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“The Greenhorns” Premieres to Cambridge Audiences

Award-winning Documentary Film about Young Farmers in America

Cambridge, MA – **The Greenhorns**, a national grassroots nonprofit organization of young farmers, will premiere their much anticipated documentary film, “The Greenhorns,” in Cambridge at **The Brattle Theater on September 28 at 7 PM**. Cambridge-born director Severine von Tscharner Fleming will be in attendance. The screening will be followed by a moderated panel discussion with representatives from the next generation of sustainable farmers in Eastern Massachusetts. Tickets are \$5 and available at <http://bit.ly/GHCambridge> or at the box office at 40 Brattle St., Cambridge.

“The Greenhorns” documents the decisive reemergence on our national landscape of a key cultural and economic force, the young American farmer. These new men and women in agriculture operate and thrive despite a longstanding trend of farmer attrition and aging, and the continued rapid loss of farmland to development. The average age of a farmer in America is 57, and in New York State a farm is lost to real estate development every 3.5 days.

“The Greenhorns” shows how a new generation of young agrarians who farm with their brains as well as their bodies exert a promising and necessary impact against these crises. These greenhorns are working to reverse negative trends in favor of healthy food, local and regional foodsheds, and the revitalization of rural economies, one farm at a time. Official mandates calling for the increase and successful resettlement of young farmers stir hope while farmland remains abundant, if difficult to access for most new entrants. Secretary of Agriculture Tom Vilsack’s recent call for 100,000 new farmers is an encouraging sign. Now we need policies to back up that goal. With over 400 million acres of farmland poised to change hands over the next twenty years, the time for action is NOW. The 2012 Farm Bill package of legislation is already in the pipeline. The Greenhorns film sets this context, shows the issues, and introduces the viewer to a savvy, purposeful posse of young farmers getting into the business of fixing America. One farmer at a time.

Promising trends exist as well, including a nearly 300% rise in the number of farmers markets in Massachusetts since 2004 (from 96 to 258). Farmers markets, CSA’s, and other direct-to-consumer markets stimulate the local and regional economies that are so important to young and beginning farmer success.

Produced in dozens of states over three years, “The Greenhorns” runs a fast 50 minutes. All proceeds from this event will support the projects and outreach programs of the Greenhorns nonprofit organization. Five comp tickets are available for press.

The Greenhorns national non-profit organization recruits, supports and promotes young farmers in America. Using radio, blogs, film, new media, original resources and live events, the Greenhorns build agrarian culture by connecting young farmers with land, resources and each other. We are based on a farm in the Hudson Valley of New York.

