

Friends of Holly Hill Farm  
2023-2025 Strategic Plan  
Executive Summary

In the early 1990's, Frank and Jean White began an organic farm operation in Cohasset on part of the Holly Hill Farm property that has been in the White family for 5 previous generations. With the death of Frank White the farm's future was unclear until the Friends of Holly Hill Farm gradually took over the farm operation and began leasing the farmyard property upon which most of the key day-to day operations depend.

Over the past twenty years, the farm has become a beloved community resource. The farm operation provides fresh, local produce to the community year- round. Educational programming in the farmyard has expanded widely offering field trips for schools, summer camp for children of all ages, school vacation activities, home schooling, and workshops for adults. At local schools, farm educators manage school gardens, explain sustainable agricultural practices, and supplement science curriculum. Over 2,000 pounds of produce are donated each year to local food pantries.

In accordance with the farm's first strategic plan, the Friends of Holly Hill Farm Board and the staff focused on increasing financial reserves, improving organizational structure and planning for the future. However, it is clear that the long-term success of FHFF depends on the purchase of the farmyard property. To ensure the future of the historic farmyard property and the important educational and farming mission of FHFF, the Board and staff recently developed a new 3-year strategic plan.

At the heart of the plan is the preservation of the 5.23 acre farmyard property and its historic buildings via the strategic decision to launch a campaign for FHFF to purchase the property within the next 3 years. In addition, the plan calls for further program development, reimagining infrastructure potential, and increasing the long-term stability and financial sustainability of FHFF.

The plan is the culmination of a 9-month process and lays out a path towards ensuring that Holly Hill Farm will continue to exist and thrive well into the future.

## **Our Mission**

The Friends of Holly Hill Farm strives to provide healthy, organically grown food for the local community, and to foster good stewardship of the land by educating all ages about the practices of conservation and sustainable farming in a welcoming environment.

## **Our Goals**

### **1. Land and Facilities**

Optimize the use of the Farm land and buildings to deliver our programs and serve our community.

### **2. Finance**

Ensure the long-term sustainability of FHFF.

### **3. Farming and Educational Programs**

Ensure our farming and educational programs maximize both impact and net revenue, while preserving the long-term health of the land.

### **4. Governance and Infrastructure**

Ensure FHFF has the necessary board governance and operational infrastructure to meet the goals in this strategic plan.