

GROUNDSWELL CENTER FOR LOCAL FOOD & FARMING



2017 ANNUAL REPORT

Ye Mynt's son
helping his father
harvest
at the Incubator
Farm 2016



Groundswell is a project of the Center for Transformative Action, a 501c3 non-profit organization.

ABOUT

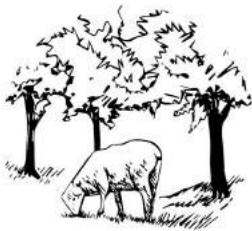
Groundswell Center for Local Food & Farming supports individuals as they develop agricultural skills and grow profitable, equitable and ecologically-sound farm businesses through affordable courses, training programs, land access, and one-on-one consultations. We work to dismantle racism in the food system by prioritizing support for underrepresented producers including people of color, refugees, women and individuals with limited resources.

We SUPPORT Beginning Farmers.



We CREATE Affordable Land Access.

We COLLABORATE for Justice & Equity.



We FOSTER Sustainable Farming.

We EDUCATE for Success.



Farm to Plate Conference, Panel on Food Justice & Public Policy
Noliwe Rooks, Malik Yakini, Jemila Simon, Rafa Aponte, Karen Washington, Bobby Smith
May 2017

LEADERSHIP

Groundswell Center for Local Food & Farming is led by a dedicated staff and four leadership committees including the Advisory Board, the Incubator Farm Committee, Development Committee and Equity & Accountability Committee.

Current Staff:

Elizabeth Gabriel, Director

Liz Coakley, Incubator Farm Manager

Kate Cardona, Equity & Outreach Coordinator

Natalie Hughes, Development Manager

Adriana Pickett-Becerra, Farm Business Support Coordinator

2017 ADVISORY BOARD

Peter Bardaglio

Tompkins County Climate Protection Initiative

Cathy Barnes

Farmer

Rachel Bezner Kerr

Cornell Development Sociology

Todd McLane

TC3 Sustainable Farming & Food Systems Program

Erin Summerlee

Food & Health Network of CNY

Megan Vidler

Home Green Home

Mary Kate Wheeler

Cornell Applied Economics

Matthew Weiss

Cornell Alumni Affairs and Development

INCUBATOR FARM COMMITTEE

Brian Caldwell

Soil & Crop Sciences, Cornell University, Hemlock Grove Farm

Barb Neal

CCE - Tioga County

Sally Wessels

Retired TST BOCES ESL Program Coordinator

Stuart Freidman

EcoVillage Resident

DEVELOPMENT COMMITTEE

Ethan Ash

Business Consultant

Jennifer Gabriel

Hospicare

Matthew Weiss

Peter Bardaglio

EQUITY & ACCOUNTABILITY COMMITTEE

Remanu Steele

Assistant to the Director, New Roots School

Jay Smith

Writer, Activist

Katie Cox

Southside Community Center

Olivia Armstrong

Rainbow Healing Center of America

Rachel Bezner Kerr

Mary Kate Wheeler

"WHILE NATIONAL NEWS IS HUMBLING & DEVASTATING, WE TRY TO WAKE UP EACH MORNING WITH NEW EYES ON THE DAY & A STRONG SPIRIT TO DO OUR PART HERE, IN THE COMMUNITY YOU & I SHARE TOGETHER."
-ELIZABETH GABRIEL, GROUNDSWELL DIRECTOR

PROGRAMS

Groundswell's **Incubator Farm Program**, the first of its kind in New York State, was at full capacity in 2017. Incubator Farmers from historically underserved groups receive affordable access to land, training and mentorship for up to 5 years in order to launch ecologically-sound farm businesses. In March, we welcomed *Liz Coakley* as the new Incubator Farm Manager, who, along with volunteers, built a second high tunnel and prepared 2 additional acres of fertile land to accommodate more space for growers in 2018. In 2019, we hope to expand another 2 acres and construct an agriculture teaching classroom and wash-station.

Throughout the year we organized more than a dozen technical farming and food justice **Workshops** for the public and expanded our capacity to support English as a New Language (ENL) farmers. An exciting example was a Soil Health Field Day we co-hosted with NOFA-NY, where nearly forty producers were engaged simultaneously in five languages (Spanish, Karen, Somali, Nepali, English). We launched a network and action group called **Farming for Justice Discussion Group**, which invites regional farmers and food system workers to dig into the intersection of food, agriculture and social justice. In January 2018, we held our 6th annual Farm Business Planning Course, which supports beginning farmers to increase the viability and social impacts of their businesses, and are forming a new **Farm Business Support** program specifically for ENL and historically marginalized aspiring or existing farmers. *Adriana Pickett-Becerra* joined our team to Coordinate this new program.



2017 BY THE NUMBERS

22 Incubator Farmers (80% people of color/refugee, 47% women)

350 Farm to Plate Conference attendees

82 Undoing Racism Workshop participants

130 Farming Workshops participants

484 Farmer to Farmer Network attendees

Total: 1,069 Participants

EVENTS

We were honored to kick off 2017 by co-hosting the People's Institute **Undoing Racism Workshop**, in which 82 farmers, food activists, and community members spent three days unpacking the racial history of the US, power, privilege and more. One outcome is our *Farming for Justice Discussion Group* that meets monthly and invites farmers and food system workers to explore the intersection of food, agriculture and social justice.

The momentum continued with the three-day **Farm to Plate Conference**, a collaborative community effort that united more than 350 farmers, food activists and agroecology academics to educate for a just and sustainable food system. The organizing group continues to collaborate to host community events that focus on & integrate food and justice.

At the **Sunset Soiree**, 175 guests enjoyed a pleasant evening of beverages, Southeast Asian cuisine made with local produce, and live music at the Incubator Farm.



"Growing food gives you
power, land ownership gives
you power."

-KAREN WASHINGTON

Rise & Root Farm,
Farm to Plate Conference Panelist 2017

Surik M.
Incubator Farmer, 2016 graduate
Hilltop Farm

EQUITY & JUSTICE

In recognition of the profound racial and economic injustice that exist in our food system, our Director *Elizabeth Gabriel* and Outreach & Equity Coordinator *Kate Cardona*, prompted Groundswell to re-center our commitment to food justice and organizational equity in 2017.

We formed an **Equity and Accountability Committee** made up of local food activists and organizers of color who provide feedback on our work, ask the hard questions, and encourage us to go deeper. Committee members provided valuable insight into the creation of Groundswell's **Equity Statement**, where we outline our specific commitments to racial and economic justice in the work we do and the concrete steps we are taking to get there. *You can find the statement online [@groundswellcenter.org/equity-statement/](https://groundswellcenter.org/equity-statement/)*

Other activities to advance our equity efforts include incorporating a **Food Justice Curriculum** into our annual Farm Business Planning Course; we explore the agricultural history of the U.S. to understand disparities that exist today, and studies farm business models that integrate values of justice and economic viability. We also co-taught a *Food Justice Workshop* with our partners at the Youth Farm Project, launched the monthly *Farming for Justice* group, co-hosted the *Farm to Plate Conference* that highlighted voices of color, brought an *Undoing Racism Training* to Ithaca and committed to redistributing 10-20% of all fundraising dollars to organizations led by people of color.

We believe our combined equity efforts contributed to the doubling of the diversity in our program participants for two years in a row. We will continue to expand our efforts and learn from the lessons of 2017 in order to deepen our impact on racial and economic justice in our local food system.



Incubator Farmer adjusting irrigation equipment

"The struggle over land in our nation begins and ends with recognizing our spiritual relationship with our seeds, our food, the air we breathe, the water we drink and the earth we walk upon."

—WINONA LADUKE

Executive Director, Honor the Earth

OUR IMPACT

"I enjoy farming and eat my own grown fresh produce whenever I have a garden."

-POE HTOO

Incubator Farmer, Refugee from Burma



"There's no way, without this land access, that I would have been brave enough or financially stable enough to take the plunge this season.

Groundswell has provided me with the support, encouragement, and land access to farm right now."

-ALISON

Incubator Farmer



"[The Incubator Farm] gave me an opportunity to implement business ideas that I hadn't had a chance to before. I was looking to buy or lease land but there's more risk and cost involved. This was more within my reach. "

-DAMON

Incubator Farmer/Farm to Plate Organizer



"If we didn't take Groundswell courses, we wouldn't have tapped into the network of some of the most amazing farmers in the Finger Lakes who have been successful vegetables farmers for a long time and who are very willing to share knowledge and resources with us."

-ALLAN GANDELMAN

Main Street Farms, Program Alumni



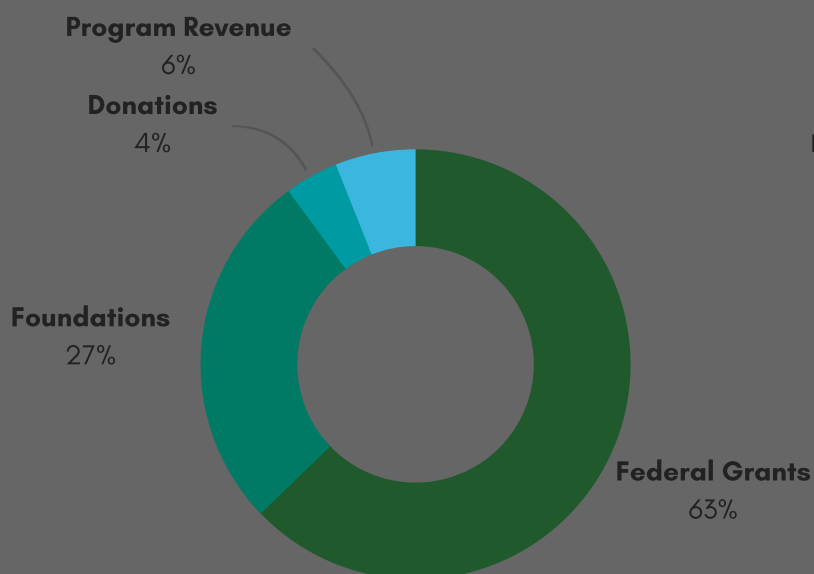
FINANCIALS

As Groundswell evolves, we are expanding and diversifying our funding streams for increased organizational stability. In 2017, we hired the organization's first Development Manager, *Natalie Hughes*. She supports our Director in grant writing and creating a long-term development strategy including stewarding individual donors, identifying corporate support, securing foundation support, and helps steer Groundswell away from dependence on federal grant programs. We also formed a **Development Committee** this year, who's members provide guidance in planning and expanding our fundraising efforts and strengthening our donor network.

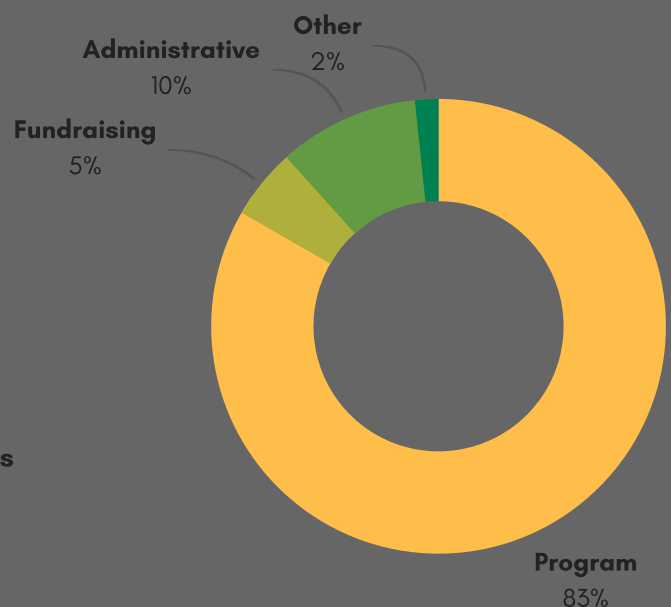
As part of these development efforts, Groundswell rebranded our marketing materials to highlight the outcomes of our work regarding farming and food justice, and better tell the stories of lives we have impacted. Focus groups, designer consultants and long-time organization stakeholders provided essential input into the launch of a new web site, and the upgrading of our marketing materials. Our new "brand" enables us to streamline our message and helps farmers and community members better understand our mission and navigate the wide range of opportunities both digitally and through printed outreach materials.

We are grateful to already witness positive outcomes of these efforts. We have seen an increase in community involvement, individual and business donations, foundation support and volunteer interest.

REVENUE



EXPENSES



GIVE TODAY! groundswellcenter.org/donate





Farm to Plate Conference participants,
Interbrook Dairy Farm Tour

2019 marks Groundswell Center's tenth anniversary! As we reflect back and look ahead, we work closely with our leadership teams to assess our impact, our capacity, our diversity and our stability. Although we are very grateful for the fiscal sponsorship and support of the Center for Transformative Action, we have begun to explore forming Groundswell as an *independent 501c3* - a prospect both thrilling and daunting, and perhaps one that opens opportunities for expansion and further addressing our mission.

Programmatically, thanks to a one-year grant from the USDA Office of Advocacy and Outreach 2501 Program, 2018 brings the creation of a *Farm Business Support Program* specifically for ENL and marginalized farmers and includes rewriting some of our farming curricula and workshops for the ENL audience. At the Incubator Farm, we look ahead to expanding cultivated acreage another 2 acres and creating additional enterprise incubation options including perennials and mushrooms. We are also exploring the concept of a *Sustainable Grazing Incubator Farm Program*, which would require us to purchase or acquire more land and grow our staff.



Tiffany
2016 CRAFT Program



Building off of the *Farm to Plate Conference* momentum and collaborations of farmers, non-profits and individuals, we continue to host public events that highlight food, farming and justice. Together with these partners and our leadership, we will hold ourselves accountable to our Equity Statement and continue to develop action-oriented steps to address regional food system inequities. And as we continue to evolve and grow to meet the needs of the next generation of sustainable farmers, we look forward to furthering our relationships with the donors, supporters and foundations who are the backbone of the services we provide. Stay tuned for the 2nd Annual *Sunset Soiree* on the Farm, as well other enjoyable events to support Groundswell and the abundance of our efforts!

Silas Conroy
2014 Farm Business Planning Course
graduate, 2018 FBPC speaker,
Owner - Crooked Carrot

2017 DONORS

Thank you!



United States Department of Agriculture
National Institute of Food and Agriculture



Alternatives Federal Credit Union • Diane Albrecht • Daryl & Suzanne Anderson • Eleanor Andrews • Laura Arias • Ethan & Rachel Ash • Lisa Avron • Ellen Baer • Jessie Baldassari • Deborah & John Ball • Peter & Wrexie Bardaglio • Sarah Barden • Judith Barker • Cathy Barnes • Adrian Biscontinini • Bob Cat Bonagura • Jon Bosak • Laura Branca • Margot Brinn & Tommy Beers • Jimi Brosius • Louise Buck • Cara Burney • Paul Bursic • Deborah Campos • Kate Cardona • Maggie Caroompas • Barbara Chase • Julie & Tom Coakley • Jennifer Cork • Katie Creeger • Crooked Carrot • Nils Dahlin • Selby Davis • Genevieve DeClerck • Design Connect • Katherine Dickin • Camille Doucet • Kelley Duffy • Kirby Edmonds • Emmy's Organics • Pat Evans & Mark Piechota • Finger Lakes Grassroots Festival • Eileen Filippone • Finger Lakes Cider House • Shannon Fitzgerald • Erica Frenay & Craig Modisher • Susan & Bob Gabriel • Elizabeth & Steve Gabriel • Jen Gabriel & Scott Brown • Grace Gershuny • Michael & Karma Glos • Good Life Farm • Gourdlania • James Grant • Joanna Green & Art Godin • GreenStar Cooperative Market • GreenTree Garden Supply • Evan Hallas & Katie Stoner • Beth Harris • Martin & Suzie Hatch • Abigail Henson • Liz Herman • Home Green Home • Charlie Hughes • Natalie Hughes • Ithaca Beer • Ithaca Hummus • Devon Jenkins • Sabrina Johnston & Harold Mills • Chris Jones • Michael Kingra • Peter Kuehl • Heidi Mouillesseaux-Kunzman • Judith Leaf • Lynn Leopold • Sarah Lister • Lively Run Goat Dairy • Lenore Loskamp • Rob & Maggie Mackenzie • Main Street Farms • Heather Mayes • Todd McLane & Kristina DeCicco • Philip McMichael & Karen Schachere • V. Ernesto Mendez • Madelyn Metzler • Danny Morales • Leisl Mortiarty • Fred & April Moyer • Pat Nelson • Tina Nilsen-Hodges & Jim Hodges • Northland Sheep Dairy • Northstar House • Ryan O'Briant • Vinny Oliveira • Organic Valley • Shona Ort • Klaus Paasche • Anthony Paolini • Kara Peet • Carl Penziul • Scott Peters • Miranda Phillips • Plowbreak Farm • Kathleen & David Quinn-Jacobs • Diana & Rick Rainaldi • Alyssa Ravenelle • Katherine Reagan • Elizabeth Remsen • Marissa Richards • Christina Ripley • Stephanie Roberts & Bret Morris • Rita Rosenberg-Barber & Don Barber • Monika Roth • Linda Ruth • Alice Saltonstall • Lauren Salzman • Linda Santos • Fred & Margot Schoeps • John Schroeder • Mary Schwartz • Norman Scott • Stefan Senders & Liz Brown • Shalestone Vineyards • Sheldrake Point Winery • Sloan Sheridan-Thomas • Kaitlyn Sirna • Jay Smith • Sox Sperry & Lisa Tsetse • Tompkins Charitable Gift Fund • Remanu Steele • David & Karen Stern • Matthew Stupak • Erin Summerlee • Sustainable Tompkins • John & Natasha Suter • Pamela & Robert Swieringa • Lili Tang • Ariana Taylor-Stanley • TC3 Farm • The Piggery • Bob Touri • Wegmans • Matthew Weiss • Sally Wessels • Wellspring Forest Farm • Mary Kate Wheeler • Wide Awake Bakery • Wild Air Flower Farm • Jennifer Wilkins & Graham Kerslick • Marilyn Willits • Allison Wilson & Jonathan Latham • Andy Yale & Brenda Kuhn • Victoria Zeppelin • Chris Zinder



Grafting &
Pruning
Workshop



"People say the food economy is the first economy of any society. Regardless of what anyone's economic standing is, they have to eat."

—MALIK YAKINI

Detroit Black Community Food Security Network
Farm to Plate Conference Keynote



Taylor,
2nd year Incubator Farmer

CONTACT

groundswellcenter.org
info@groundswellcenter.org
607-319-5095
225 S Fulton ST, Ithaca NY 14850



GIVE @groundswellcenter.org/donate

or send checks to 'CTA/Groundswell' to the address above.