



Harvest News

In coordination with Cornell Cooperative Extension of Essex County Fall 2016

"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."

Great Garlic!

On October 7th, the Seventh Annual Garlic Festival at the Warrensburgh Riverfront Farmers' Market was held. There were plenty of garlicky food samples, local craft beverages and garlic to eat and plant. The lines of attendees waiting for food were long this year—a big success!



Do You Want to Make Your Hoppy Hobby Your New Job?

By Lindsey Pashow, Harvest NY

Are you ready to turn your brewing passion into a business? With New York's different alcohol licenses, it is more affordable than ever to get started.

The farm brewing law, passed in 2012, has hard rules for production, serving, selling, and sampling of product. Some of those rules include: production of up to 75,000 barrels of New York State labeled beer and/or cider annually; beer sold by the glass, at up to five branch locations; and selling of other New York State label beer, cider, wine, and spirits.

These different laws are designed to increase demand for the inputs of production coming from New York. The farm brewery law currently requires 20% hops and 20% other ingredients must be grown in New York State until the end of 2018. The requirements change in 2019, with an increase to at least 60% hops and 60% other ingredients grown in New York State through to the end of 2023. Starting in 2024, 90% hops and 90% all other ingredients must be grown in New York State. It's important to note that in meeting these criteria, water is not classified as a locally-sourced ingredient.

Starting a new business can be daunting. Key things to consider before pursuing a brewery venture include: a strong business plan, an easily accessible location for the public, funding and capital access including grants and loans, and a quality product.

It is also important to understand that both brewing in your basement and brewing in large batches to the public requires strict quality control. However, there are some major differences. For example, it may hurt a little to dump a 5-gallon batch of home brew when something goes awry, but it's a whole different story if you have to scrap 100 gallons--the economic loss can be crippling.

As with any start-up, it's important to be realistic. Afterall, only 50% of businesses survive the first five years.

The craft beverage industry is growing daily and is becoming more and more competitive. Finding the right niche for your farm brewery will be vital.

Helpful Links:

New York State Brewery Supply Chain Analysis: http://harvestny.cce.cornell.edu/pdf/submission/pdf21_pdf.pdf

Wholesale Application Instructions: <http://www.sla.ny.gov/system/files/Wholesale-Application-Instructions-061713.pdf>

Wholesale Application: <http://www.sla.ny.gov/system/files/Wholesale-Application-06012016.pdf>

Wholesale Fee Chart: <http://www.sla.ny.gov/system/files/Wholesale-Fee-Chart-03112016.pdf>

Alcohol Label Information NYS: http://www.sla.ny.gov/system/files/Advisory_2014-7_-_Brand_Label_Registration.pdf

U.S. Department of the Treasury – Alcohol and Tobacco Tax and Trade Bureau: <https://www.ttb.gov/beer/index.shtml>

Starting a Farm (Cornell University): <http://www.nebeginningfarmers.org/resources/guides/farming-guide/>

NYS Wine, Beer, Spirits & Cider – One Stop Shop: <http://esd.ny.gov/nysbeveragebiz.html>

Remember, when the time comes you will need to contact New York State Agriculture and Markets (1-800-554-4501) to arrange an inspection of your brewery.

Adirondack Harvest Chapter News

The Essex County chapter has been busy this fall with the Cheese Tour (see page 11) and the Adirondack Harvest Festival which was held at the Essex County Fairgrounds. Although the AH name was used in the festival title, we were merely sponsors while two Westport residents (Nancy Page and Heidi Sweet) plus the Regional Office of Sustainable Tourism and the Champlain Area Trail system did the lion's share of organizing. It was a spectacular two day event featuring a farmers market, hikes, demonstrations, wagon rides, local food and beverages, movies and more! Looking forward to next year already! See photos below and on page 10.

Meanwhile, we have been administrating the new Smart Growth DEC grant we received earlier this year. A new company, Zero Pivot, has been hired to completely renovate the Adirondack Harvest website. Look for a fresh new look and advanced features including a smartphone friendly layout. This will be key to promoting our local food and farms to busy people on the go!



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 Cornell Cooperative Extension at 315-788-8450 to participate in or be the representative for the Jefferson County chapter.

Lewis County Chapter

Contact Michele Ledoux at 315-376-5270 or mel14@cornell.edu to participate in the Lewis County chapter (also covers Oneida Cty).

St. Lawrence County Chapter

Contact Betsy Hodge at 315-379-9192 to participate in or be the representative for 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

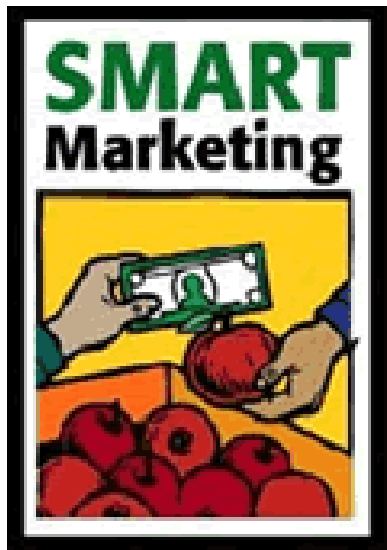
Contact Jane Desotelle at 563-4777 or underwoodherbs@gmail.com to participate in the Clinton County chapter.

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 Administrator. Contact her at 962-4810 x404 or lsd22@cornell.edu for submissions to upcoming quarterly newsletters.

Smart Marketing



Suggestions for New Food Hubs When Building Relationships with Producers and Buyers

*Roberta M. Severson, Director
Cooperative Enterprise Program*

*Charles H. Dyson School of Applied Economics and Management
Cornell University, Ithaca, NY 14853*

Organizers of food hubs might believe that the focus of their initial efforts should be on procuring the product to sell, organizing the distribution center to receive the product and identifying buyers who will purchase the product. Food hub operators would be well-served to develop relationships with growers and potential buyers before product is bought or sold. How does one build relationships with people and businesses they do not know?

Be yourself. When meeting with farmers or buyers early on, do not use the opportunity to do a sales pitch. Rather, consider the meeting as a conversation with a colleague. Utilize the time to share and gather information. Explain the vision of the food hub and how the hub could complement farm and buyer businesses.

Engage in useful conversation and gather information. For producers, relationships can be forged during times outside of the growing season. Food hub operators should talk to farmers about what they would commit to supply to the hub. Emerging food hubs should contact potential buyers to learn about the requirements to sell product – food safety certifications, preferred products, payment terms, trade promotions, point of purchase materials, delivery schedules, packaging requirements, etc. These conversations are not a ‘sales pitch.’ They are a means to build relationships to create customer satisfaction.

Value the relationship. Persons representing the food hub must value the relationships that develop with both suppliers and buyers. The food hub must honestly have something to offer farmers and buyers. This value will build long-term loyalty to the food hub.

Be inquisitive. Be genuinely interested about the people and enterprises that will do business with the hub. It is important to understand the language and acronyms of the industry to communicate and build credibility. Farmers and buyers are drawn to others who are genuinely interested in them.

Be dependable. Anticipate glitches at start up. Develop processes that build consistency. Work through ‘what-if’ scenarios with food hub employees before the food hub accepts product. Have systems and procedures in place to minimize the glitches and anticipate problems that invariably will arise. This builds predictable behaviors, which in turn build the trust of farmers and buyers.

Be truthful. The food hub representative builds trust between the hub, its farmer-suppliers and buyers when (s)he shows how the hub is a mechanism for them to achieve their goals. Explain to the buyer how the hub will access products with attributes desired by the consumer. Show the farmer how the food hub provides a new market channel in which to sell product. The reality is that the hub may not meet the needs of all farmers or buyers approached. Acknowledging this truth builds trust and respect for the enterprise and leaves an opportunity to build a relationship when circumstances change through time.

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Be professional. Farmers and buyers will trust food hub operators who are serious about what they do. It is important that food hub operators be familiar with the issues facing their suppliers, their buyers and the industry.

Relationship marketing based on trust and commitment will meet the needs of both farmers and buyers. Farmers receive the benefit of access to intermediary market channels and market or higher than average market prices for the products they supply. Buyers' needs, in terms of volume, quality, price and delivery are met. Loyalty across the supply chain is developed, which can lead to economic stability and long-term sustainability.

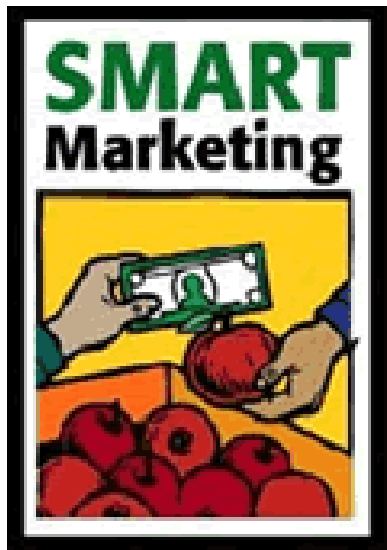
To learn more about how relationships are developed between cooperatives, their members and their customers see Building the Success of Food Hubs Through the Cooperative Experience – A Case Study Perspective (Cornell University, Charles H. Dyson School of Applied Economics and Management Extension Bulletin 15-04).



Scenes from Essex County's new food hub, The Hub on the Hill. The Hub on the Hill provides an innovative processing facility and food storage warehouse to connect our local farms with local markets and increase access to healthy, locally grown products. Providing co-packing, marketing and business incubation services, The Hub currently benefits farms and food businesses by providing infrastructure and expertise for safe food processing and preservation as well as market connections. To use the Hub, contact them at (518) 418-5564.



Smart Marketing



The Effect of Tasting Sheet Sensory Descriptors on Tasting Room Sales

*Lauren Thomas, Miguel I. Gómez, Christopher James Gerling, and Anna Katharine Mansfield
Cornell University*

Naïve wine shoppers often have difficulty selecting or purchasing wines, pouring over wine descriptions to help them decide what wines to buy. But shoppers in stores might act differently than shoppers in tasting rooms. This study describes how tasting sheet descriptors used in wine tasting rooms might actually be detracting from wine sales there.

Studies have established that consumers consider simple taste and smell descriptors to be important label information for choosing wines (Charters et al., 2000). And they find elaborate back-label taste descriptions to be valuable when purchasing wine for a special occasion (Mueller et al., 2010).

Additional studies have shown a positive impact of descriptors on sales of food and wine products while other studies support the idea that not only sales but also overall perceived quality of a product are enhanced by descriptors. If these studies hold true, smaller wineries, such as those in New York, that have little to no national marketing and rely on direct-to-consumer tasting room sales to return a profit, may be able to use smell and taste descriptors to improve their tasting room sales.

Tasting sheets, or tasting notes, are used in tasting rooms to list information about featured wines. These notes often include sensory descriptors as well as other supplemental information (Bender, 2008), such as awards, food pairings, price, discounts, and wine club membership options (Held, 2012). But are these description tasting sheets affective at providing useful information to tasting room visitors and increasing purchases?

In 2012, nine wineries in central New York participated in a study to find out how descriptions on tasting sheets influence wine sales in tasting rooms. This is particularly important to wineries that rely on direct-to-consumer sales to sell the majority of their wines, such as many of those in New York's wine country.

Tasting rooms alternated tasting sheets by weekend, one including sensory descriptors and one omitting sensory descriptors. At the end of each weekend, tasting room managers compiled information on daily wine bottle and (in the case of seven wineries) dollar sales. Researchers measured the impact of tasting sheet with or without descriptors on wine sales. They found that both bottle volume and dollar sales were higher when tasting sheets *without* sensory descriptors were used. Other variables that impacted wine sales included the specific tasting room, the day of the weekend, and festivals occurring in the area. These impacts were accounted for when assessing the impact of tasting sheet descriptors.

Why did researchers find this effect? One possibility is that complex and unfamiliar sensory descriptors may be intimidating to inexperienced consumers, who may face further frustration if they try a wine based on its sensory description but cannot recognize the same attributes, or if their expectations are not met. Descriptors that are unappealing to certain consumers may deter those who connote the descriptor with a negative sentiment, which result in less liking of the product (Wansink et al., 2000).

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Many tasting sheets give lengthy descriptions of each featured wine, which could be contributing to information overload and poorer purchase decisions (Jacoby et al., 1974). By removing these descriptors, there are fewer terms on the tasting sheet and less information that consumers must process. In a tasting room environment with staff to guide tasters, the extra and often repeated sensory information may not be necessary. The intimate tasting room experience and the idea of tasting room staff as guides may also contribute to the increase in sales without sensory descriptors provided on a tasting sheet. The wine tasting experience, particularly satisfaction with service, has been reported to increase consumer liking and wine purchases (Dodd and Gustafson, 1997). Thus, removing sensory descriptors may allow tasters to become more interactive, resulting in a greater chance of liking and wine purchase.

Many tasting rooms, particularly in New York, rely on the tasting room for the majority of wine sales. Determining factors that affect sales can help tasting room managers/owners optimize the tasting room experience for maximized profits.

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This article was taken from a paper published in the following: Thomas Lauren I. Gómez Miguel James Gerling Christopher Katharine Mansfield Anna , (2014), "The effect of tasting sheet sensory descriptors on tasting room sales", *International Journal of Wine Business Research*, Vol. 26 Iss 1 pp. 61 – 72. Permanent link to this document: <http://dx.doi.org/10.1108/IJWBR-01-2013-0002>

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Farmer spotlight: Shady Hill Farm

Roger and Linda Hastings own and operate Shady Hill Farm in the Northern Foothills of the Adirondacks, looking down on the Canadian border. Shady Hill Farm was used for over 100 years by the Hastings family for dairy cows, but Roger sold his own Jersey herd in 1995 to begin the sheep farm. There is an average of 100 ewes and 3 rams on the farm each year with the flock swelling to about 240 each summer after the lambs are born. The flock is guarded by two Great Pyrenees and Roger's yoke of Scottish Highlander oxen. Roger is a shearer as well as a shepherd and travels from Sackets Harbor to Grand Isle and as far south as Ticonderoga each year shearing sheep, goats, llamas and alpacas. You may meet both Roger and Linda at community events where he demonstrates shearing and she prepares and spins wool and other fibers.

Lamb is sold under the Adirondack Harvest brand and Roger currently serves as Franklin County representative on the AH Board of Directors. The farm is located at 12 Conservation Road, Dickinson Center, NY and you may contact them by phone at 518-529-6665 or e-mail at hastings/sheep@gmail.com. Give them a call if you are in the area! They enjoy giving farm tours and sharing their experiences.



Old Forge Farmers Market Completes Another Great Season

“One of the best and busiest market seasons ever”, so says Reed & Barb Proper, co-managers of the Old Forge Farmers Market (OFFM). This year marked the 9th year of operation for the Market, which started on June 24 and ran 16 weeks through Columbus Day weekend. Although plagued by some bad weather to start, Mother Nature cooperated and most of the last three months had gorgeous Friday weather. This year saw more artisans and farm vendors with a wider variety of agricultural, food and craft products to sell.

The OFFM was also able to generate a generous amount of support for nutrition assistance in the community. The federal Supplemental Nutrition Assistance Program (SNAP) was bolstered by food coupon programs from the Herkimer County Office for the Aging and the NYS Veteran’s Outreach Program. The largest source of assistance was the local CAP-21 food pantry coupon program which is distributed through St. Bartholomew’s and Niccolls Memorial. CAP-21 will again be using market proceeds to support our local food pantries, providing a total of over \$4,500 in nutrition assistance locally, predominantly to seniors.

The OFFM continues to be a Friday afternoon “must-do” during the summer. The Market is a vehicle to draw people into the business district. In addition, the market supports NYS agriculture and regional artisans, boosting small business locally. CAP-21 would again like to thank Old Forge Hardware for the generous donation of their market space (and restrooms), to the TOW Historical Association for the use of Hemmer Cottage parking, the Town of Webb Police Department for their patience with market traffic, and of course to our market managers, Reed & Barb Proper, who always go above and beyond, making Old Forge the largest market in Herkimer County and one of the favorite spots for our farm vendors.

Next year we will celebrate the 10th anniversary of the Old Forge Market. CAP-21 would like your comments on how we can improve the market as well as your suggestions on how we can and should celebrate this anniversary. Either call us at 369-3353 or email to nrose@cap-21.org.



New Laws on Minimum Wage Impact Almost Everyone

By Anita Deming ald6@cornell.edu

What is all the fuss about the new Minimum Wage Laws? There has been a doubling in the minimum wage for **salaried** workers who fall under the Federal Fair Labor Standards Act (FLSA) definition. Employers will be affected by the federal laws if they have 500 “man days” in **any** calendar quarter (3 months) during the year. This is the equivalent of 5 1/2 full time employees in any calendar quarter .

Currently the federal minimum wage for hourly employees is \$7.25/hour. However, in NYS the current minimum wage is \$9.00/hr. The NYS per-hour rate will increase 70 cents each year, making 2017=\$9.70/hr. 2018=\$10.40/hr., 2019=\$11.10/hr. and so on until 2023=\$15.00. You are subject to NYS minimum wage law if you spend over \$3,000 in payroll for the year, which is almost every employer.

The big, timely change is in the federal minimum wage for **salaried** workers. It used to be \$455/week or \$23,660/year. Starting Dec 1, 2016 the new minimum wage for salaried workers is \$913/week or \$47,476/year, which is nearly double the old rate.

The premise of this act is that employers may be taking advantage of salaried workers by requiring them to work, say, 60 hours per week instead of the normal 40 hours.

The travel pay rules for the federally covered employees are:

- You do not pay for the hours traveled to and from the primary work location.
- You do pay for all travel during regular work hours.
- After or before you normal work hours only the driver is paid for travel to or from a work location unless the other employees in the vehicle are working, as would be the case if chaperoning a trip.
- Generally if an employee is just riding in the car to an event and it is not during regular work hours, these hours do not contribute toward the 40 hour work week and there is no pay.

Under the new FLSA, **farm employers** are still exempt from paying overtime to their “farm” workers for over 40 hours work per week. Also, family members do not need to be paid minimum wage. The employees that are doing production related tasks are doing “farm” jobs. However, there are some jobs on the farm that are not considered “farm” jobs. For example, the retail part of the farm (cashiers), or any value added workers (pie makers, canning, etc) that are involved in marketing the agricultural products DO fall under the overtime pay rule.

This has been a very data filled article, but it is critical to know your responsibilities as an employer and some of the ramifications of this new law. Please call or email me, Anita Deming, if you have questions; 518-962-4810 ext 409 or ald6@cornell.edu

More scenes from the Adirondack Harvest Festival



3rd Annual Essex County Cheese Tour

On October 9, 2016, three artisanal creameries coordinated for the third year in a row to create the wildly popular Essex County Cheese Tour: North Country Creamery in Keeseville, Asgaard Farm and Dairy in AuSable, and Sugar House Creamery in Upper Jay. This event continues to grow in popularity and this year exceeded all expectations—attracting over 900 attendees and generating tremendous revenue for the participating farms, food trucks and businesses! Beyond the numbers, the cheese tour is a beautiful event that engages visitors from both near and far in the growing Adirondack small farm scene. It brings folks out to soak up the fall foliage along the Ausable Valley. Looking forward to many more years of this festival! Photos courtesy of Alvin Reiner & Holly Clement.

Alvin Reiner*Alvin Reiner**Holly Clement**Alvin Reiner**Holly Clement**Alvin Reiner*

Harvest News Briefs

CCE Forage Exchange has been re-started

Given the severe drought across much of NYS this year and the potential need for additional forage on dairy farms across the state, the online **CCE Forage Exchange** has been re-started. Producers or growers with surplus forage or corn may use this site for free to list what they have for sale. Interested buyers may use this site to find what they need and make arrangements directly with sellers. The site URL is below along with a "how to post an ad video." Forage exchange: <http://forage-exchange.cce.cornell.edu>
How to post an ad video: <https://youtu.be/Olrwm9drrgU>

November 21, deadline to apply for Fund-a-Farmer grant

FACT's Fund-a-Farmer Project provides small grants to qualifying humane farmers who need assistance in improving the welfare of their farm animals. In our fifth round of grant funding, we will award grants of up to \$2,500 for two distinct types of projects: Animal Welfare Certification projects and Pasture Improvement projects. Animal Welfare Certification projects are projects that are designed to help farms achieve Animal Welfare Approved, Certified Humane, or Global Animal Partnership (GAP) steps 4 - 5 certification through on-farm improvements. Pasture Improvement projects are projects that help farms transition to pasture-based systems or improve access to pasture for their animals. Applications must be submitted online or postmarked by November 21, 2016. For more information and to see if you are eligible for funding, read the full grant application guidelines. <https://www.fundafarmer.org/apply-for-grant/>

NYS Grown & Certified: New Program!

The New York State Grown & Certified program identifies and promotes New York producers who adhere to New York's food safety and environmental sustainability programs, and assures consumers that the food they are buying is

local and produced at a higher standard. Program participants must meet certification criteria, including participation in the Soil and Water Conservation Districts' Agricultural Environmental Management (AEM) program and an independent annual food safety audit program such as the U.S. Department of Agriculture Good Agricultural Practices (GAP) program, Global GAP, Safe Quality Food, or Primus. Produce, dairy and eggs will be included in the initial roll-out, with other commodity groups joining in the coming months. Producers interested in learning more about how to become New York State Grown & Certified and how to qualify can contact the Department of Agriculture and Markets at 1-800-554-4501, email NYSGrownAndCertified@agriculture.ny.gov.

Regional Conservation Partnership Program

The Warren Co. Soil & Water Conservation District is currently accepting applications from agricultural producers for the Regional Conservation Partnership Program (RCPP). The applications will be for funding assistance for high tunnels and/or cover crops in Warren County. The applications are due by November 18th. If you would like to sign up or have any questions, please contact Nick Rowell at nrowell123@nycap.rr.com or (518)623-3119.



Online Farming Courses

Interactive 5-7-week courses connect you to the information and people you need to start a successful farm business or diversify your farm. Courses are led by experienced educators and farmers. Take a single course or start at the beginning and work your way through the courses in order. Many exciting and helpful courses to choose from. Explore all your options at www.nebeginningfarmers.org/online-courses/

Upcoming Events, Classes, Workshops

Profitability in Stocker Cattle

Saturday, November 5, 6:00 to 8:00pm at CCE, Westport. CCE and Soil & Water will host Dr. Marco Turco from Manzini Farm. Marco along with his family have run a successful diversified livestock operation in Keeseville for 10 years. Recently, Manzini Farm has begun to delve into the opportunities available in contract stocking. Dr. Turco will present his findings on Stocker Profitability based on data he has collected and evaluated. The roles biology, soil chemistry, beef nutrition, and plant physiology play into his calculations and pasture and animal management will be discussed as well. Light meal to be served. Free but RSVP please. 518-962-4810.

Poultry Processing Workshop

Saturday, November 5, 9:00am to 12:00pm Extension Learning Farm CCE Canton. Mackenzie Waro, regional meat processing and marketing specialist will teach how to process poultry and cut up a chicken for sale. We will also talk about food safety and regulations. Registration required for this workshop. Contact Betsy Hodge at bmf9@cornell.edu or 315-379-9192.

Financing Options for Farm Access, Expansion & Transition with Dirt Capital Partners

Monday, November 7, 1:00 to 2:00pm at CCE, Westport. Free. Farm service providers and farmers are encouraged to attend. Light refreshments will be served. Dirt Capital will give an overview of their programs and provide detailed examples of creative ways they solve challenges in farm access, transfer and succession. There will be ample agenda time for Q&A and discussion of local issues and solutions. Dirt Capital Partners invests in farmland in partnership with farmers throughout the Northeast United States, promoting sustainable farmers' land access and security. For more information, read [About Dirt Capital](#), [Dirt Capital Farmer Case Studies](#), or watch a [video](#) about Dirt Capital. RSVP no later than November 4 to: Laurie Davis, lsd22@cornell.edu or 518-962-4810 x 404. Or register online at https://reg.cce.cornell.edu/DirtCapitalPartners_215



On Farm Energy: Take Control with an Energy Audit

Wednesday, November 9, 7:00pm at CCE, Westport. Free. The Agriculture Energy Audit Program provides farms and on-farm producers with no-cost energy audits that include recommendations to improve energy efficiency. The program also helps participants access funding support to implement energy efficiency projects. An agricultural energy audit is an excellent tool designed to provide a foundation for understanding cost-effective energy management and is essential to reducing energy usage. Learn about the three different audit levels available and which one will benefit your operation. Think you can't afford to upgrade equipment? This workshop will also discuss financial assistance opportunities once the audit is complete. From dairy farms to maple producers, energy audits can identify savings for all types of operations. To register or for more information about this workshop call Lisa Coven at 800-732-1399 or email aeeep@nyserda.ny.gov for more information and to request an application. Apply on line at <https://nyserda.seamlessdocs.com/f/AgAudit>



Profitable Meat Marketing

Thursday, November 10, 5:30 to 8:30pm at CCE, Westport. Free. You are selling local meat...but are you making money? Attend a workshop on profitable meat marketing with CCE Tompkins County's Ag Marketing Specialist Matt LeRoux. You'll learn how to develop your farm's marketing strategy and how to set specific marketing objectives to make your job easier. In addition to marketing tips, you'll learn about Cornell Cooperative Extension's NEW Meat Price Calculator. The calculator uses your farm's data to develop pricing for meat sold by the hanging weight or by the cut. It accounts for processing and marketing costs, allows you to build in a profit, then lets you adjust the pricing of each cut until you reach your goal. Finally, you will learn more about navigating the MeatSuite, a free website to help your farm reach consumers seeking local meat in bulk. To get the most out of the workshop, you should prepare in advance - call or email for a copy of the "Carcass Data Collection Form" which you can fill out before the workshop and bring with you. RSVP at 962-4810 x404 or lsd22@cornell.edu. Or register online at https://reg.cce.cornell.edu/MeatMarketing_215

Upcoming Events, Classes, Workshops



Livestock Conference Making Links: Producers "Meat" Consumers

Friday, November 11, 12:30-7:30pm,

Saturday, November 12, 8:15am-1:30pm

Ramada Inn, 6300 Arsenal St, Watertown
This will be the first conference of its kind in Northern New York and will be the start of developing a strong local protein market. This conference is for the public as well as farmers and meat producers. The Livestock Conference is designed to improve the production, quality, and market for locally produced meats and will cover topics such as marketing, costs of production, product pricing, processing, and more. Come enjoy a locally sourced meal on Friday evening and listen to "Animal Welfare is not Rare It's Well Done!" by Jessica Ziehm, Executive Director of the NY Animal Agriculture Coalition. To learn more or register contact Kaitlyn Lawrence at (315)-788-8450.

Farmers Market Manager Training Conference: Building Capacity of Markets

Tuesday, Nov 15 to Thursday, Nov 17

Holiday Valley Resort in Ellicottville, NY. Keynote speaker, Kim LaMendola, Southern Tier West Regional Planning and Development, will discuss the benefits that farmers markets bring to a community and help market managers understand the language needed to convey this critical message to government leaders. An evening banquet features Tom Rivers, author of Farm Hands: Hard work and hard lessons from the Western New York Fields. Tom's talk is sure to enlighten and entertain. The conference will feature a series of break-out sessions for emerging markets, focusing on helping them to bring their markets up to the next level of success. Other breakouts will focus on experienced managers, talking about more advanced concepts such as best practices in SNAP programs at farmers markets. The full conference program, agenda and hotel information can be found at <http://www.nyfarmersmarket.com/overview>. For more information, contact the Farmers Market Federation of NY at deggert@nyfarmersmarket.com or call 315-400-1447.

Farm to Institution Market Readiness, Accessing Wholesale Markets –

A workshop for farmers

Thursday, November 17, 9:00am to 3:00pm

CCE, 50 West High St, Ballston Spa. \$25. Interested in taking advantage of the growing demand for New York foods in schools, colleges, hospitals, child care, and senior meal centers? Learn how to build successful relationships with institutional buyers and distributors. Understand the business functions that need to be in place on your farm, MarketReady binder of tips, checklists, form samples, resources and more. Be eligible for follow-up assistance to connect with local buyers. RSVP by November 11, contact Ellie Hackett (518) 885-8995, eah29@cornell.edu.

Farming Smarter, not Harder: Planning for Profit

Tuesday, December 6, 9:00am to 1:30pm

Whallonsburg Grange Hall, 1610 NYS Route 22, Whallonsburg, NY. Want to work less and make more money? Find out your farm's profit centers - which parts of your farm make the most money and which may actually lose money. Learn about efficient farm planning and analysis, efficient farm office management, key financial statements, employee management, and financial tips for success. The workshop will be part lecture, part group work sessions, and part demonstration. The target audience is any farmer in year 1-10 who feels the need to focus a little more on the business side of farming. Richard Wiswall will use financial data from three area farms to teach us how to farm smarter not harder. The first three farms to send their Profit and Loss statement and Balance Sheet to essexfarminstitute@gmail.com will have these documents analyzed at no cost to the farm! Register by emailing essexfarminstitute@gmail.com. Include name and farm name. Hosted by the Essex Farm Institute.

2016 Young Farmers Conference

Wednesday, December 7, 8, 9

Stone Barns Center for Food and Agriculture, Pocantico Hills, NY. Every December, hundreds of beginning farmers from across the United States gather to learn from agricultural luminaries, peers, and advocacy organizations at the Young Farmers Conference. Stone Barns Center will host the 9th annual Young Farmers Conference, providing participants with access to inspiring keynotes and unique workshops that address soil science, technical skills, agricultural policy, farm business management, conservation and more. For more information visit <http://www.virtualgrange.org/learn/young-farmers-conference/>

Upcoming Events, Classes, Workshops

Healthy Animals & Healthy People

Thursday, December 8, 6:00 to 8:00pm

at CCE, Westport. Free and open to public. Beginning January 1, 2017 a new FDA policy will be implemented to stop the use of medically important antibiotics to promote growth in farm animals. Over the counter antibiotics from local farm supply and mail order stores will be restricted. Farmers, veterinarians and the companies that make medicines for animals are complying with the FDA policy, which will ensure animal health and well-being while providing consumers with the safest food possible. Animals will only be given medically important antibiotics when they are necessary to treat, control and prevent diseases. When animals are given medically important antibiotics in feed or water, it will be under the oversight of a licensed veterinarian. Your veterinarian should provide you with standard operating procedures for common problems and discuss in advance what drugs are used to treat these commonly diagnosed problems. If you have sheep or goats, you may have experienced off-label use or drugs that are not labelled with an effective dose for sheep and goats. It is suggested that you create a simple document that your veterinarian can sign that lists disease problems & recommended treatments for your herd or flock. Antibiotics that are not classified as medically important in human medicine are not affected, including ionophore containing products like Rumensin and Bovatec. Anyone keeping livestock is encouraged to attend to learn how these new regulations may affect your operation. RSVP at 962-4810 x404 or register online at https://reg.cce.cornell.edu/HealthyAnimalsHealthyPeople_215

Working Cover Crops into Vegetable Production

Tuesday, December 13, 6:30 to 8:30pm

AARCH Building, 1745 Main St., Keeseville
Cover crops are a key component to building soil health but many vegetable growers find it difficult to fit them into their crop rotations. Growers are invited to join a discussion on timings and strategies to work with cover crops. Presenters will include Kitty O'Neil, regional Agronomy Specialist with the Northern NY Ag Program, Michael Davis, Manager of the Cornell Willsboro Research Farm and Amy Ivy, Regional Vegetable Specialist with the Eastern NY Commercial Horticulture Program. Growers are encouraged to bring questions to this discussion. The program is free and open to the public, and each farm will receive a copy of *Growing Cover Crops Profitably*. For more information contact Amy Ivy at adi2@cornell.edu or (518)570-5991.



NOFA-NY Winter Conference

January 20-22

The Saratoga Hilton, 534 Broadway, Saratoga Springs. This year's theme is "Long Live the Farmer: Diversity & Biodiversity" and will feature 16 tracks, a seed conference, a seed swap, and fun and learning for all! This year's Keynote Speaker will be CR Lawn of Fedco Seeds. Tying in with our new seed conference, he will focus on the objectives of creating an ethical, sustainable seed system and strategies for overcoming obstacles. New this year will be the Northeast Organic Seed Conference 2017: "Owning Our Seed." NOFA-NY is excited to host this event and privileged to work with a dynamic group of seed professionals on content development.

Attendees can expect a diversity of topics to be addressed along with a featured seed swap for all those interested in participating. Registration for the seed conference is included in the Winter Conference registration. And at the conference, you can win a high tunnel!! Johnny's Selected Seeds is graciously donating a 14' wide X 16' long high tunnel as a fundraiser for NOFA-NY! Our tracks this year will be Permaculture, Mushrooms, Gardeners/Homesteaders, Small Scale Food Processors, Vegetables, Fruit, Marketing & Business, CSA school, Draft Animals, Beverages, Seed Conference, Urban Farming, Policy, Community/Education/Cooperatives, Livestock, Grains, and Social Justice. We will have our children's conference again this year! With workshops being held all three days, your child is sure to have a great time while learning something new. In addition to our educational tracks and workshops, we'll have entertainment and networking! The entertainment includes a jam session for all our talented musicians, social hours with more music, films, a knitting circle, discussion groups, and some family oriented activities. For more information go to <https://www.nofany.org/events-news/events/winter-conference>.



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



Cornell University
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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.