



Welcome to the 2022 LexFarm Annual Meeting



Annual Meeting Agenda

Welcome: *Sue Schiffer, Board President*

Introducing Executive Director, Pamela Tames: *Sue Schiffer*

Farm report: *Farm Manager Allison Ostrowski and Pam Tames*

Treasurer's report: *Patrick Johnson and Chamara Sandaradura*

Election: *Janet Kern*

The Year Ahead: *Mary Rose Scozzafava and Pam Tames*

Special Acknowledgements: *Sue, Mary Rose and Janet*

Q&A: *Sue, Pat, Allison, Mary Rose and Pam*

During Q&A, Sheila Lawrence will moderate calling on people who raise their hand, electronically or add questions to the chat.



Introducing

Pamela Tames, Executive Director

- Hired June 2021
- Leading fundraising, operations, and community engagement.
- Previously led health, legal and human services programs & organizations. Health and wellbeing has defined Pam's career.
- Described by prior colleagues as thoughtful, articulate and a gem of a leader!
- Pam has already shown a great capacity to lead and support staff and board, and to engage the community.



2021 Farm Report



Challenges and Successes in the Fields

- Hot spring led to torrential summer rains and flooding fields.
- Multiple staff outages. Volunteers stepped up to help out. And, staff worked smarter and harder.
- Still managed to deliver 115% of value to CSA shareholders
- Creative solutions: Used no-till practices in fields too wet to drive tractor on. Grew celeriac and celery in fields that were constantly wet.



2021 Food Access

- Donations to hunger relief partners FoodLink, Boston Area Gleaners
Value of vegetables:
\$28,200, 22% increase over 2020
- Initiated subsidized CSA summer vegetable shares for SNAP households
- Donated 250 vegetable seedlings to Copper Civic, a urban farming initiative in Roxbury
Value of Seedlings: \$1,000
- Farmstand sales to SNAP households
\$7,585-double 2020 sales



Looking Forward to 2022



What's New in 2022

- **Increasing field staff and workshares** to optimize growing systems.
 - Allison Ostrowski leads
 - Miranda Lachman assists
 - Alexandra Wolf Farm stand Manager
- **No-till** practices & production farmwide
- **Improving soil health** with compost, biodegradable mulches or reusable ground cover (where possible).
- More **crop maintenance**, less time weeding
- More **frequent fertigation**, using drip irrigation to deliver soluble nutrients to plants



And More in 2022



New Crop trials

- A new cherry tomato variety
- Bitter melon and lemongrass in the glass house
- New varieties of Asian vegetables (daikon radish, gochu pepper).

Capital investment in no-till equipment and implements, farm and store operations

- Walk behind tractor and implements
- New/used farm truck
- Increased cold storage capacity
- Farm stand redesign
- Point-of-Sale and e-Commerce software

We're ready for 2022!





Organizational Achievements for 2021

- Deepened leadership, expanded organizational capacity
- Welcomed volunteers back
- Relaunched youth education
- Hosted first Artist-in-Residence
- Grants milestones
- Increased community support
- Completed 3-year strategic plan





Organizational Capacity

- Executive committee led organization for almost 2 years
- Greater demand for organic produce, seedlings and local products
- To build capacity,
 - developed strategic plan
 - hired executive director
 - retained professional educator
 - increasing staffing in field and farmstand



Volunteers

- Field, 70/month for 5 months
- Greenhouse, 4/month for 4 - 8 months
- Farm stand, 2/month for 7 months
- Education, 2/month, seasonally
- Property and infrastructure, 3/week for 10 months
- Event, 40/month for 1 day





Education



- Relaunched youth education program, partnering with Wright-Locke Farm in Spring and Summer and on our own in Fall.
- Respect the earth, respect the animals, respect each other
- Children explore, observe, discover, plant, weed, water, harvest, play, sing, cook, and visit the animals at neighboring Silk Fields Farm!
- 40 preschoolers and toddlers (with caregivers)



Arts on the Farm

- Choreographer, performer and educator Jessica Roseman visited LexFarm 6+ times to lead a movement program, NOURISH, which explores creative connections between dance, racial justice and growing food.
- Summer music series: two concerts, rock and jazz, supported by Lexington Council for the Arts





Community Engagement

Member households

460 (+10% since 2019)

Newsletter subscribers

14%+ increase in 2021

Increased donations

Total 2021 giving	Annual Change
\$131,501	28%

Recurring donors

20% of those who gave in 2020 and 2021 increased their donations

Harvest Festival

700 adults and children

Geographic diversity

88% from Lex and Arl

10+ towns represented

Lex Select Board Support

Local Food Day Proclamation First Tue in Oct

- Shout out to Lex Farmers Market Manager and Farm Crew Member Alex Flack!



Grants Milestones

Awarded 2021

- \$19,687 *USDA Coronavirus Food Assistance Program*
- *Massachusetts Food Security Infrastructure grants:*
 - \$17,850 Irrigation system upgrade
 - \$8,000 Farm equipment to increased productivity: seeding equipment and tractor implement
- \$300 *Lexington Council for the Arts*
Partial funding to support 2021 programming on the farm

Submitted 2021

- \$400 Lexington Council for the Arts, Partial funding to support 2022 programming on the farm
- *Massachusetts Food Security Infrastructure grant: Farm equipment, external Cold storage unit, Additional hoop house (pending)*



Submitted 2022

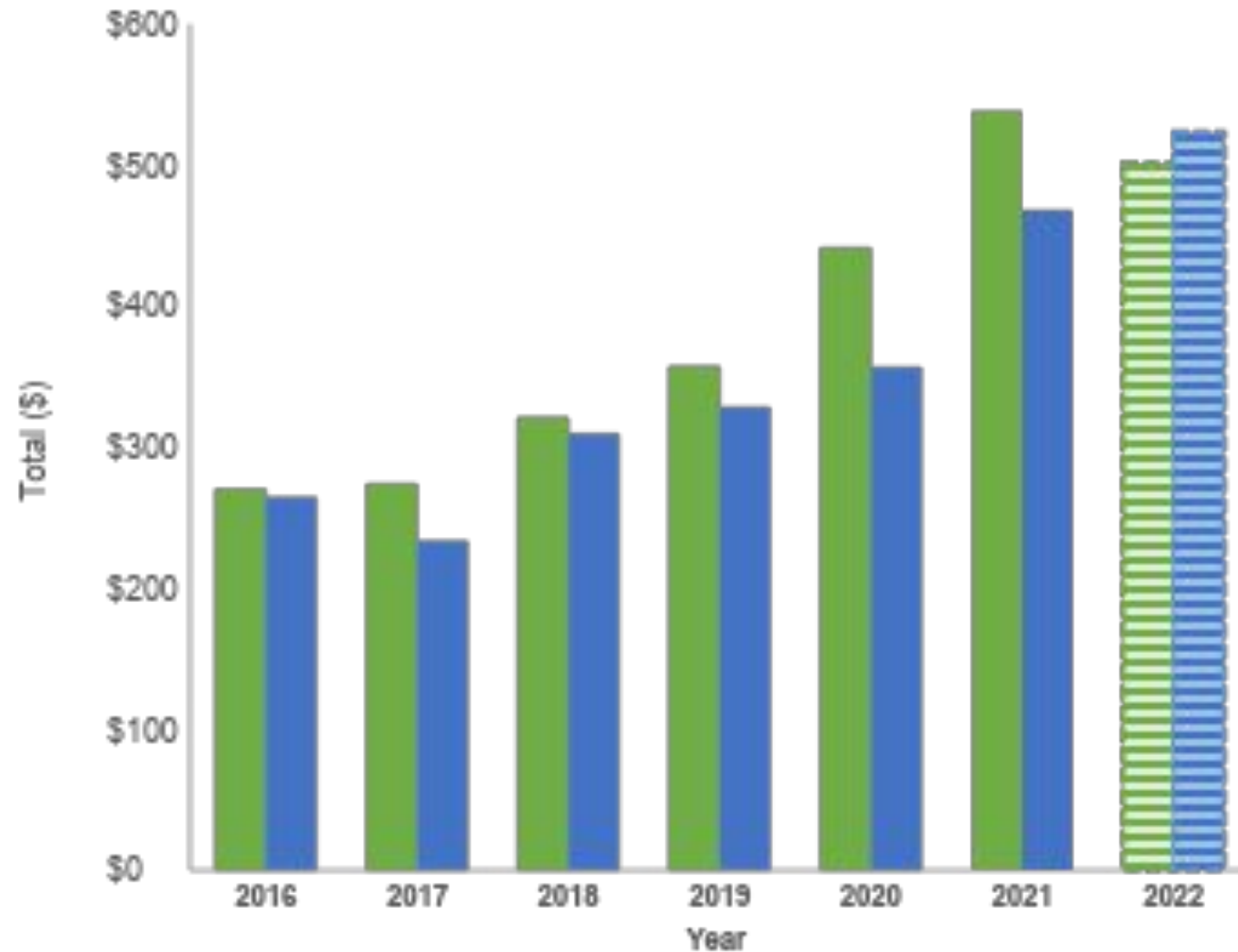
- *Foundation for MetroWest: Support volunteers program to expand food rescue program (pending)*
- *USDA Pandemic Response and Safety Grant: to cover pandemic-related expenses (pending)*



Treasurer's Report

Pat Johnson, CFA

Note: 2021 financial results have not yet been audited



Lex Farm Income/Expense

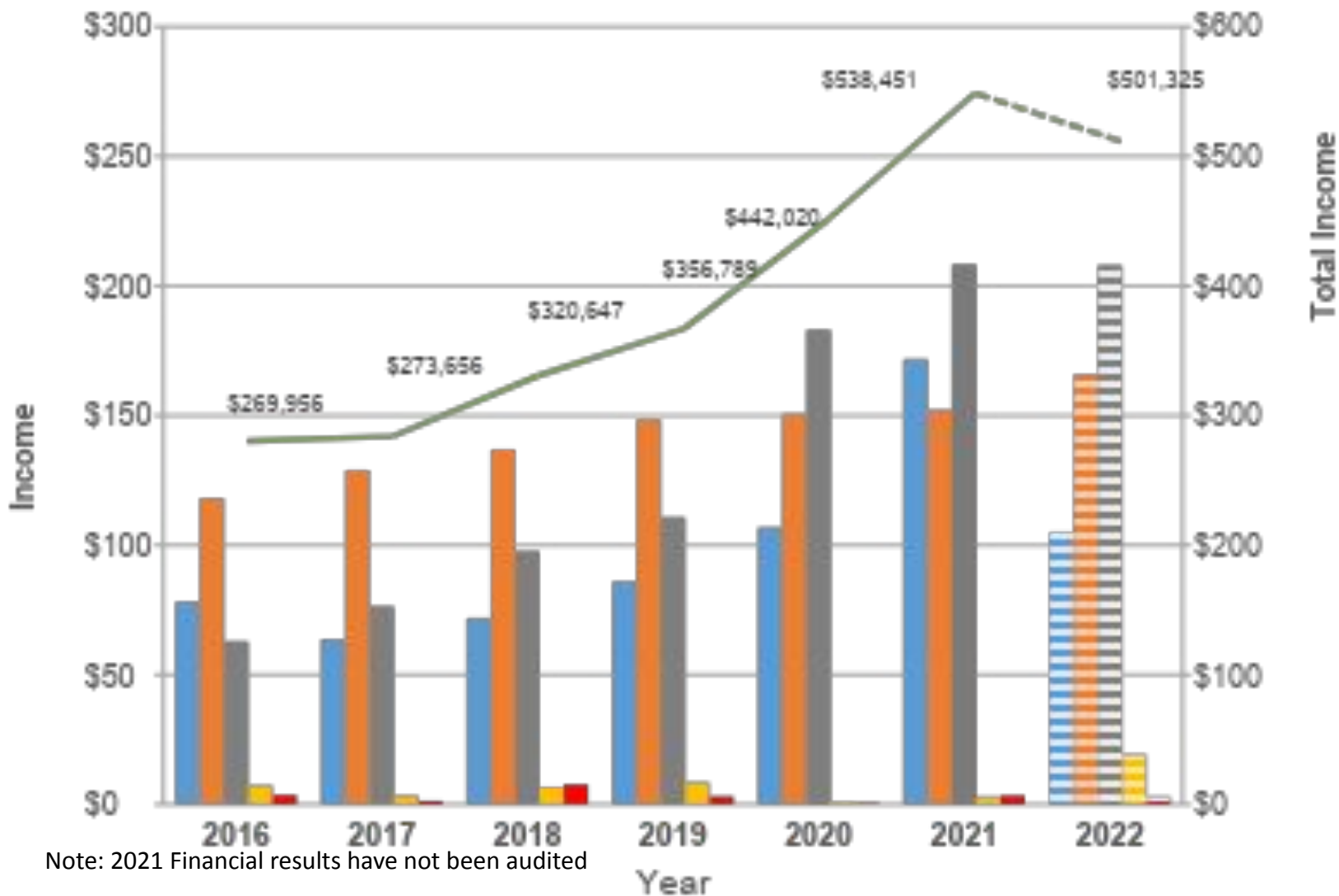


2021 was another huge success

- Despite COVID, farm operated safely and provided value to the community
- Financially, farm is in best shape in its history
- Thank you to everyone: staff, board, community.

2022 is a big year for the farm.

- Board approved a deficit budget this year
- Excited to have new leadership and programming
- Exciting investments in the farm
- Continuing to prepare for lease renewal
- Thank you everyone! We appreciate your continued support.



Note: 2021 Financial results have not been audited

Lex Farm Income



2021 Results

Total income of \$538k, all-time high
+ \$153k over budget, (+40% over)
+ \$96k over 2020 (+21% YOY)

Donations/Grants, \$166k, all-time high
+\$96k over budget, (150% over)
+\$65k over 2020 (61% YOY)

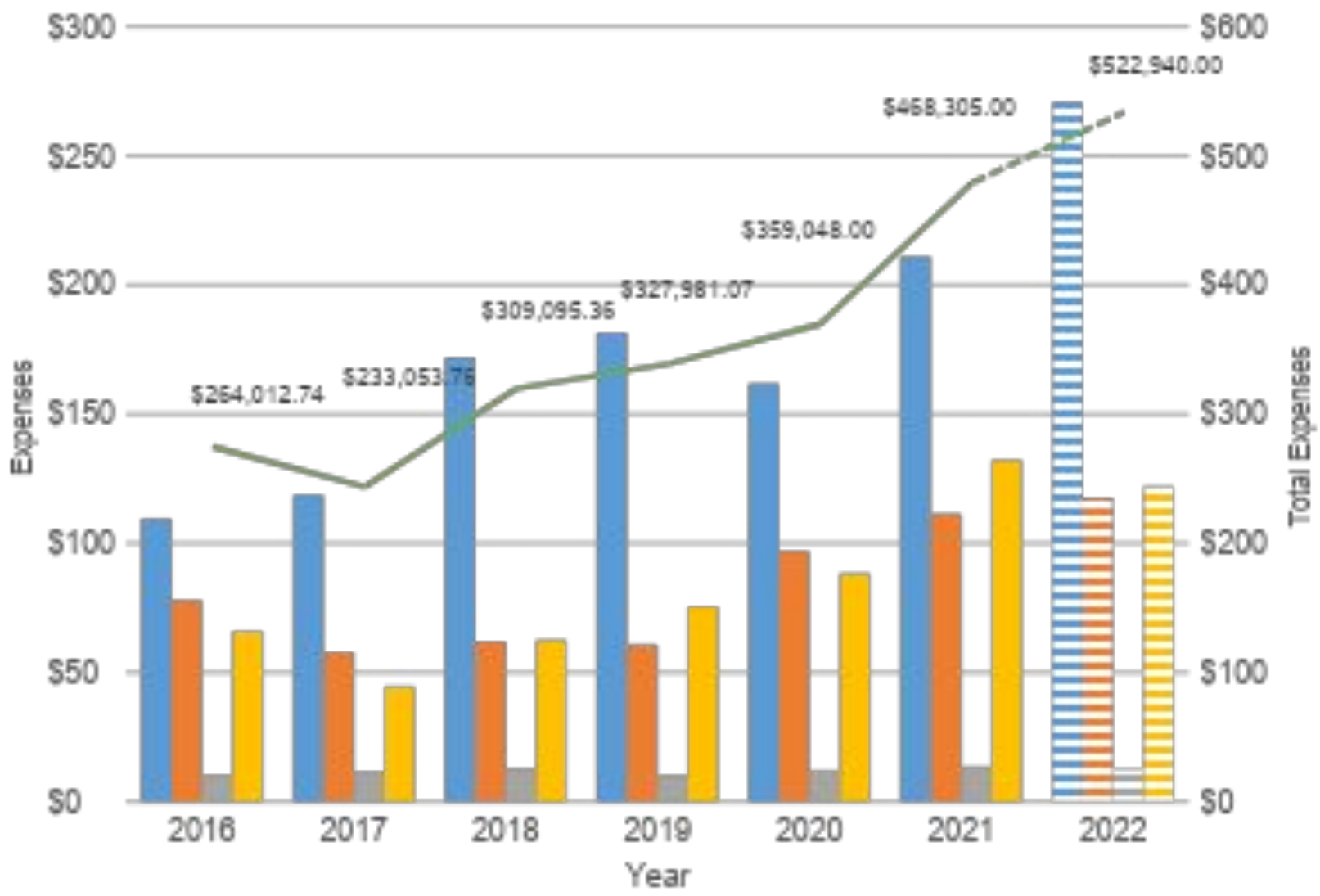
Farm stand income of \$208k, all-time high
+\$52k over budget (33% over)
+\$25k over 2020 (13% YOY)

2022 Budget

Total income of \$501k, (-\$37k to '21, -7%)

Donations/Grants lower (-\$66k, -39% YOY)

Education (!) and Farmstand +\$29k



Lex Farm Expenses



2021 Results

Total expense of \$468k
 +21k over budget (+ 8%)
 +\$109k over 2020 (+30% YOY)

Personnel expense of \$211k
 -\$15k to budget (7% under)
 +\$49k over 2020 (30% YOY)

Operational costs of \$132k
 +\$10k over budget (27% over)
 +\$44k over 2020 (+13% YOY)

2022 Budget

Total expense of \$523k (+\$55k to '21, 11%)

Personnel up +59k, +27% YOY)



Program Expenses

ITEM	2021 Actuals		2021 actuals vs. 2021 budget	2021 actuals vs. 2020 actuals		2022 Budget	2021 Budget vs. 2020 actuals
•Personnel	\$211,120		(\$15,197)	\$49,382		\$270,662	\$59,542
•COGS	\$111,418		\$24,218	\$14,435		\$117,535	\$6,117
•Utilities	\$13,424		\$1,972	\$1,433		\$12,740	(\$684)
•Operational	\$132,343		\$10,398	\$44,007		\$121,983	(\$10,360)
Total	\$468,305		\$21,391	\$109,257		\$522,921	\$54,615



Rosemarie Sansone

LexFarm Initial Board:
2010 - 2011



Election Slate

Officers 1-year term (2022-23)

President	Mary Rose Scozzafava
Vice Pres	Mark Gabrenya
Vice Pres	Mark Manasas
Treasurer	Tharshini Mathew
Clerk	Sheila Chen Lawrence

Directors 2-year term (2022-24)

Eric Helmuth
Sheila Chen Lawrence
Nyree Bekarian Mack
Maria Sagan
Susan Schiffer
Ping Shen



Newly Elected and Re-elected Officers and Directors

Officers

President	Mary Rose Scozzafava (Lex)
Vice Pres	Mark Gabrenya (Lex)
Vice Pres	Mark Manasas (Lex)
Treasurer	Tharshini Mathew (Lex)
Clerk	Sheila Chen Lawrence (Lex)

Directors

Lisa Farrell (Lex)
Eric Helmuth (Arl)
Patrick Johnson (Arl)
Sarah Krissoff (Lex)
Nyree Bekarian Mack (Arl)
Maria Sagan (Lex)
Susan Schiffer (Lex)
Ping Shen (Lex)
Jill Melendes Young (Lex)



2021-2023 LexFarm Strategic Plan Highlights

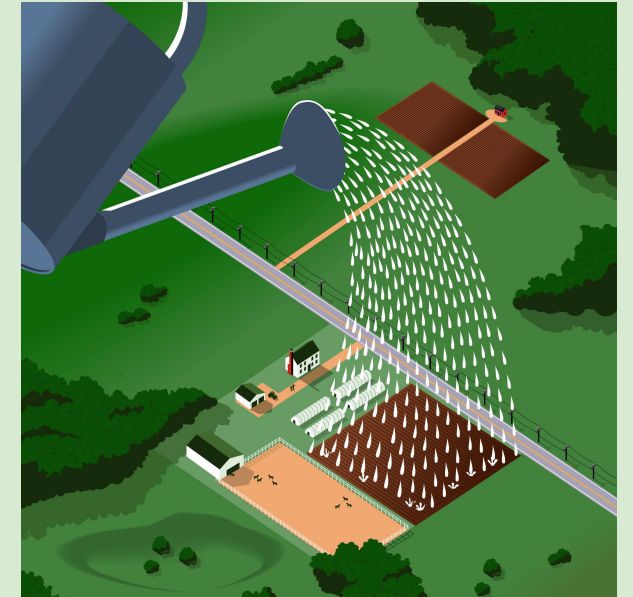
Grow the farm operation

Increase productivity, grow retail sales and expand food access

- adopt farming techniques to streamline/support production
- invest in farm infrastructure and equipment
- increase farm stand sales and product offerings
- Expand the food access program and strengthen financial support

Maintain and improve sustainable practices throughout the farm

- reduce consumption in farm operations (trash, energy, water)
- promote best practices for sustainability





2021-2023 LexFarm Strategic Plan Highlights

Plan for organizational sustainability

- Maintain an engaged board and strong volunteer culture
- Attract and retain excellent management and staff
- Promote diversity and inclusion in all aspects of the organization
- Negotiate a long-term lease with the town





2021-2023 LexFarm Strategic Plan Highlights

Nurture an educational program

- Develop an education plan and budget for a program that is self-supporting
- Launch an interim pilot program led by a professional educator

Exercise fiscal responsibility

- Develop multi-year budget and staffing plans
- Increase revenue: farm stand and fundraising
- Develop a long-term capital plan





2021-2023 LexFarm Strategic Plan Highlights

Deepen community engagement

- Create a welcoming space for visitors
- Engage with town leaders, influencers, business leaders and constituent groups
- Participate in public forums and events addressing farm-community connections





LexFarm 2022

Organizational goals

- Expand Spring and Summer youth ed programs, add a fall program, making an investment in staff to grow program in future
- Invest in farm equipment to advance no-till practices
- Increase farmstand offerings. Redesign store, purchase more cold storage units, and invest in a better POS system.
- **Work toward lease renewal**
- Seek supporters to donate their solar credits
- **Grow our volunteers**
- Continue seeking grants to support farm's mission
- Launch a corporate fundraising program





LexFarm 2022

Education and Events

- Spring and Summer youth farm education with Lead educator, Rachel Curtain: 3 age groups, 80% enrolled
- Wonder Yoga, 2x/week
- Sunset Concert series, Harvest Festival
- Artists-in-Residence: Welcoming back Jessica Roseman. Visual artist TBD.
- Community events: Patriots' Day, Discovery Day, Fairy houses, CEL LexDoingGood, Town Day (Arl)





LexFarm 2022

Volunteer programs

- Expand volunteer program to include gleaning
- Restructure teen field experience
- Continue weekly and monthly programs
- Welcoming those who can help with Communications/Marketing, Events, Technology, Relationship Building or Advocacy

We need you!

You make our community!



LexFarm 2022



Fundraising

- Honor and retain more members and more donors
- Kick off corporate sponsorship program

Substantial donation from Village Automotive Group towards purchase of a “new” used truck.



**Thank you,
Sue Schiffer!**

**For 4 years as
President**



**Thank you,
Patrick Johnson!**

**For 3 years
as Treasurer!**



**Thank you,
Emmy Smela!**

**For 4 successful
years of farming!**



**Thank you,
Betsy Pollack!**

**For 10 years of
volunteering at
LexFarm!**



Questions??

