

# Harvest News

**ADIRONDACK HARVEST**

*In coordination with Cornell Cooperative Extension of Essex County*

**Fall 2006**

## *A Year of Transition for Adirondack Harvest*

### *Anita's Update....*

- **What's Been Happening?**

I'm sorry that we have not been very communicative with our membership. However, we *have* been busy. Here is a brief list of the major changes in planning and proposals for the future.

- **Susie Becker Resigned**

Susie Becker was our point person for Adirondack Harvest for over a year. Among her accomplishments were the Harvest Festival Tours, Harvest Dinner, and Farmers' Market Cook-Offs; the delivery pool organization; making many connections with restaurants looking for local fresh food; and of course the newsletters. Susie really was the face of Adirondack Harvest and we miss her.

- **Blue Ribbon Panel**

The Board decided that we needed a review of our purpose and structure so a "Blue Ribbon Panel" was called. Bill Johnston, Dan Connell, and Ron Ofner spent several days interviewing Board members, farmer members, chefs, and

others to hone in on a plan for the future.

Their recommendations included formalizing the voting members of the Board of Directors, establishing a reporting structure, and revamping our by-laws. They

*(Continued on page 4)*

## ***NOTICE OF ANNUAL MEETING***

It's that time of year again! Time for all our members, friends, families and anyone interested in Adirondack Harvest to come together for food, fun, networking and business! Chefs, store owners, farmers and agricultural supporters can mingle and connect at this ***potluck*** event. Business to cover will include election of the 2007 Board of Directors, review and vote on updated by-laws (for a copy contact Laurie at 962-4810 x404 or [lsd22@cornell.edu](mailto:lsd22@cornell.edu)), vote on your chapter representatives, learn about website changes and the agritourism grant, and make suggestions for future Adirondack Harvest focus.

***Thursday, November 16th***

***5:30 pm***

***Rivermede Farm***

***49 Beede Lane***

***Keene Valley, NY***

***Bring a dish to share!***



***Traveling on Rt. 73 through Keene Valley, look for Beede Lane just north of the center of town—it heads east. Rivermede Farm is the second driveway on the left after the bridge. House is at the end of a long dirt drive. Rob Hastings can be reached at 576-4686 for more information.***

*"We envision a picturesque and productive working landscape connecting local farmers to their communities and regional markets.*

*Our goals are to increase opportunities for profitable and sustainable production and sale of high quality food and agricultural products; and to expand consumer choices for locally produced healthy food."*

# Essex County Chapter Updates

## 2006 Essex County Fair

Adirondack Harvest presented its annual “Taste of the Adirondacks” booth at the Essex County Fair this year. Local foods were prepared for the fairgoers and free samples were distributed. Featured products were **Severance Farm’s** delicious goat sausage, **Clover Mead Farm’s** heavenly feta, smoked feta and spreadable cheeses, **Merrick’s** freshly baked breads, **Rehoboth Homestead’s** sweet and juicy heirloom tomatoes and **White-face Mountain Gourmet’s** tangy maple barbeque sauce.

Adirondack Harvest also teamed up with the good cooks at Eat Smart NY!, providing them with local veggies to make free samples of fresh gazpacho.

## Harvest Festival Week

The 2006 Agricultural Heritage Harvest Festival Week was very busy! An unprecedented 30 farms and other agricultural venues signed up to be part of the Festival Week tour schedule. Some tours hosted hundreds of visitors. In 2007 we hope to include every Adirondack Harvest member who would like to open their farm to the public for a few hours—it’s a great way to meet your farming neighbors!

We also teamed up with

Keene Central School to help them provide a back-to-school meal of local food and we showed kids how to make homemade applesauce (with apples provided by Gunnison’s Orchard) in the afterschool programs at Westport, Ausable Valley and Keene.

The Harvest Festival Week was celebrated at some Essex County farmers’ markets with chef demonstrations by Matt Baldwin of the Deers Head Inn and Green Goddess Foods caterers.

## Adirondack Farm Express

We regret to report that Adirondack Farm Express, formerly the “delivery pool” is no longer in service. Rob McDowell, the coordinator/driver of the program has decided to invest his energies in his own agricultural ventures, primarily, his vineyard. While we will sorely miss his services in this successful integration of farmers, stores and restaurants, we toast his wine business!

If you would like to help us get the delivery pool up and running for next year, please contact us.

## Website Changes

Be sure to check out your

member listing on our website, [www.adirondackharvest.com](http://www.adirondackharvest.com). We have a new map which enables better placement of icons and allows us to expand into the whole Adirondack Park zone.

Let us know if we have information wrong or missing and we will update it. And check to see that your farm/store/restaurant icon is placed correctly. We used latitudes and longitudes for placement and we may not have hit all of them precisely!

## Potato and Cabbage Taste Test Trials

In collaboration with EatSmartNY and the FMNP, the Essex County chapter of Adirondack Harvest was able to promote NY grown potatoes and cabbage at four Farmers Markets this year: Schroon Lake, Keene, Lake Placid and Elizabethtown. The taste test trials were well received at all sites with at least 50 people filling out the taste test surveys.

*Unless otherwise noted, all articles in the Harvest News are written by Laurie Davis, Adirondack Harvest Coordinator. Contact her at 962-4810 x.404 or [lsd22@cornell.edu](mailto:lsd22@cornell.edu) for submissions to upcoming quarterly newsletters.*



# Adirondack Harvest Chapter Updates

## Franklin County Chapter

By Bernadette Logozar

This year, products from Adirondack Harvest went to New York City for the International Restaurant and Food Service Show, the Winterfest in Central Park as well as New York Farm Day North (Canandaigua, NY) and New York Farm Day South (Washington D.C.) Michele Ledoux, Director of CCE Lewis and Bernadette Logozar, Rural & Ag Economic Development Specialist, CCE Franklin showcased North Country products at all the above events.

Harvest Festival Week 2006 had five farms in Franklin County that opened their doors to visitors. According to Dave Rotman of Plumb Hill Farm "this was the busiest week of the entire season". The Rotmans have a u-pick raspberry operation on Rt. 11 West of Malone.

In collaboration with EatSmartNY and the FMNP, Adirondack Harvest was able to promote NY grown potatoes at the Farmers Markets this year by sponsoring the "Potato Taste Test Trials" at the Malone and Akwesasne Farmers' Markets in Franklin County. We had 35 people who took part in the potato taste test.

For more information regarding the Franklin County Chapter please contact Bernadette Logozar at 518-483-7403.

## Southern Chapter

By Elizabeth Mangle

The Southern Adirondack Chapter's Farmers Markets (Warrensburg Farmers Market and Oak Mountain Farmers Market (Speculator)) participated in the Adirondack Harvest Survey. Here is a brief summary of what customers thought about local Adirondack products and the farmers markets in general.

The customers of the two markets agreed on several topics:

- most found farmers market by road signs and friends telling them
- both had most people coming weekly, with a fair amount coming less than 5 times
- majority of customers don't visit other farmers markets in the park,
- most people felt that origin of the product was either very or somewhat important,
- the blue line is what they consider local

Some differences between the results of the two surveys:

- majority of Warrensburg FM customers were year round residents where Oak Mountain FM were summer residents.
- Warrensburg FM customers preferred high quality where as Speculator FM customers preferred not only high quality but also local products,
- 250 attend the Warrensburg

Market, 100 attend Oak Mountain

- Warrensburg customers felt that it was very important that the actual producer be at the booth where the people in Speculator felt that it was not important.

The survey results are being utilized by the farmer's market managers to understand their customer's interests and make any necessary improvements.

I would like to thank Marc Usher, Coordinator Greater Adirondack Resource Conservation and Development Council, for his effort in the development of a grant for outreach materials for AH farmers markets in the southern region. Unfortunately, the grant was not awarded but we thank him for taking the time to put in the proposal.

Our region will continue to assist producers and farmers markets in any way we can. Please contact Elizabeth or Marc with ideas or questions.

For more information regarding the southern region please contact Elizabeth Mangle, Hamilton County Soil & Water Conservation District at (518) 548-3991 or Marc Usher at Greater Adirondack Resource Conservation & Development, (518)623-3090

## Clinton County Chapter

If you are from Clinton County and would like to carpool to the annual meeting contact Beth Spaugh: beth@rhomestead.com or call 643-7822.

## *A Year of Transition continued...*

also recommended that we hire a half time staff person to implement our marketing plan.

- **Changes to the Bylaws**

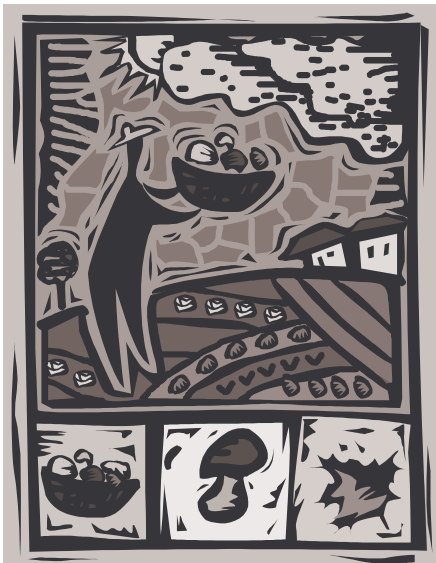
If you would like a copy of the proposed by-laws simply contact Laurie Davis at [lsd22@cornell.edu](mailto:lsd22@cornell.edu) or (518) 962-4810 x404. Here is brief summary of bylaws:

Our mission remains the same but we added the following responsibilities for the Board of Directors:

- 1) Sponsor projects;
- 2) Oversee and assist the activities of the Chapters, and
- 3) Oversee the use of the name "Adirondack Harvest" and the use of the "logos"

As before, we have the overarching Board of Directors for the Corporation. They make the financial decisions, set priorities, and guide the general course of the Corporation.

The Board of Directors for the Corporation currently are:  
At Large member – Tom Both  
Restaurant or store – Open



Tourism or Industry – Open  
Clinton Chapter – Beth Spaugh  
Essex Chapter – Rob Hastings  
Franklin Chapter – Jane Desotelle  
Southern Chapter – Elizabeth Mangle

And 2 appointed members:  
1 appointee from the Cornell Cooperative Extension Association of Essex County Board of Directors as liaison since they manage the funds, staff, and not-for-profit status. –

Barbara Papineau  
1 appointee from the Essex County Board of Supervisors since they provide \$18,000 per year – Gerald Morrow

The 4 Chapters representatives have full voting privileges. The Chapters represent our membership by region. They have their own structure and activities, but they should annually elect someone to represent them on the Board of Directors. Before using the Adirondack Harvest name in a project they should contact the Board of Directors for approval.

We have 4 advisory committees and an Executive Committee. The advisory committees meet periodically and make recommendations to the Board of Directors as to needs, priorities and new ideas. Anyone and everyone can serve on an advisory committee. Just let us know if you are interested and will put you on the mailing list.

Marketing – Jane Desotelle  
Farmer Liaison – Rob Hastings  
Events – Tom Both  
Nominating – Tom Both

This structure ensures proper tracking of funds and employment practices for staff.

- **Laurie Davis**

The Board realized that all of the work of the organization would require assistance so they hired a staff person, Laurie Davis.



Laurie comes to the organization as a member of Adirondack Harvest and co-owner of Harvest Hill Farm in Willsboro. For the past 13 years she, along with her husband Mike and their 3 sons, has raised vegetables, cut flowers, herbs and pastured poultry on their farm. She has been a vendor at the Elizabethtown Farmers' Market, has run a 25 member CSA (community supported agriculture), and this past summer opened her own farm stand. Additionally, she has served on the board of the Adirondack Farmers' Market Cooperative for several years. She is very happy to be part of Adirondack Harvest as she believes strongly in the concept of "buy local" and the preservation of Adirondack agricultural land.

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## Upcoming Workshops

**Vegetable Production:** From Greenhouse to Market: A Three-Day Farmer-to-Farmer Workshop for Farmers. **December 11, 12 & 13, 2006** United Methodist Church; Corner Henning & 5th Avenue; Saratoga Springs, NY.

The workshop will focus on all aspects of greenhouse production, crop varieties, field production (including soil management, tillage, cultivation, & rotations), insect & disease management, recordkeeping for profitability, harvesting techniques, post-harvest handling/storage, and marketing. This workshop is designed for all levels of farmers with any size farm and any type system (conventional, organic, sustainable, etc.). Presenters will be:

**Dan Kaplan;** Brookfield Farm; Amherst, Massachusetts. Dan's expertise lies in his ability to manage labor, simplify record keeping, and balance good business practices with quality of life concerns. **Paul Buccigliola;** Fort Hill Farm; New Milford, Connecticut. Paul's strengths in operating a farm are in soil and weed management and in managing plant growth and development. **Jim Crawford;** New Morning Farm; Pennsylvania. They grow about 50 different crops, which are uniquely marketed direct to consumers in the D.C. area. **Jack Hedin;** Featherstone Farm; Rushford, MN. Diverse successful farming techniques will be highlighted. **Registration:** Participants MUST pre-register. Please register early space is limited. Registration costs \$175 per person. Email Sandy for registration form. Sustainable Farmers Network, c/o Sandy Arnold, 118 South Valley Road, Argyle, NY 12809. 518-638-6501, arnold3@capital.net.

**Vegetable, Herb and Flower Production in the Adirondacks**

**Saturday November 18 from 10 am to 3 pm Cornell Cooperative Extension in Westport.** Rob Hastings of Rivermede Farm will present a

workshop on growing profitable direct market vegetables, herbs, fruit, and flowers in the Adirondacks. He will describe his planning processes, his operation, price setting and marketing techniques. There is a \$5 charge for materials. Lunch is another \$5 or bring your own. Pre-register with Anita Deming at (518) 962-4810 x409.

**The Organic Dairy Decision - Focus on Transition to Organic. Friday, November 29th, 11am – 2pm**

We will have current organic farmers present a talk about their operations and help with questions. An organic dairy processor field person will be available to answer questions about programs and markets in the area. The NOFA NY Transition team will also be involved to help with any questions. Fay Benson will go over the use of the workbook "The Organic Decision." Each participant who is in transition or thinking about it will receive this workbook, produced by NY FarmLink. To attend this workshop, please register with CCE Franklin Co. Denise Lavoie at 483-7403. Sponsored by the NY Farm Viability Institute, Cornell Small Farms, and the NOFA NY Transition team. You can carpool with Anita. Call 962-4810 x409.

**Tax Workshop. Monday, December 4. For dairy farmers from 1pm to 3 pm. For small business owners from 6 pm to 8 pm. Cost \$5**

Topics: Things you should know before you close the books on 2006. When to have another set of eyes on your books. How to choose a tax pre-

parer. What you need to know about entities and more complicated issues. Speakers: Dan Galusha, Consultant and Tax Practitioner, First Pioneer Farm Credit. Contact Bernadette Logozar to preregister at 483-7403

**Natural/Organic/Grass-fed Sheep, Beef, Hogs, Chickens and Turkeys Saturday December 2<sup>nd</sup> from 10 am to 3 pm. Cornell Cooperative Extension in Westport**

Peter MacDonald raises and markets grass fed, organic livestock he calls "the big six:" sheep, beef, hogs, chickens, eggs and turkeys from his 200 acre farm in the Finger Lakes. He is NYS licensed to slaughter poultry on-farm. He markets on the web site [www.pasturepride.com](http://www.pasturepride.com). Peter will describe his cultural practices, his husbandry practices and marketing including the costs of production and profitability. There is a \$5 charge for materials. Lunch is another \$5 or bring your own. Pre-register with Anita Deming at (518) 962-4810 x409.

**Dairy Producers' Workshop on Cheese-making: The Chemistry Behind Making Cheese Safely Thursday Dec. 7th, 2006 at 10:45am**

CCE Office – Clinton County 6064 Route 22 Suite #5 Plattsburgh, NY. Also in Tompkins, Delaware, Jefferson, and Chautauqua Counties. This is the Second Distance Learning Opportunity on Farmstead Cheese Production. This workshop is to help the producer understand the process of cheese making. Dave Brown, veteran Food Scientist/Extension with Cornell University, will give the main presentation. We will also have site inspectors with the State Ag & Markets program to answer questions. Contact Amy Ivy, (518)561-7450 or [adi2@cornell.edu](mailto:adi2@cornell.edu) to register.

**2007 NYS Farmers' Direct Marketing Conference, The Food Less Traveled: How Good Local Food Contributes to Healthy People Thursday to Saturday January 18-20, 2007 Owego Treadway**

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## Transition cont...

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### • Annual meeting

We need to involve our membership at least once a year to report on our activities and hear your needs for the future. Rob Hastings has invited us to his family's home to share food and ideas, to hold elections, to review the by-law changes and get to know one another. If you have wondered about Adirondack Harvest and what it can do for you, then coming to this meeting will help you understand our complicated workings, the grant restrictions, and goals for this organization. Votes that need your input at the annual meeting:

1. Bylaw changes
2. Board members
3. Chapter representatives
4. A proposal from the Farmer Liaison Committee to do away with the dues and just ask for donations.
5. A proposal from the Board of Directors to get signatures from those wishing to be members re code of conduct when using the logo etc.



## Pricing Articles Available

“What is in a price?” asks Bernadette Logozar, Rural & Ag Economic Development Specialist in Franklin County. If you're like most farmers you may feel that the growing is the easy part—the finances are much trickier, especially what to charge your customers.

Adirondack Harvest has two excellent articles on pricing available for free: “What is in a Price?” by Bernadette Logozar and “Pricing Strategies” by Anita Deming. If you would like copies of either or both of these please request them from Laurie: [lsd22@cornell.edu](mailto:lsd22@cornell.edu) or 518-962-4810 x404.

Would you rather receive this newsletter electronically and save a tree? Let me know! Email me at [lsd22@cornell.edu](mailto:lsd22@cornell.edu)

## Workshops cont...

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### Inn

Topics include: Personal health; Economic health for farmers and communities; Environmental health; Healthy farm families; Healthy neighbor relations; Health and hospitality on the farm; Healthy farm collaboratives; and Healthy children/Healthy communities. The conference will feature **pre-conference workshops**, as well. The Farmers' Market Federation of NY will be holding a **special market manager training program**. The **NY Small Scale Food Processors** will be hosting workshops: Healthy practices for healthy foods; All you need to know to become a 20C licensed kitchen; and Nutrient analysis and why it's important. For more information, call the NYSFDMA office at 315-475-1101 or email [diane99@dreamscape.com](mailto:diane99@dreamscape.com) or call the NY Farms! office at 607-659-3710.

### High Tunnels Farm Tour of Two Farms in Massachusetts Wednesday, November 8, 12:00 noon to 3:30 pm

High tunnels are greenhouse-like structures that offer farmers an inexpensive means to extend growing and marketing seasons, intensify production, and reduce weather-related risk. Learn how a handful of experienced farmers use these cost-effective structures to grow early tomatoes, cucumbers, salad greens, cut flowers and a wide range of fall and winter salad crops.

The tour will visit two farms in Massachusetts' Pioneer Valley — Red Fire Farm in Southern Hampshire County, and the Hampshire College Farm located on the Hampshire College campus in Amherst. There is a half hour drive between the two stops.

This tour, sponsored by the Regional Farm & Food Project, is made possible by a grant from the Northeast Sustainable Agriculture Research and Education program

Please contact Billie Best at 518-271-0744 or [billie@farmandfood.org](mailto:billie@farmandfood.org)

## Farmers' Market Survey Results

During the late summer of 2006, Adirondack Harvest conducted rapid market assessment surveys at 6 local farmers markets. Customers at markets in Elizabethtown, Keene, Lake Placid, Warrensburg, Speculator and Wilmington were polled using a "dot survey" which asked a list of questions and required participants to place dots next to their choice of responses on large poster boards. Customers were asked where they had heard about the market, whether or not they were a year-round resident or summer only, how often they frequented the markets and what sort of products they look for, in particular the quality and origin.

A total head count was taken at each market with ranges from 65 customers (Wilmington) to 650 (Elizabethtown). The six market total of over 2000 people attended these markets on the days surveyed, of which approximately 330 were surveyed.

Majority of people attending the markets had heard about the farmers markets through word of mouth (friends or other contacts) (24%), from road signs (21%), or the New York State Farmers Market Nutrition Program (27%). Some results that are of interest to Adirondack Harvest, which funds printed campaigns, is the fact that only 4% of people surveyed had heard about the markets from tourists guides. Market sites such as the Keene Market, which is on a major thoroughfare through the High Peaks, saw much of its business from "drive-bys". Both Elizabethtown and Keene saw much heavier exposure due to the presence of the Nutrition Program than the other four sites.

Overall, most customers (43%) were year-round residents with slightly fewer people being summer residents (32%) or just visitors (26%). While Elizabethtown, Wilmington and Warrensburg were

heavy with year-round residents, Keene saw more visitors (as expected from the "drive-by" exposure mentioned above). Lake Placid split equally between year-round and visitor-type customers and Speculator was mostly summer residents. When customers were asked whether or not they visited other markets in the Adirondacks it was fairly even, although more said "no" (57%) than "yes" (43%). Speculator, especially, had loyal customers with 95% saying they don't frequent any other farmers markets.



Customers were asked a series of questions on whether they preferred high quality, cheap price or local products. Overall, only 7% were looking for low-priced bargains, whereas high quality (40%) and local products (53%) were favored. These percentages were reflected in the results for the individual markets as well.

When asked how important the origin of the farmers market product was to them, the customers overwhelmingly (62%) stated that it was very important with another 32% claiming it was "somewhat important". With this in mind, we asked them what they considered to be "local" in terms of product origin. Across the board, the majority of people (56%) consider "local" products to be originating

within the Blue Line denoting the boundaries of the Adirondacks. Interestingly, overall, the second highest category deemed as "local" was "including Vermont", however the numbers influencing this percentage came from the Elizabethtown, Keene and Lake Placid surveys. The Warrensburg and Speculator surveys showed "all of New York state" to be the second highest category in the definition of "local".

As Adirondack Harvest seeks to promote local agricultural ventures and products by developing a "local brand" with the organization's label, we were particularly interested in whether or not customers want to see Adirondack products identified as such. The results of our survey showed that a majority (64%) consider it very important to see an Adirondack label, while another 28% feel it is "somewhat important".

The final question asked customers how important it was to them that the person at the market booth be the actual producer. Most (78%) said that it was very to somewhat important, although 22% felt that it was not important. These customers often communicated verbally that while it's great to meet the actual farmer or producer, they understand if that person has sent someone else to the market to sell for them.

In conclusion, farmers markets in the Adirondacks are vibrant centers of commerce with a good mix of customers who are finding the markets mostly through personal communication and road signs. The majority is looking for high quality, local Adirondack products and is hoping to see labels identifying these products. Adirondack Harvest will use this information to further its mission to promote local producers and connect them with farmers markets, stores and restaurants.

# IMPORTANT: NOTICE OF ANNUAL MEETING!

Cornell Cooperative Extension of Essex County  
PO Box 388  
Westport NY 12993



NONPROFIT  
PRESORTED  
STANDARD  
U.S. Postage Paid  
Westport, New York  
Permit No. 3



## Marketing Opportunity!



With funding from the New York Farm Viability Institute, Inc., Morrisville State College's Computing and Information Technologies Professor Kim Mills, Agricultural Business Assistant Professor Sheila Marshman and 20 producers and processors are developing a model for farmer-to-consumer selling via the Internet. The new online farmers' market aims to increase the profitability of each participating farm by at least ten percent in the first year with a four-year cumulative profit in excess of \$4 million for more than 500 participating farmers from across New York State.

The website will immediately showcase the diversity of New York farm products. The initial product line-up from 20 producers/processors, will include maple products, fruit jams and jellies, herbs, alpaca yarn, evergreen wreaths, sausage, wine, honey, ice cream and other frozen prepared foods featuring NY-grown produce and products.

Mills and his Morrisville State College students are developing product profiles and the electronic storefront. The initial target audience will be primarily within New York State to draw on the increasing consumer loyalty to buying New York products. The new website at [www.newyorkfarmmarket.com](http://www.newyorkfarmmarket.com) is expected to be live by the end of the year.