strengthening farms and communities since 1993

2011 ANNUAL REPORT

CISA
community involved in sustaining agriculture
Letter from CISA’s Executive Director and the Board Chairperson

What is it about this Valley that allows our farmers to grow some of the highest quality food and farm products in the world, even when faced with daunting weather issues and a harrowing economic recession that is only just beginning to recede? The answer is the soil beneath our feet, the talent and risk taking of our neighbors who farm, and our community’s willingness to roll up its sleeves and stand by our farmers.

When Hurricane Irene wreaked havoc on farms, a community member stepped up with a $50,000 matching gift that inspired the creation of the CISA Emergency Farm Fund. Individuals and businesses from across the region came forward and more than met the challenge! (See page 4) Others, such as Equity Trust, Whole Foods Market and the MA Department of Agricultural Resources partnered with CISA to ensure success in this new endeavor. As a result, six farms have received no-interest loans of up to $10,000 and will be able to continue farming despite the impact of Irene. Thanks to a visionary catalyst in our community, and hundreds of responsive donors, a critical safety net is now in place for our local farms.

When CISA’s Senior FarmShare program was threatened, the community saved the program until government funding was restored in July 2011!

Community members once again stepped up to the plate with donations to keep CISA’s Senior FarmShare running. As a result we were able to provide 245 low-income elders a slice of the summer harvest. Public support was critical in the restoration of government funds for this vital program, and in 2012 CISA plans to increase the number of elders participating in the program to 350 recipients.

When the economic recession struck, the community increased its purchases of locally grown food and farm products!

Since 2007, the number of farmers’ markets in the Valley increased over fifty percent. During that same four year period, we have gone from the concept of buying local in the winter, to the establishment of five ongoing winter markets in Amherst, Greenfield, Northampton and Springfield. The community launch of Winter Fare in Greenfield in 2008 was key and it sparked huge interest in locally grown winter crops through workshops, barter markets and family fun. In 2011, one-day winter fare farmers’ markets in Greenfield, Northampton and Springfield generated almost $90,000 in revenue for our farmers.

More and more people are engaged in talking and acting to change our world. When CISA issued its report, Scaling up Local Food, hundreds of people downloaded the publication, and attended a forum held by Pioneer Valley GROWS. The number of Local Hero farms and related food businesses increased 5% to over 315 businesses, and the number of community members belonging to CISA’s membership program increased 10% to over 700.

Clearly we are hungry to grow, shop, and bring into our homes the food and farm products that sustain our local economy and environment. CISA’s success is all about our farmers and you, our community. Together we are changing this world, row by row, and we are excited about what the future holds.

Thank you for standing with your region’s farmers. Your support is critical to their success.

Sincerely,

Philip Korman
Executive Director

Rachel Moore
Chair, Board of Directors
Thanks to You 2011 was a Smashing Success!

A Share of the Local Harvest for All
245 low-income elders received subsidized farm shares through our Senior FarmShare program and CISA matched the first $10 in SNAP (food stamps) purchases at our Winter Fare Farmers’ Markets, making healthy local food more accessible to low-income families.

Keeping our Farm Businesses Strong and Thriving
Our survey of over 200 of our Local Hero farmers indicates that the Local Hero Program has had a positive impact on 96% of participating farms. In 2011 CISA offered 59 workshops and one-on-one technical assistance consultations, with 454 participants.

The CISA Emergency Farm Fund
CISA and partners launched a new fund to help farmers recover from Hurricane Irene. Community members and businesses raised over $100,000, and the fund made no-interest loans to six farms. This revolving fund will provide an ongoing safety net after catastrophic weather events for our small farms.

Seeding a New Generation of Farmers
Nineteen women participated in the Whole Farm Planning workshop series for new women farmers. Topics in this ten-class series ranged from financial planning and marketing to soil fertility and best practices for grazing.

Scaling Up the Local Food System
CISA’s Scaling up Local Food report has been well-received locally and nationally. Many Pioneer Valley residents are engaging in the question of how to support sustainable growth in our local food system, participating in conversations like the Pioneer Valley GROWS Fall Forum in October on entrepreneurship in the food system, attended by 120 people.

We’ve got big plans for 2012 and we hope you join us!

Building connections between farmers and communities is the core of CISA’s work. Working towards our vision of thriving farms that feed our region means helping farmers reach individual consumers through direct sales outlets like farmers’ markets and CSAs, but also means strengthening wholesale outlets for local farm products and helping local food reach neighborhoods that have historically lacked access to fresh, healthy food. It means building community with our political stakeholders to ensure that policies on the ground work for farmers while meeting the needs of consumers.

As our community keeps widening and growing we hope you will continue with us on this local food journey as friends, colleagues, members and financial supporters. This work is only possible with your trusted support and guidance.

www.buylocalfood.org
Western Massachusetts isn’t known for its hurricane season. Blueberry season, yes, but hurricanes? That was a shocker. So as Hurricane Irene made its way up the Eastern Seaboard members of our community prepared for the worst and hoped for the best. As the storm passed by, most of us felt like we had dodged a bullet.

Yet before we could exhale a collective sigh of relief the scope of the devastation became clear. Western Massachusetts was spared high winds, but devastating rains and the flooding that followed caused millions in damage. Heartbreaking stories began to trickle in that many farms lost entire crops at the height of harvest, and many more suffered some form of crop loss or property damage to land, barns or machinery.

“Helpless is the best way to describe how we felt as a staff,” said Philip Korman, Executive Director of CISA. In the first 48 hours CISA put out information to farmers about how and where to apply for loans, and began rounding up volunteers to help with farm clean up. “It just didn’t feel like enough.”

And then something quite unexpected happened. An anonymous donor offered CISA a solution—a $50,000 matching grant to start a local loan fund to support farms that suffered damage due to Hurricane Irene. “I was overjoyed and a bit overwhelmed,” recalls Korman. “With a $50,000 matching grant on the table I had little doubt that members of our community would meet and exceed this matching gift; the problem was, we didn’t know how to start and run a loan fund.”

As CISA staff began to look to the community they realized their Rolodex was overflowing with the names and numbers of those who could help. At the same time, Dave Jackson of Enterprise Farm and Whole Foods Market were conversing about how to support farmers while ensuring safe food for their customers. Both immediately jumped at the idea of starting and supporting a local loan fund. Calls went out to friends at Equity Trust who had the knowledge to guide CISA staff through setting up the fund and managing the money coming in. CISA board members were generous with their time and expertise in the financial and legal management of a loan fund, as was the Massachusetts Department of Agricultural Resources.

When the CISA Emergency Farm Fund opened its virtual doors the community responded. Individuals, businesses, and institutions sent money. “We are so grateful for every penny,” says Korman. “All of us at CISA are awed by the caring and commitment of this community to our farms. This is truly a community fund.”

By providing small, no-interest loans, the CISA Emergency Farm Fund adds a critical piece to the resources available to farmers in an emergency. “Some farmers need more money than we can provide,” Korman notes. “USDA loans play an essential role for them. But for some farms, our loan fund will provide essential assistance in this and future disasters. Farms are using the funds to rebuild greenhouses, buy seeds, and replace plant stock that was lost to flooding. They don’t have to repay the loan until after the next growing season, after they have some money coming in.”

The Fund met and exceeded its $100,000 goal. The Loan Committee has made six loans to local farms that are now on their way to their own economic recovery. And our community can rest a little easier knowing that we have put a safety net in place for our small farms, helping to ensure that we all have access to healthy food for our families now and into the future.
Opportunity of a Lifetime: Couple Finds New Life in Abandoned Easthampton Orchard

Russell Braen and Alane Hartley knew they wanted to be farmers long before they knew the location of their farm.

“We were living in Maryland, just outside of D.C., when 9/11 happened. We saw people all around us become less friendly and more reclusive.” For many people 9/11 was a time to reflect. For Russell and Alane it became a time to create an action plan for a very different life. They decided to move closer to family in the Northeast, find a town with a greater sense of trust and community, and fulfill their dream of owning a farm. “We looked in Downeast Maine where we had met years ago picking blueberries, and all around Vermont,” Russell recalls. Ultimately it was an internet ad for a farm in Easthampton that led the couple to explore the Pioneer Valley as a possible location for their farm, but it was the welcoming atmosphere and strong community commitment to support and buy local food that had them stay. “The ad offered ‘the opportunity of a lifetime’, which we thought meant a once-in-a-lifetime opportunity, but actually meant the opportunity to spend the rest of your life farming,” Russell remembers. In 2007, six years after their initial plans were made, the pair bought Park Hill Orchard in Easthampton where they found the community they were seeking.

Taking over an orchard that had been untended for more than a decade came with its share of challenges and opportunities. After a thorough inventory of the farm the couple realized that most of the trees were past their useful life and had to be cut down. This unexpected setback opened up new opportunities to grow varieties known for their flavor and fresh market appeal, and unlikely to show up on supermarket shelves. Compared to the standard wholesale varieties that were bred to store and ship well, “this is a different fruit,” Russell explains. Wood from the old trees was sold to a local bakery as fuel for their bread oven.

The challenge of bringing an abandoned farm back to productivity made Russell and Alane particularly appreciative of the resources available in their new community. “It was serendipity. CISA found us right away and offered technical assistance and mentoring,” says Russell. A Whole-Farm Planning course Alane took through CISA’s Women in Agriculture network provided tools the pair needed to make major decisions about the direction of their farm business. Farmers and orchardists have been quick to offer their help as well. “We do a lot of sharing of ideas and equipment between the four or five farms on our street,” says Russell, “and many of the orchards host UMass Extension educational meetings which are a great way to gather knowledge and get to know the other growers.”

The new trees at Park Hill Orchard are set up for organic and low spray growing with rows spaced widely apart to improve air flow and reduce disease problems. The trees are planted on dwarf rootstock and managed intensively on trellises. Trees planted in this way are ideal for pick-your-own harvesting, produce fruit more quickly after planting, and have a higher yield per acre than older standard-size trees.

Russell and Alane are making good use of production research done at UMass and other research institutions. New weather-based models allow farmers to predict pest life cycles with razor-sharp precision, which allows much softer pesticide use. Breeding programs have yielded harder trees that produce more apples and withstand pest pressure without sprays. Energy is becoming more precious, and Russell hopes their farm will be uniquely positioned to thrive in a world where energy conservation is paramount.

The “farm of the future,” as Russell and Alane see it, stewards both the land and the community, making full use of these new management tools while affording neighbors and customers a strong connection to the land where their food is grown. The Massachusetts Cultural Council recently awarded Russell and Alane a Gold Star award for blending commercial agriculture with the arts. Their Art in the Orchard sculpture installation drew thousands of new visitors to the farm, suggesting that they are well on their way to achieving their twin goals. Now that’s a farm with a future!
2011 Financial Summary

**Revenue and Support**

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<thead>
<tr>
<th>Source</th>
<th>2011*</th>
<th>2010</th>
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<tbody>
<tr>
<td>Grants and Government Contracts</td>
<td>$304,288.98</td>
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<td>Donations</td>
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<td>Emergency Farm Fund</td>
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<td>In-Kind Donations</td>
<td>$21,482.00</td>
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<td>Local Hero Membership Dues</td>
<td>$53,966.00</td>
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<td>Rental, Consulting, Fees, etc.</td>
<td>$58,650.00</td>
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<td>Interest</td>
<td>$355.00</td>
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<td>Advertising and Merchandise Sales</td>
<td>$41,629.27</td>
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**Total Revenue and Support**

$937,563.62  $843,607.00

**Expenses**

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<th>Category</th>
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<td>Community Education</td>
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<td>Fundraising</td>
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<td>$71,785.62</td>
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**Total Expenses**

$716,750.31  $774,862.00

**Change in Net Assets**

$220,813.31  $68,745.00

**Net Assets, Beginning of Year**

$271,916.00  $203,171.00

**Net Assets, End of Year**

$492,729.31  $271,916.00

*Unaudited figures. Audited figures are available upon request.

** Includes restricted Emergency Farm Fund

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**2011 Staff**

- **Philip Korman**
  - Executive Director
- **Pamela Barnes**
  - Director of Development (January–May)
- **Stacy Carkonen**
  - Director of Development (June–December)
- **Margaret Christie**
  - Special Projects Director
- **Kelly Coleman**
  - Program Director
- **Gina Gigante**
  - Bookkeeper
- **Claire Morenon**
  - Program Coordinator
- **Sam Stegman**
  - Program Coordinator
- **Devon Whitney-Deal**
  - Local Hero Membership Coordinator
- **Jennifer Williams**
  - Office Manager

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**2011 Board of Directors**

- Do–Han Allen
- Bob Antil
- Ann Burke
- Ben Clark
- Sara Coblyn
- Laurie Estes
- Warren Facey
- Nancy Hanson, Clerk
- Greg Melnik, Treasurer
- Rachel Moore, Chair
- Mary Nourse
- Rus Peotter
- Diane Roeder
- Gary Schaefer
- Risa Silverman, Vice Chair
- Casey Steinberg
- M.A. Swedlund
- Mark Tanner
- Mike Wissemann

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**Photo Credits**

Paul Shoul, Jason Threlfall and CISA Staff
CISA is grateful to the following individuals, businesses, foundations and government agencies whose generous contributions in 2011 provided critical support for our programs and operations.
CISA Volunteers

James Barden Rick Bean Nikki Beek Rachele Besser Mark Brumback Erin Buzwis Shawn Carkonen David Carlson Sheryl Cigan Sue Clifton Denise Cormier Mary Alice Crimm Regina Curtis

CISA’s Be A Local Hero, Buy Locally Grown® public awareness campaign has resulted in increased sales of local farm products at supermarkets and food retailers, farmstands and farmers’ markets, and in restaurants and institutions. Look for the Local Hero logo at the following member establishments:

Farmers/Growers

Amherst Nurseries
Apex Orchards
Apple Valley Galloways
Astarte Farm
Atherton Farm
Atlas Farm
Austin Brothers Valley Farm
Australis Aquaculture
Bally Farm
Barnum & Buckley Farm
Bashista Orchards
Bear Path Farm
Bear Root Herb Farm
Bear Swamp Orchard
Bird Haven Blueberry Farm
Bloody Brook Farm
Blue Heaven Blueberry and Raspberry Farm
Blue Moon Gardens
Blueberry Hill Gardens
Bostrom Farm
Bree-Z-Knoll Farm
Bridgeport Farm
Brookfield Farm
Brook’s Bend Farm
Buckboard Veggies
Bug Hill Berry and Flower Farm
Bunni Hill Farm, LLC
Calabrese Farm
Chase Hill Farm
Chicoine Family Farm
Ciesluk Farm Stand
Clarkdale Fruit Farms, Inc.
Common Wealth CSA
Cooks Farm Orchard
Couch Brook Farm
Coyote Hill Farm
Crabapple Farm
Cragburn Farm Alpacas
Crimson and Clover Farm at The Northampton Community Farm
Czajkowski Farm
Dancing Bear Farm
Davenport Maple Farm
Dave’s Natural Garden
Deerfield Farm
Devine Farms
Dickinson Farm
Diemand Farm
Dufresne’s Sugar House
E. Cecchi Farm
East View Farm
Echo Hill Orchards & Winery
Enterprise Farm
Falls Brook Farm
Farmacy Gardens
Farmer Totman
Flavors of Cook Farm
Four Star Farms, Inc.
Fobard Farm
Foxfire Fiber & Designs
at Springdale Farm
Freedom Farm
Freeman Farm
Frohloff Farm
Glenbrook Gardens
Goat Nook Farm
Goat Rising/The Farmstead at Mine Brook
Godard’s Red Hen Farm & Mineral Hills Winery
Golden Egg Farm
Goldthredth Apothecary
Golonka Farm
Gooseberry Farms
Gran Val Scoop
Graves-Glen Farm
Gray Dog’s Farm
Hamilton Orchards
Hardwick Vineyard & Winery
Harman’s Herb Farm
Harvest Farm of Whatley
Hettie Belle Farm
Heyes Forest Products
Hickory Dell Farm
High Lawn Farm
Hillman Farm
Intervale Farm
J & J Farms
J.M. Pasiecnik Farms, LLC
Johnston Hill Farm
Justamere Tree Farm
Keldaby Farm
Kenburn Orchards Bed & Breakfast
King Creek Farm
Kosinski Farm
Lanali Farm
LaSalle Florists
Leaping Frog Farm
Left Field Farm
Leyden Glen Lamb
Little Brook Farm
Lively Spring Farm
Long Plain Farm
Lyonsville Valley Farm
Malinowski Farms
Manda Farm
Maple Corner Farm
Mapeline Farm
Martin’s Farm
Maysal Farm
McKeevans’ Market Garden
Meadowbrook Farm
Mockingbird Farm
Moss Hill Farm
Mountain Orchard, LLC
Mountain Pasture Farm
Mountain View Farm
Natural Roots
New Lands Farm
New Salem Preserve, Inc.
Next Barn Over Farm
North Hadley Sugar Shack
Nourse Farms
Nuestra Raices
Old Friends Farm
Open View Farm Educational Center
Our Family Farms
Outlook Farm
Paddy Flat Farm
Park Hill Orchard
Paul’s Sugar House
Pine Hill Orchards
Pioneer Valley Growers Coop
Pioneer Valley Heritage Grain
Pioneer Valley Popcorn
Pioneer Valley Vineyard, LLC
Plainville Farm
Popielarz Pig Farm
Pog’s Farm
Quonquont Farm
Rainbow Harvest Farms
Raspberry Patch Farm
Ravenwald Greenhouses, LLC
Red Barn Honey Company
Red Fire Farm
Red Gate Farm Education Center
Ridge Brook Farm
River Bend Farm
River Rock Farm
Riverland Farm
Robinson’s Family Farm
Robinson Farm
Rock Ridge Farm
Roots, Fruits, and Greens
Running Fox Farm
Sangha Farm
Sapowsky Farms
Seeds of Solidarity Farm
Sentinel Farm
Shattuck’s Sugarhouse
Shinglebrook Farm
Shoestring Farm
Sidle Hill Farm
Silvery Moon Farm
Simple Gifts Farm
Small Ones Farm
Smiaowski Farm Stand and Creamery
Sojourner Sheep
Songline Emu Farm
South Face Farm
Springwater Farm
Steady Lane Farm
Stockbridge Farm
Stone Soup Farm
Sullie’s Vegetable Farm
Sunrise Farms
Sunset Farm
Swartz Family Farm
Sweetwater Farm
Szawlofski Potato Farms
Tanstaafl Farm
Taproot Commons Farm
Teddy C. Smiaowski Farm
The Bars Farm
The Benson Place
The Bitty Red Barn
The Gilt Greenery
The Good Field Preserve
The Kitchen Garden
The Pioepan Christmas Tree Farm
Town Farm
Turkey Brook Farm
Twenty Acre Farm and Greenhouses
Twin Oaks Farm
Uppinigl Farm
Vachel Farm
W & W Farms
Walnut Hill Farm
Warm Colors Apiary
Warner Farm
Wells Tavern Farm
West County Cider
Wheel-View Farm
Wild Brook Farm
Wild Honey Farm
Williams Farm Inc.
Winter Moon Farm
Winterberry Farm

Garden and Landscape Centers

Andrew’s Greenhouse
Annie’s Garden and Gift Store
Frances K. Pekala Horticulturist
Gardens for Change
Hadley Garden Center
New England Wild Flower Society

Restaurants

3hree Café
Apollo Grill
Bistro Les Gras
Black Sheep Deli
Blue Heron Restaurant
Bottega Cucina
Brick Wall Burger
Brookfield Grille
Café Martin
Carmelina’s at the Commons
Chandler’s Restaurant
Chez Albert
Cup and Top Café
Deerfield Inn
Eastside Grill
Eighty Jarvis Restaurant and Bar
El Jardín Bakery
Essen Café
Fitzwill’s
Gill Tavern
GoBerry
Great Wall Restaurant
Heirloom Catering
Hillside Pizza
Hope and Olive
Hotel Northampton
Karma
Local Burger
Lone Wolf
Monarchs Restaurant
Montania’s
Northampton Brewery
Paul & Elizabeth’s
Ristorante DiPaolo
Roadhouse Café
Roberlo’s
Sam’s Pizzeria and Café
Side Street Café
Soup
Spenoleto Group
Sylvester’s Restaurant
Tabella Restaurant
Taylor’s Tavern & Restaurant
The Farm Table at Kringe
The Night Kitchen
The People’s Mint
The Whelkey Inn
Wagon Wheel Restaurant
West End Pub
Woodstar Café

Specialty Producers

Appalachian Naturals
Forest Products Associates

Institutions

Amherst College
Baystate Dining Services
Baystate Mary Lyon’s
Cooley Dickinson Hospital
Farm to Preschool and Families
Franklin Medical Center
Greenfield Community College
Lathrop Retirement Communities
Mount Holyoke College
Northfield Mt. Hermon
Northampton College
Relaxing Retirement
ServiceNet Prospect Meadow Farm
Smith College
The Loomis Communities
UMass Amherst

Retailers

Atkins Farms
Barstow’s Dairy Store & Bakery at Longview Farm, Inc
Big E’s Super Market
Big Y World Class Markets (Amherst, Greenfield, Northampton, Southampton)
Cornucopia Foods
Foster’s Super Market Inc.
Green Fields Market
Greenfield Farmers Cooperative Exchange
Hegers Farm Market
Hardwick Farmers Co-Op Exchange
Keystone Market
Leverett Village Coop
M & M Green Valley Produce
Maple Farm Foods
McCue’s Market
Millstone Farm Market
Portabella Fine Foods & Catering
Randall’s Farm and Greenhouse
River Valley Market
Sero’s Market
Squash, Inc.
State St. Fruit Store/Cooper’s Corner
Stop & Shop Supermarket
(Trenton, Hadley, Northampton)
The Old Creamery
Valley Green Feast Collective
Whole Foods Market
Williamsburg Market

Specialty Producers

Ambrosia, LLC
Hedge’s Hot Stuff
Mother’s Inc
Real Pickles
Relish to the Harvest
Richardson’s Candy Kitchen
Roberts Bros. Lumber Co.
Valley Malt
CISA strengthens local agriculture by building connections between farmers and the community.

www.buylocalfood.org

CISA is an equal opportunity service provider and employer.