teal Farm - Rochester, MA
Teedlebug Farm - Marshfield, MA
The Holistic Trick - Little Compton, RI
The Keith Farm - Westport, MA
Tiverton Farmers Market - Tiverton, RI
Under the Sun Farm - North Dighton, MA
Wellness Croft - Plymouth, MA
Wild Dogwood Farm - Westport, MA
Wolf Trap Hill Farm - Middleboro, MA

**Not ready for a SEMAP Membership?
You can still support us with a 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 offer our next year of 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.

Previous TIE award recipients have put together some amazing projects in the past, including:

- Ivory Silo Farm - The Winnow Wizard
- Ziegler's Market Garden - Customized Wheel Hoe made from recycled bicycle parts
- Freedom Food Farm - Low-cost, high-efficiency greens production
- Happy Hops Farm - Portable, collapsible hops drying oast

One aspect of TIE awards is "Education." All award winners also must provide a report or results from their trial, which we then share with the broader 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!

This Year's TIE Award Recipients will be announced during this year's conference!

www.semaponline.org/tieawards

Business Assistance

Whether you're new to agriculture or have been farming for decades, there's always opportunity for growth! 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 distributes over 10,000 copies of our Buy Fresh Buy Local Guide for the Southeastern Massachusetts region. This guide reaches all corners of our region, and includes details on farm stands, farmers markets, fisheries, restaurants, value-added producers, local grocers, and more.

As we prepare our 2022 guide to print and distribute this Spring, now is the time to get your business listing on our list! 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

Please note the updated location information for these events is different than the back page of the print booklet. Refer to this sheet for correct event times and locations. More info at semaponline.org/events



Beginning Farmer Networking Night
March 11, 3 - 5 p.m.

Bristol Aggie High School

Join us to network with other farmers with 10 or fewer years of experience, aspiring farmers, and farmworkers! The event is free but registration is required.

Direct Market Farmer Networking Night
March 18, 3 - 5 p.m.

Plymouth County Extension Office

Join us to network with other farmers selling directly to consumers! This event is free but registration is required.



Thank you to NOFA/MASS for their generous support of this year's conference!

**NOFA
MASS**

Northeast
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