



ADIRONDACK HARVEST

Harvest News

In coordination with Cornell Cooperative Extension of Essex County **Fall 2012**

"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."

Regional "Buy Local" Campaign Development Grant

As many of you know, Adirondack Harvest received a NYS Ag & Markets grant this year to develop a "buy local" campaign in many Adirondack counties. Jefferson and St. Lawrence counties are covered under a different grant awarded to the Thousand Islands Seaway region. The Adk Harvest grant has allowed us to purchase many promotional items for our specialty crop farmers to distribute to their customers.

This is federal money earmarked for specialty crop producers only. Producers of meat, dairy, eggs and commodity crops are not included, but we've tried hard to check with our farmers to see if they sold a bit of maple syrup or all that extra zucchini from their garden! That qualifies them for the grant benefits.

We have tote bags, handouts, magnets, labels, and colorful weather-proof signs for the producers (being delivered to their doors or their local CCE office). Each farmers market will receive a couple of bright yellow "electioneering" type signs (check with the local CCE office—they will have them for the market managers). CCE

offices will also have new banners for AH members to use at events. Some of the money will also help Lewis, Warren & Hamilton counties produce local food guides for 2013.

A bit of the money has paid for advertising for fall harvest events and some was required to hire a public relations firm to help us develop a long term media/marketing campaign.

Contact our office if you have any questions about the grant.

SEASONAL MARKETING TIPS

- *Be sure to promote your business if you are still open through the holidays!*
- *Offer recipes along with your fall/winter crops.*
- *Consider participating in holiday craft shows if you have non-perishable products.*
- *Promote CSA memberships as holiday gifts.*
- *Offer gift certificates for your farm business.*

NOTICE OF ANNUAL MEETING

SAVE THE DATE!

WEDNESDAY, JANUARY 16, 2013

After the calendar flips to 2013 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 election of the 2013 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.

The Fifth Annual Great Adirondack Rutabaga Festival

Dave Hunt served
up rutabaga
delicacies



Vinnie Ferris of
the Greenbeans
played great tunes



Joe Orefice's
winning rutabaga
weighed 28 lbs!



September 23rd, 2012 Town of Keene

Fetch-a-'baga
competition



Rutabaga
Queen and King:
Alana & Tom Both



Mr. 'Bagahead
decorating
competition



Penelope the
Clown



Adirondack Harvest Chapter News

Franklin County Chapter:

By Roger Hastings

The annual Harvest Festival of Franklin County was held at the Franklin County fairgrounds on September 15th. Organized by CCE Franklin County with help from the Soil Conservation Service and Adirondack Harvest, scores of people turned out under mostly blue skies. This year's theme focused on apples, potatoes and maple products. Local farmers had booths set up to display their produce, seeking to heighten awareness about agriculture's key role in the Adirondack region. Local bands filled the air with music throughout the day along with a performance by the Drew Crew cloggers. Belly Buttons the clown led pets and their owners around the track for a pet walk following the blessing of the animals. Bonesteel's Farm Market was kept busy all day giving hay rides. It was a good harvest day!

Jefferson County Chapter:

By Dani Baker

Twenty one Jefferson County farms and stores featuring local agricultural products participated in the first annual Harvest Tour Weekend September 29th and 30th. Adirondack Harvest as well as our local Cooperative Extension Office, the 1000 Islands International Tourism Council, and Jefferson County's Agricultural Coordinator helped with promotions which included press releases, web pages, a downloadable brochure and poster, advertising signs, and interviews on a local newscast and North Country NPR. Turnout at the 21 venues varied from spectacular to few to none. The Jefferson County Chapter plans two events again next season, one in mid-summer and one in early fall, believing that momentum will build with time and repetition.

Southern County Chapter:

By Teresa Whalen

On Friday October 5 we held the 3rd Annual Garlic Festival. It was a picture perfect day weather wise, sunny and in the 70's. We had crowds of people sampling all types of garlicky foods, demonstrations of tying hard neck garlic, and lots of folklore, recipes and growing info to share. The



5th Annual Warrensburgh Riverfront Harvest Dinner was held on Monday October 8 and had over sixty people attending. It was held at Lizzie Keays featuring a full course meal with all locally sourced ingredients including the wines. Eleven family farms contributed to the menu.

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 Michele Ledoux at 315-376-5270 or mell14@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 Jane Desotelle at 563-4777 or underwoodherbs@gmail.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



Smart Marketing Includes Services & Relationships Not Just Products

Brian M. Henahan

*Dyson School of Applied Economics and Management
Cornell University*

In agriculture, we have a tendency in marketing to focus most of our attention on the hard products we produce and bring to market - fruits, vegetables, meat, grains, milk, or cheese. Today's markets demand more attention to the services and relationships associated with marketing the actual product itself. The smart marketer is one who not only produces a high quality product, but also delivers needed services and builds effective relationships with customers.

A useful way to examine these questions of services and relationships is to begin with the old journalistic outline of - who, what, where, when, why, and how. We also need to understand the distinction between a customer and the consumer. Our customers may actually be consumers if we are direct marketers. But usually a relationship with some type of intermediary customer is required to get the farm product to the end-user, the consumer. Typical intermediary customers in the food system can include: wholesalers, retail supermarket buyers, food service buyers, brokers, or processors.

Who are you doing business with? If you are a direct marketer, know your consumer. Who are they in regards to: age, income, residence, family size, gender, ethnic group, etc.? How is your consumer base changing? What services will enhance your relationship with your consumers? If you are working with other types of customers, learn about their operations: sales, distribution, terms of trade, transaction protocols, etc. How do your customers understand the consumers that buy your products? What information about consumers can they share with you, or you with them, to assist both of you in better serving them?

What makes your product superior? What differentiates your product from the rest of the pack? What will make your product more attractive to your customers or consumers? What will your product bring to the assortment of products your customer markets? What information can you provide along with your product (nutritional values, recipes, portion sizes, variety, etc.) to increase sales?



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Where will your product have to end up to effectively serve your customers or consumers? How will your product hold up in transit? Will your product arrive in a package ready for store display or use in the kitchen? Are there any ways to make life easier for those who buy your products in regards to scheduling or delivery? Can you better coordinate shipping with other firms shipping similar products in your area?

When does your product need to arrive? Time is of the essence for all of us. How can you cut your customer's time spent receiving or handling your product? Are there ways to minimize the time your consumer (convenient parking, check-out) or customer (processing invoices or payment) does business with you? Just-in-time delivery and automated inventory replenishment are becoming standard business practices in both the retail and food service industries.

Why should your customer do business with you in regards to the services you offer and the value you bring to the business relationship? Why should you be considered a "preferred" supplier by your customer? Why should your ability to attract consumers to your product add value to your customers business?

How will you better understand what services and relationships will be needed to insure the effective marketing of your products? In a rapidly changing marketplace, those services and relationships are changing. How will your services increase the productivity and profitability of your customers?

In summary, smart marketers not only deliver high quality products that are relevant to consumers, but must also provide valuable services to build effective relationships with customers. Hopefully, answering some of these questions might shed some light on how to improve your marketing capacity. In the haste to produce the hard product itself, don't forget the needed services and relationships that will keep your product on the shelf, on the plate, or in the hands of consumers.

Choosing the Best Marketing Channels for Producers Selling Meat & Livestock

Matthew LeRoux

Cornell Cooperative Extension – Tompkins County

Growing demand for local foods is presenting new opportunities for small-scale agricultural producers, but understanding the relative costs and benefits of different local foods channels is important to maximize farm performance. Wholesale channels typically move larger quantities quickly but usually at a lower price. Direct channels often have higher prices but require more customer interaction.

A recently completed project funded by Northeast SARE (Sustainable Agriculture Research and Education) identified the primary factors that livestock farmers selling meats use to evaluate marketing channel opportunities and, accordingly, developed an easy-to-use tool for data-based channel assessment. Livestock farmers have many marketing options, from direct marketing channels such as farmers' markets to wholesale channels such as restaurants or commodity sales. This project was pursued in the wake of the original Marketing Channel Assessment Tool (MCAT) developed for use with fresh fruit and vegetable farms (see Smart Marketing March 2009). Using MCAT, a simple data collection process leads to meaningful conclusions for small farms evaluating their current marketing channel utilization and planning improvements.

This article describes the factors that livestock farmers use when evaluating marketing channels. Marketing channel selection is part of a farm's marketing strategy as well as a function of the relative

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performance of each channel based on six performance factors: Sales volume, hot-carcass weight (HCW) price, ability to sell the entire carcass, lifestyle preferences, labor required, and risk. Examples of marketing channels available to meat producers are:

Wholesale: commodity sales, auctions, restaurant, retail/grocery, and distributor.

Direct: freezer trade, community supported agriculture (CSA), farm store/stand, farmers' market.

Once a farm has conducted a Marketing Channel Assessment they can change their participation in channels to improve marketing and sales for the farm. Ideally, farms can find ways to increase their participation in the top performing channels while decreasing or eliminating participation in the worst performing channels. Additionally, farms selling meat can utilize product pricing to improve channel performance. This means that in addition to changing a farm's participation

in certain channels based on channel performance, the farm can also improve the performance of a channel by changing the pricing used in that channel, if possible.

This project found that any attempt to analyze the performance of an individual channel was incomplete without tracking individual products and their prices. For example, while restaurants buy high-value cuts, such as tenderloin, they do not purchase all cuts from the carcass. This reveals a weakness in the total "performance" of the restaurant channel since it is unsustainable for the farm to maintain sales of high-end cuts without proportional sales of all other cuts. Thus, tracking cuts and prices for each channel is important.

1. Sales Volume: Due to the nature of product volume and perishability the farm strategy for livestock products is about channel selection with an emphasis on price and inventory management, as illustrated in Figure 1. The sales volume factor for livestock farmers is quite different than for produce growers. Two important, interacting factors, product volume and product perishability, impact the role and importance of the "sales volume" assessment factor are.

Since meat can be frozen, perishability is of little concern. Low perishability means less emphasis on timing and therefore on the importance of sales volume in a given time period. It is still important for farms to sell all cuts from the carcass proportionately and in a timely manner so that they are not backlogged with certain cuts.

2. Hot-Carcass Weight Price: Comparing channels means finding a way to compare whole animal/whole carcass channels such as conventional commodity sales, livestock auctions, and freezer trade with channels that involve sales by the cut, such as farmers' markets and restaurants. To make this comparison useful, we must develop a price equivalent. The simplest price to find for all channels is the hot-carcass weight (HCW) price. HCW pricing is the meat industry standard pricing method. Using farm data and assumptions on live-to-carcass weight and carcass-to-retail weight yields, a HCW price can be constructed for all channels.



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Figure 1: The “sales volume” factor is the product of the quantity of products sold and the price of each product. Due to nature of the perishability and quantity of products, price is the emphasis of the “sales volume” factor for producers selling meat.

3. Ability to sell the whole carcass: Interacting factors such as weight, gross sales volume, and price per pound (for either HCW or retail weight), are very important to compare the relative performance of different channels, however, these factors are not immediately comparable across channels. Gross sales in one channel may reflect whole carcass sales while another channel’s gross sales might reflect sales of only a handful of cuts. Since some channels only consume certain cuts, one head of livestock cannot be easily tracked through each channel for comparison sake. In an attempt to account for this, a ranking was created for “% of carcass demanded by channel” to measure the degree to which a channel consumes all cuts. This way, this very important factor has sufficient weight in the overall assessment. Selling the entire carcass is critical to sustainability and is always cited as a key factor of assessment by farmers that sell meat by the cut.

4, 5, & 6. Lifestyle preference, Labor Required, and Risk: Risk and lifestyle preference are not externally measured factors, but rather are rankings provided by the farmer. The “Risk” ranking captures farmer perceptions on financial or business risk. Financial/business risk is defined as the probability of lost or lower-than-expected sales. “Lifestyle Preferences” reflect how well each channel fits the farmers’ overall enjoyment of work in each channel. Finally, “Labor Required” is a measurement of the number of labor hours each channel demands during the study period. Since labor is one of the largest marketing expenses, if not the largest, it has a big impact on the profitability in any given channel.

Summary: The outcomes of the project were an understanding of the important factors for marketing channel assessment and the development of the Livestock Marketing Channel Assessment Tool (LMCAT). The LMCAT is now available for use by farms and Cooperative Extension agents. The tool involves tracking labor, carcass yield and sales data for at least one week and up to one month, and inputting the information into a user-friendly programmed Excel spreadsheet. In addition to the channel assessment feature, the spreadsheet has a tool for farmers to adjust the pricing of each cut in order to reach profitability goals.

Matt LeRoux is an Agricultural Marketing Specialist at Cornell Cooperative Extension of Tompkins County and can be reached at mnl28@cornell.edu for more information on the Livestock Marketing Channel Assessment Tool.

Be A Localist

*Bernadette Logozar, Rural & Ag Economic Development Specialist
Cornell Cooperative Extension Franklin County*

I wonder sometimes how I can find a new way to inspire area business people, entrepreneurs and local decision-makers that investing in their neighbors means investing in the success of their own business and the vitality of their community. How do I express, in a sexier fashion, that small steps can lead to big changes in the future? For the past number of years I have worked with farmers and consumers in the area of local food. Sharing the reasons why it is important to buy local food and shop at your local farm stand or farmers market is easy. I can quickly list the reasons on how farm fresh agricultural products look and taste better. These products are harvested at the peak of perfection and travel short distances to the market and your table thereby still retaining many of the nutrients and flavors. Even outlining the selling points of value-added food products is fairly easy. But when it comes to widening the circle and outlining why you, as a business owner, should invest (meaning spend your money) locally at other businesses, how that will end up helping you in the long run, well there is where it becomes a bit more challenging.

And then my newsletter from BALLE arrived in my inbox. BALLE (pronounced “bawl-EE”) stands for Business Alliance for Local Living Economies. Their work is focused on creating real prosperity by connecting leaders, spreading solutions that work, and driving investment toward local economies. Towards that end, BALLE equips entrepreneurs with tools and strategies for local success, and provide the national forum for the most visionary local economy leaders and funders to connect, build their capacity and innovate.

And although localists tend to work on multiple fronts, after a decade of work in this area BALLE has decided to focus on what they call their Core Four. These are:

- **Local First:** Increasing demand for locally owned, made and grown businesses, goods and services. We showcase effective models, campaigns, policies and programs that expand business ownership opportunities to more people, and shift purchasing towards locals first.
- **DIY Entrepreneurs:** Sharing lessons learned from 'Do It Yourself' entrepreneurs who look for entrepreneurial opportunities to make, grow and serve their own community – whether it's vegetables, furniture or energy. Showcasing the business models for economic self-reliance, we offer a national offering of Localist success stories.
- **Community Capital:** Unleashing local money to finance healthy, diversified local economies. Featuring promising new models in crowdfunding, community supported enterprise, triple bottom line banking, local investment clubs, and so many more ways to connect your local businesses with local lenders, investors and donors.
- **Better Together:** There is no such thing as a ‘sustainable business’ in isolation. Learn about the best models for linking local businesses to leverage purchasing power, policy change, sustainable impact, marketing dollars and more. By working together we can accomplish so much more.

And as I read through their Localism 101 section of their website I realized I had found my inspiration that I am going to share with you. The following is directly from their website.

Localism is about building communities that are more healthy and sustainable – backed by local economies that are stronger and more resilient. It means we use regional resources to meet our needs – reconnecting eaters with farmers, investors with entrepreneurs, and business owners with the communities and natural places on which they depend. It recognizes that not one of us can do it alone and that we’re all better off, when we’re all better off.

Localism is about building the New Economy, right where we live. It starts with expanding and diversifying local ownership, import substitution, and business cooperation in a particular place, and results in more wealth and jobs per capita, and in greater personal accountability for the health of the natural and human communities of which we are a part. The goal is real prosperity - for all.

Be A Localist

Changing a local economic system starts by changing its most basic industries: agriculture, energy, manufacturing, retail, building and transportation and capital. When these sectors are transformed into localized, sustainable, green- and community-focused industries, the entire economy is transformed.

In addition, Localists recognize the necessity of looking at the systemic relationship between these sectors. With a focus on the whole economy, we don't prioritize or isolate the importance of energy efficiency from investing in local energy production, or 'green' buildings from the health of their occupants, or the viability of local farms from the prosperity of the grocers to whom they sell.

Localists also recognize that while our focus is primarily on our own communities, our vision is global. Each of us is crafting a piece of a larger mosaic – a global network of cooperatively interlinked local economies.

Finally, here is a list of our values, and if you find yourself nodding - you're a Localist too!

OWNERSHIP MATTERS: With local ownership comes local accountability; when you live in the community where your business decisions are felt, you have the understanding to make better decisions. Having a larger density of locally owned businesses results in higher per capita income, more jobs, and greater resiliency in the local economy. Plus more people living in their true vocation, with meaning and purpose, is good for all of us.

PLACE MATTERS: Supply chain decisions based on choosing local resources — vegetables, energy, timber, finance, and other locally made goods and services — engender a natural respect for the environmental and human resources in a place. Also, preserving the diversity of our food and different cultures, is not only smart, but so much more fulfilling!

OPPORTUNITY MATTERS: We're all better off when we're all better off. With inequality, we miss out on good ideas and relationships, unhappiness increases, and eventually systems collapse. Rather than "everyman-for-himself," we understand that real security comes from community. We need to rebuild the middle, engage in fair trade, and decentralize power and business ownership.

NATURE MATTERS: All wealth comes from nature. Without respecting natural boundaries and renewal rates for the animals, plants, soil and water on which we depend, we will not have wealth or health for our own species going forward. Part of the joy of being awake and alive is also to be in awe of the mysterious beauty of the inter-connected natural world.

WE MEASURE WHAT MATTERS: It's time to start defining our contributions and success by what really matters. Our businesses need to be profitable, but we are motivated by knowledge, creativity, health, happiness, meaningful work, and the ability to provide opportunity to others.

RELATIONSHIPS MATTER MOST! Only through cooperation will we be able to rebuild local food distribution or make renewable local energy affordable. We must re-connect eaters with farmers, investors with entrepreneurs, and business owners with the communities and natural places on which they depend. No one can do it alone. (And why would we want to anyway?)

If you are interested in moving our local economy forward by being a localist or would like to find out more information about BALLE check out their website at www.bealocalist.org. There are webinars, resources and much more on this website.



Agritourism Idea: Launching Produce!

Thanks to the volunteer efforts of Clarkson University engineering student Thomas Henry, Adirondack Harvest member Cross Island Farms on Wellesley Island, Jefferson County, has a new attraction to add to its Educational Organic Farm Tours: a small catapult capable of lobbing fruits and vegetables from apples to zucchinis into the pig paddock housing mom and 9 piglets.

Using small logs cut from the farm's woodlot, Tom donated a weekend of his time building the catapult so kids (and pigs) could enjoy its use during farm tours.

At right a young farm visitor prepares to catapult organic tomatoes to the pigs during Jefferson County's Harvest Tour Weekend.

If you have new and unusual ideas for agritourism that you are using on your farm submit them to the Harvest News to share!



Local Grape Grower Conducting On-Farm Research

Editor's note: Adirondack Harvest News welcomes submissions of articles about our member businesses. The Harvest News is published quarterly. Please send submissions to lsd22@cornell.edu

Driving around the North Country farmland now days, one can't help but notice a growing number of vineyards sprouting up scattered about the countryside. What is responsible for this? While the environment is harsh in the winters, it holds a number of key components to successfully growing grapes, especially wine grapes. The contrast of terrain between the mountains, valleys and lakes helps create thermal drafts, or wind. The wind helps dry out the morning dews and summer rains quicker than where the wind remains calm. The Adirondack Mountains also casts a "rain shadow" on the valleys to the east. As the storms rise up over the higher elevations, they dump out much of the



Richard L. Lamoy (left) recording results and Richard Lamoy (right) examining Marquette grapes on "Scott Henry" training system a month before harvest.

moisture held in the clouds. This creates lower rainfall amounts to the eastern side of the Adirondacks and lends itself to a more favorable landscape for growing grapes (which do better in slightly drier areas). Because of the wringing out effect of rain by the mountains, the valleys to the east provide sunnier skies than directly over the mountains and hills. That translates to more days of sunshine and higher number of growing degree days.

Despite these positive aspects of our area to growing grapes, the vineyard size and yield remains quite small and may not be able to support continued growth in the area of the local wineries. Why is this, you may ask, if the area is so favorable? The varieties of

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Local Grape Grower

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grapes grown here are a type known as Cold Climate grapes and have been introduced to winemakers in the recent past (say twenty years or so). Area grape growers plant these varieties without adequate information on the best ways to do so. This is the fault of nobody since the information has yet to be collected on best practices for these unique hybrids of grapes. Over the years the most common varieties (*vitis vinifera*) have been studied for best training systems (trellises) to use as well as canopy management (summer pruning practices) and so on. Growers are told to use those systems for the hybrids and those recommendations may just not give the best results.

One local grower, Richard Lamoy of Hid-In-Pines Vineyard in Morrisonville, NY, is working to help change that. Richard has been conducting training system trials to try to match some of these new varieties of grapes to the training systems that give higher yields while maintaining the quality of the grapes. This year Richard received his third grower NE SARE grant to date (Northeast Sustainable Agriculture Research and Education). The study involves four varieties of grapes growing on four training systems and is replicated three times and involves a total of 432 vines. He and his son Richard L. Lamoy have been collecting data this year to support their findings. This began with pruning weights after the dormant pruning and number of shoots left and growing this spring. The vines were trained to the training system of each row (12 rows total) and the shoots were trimmed back (hedging or skirting) as required. Minimal manipulation of the canopy (growing vines) was employed so the effects of the training system could be studied separate of summer canopy management (special pruning and aligning of the vines to provide a neat growing zone). Rough time spent on each operation was collected to see how these added up for each system.

As the vines reached veraison (beginning of ripening of the grapes indicated by change in color, translucency and turgidity of the grape) 100 grape berry samples were collected from the 9 vines of each row of each training system (48 samples). There were four sample periods between onset of veraison and harvest. Each sample period collected average berry weight, brix (sugar level), pH and TA (titrate able acidity). Those are all indicators of ripeness and quality of the juice from the grapes. When the grapes were determined to be ripe enough and conditions mandated it, the grapes were harvested. Each vine was weighed and the clusters counted separately and the results recorded. The results have been tabulated and are currently being analyzed for differences.

Watch for the final report of the trial in the coming months as it will be posted in a few places including the website for Hid-in-Pines Vineyard at www.hipvineyard.com on the research tab. It is the hopes of Richard that work like this will lead to higher yields and help improve the likelihood of sustainability of the fledgling area vineyards. Here is a preview of actual information collected.

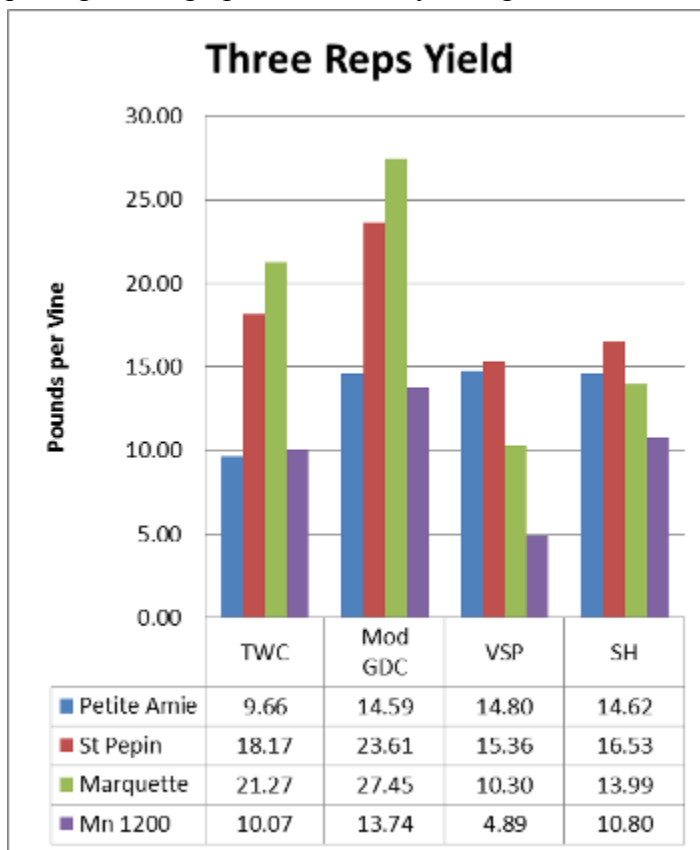


Table 1 – Average yield (lbs) per variety and training system.

Harvest News Briefs

Handbook for Natural Beekeeping – Certified Naturally Grown

Are you a beekeeper seeking to manage your hive naturally – without the use of synthetic treatments? Certified Naturally Grown (CNG) has recently updated their Handbook for Natural Beekeeping which describes practices for promoting hive health and managing pests and diseases. The handbook also details requirements for CNG certification. To order the handbook, visit <http://crm.naturallygrown.org/store>.

Dyson School: Agricultural Economic Development Report

The Dyson School of Applied Economics and Management has recently published a report: “Agriculture-based economic development in NYS: trends and prospects.” The report provides baseline information on the current state of the NY agricultural and food system economy, as part of an effort to assist in strengthening opportunities for economic development in the agribusiness sector. To view the report, click here: <http://dyson.cornell.edu/outreach/extensionpdf/2012/Cornell-Dyson-eb1211.pdf>.

SARE Funding: Sustainable Community Grants

Northeast SARE is offering up to \$15,000 for projects that address specific issues related to the connection between community revitalization and farming. Projects may focus on issues including, farm finance, marketing, land use, water use, enterprise development, value-added product development, among others. The grant is available to those affiliated with Cooperative Extension, a municipality, college or university, or other institutional entity. Due Nov. 15! For more information and to apply, visit <http://www.nesare.org/Grants/Get-a-Grant/Sustainable-Community-Grant>.

SARE Funding: Farmer Grants

Are you a commercial agricultural producer with an innovating idea that you want test via a field trial, on-farm demonstration, marketing initiative, or other technique? Northeast SARE is offering up to \$15,000 for agricultural producers to work with a technical advisor on such a project. Projects should aim to contribute to knowledge about effective sustainable practices. Due Nov. 27! For more information and to apply, visit <http://www.nesare.org/Grants/Get-a-Grant/Farmer-Grant>.

Upcoming Events, Classes, Workshops

Marketing to Make Money Webinars

Thurs. BF 102 Nov 8 to Dec 13

Tues. BF 201 Nov 13 to Dec 18

\$200. *BF 102: Markets and Profits* is an intro-level course. This course is for new or aspiring farmers with lots of enterprise ideas, but still need to explore the details of how they will sell and whether the products will generate enough profit to support the farm long-term. This course will help you create enterprise budgets customized to your operation, begin to explore concepts around branding and selling your products, and consider the pros and cons of marketing via farmers markets, Community Supported Agriculture models, farm stands, restaurants, wholesale, and more.

<http://nebeginningfarmers.org/online-courses/all-courses/bf-102-markets-profits/>

BF 201: Marketing Planning is a more advanced course. It is for you if you have already done the initial explorations about the right products and markets for

your farm, and are ready to dive in deeper to be even more strategic as your farm operation grows. Each week of the course covers one section of the Marketing Plan, which you can complete and get feedback on from your instructors as you go. <http://nebeginningfarmers.org/online-courses/all-courses/bf-201-making-money/>

Get Started with Berry Production!

WEBINARS Mondays, Nov 19 to Dec. 17

\$200. Whether you're brand new to farming or an experienced farmer considering adding berries to your enterprise mix, this 6-week online course will help you get started with the big three berries--strawberries, blueberries, and brambles--as well as some lesser-known berry crops like currants and gooseberries. Sign up to learn about Primary considerations when choosing a site for successful

Upcoming Events, Classes, Workshops

berry farming, Basic cultural demands of the 3 major berry crops (strawberry, blueberry and brambles), Cultural requirements of an array of lesser known berry crops, Pest complexes of the major berry crops, Post-harvest requirements of berries, Considerations for successful marketing of berry crops, How to analyze costs vs. expenses and be able to incorporate them into a business plan. It is led by Laura McDermott, a berry specialist with Cornell Cooperative Extension. Visit <http://nebeginningfarmers.org/online-courses> to learn more! Contact: Erica Frenay, ejf5@cornell.edu, 607-255-9911

Harvesting Opportunities: Growing Local Food Economies & Protecting Farmland

Thursday, November 15 8:30am to 5:00pm
Hotel Albany, Albany

A Conference to Inspire and Educate New Yorkers to Support Agriculture, Strengthen Local Farm and Food Economies and Get Involved in Protecting Farmland. Keynote Speaker: Verlyn Klinkenborg, author *The Rural Life* and *Making Hay*. Topics include: Increasing the Sale of Local Foods to Institutions, Increase Statewide Capacity to Grow Local Foods, Planning for Agriculture in Our Communities, Opportunities for Next Generation Farmers to Secure Land, Protecting Farmland, Reaching Out to Elected Leaders, etc. For more details go to: www.farmland.org/newyork. Or call David Haight at 518-581-0078.

Marketing for Profit: Tools for Success Webinar Series

Dec. 4, 10-11:30am & Dec. 5, 7-8:30pm

Learning to Look Around, or Getting Your Head in the Game! Bob Buccieri, former President of the Farmers Market Federation of NY

Dec. 10, 10-11:30am & Dec. 11, 6-7:30pm

How Smart ARE you, Really?

Warren Abbott, Abbott Farms, Baldwinsville, NY

Jan 8, 11am-12:30pm & Jan. 9, 6-7:30pm

Building the Marketing Plan

Marty Broccoli, Ag Economic Dev. Specialist, Cornell Cooperative Extension, Oneida County

Jan. 15, 11am-12:30pm & Jan. 16, 6-7:30pm

People Sure Are STRANGE! Coming to understand the customer. Marty Butts, Small Potatoes Marketing

Jan. 29, 11am-12:30pm & Jan. 30, 6-7:30pm

BOGOs, Bounce Backs and the cost of freebies! Promoting the Product

Lindsay Ott Wilcox, Creative Director, Clear Channels Radio, Syracuse

Feb. 12, 11am-12:30pm & Feb. 13, 6-7:30pm

Every Silver Lining has a Cloud! Market Assessment & Analysis. Marty Butts, Small Potatoes Marketing.

Free. To register <http://www.nyfarmersmarket.com/work-shop-programs/webinars/registration.html>

For more information, detailed descriptions of the sessions or a full, 3 year curriculum, please contact Diane Eggert at deggert@nyfarmersmarket.com or David Grusenmeyer, dgrusenmeyer@nyfvi.org

Managing With Finance: A Basic Finance Class for Farmers

Mon: Dec 10, Jan 7, Jan 21

CCE Clinton Co, CCE Bldg. Plattsburgh

Tues: Dec 11, Jan 8, Jan 22

CCE Franklin Co, Court House Malone

Wed: Dec 12, Jan 9, Jan 23

Jeff/Lewis Co. Farm Credit East, Burrville

Wed: Dec 12, Jan 9, Jan 23

St. Lawrence Co., Canton Learning Farm

Fri: Dec 14, Jan 11, Jan 25

CCE Essex Co, CCE Bldg. Westport

1:00pm to 3:00pm

Why Are You in Business and What are Your Goals?

Keeping Good Records Will Help You Meet Your

Goals. Financial Statements and Profitability State-

ments. What Does Your Banker Want to See? * *This course qualifies for FSA Borrower Training Credits.*

For more information or to register call your local CCE

Clinton, Peter Hagar, phh7@cornell.edu 561-7450

Essex, Anita Deming, ald6@cornell.edu 962-4810 ext. 409

Franklin, Harry Fefee, hmf9@cornell.edu 483-7403

Jefferson/Lewis, Peggy Murray, 315-376-5270

St. Lawrence, Anita Figuera, 315-379-9192

\$10 per class or possible rate reduction for all three

5th Anniversary Winter Green-Up Grazing Conference

January 25-26 Latham, NY. Join a large number of grazing specialists for a two-day conference covering topics such as, the business and practice of custom grazing, winter management techniques, animal and human health, and much more! For more information, contact Gale Kohler at CCE Albany County by phone at (518) 765-3500 or gek4@cornell.edu.

NOFA Winter Conference 2013:

Resilience January 25-27. Saratoga Hilton and City Center, Saratoga Springs, NY. For more info: www.nofaconference.org.

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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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