

“The Vision and Mission of The Greenhorns”

Workshop description: The Greenhorns are a non-traditional grassroots non-profit organization made up of young farmers and a diversity of collaborators. Their mission is to recruit, promote and support the new generation of young farmers, which is done by producing avant-garde programming, video, audio, web content, publications, events, and art projects that increase the odds for success and enhance the profile and social lives of America’s young farmers. Founded in 2007 by Severine Von Flescher Fleming, we are pleased to share that Fleming will be in attendance to provide a brief overview of the organization's inspirational and dynamic work, as well as details on the activities of FarmHack and Agrarian Trust. For more information about The Greenhorns, please visit: www.thegreenhorns.net

Speaker: Severine von Tscharner Fleming
The Greenhorns/Agrarian Trust, NY

Thanks for being here. I traveled from the Hudson Valley to be here and tell you about The Greenhorns - a non profit, farmer driven, volunteer-supported NGO that supports new farmers in a variety of ways.

Starting out, we were frustrated by the lack of emphasis on organic and sustainable agriculture in our education programs. We began to develop alternative curricula. We decided to make a movie (documentary) that was positive about organic agriculture. In the meantime, we wanted to do things that were less expensive, so we started throwing parties for farmers to connect with each other, doing radio programs, a blog, and various projects, the latest of which is: Agrarian Trust. This is the place for stories and strategies about land access.

Some of the projects we’ve been working on:

- ‘Weed Dating’ (these events are held at dusk, after the beer had been served.) If you’re going to be partners with someone (sexually or in business) it’s helpful to know they can weed!
- Preserving! Canning etc. is a way to help us deal with significant surplus harvest. We found that churches and various kinds of community halls already have certified kitchens so you don’t necessarily have to build one;
- ‘Crop mobs’ are also big in my area in NY. It’s a rotating posse of people that show up, work all day, participate in a potluck, and make a pitch for the next project. It’s a community labour source that farmers can count on;
- Kiva Loans is a social enterprise scheme online with 0% interest for new farmers;

- Sailboat distribution! We set sail in 3 weeks to distribute pickles, maple syrup dry beans and all kinds of non-perishable foods. For more information, look into the Vermont Sail Freight Project.