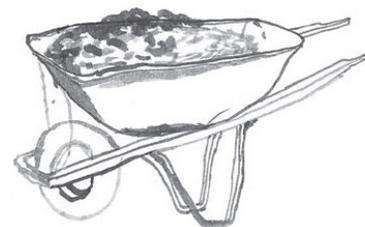


GREENHORNS

2016 Impact Report

Greenhorns was founded on the belief that to change the agricultural landscape, we must change the culture of agriculture. Today's agriculturist are on average 58 years old, so we Greenhorns focus on recruitment! We work across media to help the upcoming generation of agrarians navigate their career, skills, community, and cultural approach to work on the land. Young agrarians have the potential to transform agricultural practices, build prosperous land-based enterprises, produce local and regionally food secure economies, and to help revitalize agrarian communities nationwide. To do so they must survive the entry.

Greenhorns has sought to document, interpret, and celebrate the cultural fabric of a re-imagined farmscape. In 9 years, we have produced a feature documentary film, an educational film festival and web-series, an anthology of essays, 7 guidebooks, 3 Almanacs with over 300 contributors, 270 episodes of Greenhorns Radio with 5,000 downloads per week and 250,000 downloads each year— all this in addition to participating in countless networking and community events, workshops, dance-parties, festivals, teach-ins and happenings.



In 2016 our Greenhorns network surpassed 62,000, a community we can reach with our media projects, news and inspiration. We are continuously working to broaden and diversify our network, to bring the voices, testimony, and success stories of today's new agrarians to ever more aspirants and students.

Our 10-year anniversary is just around the corner, and we thought we'd take this time to share some of the benchmarks we've hit this year and send out our most heartfelt thanks. We could not have done this without your participation!

Please read on for our 2016 impact report.



Greenhorns Blog

The Irresistible Fleet of Bicycles is a one-stop news source for new agrarians— people who love agriculture as direct action, as folk-art, as political speech, as economic reform, as restorative justice. Since 2007, we've posted nearly each day— featuring outsider

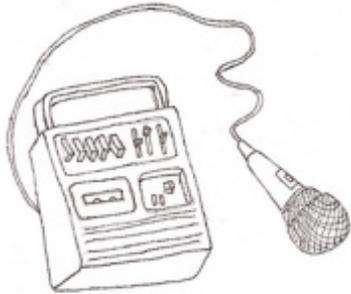
news, stories from the coolest mothers of invention, and breakers-of-convention in agriculture— the movers and shakers, rockstars and soulful underdogs.

More than just a blog, The Irresistible Fleet is a forum for the New Agrarian movement, a place not just to keep up on the latest in small-scale sustainable agriculture, but also to find job postings, discover land opportunities, and stay abreast of events like local draft-farming workshops and young farmer mixers.

With Abby Ferla stepping in as blog manager, we published our 6,150th blog post this year and have now reached just over 1.6 million views! In addition to running our blog, Abby stewards an old family farm and grows two acres of herbs and medicinal foods.

OUR LAND **OurLand** Web Episodes

With 5 episodes available to stream on our website covering front line issues ranging from access to grazing to adaptive seeds, we're excited to bring 2 new episodes to the series this year. Stay tuned for an episode on Iowa and another on Maine in the coming months!



RADIO

Greenhorns Radio

In February we recorded our 250th episode and we're excited to continue the show on the wonderful Heritage Radio Network. People frequently show up to events as "big fans" of the radio show.

We're also excited to bring on Holli Cederholm as Greenhorns Radio Producer. Holli brings over a decade of experience in organic agriculture and communications, including a stint as interim radio host of "The Farm Report," to the team.

The New Farmer's Almanac Vol. III

We are happy to announce that our third *Almanac* shall be released this winter.

Filled with enticing hand-drawn illustrations and old-time farm etchings and ephemera, the *New Farmer's Almanac* is both informative and entertaining. Our third volume explores the theme of "The Commons," drawing from folklore, mathematical projections, empirical, emotional, and geographical observations of theory and praxis.

Vol. III harnesses the wisdom of over 120 contributors from our community, featuring original agrarian content, essays, cartoons, imagery and historical snippets. In re-visiting the Almanac format, we assert our version of Americana and equip ourselves for the challenges of rebuilding the food system and restoring a

more democratic, more diverse, and more resilient foundation for society.

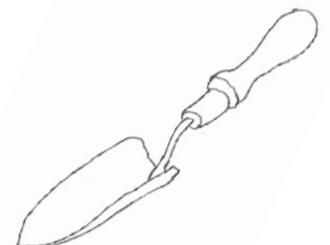


"I first wanted to let you know how grateful I am for you all and the Greenhorns' Farmer's Almanac. I started everyday last year by reading it ... it was just the inspiration I needed to [keep] me going..." ~ Heather



Greenhorns' Social Media Reach by the Numbers:

Twitter 7300+
Facebook 11230+
Instagram 6670+



Up-Up! Film Festival

Up-Up! Film Festival made the rounds this year: Greenhorns has worked in collaboration with organizations spanning from New York's Hudson Valley to Oregon to bring this collection of films before communities nationwide. We are heartened by the turnout.



This year we saw Up-Up! hosted by a wide range of organizations including: The Grow Local Films project, Christian Brothers University, Cooper-Young community Farmers Market, MOSES Organic Farming Conference, Winnishiek Energy District, and the Oregon Grange Network.

Looking forward, the film festival will be making its way to Boise, Idaho for screenings in 2017. In addition, we have partnered with Nutiva to send every new Up-Up! host organization a shipment of free buttery coconut oil to accompany popcorn snacks at screenings. Yum!

Stay tuned for a screening near you— find festivals and screenings around the country on our new Up-Up! website.

“In a time such as this your film is a breath of air, its like farming itself! You’ve done a great job of capturing the joy, excitement, and satisfaction that this work can bring to individuals’ lives.” ~ Ryan

Online Resources at Greenhorns' website

This year, we’ve continued to add to our great online, free and download-able PDF library of resources for young farmers! Greenhorns’ PDF library is completely open-access, and includes an amalgamation of reports, articles, white papers and more.

“Please express my immense gratitude to all of the hard-working beings who made this happen... and all who make all the wonderful Greenhorns-related events, knowledge, social scene, seed swaps, good times, hard-earned knowledge, visioning, thoughtful framing and generous contribution to the greater good.”

~ Qayyam



Partnership Accomplishments with Agrarian Trust

Over the past year Agrarian Trust, a fledgling project in 2015, has grown into an independent organization, better able to serve their constituency by honing resources in on the detailed focus of their work.

In this process, Greenhorns has received a strong new ally. We plan to continue working together on our numerous projects and initiatives, and look forward to leveraging our growth toward each other’s long term successes.

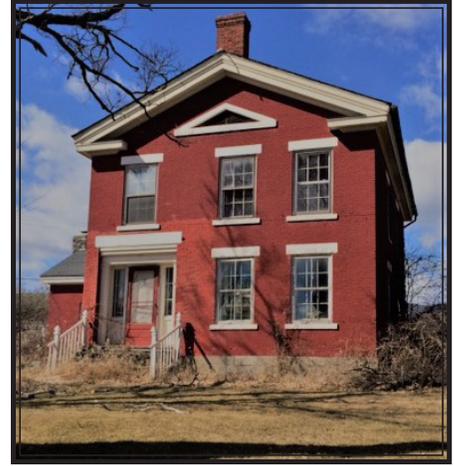
The Red House/Agrarian Library

The Red House is our new headquarters for Greenhorns in beautiful Westport, NY and it is our next grand development focus.

In addition to being a working farm, the property will provide a resource-base and community center for agrarians. It will house Greenhorns' equipment, art projects, archives, merchandise, and our 8,000 volume agrarian library.

With major structural restoration completed, our work is focused on interior finishing, final touches readying the house for a working tenant / property manager.

Our goal is to have the Red House occupied prior to winter 2017.



“Hooray for the Greenhorns! Networking young farmers from coast to coast, they have become a formidable force in our new agricultural revival, spreading resources, sharing skills, documenting the experiences of young farmers, and advocating for change in our agricultural system.” ~ Sandor Katz, Author of *Wild Fermentation*

Leadership Team

Our core staff has grown to include:

Severine von Tscherner Fleming, *Executive Director & Board President*

Severine has spent the last ten years gathering, bundling and broadcasting the voices and vision of young agrarians. She is co-founder and board secretary of Farm Hack, as well as National Young Farmers Coalition. Severine serves on the board of the Schumacher Center for New Economics, and as board president of Agrarian Trust. She attended Pomona College and University of California at Berkeley, where she graduated with a B.S. in Conservation/Agroecology.

Laura del Campo, *Director*

Laura began cooking and growing foods on Vancouver Island while reading for her BA in Environmental Studies at the University of Victoria. For over a decade she has been working on the cusp between field and table— raising food, cooking professionally, and helping farmers to market their wares. She holds an M.B.A. from St. Joseph's University, Philadelphia in one hand and a Permaculture Design Certificate from O.U.R. Ecovillage, Shawnigan Lake, British Columbia, in the other.

Inés Chapela, *Deputy Director*

Inés has been with Greenhorns since 2009 and is a central figure to Greenhorns' operations and logistics, and planning. She studied Environmental & Urban Studies and Studio Arts at Bard College and has traveled and worked on farms all over the world.

Bonnie Rubrecht, *Director of Development*

Bonnie Rubrecht is a fourth-generation Californian now living in rural Groton, MA with her husband and daughter. Her family has been farming and growing berries in Santa Cruz County since the early 1900s. Long a supporter of migrant worker rights and sustainable agriculture, Bonnie brings tremendous experience in development & communications to the Greenhorns team.

We would love to hear from you. Please share your thoughts, ideas and comments to office@greenhorns.org.