<table>
<thead>
<tr>
<th>Inside this Issue:</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Should Genetically Modified Foods Be Labeled?</td>
<td>P. 6</td>
</tr>
<tr>
<td>Lead Attorney in Patent Law Case Against Monsanto to Speak at 2012 Winter Conference</td>
<td>P. 9</td>
</tr>
<tr>
<td>Achieving Greater Food Independence: An Interview with Harvey Ussery</td>
<td>P. 18</td>
</tr>
</tbody>
</table>
WHOLE FOODS Market wants YOU
...to help build our local food supply!

Come grow with us:
In 2010, we purchased more than $15 million worth of flowers and produce from local farmers — and we’re not stopping there!

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Contact Bill McGowan for more information and a complete list of produce in demand:
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• bill.mcgowan@wholefoods.com

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WHOLEFOODSMARKET.COM
FROM THE EDITOR

Mindy Harris

NOFA/Mass Public Relations

After our fall NOFA/Mass staff meeting in Barre, I realize (as I do often) how diverse and exciting our mission is. We are pursuing organic education and advocacy across multiple fronts simultaneously, striving to reach ever-growing constituencies in every inch of this state. Our Boston program is flying along with leaps and bounds. Look for an upcoming Urban Chicken workshop, which will help guide those who are (if sometimes clandestinely) trying to raise chickens in urban and unfriendly neighborhoods.

This fall we were fortunate to partner with Concord resident and NOFA supporter, Kristin Canty, director of the new documentary FARMAGEDDON. We have been screening FARMAGEDDON in multiple statewide locations. We hope you’ll catch the screening Monday, October 17th out in Williamstown, at Images Cinema. The film takes aim at the regulatory agencies that often make it difficult or impossible for small farms to operate, and puts insurmountable restrictions on raw milk producers. Canty is a passionate advocate for consumer access to raw milk. In September, the NOFA/Mass Raw Milk Network sponsored statewide Raw Milk Dairy Days, which drew hundreds of new consumers and visitors to farms across the region. Check out our website for raw milk farm listings.

On page 5 of this publication, Executive Director Julie Rawson addresses the issue of Disaster Relief for growers in our state who are still reeling from the effects of Irene and the other natural disasters that occurred this growing season. We are offering up resources and information on our website, including financial relief organizations and places where folks can donate to help farmers in the region. If you are of need of help, please don’t hesitate to contact the NOFA/Mass office in Barre: 978-355-2853.

Lots happening on the policy front. Catch up with Jack Kittredge, our Policy Director, to find out all the great ways NOFA/Mass is working to increase GMO labeling and continuing to work on a federal and state level for organic consumer and producer protections. Lastly, we hope to see you at the 2012 Winter Conference at its new location: Worcester State University - registration opens October 15th!

Enjoy the fruits of your harvest!

- Mindy

Want more info from NOFA/Mass? Follow us on these social media sites:

http://twitter.com/NOFAMass
www.facebook.com

Search: NOFA/Mass

NOFA/Mass aims to be the resource that others look to in Massachusetts on the fundamentals of organic production and the benefits of organic consumption.
We grow many types of excellent crops on our farm, but the brassicas are not yet where I would like them to be. I feel fortunate that the focus of this newsletter is brassicas because it jump started my winter research into improving our methods here. I came upon this excellent article on the internet. I encourage you to read it in its entirety. Although it is written for Appalachian tobacco farmers, it is chock-full of detailed information on all aspects of certifiably organic brassica production with a focus on broccoli. I found the section on IPPM — Integrated Parasite and Predator Management — to be particularly fascinating. CLICK HERE FOR A GREAT ARTICLE ON BRASSICA PRODUCTION.

Or - via hard copy:

Introduction to Organic Brassica Production
By Richard C. McDonald, Ph.D.,
Symbiont Biological Pest Management
194 Shulls Hollar, Sugar Grove, NC 28679.
phone/fax: 828-297-2884
email: the_edge@goboone.net; web: www.drmcbug.com.

One of our major foci this fall on our farm is to leave the 3 acres of fields that we manage in a certified organic fashion in a place where we can minimize tillage in the spring. What we struggle with here is too much water. The temptation to get on the soil too early causes us to get into a downward spiral of tilling when wet, have compacted soils therefore, and not re-establishing a healthy microbial balance until halfway into the season. This fall we are reforming beds with our bedmaker (Buckeye) at season end and planting to oats where possible. This will take place in the half of the farm where spring wetness is less of an issue. In the spring with the oats winterkilled and the beds already formed, we will able to plant without tilling — preserving the soil life. In the heavier or lower areas of the farm we will plant winter radish — my favorite for building soil organic matter. In the rye covered areas we will not plant crops until around June 1, having cut the rye more than once and then doing a very shallow till to cut the roots at the crown. Areas of the farm where we want to plant early, but where vegetable crops are still resident will be formed with the bedformer, and layered heavily with leaves this fall. I can’t wait to pull back those leaves next spring to see the worms! Again, all we will need is a hand rake to prepare these beds. Over the months of September and October we are systematically running our pigs, broilers, layers and cows through the finished crops to provide the fertilizer to enhance the growth of the cover crops. Finally, this late fall and winter we will address our trace mineral deficiencies as per soil tests.

I will send you all flea beetle-free pictures of kale next spring!
NOFA/Mass STAFF TRANSITIONS
By Julie Rawson

At the end of September NOFA/Mass lost a long-a trusted employee when Kathy Litchfield decided to move on from her role as the NOFA/Mass Organic Land Care Coordinator. In her seven years with us, Kathy not only continued to organize a very successful organic land care accreditation course for NOFA/Mass, but worked closely with CT NOFA and the regional land care program to provide many resources to land care professionals throughout Mass and beyond. Kathy also developed strong relationships to municipalities and myriad environmental organizations in the state developing partnerships relating to the topic of using organic land care as a way to improve the physical environment that we all live in. We will miss her and appreciate her hard-working approach to life, her indomitable spirit, and her rapid-fire speech habits. Thank you, Kathy, for what you have brought to NOFA and to all of our lives.

Needing to not miss a beat in order to get the 2012 organic land care course planned (to be held in January at Worcester State this year), we were pleased to hire Caroline Roszell to take on the role of Organic Land Care Course Coordinator. Caro, as she likes to be called, is no stranger to NOFA/Mass and has done some serious volunteering with us already, as a work exchange volunteer for both the 2010 and 2011 NOFA Summer Conferences. Caro grew up on the Cape and is the daughter of land care activists (her dad co-founded GreenCape - http://www.greencape.org/). While working with NOFA/Mass, Caro is also getting her farming education. She will be signing on as an intern at Simple Gifts Farm in Amherst next spring. Welcome, Caro!

A WORD ABOUT DISASTER RELIEF....

Dear NOFA friends,

After the flooding events of Hurricane Irene and Lee, we found ourselves really unprepared to deal with this kind of natural disaster in Massachusetts. With at least three separate events this summer – the June 1 tornado and the two hurricanes – we realize we need to get up to speed to deal with future potential events.

We have put together a list of resources that we would like to share with you. We will also continue to post information to our website for future reference, updating it as more information becomes available.

CLICK HERE FOR USEFUL INFORMATION ON DISASTER-RELATED FARM MANAGEMENT ISSUES AND RESOURCES

This resource list includes information and websites for disaster victims, some help with soil issues and what to do after such events, and it also includes a list of organizations that concerned folks can donate to, and victims can apply to for financial help. Farmers have always had a special sense of community. We hope to be able to respond more quickly should future disasters befall us.

Sincerely, Julie Rawson, NOFA/Mass Executive Director
SHOULD GENETICALLY MODIFIED FOODS BE LABELED?
BY ED STOCKMAN

During my weekly food shopping, reflective thoughts about shopping with my mother distracted my otherwise focused approach. In the 1950s, when my mother purchased food items in a grocery store she knew very little about those items other then the contents of the can or package. A can of a certain type of beans contained those beans. The printed label usually carried an appetizing picture and possibly a short written description of the food contained within — that was all. There were no lists of ingredients, no nutrition information, no calories calculated, no servings stated, no allergy warnings, no food additives listed and no mention of preservatives. Food labeling is a relatively new concept in the history of consumerism. Most labeling and packaging regulations have been initiated during my 67 year lifetime. Now I see people of all ages (from my 12 year old grandson to senior citizens like myself) and all walks of life taking items from supermarket shelves and reading the labels. Today, reading food labels is a way of life.

Well Kept Secret

On supermarket shelves, gene altered food ingredients are a well kept secret. Food looks the same as it did in my mother’s day, but something profoundly different has happened to food without our knowledge or consent. Now a majority of processed foods contain ingredients that are genetically modified (GM) but because they are not labeled consumers are kept in the dark. In this case, we should all be afraid of the dark.

Consumers Hunger for GM Labels

To make informed food choices many consumers hunger for food labels with GM information, but the established food industry and their lobbyists fight this labeling at every turn. No label means no choice. Polls show that more than 80% of Americans support mandatory labeling of GM foods. Even though opinion polls show that a great majority of Americans want mandatory labeling the FDA (Food and Drug Administration), USDA (United States Department of Agriculture) and the biotech industry want to keep us uninformed. They claim GM foods are not different from non-GM foods and consequently do not need to be labeled but the World Health Organization (WHO) disagrees. WHO defines genetically modified foods as “foods derived from organisms whose genetic material (DNA) has been modified in a way that does not occur naturally, e.g. through the introduction of a gene from a different organism.” GM foods are clearly not derived from natural ingredients and are thus different from natural foods.

Right to Know

In 1962 the Kennedy Administration initiated the Consumer Bill of Rights. Included in this proclamation are the right to safety, the right to be informed, the right to choose and the right to be heard. The food industry and their hired lobbyists have been working against this bill of rights ever since and now the USDA and the FDA have joined them to keep consumers under-informed about GM foods. The USDA and the FDA have recently issued a position paper that opposes labeling of genetically modified food. These agencies claim that letting American consumers know whether or not food contains genetically modified ingredients is “false, misleading, or deceptive.” It’s beyond my comprehension that telling consumers the truth about their food could ever result in false, misleading or deceptive information. Most people are capable of deciding what to put into their own and their children’s bodies but we can’t decide if we are not informed. If the biotech corporations, the USDA and the FDA think GM foods are so wonderful you’d think they would proudly embrace labeling—but no. A quote from Michael Hanson, a senior scientist at Consumers Union, which publishes Consumers Reports says it all; “If companies say genetic engineering is fine, then OK, let’s label it and let the consumers make their own decisions.”

Our government agencies, namely the FDA and the USDA should be actively involved in representing the interests of the American public but instead they act like salesmen for the biotech industry. We need to ask our elected representatives to bring rogue agencies like the
FDA and USDA back in line so they once again are working for the public good. Washington, D.C. has an abundance of corporate types, their lawyers and lobbyist ready and willing to ask for something. Now it’s our turn. Most developed nations including the 15 nations of the European Union, Japan, Brazil, Australia, New Zealand, South Korea, Russia and even China have mandatory and detailed GM labeling laws. The U.S.A. needs to pass mandatory labeling laws so Americans can shop and purchase food with confidence.

Your reasons for wanting labeling may vary from mine, but our belief that it’s our right to know unifies us. Without labels we can not make informed choices about what we eat. To add your voice to the conversation and let the FDA know you want GM foods labeled go to www.justlabelit.org. Keeping the freedom of informed choice as a fundamental American value is of paramount importance.

Ed Stockman is a biologist and organic farmer who lives and farms in Plainfield, MA.

OUTREACH NEWS OCTOBER 2011
By Sharon Gensler

Outreach had a slow month in September. I had several family emergencies and couldn’t attend or locate volunteers to attend a couple of scheduled events. However, two of our board members did a stellar job of pitch hitting and represented us at Massachusetts Day at the Big E. Thanks Mary DeBloise and Leslie Cox for jumping in at the last minute and making sure folks learned about organics.
LOTS HAPPENING ON GMOS IN OCTOBER
JACK KITTREDGE, POLICY DIRECTOR

If you are concerned about genetic engineering in your food, October is a great month to take action. Beginning with the Right2Know March, travelling 313 miles from the United Nations on October 1 to the White House on World Food Day (October 16) participants are stopping at farms and natural food stores, educating citizens about GMOs and eating organic and non-GMO food. A rally at the White House demanding labeling ends the occasion, which is sponsored by the Non-GMO Project, the non-profit group which tests foods for GMO content and labels brands that meet its standards.

Not to be outdone, the Organic Trade Association and a consortium of non-profit groups and for-profit companies called Organic Voices is promoting its “Just Label It!” campaign to get the Food and Drug Administration to label GE foods. They are working through “partner” groups (NOFA/Mass is one) to get them to urge their members to shower Washington with demands to enforce their right to know what is in their food. Watch for Action Alerts, Emails, Facebook Postings, etc. from NOFA/Mass to get involved.

Groups in states from Florida to Texas to California are also rallying and demonstrating in October for various state laws and regulations that would require labeling or other measures as a way to stop the tide of GMO food. Perhaps the best known of these is the effort to get a measure on the 2012 California ballot which would require the labeling of all GMO foods sold in the state. A similar measure, proposed in Oregon in 2002, was defeated at the last minute by a huge surge in outside money. Proponents of the California measure hope that the education about GMOs that has taken place in the last decade will help bring many more people into the movement this time.

The Public Patent Foundation lawsuit against Monsanto that NOFA/Mass joined is still in the early phase, with motions to dismiss, to change venue, etc. going back and forth. The suit has been joined by more and more groups during this time, however, and our position looks strong. Lead attorney for the suit, Daniel Ravicher, has scheduled a number of appearances to explain the suit over the next few months, and will be coming for this purpose to the NOFA/Mass Winter Conference in Worcester on January 14, 2012.

Lastly, this month NOFA/Mass is rolling out its new website pages in preparation for our “Boycott Monsanto” campaign. The information they contain includes a number of explanatory documents addressing the history, regulatory status, and human and environmental health risks of the technology, as well as annotated lists of websites, videos, and other materials concerned consumers can use to educate themselves to avoid such foods and to understand the role of existing labels (organic, Non-GMO Project) to use for guidance. We will find out in December if we have gotten a small grant to enable us to ramp up the Monsanto boycott, but even if we do not we plan to begin a more limited version of such a campaign this winter.

VOLUNTEERS NEEDED FOR NOFA/MASS POLICY PROGRAM

Concerned about GMOs, the future of small and organic farming, and the fate of our planet?
Enjoy research and writing?
Consider volunteering for the NOFA/Mass policy program.
We work on various issues, educating our members and the public and pressing for needed changes at the local, state and federal levels.
Most of the work can be done at home with occasional consultations with policy director Jack Kittredge.
If interested, contact him at jack@nofamass.org with your background and areas of interest.
LEAD ATTORNEY IN PATENT CASE AGAINST MONSANTO TO SPEAK DURING 2012 WINTER CONFERENCE
By Michal Lumsden

Monsanto sold its first patented seeds in 1996. Since then, organic farmers and activists have been furious that the biotech giant can sue anyone whose plants get cross-pollinated with traits registered and owned by Monsanto.

Earlier this year, the organic farming community found a friend in Daniel B. Ravicher, president and executive director of the Public Patent Foundation at the Benjamin N. Cardozo School of Law in New York City. Ravicher is the lead attorney in a case representing 83 organic farmers, seed companies and agricultural organizations, including NOFA/Mass, in a case against Monsanto.

The plaintiffs in the case, Organic Seed Growers & Trade Association, et al. v. Monsanto, have sued “preemptively to protect themselves from being accused of patent infringement should [their fields] ever become contaminated by Monsanto’s genetically modified seed,” according to the Public Patent Foundation. In a recent interview, Ravicher clarified the plaintiffs’ position further: “We’re not seeking any money. We’re just asking the court to declare that Monsanto has no right to ever sue us.” If the plaintiffs win, the ruling will benefit organic farmers everywhere by making it impossible for Monsanto to sue those whose crops are inadvertently cross-pollinated with traits from patented seeds.

Ravicher will speak about the case during a workshop at the NOFA/Mass Winter Conference. He will explain the history of the case and some of the central arguments he is making on behalf of the plaintiffs, before taking questions from workshop participants.

Among the arguments Ravicher will make in the case is the assertion that Monsanto does not have the right to sue farmers because their patents are not valid. Their patents are invalid, Ravicher said, because according to patent law, “patents are supposed to be useful.” He plans to call upon experts during the trial to show that genetically modified seeds offer no benefit to society as a whole.

Ravicher will also argue that it’s “simply unfair for Monsanto to sue someone for patent infringement when they became an infringer through no fault of their own.” Organic farmers can’t control how the wind blows or how bees pollinate. So they shouldn’t be held responsible if crops on their property are found to have traits of Monsanto’s patented products.

The case was filed in federal district court in Manhattan in June. Monsanto then filed a motion asking that the suit be dismissed. In August the plaintiffs filed a brief detailing why the case should not be dismissed. To bolster the plaintiffs’ assertion that the case should move forward, 12 agricultural organizations that are not already involved in the case have submitted a friend-of-the-court amici brief to the judge.

Ravicher expects the judge to rule on the plaintiffs’ latest brief by the end of the year. When he speaks at the conference, then, Ravicher will describe the next steps, detailing either what is happening as the case moves forward toward trial, or laying out the path to appealing the judge’s decision to dismiss the case.

No matter what’s happening with the case in January, Ravicher’s presentation promises to be an interesting one, offering members of our region’s organic food community a unique opportunity to learn first-hand about this national effort to champion the rights of small, sustainable farmers.

**Dan Ravicher**
Executive Director of the Public Patent Foundation and NOFA/Mass 2012 Winter Conference presenter

Daniel B. Ravicher is Executive Director of the **Public Patent Foundation (“PUBPAT”)** and a Lecturer in Law at Benjamin N. Cardozo School of Law. Labeled a modern day ‘Robin Hood’ by Science magazine, and awarded an Echoing Green Fellowship for social entrepreneurship, Professor Ravicher is a registered patent attorney who writes and speaks frequently on patent law and policy, including twice testifying as an invited witness before Congress on the topic of patent reform.
Astarte Farm
123 West St.
Hadley, MA
413-584-5552
dporganic@aol.com
www.astartefarm.com
Amherst Farmers’ Market, Spring Street, Saturdays 7:30 a.m. to 1 p.m.
Astarte Farm is digging fingerling potatoes! We still have seven varieties of heirloom garlic, dried and cleaned and ready to sell. We also have three varieties of garlic braided and decorated with dried flowers and herbs. These braids are "designed to be eaten," no matter how pretty they may look hanging in your kitchen! Want to try growing your own garlic? We are starting to run low on a few varieties but still have a good selection of planting stock available for sale with organic planting suggestions on their header card. Certified organic sweet corn is here until the first frost brings that crop to a halt. We start picking before the sun is up to provide you with sweetest, most tender sweet corn this side of your own garden. Three kinds of kale, broccoli and cauliflower round out the display in October.

Atlas Farm
635 River Road
Deerfield, MA
413-522-7416
csa@atlasfarm.com
www.atlasfarm.com
Amherst Farmers’ Market, Saturdays 7:30 a.m. to 1 p.m. and Boston, Copley Square, Tuesdays and Fridays 11 a.m. to 6 p.m.
Baby greens (spinach, arugula, salad mix), lettuce, beets, carrots, bok choy, kale, collards, broccoli, cauliflower, Brussels sprouts, cabbage, potatoes, fingerlings, onions, garlic, turnips, and winter squash. We are also taking sign-ups for our Winter CSA—see our website or contact us for more info.

Billingsgate Farm/Grandpa Tom’s
6 County Road
Plympton, MA
781-293-6144
LARfisher@yahoo.com
Farm hours Monday-Friday 10 a.m. to 6:30 p.m. and Sat/Sun 9 a.m. to 6:30 p.m.
Pembroke Farmers Market, Saturdays 9 a.m. to noon
Lettuce and Tomatoes; we are also taking sign-ups for our Winter CSA-contact us for more info

Birch Moon Farm & Herbals
42 Cooleyville Road
Shutesbury, MA
413-259-1183
ediereina@aol.com
birchmoonherbals.wordpress.com
Open by appointment
Organic Olea Olive Oil (at wholesale price $36/ 3L tin) and Kalamata olives ($8/ pint) from our extended family in Greece. Also greens, carrots and more produce.

Blue Heron Organic Farm
PO Box 67
Lincoln, MA
781-254-3727
www.blueheronfarmlincoln.com
farmer@blueheronfarmlincoln.com
Certified Organic Farm stand located on Rt. 117 just east of the railroad tracks in Lincoln, open Thurs-Sun 10 a.m. to 5 p.m. (June-Halloween)
Lexington Farmers’ Markets: Tuesdays 2 p.m. to 6:30 p.m. and Davis Square Wednesdays noon to 6 p.m. through November
We also sell to many Boston area restaurants; please see website (click on ‘Restaurants’) for seasonal availability

Golden Oak Farm
44 Plain Road
Hatfield, MA
dandp2002@yahoo.com
www.goldenoakfarm.us
Farm Stand is located in front of the vegetable gardens on the farm; open daily from 8 AM to dusk.
Vegetables, herbs, flowers, and eggs raised using organic growing methods. We use sustainable, nutrient density practices to produce the best quality vegetables we can. Our laying chickens have a large outside pen plus movable access to new areas. The hens are fed fish and greens and alfalfa mash to raise Omega 3’s and beta carotene.

Heritage Fields
309 Gidney Road
Orange, MA
978-544-3282
rachelscherer@yahoo.com
Open by appointment
Chevon (goat) chops, roasts, stew eat, ground meat. Frozen, USDA-inspected; cut & wrapped. Pasture and dam-raised kids for very tender, delicate meat.

**High Meadow Farm**
28 High St.
Hubbardston, MA
978-928-5646
jassyhighmeadow@yahoo.com
www.highmeadowfarms.com
Farm hours: 9 a.m. to dusk
Apples - our apples are grown using only organically approved methods. Taking orders for woodland raised pork fed only organic grain and our own fruit available in December. Taking order for 100% grass fed beef available in December

**Many Hands Organic Farm**
411 Sheldon Road
Barre, MA
978-355-2853
farm@mhof.net
www.mhof.net
Pre-order pasture raised certified organic chicken for October 23 and fresh Thanksgiving turkeys on November 22.

**Natick Community Organic Farm**
117 Eliot St
Natick MA 01760
508-655-2204
ncorganic@verizon.net
www.natickfarm.org
Hours of operation: 8:30-5:00- Visit (self-guided tour): dawn to dusk. Natick Farmers’ Market, Saturdays 9 a.m. to 1 p.m. and Framingham, Thursdays noon to 5 p.m.
Maple syrup, Yarns, Cooking greens (chard, kale), Salad greens (lettuce, baby greens from greenhouse, arugula), Roots (carrots, beets, celeriac, parsnips), Herbs (parsley, cilantro, dill), Eggplant, Specialty peppers, Tomatoes, Cherry tomatoes

**Robinson Farm**
42 Jackson Road
Hardwick, MA
413-477-6988
info@robinsonfarm.org
www.robinsonfarm.org
Open daily 7 a.m. to 7 p.m.
Selling cheese at Farmers’ Markets in Hardwick and Old Sturbridge Village on Sundays, and in Dewey Square, South Boston on Thursdays.
Offering Farmstead aged cheeses (cow), grass-fed beef, eggs, local yogurt, goat cheese, maple syrup and seasonal vegetables

**Simple Gifts Farm**
1089 North Pleasant Street
413-549-1585
simplegiftsfarm@gmail.com
www.simplegiftsfarmcsa.com
At the farm, Tuesday and Thursday 3:30 to 7 p.m., Saturday 9 a.m. to 1 p.m.
Farmers’ Markets in Amherst, Wednesdays 2 to 6 p.m., Saturdays 7:30 a.m. to 1:30 p.m.
Potatoes, carrots, onions, Brussels sprouts, eggs and pork.

**Sweetwater Farm**
95 Maple Lane
Petersham, MA
413-813-5746
burtonik@yahoo.com
www.sweetwaterfarmma.org
Farmers’ Market: Petersham, Fridays 3 p.m. to 6:30 p.m.
We currently have grass-fed beef, grass-fed lamb, maple syrup, tomatoes, garlic, and 1st & 2nd cut hay
**NOFA/MASS DEVELOPMENT DIRECTOR JOB OPENING OCTOBER 1, 2011**

**Job Description**

The Development Director is responsible for leading development activities within NOFA/Mass. This is a 10-hour per week position at this time that reports to the Executive Director. While there are a variety of activities associated with this position, the primary responsibility is managing the organization’s grant program.

Position to begin on November 1, 2011. Send electronically a cover letter, resume, and three letters of reference to Julie Rawson, julie@nofamass.org. Call with questions to (978) 355-2853.

**Application and materials deadline Thursday, October 20.**

The Development Director:

**Grants**

- Is in charge of writing all major grants for the organization
- Supports grant writing by other staff members and consultants, conducting research and receiving research from staff and board regarding potential opportunities; communicating opportunities to staff to determine viable choices; pulling appropriate staff or consultants together for meetings
- Develops plans and timelines for writing proposals; assures that proposals are mailed/emailed in a timely fashion to meet deadlines
- Keeps track of all active grants and makes sure reports are filed in a timely manner and that grant requirements are being met

**Appeals and Major Donors**

- Coordinates the writing of appeal letters, making sure that the mailing and emailing of letters occur and manages follow up
- Familiarizes self with current major donors and makes a yearly plan with Executive Director on how to work with these individuals. Provides necessary support to actualize this work, creating a joint plan of action for each year.
- Works with each board member to determine new major donors and with ED support, creates a plan for reaching out to these folks.

**Organizational Fundraisers**

- Takes responsibility for one organization-wide fundraiser each year. Works with staff who want to conduct fundraising events to make sure a sound financial plan is in place.

**Qualifications include:**

- A strong commitment to organic farming;
- A strong understanding of grant research, writing and tracking;
- Experience with major gifts;
- Experience working with boards of directors;
- Experience with fundraising events
- Team leader who can work collegially as a team member and who can help inspire the staff team;
- Strong ability to work independently and with minor supervision;
- Must maintain active membership in NOFA/Mass

**Compensation:** Pay rate of $16 - $18/ hour based on experience and demonstrated success as a grant writer.

NOFA/Mass employees are required to attend two board and staff retreats, the annual staff meeting, and the NOFA Summer and Winter Conferences.

NOFA/Mass is an equal opportunity employer who does not discriminate in employment and contracting practices based on race, color, religion, sex, national origin, age or disability.

**ADVERTISE, SPONSOR OR EXHIBIT AT THE NOFA/MASS 2012 WINTER CONFERENCE FOR RATES AND INFO, Contact Bob Minnocci - bob@nofamass.org or call: (617) 236-4893**
SEE YOUR AD HERE!

The NOFA/Mass newsletter reaches over 5,000 constituents statewide. Reach your target market by advertising with the newsletter or by becoming a NOFA/Mass sponsor! For more information, contact Bob Minnocci bob@nofamass.org or call: (617) 236-4893

NOFA/MASS NEWSLETTER ADVERTISING RATES*

- Full page = $195
- Half page = $125
- Quarter page = $75
- 1/8 page = $35

*rates subject to change for 2012

Marking 90+ years of being a LOCAL FARMER-OWNED business

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Organic products including Fertrell organic fertilizers

Member/owners include more than 600 people who are now or have been involved with local agriculture from Franklin, Hampshire and Berkshire Counties in Massachusetts plus Windham County, Vt. & Cheshire County, NH

Contact us or check the website for information on becoming a member

269 High St. Greenfield (413) 773-9639 www.greenfieldfarmerscoop.com
FARMAGEDDON: DOCUMENTARY SCREENING

Williamstown
Monday, October 17th
7:00 PM
Images Cinema
50 Spring Street
Williamstown, MA 01267

Americans’ right to access fresh, healthy foods of their choice is under attack. The film Farmageddon tells the story of small, family farms that were providing safe, healthy foods to their communities and were forced to stop, sometimes through violent action, by agents of misguided government bureaucracies. Presented by the NOFA/Mass Raw Milk Network Discussion following the film with Winton Pitcoff, NOFA/Mass Raw Milk Network Coordinator and Jack Kittredge, NOFA/Mass Policy Director and Owner, Many Hands Organic Farm, Barre.

For more information, contact NOFA/Mass Raw Milk Coordinator, Winton Pitcoff - winton@nofamass.org, or (413) 634-5728

FALL CHEESEMAKING

Fresh Goat Cheese
Saturday, November 12th
1:00PM-5:00PM
Crystal Brook Farm
192 Tuttle Road
Sterling, MA
Instructor: Ann Starbard
Including cheeses like: Chevre

To register or for more information, please contact Ben Grosscup, 413-658-5374.
By email, ben.grosscup@nofamass.org; put "Cheese-Making" in subject.

Crystal Brook Farm in Sterling
Ann Starbard has operated Crystal Brook Farm and an award winning cheese operation since 1998. Her herd of 70 Saanen and Alpine goats produce all the milk used for the cheese.
Registration Fee: $60

BACKYARD CHICKENS, THE URBAN SCENE

Saturday, October 29th
3:30-6:00PM
Private Residence
631 South Street
Roslindale, MA
Instructor: Allison Fastman

Neighbors, regulations, smell, housing, breed—there’s a lot to consider when keeping chickens and poultry in an urban setting. This backyard poultry workshop focuses specifically on urban populations and the challenges they face when introducing birds into a community. Allison Fastman, who has kept chickens and ducks in her small yard in Cambridge, will discuss coop design, winterization, breed selection, vermin proofing, finding a veterinarian, free ranging, chicken tractors, waste management, and legal status. $25 NOFA members/$30 Non-members. To register for the workshop or for more information visit www.nofamass.org or contact Laura Eppstein at (617) 913-0538, or by email at laura@nofamass.org.
HOW TO RUN A SUCCESSFUL CSA
Saturday, October 29th
9:00AM to 12:00 Noon
Many Hands Organic Farm
411 Sheldon Road
Barre, MA 01005

Instructors: Julie Rawson and Jack Kittredge

With 20 years of experience running a CSA, Julie Rawson of Many Hands Organic Farm (MHOF) in Barre, MA, will discuss elements of a successful CSA operation. Topics that will be covered: Highest fertility for quality and quantity food production, maintaining top-notch organization, intricate timing for a broad mix of crops, planning for food storage and distribution, creative labor management, marketing strategy, deliveries, and member services, recordkeeping and financial viability.

To register or for more information, please contact Ben Grosscup, 413-658-5374. By email, ben.grosscup@nofamass.org; put "October 29th" in subject.

THE MODERN HOMESTEAD
ADVANCED GROWERS FALL SEMINAR with HARVEY USSERY
Friday, November 4th &
Saturday, November 5th
8:30 AM-5:30 PM
Barre Congregational Church, 30 Park Street, Barre, MA

This two-day seminar focuses on achieving greater food independence using innovative models for increasing production on the homestead and small farm. The seminar will present an integrative, whole-systems approach to achieve maximum diversity and biological efficiencies that imitate nature while minimizing reliance on purchased solutions. Learning methods for soil care, cropping, and livestock husbandry, the participant will gain confidence in declaring their independence from the prevailing agricultural system. The registration cost for the seminar is $150. Discounts for NOFA Members. To register, or for more information, contact Ben Grosscup - ben.grosscup@nofamass.org, or call: 413-658-5374.

THANK YOU TO NEW AND RENEWING NOFA/MASS MEMBERS

Dorothy and Frank Baptista
Cynthia Barber
Aviva Ben-Ur
Annette Bodley
Karen Brem
Rebecca Buckleystein
Tom Buskey
Deb Cadwell
James Carnazza
Stephanie Cassano & Alfred Crocker
Cindy Chabot
Edward Chapman
Dave Conna
Betsy Corner
Mary DeBlois
Gabriella della Croce
Santo DeMauro

Lenora Deslandes
Curtis Dragon
Carolyn Edsell-Vetter
Midori Evans
Peggy Fallon
Chris Faucher
Charlotte Fleetwood
Linda Fuchs
Laurie B. Gates
Conrad Geyser & Jan Rapp
Donna & Richard Gilmore
Steven Gougeon
Christine Greene
Molly Hale
Lynette Hirschman
Erika Hollister
Deb Humphrey
Mike Iannoli

Tania Jacob-Thumann
Maryanne Jule
Ilsa Jule
Taylor Kane
Erika Keller Rogoff
Carol Koury
Dale LaBonte & V. Irvine
Raenn LeBlanc
Ben and Adrie Lester
Johanna R Lynch
Geoff Mamlet
Laura Masulis
Amanda Matthews
Katie McDonald
Bettina Messana
Vicki & John Mickola
Joan Newton
Christine Oberlander
Maryann Palchak
Sarah Pears
Kelly Pelissier
Monica Pless
Maggie Pounds
Louise Racine-Bastarache
Paul Reynolds
Steve and Susan Rice
John Rice
Cheri Robartes
Kate Rossiter & David Pontius
Chanya Sae-Eaw
Burd Schlessinger
Elizabeth Schodek
Daniel Schodek
Ben Shodek
Craig Self
Tim Severn
Roland Sevigny
Marcia Shaw
Lydia Silva
Lucinda Simmons
Dorothy Siudut
Eric Studer
Christopher Sturgeon
David & Sally Tarara
Matthew Tedeschi
Andy Tomoloni
Cait Van Damm
Desa Van Laarhoven
Jill Vollmuth
Sandra Walsh
Valerie Walton & Tad Hitchcock
Allen Young
Caroline Meyer Young
Town of Orange
Northeast Organic Farming Association/Massachusetts Chapter

2012 Winter Conference
Healthy Soil, Healthy Food

- Keynote speaker John Jeavons: researcher, teacher and practitioner of high-yielding, resource-conserving growing
- All-day seminar on biologically intensive gardening and farming
- More than 60 workshops on organic gardening, farming, landscaping and homesteading
- Trade show with more than 75 vendors

Join us for our 25th annual conference
January 14, 2012
Worcester State University
9 a.m. to 5:30 p.m.

Registration opens October 15

www.nofamass.org/conferences/winter
For more information, email wc@nofamass.org or call 978-355-2853
**NOFA/MASS 2012 WINTER CONFERENCE**

by Cathleen O'Keefe

We are excited to invite you to the 2012 Winter Conference at our new location, [Worcester State University](http://www.worcester.edu). We thank Worcester Technical High School for all of their support over the past few years and look forward to our new partnership with WSU. Registration will take place in the first floor of the Student Center. Most workshops will be located in the Sullivan Academic Center. Registration opens October 15, 2011. John Jeavons will serve as keynote speaker & all day seminar leader.

**Lunch**

We are sorry to inform the friends of the NOFA potluck that our long honored tradition will be coming to an end in 2012. The Winter Conference has grown to over 900 people, and we no longer feel that we can continue to safely serve food in the potluck style. We are happy to announce, however, that Worcester State University’s catering services, Chartwells, will be offering a locally sourced, all organic [menu](http://chartwells.com), for a fee of $12 per person. This menu will be served buffet style from 11:30-1:30p.m. in the third floor of the Student Center. Price is not included in general registration fee. Lunch is optional; you may choose to bring a bag lunch if you wish.

**Beginning Farmer Scholarships**

Thanks to a USDA grant, we are able to offer scholarships again this year to beginning farmers—defined as anyone who has been farming for fewer than 10 years. To apply for a beginning farmer scholarship, follow the link on our website. Scholarship recipients will be expected to work for two hours before or during the conference, and complete a post-conference evaluation form. We will accept applications until December 15.

**An introduction: from our intern Hannah Blackmer**

...“During the spring of 2011, my junior year at Mount Holyoke College, I was enrolled in an MHC course that required community involvement through individual projects; the opportunity to work with NOFA/Mass was extended to me after I expressed my passion for food justice and security. The fit was perfect, and working with Cathleen O’Keefe and the Bulk Order program opened doors to new levels of thought and action surrounding equal opportunity farming. I loved the dual experience of working and learning with the community, and as I considered the last year of my education at Mount Holyoke, I knew I wanted to continue supporting and working with NOFA/Mass in any way possible. After an incredible summer apprenticing under Don Zasada at Caretaker Farm in Williamstown, MA, I returned to the Pioneer Valley for my senior year looking forward to dedicating more time to an organization that breaks ground for the Massachusetts farming community. This fall I am again interning with Cathleen, assisting mainly with organizing this year’s Winter Conference as well as putting in some time with the Bulk Order program. I look forward to seeing you all at the Conference in January!”

Hannah Blackmer planting raspberries on her family’s farm in VT
ACHIEVING GREATER FOOD INDEPENDENCE: THE ADVANCED GROWERS’ FALL SEMINAR PRESENTER, HARVEY USSERY

By Mindy Harris, Public Relations Coordinator

Harvey Ussery, a serious homesteader and author will be appearing as the guest presenter at the NOFA/Mass Advanced Growers’ Fall Seminar, on November 4th and 5th in Barre. In 1984, Harvey and his wife Ellen moved to a homestead they call “Boxwood” on 3 acres of land in Northern Virginia. Harvey was working for the US Postal Service at the time, and they both were looking for a change of lifestyle. So Harvey put in for a transfer, and off they went into the realm of homesteading adventure. After 27 years, Harvey now “gets to do full time what he once did on the weekends”; raising his own food and livestock to support just his family, though he retired from his rural postal job over a decade ago. He doesn’t sell products commercially, but by many indicators, Harvey’s knowledge of animal husbandry, soil fertility, and holistic growing principles equals even the most sophisticated agriculturalists.

To Harvey, what makes a homestead the most sustainable (and by extension, modern) is its ability to function as a closed circle; to support itself. At the core of Ussery’s growing philosophy is a deep commitment to food independence. He wants folks, even organic growers, to get away from dependence on purchased inputs, machinery, and disruption of the soil. He believes that nature has models to help maximize fertility, production, soil health, insect management and growing delicious, healthy food that we can emulate. It’s the grower’s job to observe natural processes and try to emulate them closely, taking a broad view of the garden or farm as an integrated system, where each part supports the next. Harvey bemoans the general agricultural practice of targeting specific problems with narrow solutions (frequently involving inputs), rather than taking larger strategies of finding ways to improve the system as a whole.

At the Advanced Growers’ Fall Seminar, one of the topics Ussery will address will be livestock husbandry: how to incorporate animals on your homestead as a means of maximizing soil fertility and improving the ecology of the land and nutrition in food. He encourages poultry producers, for example, not to just “stick chickens in a corner as egg producers,” away from the rest of a homestead or farm operation. Rather, he encourages farmers to think about integrating chickens in a rotational grazing system by which the chicken manure adds nitrogen to the soil. According to Ussery, chickens also benefit vegetable and fruit production if they are allowed to free range because they keep down harmful insect populations, which in turn decreases reliance upon pesticides or other methods of insect control. His book, The Small Scale Poultry Flock, published by Chelsea Green, is a thorough account of Ussery’s almost 3 decades of work with multiple different poultry varieties on his homestead. One of the poultry management techniques Harvey talks about in depth is a deep-litter chicken manure approach. Like Joel Salatin (who wrote the foreword to Harvey’s book), Ussery believes that foul-smelling and disease harboring livestock waste is actually manure “mis-management.” A deep layered, high-carbon poultry house litter, which is churned over by chicken scratching, is a recipe for fine compost. The recipe also makes entering the hen house a pleasant prospect for bipedal managers. The chickens also consume various organisms that grow in the compost, which in turn transfer nutrients like Vitamin B12 and K. This is “magic” - Ussery proclaims with gusto. Harvey clearly delights in the natural processes which take place on an organic homestead, and is looking forward to be sharing his approach with us in November.

Boston ORGANICS

Delivering fresh organic produce to your door

Boston Organics is an independent organic produce delivery service currently serving the greater Boston area.

We deliver boxes of fresh organic fruits and vegetables directly to our customers year-round; and we also offer a wide range of locally produced grocery items.

We’re always looking for additional growers and suppliers!

617.242.1700
bostonorganics.com
service@bostonorganics.com

www.nofamass.org NOFA/Mass October Newsletter Page 18 of 21
COMMUNITY HAPPENINGS

ANNOUNCEMENTS AND EVENTS

Gardeners and Farmers – Learn to Grow Bionutrient Food –
Register Now

Four session Bionutrient Crop Production courses for homesteaders & gardeners with Dan Kittredge at new Community Farm in Greenfield and Boston Nature Center in Mattapan, Sundays in Oct, Feb, Apr & June. - cost $300. Two session course for farmers with Dan in Oct and March at Overlook Farm in Rutland MA and with Derek Christianson in Sept and March at Wishing Stone Farm in Little Compton RI. - cost $150. All courses 9:30 - 4:30. Log on www.realfoodcampaign.org for details or email doug@realfoodcampaign.org.

NOFA-NH

The Art of Goat Milk Soap Making
Saturday, October 22, 2:00 - 4:00 pm
Location: Stonewall Farm, 242 Chesterfield Road, Keene, NH ~ Program Partner
Join Alisa Andrews for an afternoon of traditional soap making. Using natural ingredients and pure essential oils, the class will make a batch of beautiful, aromatic, and skin-soothing goat milk soap. Some topics to be discussed include: basic aromatherapy; ways to customize your own batches of soap with ingredients such as dried herbs, grains, and natural coloring; creative and inexpensive sources for soap molds; useful soap-making books; and where to get supplies. $35 (plus $5 materials fee to be paid to teacher at time of class)
Questions? Email nhhn@nofanh.org or call 603-224-5022.

Food Education Series in the Berkshires at Simon’s Rock

Edible Education: The rise and future of the food movement” is a series of videotaped lectures from UC Berkeley coordinated by author Michael Pollan, In Defense of Food, and Nikki Henderson, of the People’s Grocery, screening at the Lecture Center at Bard College at Simon’s Rock, 84 Alford Rd., Great Barrington, MA on Wednesdays at 7pm. Speakers include authors Marion Nestle, Politics of Food, Eric Schlosser, Fast Food Nation, and innovative chef Alice Waters. Sit in on one session or attend the series. This free series is generously sponsored by Iredale Mineral Cosmetics and co-hosted by Berkshire Grown and Bard College at Simon’s Rock. See: berkshiregrown.org

UMass Urban Ag Course

Urban Agriculture: Innovative Farming Systems for the 21st Century. Online Class (December 19 - January 20, 2012). This new course explores the subject of Urban Agriculture through the investigation and evaluation of current urban farming system. Using case studies, students will practice critical research skills including information gathering, analysis and assessment, as a means for learning about contemporary urban farming systems and issues in the field. This class is part of the Sustainable Food and Farming Series. A UMass Certificate may be earned by the successful completion of 15 credits of approved courses in this series. For information, contact Dr. John M. Gerber at; jgerber@psis.umass.edu

SPRING BULK ORDER INFO

By Cathleen O’Keefe

Do you buy cover crop seed, fertilizers, mineral amendments, compost, potting soil, potato and allium seed? Would you like to save money on those items? If so, the bulk order might be perfect for you. Each spring, NOFA/Mass organizes a bulk order with popular suppliers for distribution at sites in western, central, & eastern MA, central CT & RI. Take advantage of significant savings through group purchasing power and collective shipping, while helping NOFA support organic practices throughout the Tri-State region. The order is open to both members and non-members. NOFA/Mass will no longer be organizing 2 orders a year so don’t miss this opportunity to save!

Suppliers we work with: Organic Growers Supply, Moose Tubers, Ideal Compost, Vermont Compost, Crop Production Services, Fertrell and more!

The big spring order will be available to download here January 1, 2012. You’ll only have a month to get your order in, so start planning now! To be prepared, we suggest getting your soil tested, with recommendations. Most results are available within 2-3 days via e-mail. Paper copies and faxes are also available. We’re always looking for new host sites, especially in the Boston area. If you have a large dry storage area, can easily offload pallets, and are willing to coordinate a couple of days work contact Cathleen O’Keefe, Bulk Order Coordinator, (413) 584-6786, bulkorder@nofamass.org
We raise our cups to our organic farmers.

Our purchases help to keep more than 180,000 acres in organic cultivation. We couldn't do that without hundreds of organic farmers like you. Thanks.

Gary Hirshberg
For all the folks at Stonyfield

Stonyfield.com