

Holly Hill Farm

A Farm for Teaching & Learning



FRIENDS OF HOLLY HILL FARM

ANNUAL
REPORT
2020



A MESSAGE FROM OUR EXECUTIVE DIRECTOR

In 2020, our generous donors and supportive community helped us focus on our mission and annual goals during an especially challenging time in our almost 20-year history.

In a very uncertain year due to the rapid expansion of COVID-19, we quickly pivoted and adapted our organizational models to continue to work toward meeting our strategic planning goals and give back to the community that so graciously supports us.

In spite of our school programs and summer camp being shut down for the safety of students, teachers, families and our staff, we were thrilled to have our active membership, community and schools participate in online Zoom gardening workshops, summer at-home educational kits for kids, and attend outdoor guided tours and workshops. Through our Farm to Food Pantry program, over 90 teens received community service credits while growing, harvesting and delivering nearly 1,500 pounds of organic produce to local food pantries, a 25% increase in donations over 2019. In the summer of 2020 we created a Conservation and Stewardship community service program to educate students about the interdependence between native plants and the insects that pollinate and depend upon them for survival. We also began wildlife enhancement projects on the farm with the installation of a kestrel box in Long Field to attract this important endangered petit falcon, who also eliminates pests such as grasshoppers and rodents.

With safety in mind, our brand new farmers developed our first-ever online plant and seedling sale to continue our tradition of the largest organic seedling sale on the South Shore. Moving to an online shopping and contact-free pick-up model, we were quickly able to find safe ways to offer organic produce herbs, flowers, and locally-sourced gourmet foods to many hundreds of customers. 2020 was also our first year of year round growing, utilizing our greenhouses to deliver more food to our community, even in the cold of winter.

Our community enjoyed many activities such as a Valentine's Dinner (February 2020), a winter story hour series in the greenhouse, informative native meadow walks with a local UMass Professor, a raffle for a private outdoor dinner at the farm, and last but not least an online holiday fair supporting our farm and local artisans that included wreath kits for families and friends to create their holiday wreath at home.

We are so grateful to the community that supports us. This difficult year has underscored the importance of community and we are proud to continue to find ways to give back to our community each and every single day.

A handwritten signature in cursive script, reading "Cindy", enclosed within a light gray rectangular border.

CINDY PRENTICE

Executive Director

FARM TO FOOD PANTRY



Before the pandemic, 8.2% of Massachusetts households were experiencing food insecurity. The hunger crisis peaked in the early stages of the pandemic, with **19.6 percent** of households estimated to be food insecure in the spring of 2020.

Our Farm to Food Pantry program enables teens to feed their hungry neighbors, while learning how to grow food using regenerative methods practiced at Holly Hill Farm. Teens gain community service credits for school while growing, harvesting, and donating healthy, local and sustainably raised produce to local food pantries in Cohasset, Hull and Scituate.

FARMING & COMMUNITY EVENT HIGHLIGHT

ANNUAL PLANT SALE

One of Holly Hill Farm's most beloved events, carried on in new ways during the pandemic.

Every early spring, our Annual Plant Sale (one of the biggest of its kinds in the region) brings hundreds of individuals and families together.

Each year we see an increase in the number of at-home gardeners, and subsequently the demand for cool and warm weather crops.

The seedlings we tirelessly grow and tend to all winter long, eventually make their way into hundreds of home gardens across the South Shore.

We quickly got to work to build an online shopping destination for our customers to access from home. Our staff and volunteers were able to assemble orders and provide a contact-free drive through for our customers to safely bring their vegetable, flower, and native plant seedlings home to plant.



In 2020, a year where most teens were not able to attend school in person, our teen volunteers were able to increase their donation of these critical community resources by 25 % over 2019 numbers, delivering 1,500 pounds of food. Most food pantries are not able to offer their customers healthy and sustainably grown options. Our donations enabled our neighbors access to healthy, sustainably grown food and at the same time developed an appreciation by the student volunteers of where high quality food comes from. We are fortunate for our community support, which enables our Farm to Food Pantry program to literally grow by leaps and bounds every year!

2020 BY THE NUMBERS

COMPOSTABLE MATERIALS SAVED FROM THE PUBLIC WASTE STREAM (LBS):	62,400
SEEDLINGS GROWN FOR OUR ANNUAL PLANT SALE :	50,000
ORGANIC PRODUCE GROWN FOR OUR COMMUNITY (LBS):	17,000
ONLINE CUSTOMER ORDERS PACKED BY HAND BY OUR FARMERS:	6,605
CHILDREN PARTICIPATED IN-SCHOOL PROGRAMING:	4,012
HOURS DONATED BY TEEN VOLUNTEERS:	3,000
COMPOST BUCKETS COLLECTED FROM COMMUNITY PARTNERS:	2,080
ORGANIC PRODUCE DONATED TO FOOD PANTRIES (LBS):	1,500
CHILDREN TAUGHT AT THE FARM:	1,484
BOUQUETS OF ORGANICALLY GROWN FLOWERS SOLD:	708
DAYS A YEAR WE ARE OPEN TO THE PUBLIC:	365
VARIETIES OF PLANTS GROWN FOR PLANT SALE:	280
TEENAGE VOLUNTEER FARMERS:	149
TRIPS TO FOOD PANTRIES TO DELIVER DONATED PRODUCE:	90
INCREASE IN PRODUCE GROWN IN WINTER VS 2019 (%):	61
VARIETIES OF PEPPERS GROWN FOR OUR PLANT SALE:	40
LOCAL VENDORS WE WORKED WITH TO ENHANCE FARMSTAND OFFERING:	26
PRODUCE GROWN INCREASE OVER LAST YEAR (%) :	10
FARM EDUCATION TEACHERS AND VOLUNTEERS:	7
VARIETY OF SUMMER AT-HOME ACTIVITY KITS:	6
FULL TIME FARMERS & ASSISTANT FARMERS:	4
FRIENDLY DWARF NIGERIAN GOATS:	3
ACRES UNDER CULTIVATION:	2
RESCUE DONKEYS NAMED BENJI:	1





NOTABLE IN 2020

LAUNCHED HOLLY HILL FARM'S FIRST-EVER ONLINE FARMSTAND AND ONLINE PLANT SALE

PROVIDING OUR COMMUNITY WITH SAFE
AND EASY ACCESS TO HEALTHY FOOD AND FOOD
TO GROW IN THEIR HOME GARDEN

PRODUCED OVER 50 SHORT CURRICULUM- CONNECTED EDUCATIONAL VIDEOS

ENGAGING STUDENTS AND PARTNER SCHOOLS IN
COHASSET, HINGHAM, SCITUATE, AND WEYMOUTH
WITH ENRICHING REMOTE LEARNING PROGRAMS

EXPANDED OUR GREENHOUSE GROWING CAPACITY

GROWING MORE PRODUCE YEAR ROUND AND
PROVIDING OUR COMMUNITY WITH
ACCESS TO HEALTHY FOOD

IMPROVED CROP IRRIGATION AND LOWERED FUEL CONSUMPTION WITH A NEW WELL

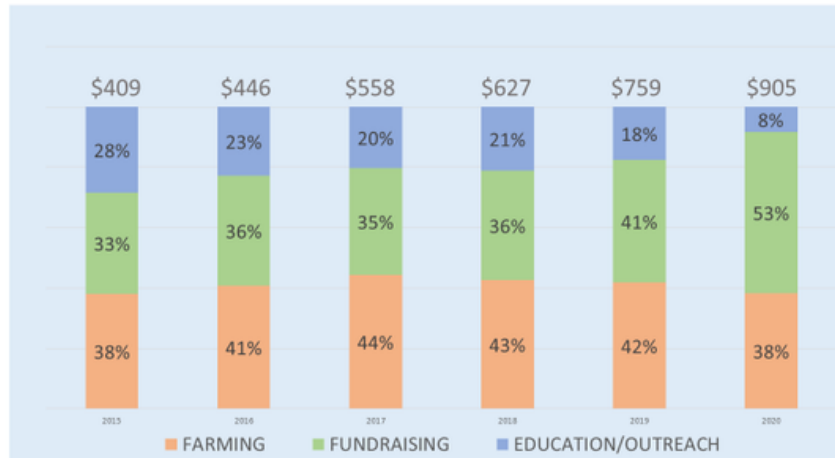
SAVING HOURS OF FARM LABOR, HUNDREDS
OF DOLLARS ON UTILITY USAGE, AND PROVIDING
SECURITY FOR DRYER, HOTTER WEATHER.

CREATED COMMUNITY ZOOM GARDENING WORKSHOPS TO MEET THE INCREASED DEMAND OF NEW AND EXPERIENCED AT-HOME GARDENERS

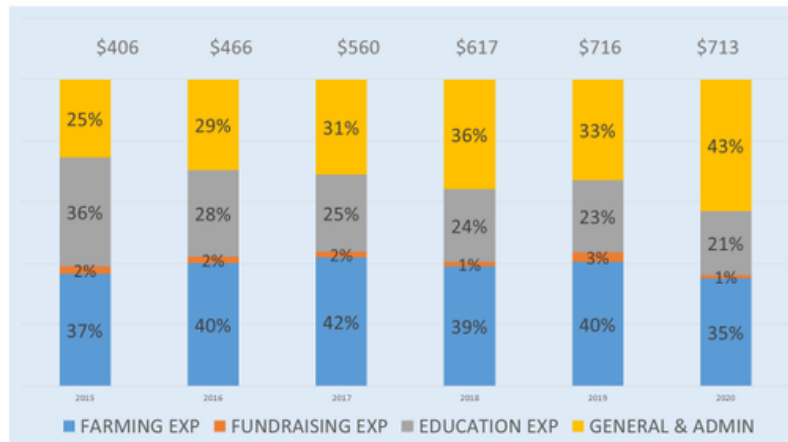
EDUCATING OUR COMMUNITY ABOUT HOW TO BUILD
RAISED BEDS, GROW PRODUCE AT HOME,
COMPOST, AND MORE!

FINANCIAL DATA: 2020

REVENUES BY CATEGORY

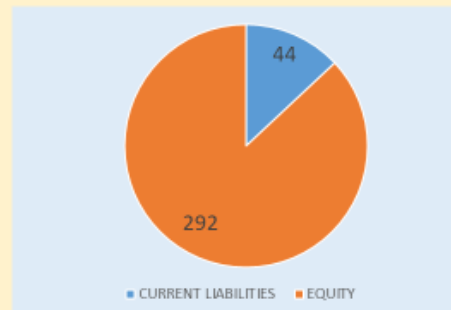
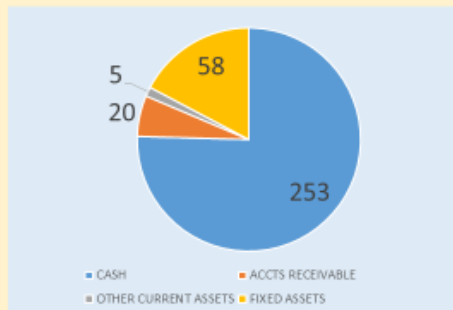


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TOTAL 2021 ASSETS OF \$335K



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COHASSET IMPORTS

DUTCH MAID BAKERY

EAST COAST PRINTING INC.

GOODWIN PROCTER

IVAS ENVIRONMENTAL

JOYCE JAY RAYMOND FOUNDATION INC.

LIBERTY MUTUAL INSURANCE

MATHNASIUM

MCCANCE FOUNDATION

MISE WINES

NARRAGANSETT CREAMERY

NEPC LLC

NOBADEER FOUNDATION INC.

PILGRIM BANK FOUNDATION



PURE INSURANCE

ROBBINS GARAGE

ROCKLAND TRUST

SOUTH SHORE NUTRITION

SSYMCA

STOP & SHOP

SULLIVAN, GARRITY AND
DONNELLY INSURANCE AGENCIES

THE COHASSET GROUP

THE FRESH FEAST

UNITED WAY OF MA BAY AND MERRIMACK
VALLEY

UNTOLD BREWING

WELLSPRING, INC.

WHOLE CITIES FOUNDATION

WHOLE KIDS FOUNDATION

BOARD OF DIRECTORS

Charlie White, Board Chair, has been a part of Holly Hill Farm since his summers spent working for his grandfather, Dick White, and riding horses on the property's extensive trails. Charlie received his MBA at the University of Virginia's Darden Graduate School of Business Administration and has spent most of his career working in the retail industry for national brands such as L.L. Bean, Land's End, and J Jill. He is CEO and owner of Lyn Evans, a regional retail clothing company with an on-line presence and 3 stores in Massachusetts.



Jean White is the Board's Vice Chair. Jean moved to Cohasset in 1998 together with husband Frank White, an educator who had grown up on Holly Hill Farm. Jean and Frank began to farm the land and received certified organic status in 2000. In 2002, they founded the Friends of Holly Hill Farm with the goal of utilizing the land to teach the value of growing healthy food and preserving a healthy environment for the community and all its denizens. Jean remains a daily fixture on the Farm, caring for Holly Hill's resident farm animals with dog Astro by her side.



Lydia White Adelfio is the current Board Chair of Center City Public Charter School, a consortium of six schools in Washington, DC. She also serves on the Board of the Siena School, a school for children with mild to moderate language-based learning disabilities. Previously the Assistant Head of School Administration at Sidwell Friends school, she now serves on the school's Alumni Executive Board. Lydia grew up spending vacations at Holly Hill Farm, which engendered a deep fondness for the farm and its mission.



Helen Arnold joined the Board of Directors in 2013. She has been practicing organic gardening for many years and appreciates the value of having this amazing resource in the community. In her second term as Treasurer, she serves on the Executive Committee and is Co-Chair of the Finance Committee. Helen spent 26 years in banking and financial accounting. She and her husband live in Cohasset where she is active in the schools, currently serving on the boards of the Prom Committee, the PSO, and the Arts Boosters.



Dick Avery received a BA and MBA from Dartmouth College. After retiring, Dick started a second career, aiding conservation-minded groups, including the Cohasset Conservation Trust, Cohasset Land Foundation, Straits Pond Watershed Association, and Weir River Watershed Association. Working with Boy Scout Troop 28 and as an Eagle Scout Advisor, he has overseen extensive work to enhance and improve access to local conservation areas.



Christine Cunning is a Managing Principal at Sullivan, Garrity and Donnelly Insurance Agency. She has served as Governor at Eastward Ho Country Club and is a Board Member at the South Shore Art Center, also leading fundraising and planning for the Cohasset Field Hockey boosters. With husband Sean, she's raised three daughters around the corner from the farm, and is committed to its mission of sustainable farming, education, supplying organic food to the needy and protecting open space.

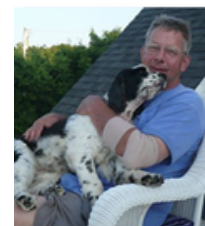


BOARD OF DIRECTORS

Mark DeGiacomo is a partner at Murtha Cullina, LLP and works as a Department of Justice appointed bankruptcy trustee for cases filed in the Eastern District of Massachusetts. Mark serves as a Director for the Cohasset Conservation Trust, and previously served on the Cohasset Zoning Board of Appeals and the Cohasset School Committee. He is a lifelong resident of Cohasset where he and his wife raised their two sons.



Eric Eisenhauer currently serves on the Cohasset Conservation Commission. A veteran of the US Navy and Viet Nam, he earned his MBA from Harvard University. Eric moved to Europe to pursue a career in business management, meeting and marrying his wife overseas. Early retirement allowed him to pursue his passion for horticulture. A master gardener and Royal Horticultural Society Qualified Rosarian, he frequently lectures about raising roses organically and is a staunch native plant advocate.



Steve Ivas is a Wetland Scientist with an extensive Environmental Science back-ground. His experience has included work in Saudi Arabia helping draft environmental regulations for the city of Jubail, and the kingdom itself. Previously Exec. Director of the North & South Rivers Watershed Association, he is principal a private wetland consulting company and serves as Conservation Agent for Union Point in Milton. With son Justin, he is steward of Norwell's Black Bog Pond.



Jack McCarthy is a Financial Advisor with Edward Jones and a longtime Cohasset resident. He's been involved with Holly Hill Farm for over 25 years, including regularly riding the farm acreage with his quarter horse and 'gentleman farming' his own property adjacent to the farm. Recently, he has acted as "resident walker" for some of the farm's friendly animals. Jack serves on the Fundraising Committee, and can be found splitting firewood for the farm in his free time. He lives with his family just a stone's throw from the farm.



Cindy Prentice is a lifelong organic gardener with a passion for the environment and sustainable farming practices. She earned her Masters of Education from Cambridge College. With career experiences that dovetail perfectly with the Friends of Holly Hill's mission (she was a former teacher and owner of a landscape design business) Cindy became one of the Farm's earliest members, joining in 2002. She became an active farm volunteer shortly thereafter and joined the Board in 2005. Cindy has served as Executive Director since 2009, overseeing the organization as it increased its educational reach from 14 Massachusetts school partners to 40 in 2019.



Deirdre Reilly has been inspired by Holly Hill since moving to town in 2010 with her husband Brian. As a registered dietitian (MS, nutrition) she promotes eating locally grown, organic produce as much as possible. She maintains the organic garden at Osgood Elementary School, where students experience hands-on learning with Holly Hill's knowledgeable farm teachers, and serves on Cohasset's Open Space Committee, which seeks to preserve open space in Cohasset. Her 2 boys attended Holly Hill's summer camp and love hiking and searches for frogs at the Ice Pond.



BOARD OF DIRECTORS

Arthur White earned a BA in Earth and Planetary Sciences from Harvard, and a PhD in Structural Geology and Tectonics from MIT. After finishing his graduate research in Greenland, he joined McKinsey & Co as a management consultant in New York. Today, he is a Partner and Portfolio Manager at MIO Partners where he focuses on commodity and natural resource related investments. Together with other members of the White Family, Arthur is a co-owner of the Cohasset property that the Friends of Holly Hill Farm have used to carry out their mission since 2002.



Jenny White is a clinical neuropsychologist who earned her BA and Ed.M from Harvard University and her PhD from the University of Wisconsin. She is the Director of McLean Hospital's Child and Adolescent Testing Service and an instructor at Harvard Medical School. She spent summers visiting her grandparents at Holly Hill Farm and has been involved with its activities since her parents, Jean and Frank White, began educational and farming operations when they 'retired' to Cohasset in 1998. She joined the Board in 2009.



OUR MISSION

The Friends of Holly Hill Farm strives to enhance and preserve the resources and legacy of Holly Hill Farm including its organic farming operation, historic farm buildings, fields, woodlands, and salt marsh meadows. Our goals are to benefit local communities, provide healthy food and educate people of all ages year-round about the practices of conservation and sustainable farming.

