



Harvest News

In coordination with Cornell Cooperative Extension of Essex County Fall 2011

"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."

Time to Renew!

It's been a whole year since I sent out a plea for membership renewals. Thank you to everyone who has already jumped the gun and sent us their 2012 membership dues. If you have any question about whether or not you owe us dues please do not hesitate to contact us.

Just a reminder that your dues helps to provide a small piece of the funding for Adirondack Harvest, Inc. while also contributing to individual chapter funds for projects and events. We believe that as a marketing tool for your agricultural business it's \$25 well spent.

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 of the newsletter. Please mail it to our office along with your \$25 dues for 2012 Adirondack Harvest membership. Or pay online through our website. That simple act will save us the time (and save you the bother!) of calling you for your renewal. If your dues is not paid by early 2012 we will keep you in our database, but you will no longer be visible on our website or receive other benefits from us.

So renew today and stay connected to the local food scene!

New Facebook Page Launched

It's become increasingly important in the promotional business to engage in social media opportunities or be left behind. To that end, Adirondack Harvest has launched a new Facebook account and page. We had a "group" Facebook page for the past couple of years, but it was inextricably created from and linked to a personal employee Facebook account.

The new account stands alone and functions not as a group, or a page that you "like", but as an organization you can "friend". We chose this because it allows us to create events. We hope that you will connect with us on this page, especially if you are a member of Adirondack Harvest. In the future we hope to link all the AH businesses to our page. Visit <https://www.facebook.com/profile.php?id=100003076218792> and send us a friend request.

All You Need is a Rutabaga and a Dream

This year we had a beautiful new t-shirt for the 4th Annual Great Adirondack Rutabaga Festival and extras are for sale! Sizes are Youth M and L, Adult S, M, L, XL. Choose lavender or white shirt. Send \$18 (\$15 for shirt, \$3 postage) to Adirondack



Harvest, PO Box 388, Westport, NY 12993. Include your name, address, shirt size and color, plus phone # and/or email. Trust us—the artwork is in full color and very attractive!

Local Food in Saranac Lake Schools

On Wednesday, October 12, the Saranac Lake Central School District's food service staff joined forces with students of Paul Smith's College's American Gastronomy class to celebrate New York State's Department of Agriculture & Markets Farm to School Month with a special meal.

The event was a lunch served in the Bloomingdale, Petrova and High School cafeterias. Shepherd's pie was prepared with beef from Whitestone Farm, corn was delivered on the cob from Rulfs Orchard and the potatoes were fresh picked from Tuckers Farm. A medley of vegetables for the tabouleh salad came from Rulfs Orchard as were apples for the dessert crisp.

PSC Culinary Arts Professor Kevin McCarthy, and Saranac Lake School District Food Service Director and Paul Smith's Professor Ruth Pino, worked with college students and cafeteria staff to produce the meal. The college students helped serve the meal and educate district students as to the importance of using local foods. "It is a great opportunity to educate culinary students regarding the work and planning that goes into producing a Farm to School lunch for 600 students as well as to realize the impact a program such as this can have on the local economy and local growers. It also allows our local district students to make the connection between themselves and their food," said Pino.

This month's school menu will showcase products from the following area farms: Tucker Farms, Inc. in Gabriels, Rulfs Orchards, LLC in Peru, Shipman Family Farms out of Burke and Whitestone Farm in Chateaugay, N.Y.



Paul Smith's Professor Kevin McCarthy talks to students

Adirondack Harvest Chapter News



Southern Chapter *by Teresa Whalen*

A Gathering of Farmers & Chefs

On October 24, the first nationally recognized Food Day to promote healthy, affordable food produced in a sustainable, humane way was celebrated at the Farmhouse at Top of the World in Lake George. A gathering of farmers and chefs was hosted by Kimberly Feeney, farmer-owner of the Farmhouse, and presented by Adirondack Harvest. Farmers and chefs from Hamilton, Saratoga, Warren and Washington counties came together to discuss the potential of using more locally produced foods in our restaurants, to share needs and

concerns and to form new relationships.

Among those in attendance were Laura McDermott, representing the Capital District Vegetable and Small Fruit Program; Charles Jones, Chef and Culinary Arts Department Chair at the Southern Adirondack Educational Center (BOCES); Fred Cole, General Manager of the Capital District

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Adirondack Harvest Chapter News

Cooperative, Inc.; Jim DeWaard from the American Culinary Federation and Jennifer Baumstein, local business owner and newsletter author for NOFA NY. Adirondack Harvest Southern Chapter Representative, Teresa Whalen, welcomed the group, explained the function of Adirondack Harvest, and provided informative handouts for those attending to take with them and share with others. Kevin London, chef-owner of the Farmhouse, offered a lovely selection of breakfast fare including vegetables grown on the premises and locally sourced eggs and cheeses. Much information was gained; relationships formed and follow up contact information will be shared.

Essex County Chapter

Essex County has been very busy for the past 3 months. We had four major events during which we promoted Adirondack Harvest and local food.

In August we served samples of local farm food at the Essex County Fair: Bison sliders with cheese, lettuce and tomato and goat milk caramels for dessert.

September brought our Harvest Festival Week. Two of our farms, Ben Wever Farm in Willsboro and Sugarbush Farm in Schroon Lake, held major food events involving potlucks, pig roasts, farm tours and fun for the family. Adirondack Harvest also attended Field, Forest and Stream Day and set up a display there.

We kicked off October with the premiere of our new film, *Small Farm Rising*, in Lake Placid at the Golden Arrow Resort. It was standing-room-only as over 250 people crowded into the fabulously decorated resort for the premiere. DVDs of the film will be on sale for \$20 by the end of November. Contact the main Adirondack Harvest office for purchase.

The 4th Annual Great Adirondack Rutabaga Festival was re-

scheduled for October 9 (after being flooded out on Labor Day weekend). We had 54 racers in the 5K Rutabaga Run and hundreds of people visiting our food tent where delectable rutabaga dishes were served by local chefs. Other competitions were Fetch-a-'baga for dogs, Mr. 'bagahead (photo left), heaviest rutabaga and a hula hoop contest.



Essex County Chapter

Contact Matt Cauthorn at 518-834-9303 or matt_4H@mit.edu 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 Renee Smith at 315-347-1039 or sugarhillfarms@tds.net 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



Farm-to-School Programs: Farmer Involvement Differs¹

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Introduction

Farm-to-school programs are often used by communities to support local food production and consumption. According to the National Farm-to-School Program Network (www.farmtoschool.org), “farm-to-school” connects schools (K-12) and local farms in order to serve healthier meals in school cafeterias, improve student nutrition, provide agriculture, health and nutrition education opportunities and

support local and regional farmers². There are now over 2,000 farm-to-school programs nationwide. In New York, both the Department of Agriculture and Markets and Cornell Cooperative Extension actively promote farm-to-school programs (www.agmkt.state.ny.us/f2s/ and farmtoschool.cce.cornell.edu). In 2009, a survey of school food service directors in New York indicated that over 60% bought local items, with the most important being apples, tomatoes, carrots and lettuce (Grace, 2010).

Despite its broad support, opportunities for farmers to benefit from farm-to-school programs depend, in part, on how the programs are structured. Approaches to farm-to-school programs vary greatly and many factors affect the feasibility of establishing and maintaining a program (such as vicinity to agricultural production, school district budget and community support). At present, there is not much information on what and how much is purchased locally, the numbers of farmers involved and the financial benefits, impacts on both the diets of school children and changes in school food service expenditures. This issue of *Smart Marketing* examines three farm-to-school programs operating in coastal California, to give examples of how programs involve farmers in different ways. (A subsequent

issue will examine some of the factors affecting farmers’ decisions to participate in farm-to-school programs.)

Examples of Three California Farm-to-School Programs

Santa Monica-Malibu Unified School District Farmers’ Market Salad Bar Program.

Widely recognized as one of the first farm-to-school programs in the U.S., this program was established in 1997. The program provides fresh fruits and vegetables to students through a salad bar. Under this program, the food service director for the SMMUSD coordinates directly with growers who sell produce at the Santa Monica farmers’ market. The coordinator places produce orders directly with farmers and the farmers’ market serves as an “aggregation hub” where the school district picks up produce using its own truck two times per week. The products are then delivered with a school-district-owned vehicle to the central kitchen where they are sorted and later delivered to individual school locations. The produce requires minimal processing for the salad bar, which simplifies and lowers the costs of operating the program. In this program, farmers already selling at the farmers’ market make additional sales with limited distribution costs above those of participating in the market.

Ventura “Healthy Foods Project.” The Ventura Unified

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School District program operates with a combination of a third party produce distributor, contracted farmers, and occasional deliveries from other local farmers. The program obtained funds to purchase salad bars, hire additional staff, expand the school garden program, and hire a community health educator to reach out to the local adult population. The primary supplier for the program is a private produce wholesaler, which delivers to the schools daily. Price sheets are sent to the VUSD food service director each week, specifying which items are grown locally (defined as within a 150-mile radius). In addition, a for-profit CSA organization using student volunteers for much of the labor has been contracted to grow carrots specifically for the district. The program also allows local farmers to deliver produce items directly to the central kitchen when mutually agreed upon. Thus, there are many alternative ways for farmers to participate, but most produce is purchased through a traditional produce wholesaler.

Santa Cruz Farm-to-school Program. This program is a collaboration among the Santa Cruz City School District (SCCSD), the Santa Cruz County Food System Network, and the Agriculture and Land-Based Training Association (ALBA), a non-profit cooperative whose focus is to facilitate the entry and success

of new farmers. The school food service director for SCCSD coordinates orders and deliveries with ALBA, which assumes the activities of a produce distributor. ALBA makes daily deliveries to the central kitchen for the SCCSD. In addition to working with ALBA, the director has arrangements with about 50 other local farmers to purchase additional local items. In this program, a farmer cooperative is the primary facilitator.

Thus, although each of these programs focuses on local produce purchases, the mode of participation and activities required of farmers differ. This suggests that the potential sales volumes, costs of production (and sometimes transportation costs) and therefore farmer returns will vary depending on how the program is structured. It is not yet clear which farm-to-school program arrangements might provide the greatest financial benefits to farmers, but it is likely that there is no single type of program that will work best for all farmers. Thus, it becomes important to understand what is required and assess the costs and benefits of farm-to-school program participation on a case-by-case basis.

¹Parts of this document are adapted from Bogard et al. (2011).

²The definition of “local” or “regional” varies for the

purposes of farm-to-school programs. “Local” may be interpreted according to political or geographic boundaries ranging from a city to a state or a region.

References

- Bogard, J., A. Bull, J. Clinard, R. Comeau, L. DeLuna, G. Jaeger, M. Lewis, C. Nelson, S. Nieblas, J. Trupiano and J. Visconti. 2011. “A Business Analysis of the Uses for the City Farm Parcel and Alternatives to Expand the Existing Farm-to-School Program for the San Luis Coastal Unified School District.” Report to the Central Coast Ag Network. Department of Agribusiness, Cal Poly, San Luis Obispo, June.
- Grace, C. 2010. New York State Farm to School: 2009 Food Service Director’s Survey Highlights. Presentation to the Farm to School Coordinating Committee, March 23, 2010. New York Department of Agriculture and Markets, Urban Food Systems Program.



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Farm-to-School Programs: Factors Influencing Farmer Participation

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Cornell University and
Associate Professor of Agribusiness, Cal Poly San Luis Obispo

Introduction

In the previous article we explored differences in how farm-to-school programs are structured, indicating that the roles and activities of participating farmers can differ greatly. This issue discusses the factors that farmers in coastal California considered important to their decision to participate in a proposed farm-to-school program. Although the context may be different for California growers, many of the basic considerations apply to New York farmers as well.

Factors Farmers Consider Important to Participation in a

Proposed Farm-to-School Program

As one component of a study to assess the financial feasibility of expanding a farm-to-school program in coastal California, information was gathered through a farmer focus group, a farmer survey and interviews with key agricultural program administrators. Numerous factors were identified as important for farmer interest in farm-to-school program participation. The most important of these included the requirement for new assets, liability concerns, product prices, volumes, and the frequency and mode of distribution.

New Assets Required. One concern expressed by farmers was whether investments would be required for additional equipment, machinery or vehicles for either production or distribution. This could occur depending on the farm's current assets and the requirements for participation in the program. This will obviously vary greatly among farms and farm-to-school programs. The underlying concern was that until the farm-to-school program is firmly established, investments in additional assets to facilitate participation would be more risky than many farmers would prefer.

Food Safety and Liability Concerns. One focus group participant (currently the head of a small-scale produce cooperative) identified food safety requirements and liability insurance as being potential concerns. This concern was based on the perceived financial and negative publicity risks if produce sold directly from farms to schools was implicated in any

illness among school children. The extent to which this concern is merited is difficult to determine. According to Markley (2010), there are currently no liability insurance requirements at the federal level for farmers selling to school meal programs or other institutional food service operations. Nearly three-quarters of farmers surveyed by the Community Food Security Coalition already purchased broad liability insurance, but it is not entirely clear if this provides adequate protection for farm-to-school program sales. Markley recommended that farmers often benefit from working closely with distributors to address product liability and to meet food safety guidelines, which could facilitate participation in farm-to-school programs based on third-party distributors.

Other Factors Influencing Choice of Market Outlet. For many farmers, the decision to sell to a farm-to-school program depends on the same factors as for other market outlets. Prices, volumes, and terms of delivery are among the most important. An informal survey of farmers at a local farmers' market provided additional information about these factors and how they might differ for farm-to-school programs than other market outlets. Farmers were asked to rank the importance of various factors that affect their decision to sell to a customer. Delivery costs were considered the most important by one-half of the respondents. Other factors considered somewhat less important included the price received, delivery location, and

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potential liability. The volume sold, delivery schedule and specific produce item were of lower importance. The respondents also ranked some specific factors according to their importance. Of greatest importance to their participation in a farm-to-school program was a nearby delivery location, followed by limited liability and low delivery costs. The frequency of required deliveries was not a concern. Conditions such as a formal supply contracts, increased volumes, and selling products the producers already grow were ranked the least important factors. In fact, nearly one-third of respondents indicated they would consider new crops if required for participation in a farm-to-school program. Many respondents indicated their willingness to bring produce to a farmers' market in order to become involved in a local farm-to-school program. The importance of delivery mode is underscored by opinions about specific delivery options. A large proportion of respondents indicated a willingness to distribute through an "aggregation hub" if it were reasonably close to their farms, and a similarly large proportion preferred to have produce picked up by others at their farm

location. Direct delivery by farmers to schools was the least favored option.

Factors Local Agricultural Administrators Consider Important to Participation in a Proposed Farm-to-School Program

In addition to the survey of farmers, analysts from the San Luis Obispo Agricultural Commissioner's Office assessed factors that farmers should (and would) consider to evaluate farm-to-school program participation. These analysts view price as the most important incentive or deterrent for producer participation, because this relates to both production and distribution costs. Price can be an issue, because school districts often are considered medium-volume, lost-cost buyers. For many smaller farmers, the quantities to be sold would not be a deterrent, provided the price of the product was appropriate, although they could prove decisive for the use of an "aggregation hub" based distribution system. As a rough rule of thumb, volumes worth greater than \$100 per delivery trip were considered an incentive for participation and less than that would be a deterrent. A "grow-to-order" operation in which a school food service director contracts for production in advance was considered an attractive option, as long as the volume was large enough to provide an incentive for growers to commit to modify their production schedules to meet the needs of the school district. Purchasing additional liability insurance to supply food to schools was not viewed as

necessary, because most growers already assume liability and have insurance coverage as well as methods of traceability for their products.

The factors discussed above are important considerations for farmers considering starting or expanding sales to farm-to-school programs. As noted in the previous *Smart Marketing* article, these factors will differ depending on how the farm-to-school program is structured. Thus, it is important to evaluate sales to farm-to-school programs in a way similar to those for other market outlets.

References

Bogard, J., A. Bull, J. Clinard, R. Comeau, L. DeLuna, G. Jaeger, M. Lewis, C. Nelson, S. Nieblas, J. Trupiano and J. Visconti. 2011. "A Business Analysis of the Uses for the City Farm Parcel and Alternatives to Expand the Existing Farm-to-School Program for the San Luis Coastal Unified School District." Report to the Central Coast Ag Network, Department of Agribusiness, Cal Poly, San Luis Obispo, June.

Markley, Kristen. 2010. Food Safety and Liability Insurance: Emerging Issues for Farmers and Institutions. Community Food Security Coalition, December.

¹Parts of this document are adapted from Bogard et al. (2011), "A Business Analysis of the Uses for the City Farm Parcel and Alternatives to Expand the Existing Farm-to-School Program for the San Luis Coastal Unified School District," Department of Agribusiness, Cal Poly, San Luis Obispo.

Telling Your Story to Sell Your Product

By Bernadette Logozar, NNY Regional Local Foods Specialist



Direct market farmers have a unique opportunity to connect with their customers. Most people know this to be true; which is why farmers markets work well. This also explains the increasing demand for and establishment of community supported agriculture (CSA) farms cropping up around the country. If you are new to marketing your product or if you are feel you just aren't quite making the connections to the customer as well as you should, then read on. This article will examine some keys to marketing success for building and telling your story.

The suggestions and examples come from Margo Sue Bitnner, who owns The Winery at Marjim

Manor. If you have a product like Margo that can be sampled then do so. However, before providing samples at a farmers market, you should check with the market manager as to whether samples are allowed at the market. Also keep in mind food safety with any food product you are sampling, and take steps to ensure the safety and integrity of the product during sampling. If it is a product people need to touch, try on, etc., provide them the opportunity to do so.

Make It Fun and Welcoming: While traveling in the car, I heard a radio ad for office furniture, where the store owner stated "I don't know how people can buy furniture without trying it out. I wouldn't buy a pair of shoes without walking in them, and you shouldn't buy a chair without sitting in it". He of course followed this statement by inviting listeners to come to his store, feel the material, sit in the chair and write at the desk. It's a way to bring your customer into your place of business and make a personal connection with you. With a product that is a food or beverage, this connection goes deeper with samples. Customers have the opportunity to see, smell and taste (and in the case of wine, sip) the sample. It is important to make this experience fun and welcoming for the customers. And the act of sampling gives you the opportunity to provide other information.

Recently, while visiting a local winery, I had the opportunity to sample a variety of different fruit wines, as I swirled the wine in the glass and inhaled the bouquet, the owner explained the blend of fruit used to make the wine, the flavor notes I may detect and how to pair this wine with different meals. He shared all that information before I even took my first sip of wine! And as the wine crossed my lips and swirled around in my mouth, he gave me a moment to experience the burst of flavors and remember the past summer through the taste of the wine. He shared at that moment why the fruit in this region makes such quality wine. The result—I left with a bottle of wine and a great experience.

Sell the Experience, not the Product: Likewise, visitors to The Winery at Marjim Manor who are taking part in the wine tasting get a lot more than just a sip of wine. Margo provides them with the Winery's story, the History of the Manor, Family History, along with tips on how to taste the wine and information about fruit farming. By providing all this other information Margo is providing her customers with a richer, fuller and well rounded experience beyond the wine. She is connecting them emotionally and intellectually to her business and her products. The result is when the customer makes a purchase of The Winery's wine, they are getting more than just a great bottle of wine, they are getting a piece of history, agriculture and the wine!

Customer Education: Use the time you have with your customer to educate them about your products and farm. Everyone likes to feel smart and show off knowledge. A well educated customer, who likes

Telling Your Story to Sell Your Product

your product and feels a connection to your farm, is one of your best Public Relations people. Even with all the advances in marketing, and the rise of using the internet to market products, word of mouth is still the number one way to connect and sell your product. Besides, social media (Facebook, Twitter, etc.) are simply online versions of word of mouth. So take the time to provide the education to your customer. This doesn't have to be a lecture or a thesis. Remember the first two points, make it fun and sell the experience. If you have a product that you can demonstrate, such as basket weaving, you can show your customer how to make a basket, while explaining different techniques of weaving, and how to care for the basket so they last a long time.

Hire the Right People: Even the best product cannot sell itself; it needs people to move it out into the marketplace and connect with customers. If you aren't the marketer in your business, then you need to hire people who smile and are welcoming. Manners and attitude are intrinsic, skills can be taught. It even comes across when answering the phone; you can hear a smile over the phone. When we are short staffed in the office, I will answer the phone on occasion. I have my 'answering the phone voice' that apparently is different than my regular question-answering voice, since most people, even those who know me quite well, don't recognize me right off when I first pick up. Think about the businesses that you frequent. Do the clerks greet you with a smile and "How are you today?" Do they send you off with "Have a nice day"? Have you ever been someplace where you know right off the people working there don't want to be there, that they are putting in time and you are the last person they want to see today? How did you feel after visiting? Did you want to return? Now apply all those questions to your business. The people you have on the front line of your business can make or break a sale. You already have the customer in the door, you want them to leave with something and you want them to come back (hopefully with friends). Hiring the right people can help do this for you.

A Mix of Promotion: This is a big one for me. I feel strongly that businesses need to use a variety of methods to connect with their customers and use these to build the brand of your business. Create a blend of advertising, press releases and internet that fits your market. It may take a while to get the correct mix for your business but it will pay off in the end. Use your customers' visit to your farm or business to strengthen your connections. If you were to visit The Winery at Marjim Manor, you would leave a pin in the map showing where you came from. The Winery uses a number of different ways to connect with their customers, and if you would like to continue the connection you could sign up for their e-newsletter, snail mail, or you could follow them on Twitter and Facebook. You would have learned something about The Winery, the family history and fruit farming. Additionally you would have been entertained. Before leaving you could even pet the cat. All in all, you would have had a great experience to tell your friends about while you shared with them a glass of the wine you purchased at The Winery.

So if you are a direct market farmer, seeking to strengthen your connection with your customers, remember these 5 keys to marketing success when people visit your farm.

Make the Experience Fun & Welcoming for the Customer

Sell the Experience, not the Product

Educate your Customer

Hire the Right People

Create & Use a Mix of Promotion

And have fun doing it! Remember if you enjoy what you do, it will show and others will enjoy the products you create.



Harvest News Briefs

Partners Sought for Sharing Software and Creating Online Markets for Local Food

Kim Mills of Morrisville State College used New York Farm Viability funding to develop software to support local food markets. SchoharieFresh.com uses this software, and is operated by Cornell Cooperative Extension of Schoharie County and Schoharie County Planning & Development. Key features of Software for Local Food Markets. Consumers shop from local producers in an online storefront. Farmer/producers manage their products in the catalog. The storefront manager manages weekly orders. The software processes weekly transactions to generate producer orders, customer invoices, and financial reports. Producers drop off products/ customers pick up orders at a distribution site each week. If you are interested in trying out this software and creating a distribution system like this, check out this link: http://schohariefresh.com/partners_wanted_for_local_food_projects.pdf

Cornell Maple Program Webinar

Maple production from healthy trees: principles and strategies for thinning your sugarbush. Maple producers depend on healthy and vigorously growing trees for high quality and high

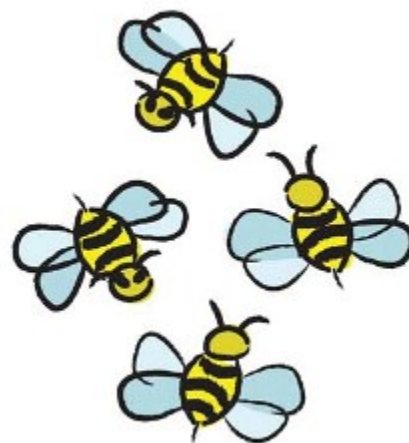
quantity sap. Cornell's Maple Program has worked at university facilities and with maple producers for several years on a sugarbush thinning applied research and extension project to assess the influence of thinning on tree growth and sap sugar concentrations. Join Dr. Peter Smallidge, NYS Extension Forester as he discusses how trees grow, why tree growth is important to maple production, how thinning affects growth and the relationship between thinning and sap sugar concentrations. Learn guidelines for decision making for when to thin and which trees to remove when managing a sugarbush. This webinar is pending for SAF CFE continuing education credits. Webinar connection details are available at <http://maple.dnr.cornell.edu/webinar.html>. No registration is required. Webinars are presented on the first Thursday evening of each month at 7pm.

New York Beekeepers Receive USDA Grant

A federal grant awarded to the Empire State Honey Producers Association (eshpa.org) will help New York beekeepers to stop the loss of honey bee colonies in the State. The 3 year, \$59,000 grant will train beekeepers to not only prevent, diagnose, and treat honeybee maladies, but give them the tools to teach other, beginning beekeepers to recognize bee diseases.

Spaces Still Available in Fall Online Courses!

The growing season is still in full swing, but here at the Northeast Beginning Farmer Project, we're already thinking about "education season". Many of our online courses - including 4 new topics - are still open for registration, ready to help you continue your farming education. As always, our courses are taught by experienced Cooperative Extension educators, farmers, and other specialists. Courses are usually 6 weeks long, cost \$175, and include both real-time meetings (online webinars) and on-your-own time reading and activities. We do not offer any academic credit, but those who successfully complete a course will receive a certificate and are also eligible for Farm Service Agency (FSA) borrower training credit, which can improve your eligibility to receive a low-interest FSA



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loan. To learn more about each course, please visit <http://nebeginningfarmers.org/online-courses>. From this site you can visit our Annual Course Calendar, learn more about our instructors, see answers to Frequently Asked Questions, read details for each course, and even visit a sample online course.

Organic Farmers Wanted to Trial Food Justice Pledge

NOFA-NY is seeking at least 6 farmers who are willing to participate in developing a Food Justice Pledge label. To qualify, a farm must sell direct to consumers and hire a limited number of workers. The project will provide technical support and promotional materials, help with inspection and verification, and a pay \$100 stipend to participating farmers. Farmers are being recruited from the Rochester area, and from the CNY/ Ithaca area. They will be asked to evaluate the impact of the Fair Trade Pledge on their sales as part of the project. The hope is that NY Eaters will be willing to pay more to know that their food was produced by farmers and workers in safe conditions and who were compensated fairly. Farmers interested in participating should get in touch with NOFA-NY at foodjustice@nofany.org or by calling (585) 271-1979 ext. 505.

Northeast SARE Farmer Grants Due December 1

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. Northeast SARE serves Connecticut, Delaware, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont, West Virginia, and Washington, DC. Projects should seek results other farmers can use, and all projects must have the potential to add to our knowledge about effective sustainable practices. Visit <http://nesare.org/get/farmers/> for more information.

Online Workbook for Beginning Dairy Farmers and Processors

Users can walk through the process of setting up a dairy processing business from the planning stages to the implementation of all the small details. The online workbook provides a framework for beginners to think about a dairy farming or processing venture. ALBC's goal is to help farmers find niche outlets for their rare breeds and rare breed products. As the market for rare breed dairy products grows, new farmers interested in these operations must be wise and informed to create financial success and to serve conservation. The templates for business planning apply to any new farming venture that you may be interested in starting! View the workbook on the ALBC website at <http://albc-usa.org/dairy/index.html>



Marketing Together: Planning A North Country Farm Cooperative

**Friday, November 4
6:00pm to 8:00pm
CCE Washington Co. Annex
II, 411 Lower Main St,
Hudson Falls**

A discussion between beef producers about ways to build a marketing system to enable small producers to expand and sell product. Pre-registration is not required but if you would like more information, please contact Sandy at 518-746-2560 or sab22@cornell.edu.

2012 Organic Dairy and Field Crop Conference

**Friday, November 4
9:00am to 6:00pm
Crowne Plaza Hotel
Syracuse, NY**

Sponsored by NOFA-NY and featuring experienced organic keynote speakers: Ed Maltby, Executive Director of the Northeast Organic Dairy Producers Alliance, and Mary-Howell Martens, Owner of Lakeview Organic Grain, LLC. The conference will also feature 8 different workshops covering everything from organic dairy animal care to growing and marketing food-grade grains. Lunch will be an organic community potluck, and attendees are encouraged to bring a dish to share. To register for this event visit www.nofany.org.

2011 Value-Added Training Institute:

November 4 & 5

**Friday 9 to 4, Sat. 9 to 12
ComLinks, Malone**

Only \$25. Courses offered:

Friday 9 to 12: *Freezing and Vacuum Packaging of Local Farm Produce*

Friday 1 to 4: *Models of Shared Use Kitchens*

Saturday 9 to 12: *Small Scale Meat Processing and Marketing*

To register contact Bernadette Logozar, 518-483-7403.

Cornell Agribusiness Strategic Marketing Conference: Capitalizing on Group Action & Alliances to Improve Marketing Returns

**Monday & Tuesday
November 7th & 8th
Hyde Park, NY**

This year's conference, has assembled an outstanding field of agricultural producers and academic, industry, and government speakers to discuss and highlight innovative agricultural marketing models that have capitalized on the benefits of group action and business alliances.

Innovative farmer and collaborative networks through strategic business alliances.

Designing new farmer aggregation models to access new and under-served customers.

Alternative marketing models for pricing, co-packing, training, and promotion.

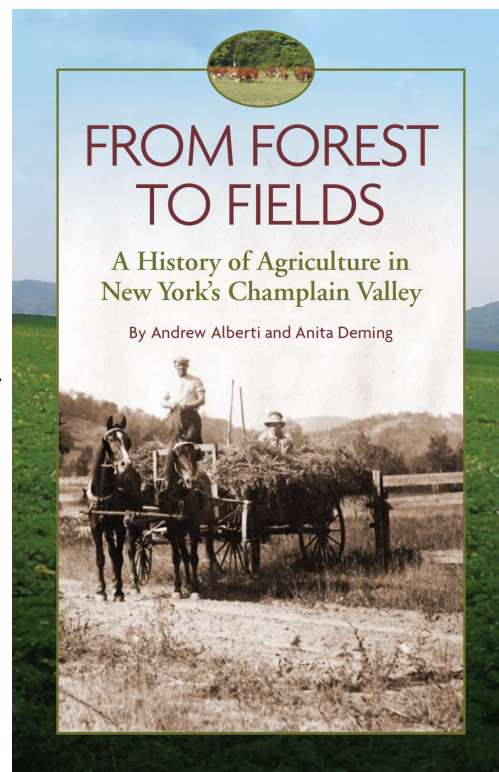
Hands-on training for strengthening cooperation for new & emerging farmer-owned businesses.

For More Information & To Register: Go to market-ingpwt.dyson.cornell.edu and follow the conference links. Todd M. Schmit, (607) 255-3015; tms1@cornell.edu

History of Agriculture in the Champlain Valley

**Thursday, November 17
7:30pm**

Whallonsburg Grange Hall
Free. Anita Deming will present her book on the History of Agriculture and free copies will be available. This covers four sections: Native American



Upcoming Events, Classes, Workshops



foods, War Foods from the French and Indian wars through early colonization, the Agricultural Revolution, and modern farming techniques. We feature locations where you can go to learn more about the lives of the people that founded our food systems in the Champlain Valley.

Cornell Beef Week Tour

Tuesday, November 29

**1pm to 4pm Huestis Farm
Street Rd, Ticonderoga**

7pm to 9pm

CCE Clinton, Plattsburgh

In the afternoon, we will tour the Phil Huestis Beef Farm in Ticonderoga. There is a new greenhouse barn, handling chute and scale on the farm partially paid for by Lake Champlain Basin Program. Mike Baker, CCE Beef Specialist will be here to show a variety of handling facility options as well as Beef Profitability Analysis. Phil is currently selling to Pineland in Maine and will discuss his experiences with that market. Phil has

implemented an intensive pasture rotation since we were there last. In the evening, Mike Baker will be in Plattsburgh to discuss handling facilities and Beef Profitability. Preregistration is appreciated. Contact Peter Hagar 561-7450 phh7@cornell.edu

New England Vegetable & Berry Conference

December 13, 14 & 15

**Center of NH Radisson Hotel
Manchester, NH**

This conference will include more than 25 educational sessions over 3 days, covering major vegetable, berry and tree fruit crops as well as various special topics. A Farmer to Farmer meeting after each morning and afternoon session will bring speakers and farmers together for informal, in-depth discussion on certain issues. There is also an extensive Trade Show with over 100 exhibitors. Visit www.newenglandvfc.org.

Social Media Marketing

Tuesday, January 17

5 to 9pm, SUNY Plattsburgh

Thursday, January 19

5 to 9pm NCCC, Malone (Tentative)

Thursday, January 26

5 to 9pm, CCE Watertown

Friday, January 27

5 to 9pm, CCE St. Lawrence

Increase your social media skills, especially with Facebook. This four hour class

will help you to launch a Facebook page or upgrade the effectiveness of your current page. Possible instruction in other forms of social media such as Twitter. Meal included. \$20. For more information or to

register contact:

SUNY class: Laurie Davis,
518-962-4810 x404.

Malone: Bernadette
Logozar, 518-483-7403.

Watertown: Amanda Root,
315-788-8450

St. Lawrence: Betsy Hodge,
315-379-9192

2012 NOFA-NY Winter Conference

January 20-22

Saratoga Springs, NY

The United Nations has declared 2012 as the International Year of Cooperatives. Building on this momentum, NOFA-NY has chosen The Cooperative Economy for the theme of this conference. This years keynote speakers include: John Ikerd, a Professor Emeritus of Agricultural Economics at the University of Missouri, Kathryn Terry, executive director of Appalachian Sustainable Development (ASD), and the 2012 NOFA-NY Farmers of the Year Paul and Maureen Knapp. To register for this event visit www.nofany.org



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 _____

Please circle type of membership:

Farmers, Producers, and Processors \$25 annually (further donations appreciated)
Student Farmers, Producers and Processors \$5 annually
Supporter: Restaurants and Stores \$25 annually (further donations appreciated)
Friends (circle level of membership) annual \$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.



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