

THE CULTIVATOR

SEASON 24

NEWS OF THE WALTHAM FARMERS' MARKET

2014

Free Market Concerts

June 28: Solstice Sackbuts. Medieval and Renaissance music. (*Rain date Aug. 16*)

July 12: Terry Kitchen. Folk singer/songwriter. (*July 19*)

July 26: Steve Taddeo and his Swing Senders. Big Band music. (*Aug. 2*)

August 9: Joe Pete and Ruth Rappaport. Acoustic trio.

August 23: Gerry Beaudoin. Jazz guitar trio. (*Sept. 20*)

September 13: Eric Royer's One Man Band. Bluegrass. (*Oct. 4*)

September 27: Moody Street String Band. Celtic, Scots and Yankee traditional music. (*Oct. 18*)

October 25: Dave Birkin and the Hot Shots. Jump blues, swing, R&B and jazz. (*Nov. 1*)

All concerts begin at 11 a.m.

Sponsored by **Waltham Cultural Council, Watertown Savings Bank, Doctors Express Waltham, Waltham Local First, Brookline Bank**

2014 Vendors

Farmers: Bedford Blueberry Goat Farm, goat milk & cheese • Burnshirt Valley Farm/Caledonia Farm, Pork, beef, chicken, eggs, mushrooms • C & C Lobsters & Fish, lobster & fish • Dick's Market Garden, produce, herbs & potted plants • Heavens Harvest Farm, certified organic produce • Pamuzindia Farm, fruits & vegetables • Smith's Country Cheese, cheese, hamburger & eggs • Soluna Garden Farm, herbs & spices • Spring Brook Farm, fruits & vegetables • Stow Greenhouses, cut flowers • The Warren Farm & Sugarhouse, maple sugar products

Baked Goods: Bread Obsession • Fudge 'n' Stuff • Marsha Grace Homemade Baking • Harriet's Bakery • Lyndell's Bakery • Roma's Bakery • Sweet Lydia's • TRILLfoods

Specialty Foods: Cucina Aurora • Deborah's Kitchen • Fior D'Italia • Kefi's Kitchen • Matt's Amazing Smokehouse • El Recreo • SOSSES • Train Gum • Turtle Creek Winery • Zoll Cellars Winery

Crafts: Back Pages Books • Bead-utiful Baubles, Brookfield Candle Company • Creative Pursuits • John J Crookes Photography • Donna Dees Watch City Soaps • Suzette Durso • MGreenstein Designs • The Knitting Mills • Shayna Made Bags • Jeff Skiba, • Winitzer Design

Other: Waltham Solar Challenge Next Step Living

PARTICIPANTS SUBJECT TO CHANGE



Two generations—Frank, Scott and Fran Matheson—stand on the grounds of Spring Brook Farm that have been cultivated by their family since 1713.

Three Centuries of Farming

Tenacity. That's one of the main ingredients contributing to the longevity of her family's tenure at Spring Brook Farm, says Fran Matheson, wife of the ninth-generation farmer and mother of two sons representing the tenth generation there.

One of the oldest working farms in the U.S. (and #11 in Massachusetts), the land in Littleton was deeded to the family in 1713.

She acknowledges that there must be a genetic factor as well and says her sons even played with tractor toys long after other kids stopped. One of them went on to study farming; the other studied business. Fran herself, though trained as a nurse, comes from a farm family and shares management of the farm with her husband Frank.

But it takes more than tenacity or genealogy to succeed in farming for more than 300 years. Family members study agriculture and stay involved in farm bureaus and other service organizations. They are committed to good land stewardship practices, including IPM, integrated

pest management, and as little spraying as possible. (Not only are they concerned about protecting their crops and animals but also the natural wildlife habitat, which includes over 40 endangered species.)

Their commitment to excellence and innovation has garnered blue ribbons and the Massachusetts State Rosette for Best in Show, and winning the National Corn Yield Contest three times.

With the help of eight employees, Spring Brook manages and maintains 440 acres of prime farmland, growing 200 types of fruits, vegetables and flowers, and raising animals. Eight sheep, 80 cows, 10 pigs, and 225 egg-laying chickens live at the farm. (Fran speaks of the "cycle" involved in raising animals but says they have a deep commitment to the welfare of their animals before slaughter.)

Not all the acreage in Littleton is tillable. The Mathesons rent additional land in Concord, Westboro, Bolton and Lancaster, including state wildlife lands, where they grow grains for their animals to eat. ►

◀ Growing their own feed—and selling it to other farmers—is one of the practices that has made their farm more sustainable.

They also sell firewood from the trees on their land and host bee hives for Carlisle Honey.

Diversifying their products and adapting to changing circumstances are part of what keeps the farm thriving. When the farm's dairy burned down, the family decided not to rebuild it but to construct a kitchen instead. Baked goods, preserves, pickles, jams, jellies and more are now a part of their product mix. Fran recently hosted an egg hunt and a hayride and has invited a harpist to perform for the Solstice, in a nod to the agri-tourism trend.

Spring Brook Farm has its own year-round store in addition to attending six farmers' markets. The farm sells its beef wholesale to the Weston Public Schools and has its own CSA (community-supported agriculture), though Fran concentrates on the retail market. The CSA is only for 20 families and she's a reluctant participant in this popular trend. She has begun offering more flexible "freedom shares," prepaid coupons that can be used to purchase products at any time.

"You can go in lots of directions," she notes. "The goal is to hold on to the core."

Support from the town has been an important factor in the farm's success but Fran's son Scott acknowledges that the proximity to Boston brings a lot of development pressure. He foresees more million-dollar mansions and industrial parks in the future. But, he notes, "We'll still be here."



Tomato plants thrive in a Spring Brook Farm greenhouse.

Market Moves to New Location

The 24th market season begins in a new location at the corner of **School and Lexington Streets in the Government Center Lot**. The site is 1½ blocks from the old market location and has on-site parking (accessible from Lexington Street) as well as convenient parking at the Central Square Parking Deck (accessible from both Common and Lexington Streets). The site is wheelchair-, stroller- and bike-accessible. The market runs every Saturday, **9:30 a.m. to 2 p.m.**, rain or shine, **June 14 to November 8**.

The committee is deeply grateful to **Lou Karger and Northland Development Corporation**, for hosting the market for many years and look forward to having the residents of their new development as market customers. We are also

grateful to the **City of Waltham** for hosting us at the new location.

Street-pole banners, adapted from our new poster design (by Neva Corbo-Hudak), are supported in part by the **Waltham West Suburban Chamber of Commerce**.

Since 2011, SNAP (Supplemental Nutrition Assistance Program, formerly known as "food stamps") customers have been able to use their benefits at the market. In 2012, WFM began a program of **matching SNAP purchases** up to \$10 per customer per week, resulting in \$1,091 additional purchases free to those shoppers and also boosting farmers' sales. In 2013, we were able to match \$2,220 of SNAP purchases. This season, the market will continue to match SNAP sales using generous funding from **Waltham Fields Community Farm, First Parish in Waltham, Waltham Farmers' Market** and **Watertown Savings Bank**.

The Market Committee says farewell and thank you to outgoing member **Claire Kozower**, who continues her support via **Waltham Fields Community Farm**.

2013 Season Thank You's

Thank you to our wonderful **vendors**, who make the market what it is. Thanks to the many performers, who add yet another incentive to attend the market. Thanks to our concert sponsors, **Watertown Savings Bank, The Elephant Walk, Waltham Cultural Council, Doctors Express, RevoluSun** and **European Wax Center**. Thanks to the **Jones Partnership Fund** for their support of the SNAP/EBT and credit/debit card program. Thanks to **Lou Karger and Northland Development Corporation**, who generously hosted the market. Thanks to our market master, **Leo Keightley**, and to **Jim O'Brien**, who helps set up the market. Thanks to **Mass Farmers' Markets**, for insurance. Finally, thanks to our **loyal customers**, who have kept the market going strong for so many years!

—**Martha Creedon, Elisse Ghitleman, Claire Kozower, Jennifer Rose, Marc Rudnick, Scott Shurr and Dan Taylor, Market committee**

THE CULTIVATOR, a publication of the **Waltham Farmers' Market**
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