



Harvest News

ADIRONDACK HARVEST

In coordination with Cornell Cooperative Extension of Essex County Fall 2014

"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."

New Farmers Grant Fund & Loan Forgiveness Program

Governor Cuomo has announced several initiatives to assist new and early-stage farmers, and encourage the continued growth of agribusiness across New York. The **New York State New Farmers Grant Fund**, which will support beginning farmers and encourage farming as a career, is now taking applications. The New York State New Farmers Grant Fund was created to provide assistance to new and early stage farmers and encourage farming as a career path to sustain and grow agribusiness across New York State.

Empire State Development, in consultation with the New York State Department of Agriculture and Markets, will administer the \$614,000 fund, which will provide grants from \$15,000 to up to \$50,000 for eligible early stage farmers who substantially and materially participate in the production of an agricultural product on a commercial farm operation within New York. Funds can be used for up to 50 percent of project costs including, but not limited to: lease or purchase of farm machinery and equipment; construction or expansion of farm buildings or systems; and, purchase of supplies such as root stock, seed, and fertilizer. Beginning farmers must not have produced an agricultural product, as defined in the Agriculture and Markets Law, for more than ten consecutive years prior to application. Application Information can be found at:

<http://esd.ny.gov/BusinessPrograms/NewFarmersGrantFund.html>. Additional information can also be obtained by writing to Bonnie Devine at nyfarmfund@esd.ny.gov. **Applications must be postmarked by January 28, 2015.**

ALSO:

To help encourage recent college graduates to pursue careers in farming in New York State, the New York State **Young Farmers Loan Forgiveness Incentive Program**, also passed in this year's budget, is now taking applications. The program provides loan forgiveness awards to individuals who obtain an undergraduate degree from an approved New York State college or university and agree to operate a farm in New York State, on a full-time basis, for five years.

The application for the New York State Young Farmers Loan Forgiveness Program is available at <http://www.hesc.ny.gov/pay-for-college/financial-aid/types-of-financial-aid/nys-grants-scholarships-awards/new-york-state-young-farmers-loan-forgiveness-incentive-program.html>. **The deadline for submission is December 15, 2014.**



New farmer Dillon Klepetar recently attended the Taste of Local in Elizabethtown. Dillon is the owner of Farmstead Catering in Essex, NY

Free Ranging Rabbits for Retail

By Heather Burk, owner of Burky B's Bunny Farm

Thirteen years ago my husband and I took our rabbits out of their cages and let them free range. If people do it with chickens, why not rabbits? Rabbits belong on the ground; have you ever seen wild rabbits, in their natural environment, in cages? Over the years we have noticed a huge benefit of taking our rabbits out of cages; they are healthier, less stressed, live longer, and easier to maintain.

To eliminate in-breeding, we have pens for does and bucks. For those does and bucks that produce better together, they have their own pens and there they will raise their young, as a family. Contrary to belief, the buck is a good father; he is protective and nurturing to his young. By practicing this method, the doe is less stressed and able to choose when she wants to breed with the buck. There is no forced breeding done on our farm. Rabbits naturally know when they should breed or not, and it is always a joy to see mom and dad lying together as their babies scurry all around them.

Our sales mostly consist of selling pets, meat and replenishment of stock. Many people come to our farm and like what they see. Because of this, more free range rabbits are popping up. We would like to increase our



sales in meat, but we face certain challenges. Under the USDA we are classified as poultry, but by law we are not allowed to sell directly from the freezer. Due to this problem we cannot sell at local farmer markets. We are able to sell a rabbit live, but it is up to the consumer to arrange for the slaughtering.

Processing plants are another difficulty. In our area there are none that will take rabbits, and those that do will only take white ones. Since I do not force breed my rabbits, I do not produce enough to sell in bulk to those processing plants that do take rabbits. It's a shame that we face these challenges, for rabbit meat is high in protein, low in cholesterol and easy to digest. Those that do buy our rabbits for meat find our rabbits delicious no matter what color the fur.

Other challenges that we face are predators and spring flooding. We do live on a hill and where our rabbits reside is the higher ground, but still we experience flooding during the spring. To protect my rabbits from predators we have dogs. Believe it or not my dogs and rabbits coexist together and many will dig their burrows near a dog's house.

Despite our challenges, rabbits are social creatures that enjoy grazing and frolicking during all seasons. They are a lot of fun to raise.



Burky B's Bunny Farm is located at 87 Heath Road in Dickinson Center. Contact Heather at 518-529-6337 or laddybaby11@gmail.com.

Adirondack Harvest Chapter News

Essex County Chapter

It's been a busy late summer, early fall for the Essex County chapter! Starting with the county fair in August and ending with a Recipe to Market class, we've been on a sprint.

As usual, we gave out samples of food from newer Adirondack Harvest members at the Essex County Fair. This year we featured jalapeno mustard from the Boquet River Jelly Mill and RhuButter from Adirondack Rhubarb Traditions. Both were big hits with fairgoers.

In September we went from one Harvest event to another starting with the Whallonsburg Grange Block Party and the Otis Mountain Get Down (music festival). Then Ben Wever Farm in Willsboro had an on-farm dinner, followed a few days later by Reber Rock Farm's tour. We co-sponsored the Adirondack History Center Museum's "Taste of Local" on Saturday September 20 and had a great time with all the farmers and chefs who showed up to highlight local food. Especially exciting were all the new food trucks who participated. It's a fun, new trend and we're happy they're using local ingredients! The next weekend found us at the Ticonderoga Heritage, Harvest and Horse Festival conducting more education about local food sources.

October 12th was the date of the First Annual Essex County Cheese Tour sponsored by Adirondack Harvest. Three creameries participated: North Country Creamery at Clover Mead Farm in Keeseville, Asgaard Farm & Dairy in Au Sable Forks and Sugar House Creamery in Upper Jay. The weather was spectacular and the visitors turned out in droves. We estimate approximately 600 people made their way from farm to farm on this self-guided driving tour. Each farm had cheese samples, tours and prepared food for sale. The participation far exceeded our expectations and we are looking forward to holding this event again next year!

Finally, we had a good turnout for our Recipe to Market class, helping people figure out the ins and outs of creating a value-added product to legally sell to the public. If you missed this class and want to get started in this business call us at the office!

Essex County Chapter

Contact Julie Ives at 518-962-4584 or littlehillsfarm@westelcom.com to participate in the Essex County chapter.

Jefferson County Chapter

Contact Steve Ledoux at 315-788-8450 or swl73@cornell.edu to participate in or be the representative for 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)

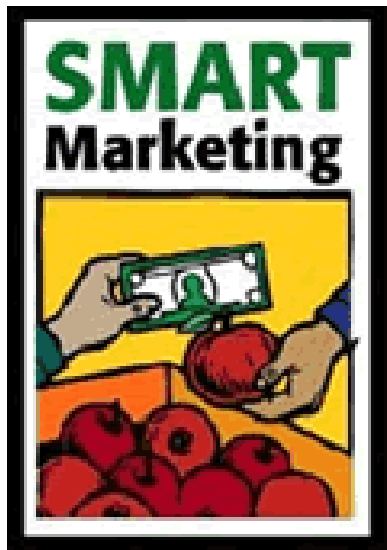
Contact Teresa Whalen at 518-466-5497 or taawhalen@yahoo.com to participate in the Southern chapter.



Cheese tour visitors admire the herd at Sugar House Creamery

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



Pricing for Your Farm Store

Kristen Park, Dyson School of Applied Economics and Management
Cornell University

Pricing products in your farm store can be a mind boggling task. Farm stores can have numerous foods and products to price, including those grown on the farm and those purchased from other farmers to resell. Most of your customers will have a good idea of your competitors' prices, so you probably are using a competitive pricing strategy and price your products accordingly, either lower, higher, or the same as your competitors. This is quite reasonable, but you need to understand how your prices affect your business and your profits. Do your prices pay for all your costs so you are not losing money on your store? Do your prices take advantage of high consumer or seasonal demand so you are not leaving money on the

table?

Although the steps appear simple, making the pricing decisions can be a lot of work. Here is one attempt to clearly delineate the process of pricing products in your farm store.

Keep a History of Your Past Prices and Product Sales

Don't simply rely on memory, especially with product sales trends. While it is easier to simply look at total item sales across the year, you lose the benefit of understanding your price and volume trends and demand cycles.

Gather Information on Competitors' Prices

You need know what the local market prices are. You can collect the information by:

- looking in the newspapers and on websites
- walking through the supermarket
- going to the farmers markets
- going to other farm stores

Take a pad and pencil with you and take notes on prices, sizes, quality of product, variety, and other relevant factors that affect the price. You can bring a relative with you to help and you can also ask relatives to collect the information as they travel through the community. Which products are most like yours? Make a special note of these prices. You will use all this information to determine your own prices.

Calculate the Total Costs of Getting the Product out the Door

As the farm store owner, outline all your store costs. You might want to examine costs by the following categories. (Calculate these as per unit costs, that is, per pint of blueberries or per quart of maple syrup.) You must make sure you identify **all** the costs. Keep in mind that if you forget a cost or expense, you may end up pricing your products at a loss!

- cost of goods sold: cost to produce the product or cost of buying it for resale (including transportation)
- direct (variable) product costs: grading, sizing, labeling, and packaging used to get your product presentable to sell in the store.
- overhead (fixed) costs: labor, store depreciation, administrative costs (e.g. bookkeeping, office expenses), taxes, insurance, store fixtures & décor, power & heating, management, product loss & shrink, etc.

Assigning many of these expenses to individual products will be difficult. For now, keep everything that you can't assign directly to a product in your hip pocket. These are usually the overhead expenses.

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We will come back to them soon. Add the cost of goods sold per product per unit (that pint of blueberries) to your variable costs per unit to get your total direct costs per unit.

Compare the Market Prices to Your Product Costs

Subtract your direct product cost from the average product price that you collected from your competitors. This is sometimes called the contribution margin and should be a positive number! It also needs to be larger than your overhead plus your profit if you need to earn money on the product. Table 1 below gives a sample of what the calculations might look like.

Table 1. Calculating Your Contribution Margin

	Unit Price (\$)
A pint of blueberries	\$4.00
- Cost of goods sold	-2.00
- Direct or variable costs	-0.50
=Contribution margin	1.50
- Store overhead allocation	?
=Estimated profit	?

Unfortunately from this step on, there is no easy formula for calculating the exact final price of your product. You need to assign a portion of your overhead plus profit to your costs in order to determine the price. This is part objective and part subjective and you might need to be a bit creative. You will want to consider the following:

- The maximum price you should consider is the maximum price the market will bear for your particular product. However, do not short change all the work you put into growing and handling a particular fine crop. Your price may be the highest price on the market if it is worth it!
- In some cases, the product cost will be close to the going market price. You may need to accept this if it is a bad crop year for you but great for others, if you need the product assortment in your farm or store, or if sales volume for the product is large enough to still contribute to paying for the overhead (small margin, but high volume). If the costs are too close to the market price and the contribution margin is too small to contribute to overhead let alone help to earn a profit, you also have to consider dropping the product in the future.
- A common mistake is to price products too low hoping to out-compete others and increase volume so you can earn enough for overhead and profits. This is different than offering a sale in order to move a lot of product before it goes bad. Rather, this is chronic low pricing. If you do not keep accurate records and monitor and manage prices, you can quickly lose money.
- Some products may have a small contribution margin and some a large contribution margin. That is OK. You will need both to balance out the assortment of products in your store and balance those that don't earn as much as others with others that do.
- Some products are extremely perishable or fragile, such as berries. Some will spoil before you can sell them. You should assign a much larger margin or overhead to these products because they cost more to handle and sell.

After you have decided what overhead to assign to your product, subtract it from your contribution margin and see what you get. Table 2 shows this calculation (page 9), in order for you to evaluate your initial price estimate.

(Continued on page 9)

Smart Marketing

Pricing Tactics for the Farm Store

Kristen Park, Dyson School of Applied Economics and Management
Cornell University



Average farm store prices can be calculated using a cost-plus pricing method. After calculating these prices, they should be fine-tuned according to other pricing factors, such as what your competition is charging and what the market will bear.

But pricing is more than a one-time calculation. Pricing can be used as a marketing tool; indeed it is one of the pillars of a marketing strategy. Rather than calculating and setting your prices for the year, prices can be managed to attract new customers, take advantage of high demand, help introduce a new product, move more product during peak season, move more product before it goes bad. There are so many reasons to use pricing as a tool. And, a lot of approaches may be combined to develop your custom-made prices. What is critical is

that pricing is not “set and then forget”. Monitoring pricing and making conscious decisions are an important part of managing your business for optimum profitability.

In Table 1, some strategic concepts are listed along with some examples of when and how they might be used. Any of these can be used to develop individual product prices. In general, you will want to make sure that how you price your products fits in well with your overall store image. For instance, you may not want to use economy pricing on a lot of items when you want to be known as a boutique store with exceptional and unique products.

Table 1. Examples of General Pricing Strategies

General price strategies	How to use
Premium	use with unique products or services that offer substantial advantages to consumers that your competitors do not provide
Skimming	higher prices for new products early on knowing that this advantage will end later and you will have to drop prices
Penetration	low prices initially to generate attention and trial by customers
Economy	low prices under extreme competition with similar commodities, may be also used when you need to reduce overhead

As you develop your pricing strategy you will also want to think about the characteristics of the product and the characteristics of your customers and competition and how they may react to your price strategy. Table 2 lists some factors to keep in mind as you customize your prices.

For example, you might want to understand that if you lower your price for potatoes, your sales might go up initially but only as customers stock up on them, after which sales will drop (demand elasticity). However, you may at the same time attract bargain hunters for the lower price on a staple item, and you can try to offer these new customers a reason to continue to shop at your farm store (competition).

Another example of how to factor in some of these effects. You have a new yogurt that is outstanding while being no-fat. Unfortunately, the reference price, or the price that customers expect to pay is similar to grocery store prices and is much less than what you were going to price it as initially.

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You may lower the initial price to generate trial (penetration pricing) and use signs that say “regularly \$1.75/cup; now \$1.25/cup” to gradually start to change their price expectation (reference price). What is critical about this strategy is that you clearly state that the lower price is for a limited time and indicate what the price will revert to so that customers do not expect this pricing on a regular basis.

Table 2. Factors that Affect the Relationship of Price to Sales

Factor	Definition	Example
Demand elasticity for product or How your product reacts to price changes	Items that are price elastic will respond sharply to changes in price, i.e. sales volume will change a lot depending on price; items that are inelastic will not respond a lot to prices changes, i.e. it doesn't matter what the price is, the consumption is about the same.	Put elastic items on sale or promote them when you want to attract more customers or when you need to move more product; products that can substitute for one another maybe be elastic; some staple food items also respond to sales, but usually only in the short run as these are bought to “stock up” on and actually consumption only increases in the short run.
Competition	The other places your target customers can obtain the types of products you sell.	Only lower prices to compete when you can out compete your competitor on factors other than price, in the long run, price wars do not benefit anyone.
Reference price	The cost that consumers anticipate paying or consider reasonable to pay for a particular good or service.	It is very hard to change a consumer's reference price; if the reference price is much lower than your price, promote it heavily with added educational activities and demonstrations and taste testing; if the reference price is higher, you are losing out on sales and should increase your price.
Standardized products	Many perishable foods such as meats and produce are not as standardized as processed foods. It is therefore easier to differentiate perishable products than processed products.	Use price premiums when the product is more differentiated, as long as the product has more value to the customer.
Psychological effects	Emotional responses to price; prices ending in “9” many times do work; quality is associated with price and sometimes people become suspicious if the price is too low	Experiment with prices ending in “9”, such as \$1.39 per and see what happens!; be a bit wary as calculating change takes more time and should not be used at the busy farmers markets.
Cross product sales effects	The effect of the price of one product on another product's sales; a sale promotion for one product might cannibalize sales of a similar product to the extent that the store's contribution margin and profits are compromised.	If you put one product on sale, eg steaks, you may see a decline in hamburger sales; in preparation, you may have signs by the hamburger with lots of recipes and telling people that it freezes well, in order to help maintain the sales of hamburger.

The New Farm Bill—Part 2

As a reminder, in the last issue I introduced some of the myriad ways the new Farm Bill will help boost the local food business, so let's start with a quick recap. Every 5 years the United States reviews and signs into law a new Farm Bill. We were due for a new bill starting in 2012, but it took until this past February for Congress to sort through what didn't work in the past, add new things for the future and generally agree enough on everything to have the president sign the bill into law.

Don't worry, this isn't a column about the intricacies of government legislation, but the Farm Bill is something we all should pay attention to because it largely governs our food systems. I've

always thought that it should be called the "Farm and *Food* Bill" – then maybe we would take more of an interest. More than 75% of the funding is for low income population nutrition assistance programs, so yes, food's a big part of it. Only about 15% will go to any farmers. The bill authorizes \$956 billion in spending over the next ten years (yes, even though another bill will need to be passed in 5 years) and it's good to know that support for local food is increasing under the legislation. The

United States Department of Agriculture (USDA) is making an unprecedented investment of about \$78 million in food hubs, farmers markets and other local food businesses.

Large commodity farmers have always enjoyed crop insurance. Plant a crop, it gets wiped out by, for example, a drought, and crop insurance has got you covered. Small diversified farms have traditionally not been able to purchase such insurance in the past, but the new Farm Bill requires a whole-farm crop insurance policy option. This will allow small farmers to insure all their crops at once instead of one crop at a time, and encourages crop diversity and flexibility which is one of the intrinsic goals of many of our North Country farms.

There's also something called "Business and Industry Program Loan Guarantees" and the 2014 Farm Bill requires that 5% of these funds to be set aside for local food businesses. This is actually a continuation of what was established in the 2008 Farm Bill, but we're glad they kept it in for another 5 years.

One issue that many of us struggle with is the affordability of locally produced food. In many ways it makes sense to purchase locally, but the price may be higher than food produced on a larger scale, often placing the possibility of purchasing fresh local food out of reach for the lower-income consumer. The new Farm Bill has created the "Food Insecurity Nutrition Incentive Grant Program" which will give SNAP (food stamp) recipients increased purchasing power for fruits and vegetables. In addition, the electronic benefits transfer (EBT) equipment necessary to process SNAP benefits will

become more accessible to direct marketing outlets for local food such as farmers markets and CSAs. The farm bill will have provisions to make the equipment and fees affordable for small direct-to-consumer retailers.

Unfortunately, overall funding for the SNAP program was reduced which could place more of a burden on our food banks and pantries. Food banks, with their limited capacity to store fresh and perishable items, have been largely excluded from procuring local food. The new farm bill increases funding to food banks by \$200 million. Possibly this will help them to purchase more fresh food. Ultimately, what we need is the infrastructure to keep fresh food in good condition at the food bank. Perhaps in future years' funding?



Smart Marketing

(Continued from page 5)

Table 2. Estimating Your Return on a Market Price

	Unit Price (\$)
A pint of blueberries	\$4.00
- Cost of goods sold	-2.00
- Direct or variable costs	-0.50
=Contribution margin	1.50
- Store overhead allocation	-1.25
=Estimated profit	\$0.25

Double check your pricing work – After you have priced all the products, sum up all the contribution margins for all the products. Does it cover all the overhead and still leave you with a profit? If not, you will need to go back and adjust the prices or trim expenses.

You can find further discussions about pricing in the following marketing bulletins from the Dyson School at Cornell University:

<http://dyson.cornell.edu/outreach/extensionpdf/2013/Cornell-Dyson-eb1307.pdf> and
<http://dyson.cornell.edu/outreach/extensionpdf/2013/Cornell-Dyson-eb1307i.pdf>

Low-interest Farm Storage Facility Loans are Available

Do you need crop storage? If so, be sure to contact the Farm Service Agency office about low interest Farm Storage Facility Loans (FSFL). This program is for the construction and purchase of storage structures/for homegrown crops such as hay, grain, silage, cold storage for fruits and vegetables as well as honey.

The maximum principal amount of a loan through FSFL is \$500,000. Participants provide a 15% down payment, with the Commodity Credit Corporation (CCC) providing a loan for the remaining 85 percent. Loan terms of seven, 10 or 12 years are available depending on the amount of the loan. Interest rates for each term may be different and are based on the rate which CCC borrows from the U.S.

Treasury Department. The interest rate remains fixed for the duration of the loan. The current interest rate for a 7 year loan is 2.125%.

Payments are available in the form of a partial disbursement and the remaining final disbursement. The partial disbursement will be available after a portion of the construction has been completed. The final fund disbursement will be made when all construction is completed. An FSFL must be approved before any site preparation or construction can begin.

For more information on these and other FSA programs, be sure to contact the Clinton-Essex FSA office located at 6064 Route 22, Plattsburgh or by phone at 518-561-4616, option 2.



Southern Chapter News

The **Annual Garlic Festival** was held on Friday October 10th at the Warrensburg Farmers Market. The event included sampling, demonstrations and a cooking contest. There was also live music and information about all the uses for garlic.

Another fabulous **Harvest Dinner** was assembled in the southern region of Adirondack Harvest on October 13th. This was the seventh annual dinner, hosted by Lizzie Keays Restaurant in the historic shirt factory building on River Street and sponsored by Warrensburg Beautification and Adirondack Harvest in partnership with the Thurman Fall Farm Tour. The dinner included many courses and beverages from nearly a dozen local farms and producers!

The Local Foods to Schools

Initiative "kick-off" program will take place from 1:00 pm to 4:00 pm, Saturday November 8 on the Queensbury campus of SUNY

Adirondack. Providing local foods in schools has many benefits: freshness and nutrition, encouraging healthy eating habits at an early age, supporting the local economy, providing educational and vocational opportunities, and others. There are, however, many challenges to putting local food on the school lunchroom table: coordinating purchases from diverse small farms, redesigning traditional institutional procurement methods, adapting to seasonal produce availability, and others. Nonetheless, there are many encouraging examples of schools working with local producers to bring fresh local food to the school table, including some here in our region.

The Tri-County Transition Initiative, Sustainable Food at SUNY Adirondack, and Adirondack Harvest are putting on a workshop on November 8 to help promote Farm to School initiatives in our region. We aim to create an afternoon of informal discussions to share experiences and identify possible new projects to bring fresh local food into our schools' dining rooms. The goals of this workshop will include:

- Hearing from a panel about successes and challenges of local Farm to School projects.
- Hearing how companies like Chartwells or delivery services approach this opportunity.
- Sharing ideas about recent new interests and projects.
- Identifying possible new pilot programs and support for 2015.
- Exploring ways to leverage parent and student support for Farm to School programs.

Light refreshments will be provided. Invited are farmers and school staff with experience trying to create local Farm to School programs, but the workshop is open to anyone interested in helping develop these programs in schools in our areas. To register, contact Ruth Lamb at (518) 761-6125.



Harvest News Briefs

NAP Coverage Deadlines

The Non-insured Crop Disaster Assistance Program (NAP) provides financial assistance to producers of non-insurable crops when low yields, loss of inventory or prevented planting occur due to the weather and other natural disasters. NAP coverage for 2014 costs \$250 per crop, but not more than \$750 per producer per county, or not more than \$1875 total per producer for all counties. *Fees are waived for producers meeting the beginning farmer, socially disadvantage or limited resource income criteria.*

NAP applications are due at different times according to the crop being insured. Related service fees are due when the application is filed. The application and service fee **MUST** be filed by the crop sales closing date. Contact your local FSA office for the filing dates for your crops. The application deadline date for the 2015 coverage on Fruit Trees, Nut Trees and Perennial (apples, apricots, asparagus, blueberries, caneberries, cherries, chestnuts, cranberries, currants, ginger, grapes, gooseberries, elderberries, horseradish, juneberries, mulberries, nectarines, peaches, pears, persimmons, plums, prunes, quince, rhubarb, strawberries and walnuts) under the Non-Insured Crop Disaster Assistance Program (NAP) is **November 20, 2014**. The application deadline date for the 2015 coverage on Honey and Maple Sap under NAP is **December 1, 2014**. Contact the Clinton-Essex FSA office located at 6064 Route 22, Plattsburgh or by phone at 518-561-4616, option 2.

Adirondack Grazers Cooperative

Grazers wanted to join a co-op with a two year track record of outperforming commercial markets. Please visit their website www.adkgrazers.com or call 518-409-5599. The co-op's mission is to maximize member revenue by developing sales in wholesale and specialty markets not easily available to individual farmers. The co-op will provide customers with the highest quality pasture-fed meat that is produced regionally.



New Video Clip Gives Beginning Farmers Inside Look at Orchard Management

If you dream of growing apples, pears, or other fruit, Black Diamond Farm in Trumansburg, NY might look like heaven to you. Run by Cornell Professor Emeritus Ian Merwin and his wife Jackie, Black Diamond markets well over 100 varieties of apple, asian pears, and stone fruit direct to customers at the Ithaca Farmers' Market. Check out the second video in the series of 3 orchard management videos, just published to YouTube. It covers the timely topics of harvest, storage, and marketing fruit. View the videos here: <https://www.youtube.com/watch?v=PgjX1xEDFCw>

Add Berries to Your Farm! Learn How with an Online Course

Berries are the crown jewels of Summer and Fall farm bounty, and can be a profitable enterprise on their own, or a good complement to an existing operation. Learn to produce and market strawberries, raspberries, blueberries, and other less common small fruits in the 6-week online course, BF 122: Berry Production - Getting Started with Production and Marketing. The course runs Thurs Nov 6 - Dec. 18, 2014 (skipping Thurs. Nov. 27 for Thanksgiving) with webinars Thursday evenings from 6:30-8pm EST. The cost is \$200 per farm. For more info go to nebeginningfarmers.org

Outdoor Pig Listserve

Raise Pigs Outdoors? Join the Outdoorpig listserve! Northeast producers of pigs raised outside or on pasture can ask questions of other producers, learn about relevant events, and buy and sell pigs on the outdoorpig listserve. To join, simply send an email to: outdoorpig-cce-L-request@cornell.edu and type the word "join" in the body of the message. Once subscribed, send a message to "outdoorpig-cce-L@cornell.edu" to connect with other pastured pig producers in the Northeast.

Marketing for Profit: Tools for Success

Marketing Webinars for Direct Marketing Farmers

The Farmers Market Federation of NY and the NY Farm Viability Institute are cosponsoring an online course in Marketing aimed at farmers called *Marketing for Profit: Tools for Success*. This program is funded by USDA SARE's NE Professional Development Program and hosted by Cornell Cooperative Extension Broome County.

There is no charge for the course which can be taken by farmers at their convenience asynchronously and is accessible any time, day or night. Participants do not have to follow a specific schedule which makes it easier for farmers to participate since they can move through the course at their own pace. The course materials are also available at no charge for use by extension educators or other educators who wish to use the materials to teach this as an in-person class.

The curriculum includes the following five components, or modules: Self-Assessment, Market Assessment, Customer Assessment, Communications Assessment, and Business Assessment. Within each module there are three sessions which include a video of each live presentation, Q & A documents, glossary of terms, links to additional resources, an online discussion forum, homework assignments, and a quiz. By completing all five modules, farmers will be able to learn essential marketing skills to analyze their personal and business capacity, determine optimal marketing channels, build their customer base, and increase their sales and profits. After completing the course, participants will have all the knowledge needed to create their complete farm business and marketing plan.

Successful completion of all sessions within each of the 5 components including the assignments and quizzes will earn the participant a Certificate of Achievement. In addition, farmers who complete the course in its entirety will be eligible for borrower training credits through the USDA Farm Services Agency.

To register for this free online curriculum to help farmers increase their marketing skills and grow their business, go to: <http://www.nyfarmersmarket.com/work-shop-programs/online-marketing-for-profit-course.html>

For more information on the curriculum, on teaching the course to groups of farmers, or on using the course to qualify for borrower training credits, please contact the Farmers Market Federation office at 315-637-4690.



Halloween fun at the
Potsdam Farmers Market

Upcoming Events, Classes, Workshops

Agribusiness Strategic Marketing Conference

Tues & Wed, Nov 11 & 12 8:30am to noon on Wed.

The Inn On The Lake 770 South Main Street, Canandaigua, \$100
Alternative and Emerging Market Channels, Ethnic and Export Markets (Latin America, Halal, China aggregation project), Non-traditional institutional buyers (Greenmarket, Food Banks, Catholic Charities and Workplace CSA's), Changing or Adding a new market channel to my business, Pricing for new market channels. NYC and farmers – Market Maker and Farmer's Web. For more info, Bob Weybright, Extension Specialist 845-797-8878 or rw74@cornell.edu. Or http://dyson.cornell.edu/outreach/strategic_marketing_conference.php.

Potsdam Winter Market Starts Indoors on November First

In order to offer locally sourced foods and crafts to area residents during winter months, the Potsdam Winter Market will be open in the lobby of the Cheel Arena on the Clarkson University's campus. The market will run on Saturdays from 8:30 AM to 12:00 PM throughout the winter months. Please note that the following dates, there is no market due to other events at Cheel: 11/8, 11/15, 12/13, 3/20, 4/11, & 4/18. Available products include fresh vegetables, fruit, honey, eggs, meats, baked goods (traditional and gluten free), wine, jams and jellies, loose leaf teas, warm Alpaca outerwear and clothing, all-natural bath products, and crafts of many kinds. Payment by Cash, Debit, and EBT/SNAP are accepted. The current EBT/SNAP incentives will continue during the month of November.

Food Safety Systems for Artisan Food Processors Short Course

Tues & Wed, Dec 2 & 3

NYS Ag & Markets offices in Albany. Cornell University's Department of Food Science in association with NY State Agriculture & Markets is pleased to offer this short course, instructed by

Dairy Extension staff and representatives from NYS Agriculture & Markets and Wegmans. The course is designed to provide a hands-on, practical approach to developing food safety systems for your operation. You will be provided pre-reading materials to help prepare for the class. Basic HACCP principles and pre-requisite programs will be covered. For questions or concerns regarding registration/payments, contact Janene Lucia (jgg3@cornell.edu) or Louise Felker (lmf226@cornell.edu)

2015 NOFA-NY Winter Conference—Soil: The Root of the Movement.

Fri—Sun, Jan. 23—25, 2015

Saratoga Hilton and City Center, Saratoga Springs
Join us for NOFA-NY's 33rd Annual Organic Farming & Gardening Conference. The theme for the conference—"Soil: The Root of the Movement" — honors the invaluable nature of healthy soil and highlights how it is the key to organic agriculture. Everything we do in organic agriculture ties into the soil. To highlight the importance of soil, we are excited that Wes Jackson, founder and President of the Land Institute will be our keynote speaker. The work of the Land Institute is to address the issues of soil loss and degradation, ecosystem destruction, and high energy use associated with agriculture. Our 2015 NOFA-NY Farmers of the Year are Mary-Howell and Klaas Martens. Mary-Howell and Klaas Martens farm 1400 acres of organic corn, soybeans, small grains (wheat, spelt, barley, oats, triticale, heritage grains), dark red kidney beans, and edamame soybeans. They have been farming organically since 1993. Additionally, they own and operate Lakeview Organic Grain, an organic feed and seed business serving the needs of Northeast organic farmers. Each year at our conference, we strive to inspire, as well as inform, and to provide an unparalleled opportunity for networking and for reciprocal teaching and learning. We look forward to seeing you in Saratoga this coming January! <http://www.nofany.org/events/winter-conference>.

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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