



Harvest News

ADIRONDACK HARVEST

In coordination with Cornell Cooperative Extension of Essex County Fall 2008

"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."

Coordinator's Report

By Laurie Davis

Much of the frantic growing season is over, but hard work remains—cleaning up the fields, storing the harvest, tucking in the animals for the winter. Some of us sell the products we're producing right through the holiday season and beyond. For me, it's not only a time to wrap up my farming season, but I have a chance to reflect on Adirondack Harvest's year. What have we accomplished in 2008 and what is calling for our focus next?

In 2008 we truly expanded. So far this year we have welcomed 39 new farmer/producer members and 13 new stores & restaurants (our total membership is approaching 400!) We have launched a more user friendly version of our web site. We received national exposure by doing an interview for Gourmet magazine and our Three Farms DVD was shown on television as far away as California.

Plans for next year? We have an extensive list, but we want to hear your ideas. Please add the Adirondack Harvest Annual Meeting in January to your day planner (details to the right). See you there!



Prize winning rutabagas on display at Adirondack Harvest's First Annual Great Adirondack Rutabaga Festival in Keene, NY

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 networking and business! Chefs, store owners, farmers and agricultural supporters can mingle and connect at this event. Business to cover will include review of by-laws, election of the 2008 Board of Directors, voting on your chapter representatives, learning about our new grant, and making suggestions for future Adirondack Harvest focus.

SAVE THE DATE!

THURSDAY, JANUARY 15, 2009

We are still working out details of times and locations. It is our goal to hold this meeting by videoconference to minimize traveling time and expense for our members. Some sites may hold potluck meals and chapter meetings at this time. Please contact your local Cornell Cooperative Extension or chapter contact (see page 3) for more information.

Adirondack Harvest Chapter Updates

St. Lawrence County Chapter

By Betsy Hodge

Cornell Cooperative Extension of St. Lawrence County and the Canton Chamber of Commerce teamed up to hold the 10th annual Harvest Festival on September 27th. A grant from Ag and Markets helped to provide a free local foods tasting prepared by the 1844 House restaurant. The Festival was held at both locations of the Extension farm: at the office complex and at the Extension Learning Farm (ELF). Activities at the office area included a sorghum grass maze, pumpkin painting (pumpkins we grew ourselves!), a fire safety house, a physical activity program for kids, the ag plastics baler, horse and wagon rides and more. At the ELF there were representatives of the honey industry, maple growers, sheep farmers and meat goat farmers. There were also family activities like scarecrow building and Brittany-the-Pig's birthday party. Our sheep and new lambs, chickens, turkeys, ducks, horse, goat and llamas are always a big hit and the beef cattle were in view out on the pasture. There were also many members of the local farmers markets at both locations.

We tried a passport program at the ELF. Kids could pick up a passport when they arrived at the farm and then visit the different vendors for a stamp. When their passport was full,

they brought it back to the table to receive a prize of a jump rope (to encourage physical activity). The Dairy Princess was at both locations and helped scoop the ice cream Sundae for everyone after the birthday party.

Despite the drizzling weather, we had about 1300 people attend during the day. The Harvest Festival wouldn't be possible without a lot of staff planning time, volunteers and family members that help out that day and many organizations that participate.

Clinton County Chapter

By Anne Lenox Barlow

The Clinton County Chapter had a busy, successful summer and fall. Membership has continued to grow. During the summer, the chapter created a display that was taken to the Clinton County Fair, where we shared a booth with the Farm Bureau. Besides photographs, the display included brochures and examples of nonperishable products our member farms have to offer. Members donated gift certificates for a raffle and we had approximately 300 people enter! The display was also taken to the Plattsburgh Farmers and Crafters market and is available for display at other locations.

During September, four members opened their farms for a tour to celebrate Adirondack Harvest Week. While attendance was lower than we hoped for, those who attended the tours had a great time and look forward to next year's

events. The event was promoted on the Adirondack Harvest website, in North Country Gardening, the CCE Newsletter, through fliers, and through in area newspapers.

Damian Gormley, our board representative, resigned from his position this past August. We were sad to see him go, but we understand that his farm is his first priority and running a farm takes quite a bit of time and energy. We thank Damian for his support and are currently looking for a replacement who is interested in helping maintain and promote a vibrant Adirondack Harvest chapter.

On that note, we will be holding a chapter meeting at the Cornell Cooperative Extension office in Plattsburgh on **Monday November 24th at 6:00pm**. The meeting will be a potluck dinner to celebrate a successful summer and fall, elect a new board member, and to plan for the upcoming winter. For more information call the Cornell Cooperative Extension Office Clinton County at 561-7450.

Essex County Chapter

By Laurie Davis

In Essex County we have been a flurry of summer activity. In mid-August we held "A Taste of the Adirondacks" at the Essex County Fair. Local food was served including sweet corn, grass-fed beef, maple candy, milk and fruit pies.

This year during Harvest Festival Week, the Essex County chapter featured farm

Adirondack Harvest Chapter Updates



Essex County Farm Bureau president Eric Leerkes and his daughters help give out samples of local food at the Adirondack Harvest booth, Essex County Fair

tours in a new format. To highlight the connection between local farms and local restaurants we devised tour trails that led through various farms and ended at restaurants. On September 11 we featured the "Turtle Island Tour Trail" which led from Essex Farm, in Essex to Carriage House Garden Center and Ben Wever Farm, both in Willsboro. The trail ended at Turtle Island Café in Willsboro where the menu was laden with local fare including harvest vegetable soup, heirloom tomatoes, apple wood smoked pork chops and Sayward's sweet corn.

On September 13 we followed a second route, the Deers Head Inn Tour Trail. It began at Ledge Orchard in Crown Point where Jessica Chevalier grows vegetables for farmers markets, stores and restaurants. The trail led next to

Swamp Sparrow Organic Farm in Westport (formerly the "Marsh Farm"). Here Kim McLaughlin and Jo-Ann Florida run a small certified organic dairy farm and sell the milk to the Organic Valley Cooperative. We ended our farm tours at DaCy Meadow farm, also in Westport, and were treated to a wagon ride out to see the grass fed Dexter and Scottish Highland beef cattle. The new oxen, Barnum & Bailey were on hand to show off their skills as working beasts. The dinner at the Deers Head Inn was delectable, as always. Their Autumn Bisque, made with winter squash and apples is a real taste treat!

Unless otherwise noted, all articles in the Harvest News are written by Laurie Davis, Adirondack Harvest Coordinator. Contact her at 962-4810 x404 or lsd22@cornell.edu for submissions to upcoming quarterly newsletters.

OUR NEW WEBSITE IS NOW ONLINE. IT MAY NOT LOOK DIFFERENT AT FIRST, BUT WE'VE MADE SOME MAJOR CHANGES. TAKE SOME TIME TO EXPLORE IT, CHECK YOUR LISTING IF YOU HAVE ONE AND GIVE US SOME FEEDBACK. SEND US A PHOTO OF YOUR FARM AND WE'LL ADD IT TO YOUR LISTING!

Essex County Chapter

Contact Laurie Davis at 962-4810 x404 or lsd22@cornell.edu to participate in the Essex County chapter.

Jefferson, Lewis and St. Lawrence County Chapters

These three counties are currently organizing chapters. If you would like to help organize and participate in one of these county chapters please contact your Cornell Cooperative Extension office. Extension Educators in these counties are prepared to assist member efforts to have functioning chapters here.

Franklin County Chapter

Contact Jane Desotelle at 425-3306 or janedesotelle@earthlink.net to participate in the Franklin County chapter.

Clinton County Chapter

Contact Damian Gormley at 293-8226 to participate in the Clinton County chapter.

Southern Chapter (Hamilton & Warren Counties)

Contact Teresa Whalen at 518-466-5497 or taawhalen@yahoo.com to participate in the Southern chapter.

CROWN POINT AFTER-SCHOOL GARDEN



Whitney Hay and Isaac Landry bring in their harvest of October sweet corn.

The kids are really growing in Crown Point, NY - growing a huge garden! Adirondack Harvest recently paid a visit to Crown Point Central School to see what they were doing to bring local fresh food into the classroom.

AIS teacher Charlie Harrington and teacher assistant Kathy McCord are the adult supervisors behind this after school project which is funded by the 21st Century After School Program. Kids from grades 5 to 8 and some high school GED students were involved. This grant funds the program right through the summer which means that the kids are around to make growing a school garden more achievable. The gardening project was just one of several options available to the kids each day, so Charlie had varying amounts of "kidpower" to work with. About 40 students

participated, doing anything from choosing and planting seeds, working in the greenhouse, transplanting, weeding and harvesting.

And what did they do with their garden bounty? After they harvested, the kids let the school cafeteria manager have first pick of the crops. Then the rest was offered for sale at their farmstand. When the kids had to leave, the senior citizen program took over. Students were able to take home produce that didn't sell. All proceeds from the veggie sales were collected for "seed" money for next year's garden.

It was an ambitious project - the whole garden was about 6 acres with 4 acres in sweet corn, one in cabbage and potatoes, then one in mixed vegetables that included lettuce, broccoli, tomatoes, winter squash, pumpkins and strawberries. There was so much food they decided to learn how to freeze tomatoes. The cafeteria is able to use these right into the winter.

What do the students think about this? Says Isaac Landry, "It's amazing! A long time ago I didn't like vegetables, but now I can't wait to have them." The cafeteria was very happy to have good vegetables and noted that the kids actually ate the squash. "I like cabbage. It's the best! I'd never eaten it

before. I also like to take home the extra corn!" commented Whitney Hay.

Charlie said that the kids have gained extra skills with the garden such as marketing and financial sense, recognizing the benefits of gardens and fresh food, working cooperatively and making community connections with senior citizens and others.

Community input was much appreciated: Bud & Brenda Putnam provided property for the farmstand, Carl & Debbie Ross donated the wood to build the stand, Mr. Harrington provided the greenhouse, equipment and farmland and Hammond Chapel was used for washing the vegetables.

Will Crown Point continue this after school venture? That depends on continued funding from 21st Century, but it appears that there's an abundance of young hands eager to reap the benefits of fresh food.



Crown Point teacher Charlie Harrington, center, husks corn for the school cafeteria with his after school students

Adirondack Harvest Farmer Receives Glynwood Award

Glynwood, the not-for-profit organization that helps communities save farming and conserve farmland by empowering them through educational and community-based agricultural initiatives, honored the winners of its sixth national Harvest Awards on Monday, October 27 at Beacon restaurant in New York City.

The Harvest Awards were created by Glynwood in 2003 to highlight the creative work by individuals and organizations from across the country that do an exceptional job of supporting local and regional agriculture and increasing access to fresh, healthy food. The Awards help to identify and promote “best practice” ideas with the goal of inspiring others to take action within their own communities and build urban-rural coalitions in support of regional farms. “It is a testament to the growth of the sustainable agriculture movement that Glynwood received over 60 nominations from more than 20 states to consider for our sixth annual Harvest Awards,” says Judith LaBelle, President of Glynwood Center. “We are inspired to see a continued raising of the bar as to what is regarded as special and exemplary from our candidates. This year we saw a trend towards efforts designed to encourage increased production of food in urban areas and to expand access to underserved communities. There has also been an increase in projects designed to bring farming back to regions that until recently had been written off and in the development of innovative techniques that work to extend

the farming season in regions where the growing months had previously been considered too short to bother.”

The Glynwood Farmer Harvest Award goes to:

**Robert Hastings,
Farm Manager, Rivermede
Farm, Keene Valley, NY**

Robert Hastings is both an exceptional innovator and recognized community leader. Hasting has successfully pioneered advances in season extension and pesticide-free production on his farm; he has installed a photovoltaic system for the farm’s electrical needs and a geothermal system to heat his greenhouses with the hope of being 90 percent oil independent in the next three years. Hastings is strongly committed to the philosophy that sharing innovation and successes with his fellow farmers makes for a

stronger agricultural community. His generosity of spirit has helped build a strong direct marketing community – his most recent project was to open a farm store that serves as a retail outlet for his and other farmers’ products and that helps educate visitors about the importance of supporting local farms. A founding board member of Adirondack Harvest and a member of the Cornell advisory committee to prioritize grant funding for agricultural projects, Rob is committed to mentoring and propelling the next generation of farmers, working tirelessly to conduct outreach to farmers across seven counties. *(Editor’s note: Adirondack Harvest members Sam & Denise Hendren of Clover Mead Farm in Keeseville won this award in 2006. In the 6 years they have existed, two Glynwood Harvest Awards have been given to North Country farmers!)*



Rob Hastings of Rivermede Farm in Keene Valley (second from left) and his crew get their hands dirty in the field. Rob recently received the prestigious Glynwood Farmer Harvest Award.

Smart Marketing



Does Your Marketing Program have a GPS? Part II

Debra Perosio, Ph.D., Lecturer
Applied Economics and
Management, Cornell University

In a previous article, the first part of your marketing plan, which focuses on the business as it stands today, was discussed. What type of business is it? What is its mission, vision? What are the business's strengths and weaknesses? Who is your competition? What is the industry like your business is part of, growing, declining??

This article focuses on the second part of the marketing plan. This component draws out the opportunities and needs for the business and articulates them into an objective that will guide your marketing plan and future marketing efforts.

By answering the following questions, you will have the second part of your marketing plan off to a great start!

Marketing Plan Objective

1. Think carefully about your SWOT analysis and answer the following questions:

- What are the identified strengths?
- What are available opportunities that the business should consider? Specifically, describe 3 possible opportunities.
- What can the business do to solve its weaknesses?
- What can the business do to defend against the threats?

2. Now you are ready to zero-in on the objective for your business's marketing plan. An objective is derived from your SWOT analysis and addresses the "business need" you identified in Component 1. This really defines what your plan will ultimately focus on.

a. Develop one objective for your plan. The objective must be one of the 3 opportunities you identified above.

b. Each Objective MUST be:

- Specific
- Measurable
- Implementable and realistic (i.e., feasible for the particular business)
- Specify a time frame. Below are examples of objectives... yours should be in this format!

"Increase the purchases of jams and jellies at my farm stand by 20% during 2009 by developing 3 new flavors, new signage at the market and through advertisements in the local weekly newspaper."

"Increase customers to my corn maze during the fall of 2008 by 25% by increased advertising, development of group rates and three special theme nights at the maze."

c. How will you assess and measure your success/failure in achieving your objective? Survey? Focus groups? Changes in gross receipts? Other? While there are

many ways to evaluate the success/failure of a marketing objective, typically a survey is a critical evaluation method. The survey can be administered by telephone, in person, by mail or via the internet. For a survey, think about the following:

- who and how many will be surveyed
- the specific data to be collected (Provide several sample questions)
- how the data will be collected (e.g. mall intercept, phone survey, etc.)
- how the data will be analyzed (i.e. manually or by computer) specifically how the data will be used as a measure of success

3. Target Market(s)

In the objective you just developed you have identified a target market or markets. Now you have to describe this market in detail. If it is the same target market you described in Component 1 you can simply refer to the previous section in your marketing plan for a complete description. By getting to know this target market really well you will be much better prepared to more accurately predict the types of advertising and promotions that will most likely appeal to them.

4. Points of Difference

What currently distinguishes the business in the marketplace? What makes you different?

Through the development of your objective, will there be a new or additional point of difference? Why or why not? (there should be points of difference...that is why you are doing a marketing plan!)

Smart Marketing

Does Your Marketing Program have a GPS? Part III

Debra Perosio, Ph.D., Lecturer
Applied Economics and
Management, Cornell University

In two previous articles which focused developing a marketing plan for your business, the first zeroed in on the business as it stands today, and the second drew out the opportunities and needs for the business and articulated them into an objective that serves to guide your marketing plan and future marketing efforts.

The purpose of this third and final component is for you to develop and explain the marketing program for the objective that you have just completed. Here you will explain in detail how the 4 “P’s” of marketing (product, promotion, place and price) are applied to the new initiatives developed for your business.

By following the outline below, you will have the final part of your marketing plan off to a great start!

A. Product

1. Please describe your new product/service in detail.
2. Explain how this new product/service will “fit” into and enhance the existing product/service mix

B. Promotion

Note: when selecting and developing promotional tactics they must be sufficiently well thought so that you could implement them tomorrow without having to do a great deal of additional work.

1. Choose and fully develop **2 promotional tactics** (or more) which will serve to advertise and promote the new product/service you are proposing. The following are some ideas to stimulate your

thinking: (*NOTE: The tactics that you choose may come from one, several or all of the following categories - or additional categories that you may think of. The choice of appropriate tactics is directly determine by the specifics of your business and the objective that you have previously chosen.*)
When deciding on promotional tactics, they should include tactics with **both a short and long term impact** (eg. a combination of promotional events and advertising).

- Fundraising Activities
- Public Relations and Publicity
- Direct Marketing
- Sales Promotions
- Third-party Marketing (i.e. cooperative arrangements with companies to act as sponsors)
- Personal Selling
- Advertising (Print, radio, TV, etc.)

2. You now need to develop a **full-blown implementation plan for both objectives and their corresponding promotional tactics**. This plan should include both a *timeline* and a *comprehensive list of all of the resources that will be needed to carry out each tactic*. You will also need to include a *budget with reasonable cost estimates*. Preparing these financials will enable you to look more critically at each of the promotional tactics and determine whether or not they are truly feasible.

C. Place

Place refers to the distribution process currently established for the business.

1. How does the business currently distribute its products/services to its customers? Please describe this and include a flow diagram illustrating the supply chain for your business.

2. Describe in detail, any changes in the distribution system you may be considering and utilize flow diagrams (when appropriate) to describe and illustrate these changes.

3. If the new product/service that you are proposing requires a different distribution scheme then already exists for your business please describe that in detail.

D. Price

1. Please describe the current pricing structure and objective of the business. Use examples when possible.
2. For your new product/service, please do the following:
 - a. Describe the pricing strategy that you are proposing
 - b. Describe any constraints you foresee with this strategy

Once you have completed this third component of your marketing plan there are a few more details to attend to. If you will be presenting this marketing plan to a bank/potential investor or other interested and/or vested party you should include a cover page, executive summary, table of contents and conclusion.

If you are not familiar with writing an executive summary, typically it should be no more than one page in length and provide an overview of the marketing plan.

As you assemble your marketing plan it should be put together in the following order: cover page, executive summary, table of contents, body of the marketing plan, conclusions, references or works cited and finally, if necessary, add an appendix at the end of the document.

Well, you’ve done it!

Congratulations on developing a marketing plan for your business!

Upcoming Events, Classes, Workshops

Selling Your Product for Profit

Mondays & Wednesdays
October 27 - Jan 16
(with time out for holidays)
5:30pm - 8:30pm
4 locations - see below.

These classes are designed to help rural entrepreneurs take their ideas and turn them into profitable business ventures. This is a 240-hour training curriculum for existing and prospective entrepreneurs, offering business planning, e-commerce, marketing and financial business development skills training in the Northern New York region using online, face to face and distance learning delivery methods.

SUNY CANTON Small Business Development, Region 8 Cornell Cooperative Extension, and Northern Adirondack Trading Cooperative are collaborating to offer this series of workshops. Locations and contact information for reserving space in the course: **CCE-Jefferson County, Watertown**; contact 315-788-8450.

SUNY Canton at Massena; contact Ruby Sprowls, St. Lawrence County Chamber of Commerce, 877-228-7810.

North Country Community College, Malone campus; contact Ruby Sprowls (see above) **CCE-Essex County, Westport**; contact Anita Deming, CCE-Essex County, 518-962-4810. There is still time to join up and learn how to market your products on line.

Pride of NY Harvest Festival

Saturday, Nov 8 and
Sunday, Nov. 9
 Desmond Hotel and Conference Center
 665 Albany Shaker Rd. Albany, NY

The Pride of New York Harvest Festival is a celebration of wine and food from throughout New York State. There are various different options for joining us in this celebration. Shop for local food. All proceeds from this event go to the Classroom Enrichment Program. Through this program, teachers and students from throughout the Capital Region receive learning materials in their classrooms at no charge to them.



Farm to School Connections: Bringing Local Food to Your School

Monday, Nov. 17
10am – 2pm
 Paul Smith's College
 Paul Smiths

Food service directors are in a perfect position to “lead the charge” toward childhood well-being through better eating habits. Farm to School is more than buying local food. It also includes teaching students about food systems, growing and preparing food at school,



farmer visits to school and school visits to farms, tasting local foods events, and other harvest events

This program will provide solid ideas for building local coalitions to help get local food into your school cafeteria. We need the help of those interested in helping schools find ways to bring local food to their students. This is your chance to learn more and build connections to help your community.

If you are interested in more information, please contact: Anita Deming at 962-4810 ext 409 or ald6@cornell.edu

Wednesdays in Wadhams Lecture Series: Tableland

Wednesday, November 19
7:30pm

Wadhams Free Library
 From the Napa Highlands to inner city Chicago, award-winning filmmaker Craig Noble takes us on a lively, full-color tour of small-scale, sustainable food production in North America. Laurie Davis of Cornell Cooperative Extension and Adirondack Harvest will be on hand to offer a local perspective.

(Continued on page 9)

Upcoming Events, Classes, Workshops



Developing Custom Farm Services

Industry in NNY

Tuesday, December 2

Miner Institute, Chazy

Wednesday, December 3

Madrid Community Center

Thursday, December 4

Carthage Elks Club

Opportunities to make custom farming services such as hired plowing, planting, fertilizing, harvesting and heifer raising, profitable for both farmers and service providers will be the topic of three meetings organized by the Cornell Cooperative Extension associations of the North Country.

Co-organizer Frans J. Vokey of Cornell Cooperative Extension of Lewis County says, Our goal is to facilitate relationships between farmers and custom service providers. These meetings will present the use of custom services as a business strategy for consideration by farmers. For example, using custom services can maintain or improve the forage quality on dairy farms and free farmers to spend more time on such tasks as herd health, breeding and productivity.

Speakers include Jon Orr, owner-manager of Orsson Custom Farming, a father-son limited liability corporation in Apple Creek, Ohio, and Cornell

University's PRO-DAIRY Program Dairy Farm Management Specialist Jason Karszes. Local custom operators and the farmers using their services will also share their experiences.

Field Crops Educator Michael E. Hunter of Cornell Cooperative Extension of Jefferson County says, "Hiring a custom operator can be a way for a dairy to increase its profitability in spite of the added cost of paying for someone else to raise your heifers, harvest your crops, put up fencing or spread manure. These meetings will help farmers considering hiring custom help for the first time or those looking to add efficiencies to their existing custom work relationships."

For more information on the

workshop at Chazy, contact Anita Deming, Cornell Cooperative Extension of Essex County, 518-962-4810, or Carl Tillinghast, Cornell Cooperative Extension of Franklin County, 518-483-7403; at Madrid: Brent Buchanan, Cornell Cooperative Extension of St. Lawrence County, 315-379-9192; and at Carthage: Mike Hunter, Cornell Cooperative Extension of Jefferson County, 315-788-8450.

Adirondack Harvest Annual Meeting

Thursday, January 15

Time: TBD

Locations: TBD

Please refer to the front page of this newsletter for details about our annual meeting.



Dave Johnston of DaCy Meadow Farm adjusts the yoke on his new oxen, Barnum & Bailey. The Johnstons gave a farm tour during Essex County's Harvest Festival week in September.

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

ADIRONDACK HARVEST MEMBERSHIP FORM

If making a donation, please make checks payable to "Adirondack Harvest".
Clip and mail to P.O. Box 388, Westport, NY 12993

Name _____

Address _____

Phone _____ Email _____

Please circle type of membership:

Farmers, Producers, and Processors no charge (donations are appreciated)

Supporter: Restaurants and Stores no charge (donations are appreciated)

Friends (circle level of membership) \$25 \$100 \$500 \$1000 other _____

If you are a new member you will need to include the appropriate information sheet for your business so that we may add you to our data base and web site. Forms are available on the adirondackharvest.com website under Member Resources/ Become a Member, at the bottom of the page, or contact Laurie Davis at 962-4810 x404 or at lsd22@cornell.edu.
Donations to Adirondack Harvest are tax deductible.