



ADIRONDACK HARVEST

# Harvest News

Volume 1, Issue 2

April 2005

## A Busy Spring Ahead

We are proud and excited to bring you our second issue of Harvest News. We hope you are enjoying our newsletter, and would love to hear suggestions for future articles. As you will see from this issue, Adirondack Harvest is having a busy spring.

In addition to our local projects, Adirondack Harvest is now working with a group of people from the North Country who are contemplating a Regional Branding strategy. Their idea is that by creating a North Country Brand, we could provide a way for consumers to recognize that a product was made here in the North Country. With this branding, consumers who recognize the high quality of North Country products would be able to buy them with confidence. This is similar to the work done by the Pride of New York campaign which encourages New Yorkers to buy products made and grown in New York State.

Adirondack Harvest is represented on the Champlain Valley Regional Marketing Committee which works to encourage tourism in our area. The Committee unites many businesses such as hotel operators, restaurants and retail stores to pool resources and present an attractive destination to tourists.

The Essex Chapter has graciously provided financial support for a broad tourist promotion this summer. Ads will be run in a variety of summer tourist-oriented publications promoting our website and listing regional farmers' markets. These farmers' markets also contributed financial support to the ad campaign.

Of course, our primary focus is closer to home, and we remain committed to building a vibrant market for local products and an effective distribution system for these products.

Adirondack Harvest is growing, and as we include more farms in this area. To be responsive to the particular challenges and opportunities in these areas, we have begun to form local chapters. You will be a member of Adirondack Harvest as a whole, but a percentage of your membership dues will go to your local chapter to fund projects and ideas which benefit you more directly.

Adirondack Harvest, Inc. has applied for non-profit status. This will enable us to apply for more funding, support the local chapters, and facilitate region-wide efforts. The region-wide Adirondack Harvest, Inc. will have a Board of Directors, elected by the membership at large. Each chapter will choose a delegate to the Board. The Board will monitor use of the Adirondack Harvest logo and name, ensure the mission is adhered to in grant applications, etc, and foster cooperation among the chapters.

These chapters are being formed along county lines. Our current four chapters are Clinton, Essex, Franklin, and Southern. The Southern Chapter encompasses Hamilton and those parts of Warren, Saratoga, Washington and Herkimer counties located within the Blue Line.

Please remember, we are a member organization, and we need your input if we are to meet the needs of the our community. Please feel free to contact Susie via email ([Susie@adirondackharvest.com](mailto:Susie@adirondackharvest.com)) or telephone (962-4810).

# Adirondack Harvest Chapter Updates

## Southern Region Chapter

Adirondack Harvest has expanded to include producers and businesses that market agricultural products generated within the Adirondack Park Blue Line, including all or parts of Hamilton, Fulton, Saratoga, Washington, and Warren Counties.

We are grateful to be included in this great program and currently are soliciting participants from this region of the Adirondack Park.

As the newest Adirondack Harvest group, the Southern Adirondack Chapter has just begun to get organized. We anticipate holding a chapter meeting somewhere in the Speculator/Warrensburg area this summer – perhaps at the Oak Mountain Farmers and Crafters Market in Speculator. Our expectation at that time will be to acquaint members and supporters with the background and the goals of the organization, as well as to hear some of your thoughts and ideas.

It is a wonderful opportunity to be a part of Adirondack Harvest and we hope to help local residents and their communities by promoting Adirondack products.

For more information regarding the southern region please contact Elizabeth Mangle, Hamilton County Soil & Water Conservation District at (518) 548-3991 or Marc Usher at Greater Adirondack Resource Conservation & Development, (518) 623-3090.

## Franklin County Chapter

The Franklin County Chapter will be meeting Tuesday April 26th at 6:30pm at the CCE Distance Learning Center (Room 111) at NCCC, Malone Campus. All current members are encouraged to attend. Membership renewal forms will be available.

Please RSVP to Bernadette Logozar at 518-483-7403 or via email at bel7@cornell.edu, by Monday, April 25th.

## Clinton County Chapter

The Clinton County Chapter of Adirondack Harvest has begun to meet. We held a meeting in early March to introduce ourselves and Adirondack Harvest. The meeting generated interest among the group in working together and building the support for farmers within Clinton County. We are also looking for ideas of possible grants we could apply for to support our farmers.

We are planning to meet again on Monday, May 2, 6:00 at Conroys Organics to continue brainstorming. We need your input, so please contact Amy Ivy at adi2@cornell.edu or 561-7450 for information.

You need not be a farmer to attend our meetings and benefit from Adirondack Harvest, we would love to hear from restaurants and retailers who are interested in buying Adirondack Harvest products.

## Essex County Chapter

Our Chapter's leadership is comprised of farmers, citizens, local government officials, economic development specialists and marketing experts. The Board members serve as volunteers and are as enthusiastic as they are skilled. In this issue of Harvest News we would like to introduce you to two members of our Board, and our Coordinator, Susie Becker.

Susie Becker is the Coordinator of Adirondack Harvest for Essex County. Her job is to implement the decisions made by the chapter. This summer Susie is working closely with the Delivery Pool to establish an effective network between producers and retail consumers. Susie represents us on several Adirondack tourism and marketing committees.

Susie worked for the US EPA as an investigator at contaminated sites around New York before moving to the Adirondacks. She became involved with Adirondack Harvest in its early days as a volunteer. As a reformed City Dweller, Susie was anxious to do her part to preserve the working landscape and open views of the Champlain Valley.

"I am proud to be part of Adirondack Harvest. I live in the Champlain Valley and am happy to say that many of my farming neighbors are also my friends."

# Adirondack Harvest Cookbook Goes to Print

The long-awaited Adirondack Harvest Cookbook, containing sixty recipes from your neighbors and friends will be available in June. The cookbook was born at the Farmers' Market Recipe Taste-Offs in the Fall of 2004. The dishes entered by local cooks were so delicious that everyone wanted the recipes! Well, as long as we were publishing a cookbook, we decided to add more local recipes.

The cookbook is about more than good food. It is about a time when families marked the changing seasons with changing menus, and special dishes which bring back treasured childhood memories. The book also includes useful information about local products.

The Cookbook will be available at Farmers' Markets throughout the region, at Cornell Cooperative Extension Offices, and at local retailers including:

Corner Store, Wilmington  
Willsboro Pharmacy, Willsboro  
KK Ranch, Elizabethtown  
Rivermede Farm, Keene Valley  
Ernie's Market, Westport  
Beans Goods, Lake Placid  
Essex County Historical Society Museum, Elizabethtown

Consult our website for additional retailers, or contact Adirondack Harvest (962-4810) for a store near you or shipping information.

The cookbook is being published in a 3-ring binder, so you can take the pages to the Farmers' Markets to shop. Next year Adirondack Harvest will be offering a supplement to add to this year's crop of recipes. You may want to submit your favorite?

## Help Us Save Money

If you would like to receive this newsletter by email, please let us know. Help us save paper, postage and time, plus you will receive your Harvest News sooner. The newsletter is produced in a pdf format so anyone with the free Adobe Reader can get it.

Send an email to [Susie@adirondackharvest.com](mailto:Susie@adirondackharvest.com) and we will be happy to add you to our email distribution list.

Remember, the Harvest News will also be available on our website [adirondackharvest.com](http://adirondackharvest.com).

## Meet the People: Kathy Sequin

Kathy, Accounts Director for Ad Workshop in Lake Placid, has over twenty years' experience in the advertising and publishing industries in New York City. She joined Ad Workshop in 2001 and has been managing such clients as Cooperstown Tourism, The Adirondack Museum, The Adirondack Club, Adirondack Harvest, Adirondack Bank, Westelcom, Northern Insuring and the Fort Drum Regional Liaison Organization. As a former publisher at Conde Nast, Kathy's business background helps meet the growing demand for effective marketing services from Ad Workshop. She graduated Magna Cum Laude from SUNY, F.I.T. in New York City.

As for how/why Kathy is involved in AH -- it started with Ad Workshop responding to an RFP for the first Map Brochure. Ad Workshop is composed of a mix of 30+ staffers, both local and national talent -- "we are committed to the Adirondacks, it is our home, our passion and our inspiration". It is also why they have remained committed to the mission of Adirondack Harvest, in support of our wide open spaces, farmland and farm fresh, locally produced products.



## Champlain Valley Foodshed Update

The Champlain Valley Foodshed Coalition has had a great winter series, and already has plans laid for the rest of the year and next winter.

We finished our winter series focusing on income opportunities (other than cutting trees) from forests and on wild edible and medicinal plants.

The “Building Farms” effort will continue through the summer with informal get togethers, tours, and help sessions this summer. Let us know if you want to be involved. These activities will center in northeastern Essex County.

We are planning three workshops next fall and winter—Making a Living on Five Acres, Producing a Steady and Reliable Stream of Vegetables, and we are dreaming of getting Eliot Coleman here to give a workshop. Who knows if the dream will come true.

Check the website, [avgrange.org](http://avgrange.org), for updates and details. There is another contradance this spring, and monthly get togethers for relaxation and enjoyment. The Ausable Valley Grange is making progress in its effort to revive rural enterprise and community. Join us.



## Agricultural Heritage Festival

Once again the Essex County Board of Supervisors has designated September 11—17 as Agricultural Heritage Week in Essex County. Join us as we celebrate our agricultural past, present and future. This year we are happy to announce that we are being joined by the Boquet River Association, who will be adding their own special events including Nature Walks along the River. The Boquet River has played an important role in the development of farming in the Champlain Valley and we are happy to have BRASS as a partner in this weeklong celebration.

The Festival will kick off at the Keene Farmers’ Market on Sunday, September 11, and end with a gala celebration Saturday night, September 17. Here is a partial list of events we will offer during this week-long celebration:

**TASTE-OFFS:** Bring your favorite original recipe to the Farmers’ Markets in Keene (September 11), Lake Placid (September 15) and Elizabethtown (September 16). The Taste-Offs are fun for the cooks and the judges. The recipes must use local products, so plan to cook up something fresh and delicious. Winners will receive great prizes donated by local merchants. All recipes will be included in the Adirondack Harvest 2006 cookbook.

**FARM TOURS:** Connecting consumers and farmers, neighbors to neighbors is an Adirondack Harvest priority. This fall, we are again asking local farmers to open their farms for neighbors to come and see where and how our food is grown. Last year’s tours were hugely successful and we plan to add even more tours this year. Many of the tours feature special events for children, such as hay rides or baby animals, and are scheduled for early weekday afternoons. Look for the 2005 Farm Tour Map at the Farmers’ Market in September, in the local press and on our website. If you would like to offer your farm for a tour, please contact Susie.

**DINNER and CONTRA DANCING:** We will wrap up the Festival with a dinner and contra dance at Floral Hall on the Essex County Fairgrounds. The event will be held inside Floral Hall, rain or shine. Join us for a delicious meal of local products, and dancing.

Check our website regularly for agricultural events throughout the region, news of Adirondack Harvest, and information about local producers.

# Delivery Pool Update

The Adirondack Harvest Delivery Pool is up and running. We made our first delivery on Friday March 4<sup>th</sup>. Adirondack Harvest has teamed up with the local farmers and restaurants in Lake Placid to develop an efficient and economical delivery network. Over the winter a committee made up of farmers, a baker and several chefs met to design a system which would meet the needs of both customers and suppliers. The primary goals of both sides were efficiency, convenience and the highest quality.

The system is simple. Restaurants and retailers receive a list of available products each week, and place their orders through the Pool. The Pool relays this information to the producers who package the product and take it to a central pick up point. The paperwork is centralized, leaving farmers time to farm and restaurants with only one invoice.

Laughing Duck Farm has kindly been assisting us with our deliveries, collecting the product and delivering it as part of their regular Lake Placid Route. We started out small with three farmers but we expect to grow as spring turns into summer and fresh produce becomes available. We also expect orders to increase as the summer season progresses.

Adirondack Harvest, through our network of members and supporters, is working hard to support this effort and we are excited about the participation and attention the delivery system has attracted. You may have seen the article about us in the April 3<sup>rd</sup> Press Republican.

The restaurants and stores participating are Lake Placid Lodge, The Point, Interlaken, Mirror Lake Inn, Café Rustica, Saranac Sourdough, Caribbean Cowboy, Bean's Goods and Nori's Village Market. Please support these retailers and let them know that you appreciate their support of local farmers. And be sure to remind your favorite restaurants that you are interested in supporting local producers and suggest they consider joining the Pool.

As we look forward to a busy summer, the Pool founders would like to thank our customers for their support, their patience and their ideas for improvement.

If you are interested in joining us, as a supplier or a customer, please contact Susie at 962-4810 or [susie@adirondackharvest.com](mailto:susie@adirondackharvest.com).

## Meet the People

### Tom Both

Tom was born in NYC many years ago. He is a graduate of City College and Korean War veteran. Tom was employed by 3M for 30 years in sales and sales management, working in New York, Minnesota and New England. Tom and his wife, Alana have two grown children and 3 grandchildren.

Tom and Alana have lived in Keene since 1992. Tom has been an amateur farmer since 1977, growing potatoes, corn and other vegetables.

Tom was first elected Keene Town Supervisor in 1998. He is the former Chair of the Essex County Fair Management Committee, is currently Chair of the Tax Relief sub-Committee and serves on numerous committees and boards.

In his capacity as Chair of the Essex County Economic Development Committee, Tom co-founded Adirondack Harvest. He is dedicated to helping restore agriculture in our area, developing a demand for locally grown products and preserving our beautiful landscape.

## Check Out Our Website

We are updating and improving the Adirondack Harvest website. We are making it more user friendly for consumers. In our tourism ad campaign, we will offer a free e-news and map. This e-news will promote local seasonal products and events. We will also add a members' only private area. This area will have valuable information for producers and buyers.

# Agriculture and Farmland Protection Board Grants

The Essex County Agriculture and Farmland Protection Board applied for two NYS Agriculture and Markets Grants in 2004. They did not get a Conservation Easement grant this year, but did get a Plan Implementation Grant. Cornell Cooperative Extension Association of Essex County will manage this grant on behalf of the Essex County Board of Supervisors.

There are three projects in this \$15,000 grant.

## **Completing the Adirondack Harvest database**

We will identify those farmers within the Adirondack Park in eight new counties (St Lawrence, Lewis, Hamilton, Herkimer, Fulton, Saratoga, Warren, and Washington) that are inside the "Blue Line." We will

provide each site a button on our web map and add their database information if they want to participate in our programs.

## **Organic grain expansion**

We will locate and inventory farmland that has not had chemical fertilizer or pesticides for at least three years. We will contact the land owners regarding their interest in renting to organic farmers. We will develop a sample five year written lease to standardize lease parameters.

At the same time we will work with interested farmers to develop successful organic production techniques. And finally we will connect our farmers with landowners to grow certified organic crops. Our goal is to increase 500 acres of certified organic grain in Essex County.

## **Website development and enhancement for farmers**

We will help farmers to develop their own web site in order to increase traffic and sales. Our goal is for 10 farmers to try new marketing techniques using the Internet. We are offering this program to farmers in Clinton, Essex and Franklin Counties. If you are interested in participating, please contact Anita Deming at 962-4810.

We will enhance and update the Adirondack Harvest website to improve the link to the farmers that have products for sale on the Internet or by mail order.

We will also conduct three public meetings on: Setting up Your Own Website, Taking Credit Cards and Secure Websites, and Selling on eBay.

## **Adirondack Harvest Helps Draw Customers To You.**

Recently the Eat Well Guide ([eatwellguide.org](http://eatwellguide.org)) contacted us offering to include our members on their website. Since they have certain criteria, we just gave them permission to contact those whose descriptions sounded like a good fit for them. The Eat Well Guide listings include the logo and link back to the Adirondack Harvest site so even folks who didn't meet their criteria (meats) may get sales leads.

We are coordinating with several other agritourism, natural/health food, vegetarian, and farm direct market websites to get your listings included on them. We are waiting until the membership renewals have come in so we only have to do this once. So, if you don't want to be included on other websites, let us know. If you do want to be included, be sure your membership is up to date. And be sure your product listing and description are how you want them.

These national online directories are being widely used by city folks and travelers wanting to find good food. These may have even more benefit for those of you willing to ship product. Be sure to get your membership in SOON! Information about these national websites will be available on our new members' only website.

# ADIRONDACK HARVEST MEMBERSHIP 2005



Adirondack Harvest encourages people to “Buy Local” and to support local farmers and producers. We are also developing a “regional” identity to assist in marketing inside and outside of the Adirondack Region.

Our projects include: developing the logo, printing a map, creating an online web site, connecting producers and consumers, educational opportunities, and festivals. For more information call (518) 962-4810 or check our website at [www.adirondackharvest.com](http://www.adirondackharvest.com).

Stay connected to local farms and regional markets. Become an Adirondack Harvest member as a Farmer, Supporter or Friend. All members will receive a decal or sign, the regional map, invitations to local events, the quarterly newsletter and an opportunity to vote for the Board of Directors.

**Farmer: \$15/year** — Farmers, Producers

- Approved use of the Adirondack Harvest Logo on products harvested from the Adirondacks
- Educational opportunities such as mentoring programs, workshops, seminars.
- Listing on the Adirondack Harvest website citing your business (if you join before May 1), with a link to your website.

**Supporter: \$25/year** — Restaurants, Retail Stores, and Processors who include local farm products from at least two Adirondack Harvest Farmers in their offerings.

- Use of the Adirondack Harvest Logo on their approved products or place of business
- Networking with Adirondack Harvest Farmers
- “Drop down” listing on the Adirondack Harvest website including a link to your website.

**Friend of the Harvest: \$25/year (Red Ribbon) \$50/year (Blue Ribbon)** — Consumers.

- Educational opportunities such as mentoring programs, workshops, seminars.
- Help ensure the availability of fresh food and preservation of farmland.
- Blue Ribbon Friendship includes Adirondack Harvest apron.



## ADIRONDACK HARVEST MEMBERSHIP



Make checks payable to Adirondack Harvest. Clip and mail to P.O. Box 727, Elizabethtown, NY 12932

Name \_\_\_\_\_ Web address \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Circle type of membership:      Farmer                  Supporter                  Red Ribbon Friend                  Blue Ribbon Friend

Products sold (Farmers) or used (Supporters) \_\_\_\_\_

\_\_\_\_\_

## Farmers Market schedule

Akwasasne Farmers' Market — at the new Fire Station  
 Fridays 12 – 5 June 24 – Sept. 9  
 Chateaugay Lake Farmers' Market — at the Hollywood Inn, Route 374  
 Saturdays 10 – 2 June 18 – Sept. 3  
 Elizabethtown Farmers' Market — behind the Adirondack Center Museum  
 Fridays 9 – 1 May 20 – Oct. 14  
 Keene Farmers' Market — at the Marcy Airfield, Route 73  
 Sundays 9:30 – 2 June 5 – Sept.  
 Lake Placid Farmers' Market — at the Lake Placid Center for the Arts  
 Wednesdays 9 – 1 June 15 – Oct. 12.  
 Malone Farmers' Market — at the airport on Route 11  
 Wednesdays 12 – 4 June 1 – Oct. 5  
 Oak Mountain Farmers' and Crafters' Market — at Oak Mtn Ski Center, Speculator  
 Thursdays 3 – 6 July 7<sup>th</sup> – Sept. tba  
 Saranac Lake Farmers' Market — at Lake Flour Bakery, River St & St. Bernard  
 Tuesdays 11 – 3 June 21 – Sept. 13  
 Schroon Lake Farmers' Market — at the Town Hall, Leland Avenue  
 Mondays 9 – 1 June 27 – Sept. 5

For more information, visit our websites:  
[adirondackharvest.com](http://adirondackharvest.com)  
[adirondackfarmersmarket.com](http://adirondackfarmersmarket.com)



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