

*World Farmers*



*Harvest*

*Gala*

2016





## About Us

World Farmers provides land, support and technical assistance in agricultural production and marketing to under-served small farmers. Officially founded in 2010, the creation of World Farmers arose out of need for farmer advocacy on all fronts, from markets to federal policy.

Though recently founded, World Farmers holds 30 years of institutional knowledge in assisting small, immigrant and refugee farmers to grow in a new climate and culture, primarily through our programs and activities at Flats Mentor Farm in Lancaster, MA.

Flats Mentor Farm is a program of World Farmers, where staff works with and supports over 250 beginning, immigrant, and refugee farmers each year through technical assistance on sustainable growing and marketing techniques, and by fostering a climate where cross-cultural farmer to farmer co-learning and mentorship thrives.

World Farmers staff, collaborative partners, and consultants hold experience in providing hands-on trainings on commercial crop production, entrepreneurship, managing agricultural risk, food safety, and marketing strategies, among others.

Outside of the Flats Mentor Farm Program, World Farmers supports organizations across the U.S. in efforts to establish similar beginning farmer programs. Additionally, World Farmers is building an international program to support small sustainable farmers in other countries seeking alternative markets to receive fair prices for their produce.





**World Farmers**



**Harvest**

**Gala**

**2016**

*A Time to Honor our Farmer's Cuisine &  
Culture & Celebrate this Season's Harvest*

# **Agenda**

**Thursday, November 17, 2016**

**6:00**      **Reception & Appetizers**

**7:00**      **Welcoming Address**

**World Farmers 2016 Farmer Friend of the Year Award**

**Blessing of the Harvest and Thanks to all Farmers**

**7:30**      **Dinner**

**8:30**      **Foclorio**

**8:45**      **Hmong Qeej**

**9:00**      **African Performance**

**9:15**      **Shared Dance & Celebration into the Night**



# World Farmers



## Harvest

# Gala

2016

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*Awardee*

*World Farmers 2016*

*Farmer Friend of the Year Award*

**Christine Kimball**

**Business & Cooperatives Specialist, Rural Development, USDA**

Christine Kimball joined the USDA Rural Development Agency in 2008, following a 25 year career in the Financial Services Industry. She began her career in Civil Service in the Housing Programs Division and moved over to the Business and Cooperatives Programs (BCP) Division in 2012. She is a Specialist in BCP for several of the grants and cooperatives programs within the Division. Her primary programs focus on community and economic development which include grant support for non-profits, municipalities, institutions of higher learning and Native American Tribes. The grants programs provide technical assistance, business development assistance, educational opportunities, and planning which ultimately create new jobs and business opportunities. Additionally, she works in programs that support farmers as well as small businesses. She provides customer and program support, application development and outreach to rural areas in Massachusetts, Connecticut and Rhode Island. Christine is married, with two grown children, and resides in the Hilltowns of Western Massachusetts in Hawley, MA.





# Demographics

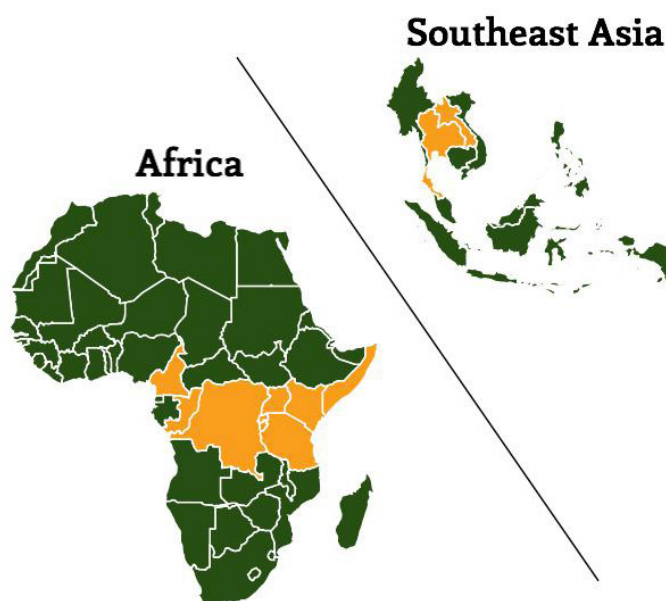
Our farmers are refugees and immigrants from many parts of the globe, who have come to the New England Region to make it their own.

The following graphs have been put together from the data we have collected from our farmers to learn more about who they are, where they are from, and where they live now.

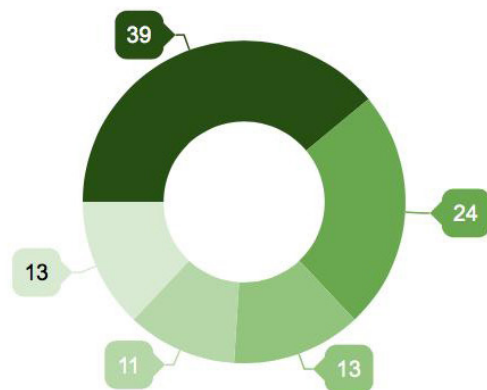
## Farmer Country of Origin



■ Kenya(50%) 
 ■ Burundi(14%) 
 ■ Tanzania(3%) 
 ■ Hmong(18%) 
 ■ Other(15%)



## Current Place of Residence



■ Worcester(39%) 
 ■ Providence(24%) 
 ■ Leominster(13%) 
 ■ Fitchburg(11%) 
 ■ Other(13%)

## Gender of Farmers



■ Female(68%) 
 ■ Male(32%)

See Pages 12 & 13 for More Details



# Cultural Music & Dance Presentations

## Folclórico

Enjoy the traditional dance from Portugal, The Folclórico. The dance has been passed down through generations, telling the tales and history of the Portuguese people. Accompanied by the sound of the guitar, accordion, and tambourine, The Folclórico is a beautiful Portuguese tradition.



Source: Grupo Etnográfico de Areosa, based in Viana do Castelo, Portugal

## Hmong Qeej

The Qeej is a sacred musical instrument to the Hmong culture that is used traditionally for weddings, funerals, and rituals. Made out of six bamboo pipes and a wooden chamber, the instrument is an important cultural tradition that has been part of the Hmong culture for thousands of years.



## African Dance Performance

Dance is an integral piece of culture for many African cultures. It is used as a way to praise, criticize, celebrate, and teach. African dance has a rich history across the globe and at many times, traditional dance has been combined with other cultural dances to create new forms of dances, based off of the traditional rhythmic movements. This performance includes modern African music intertwined with dances that are familiar to most Americans.



# World Farmers Board of Directors



*Georgia S. Good*

**Georgia S. Good - Board Member of World Farmers and Executive Director Executive Director of the Rural Advancement Fund (RAF)**, has assisted low-income rural South Carolina communities for over forty years. Born and raised on a farm, she would leave school every year from August to November to plant and pick cotton. In 1970, Georgia Good helped found the now Family Health Center, and organized the Orangeburg County Consumer Health Council for poor families. Through RAF and as Vice President of the DC-based Rural Coalition Ms. Good assisted in passing a key program for small farm groups in the 1990 Farm Bill called 2501, and worked to secure more than 30 sections of policy in the 2008 Farm Bill. Ms. Good promoted settlement of the Pigford Claims under which thousands of African American farmers received settlements for being closed out of USDA programs for many years. In 2012 Ms. Good was selected by President Obama to participate in the White House Policy and Action Leadership Conference, she also served on committees under President Jimmy Carter addressing migrants and seasonal farm workers. Georgia Good attended Claflin University, UC Berkley, New York Training Institute, New York City College, and the MIT Fellowship. Ms. Good is a life member of the NAACP, she attends Mount Pisgah Baptist Church in Orangeburg, and is a proud mother and grandmother.



*John Pacheco Jr.*

**John Peter Pacheco Jr. - Board Member of World Farmers.** Born in Southeastern Massachusetts In Fall River, John is a native to Massachusetts and resides in Lancaster Massachusetts. During the day, John is a Store Manager for TD Bank America's Most Convenient Bank in the Northern Hills of Worcester County and has been with the company since 2005. A graduate of the University of Massachusetts at Amherst with a dual degree in Biology and Criminal Justice, John grew up running a family business and has naturally followed in those footsteps with his position at TD Bank. He is heavily involved in the community and is the Business Development Chair for TD Bank for the Montachusett Area Rotary Club and also volunteers at the Acton Boxborough Regional High School as a coach for the Marching Colonials Colorguard. John has been teaching students since he has been in college and continues to work and volunteer in which the community he resides.



*Veronica J. Nyaigoti*

**Veronica J. Nyaigoti - Board Member of World Farmers.** Coming from a culture that farming is a part of the normal routine of everyday life; it is natural for the children to assist with the care of land and agriculture. Through this Veronica developed a greater interest in farm life and continued to pursue it even after leaving her native land. After teaching and receiving her associates degree in Kenya, Veronica moved to the United States with her husband and 4 kids to further her education and continue to provide a better future for herself and her family. She received her Practical Nursing License from Mt. Wachusett Community College in 2008 and became more involved with World Farmers in 2010. Her involvement with World Farmers gave her and her family the opportunity to continue to uphold the tradition of children learning about farming and agriculture. This is exemplified by the four generations within her family working on the farm. As a board member, farmer, nurse, wife, and parent, Veronica continues to exemplify the ideals of an inspirational, strong, and motivated, God fearing Woman.



# World Farmers Staff



**Maria Moreira, Executive Director and Co-Founder** of World Farmers has been mentoring beginning farmers since 1984. She is a businesswoman, a farmer, a mother, an advocate, and everything in between. Maria has been a leading force in identifying and marketing ethnic foods in Massachusetts, making these culturally appropriate crops more readily accessible to immigrant and refugee communities.



**Jessy Gill, Program Director**, grew up on a subsistence farm in upstate New York. Prior to joining World Farmers, Jessie worked with a local NGO in Kenya to establish water catchments, lived and worked on a farm in the Green Mountains of Vermont practicing sustainable agriculture and learning about local food marketing techniques, and worked on federal, state, and local policy, and movement building efforts in Oakland, CA.



**Peter Jakubowicz, Farm Manager**, graduated from the University of Massachusetts Amherst with a B.S. in Animal Science. Peter holds 38 years of experience in manufacturing, purchasing, and management, and has 60 years of farm experience as a worker, manager, and farm owner, working on farms in MA, CO, and NH. Peter currently owns and operates his farm in Lancaster, MA.



**Delia Tallent, Administrative Manager**, has experience in both private and public sector business. The daughter of immigrants, she understands the challenges facing immigrants trying to adapt to a new culture. She enjoys assisting immigrants and refugees farmers with building productive lives through sustainable farming.



**Morgan Healey, Communications Coordinator** and Video Production Manager, completed a double major degree in computer graphic design and web design. Prior to joining World Farmers, Morgan was employed at the Holden Landmark Corporation, later expanding as Worcester Magazines Graphic Online Designer. At World Farmers, our materials focus on small business marketing, branding, identity design, and marketing.



**Immaculate Nyaigoti, Outreach Specialist**, is currently a junior year, political science major at UMass Amherst. She has been a marketing intern for World Farmers since the summer of 2015. Immaculate enjoys playing basketball, singing, and being in nature. Her long-term goal is to open a non profit organization that assists communities in Kenya and the US.



**Alyssa Valcourt, Development Specialist**, graduated from Bridgewater State University with a B.A. in Global Sociology & African Studies. Prior to World Farmers, she worked at an immigration and refugee resettlement agency in Virginia and also participated in a year of volunteer work serving in the Midwest. During the school year, Alyssa is an Assistant Librarian at Nashoba RHS. She has been at World Farmers since the summer of 2015.



**Txong Yang, Markets Specialist**, was exposed to the farm community at Flats Mentor Farm at an early age, helping his parents at their summer farmers' markets. After Txong received a B.S. in Biology at Framingham State University, he spent two years as a Lab Analyst for the New England Newborn Screening Program. This summer, Txong redirected his career toward agriculture and rejoined his parents at the Flats with the goal of becoming a successful young farmer, and supporting other farmers succeed at market.



# World Farmers International Program

World Farmers' founding mission was rooted in efforts to support small farmers in this country as well as internationally. For the past five years World Farmers has done extensive evaluation and community surveying to identify ethnic crops that are in high demand by immigrant communities, yet unavailable in grocery stores. Crops selected for production trials and market assessments are exclusively grown by the farmers at Flats Mentor Farm for diverse markets serving communities with limited access to fresh culturally relevant food.



Serving the needs of these new market outlets is extremely important for both the communities who seek the crops and our farmers' economic viability. However the demand for these crops does not end with the season. Year-round availability of these products is critical to growing the customer base and supporting our farmers' continued business development. For this reason World Farmers has been working to develop an international program and build partnerships with small sustainable farmers in the countries where these crops originate, piloting a market continuation model.

This model will supply culturally relevant crops in high demand by immigrant communities to grocery stores in the Northeast year round. Farmers at Flats Mentor Farm have priority access to supplying these markets, while during the off-season this project supports small independent farmers in other countries to access US markets. This market continuation model is piloting the opportunity to build and maintain market demand for Flats Mentor farmers while opening market access opportunities for small international farmers throughout the world.



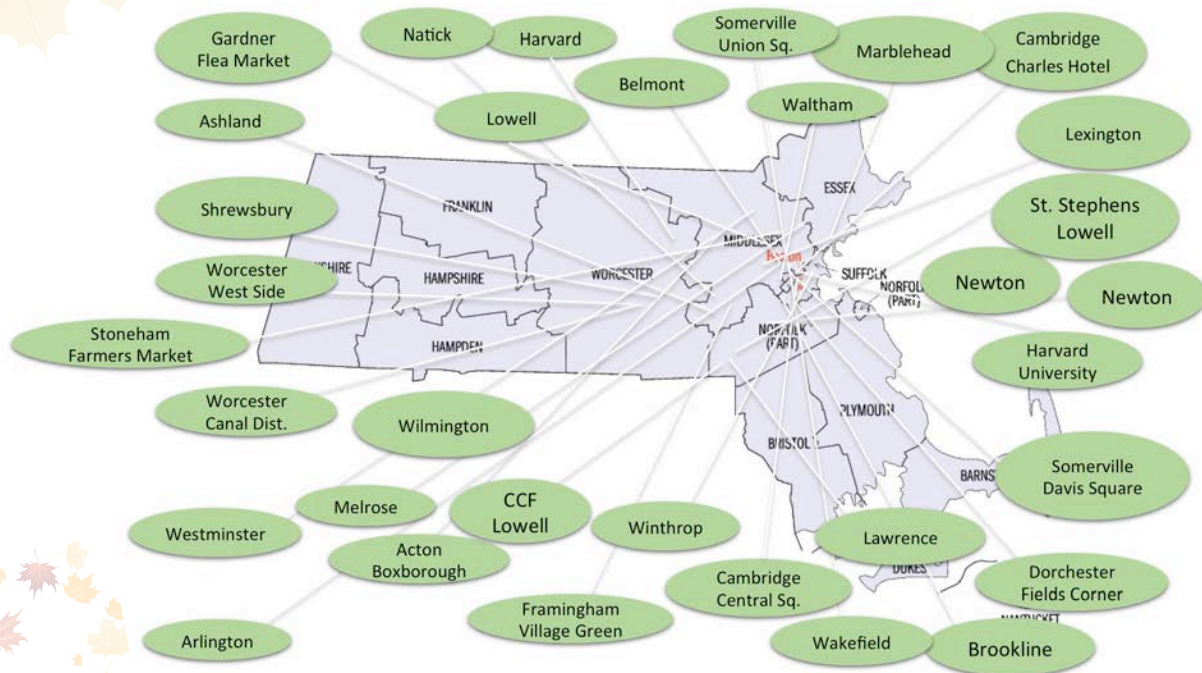


# Collective Marketing



The farmers at Flats Mentor Farm engage in a Collective Marketing system, where all produce sold at farmers' markets are sold under the Flats Mentor Farm banner, and all product sold to wholesale buyers is sold through the Flats Mentor Cooperative.

**In 2016, Flats Mentor Farm sold at over 40 Farmers' Markets across Massachusetts**



In 2016, Flats Mentor Cooperative sold weekly to: one individual sales platform, one public school, two organizational mobile food markets one in Worcester one in Somerville, and three grocery stores in the Boston area.

*"Outlets like Farmers' Markets and the Co-op have allowed us farmers to introduce ourselves and our culture to the community through the produce we grow. Over the years, the customers and vendors gradually learn more and more about the story behind us farmers, and how agriculture is intertwined with our roots and way of life. The connection is when we realize that all people and their ancestors were once farmers themselves. The appreciation and support we receive from the community makes it possible for us to live our lives, and to contribute and participate in society, which we believe we all should." – A Flats Mentor Farmer*



# OUR FARMERS AROUND THE GLOBE

The farmers at Flats Mentor Farm have come to this country from across the globe, with populations at the farm often mirroring the world's political strife. Due to this dynamic, some of the farmers were not born in the country they call home, but instead were raised in refugee camps in neighboring countries. Take a moment to dive into some of our farmers' home countries and cultures.



## Burundi

Located in east-central Africa, Burundi is a landlocked country that borders Tanzania, Rwanda, and the Democratic Republic of the Congo. With about 11 million people in a country that is 10,750 square feet, Burundi has one of the highest population density in the continent of Africa. For over twenty years, Burundi has seen violence within the country and in surrounding countries, causing refugees to go in and out of the country. The three major ethnic groups in Burundi include the Hutu, the Tutsi, and the Twa. About 90% of the population of Burundi relies on subsistence agriculture, with agriculture being the largest economic field in the country.

Source: ABC-CLIO World Geography Database • flagpedia.net • Encyclopedia Britannica



## Cameroon

Cameroon is located in Central Africa and has a population of approximately 24 million people. With many ethnic groups located in this country, there are over 24 African languages spoken. Agriculture makes up more than 70% of the jobs for Cameroon's population, which includes subsistence farming. The largest crop grown is cocoa, followed by cotton and coffee beans.

Source: ABC-CLIO World Geography Database • flagpedia.net • Encyclopedia Britannica



## Democratic Republic of Congo

Democratic Republic of the Congo (DRC) is located in central Africa and is the second largest country in Africa. There are over 81,000,000 people who live in the DRC and over 200 ethnic groups that make up the population. The four largest ethnic groups include the Mongo, Luba, Kongo, and the Mangbetu-Azande. With the many ethnic groups, there are also over 200 languages that are spoken in the DRC. The most commonly used languages include Swahili, Tshiluba, Lingala, Kongo, and French. Abundant with valuable minerals, the economy of the country depends a lot on these resources, however most of the population depends on agriculture as a source of employment.

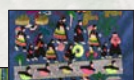
Source: Encyclopedia Britannica • flagpedia.net • Encyclopedia Britannica



## Haiti

Haiti is located on the Island of Hispaniola in the Caribbean Sea. The population is made up of many different cultures, collected throughout its history. Before the Spaniards arrived, the island was made up of the native Tainos. Not long after, there were almost no Tainos left on the island. The French took control of Haiti from Spain, bringing along many slaves from Africa. In the 18th century, the slaves were able to take control of the country and become the first post-colonial black led nation in the world in 1804. In recent years, Haiti has gone through many struggles politically and from natural disasters. Haiti was hit by a 7.0 earthquake in 2010 and was recently hit by a strong hurricane. Although there are many threats to Haiti by natural disasters, two fifths of its economy is based off of agriculture and subsistence farming.

Source: The World Factbook • flagpedia.net • Encyclopedia Britannica



## Hmong Culture

The Hmong people are said to have originated in the southern area of China, migrating south into areas of Vietnam, Laos, Thailand, and Myanmar. Although difficult to determine, there is an estimated population of over 4 million Hmong people living around the world, including about 170,000 who now live in the United States. The Hmong historically practiced shifting cultivation and grew unirrigated upland crops in high altitudes and low elevations, depending on where they re-located. The Hmong would move once the soil became less fertile. Because of conflicts in Southeast Asia, many Hmong began the journey of migration once more, this time as refugees in other countries, and then as residents and citizens.

Source: Encyclopedia Britannica



# AROUND THE GLOBE *continued*

## OUR FARMERS



- **Burundi**
- **Cameroon**
- **Democratic Republic of the Congo**
- **Haiti**
- **Hmong Culture**
- **Kenya**
- **Liberia**
- **Rwanda**
- **Somalia**
- **Tanzania**



### *Kenya*

Kenya is located on the east coast of Africa, with the equator running through the middle of the country. With a population of 46 million people, there is much diversity. Kenya has over 40 tribes, the largest being the Kikuyu, followed by the Luhya and Luo. The Kenyan Highlands are known as one of the most successful agricultural production regions in Africa. With the fertile land, about 80% of the Kenyan population work at least part time in the agricultural sector.

Source: The World Factbook • flagpedia.net • Encyclopedia Britannica



### *Liberia*

Located on the west coast of Africa, Liberia was founded by a group of freed slaves from the United States in 1822. Currently this country is made up of about 4 million people from over 16 different ethnic groups. The current president Johnson-Sirleaf is the first female to be elected president in the continent of Africa and hopes to build up the country after years of civil war and health outbreaks.

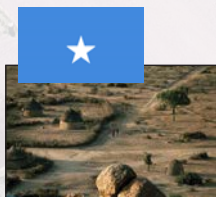
Source: ABC-CLIO World Geography Database • flagpedia.net • Encyclopedia Britannica



### *Rwanda*

Rwanda is a landlocked country located in east-central Africa. With a population of about 13 million people and only 10,169 square feet, Rwanda is the most densely populated country in Africa. The three major ethnic groups in Rwanda include the Hutu, the Tutsi, and the Twa. Because of years of political violence and a brutal genocide, over 41% of the Rwandan population is under the age of 14 and the median age is 19. Rwanda is a very rural country with about 90% of its population engaging in subsistence agriculture.

Source: The World Factbook • flagpedia.net • Encyclopedia Britannica



### *Somalia*

Somalia is located on the east coast of Africa in an area that is known as the Horn of Africa and has an estimated population of almost 11 million people. Somalia is in the midst of a decades-long of Civil War. In the early 2010's Somalia's agricultural based economy was hit hard by drought which, intensified by civil unrest, caused one of the most severe famines in 25 years.

Source: The World Factbook • flagpedia.net • Encyclopedia Britannica



### *Tanzania*

Tanzania is located on the east coast of Africa and also includes the Island of Zanzibar, which is located in the Indian Ocean. With over 52 million people, Tanzania is the 27th most populated country in the world. With over 120 tribes in the country, the most populous group is Sukuma, of the Bantu ethnic community, while Zanzibar's population includes a mix of Arabs, Africans, and mixed race. Agriculture makes up 80% of the jobs in Tanzania and accounts for more than one quarter of the GDP.

Source: ABC-CLIO World Geography Database • flagpedia.net • Encyclopedia Britannica



# Successes from the 2016 Season

This growing season World Farmers continued its long history of welcoming anyone who wants to farm here in this their new country. Whether farming for a business or farming to feed their families, each year this program supports food sovereignty for immigrant and refugee communities.



Of the 250 farmers at Flats Mentor Farm, many are working toward building a farming business through sales of ethnic crops. This year, we prioritized work with farmers who asked for market opportunities of their own by providing trainings on marketing and post-harvest handling practices.

The Flats Mentor Marketing Cooperative successfully sold over 20,000 pounds of product to wholesale buyers in Massachusetts, including: three grocery stores in the Boston area; two organizations with mobile markets in Somerville and Worcester; and one individualized crop sales platform.



Flats Mentor farmers continued to spearhead their own individualized marketing systems to members of their community including at churches and at community gatherings throughout the state of Massachusetts and into Rhode Island.



# Successes from the 2016 Season



World Farmers continued to support trials in production and marketing of new ethnic crops. Many crops trialed were identified by farmers at Flats Mentor Farm and customers.

This year's drought demanded a more expansive irrigation system at Flats Mentor Farm. In just a few short weeks, all staff and farmers played a role in setting up a working irrigation system for the 55 acres in production. Next year we will continue to refine the system in place to be sure all farmers are appropriately supported.



World Farmers partnered with UMass Amherst to bring a pest management specialist regularly to Flats Mentor Farm. This partnership offered support in pest identification and management solutions, resulting in increased quantity and quality of our farmers' produce, and a greater capacity for our farmers to maintain crop quality into the future.

In 2016 World Farmers supported Flats Mentor farmers in piloting a new ethnic crop by importing seed, evaluating production techniques, and researching market demand. Now that the season has come to an end we are piloting an international program to import this crop from small sustainable farmers in other countries and connecting them to markets in the US, to maintain market supply until the following year.





# A modern-day farm policy for tomorrow's challenges

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# Recipe Spot Light



## *Pea Shoots (Tendrils)*

Pea shoots are the young top leaves and tips of vines on a pea plant. They are usually sold in Asian markets or grocery stores as dou miao. Pea shoots have a mild pea flavor and are served fresh, in salads or steamed and stir-fried as part of Asian cuisine.

Pea shoots were traditionally used in the cuisine of the Hmong people of southern Asia. They grew in popularity throughout Asia and parts of Africa, and have become a popular crop in the Pacific Northwest, where a cool climate provides ideal growing conditions. Shoots can now be found at local farmer's markets across the western United States, and have even begun appearing in restaurants. As with most leafy green vegetables, pea shoots are nutrient-dense. A two cup serving (16 ounces or .45 kg) , contains considerable amounts of Vitamins A, B-6, C, E, and K, folate, thiamin and riboflavin.

(source: The Food of China)

# Recipe Spot Light



## *Sukuuma Wiki (soo-KOO-mah WEE-kee)*

Kale is one of the world's oldest vegetables, being cultivated for well over 2,000 years. Kale grows natively from as far north as Russia to south of the Mediterranean coast. It is a part of the same family as broccoli, cauliflower, brussel sprouts, and cabbage. "Kale" is a Scottish word derived from coles or caulis that was used by the Greeks and Romans to describe cabbage-like plants. It is known as Brassica oleracea plant species, variety acephala which translates to mean "cabbage of the vegetable garden without a head." Kale has been popularized as a "super food" with the rich vitamins and minerals it contains. Kale grows better cooler climates, producing a high sugar content and fine flavor.

(source: aggie-horticulture.tamu.edu)



### FLASH-COOKED PEA SHOOTS WITH GARLIC



#### INGREDIENTS:

- 350g (12 oz.) Pea Shoots
- 1 teaspoon oil
- 2 garlic cloves, finely chopped
- 1 ½ tablespoon Shaoxing rice wine
- ¼ teaspoon salt



1. Trim the tough stems and wilted leaves from the pea shoots.
2. Wash well and dry thoroughly.
3. Place wok on high heat, add the oil and heat until very hot.
4. Add the pea shoots and garlic and toss lightly for 20 seconds, then add the rice wine and salt, and stir-fry for 1 minute, or until the shoots are slightly wilted, but still bright green.
5. Transfer to a platter, leaving behind most of the liquid.
6. Serve hot, at room temperature, or cold.

**Tip:** These shoots are harvested when the pea plants are 12-18 inches out of the ground. They are best used when freshly picked as they rapidly toughen and, like peas, lose their sweetness. Often found stir-fried with garlic sauce at authentic Chinese restaurants. Pea tendrils can also be used as an alternative salad green.

*Nutrition Facts: Serv. size: 95g; Calories: 90; Fat: 1.5g; Fiber: 4g*

### Sukuma Wiki (soo-KOO-mah WEE-kee)



#### INGREDIENTS:

- 1 Bunch Kale
- ½ Large Onion
- 2 Tomatoes
- Oil
- Salt
- Spices (optional: Adobo, Royco Mchuzi mix)



1. Cut Kale
2. Thinly slice onion and tomatoes
3. Add oil (about 15 ml) into pot plus onions & salt  
Cook over medium temp \_ until onions turn brown
4. Add in tomatoes and other desired spices  
(optional: 2 tsp Royco, 2 tsp Adobo)
5. Add in Kale (If kale does not fit into the pot, allow it to cook down while occasionally turning it, then add when there is room)
6. Cook kale until it is just tender (the kale should slightly darken, but allow it to still remain green in color)
7. Serve With: Rice, Ugali (grain porridge), or Chapati

**Tip:** Options/Substitutes: Substitute Kale with Swiss Chard, Spinach, or Collard Greens. Serves 4-5. All green leafy vegetables are amazingly healthy. The most easily accessible leafy vegetable in that group in Kenya has to be Sukuma Wiki, also known as Kale. Sukuma Wiki in Swahili translates to means “push through the week”.

*Nutrition Facts: Calories: 182; Fat: 10g; Fiber: 5g*



# *The Law Offices of Stefanie M. Roberts, P.C.*



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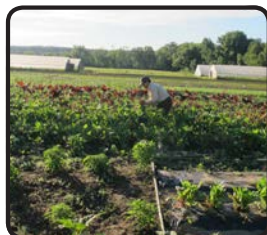
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# Farm Photos



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USDA Farm Service Agency

USDA National Institute of Food and Agriculture

USDA Natural Resources Conservation Service

USDA Risk Management Agency

USDA Rural Development

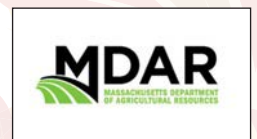
Massachusetts Department of Agriculture

Heifer International

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