



Harvest News

In coordination with Cornell Cooperative Extension of Essex County Fall 2013

"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."

Adirondack Harvest goes to Farm Aid

As Adirondack Harvest coordinator, my autumn work involves lining up farm tours, promoting member events and participating in area festivals. This year brought something new to the region: Farm Aid. I had heard about Farm Aid for years, of course – most of us know about the famous Willie Nelson, Neil Young and John Mellencamp-founded musical tour whose mission is to "keep family farmers on their land." It seemed a natural fit for Adirondack Harvest to participate this year since the whole gala was coming to Saratoga.

I figured I'd pack up my standard tri-fold display and piles of handouts and set up near other like-minded organizations somewhere near the concert. Not so much. For starters, I was informed that the exhibitor's Homegrown Village, was a "paper-free" zone. Hmmm. There went 90% of my display. And I would be required have two or three entertaining, interactive and educational components. Double hmmm. Then, out of panicky creative thought, the "Who's Your Farmer?" mega-map idea was born.

Juggling foam board, piles of

printed paper, a hot glue gun, furring lumber and step ladders, I showed up in the Homegrown Village at the Saratoga Performing Arts Center (SPAC) and began to construct. When I was finished, I had a 6' by 8' map of the Northeastern U.S. with space for other states and countries. On a nearby table I had piles of brightly colored sticky notes and pens. The goal was to encourage the passersby (25,000 people were expected, a

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WELCOME NEW ADIRONDACK HARVEST BOARD MEMBERS

Shannon Eaton joins us as the new "farmer representative" on our board. She and her husband Tyler own and operate Blue Pepper Farm in Jay and was a cheesemaker at Asgaard Farm. We know her farming experience will serve us well.

Doug is our new "public representative" and has brought great energy to our steering committee in the past. We look forward to his input.

NOTICE OF ANNUAL MEETING

SAVE THE DATE!

WEDNESDAY, JANUARY 15, 2014

After the calendar flips to 2014 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 2014 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.

What is the Meaning of Local?

By Bernadette Logozar

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

If I had a dollar, or for that manner a nickel, for every time I have been asked that question, I could make some pretty impressive investments. And unfortunately there is no simple answer to this question. I have used several different ways to explain what is local and how it truly orbits around you --the customer. One of the best ways is to use the target method.

With the target method, think of yourself as the bull's eye on a target. Then food you grow yourself in a home garden or in a community garden would be in the first ring of the target. Any 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 would be in the second ring. Food grown or raised in your county you buy at a grocery store, food co-op, cafeteria or restaurant in the county would be the next ring. Finally any food grown elsewhere in NYS or in the greater Adirondack region (including nearby QB, ON & VT) would be the outside ring of the target. All other food would fall outside the target circles and would be considered long distance food.

But today as I was searching for some images to 'show' local, I came across a Wordle created by someone else that was meant to do just that. For those who aren't familiar, a Wordle is a tag cloud or a word cloud that uses a weighted list of words to provide a visual design or depiction of a concept. In this case it would be local food. Which got me to thinking, well, rather than use someone else's visual depiction of local food (which is depicting what is local to them and in this case San Francisco) why don't I create my own Wordle for local food related to where I am located, which is in the Adirondack North Country of New York state?

And here is the result of my efforts. Not too shabby for a first go. And I learned something new while I went on this journey. So check out my Local Food Wordle, are there words I missed or overlooked? If you would like to learn more about local food and where to find local food contact Cornell Cooperative Extension.



Adirondack Harvest Chapter News

Essex County Chapter:

The late summer/early fall has been busy for the Essex County chapter. We served samples of local food at the fair including dilled garlic scapes (amazingly delicious!), carrot sticks, maple yogurt, cherry tomatoes and cheddar cheese. Disappointingly, we were unable to continue our annual Great Adirondack Rutabaga Festival this year due mostly to lack of volunteers. Perhaps we can resurrect this fun event in future years. The Harvest Festival week was terrific, though, as we co-sponsored "A Taste of Local" run by the Adirondack History Center Museum in Elizabethtown. Many chefs and farmers turned out to display and sell their products and the apple dessert contest offerings were delectable. Green Point Foods in Keene created a special local foods sandwich to celebrate the Harvest week, and we capped the whole thing off with our presence at the Farm Aid event (see cover and below).

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number that made my head spin) to writing down the name of a farm or farmer from whom they purchase local food, and then post it on the map in the region of the farm. For my other

"entertainment" I

ran our documentary, Small Farm Rising, on a small screen, plus I donned a heavy felt tomato costume that progressed from comfy to a dizzying sauna-like temperature as the day wore on.

The response to the display was incredible. Before the SPAC gates opened, other exhibitors were already slapping up sticky notes. And after the gates opened? I literally had to get out of the way. There was no room for a large tomato in the throngs of people elbowing each other to make sure their farmers were represented. Some had their pictures taken pointing to the note they had posted, while others took a close-up shots of their note. The farmer pride was strong, palpable and made my heart swell. They wanted to talk about their farmers, and many notes included hearts and exclamation points. When it was over, more than 450 unique farms had been posted representing 27 states and 7 countries.

And off in the distance, I could hear some great music by some pretty famous musicians who care deeply about helping family farms to thrive. We are proud of our farmers – make sure you let your farmer know how you feel!



Essex County Chapter

Contact Matt Cauthorn at 518-834-9303 or matt_cauthorn@hotmail.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 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



Consider a Food Bank As a Market Opportunity

*Roberta M. Severson, Extension Associate
Charles H. Dyson School of Applied Economics and Management
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The local food pantry was once considered a source of food to meet emergency nutrition needs of children, families, and adults. The Hunger in America 2010 study conducted by Feeding America (an organization of 200 food banks throughout the U.S.) indicates that families are not visiting pantries to meet temporary acute needs but now use food pantries as a long term strategy to supplement monthly shortfalls of food. Senior citizens living on fixed incomes are shown to be among the most consistent pantry clients. Historically food banks relied on donated products to meet the needs of their clients. The donation stream from individuals, businesses and organizations has tightened. Food banks go to the marketplace to access a

consistent stream of goods to meet the increasing demand for food.

The Hunger in America 2010 study showed that within the United States, 45% of all food programs need for more fresh fruits and vegetables, 58% need more meat products, and 48% need more dairy products. Food banks serving New York State have funds available through the NYS Department of Health's Hunger Prevention Awareness Nutrition Program to purchase perishable produce and other food products at prevailing wholesale market prices.

A food bank is a warehouse in business to acquire, sort, store, and distribute food to community hunger prevention agencies, which include emergency food programs, soup kitchens, residence programs, day care, multi-service organizations, senior centers, rehabilitation centers, youth programs and other programs. Food banks manage networks and logistics to move food from areas of surplus to areas in need inside and outside their regular service area. New York State is served by 10 food banks. According to the Food Bank Association of New York, food banks fed over 3,000,000 people through nearly 5,000 agencies in 2011. According to Feeding America, 191 million pounds of food was procured resulting in almost 150 million meals consumed in one year's time in New York State.

To access this market channel, producers should:

- Determine what is available for sale.
- Be able to describe the quality (grade) and the quantity of the product for sale.
- Decide if you will transport the product or if the food bank will transport the product (expect the price to be discounted if the food bank provides transportation).
- Contact your local food bank and speak with the person who purchases food.
- Negotiate a purchase price. Know in advance current market prices for specific grades. Food banks purchase at wholesale prices.

Quality is important. Food banks are limited in the amount of highly perishable product that they can purchase and distribute at any given time. Most of the agencies receiving perishable products have limited refrigerated storage space. As a result the food bank purchases smaller quantities of perishable produce more frequently.

Packaging is important. There are two options. The producer can sell produce in bulk quantities. Staff at the food bank will pack the produce into smaller quantities desired by end users. Or, the producer can pack the produce in small quantities before it is delivered to the food bank. The sale price should include this value-added service.

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The Food Bank Association of New York and Feeding America develop forecasts for the supply and demand for products within New York State and the United States, respectively. A surplus of product in one area may be purchased and moved to a deficit area. Producers located near a state boundary should investigate the food banks in the neighboring state.

Presently, food banks in New York State do not require Good Agricultural Practices certification; however, food pantry procurers do visit the farms from which they are interested in purchasing product. It is important that all facilities are neat and clean. Producers can expect payment within 14 days, but it is appropriate to ask when payment can be expected when the deal is struck.

Like any other account, a trusting relationship between the buyer and seller is critical when conducting business. Good communication, knowledge of current market conditions, and reasonable expectations are all important when negotiating price. Food banks are interested in purchasing high quality product at wholesale prices and will pay for customer friendly packaging. Contact them today.

Table 1. Food Banks Serving New York State

Food banks serving New York state	Area served	Phone number	Pounds distributed annually (millions)	Number of service agencies
Island Harvest	Nassau, Suffolk	516/ 294-8528	6.935	536
City Harvest	New York City	646/ 412-0600	39.573	406
Food Bank of New York City	Bronx, Kings, Queens, Richmond, New York	718/ 991-4300	67.787	694
Foodlink, Inc.	Orleans, Monroe, Wayne, Genesee, Livingston, Ontario, Wayne, Seneca, Yates, Wyoming, Allegany	585/ 358-3380	8.366	370
Food Bank of Central New York	St. Lawrence, Jefferson, Lewis, Herkimer, Oneida, Oswego, Cayuga, Onondaga, Madison, Cortland, Chenango	315/ 437-1899	11.724	395
Food Bank of Western NY	Chautauqua, Cattaraugus, Erie, Niagara	716/ 852-1305	10.861	312
Food Bank of the Southern Tier	Steuben, Schuyler, Tompkins, Chemung, Tioga, Broome	607/ 796-6028	7.497	158
Food Bank of Westchester	Westchester	914/ 923-1100	6.208	216
Long Island Cares, Inc.	Nassau, Suffolk	631/ 582-3663	5.288	592
Regional Food Bank of North-eastern NY	Clinton, Franklin, Essex, Hamilton, Warren, Washington, Fulton, Saratoga, Montgomery, Schenectady, Rensselaer, Otsego, Schoharie, Albany, Greene, Delaware, Columbia, Ulster, Sullivan, Orange, Dutchess, Putnam, Rockland	518/786-3691	26.942	1,084

Reference

Mabli, James, Rhoda Cohen, Frank Potter, Zhanyun Zhao. 2010. *Hunger in America 2010 National Report*. Chicago. Feeding America (formerly America's Second Harvest) Mathematica Policy Research, Inc. http://feedingamerica.issuelab.org/resource/hunger_in_america_2010_national_report

Accessed August 28, 2013.

Smart Marketing



What Are Food Hubs and Why Do They Matter?

James Barham

Marketing Services Division

USDA Agricultural Marketing Service

One of the more novel concepts to recently enter US food systems lexicon is the term food hub. The concept has sparked interest from a wide array of food systems funders, planners, businesses, researchers, and service providers. With this interest, there has come a fair amount of scrutiny on the utility of the term, from both supporters and detractors. USDA and our national partner, the Wallace Center at Winrock International, have been at the forefront of the food hub “wave,” attempting in our own way to provide some clarity on the food hub concept, and to make a case for its utility as one strategy for creating robust local and regional food systems.

What is a Regional Food Hub?

Having engaged and learned from a great number of food hub stakeholders, we propose the following definition which we believe adequately reflects the full range of food hub enterprises operating in the United States:

A regional food hub is a business or organization that actively manages the aggregation, distribution, and marketing of source-identified food products primarily from local and regional producers to strengthen their ability to satisfy wholesale, retail, and institutional demand.

At the core of a food hub is a business management team that actively coordinates supply chain logistics. Some food hubs work on the supply side to support and train producers in areas such as sustainable production practices, production planning, season extension, packaging, branding, certification, and food safety—all of which is done to enable these producers to access wholesale customers, such as buyers for foodservice institutions and retail stores. Simultaneously, food hubs also work on the demand side by coordinating efforts with other distributors, processors, wholesale buyers, and even consumers to ensure they can meet the growing market demand for source-identified, locally or regionally grown products.

Regional food hubs are generally classified by either their structure or their function. One way to classify food hubs by structure is by their legal business structure, which includes: nonprofit organizations (which often develop out of community-based initiatives), privately held food hubs (a limited liability corporation or other corporate structure), cooperatives (owned either by producers and/or consumers), and publicly held food hubs (often the case where a city-owned public market or farmers market is carrying out food hub activities). There are also a few food hubs that are operating without a formal legal structure, which are classified in the table below as “informal.”

The legal structure of a food hub often influences its operation and function, particularly in such areas as capital investment, risk management, and liability exposure. For example, nonprofit food hubs have greater access to grant programs and donations than privately held food hubs because nonprofits are eligible for more Federal and State assistance programs than private entities. On the other hand, nonprofit food hubs have greater difficulty accessing traditional loans, revolving lines of credit, and other forms of private investment than for-profit business entities. As another example, producer cooperatives have the advantage of tapping member equity and taking advantage of business services offered by cooperative extension programs, but find fewer grants and loan programs available to them than nonprofit organizations.

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Food hubs can be functionally categorized by the primary market they serve. These markets can be delineated as:

- Farm-to-business/institution model
- Farm-to-consumer model
- Hybrid model

Under the farm-to-business/institution model, food hubs sell to wholesale market buyers, such as food cooperatives, grocery stores, institutional foodservice companies, and restaurants. Under this model, food hubs provide new wholesale market outlets for local growers that would be difficult for them to access individually.

While this is one of the primary purposes of a food hub, some food hubs focus on the farm-to-consumer model. In this case, the food hub is responsible for marketing, aggregating, packaging, and distributing products directly to consumers. This includes multi-farm community supported agriculture (CSA) enterprises, online buying clubs, food delivery companies, and mobile markets.

Under the hybrid model, the food hub sells to wholesale market buyers and also directly to consumers.

Why Do Food Hubs Matter?

Overcoming infrastructure challenges

Many farmers and ranchers are challenged by the lack of distribution and processing infrastructure of appropriate scale that would give them wider access to retail, institutional, and commercial foodservice markets, where demand for local and regional foods continues to rise. Regional food hubs have emerged as an effective way to overcome these infrastructural and market barriers. For those smaller and mid-sized producers who wish to scale up their operations or diversify their market channels, food hubs offer a combination of production, distribution, and marketing services that allows them to gain entry into new and additional markets that would be difficult to access on their own. For larger producers, food hubs can provide product-differentiation strategies and marketing services that ensure the highest price in the market place. Moreover, for wholesalers, distributors, retailers, and foodservice buyers who would like to purchase larger volumes of locally and regionally grown products, food hubs lower the transaction costs by providing a single point of purchase for consistent and reliable supplies of source-identified products from local and regional producers.

Fulfilling essential services

In many parts of the country, wide gaps exist in local distribution and processing infrastructure, making it difficult for small and mid-sized growers to gain access to markets where there is unmet demand for source-identified locally or regionally grown products. Regional food hubs are increasingly filling a market niche that the current food distribution system is not adequately addressing—the aggregation and distribution of food products from small and mid-sized producers into local and regional wholesale market channels (retail, restaurant, and institutional markets). Additionally, because food hubs provide a number of additional services that build the capacity of local producers and also engage buyers and consumers to rethink their purchasing options and habits, food hubs are emerging as critical pillars for building viable local and regional food systems.

Although regional food hubs are filling a market niche of small farm distribution, this does not mean they do not engage with conventional supply chains. In fact, many food hubs complement and add value to these more traditional distribution channels by enabling regional food distributors—and their national food distribution clients and partners—to offer a broader and more diverse selection of local or regional products than they would otherwise be able to source. In addition, they often add significant value to conventional supply chains by providing a reliable supply of source-identified (and often branded) local products that conform to buyer specifications and volume requirements and still enable their clients to “tell the story” behind the product. For this reason, regional distributors—and even broadline, full-service national distribution companies like Sysco—are beginning to view food hubs as

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23 Mobile Apps Changing the Food System

Submitted by Bernadette Logozar

Rural & Ag Economic Development Specialist, Cornell Cooperative Extension

I receive an e-newsletter call the “Food Tank”, it is always filled with interesting tips, statistics and other information around the enhancing the local food system. This information I have weaved into past articles, but sometimes things are best said by the original writers. This most recent newsletter goes through some 23 Mobile Apps that people can use to interact with your local food system. There are apps for everything from finding open tables at restaurants when you are traveling to apps to help farmers manage planting, harvesting and everything in between.

So read on to discover which app is best for you. This article was written by Danielle Nierenberg and Kathleen Corr from the Food Tank. There are currently more than one billion smartphones in use across the world – and that figure is projected to double by 2015. As the use of “smart” mobile devices continues to grow, apps have become an incredibly effective way of providing information and resources to a wide audience.



An increase in smartphone use happens to coincide with the growth of a consumer demand for more sustainable food – “organic,” “locally grown,” “seasonal,” and “pesticide-free” are becoming more and more common in the vernacular of food sales. In the United States alone, annual sales of organic foods and beverages grew from US\$6 billion in 2000 to US\$26.7 billion in 2010. And there are nearly three times as many farmers markets in the United States today as there were in 2000.

It’s no surprise, then, that there are lots of apps for those interested in eating more healthful food, wasting less food, finding sustainable sources of seafood, or buying seasonally. Nierenberg and Corr identified some 23 apps for mobile devices and tablets are helping eaters, producers, advocates, and activists lead less wasteful and more environmentally sustainable, healthy, and delicious lives. But rather than list them all here, I am just highlighting 10, and if you are interested reading about all 23 visit their website at: <http://foodtank.org/news>, then scroll down to October 3rd postings. It should be noted that not all these apps are free. So do check out whether there is a charge before you go ahead and download.

- Locavore (Hevva Corp.) [FREE]: Locavore helps consumers find out what local foods are in season, and locate the closest farmers markets that provide them. The app has tons of information on individual producers in a user’s area, and provides seasonal recipes to best use fresh, local ingredients.
- HarvestMark Traceability (YottaMark, Inc.) [FREE]: The HarvestMark Traceability app allows its users to trace their fresh food back to the farm that it came from, by scanning any fruit or vegetable with the HarvestMark logo on it and pulling up the item’s information on the app. It also provides instant updates on any food recalls affecting HarvestMark produce.
- Farmstand (Mostly Brothers) [FREE]: Use the Farmstand app to search for community farmers markets in the United States, Canada, the United Kingdom, Australia, and New Zealand. Users can also connect with other farmers marketgoers in their area.
- Seasons (What Is It Production Ltd.) [US\$1.99]: The Seasons app helps eaters follow the natural growing seasons of fruits and vegetables in their region. They can also search a database of fruits, vegetables, herbs, and nuts for descriptions, information on seasonality, and photos.
- NRDC Eat Local (Smart Tools) [FREE]: The Eat Local app helps locate nearby farmers markets, and provides seasonal recipes for the ingredients found there. Users can also submit and edit information for their local and favorite farmers markets in the Eat Local database.

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Mobile Apps, continued...

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- Urban Farming Assistant Starter (iHuerting) [FREE]: For those planning on growing their own vegetables at home, the Urban Farming Assistant Starter app sets reminders for when to water, fertilize, and care for plants. It also helps to find organic solutions to pests, diseases, and other gardening issues.
- 222 Million Tons (Pydexo) [FREE]: This app, named for the amount of food wasted globally each year (Ed. note: More recent estimates from the U.N. Food and Agriculture Organization (FAO) indicate that 1.3 billion tonnes of food are wasted each year), helps consumers plan grocery lists and weekly menus to waste the least amount of food possible.
- Garden Tracker (Portable Database) [US\$1.99]: This app helps to plan, size, and plant a vegetable garden by creating a virtual garden to imitate a real one. The Garden Tracker app lets users track a garden's progress with a self-designed grid that can contain indicators for categories such as "last time watered" and "when to harvest."
- Mother Earth News Library (Ogden Publications, Inc.) [FREE]: This virtual library of different resources from Mother Earth News includes such important tools as How to Can, the Garden Insects Guide, and the Food Gardening Guide.
- Wild Edibles (WinterRoot LLC) [US\$7.99]: The Wild Edibles app helps to identify and provide information about the uses of wild edible plants. The app offers harvesting methods, preparation instructions and recipes, and medicinal information for foraged plants, as well as a botanical glossary for reference.

So whether you are buying the local food or growing the local food, there is an app for you! Have fun discovering new ways to keep your fingers on the pulse of the local food movement, and who knows you might locate something new to try with your family.

Smart Marketing: Food Hubs

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critical partners instead of competitors to ensure they can meet the market demand for locally and regionally grown food.

Positively impacting the communities they serve

Even though many food hubs are relatively new, they demonstrate innovative business models that can be financially viable and also make a difference in their respective communities. Economically, they are showing impressive sales performance and helping to retain and create new jobs in the food and agricultural sectors. To varying degrees based on their business model and mission, many food hubs are also looking to leverage their economic impacts into wider social or environmental benefits for their communities. Socially, most food hubs are providing significant production-related, marketing, and enterprise development support to new and existing producers in an effort to increase the supply of local and regional food. In addition, quite a few food hubs make a concerted effort to expand their market reach into underserved areas where there is lack of healthy, fresh food. Environmentally, there are some food hubs that are encouraging their producers to use more sustainable production practices, as well as finding innovative ways to reduce their energy use and waste in the distribution system. In summary, food hubs and those that operate them represent a new kind of food entrepreneur, one that is increasingly demonstrating a financially sound business model that can be both market *and* mission driven.

Local Orchard Featured in I ♥ NY Commercial

By Kathryn Cramer

A few weeks ago, Macguffin Films shot an I Love NY commercial at Domaine Champlain Orchards in Westport. The commercial has just begun airing in the past few days. Our 19th century post and beam barn with a slate roof was the main backdrop for the scene. The film company wanted pumpkins, bales of hay, and an old -style truck and tractor. To spruce up the place pumpkins and bales of hay were supplied by Essex Farm and another neighbor supplied the vintage truck and tractor. I supplied the location and lots of apples, apple crates, and baskets. Children from the Lobdell, Clark, and Hartwell families were extras. The apples had already been picked from the trees they wanted to film, and so the company wired apples back onto the trees.



Meanwhile, we have been working with the Grange Co-packers (in Whallonsburgh) to process apples into applesauce for commercial sale. We are doing varietal apple sauce. Our first batch was made with Paula Reds, the second with Red Cortlands. This week we will do a batch of Northern Spy.



CCE Essex County & Adk Harvest Grant Award

On September 25, 2013, Governor Andrew M. Cuomo announced more than \$900,000 in federal funding provided by the U.S. Department of Agriculture to support 11 research projects ranging from improving the resiliency of New York's crops to expanding the reach of the State's agricultural sector.

Cornell Cooperative Extension Essex County was one of the projects receiving funding and Adirondack Harvest will benefit from a portion of the two-year funds. This is another "Specialty Crop Block Grant", meaning the funds must directly support fruits, vegetables, honey, maple, cut flowers and some other products, but not meat, dairy and commodity crops. Most of the grant money will be used to fund a food hub economic evaluation in the North Country, but a portion will be used to produce more durable Adirondack Harvest signage, product labels and price cards as well as the enormously popular black and yellow farmers' market directional signs. We will air PSA announcements encouraging consumption of local fruits and vegetables and hold classes on branding and promotion of specialty crops. We'll also support all the county local food guides and conduct an AH membership campaign across the North Country.

Harvest News Briefs

Speak Out on Food Safety Modernization Act

Deadline: November 15

The newly proposed Food Safety Modernization Act could pose a threat to sustainable agriculture. Speak up for safe food regulations include the preservation and progress of sustainable food. The FDA is seeking comments from the public. **The #1 most important thing you can do to help fix FSMA is take a few minutes RIGHT NOW to submit a comment to FDA.** Farmers need your help. To learn more and/or make a comment visit sustainableagriculture.net/fsma/speak-out-today/

SARE Grants Available Apply Now!

Are you a farmer with a new idea you would like to test using a field trial, on-farm demonstration, or other technique? Are you an educator looking to conduct research with farmers as active cooperators? Are you a community member aiming to connect sustainable farming with community revitalization? If you answered "YES" to any of the above, a SARE grant might be the right fit for you. Funding is available to help you test your ideas in the way of **Farmer Grants, Partnership Grants, and Sustainable Community Grants** from Northeast SARE (Sustainable Agriculture Research and Education). All grants are capped at \$15,000. Deadlines are provided below. For assistance, contact NY SARE Coordinators Violet Stone at 607-255-9227 or vws7@cornell.edu or Anu Rangarajan at ar47@cornell.edu or 607-255-1780.

Farmer Grants deadline: December 2nd. For more information, visit <http://www.nesare.org/Grants/Get-a-Grant/Farmer-Grant>

Partnership Grants deadline: November 13th. For more information, visit <http://www.nesare.org/Grants/Get-a-Grant/Partnership-Grant>

Proposals for 2014 Sustainable Community Grants should be submitted to the expanded Partnership Grant program. The deadline is November 13th. For more information, visit <http://www.nesare.org/Grants/Get-a-Grant/Sustainable-Community-Grant>

Potsdam Market Moving for Winter

The Potsdam Market is happy to announce a new face for the 2013-2014 Winter Market. Starting on November 2nd the market vendors from Potsdam will be setting up in the Lobby of Cheel Arena at Clarkson University every Saturday from 8:30am-Noon. With a large list of 14 vendors this season's winter market will be sure to have something for everyone. Vendors at the Market will have a variety of goods from winter squash to alpaca wool gloves, Christmas wreaths and garlands, local wines, meats and baked goods.

Along with a promising winter market the Potsdam Market would also like to celebrate a booming and successful summer season. The market has doubled in size for the number of vendors. Also the market has included live music for the public and monthly festivals. Partnerships throughout the community and within the market this season have successfully made the Potsdam Market a destination to visit rather than just an errand to run.

Lowville Producers Dairy Cooperative

The Lowville Producers Dairy Cooperative is owned by 200 local dairy farm families. It has been in business for over 75 years. Annually, our dairy farms produce over 36 million

gallons of Grade A milk each year. This year has been a record year for cheese sales in our cheese outlet store.

Shop local! Our cheese outlet store is located on Utica Boulevard next to our giant cow (Lady LeWinDa). The store is open Monday-Saturday 8:00 AM to 5:00 PM. We carry over 75 varieties of full flavored cheeses. We also feature squeaky fresh cheese curd, World Famous Croghan Bologna, 3, 5, and 9 year old aged cheddar. We offer a large selection of Philadelphia Cream Cheese flavors made right here in Lewis County with Lowville Producer farmers' milk. Gift packages are available; we ship year round. You can order our packages online at www.GotGoodCheese.com or by telephone at 315-376-3921. When you shop with us you are supporting the local dairy industry and our local economy.



Harvest News Briefs

Northeast Farm Credit AgEnhancement Grant Program

Interested in hosting a field day or other educational program on your farm? The AgEnhancement Grant Program is a grant program that supports projects, events, and activities that promote awareness of agriculture and the food and fiber industries in the Northeast. AgEnhancement also supports programs designed to assist young farmers and youth considering a career in agriculture. Awards range from \$1,000 to \$5,000. Next application deadline is December 1. For more information and access to the application form, visit www.farmcreditmaine.com/.

Cornell "Campus to Farm" Guide Now Available

As a small farmer, finding the time to look up the latest agriculture research and extension projects unfolding on the Cornell University campus can be a challenge, especially during the growing season. Yet, while you're putting in long hours in the fields, Faculty, Staff and Extension at the Cornell University College of Agriculture and Life Sciences (CALS) are

hard at work conducting research to support you. From developing new raspberry cultivars to identifying helpful management practices to reduce labor during lambing, CALS is engaged in a wide variety of projects to improve production, marketing, and business management for small farms of all enterprises in New York.

In an effort to create quick and easy access to these projects, the Cornell Small Farms Program is pleased to announce release of the new **Campus to Farm Guide: A Directory of Cornell University Research and Extension Projects Supporting Small Farms**. The Guide brings ongoing research in horticulture, small dairy, livestock, field crops and forages, agroforestry, farm energy and more, together into one easily navigable booklet. Each project listing includes a short, descriptive summary and points you quickly to top impacts of the project, relevance to small farms, and contact information. The Guide also directs you toward resources such as the Northeast Center for Food Entrepreneurship or the NYS Integrated Pest Management Program.

The Campus to Farm Guide can be viewed online or downloaded as a PDF from the Cornell Small Farms Program website <http://smallfarms.cornell.edu/>

Upcoming Events, Classes, Workshops

Producing and Marketing Poultry

Mid-November: Exact date TBD.

Catch up on what has been learned so far in the regional broiler demonstrations including production methods, costs, efficiencies, processing options and marketing options. Call CCE St. Lawrence 315-379-9192 for more details.

Marketing Webinar Series

November 19 through February 6, 2014

Register Today for Free Marketing Webinar Series The Farmers Market Federation of NY and the NY Farm Viability Institute have partnered with USDA Northeast SARE to present a series of webinars on marketing: "Marketing for Profit: Tools for Success." These webinars have been designed with the assistance of regional and national marketing experts to provide critical marketing insights for farmers and farm markets throughout the northeast. The webinars

are free, approximately an hour and a half long, and easy to access with a basic internet connection. For information on how to register for the webinars and links to archived webinars, go to <http://www.nyfarmersmarket.com/work-shop-programs/webinars/program.html>.

Harvesting Opportunities in New York American Farmland Trust's Annual Conference

November 20, 8:30am-5:00pm

40 Lodge Street, Albany

People across New York are hard at work supporting local farms and saving local farmland. Townspeople are hammering out zoning regulations that steer development away from the best farmland and do not inhibit entrepreneurial farmers. More colleges, senior centers and other community institutions are seeking out locally grown food. And land trusts, private

Upcoming Events, Classes, Workshops

landowners and others are making land available to young farmers, immigrants, veterans and other farmers looking to expand their farm businesses. Visit <http://newyork.farmland.org/harvestingopportunities2013>

Sheep Week

December 3-5 across the North Country
Watertown on the 3rd, Canton on the 4th and Plattsburgh on the 5th. Also Thursday, December 5, 10-noon, 911 Building, 55 Bare Hill Road, Malone. Tatiana Stanton will be here to talk about parasite management, the results of CCE St. Lawrence's copper oxide wire particle study & possible future research. Betsy Hodge will give an update on the Sheep AI class. **Cost: \$5** To register call 518-483-7403 or email Bernadette, bel7@cornell.edu. Contact CCE offices for other sessions.

Social Media Marketing 101:

An Introduction to Facebook,

December 6, 5-9 pm, 911 Building, 55 Bare Hill Road, Malone —Are you interested in entering your business into the social media environment through Facebook? CCE & SBDC have partnered to offer you a workshop that will explore marketing concepts such as developing a plan for marketing, how to reach your target market and how to develop the right message. As well as Marketing with Facebook: how Facebook works for business, step-by-step process to set up a Facebook Account and a Business Facebook page. Take Home Tools: Guide for marketing your business; How to navigate Facebook basics Please Note: This workshop is NOT for current Facebook users, it is for beginners. This is a hands-on class, bring your laptop. **Cost: \$15/business** Call: 518-483-7403 or email Bernadette at bel7@cornell.edu.

Getting the Most from Your High Tunnel – Summer Crops

Monday December 9 – VIC, Paul Smiths OR Friday December 13 – CCE Office, 24 Martin Rd, Voorheesville 10:00am-3:00pm
\$25/person includes lunch and resource materials. Speakers include Judson Reid Vegetable Specialist with the Cornell Vegetable Program; Chuck Bornt, Laura McDermott and Amy Ivy Specialists with the Eastern NY Commercial Horticulture Program; and eastern NY growers with experience using high

tunnels. DEC recertification credits have been applied for. The program is the same both days; choose the location and date most convenient. Registration is due by Wednesday, December 4th. For more information contact Amy Ivy at adi2@cornell.edu or (518)570-5991. To register contact CCE in Clinton County at 518-561-7450 or email clinton@cornell.edu or visit <http://cce.cornell.edu/Clinton> and click on event registrations.

Social Media Marketing 201:

Making Facebook Content a Planned Strategy

December 13, 5-9 pm, 911 Building, 55 Bare Hill Road, Malone —This workshop is for current Facebook users—those who want to do more. CCE & SBDC have partnered to offer you a workshop that will explore marketing concepts such as: Social Media is an opportunity; Social Media as a community; Social Media forms your identity. As well as Marketing with Facebook how to: Engage the Facebook Community; Using different media on Facebook; Developing a Facebook strategy. Take Home Tools: Facebook content development; Facebook community development Please Note: A laptop is a requirement for the class. **Cost: \$15/business** Call: 518-483-7403 or email Bernadette at bel7@cornell.edu.

Hone your Social Media Skills

Friday, January 17, 5-9 pm, Franklin County – Do you feel you still need some help with using social media? We have planned a work session where businesses can bring their laptop computers and questions to us and we will help you work things out. To save your spot, contact CCE at 518-483-7403, or email Bernadette at bel7@cornell.edu.

Winter Organic Farming & Gardening Conference: Preserving the Past, Seeding the Future

January 24-26, 2014

Saratoga Hilton and City Center, Saratoga Springs
32nd annual organic farming and gardening conference. Keynote speaker Gary Paul Nabhan, internationally-celebrated nature writer and food and farming activist. 2014 Farmer of the Year, Brian Bennett of Bittersweet Farm in Heuvelton will be honored. Conference brochure and registration will be online mid-November at <http://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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