



Harvest News

ADIRONDACK HARVEST

In coordination with Cornell Cooperative Extension of Essex County Fall 2010

"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."

2011 MEMBERSHIP DRIVE

Many thanks to all who generously sent in checks to Adirondack Harvest this year in support of our new policy to collect membership dues. We know it was not an easy transition for some of you, but we believe it was tremendously beneficial in several ways.

First and foremost it provided much needed income for the overall organization as well as the chapters. As funding sources ebb and flow it's reassuring to have a small steady stream of revenue to support our efforts. Plus, the chapters now have modest funds available for various projects and events.

Secondly, the process allowed us to "weed out" our membership list, which had become bloated with defunct businesses. Now, when the public uses our website, they will only find serious, active farms, stores and restaurants.

Finally, paying dues gives a sense of value to the services Adirondack Harvest avails to you. \$25 per year is a small price to pay for the marketing support, web presence, networking and informative newsletters we provide.

We hope you've had a

successful year and that you will take a moment to fill out the short membership form on the back page. Please mail it to our office along with your \$25 dues for 2011 Adirondack Harvest membership. That simple act will save us the time (and save you the bother!) of calling you for your renewal.

It has been a very exciting year as we've seen farms, new and old, expand and succeed. Consumers call our offices

regularly, looking for more sources for local food.

Restaurants are hungry for connections to local farms.

We value your membership in Adirondack Harvest. Without you we cannot provide the essential network the public is looking for. We hope that you value our organization's efforts and will send in your membership money to assure your inclusion in our 2011 listings.

Thank you very much!

NOTICE OF ANNUAL MEETING

SAVE THE DATE!

THURSDAY, JANUARY 13, 2011

After the calendar flips to 2011 it will be time for all our members, friends, families and anyone interested in Adirondack Harvest to come together for networking and business again! Chefs, store owners, farmers and agricultural supporters can mingle and connect at this event. Business to cover will include review of membership dues, election of the 2011 Board of Directors, possible voting within your individual chapters, and making suggestions for future Adirondack Harvest focus.

**(Possible) 5:00pm potluck dinner and chapter meetings
7:00pm annual meeting**

We hold this meeting by videoconference (locations TBD) to minimize traveling time and expense for our members. Some sites may hold potluck meals and chapter meetings earlier. Please contact your local Cornell Cooperative Extension or chapter representative (see page 3) for more information.

Warrensburgh Farmer's Market Success

By Teresa Whalen,

The Warrensburgh Riverfront Farmers' Market was established in 1998 by Warrensburgh Beautification, Inc. (WBI), a non-profit organization and committee of the town. The market was created to serve many purposes: provide a source of locally grown produce for residents and visitors; develop an entrepreneurial opportunity for small farmers; disseminate horticultural information; promote local interest in growing flowers and vegetables; and raise funds to further the revitalization of the Schroon River waterfront.

Initially, the market was met with strong opposition from our local government. Not truly understanding the purpose or nature of the market, our Town Board viewed it as threat to our local stores that would create traffic, parking and trash removal demands. All vendors

were required to be residents of Warrensburgh, a "town grown" designation that limited our market size to one vendor selling an assortment of produce that she and friends grew in their backyard gardens. The first year the market was held on Saturday mornings and had much competition from larger, established markets.

Over the years the market has become more structured and grown steadily in both vendor size and customer base. Always a "producer only" market, sales include locally grown, raised and prepared products including produce, plants, cut flowers, dairy, poultry, meats, maple syrup, honey, wine, preserves, baked goods and refreshments. All prepared foods are made "from scratch", utilizing locally grown ingredients whenever possible. Our "no crafts" policy is strictly enforced, seeing no

benefit to either sellers or buyers. Vendors who are authorized to do so may sell local products from another approved vendor who is unable to attend the market.

Local civic groups and non-profit organizations who wish to promote their purpose and upcoming events are encouraged. The Warren County Cornell Cooperative Extension Master Gardener Station provides soil testing and horticultural information. Healthy eating recipe handouts are available, and other local food outlets and events are promoted. Our vendors offer product samplings and live music adds to the festive atmosphere. Themed events such as a Halloween Market, Bountiful Harvest and this year's first annual Garlic Festival continue to attract first time market goers.

(Continued on page 12)

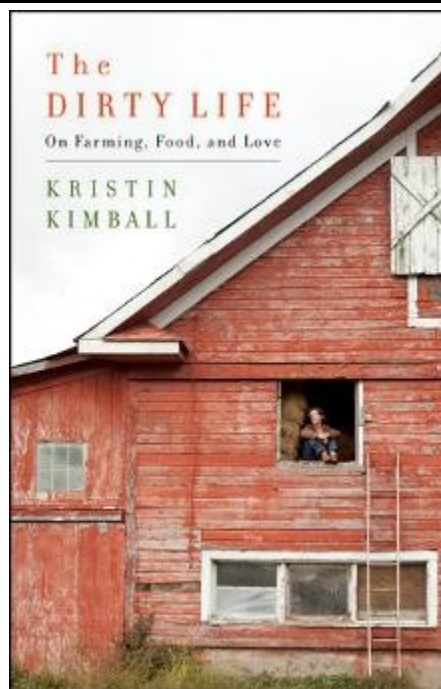
Essential Reading: *The Dirty Life*

"This book is the story of the two love affairs that interrupted the trajectory of my life: one with farming—that dirty, concupiscent art—and the other with a complicated and exasperating farmer." So writes Kristin Kimball in her new book, *The Dirty Life: On Farming, Food, and Love*.

Kristin Kimball and her husband, Mark, are North Country farmers—well, they're transplanted to the North Country—but they've become deeply ensconced in our community. Their year-round,

full-food, horse-powered CSA in Essex, NY is a unique and fascinating place. *The Dirty Life* is the Kimball's tale from their serendipitous first encounter through their first year as young farmers trying out a new and (as their skeptical neighbors hinted) risky type of CSA plan. It's engrossing, funny, and emotional and Kristin is spot-on in her descriptions of the hardships and celebrations of farm life.

We highly recommend buying a copy of this book and settling in for a good off-season read.



Adirondack Harvest Chapter News



Essex County Chapter

Essex County has been very busy since the last newsletter. In August we held “A Taste of the Adirondacks”, serving local food to fairgoers. Over Labor Day weekend we sponsored the 3rd Annual Great Adirondack Rutabaga Festival in Keene Valley. It was attended by hundreds of people who enjoyed samples of rutabaga dishes prepared by chefs. Over 75 people participated in the 5K Rutabaga Run! Finally, we held our Annual Harvest Festival which included a blow-out event at the new Snowslip Farm in Lake Placid. Over 1000 folks turned out to enjoy food and farm demonstrations. Ben Wever Farm in Willsboro hosted a potluck dinner in their field. This event, aside from featuring delicious farm food, recruited several new members to Adirondack Harvest. Four farms offered farm tours: Essex Farm, Asgaard Farm, the Cornell Uihlein Maple Research Station,

and Fledging Crow Vegetables. In addition, we launched our gleaning program offering fresh weekly delivery of local product to senior citizens through Adirondack Community Action Program’s Nutrition Program for the Elderly.

Clinton County Chapter

This chapter is happy to announce the election of a new chapter representative. Bonnie Gonyo of Gonyo’s Sweet Corn & Vegetables will serve as Clinton County’s liaison to the board and will help to keep her chapter organized. Thanks Bonnie! We also held a Harvest Festival in September with three farms holding tours: Stonehouse Vineyard, Jubert-Castine Farms, and Rehoboth Homestead. This winter we are planning some monthly farm to chef events. If you would like to participate in this exciting restaurant/farm promotional opportunity please contact Bonnie or Laurie (see info to right).



Essex County Chapter

Contact Shaun Gilliland at 963-7447 or shaun.gilliland@ridgewayinusa.com to participate in the Essex County chapter.

Jefferson County Chapter

Contact Dani Baker at 315-482-3663 or danibaker@crossislandfarms.com to participate in the Jefferson County chapter.

Lewis County Chapter

Contact Dolores DeSalvo at 315-376-5270 or dbd6@cornell.edu to participate in the Lewis County chapter (also covers Oneida Cty).

St. Lawrence County Chapter

Contact Katherine Lang at 315-379-9192 or kaa20@cornell.edu to participate in the St. Lawrence County chapter.

Franklin County Chapter

Contact Roger Hastings at 518-529-6665 or HastingsSheep@gmail.com to participate in the Franklin County chapter.

Clinton County Chapter

Contact Bonnie Gonyo at 493-4664 or bon304@hotmail.com to participate in the Clinton County chapter.

Southern Chapter (Hamilton, Warren, Fulton, Herkimer, Saratoga & Washington Counties)

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

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.

Smart Marketing



Tips for Marketing in the Local Meats Market, Part I

Matthew LeRoux,
Cornell Cooperative Extension
Tompkins County

Local foods are enjoying strong demand, however, until recently the buy local movement has been largely concentrated on fresh seasonal produce. Many livestock farmers are now aware that the “buy local” movement is strong and that there is demand for their products in local markets. However, tapping into those markets may be intimidating to farmers new to direct marketing. Who are local meats consumers and where do they shop? What products are they looking for and how do you set pricing? This article begins to answer such commonly asked questions.

Local meats buyers can be divided into three basic groups, experience-driven “foodies”, cause-driven “greens” and price-driven traditional buyers. Each group is driven to local meat, and arguably local foods, by different desires and needs. Here is a basic profile on each group (and summarized in Table 1):

Foodies are food enthusiasts; they seek authentic eating experiences including gourmet and regional specialties. A foodie wants an excellent eating experience and to taste foods that have a story and a known source. Foodies consider the farm name, the cut, and the way it was prepared as bragging rights. As such, foodies are primarily interested in buying high-value cuts, such as steaks, but also other cuts. Of the three consumer groups, foodies are the least price sensitive. They primarily buy meat in small quantities and individual cuts, but may also be interested in buying in bulk or joining a meat CSA. Part of the experience they seek is shopping and talking to the

farmer. Foodies like to shop at farmers’ markets and specialty stores when buying meat to prepare at home and also like to order locally raised meats at restaurants.

Green consumers are seeking local meat in the quest for a safe, sustainable, and healthy meal. This category broadly groups all consumers motivated by “social causes” including the environment, humane treatment of animals, supporting the local economy and farmers, as well as those seeking local meats for personal health reasons. Green consumers may also be recently converted vegetarians, or people who choose to not eat commodity meat. These consumers are motivated to purchase meats that they perceive to support any number of social causes and view a purchase as a way to support their beliefs. Such consumers will shop at natural food stores, locally-owned stores and restaurants, and will also like to buy direct from the farmer through farmers’ markets, meat CSA’s and in bulk. Green consumers want to

| | Foodies | Greens | Traditional |
|--------------------|---|---|----------------------------|
| Primary motivation | Experience | Social cause/ Personal health | Price and value |
| What they buy | High value cuts | A variety, from cuts to bulk quantities | Bulk, sides & quarters |
| Where they shop | Farmers’ markets, restaurants, specialty stores | Meat CSA, farmers’ market, freezer trade, natural foods store | At the farm, freezer trade |
| Price sensitivity | Least | Medium | Most |

Table 1: Local Meat Buyers Overview.

Smart Marketing



learn more about the products they buy, such as how and where they were raised and while they will identify with claims such as “natural” and “pasture raised”, they will want to verify the validity of such claims.

The final group is the **traditional local meat buyers**. This group includes consumers that have purchased a quarter or side of beef or other meat for many years. In decades past, it was common to buy the household supply of meat through what is called the “freezer trade”. People, mostly rural residents, would buy a side from a nearby farm and keep a spare freezer in which to store it. Traditional buyers definitely appreciate the quality and range of cuts that come from purchasing local meats in bulk, but are mostly motivated by the low price and high value. Traditional buyers are less likely to buy individual cuts or to shop for meat at farmers’ markets or specialty stores. Traditional buyers, once they have a good experience with a farm, remain loyal, returning to buy again and again.

Each group comes to the marketplace with different motivations and buying habits, but they all have one demand in common – **quality**. To be successful in the local meats marketplace, it is essential to deliver quality and honesty to customers. As the saying goes, “you can only sell a customer one bad steak.” Each of these consumer groups are potential customers for local meats producers.

For successful results in the local meats market, tailor farm marketing to one or more of these groups. The group or groups chosen will impact marketing choices including marketing channels, prices, cuts, claims and advertising. Once marketing materials are developed, keep some form of brochures, business card, or price sheets on-hand at all times. You never know when you will meet your next customer, and you need to be able to give them your contact information.

Additional tips for marketing include:

- Donate or offer a discount to fundraisers and events, make sure your farm name is highly-visible and well-represented.
- Participate in agricultural events, especially those with tastings and samples of your product.
- Consider giving samples of ground beef to potential

high volume buyers. Clearly and consistently communicate your claims and practices on all materials.

Encourage customers to visit your farm to build trust and make a stronger connection to your product.

Direct marketing livestock producers often struggle with managing the inventory of low and high value cuts, and the proportions of each that come from one animal. Another key to success in local meats market is to be sure that the entire carcass is sold. There are a few strategies to accomplish this. One strategy is to price each cut in relation to its yield and desirability. Another is to balance the cut list to a limited selection of cuts that sell well, turning the rest into ground beef. Additionally, you can sell packages of meat which include both low and high value cuts to balance the inventory.

In summary, it is clear that consumers are demanding more local meats. Identifying target consumer types, communicating to their desires and needs, and finding where they shop are good tips for smart marketers. All customers want quality and honesty – all the time. Once a marketing plan and materials have been developed, always have some on hand, you never know when you will meet your next customer. Finally, don’t fall into the trap of selling steaks. To last in the meat business you must sell the whole carcass!

Smart Marketing



Tips for Marketing in the Local Meats Market, Part II, Talking to Customers

Matthew LeRoux
Cornell Cooperative Extension
Tompkins County

In the last article I profiled three groups of local meats buyers and their buying habits. For farms directly marketing their meats, identifying a target group is the first step in developing marketing materials and your communication with customers. This article outlines how to further develop your marketing message in a focused and deliberate way.

Marketing materials include business cards, brochures, posters, websites, emails, signs and **conversations**. Any marketing materials that you distribute to potential customers should contain a consistent and simple communication with your farm name and contact

information, claims, products and prices. Other things to include are: a logo (if you have one), points of differentiation (see below), a few sentences about your farm history or farm philosophy, and a quality photograph. Any photos used should be of high quality (good lighting, high resolution) and should communicate something to the customers' needs and desires as well as accurately reflect your farm. Your materials are always a work in progress, so initially print small numbers of copies so you leave room to make changes and test new ideas.

When communicating with consumers about local meats it is best to operate under a few assumptions. Assume that they are not familiar with livestock production or butchering terminology. Specifically, customers may not be familiar with "hanging" or "hot carcass" weights, typical yields from live, to carcass, to retail pounds of product, terms for feed such as haylage, balage, and silage, as well as terms for livestock such as "gilt" and "feeders". Assume that they are nervous about this buying decision and are generally uninformed, or even misinformed about the production, processing and marketing of meats. However, don't assume that they are stupid! Prepare clear and concise answers to commonly asked questions and consider the customers' needs and desires when answering. When answering a question, consider what information the customer

is seeking to make their purchase decision. Save unnecessary details for a longer conversation.

Contrast the following answers to the question: "**How much does a quarter of a beef cost?**"

Answer 1: "I get \$2.65 per pound hanging weight and the butcher gets 47 cents per pound for cut and wrap plus \$35 for the kill fee, but I pay that directly unless you want to but then I'll have to let you know how much it is". (An actual answer I was given!)

Answer 2: "A quarter will cost between \$400-450 and weigh about 90-110 lbs."

One way to begin developing your farm's marketing plan is to choose one specific target audience based on your current customer base, personal preferences, and the types of consumers available in your area. Keep this group, their preferences, desires, and needs in mind with each decision as you develop your marketing materials. Even if your target audience seems too specific or exaggerated, it is the starting point which will focus your message and ultimately have appeal to a larger audience of potential customers. To begin, write a sentence using the following outline:

Our farm raises *claims/product (s)* for *target customers* who *activity/demographic/behavior*.

Think of popular brands and products that you are familiar with, how do they complete this sentence? How would Hershey's, BMW, and Carhartt

Smart Marketing

write this sentence?

For example, compare these two statements and consider how the marketing would differ:

Farm 1: “Our farm raises pork without antibiotics for mothers with young children who want to save money and eat well.”

Farm 2: “Our farm raises heritage-breed, pastured pork for wine connoisseurs who host gourmet dinner parties.”

Each statement identifies a very specific group of consumers with unique buying habits and preferences which guide the development of marketing materials as well as choices for products, prices, and marketing channels.

Next, find ways to match your product offering to your chosen customers. Tailoring the product line to your customers may include your choices on a cut list, value-added products, packaging choice (butcher paper or cryovac plastic), sales of individual cuts and bundles of cuts, and pricing structure. In the examples outlined above, one farm might choose to sell bundles of assorted frozen cuts wrapped in paper directly from the farm for a flat price while the other might sell fresh or frozen pork by the cut, wrapped in cryovac, at specialty stores and farmers’ markets. Can you identify which is which?

There are increasing numbers of farms entering the growing local meats market necessitating product and farm-brand differentiation. Differentiation means drawing attention to factors that make your farm and products unique. Chances

are, your farm brand is already different, you just need to highlight those factors that are attractive to consumers. A combination of the two or three most important points of differentiation should be all that is needed.

Points of Differentiation and Examples for Smart Meat Marketers

Breed of livestock (heritage, registered, cross)
 Feed and management (farm-grown, rotational grazing)
 Claims and certifications (organic, all natural, humane, dry-aged)
 Points of pride and farm philosophy (treatment of land, animals, community)
 Farm facts and history (years in operation, traditions, other enterprises, farm size)
 Family (cultural heritage, family farm, generations on the farm)
 Product assortment (thick cut steaks, lean ground, value-added, bundles of cuts)
 Superlatives (such as first, biggest, smallest, only)
 Awards (awards you, your farm, livestock or products have won)
 Location (location matters to local foods enthusiasts)
 Regardless of your target market, a few details of farm marketing communication are always important. Farm marketing communication should avoid dishonesty and inaccuracy. Brochures, price sheets, websites and conversations should always be honest about the farm, the production methods, the claims, and other

details. Marketing is not the craft of misleading people to get them to purchase something; it is the methodology of identifying customers’ needs and definition of value, creating a product to satisfy them, and delivering it. In addition, claims should be accurate, for example, “hormone-free beef” is inaccurate, and instead the claim should be “no added hormones”.

Other messages to avoid in your communication are “sob stories,” complaints and criticisms. Even if you or your farm are experiencing financial or health problems or difficulties with neighbors or government officials, to communicate this to potential customer whether in written materials or conversation is ill-advised. Use your opportunity to communicate with consumers to tell them what you are proud of and what is good about how you farm. Do not tell them what is wrong with what others are doing, whether from the “industry” or other local farms. Rather, focus on the positive details of your farm and products.

In addition, learn to spare your customers from any unpleasant surprises through good communication. Examples of unexpected surprises include packaging type, questions of legality (meat labeled “not for sale” may cause confusion even when legally sold), product weights and yields, and the selection of cuts. Through clear communication about expectations and deliver-

(Continued on page 12)

You & Local Foods: Putting it all together Through the NNY Regional Local Foods Initiative

Bernadette Logozar, Rural Economic Development Specialist & Regional Local Foods Specialist Cornell Cooperative Extension

Lately if you turn on the radio, pick up a magazine or take a bit of a scout around on the internet you will probably stumble onto something about local food. Whether it is surrounding the most recent recall of food products from a big-box store or the opening of a local farmer's market local food, buying local is a hot topic in popular media. So what is all the fuss about, why should we be paying attention and what is happening in NNY in the arena of local food? This article goes through a bit of what the fuss is about.

What's Happening Out There? (All that fuss)

- Nationwide consumer demand for locally grown food is increasing due to higher concerns about health and safety of industrialized food products; this is exacerbated by the increased frequency of food recalls due to contamination or incidences of food borne illnesses being reported in the media.
- Here in the Adirondack North Country Region, the Direct to Consumer (D2C) agriculture sector is growing. In fact, this region has seen a 22.3% increase in the number of D2C farms even while there has been a 6.6% decrease in the overall number of farms in this region.
- D2C farms in all Northern counties had positive growth; however, Essex & Franklin Counties led the way with 28.8% & 68.5% increase respectively.

What do I mean when I say "Direct to Consumer" (D2C) farm? D2C farms are those farms selling agricultural products to the end user for human consumption. It should be noted that these statistics do not include sales of non-food agricultural products.

Why Pay Attention to all this Fuss?

The increasing diversity of the agriculture brings with it the need for education on a variety of topics for farmers, consumers and educators. In response to the changes in the agricultural landscape across NNY, Cornell Cooperative Extension associations saw an opportunity to more fully serve this region through a coordinated collaborative effort around the topic of local food. With an existing precedence of research and outreach in the area of agricultural economic development, promoting rural entrepreneurship and buying local, it was a natural fit to develop the NNY Regional Local Foods Initiative.

The NNY Regional Local Foods Initiative has developed a three-pronged approach to education and outreach. But before I delve into why we have three prongs, it is valuable

to look at what is local food to you.

What is Local Food to You?

Practically speaking, local food production can be thought of in concentric circles that start with growing food at home. The next ring out might be food grown in our immediate community - then state, region, and country. For some parts of the year or for some products that thrive in the local climate, it may be possible to buy closer to home. At other times, or for less common products, an expanded reach may be required.

However you define local, the reasons why people support locally grown products (such as keeping money in your community, knowing where your food comes from, supporting agriculture) may influence their definition of 'local'.

What is "Local Food" to You?

- Food that you grow yourself in a home garden or in a community garden
- Food grown or raised in Your County that you buy directly from the farmer at a farm stand, farmers market, through CSA or u-pick.
- Food Grown or raised your county you buy at a grocery store, food co-op, cafeteria or restaurant in the county
- Food grown elsewhere in NYS or in the greater Adirondack region (including nearby QB, ON & VT)



Cornell University
Cooperative Extension

So what exactly is the NNY Regional Local Foods Initiative?

To expand on the three pronged approach of NNY Regional Local Foods Initiative, we need to go back to the beginning. At the start of this project, as the NNY Regional Local Foods Specialist, I conducted a needs assessment to get a more precise sense of what the needs that existed. From the needs assessment there emerged essentially three types of education, outreach and support necessary for three distinct audiences--farmers, consumers and other educators. Thus the NNY Regional Local Foods Initiative has been used these three prongs to build educational programming,

(Continued on page 9)

You & Local Foods, continued...

(Continued from page 8)
outreach and resources.

This three-year project started in October 2009 uses a “three-pronged approach” to provide educational opportunities, business-development services and practical information to increase the production and consumption of local food in Northern New York.

This approach combines educational programming, outreach and resources to connect with:

1. Farmers seeking to diversify and grow their business and food production.
2. Consumers interested in the benefits of local foods, where it can be found and how it can be easily identified.
3. Colleagues who want to further the Local Food Initiative in their region.

Some examples of programming and outreach for farmers

Programs offered include:

- *Starting to Build Your Brand with Consistent Marketing Collateral:* Through hands-on learning, create business cards, brochures and flyers to promote your businesses.
- *Pre-Season Farmers Market Training:* Receive tips on creating attractive displays of your products, effective merchandising, improving customer relations, feedback and inspectors.

In addition to programs, the Regional Local Foods Specialist is available to meet with farmers across the six-county region to assist with business planning, market-strategy development, resource gathering and other related services to aid business development or expansion.

Some examples of programming and outreach for consumers.

Consumers – end the confusion about what is local food, where to find it and how to buy it.

The NNY Regional Local Foods Initiative will overcome these challenges by :

- Offering regionally coordinated messages at County Fairs.
- Conducting media outreach through Cornell Cooperative Extension newsletters, radio, TV and print sources promoting local food.
- Sponsored a consumer-focused conference on May 6, 7 and 8 called *Eating Local Yet? Finding*

and Using Local Food, at three locations across

NNY. Each will featured a keynote speaker and breakout sessions to answer questions from those consumers interested in buying local food.

Breakout Session for this conference topics included:

1. Getting the Most Nutritional Bang for Your Food Dollars.
2. Buying Meat Direct from the Farmer – Where does this cut come from, and how do I cook it?
3. Seasonal Menu Planning _ Planning to Eat Local.
4. Is it Local? Organic? Natural? – Understanding the Language of Local Food.

Examples of outreach and support for other educators.

- Cornell Cooperative Extension created a direct marketing/local foods regional-education team and the Regional Local Foods Specialist position to serve as resources for other educators.
- The Regional Local Foods Specialist obtains information from county contacts for informational resources.
- Quarterly bulletins, blog websites and consistent communication from the team update educators on what the NNY Regional Local Foods Initiative is doing and where programs and services are being offered.
- With the Local Food Specialist on board, the public knows who to contact in their county and the region for information, outreach and programs on direct marketing and local foods.
- The Regional Local Foods Specialist visits each county at least twice a year for one-on-one interaction with the educators.

The NNY Regional Local Foods Initiative is an example of collaborative regional programming, outreach and capacity building being offered by Cornell Cooperative Extension in NNY. The efforts of this project are helping to strengthen the vitality of agriculture in the Adirondack North Country region by assisting farmers to take advantage of opportunities available to them with the local food system.

For more information about the NNY Regional Local Foods Initiative visit the project blog site at <http://berdie.wordpress.com> or contact the Regional Local Foods Specialist at 518-483-7403, ext. 312 or via email at bel7@cornell.edu.

These fact sheets are made possible through the funding support provided by the College of Agriculture and Life Sciences– Cornell Cooperative Extension, Director of Cornell Cooperative Extension for funding the NNY Regional Local Foods Initiative and the CCE County Associations of NNY (Essex, Clinton, Franklin, St. Lawrence, Lewis & Jefferson).

Harvest News Briefs

New USDA Northeast Grant Awards

New USDA Grant Awards Mean \$3 million Investment in Northeast Beginning Farmers. On October 18, Agriculture Deputy Secretary Kathleen Merrigan awarded grants to 40 organizations throughout the country to provide training and assistance to beginning farmers and ranchers that will help them run successful and sustainable farms. Of the 40 recipients, six of them are in the Northeast and will provide a range of services—from hands-on production training to business planning, mentoring to land access assistance—to new farmers over the next 1-3 years:

Tufts University, New Entry Sustainable Farming Project, Boston, Mass., \$749,014

Nuestras Raices, Inc., Holyoke, Mass., \$740,131

Land for Good, Keene, N.H., \$547,307

Groundswell Center for Food and Farming, Ithaca, N.Y., \$349,873

Just Foods, Inc., New York, N.Y., \$426,921

Northeast Organic Farming Association of New York, Inc., Rochester, N.Y., \$143,973

Last year's Northeast grant recipients included the Cornell Small Farms Program, which is using the funds to develop new online courses and videos, build a Northeast network of organizations serving beginning

farmers, and work with high schools to put farming back on the radar as a viable career choice. The Penn State Co-operative Extension of Lehigh County was also a recipient last year, and is developing SEED Farm, an incubator farm providing low-cost land and equipment to help new farmers get started without an enormous capital investment.

“Beginning farmers and ranchers face unique challenges, and these efforts will help provide the training needed to ensure these producers become profitable and sustainable,” said Merrigan. “As the average age of farmers today is 57 and continues to rise, we must do everything we can to recruit a new generation of people to produce our food. They will continue to play an important part of American agriculture as they feed people in their local communities and, in some cases, throughout the world.”

USDA's National Institute of Food and Agriculture (NIFA) awarded the grants through its Beginning Farmer and Rancher Development Program (BFRDP). BFRDP is an education, training, technical assistance and outreach program designed to help U.S. farmers and ranchers, specifically those who have been farming or ranching for 10 years or fewer. Under the program, which was established through the 2008 Farm Bill, NIFA will make grants to organizations that will

implement programs to help beginning farmers and ranchers.

BFRDP provided \$18 million in funding this year. This is the second year of the program, and \$18 million will be made available in fiscal years 2011 and 2012. In FY 2009, BFRDP made 29 awards for approximately \$17 million. For more information on the BFRDP program, visit: <http://www.nifa.usda.gov/funding/bfrdp/bfrdp.html>. To view the USDA news release, visit http://www.nifa.usda.gov/newsroom/news/2010news/10181_beginning_farmers.html.

Farmer SARE grants Due Soon



Northeast SARE (Sustainable Agriculture Research and Education) Farmer Grants are due December 7th. Farmer Grants are for commercial producers who have an innovative idea they want to test using a field trial, on-farm demonstration, or other technique. A technical advisor—often an extension agent, crop consultant, or other service professional—is required as a project participant. Learn more about farmer grants at <http://nesare.org/get/farmers/>

Harvest News Briefs



Farm to School Newsletter

A new e-newsletter titled "NY Farm to School" is a venue to explore Farm to School ideas, successes, and lessons learned. Connect with others in the Northeast region and across NY state engaged in farm-to-school projects. The e-newsletter provides news and resources, policy updates, and a frequently asked questions forum. It is published by the Cornell Farm to School Research & Extension Program in Ithaca, NY. To subscribe or get in touch with the Farm to School program, visit the contact page at <http://farmtoschool.cce.cornell.edu/pages/contact>

Adirondack Harvest Meat Stickers

Adirondack Harvest has done some research into producing waterproof logo stickers that could be placed on meats and other products that need to be refrigerated or frozen. Regular stickers tend to disintegrate and fall off. The new stickers, measuring approximately 1.25 by 2 inches, will be produced on extra sticky vinyl, similar to

the material used for bumper stickers. Because the initial set-up fee is costly, we are looking to see how many members might be interested in purchasing the stickers. Sticker price would be under 8 cents each and the set-up cost would be divided amongst the purchasers. Please contact Laurie at lsd22@cornell.edu or 518-962-4810 x 404 if you wish to be included in this order.

NCGC Awarded Grant

North Country Grown Cooperative has been awarded a grant of \$62,175 from USDA's Rural Business – Cooperative Program as part of their support for small agricultural producers. The NCGC Training and Technical Assistance Grant will provide one year of funding to support the development of business plans for individual member and non-member growers and the cooperative. Workshops and mentorships will be offered under the guidance of the Cooperative Development Institute, located in South Deerfield, MA and in partnership with Farm Credit East, Cornell Cooperative Extension St. Lawrence County, The Entrepreneurship Center at Clarkson University and Northern Adirondack Trading Cooperative. For more information visit www.northcountrygrown.com or e-mail manager@northcountrygrown.com.

Adirondack Harvest Awarded Grant

The NYS Department of Agriculture and Markets has awarded Adirondack Harvest and Mountain Lake PBS a grant totaling \$47,000 to create an education project titled *Small Farm Rising: The Re-Birth of Small Farms and Revitalization of Rural America* through New York's Specialty Crop Block Grant Program. The *Small Farm Rising* project will focus on a new generation of farmers who are revitalizing rural communities, stimulating local economies and restoring depleted farmland. The project will consist of a documentary combined with a number of short videos for digital, new media and classroom use, and additional curriculum. The project will include educational materials and curriculum about New York specialty crops that reinforce the national "Know Your Farmer, Know Your Food" initiative. The educational short videos will be freely shared via social media and education outlets. Mountain Lake PBS, in conjunction with the Association of Public Broadcasting Stations of New York, will make the documentary available to all of New York's public television stations. Mountain Lake PBS will also submit the program to the National Educational Television Association for distribution to the 360 public broadcasting stations nationwide.

Smart Marketing, continued

(Continued from page 7)

ables, such surprises can be avoided.

In summary, marketing materials such as brochures and price sheets are a great asset for communicating with customers when they contain clear, concise, and consistent information about your farm and products. Planning and designing your materials based on a target market audience helps “brand” your farm. After a target market is chosen you can tailor your products, marketing channels, and communication to best suit them. Points of differentiation make your farm and products stand out and attract your target market. All marketing communicating from your farm should avoid negativity such as dishonesty, inaccuracy, complaints and bashing competitors. On a final note, remember that your materials are always a work in progress. The design and points of your materials can change and grow as you test them in the marketplace.

Warrensburg Market, continued

(Continued from page 2)

Other related events such as the Thurman Fall Farm Tour and the Warrensburgh Riverfront Harvest Dinner have created additional opportunities to showcase Adirondack farms and farmers and local chefs.

As a result of continued growth and awareness, the market has addressed the need for safer pedestrian access, traffic control and additional parking. Working with the NYSDOT, the Town of Warrensburgh and local businesses, we now have better traffic signage, a crosswalk leading directly to the market site and additional designated parking donated by a local business.

Now a weekly focal event in our town patronized by visitors and both seasonal and full time residents, the market is held Friday afternoons from 3-6 p.m. from Memorial Day Weekend thru the end of October, on the banks of the scenic Schroon River in the Warrensburgh Mills Historic District on State Route 418.

The Warrensburgh Riverfront Farmers’ Market is a member of the Pride of New York and Farmers’ Market Nutrition Programs, part of the New York State Department of Agriculture and Markets; the Farmers’ Market Federation of New York and Adirondack Harvest.

Upcoming Events, Classes, Workshops

Social Media Training Webinar Series

November—February

Social marketing utilizes free online networking sites to connect with consumers in an interactive way which engages them in conversation and promotes farms and farmers markets. The goal of the program is to have farmers markets and farm stands use social marketing to engage consumers, build a sense of ownership with their site’s fans and followers and increase consumers’ awareness and participation in farmers markets and farm stands, generating additional sales growth for farmers, engagement with local producers and support for the communities which host

farmers markets. Joe Stabb, Marketing Director for Onondaga County’s OnCenter and social media trainer, will provide training to establish a series of four webinars to guide farmers market managers and direct marketing farmers in using various social networking sites. The webinars will discuss how to set up an account and build a page/site and how to use the site to market a farm or market. The webinars are free, but space is limited. Pre-registration is required. Contact the Farmers Market Federation office for registration information at 315-637-4690 or email deggert@nyfarmersmarket.com.

Hot Topic Field Days

Monday, Nov. 8

Cornell Willsboro Farm

Tuesday, Nov. 9

St. Lawr. Cty. Extension Farm

Wednesday, Nov. 10

Juczak Farm, Adams Center

Offering regional vegetable growers the opportunity to learn the latest practice for improving soil health, reducing soil disease, recovering nitrogen and reducing nitrogen purchasing, plus latest data on the benefits, drawbacks, and optimal timing and management of each cover crop. The growers will tour the local field trial and receive free seed samples, fact sheets, and a copy of the new “Crop Rotation on Organic Farms Planning Manual”. The \$15 field

Upcoming Events, Classes, Workshops

day program cost includes the new cover crop planning manual, fact sheet series, 4lbs of seed, and refreshment. To register:

- November 8 - Amy Ivy, CCE Clinton County, 315-561-7450
- November 9 - Stephen Canner, CCE St. Lawrence County, 315-379-9192
- November 10 - Roz Cook, CCE Jefferson County, 315-788-8450

Northeast Sustainable Agriculture Working Group Annual Conference

Friday & Saturday

November 12 & 13

Desmond Hotel, Albany
Exciting efforts underway in our region, including alternative supply chain networks, research and food system assessments, regional planning, infrastructure initiatives, and policy advocacy. We'll move our work forward and address pressing new issues in work groups, listening sessions, break-outs and open networking. We'll continue to explore scale, size, geography and cross-sector partnerships. Watch for new features this year! For more information email Kathy Ruhf, NESAWG coordinator at nesawg@nesawg.org.

New York State Berry and Vegetable Specialists

Saturday, November 13

CCE Learning Farm, Canton, \$20
Season extension techniques in berry crops, including use of early, mid and late season varieties; plant manipulation, such as de-blossoming and pinching; and environment manipulation, including use of floating row covers and low and high tunnels, may add 10

to 14 days to both ends of the growing season. Other topics include selecting the right type of production system for your land, time and management resources; irrigation strategies; soil management; and recordkeeping of costs to determine which crops are profitable, budgeting for investing in a high tunnel and projected pay-back. Registration at 315-379-9192 is required by November 10.

Marketing that Sells

Nov. 16, 30 and Dec 7

9:30am - 3:30pm

963 Paine Turnpike, Berlin VT, \$125. For experienced vegetable growers: Strategic Planning and the Marketing Plan, Evaluating and Selecting Effective Marketing Strategies and Implementing our Plan and Measuring Its Success Register with NOFA VT at PO Box 597, Richmond VT 05477.

Cheese Making

Workshops

Wed. & Thur., Nov. 17 & 18

First Presbyt. Church, Watertown

Mon. & Tues., Nov. 29 & 30

Clinton Comm. Coll., Plattsburgh
Vermont Master Cheesemaker Peter Dixon will lead workshops on how to make cheese as a business or for home use. The business classes will be two-day workshops focusing on starting and operating one's own creamery, the different properties of sheep, cow and goat milk and how that affects cheese-making; starter cultures and rennet; how to make lactic curd cheeses (Chevre) and Tomme from goat and cow milk; cheese brining; ripening; and financial and marketing information. This entrepreneurial class for \$100 includes course materials, lunch and beginner cheese making instruction and will be held from 9am to 4pm daily. Evening work-

shops for \$35 will be held from 6pm to 8:30pm on Nov. 17 and 29 for those interested in making cheese for personal consumption. Register by November 12 for Watertown with Roz Cook, 315-788-8450 and by November 24 for Plattsburgh with Bernadette Logoza, 518-493-7403 x312.

Young Farmers Conference

Thursday & Friday

December 2 & 3

Stone Barns Center for Food & Agriculture, Pocantico Hills, NY
This year's event will be a forum for over 200 participants to learn from agricultural luminaries, peers, and advocacy organizations through workshops, keynotes, and panel discussions. Over two days, participants have more than 40 workshops to choose from, ranging from technical and hands-on to policy, business, and marketing-related sessions. For more information visit <http://www.stonebarnscenter.org/young-farmers-conference>.

Website in a Day

Friday & Saturday

December 10 & 11

Fri. 6:30pm – 8:30pm

Sat. 9:00am – 3:00pm

Essex County Public Safety Building, Lewis

Learn how to set up your own website. The Friday class is only for those who have very limited computer experience to prepare for Saturday's intensive class. Computers are provided. Class limit 20. Fee to be determined – light breakfast and full lunch provided. For more information or to register contact Sharon at 962-4810 x403. Also offered in St. L. and Franklin Counties in January. Contact those CCE offices for more information.

ADIRONDACK HARVEST MEMBERSHIP FORM

Please make checks payable to "Adirondack Harvest".
 Clip and mail to P.O. Box 388, Westport, NY 12993

Name _____
 Address _____
 Phone _____
 Email _____

Farmers, Producers, and Processors \$25 annually (further donations appreciated)

Supporter: Restaurants and Stores \$25 annually (further donations appreciated)

Friends (circle level of membership)

annual \$25 \$100 \$500 \$1000 other _____

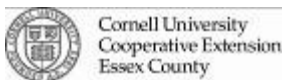
Please circle type of membership:

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.



**NONPROFIT
 PRESORTED
 STANDARD**
 U.S. Postage Paid
 Westport, NY 12993
 Permit No. 3

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



Building Strong and Vibrant New York Communities
 Cornell Cooperative Extension in Essex County provides equal program and employment opportunities.