



# Harvest News

ADIRONDACK HARVEST

In coordination with Cornell Cooperative Extension of Essex County Spring 2010

*"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."*

## Coordinator's Report

By Laurie Davis

Over the past two weeks, as your coordinator, I have been spending many hours at my least favorite task. Tongue-in-cheek, I've referred to it as "dialing for dollars": our annual membership drive. Honestly, I'm not very good at asking for money. I'm a low-pressure (OK, maybe no-pressure) saleswoman at best.

For years I was a vendor at the farmers markets and I let my produce and flowers speak for themselves because I was confident of their high quality and good value. I felt that if I put my heart and soul into our farm products it would show through and people would come back for more. They did, in droves. I just had to smile, chat and fill the cash box.

I'm not used to being a salesperson for an organization. I assumed that, again, if I poured my heart and soul into it and produced a fine product it would just sell itself. It actually *has* worked like that for the members who've wanted the extra marketing exposure we provide and who've actively participated in our events and workshops. I am truly grateful

to these enthusiastic members who've not only paid their dues, but made calls encouraging others to do so as well. I know that, together, we can take Adirondack Harvest to the next level as a readily recognizable brand and logo, one that consumers will seek out for high quality local products.

I respect the choice of other members not to renew: some are no longer in business, others are cash-strapped, still more are just not interested. I hope that in the future they will revisit membership in Adirondack Harvest. The more active members we have, the more North Country consumers will see that eating local (and keeping food dollars local!) is a viable option and a boost to our economy.

As I sit in my kitchen this warm and humid morning, looking over my farm, I am reminded of how much work is waiting in preparation for the growing season. We had a false start with some very warm weather before it was due, then icy winter returned to threaten all that had begun to sprout and blossom. Now the solid, steady work begins in earnest. I wish all of our members a bountiful season with a growing North Country interest in local foods!



*A lush bed of indoor salad greens awaits cutting for market orders at Campbell's Greenhouses in Saranac. Ken Campbell has been very successful with his use of high tunnels to extend his season and keep income flowing in the colder months.*

The following packing guidelines are provided courtesy of North Country Grown Cooperative, located in St. Lawrence County. NCGC is a true, New York State cooperative corporation owned by its producers and growers. They market and deliver locally produced goods to colleges, restaurants and other regional institutions. Products offered by the cooperative include seasonal produce, and year round meats, honey, and maple syrup.

| <b>Product</b>                          | <b>Packaging</b>   | <b>Storage Temp</b> | <b>Comments</b>   |
|---|--|---------------------|---|
| Apples                                  | Bushel   | 32                  | 88-100/bushel-eating apples   |
| Yellow or Green String Beans            | 20lbs waxed 1 1/9 bushel box or bushel crate                 | 40                  | Uniform/pencil thick/ends do not have to be trimmed/no mold                             |
| Beets                                   | 25lbs/waxed 1 1/9 bushel box                                 | 32                  | Uniform size 1 1/2" - 3" diameter, clean/trim roots and leaves to 1/2"                  |
| Broccoli                                | Broccoli box—20 lbs  | 32                  | Green firm heads with no branches/no worms  |
| Cabbage –all                            | 50 lbs/bag   | 32                  | 8" - 10" minimum head size/no worms   |
| Carrots                                 | 50 lbs/bag   | 32                  | No forks, straight 2" diameter at top/remove greens/free of dirt                        |
| Cauliflower                             | Waxed cabbage box—20 lbs                                     | 32                  | Solid, uniform trimmed ALL WHITE heads  |
| Corn                                    | 48 ears/bag or box   | 32                  | Slight borer damage accepted  |
| Cucumbers                               | 40 lbs/waxed 1 1/9 bushel box                                | 50                  | Straight 6"-8" or longer/ 1"-2" diameter  |
| Eggplant                                | 25 lbs/waxed 1 1/9 bushel box                                | 45-50               | Clean, short stem   |
| Herbs                                   | 4 oz. food grade bag   | 32-50               | Parsley 32°, cilantro 40°, basil 45°-50°/no yellow leaves/remove basil leaves from stem |
| Lettuce-heads                           | 24 in lettuce box  | 32                  | Cool quickly  |
| Lettuce mix                             | 3 lbs/food grade bag   | 32                  | Cool quickly  |
| Melons-cantaloupe & honeydew watermelon | Melon box—30 lb minimum 1/ea/box                             | 32<br>45            | 7" diameter, uniform, ripe-not overripe   |
| Onions-yellow<br>red                    | 50 lbs/bag<br>25 lbs/bag                                     | 32                  | Minimum sizes yellow 4"-5" diameter<br>red 3"-4" diameter                               |
| Onions– scallions                       | 48 quarter pound bunches                                     | 32                  | No dirt/trim roots to 1/2"/uniform size   |
| Peppers-green, red, yellow, orange      | 25 lbs/waxed 1 1/9 bushel box<br>11 lbs/waxed 1/2 bushel box | 50                  | Minimum 3" diameter   |
| Peppers-hot                             | 10 lbs/waxed 1/2 bushel box                                  | 50                  | clean   |
| Peas-snow, snap                         | 10 lbs/ 1/2 bushel box                                       | 32                  | Chill immediately, uniform, not over mature   |
| Potatoes, red (new)                     | 50 lbs. bag or box   | 40                  | Max. dia. 1 1/2"/washed/nice skin, no damage  |
| Radish                                  | 1 lb food grade bag  | 32                  | Clean, smooth, well-formed/trim roots and leaves to 1/2"                                |
| Spinach                                 | 10 lbs. loose in waxed 1 1/9 bushel box—food grade bag       | 32                  | Fresh, no yellow leaves or seed stems   |
| Squash-summer/zucchini                  | 20 lbs/ 1/2 bushel box                                       | 45                  | 1 1/2"-2" diam./straight/no blossoms  |
| Squash-winter                           | 35-50lbs/ 1 1/9 waxed bushel box                             | 50                  | Fill box/clean/no blossoms  |
| Strawberries                            | 6 quarts   | 32                  | No dirt or damaged berries  |
| Tomato-grape, cherry                    | 6 quarts   | 50                  | Clean   |
| Tomato-slicing                          | 25lbs/ tomato box  | 55                  | No stems, firm, ripe, 3"-3 1/2" diameter  |
| Turnip                                  | 20 lbs/bag   | 32                  | Well-washed/uniform size 3"   |

# Adirondack Harvest Chapter News

## Essex County Chapter

Once again we're reporting on the website upgrades—seems like this has gone on forever! But the good news is that we're nearly there.

Our on-line membership sign-up is live and functioning. We just had our first new members sign up yesterday! Unfortunately, we don't have the capability to accept electronic payment, so checks will still have to be sent by mail.

Once we finish our membership drive we will make sure that all members with website listings are sent their usernames and passwords. With these you will be able to access your listing to

update it at any time. The updated listing will be sent to us for approval before it goes live. You can even upload new photos. Make sure you regularly check your listing—update it and make it interesting to prospective customers!

Anita Deming, Executive Director of CCE Essex County, has collaborated on a new book which will be out soon. You can get a copy of "Forest to Fields: A History of Agriculture in the Champlain Valley" for \$10 from the office. Call 518-962-4810 x 403 for more information or to order.



Participants in a recent tomato grafting workshop offered by Cornell Cooperative Extension of Clinton County and taught by Mike Davis of the Cornell Willsboro Research Farm. Farmers had hands-on training and were able to take their grafted tomatoes back to their farms for planting.



## Essex County Chapter

Contact Shaun Gilliland at 963-7447 or [shaun.gilliland@ridgewayinusa.com](mailto:shaun.gilliland@ridgewayinusa.com) to participate in the Essex County chapter.

## Jefferson County Chapter

Contact Dani Baker at 315-482-3663 or [danibaker@crossislandfarms.com](mailto:danibaker@crossislandfarms.com) to participate in the Jefferson County chapter.

## Lewis County Chapter

Contact Dolores DeSalvo at 315-376-5270 or [dbd6@cornell.edu](mailto:dbd6@cornell.edu) to participate in the Lewis County chapter (also covers Oneida Cty).

## St. Lawrence County Chapter

Contact Brian Bennett at 315-344-0443 or [anmb@localnet.com](mailto:anmb@localnet.com) to participate in the St. Lawrence County chapter.

## Franklin County Chapter

Contact Roger Hastings at 518-529-6665 or [HastingsSheep@gmail.com](mailto:HastingsSheep@gmail.com) to participate in the Franklin County chapter.

## Clinton County Chapter

Contact Laurie Davis at 518-962-4810 x 404 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](mailto:taawhalen@yahoo.com) to participate in the Southern chapter.

*Unless otherwise noted, all articles in the Harvest News are written by Laurie Davis, Adirondack Harvest Coordinator. Contact her at 962-4810 x404 or [lsd22@cornell.edu](mailto:lsd22@cornell.edu) for submissions to upcoming quarterly newsletters.*



# Smart Marketing



## To Buy or Not to Buy... Influencing Your Customer's Purchases

*Debra Perosio  
Food Industry Management  
Program, Cornell University*

Do you wonder what is going through a customer's mind when they come to your business, pick up a product, look it over carefully, and then put it back and walk out?? Do you ask yourself, "What happened to that sale?" Consumer decision making is a complex science about how consumers make purchase decisions: is it impulse or planned, do consumers do research, do they consult a friend or use their own judgment? Is there a way you can help convert a store visit into a sale? Consumer decision making can be broken down into several simple steps, many of which, as a business person, you can influence.

We all go through a process when making a decision. For routine items we buy every day, we know well, and that have a relatively low price tag, that decision can be very quick. For other items that are more complex, for which we really don't know much about, or that are very important the process can become complex and lengthy.

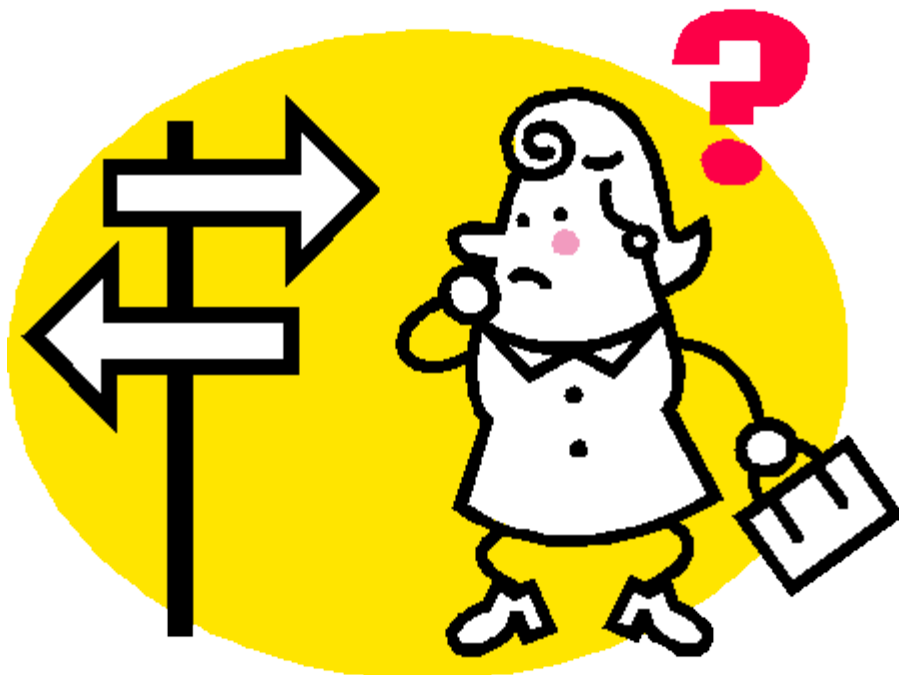
All buying decisions are sparked by a need (or an "I want"!): I just ran out of eggs, my car broke down, I love that flat screen TV. Marketers further develop our needs and wants. How? Certainly, forms of advertising greatly influence us. Advertising can take many forms, reminders for those everyday items, educational for those new items, or persuasive for those items that you may not really need but would love to have. Often sales promotions help, buy one get one free, new flavors, sizes and packages can grab their attention. Signage at the point of sale is a great tool to draw consumer attention. Loyalty programs also help but make sure it delivers real benefits to your customers (some of the best loyalty programs right now are with supermarkets offering discounts on gas).

Once consumers recognize a need, they begin an information search. For the eggs that I just ran out of that search is relatively easy. I quickly scan my internal memory for how to get eggs quickly and easily, and I think of the closest place I can go to get eggs. Not much thought or involvement there. But what about a need for a medical procedure or a purchase of an expensive new piece of farm equipment? These types of decisions require an "external" search. You might start talking to friends, do some research on the web, visit equipment dealerships. High risk and high prices typically produce longer and more extensive information searches.

How can you, as a marketer, influence your customers' decisions? Make sure your website is up to date and easy to navigate and make



# Smart Marketing



sure the resources on it are helpful and easy to read. Today, many people start their information search on the web, and if you don't have a presence there, you may be over looked. Complex decisions require clear information, education, and often extensive customer service. Have educational information readily available, be helpful, offer tours and demonstrations, but maybe most important, offer yourself as a personal consultant for your customer, providing information and follow up throughout the information search process.

Once consumers have collected their information, the next step is to evaluate the alternatives. Which doctor should I select for the procedure, which hospital is

best, what farm equipment dealership has the best equipment, which brand has the best warranty, which had the best service department, and who has the most competitive price? Usually in these complex situations we decide what attributes are most important to us and set criteria, say maximum price, or best doctor, as our most important attribute when making the decision. As a marketer how can you help your customers work through the evaluation of all of the alternatives? You can find out from them what is most important and work toward attribute. You can boldly compare your product against your competitors and easily illustrate the differences for your customers (think about insurance companies who do this a lot).

Once consumers have carefully weighed their alternatives, a purchase usually results. Wait! Your marketing commitment is not over yet. Now is the time to help your customers avoid suffering from "buyer's remorse," that nagging feeling you get after making a major purchase; when you start to wonder if it really was a good decision. Consumers want reassurance that they made the right decision, and marketers can help their customers feel confident about their purchases. How about follow-up emails, letters, thank you postcards that can also provide additional information about the product they just bought? And how about a phone call a month or two after the sale... does the customer have any questions, is everything working properly? This is also a good time to remind them of other services/products that you have that may complement or enhance the product they just purchased from you.

Remember, the more complex, risky and/or expensive a purchase decision is, the more "help" a consumer needs in making that decision. As a marketer your chances of converting a visit to a sale is much better if you can influence a customer from need recognition to alleviating buyer's remorse.

## Success Story: Shipman Family Farms

**Diversifying Agriculture – The Shipman Family Farms**  
by Bernadette Logozar, NNY Regional Local Foods Specialist, [bel7@cornell.edu](mailto:bel7@cornell.edu), with Norm & Vicky Shipman and Family

The Shipman Family Farms is a 450-cow dairy farm in Burke, NY that produces 12.32 million pounds of milk annually. For most folks, this would be a large farm, so how can resources from Cornell's Small Farm Program assist a farm of this size? Well, although the Shipman Family is still milking cows, with the drop in milk prices the farm has experienced a significant reduction in their farm income that despite various economic predictions of turnarounds doesn't look very promising. The Shipmans could grow bigger, but would this move be worth it in a climate of volatile milk prices and rising input costs? Or maybe they could try other ways to earn income from the farm? These are questions that Norm & Vicky have been weighing for some time.

### About the Farm

The farm is 1100 acres, rent an additional 375. Total tillable (under production): 850 acres. Crops are: 400 acres of corn, 100 acres in alfalfa and the rest is grass hay. Over the past couple of years, Norm and Vicky have been exploring some ways they can diversify their farm operation. There is a maple sugar bush on the farm that had not been tapped, last

winter Norm and Vicky attended local maple school at W.H. Miner Institute in Chazy, NY to pick up the latest information about maple production. Also, this past winter the Shipmans built their sugar house, and made their first crop of maple syrup which they are selling at the farmers market and their farm stand.

And although today this is a fairly large farm, it wasn't too long ago that Shipmans had a small operation. "We started with one cow, and grew from there", says Norm. In 1980 the Shipmans started with one calf, and started shipping milk in 1982. They had 15 cows but soon added on another 10 to the herd that same year. The Shipmans grew their herd up to 75 cows, and were milking these when they bought the farm in Burke, NY. In 1991 moved to NYS from Vermont, they had the 75 cows when they moved. They purchased additional cows for a total of 155 cows in NY. Soon after, they bought two other farms, the farm where they are currently milking, plus two others. For a few years, they milked in 3 barns during which time they had about 300 cows. In 2005, they moved all the cows to one farm (where they are currently milking) and put in a parlor in 2006. Today, Shipmans have 450 cows in their milking herd.

The Shipman Family Farms is truly a family operation that employs eight family members

full time and supports three families. But with volatile milk prices, this farm is not longer suitably supporting the Shipman Families. So the questions that Norm and Vicky have been weighing need to involve some action on their part.

### Beyond the dairy:

Norm and Vicky have recognized that they have opportunities with the land they currently have. Additionally, unlike some farm families, the Shipmans have the next generation coming up behind them who are interested in agriculture and farming. Finally, the Shipmans are willing to try new ventures. "We can produce or raise the products, that isn't the problem but when it comes to selling it then I get nervous" says Norm. And he is right, most farmers who are diversifying or transitioning from one type of agriculture to another it isn't the production portion that is challenging or uncertain, it's the marketing or selling aspect where the biggest learning curve.

What you can sell? Where? For how much? And what are the regulations you need to be aware of? These are some starting questions and finding the information is not always easy. There are a number of resources available to entrepreneurs who are considering starting a farm, but it is often difficult to know where to go for help, which are credible sources of information

or even where to start. Well, that was before the creation of the *Guide to Farming in NYS: What Every Ag Entrepreneur Needs to Know* by Cornell's Small Farm Program Beginning Farmer Project.

I have worked with a number of beginning, transitioning and diversifying farmers in Franklin County and across NNY, and having a central location to go to or even to direct farmers towards in addition to the *Guide to Farming* itself is a tremendous help. The Shipman Family Farm is one of the most recent diversifying farms that I am is working with.

Granted, it is still early in the season to gauge whether their latest move is a success, but they are selling product, and overtime they will grow their customer base. The Shipmans will be setting up their roadside stand in the coming weeks, which will add market venue for them alongside of the farmers' markets.

Understandably, the direct market ventures with the baked goods, vegetables and meat products will not necessarily cover the losses the Shipmans are experiencing with their dairy, but it should at least provide additional income the farm didn't have in the past.

As mentioned earlier, the Shipmans have family members who are interested in continuing to farm in the future. One of their daughters, Calah Shipman, has been exploring cheese-making. As she develops as a cheese-maker, this could not only utilize milk from the dairy but also offer the dairy more stable price for their milk. Granted so far the Shipman family has enjoyed the fruits of her labor, but value-added dairy production offers another opportunity for this operation. There are artisan cheese-makers around the state and in neighboring Vermont, where Calla could learn from taking a cheese-making class that are offered seasonally in nearby

Vermont. Furthermore, CCE found during the 2008 Farmers Market Survey in NNY, that customers were interested in seeing more dairy products such as cheese at area farmers markets. On-farm cheese production also offers opportunities for making retail sales from the farm gate, at nearby roadside stands, and retail stores as well as to restaurants in the area. However, it is important first to have a consistent, quality product available for sale.

### **Building a Brand:**

One of the things I encourage farmers who are direct marketing to think about and do is brand their farm, build a recognizable logo and have it on everything you hand out from your farm. Your business cards, signs, labels etc, should have your farm name and logo on it. The Shipmans are ahead of the curve on this one. They didn't have to be convinced on this. Norm and Vicky already had a farm logo and the signs ready to go for the season! At the farmers market Shipmans' table has prices on the farm logo cards, baked goods are labeled with the farm logo and each week they are building their brand as they make their market sales.

### **Resources to Have On Hand**

The *Guide to Farming* is a great resource that keeps all the things diversifying farmers like the Shipmans need to reference close at hand. Five years ago, I developed a Livestock Marketing Toolkit as a

*(Continued on page 12)*



# 2010 Farmers Markets

\* accepts food stamps

+ accepts FMNP coupons

# accepts WIC vegetable coupons

**Alexandria Bay** – Kinney lot, Rte. 12. Manager: Alex Bay Chamber of Commerce (315) 482-9531.

**Date:** Fridays, May 28 through Sept. 24, 2010 9:00-3:00 +

**Boonville**—Skating rink on Rte. 12. Manager: TBA

**Date:** Thursdays, Dates TBA, 12:00-6:00

**Canton** - Canton Village Park, corner of Main and Park Streets. Manager: Mary Strong (315) 212-0128.

Web Site: [cantonfarmersmarket.org](http://cantonfarmersmarket.org) \* +

**Date:** Tuesdays and Fridays, May 14 through Oct. 29, 2010 9:00-2:00

**Cape Vincent** – Village Green, Broadway (Rte. 12). Manager: Shelly Higgins (315) 654-2481.

**Date:** Saturdays, June 26 through Oct. 9, 2010 8:00-2:00 +

**Carthage** – Market Pavilion, Riverside Drive. Manager: Edie Roggie (315) 493-3590.

**Date:** Fridays, May 28 through Oct. 29, 2010 7:00-2:00 +

**Chateaugay Lakes** - State Rt. 374 on the lawn of the Hollywood Inn. Manager: Jo Ellen Saumier (518) 497-6038.

Web Site: [adirondackfarmersmarket.com](http://adirondackfarmersmarket.com) +

**Date:** Saturdays, June 19 through Sept. 4, 2010 10:00-2:00

**Clayton** – Frink Park, Riverside Drive. Manager: Kristina Wormuth (315) 686-3771.

**Date:** Thursdays, June 25 through Sept. 16, 2010 4:00-8:00

**Elizabethtown** - Behind the Adirondack History Center Museum. Manager: Gina Agoney (518) 293-7877.

Web Site: [adirondackfarmersmarket.com](http://adirondackfarmersmarket.com) +

**Date:** Fridays, May 14 through October 8, 2010 9:00-1:00

**Essex** – Behind the Essex town hall. Manager Sam Hendren (518) 834-7306. +

**Date:** Sundays, June 27 through Sept. 5, 2010 10:00-2:00

**Glens Falls** - South Street Pavilion. Manager: Richard Sandora (518) 792-0438.

**Date:** Saturdays, May 1 through Nov. 20, 2010 8:00-12:00. Winter market at Christ Church Methodist, all off-season Saturdays 9:00-12:00 +

**Gouverneur** – Village Park, Church St. Manager: Lorraine Taylor (315) 287-3370.

**Date:** Thursdays, June 3 through Oct. 28, 2010 7:00-2:00 +

**Keene** - Marcy Airfield between Keene and Keene Valley on Route 73. Manager: Dick Crawford (518) 561-7167.

Web Site: [adirondackfarmersmarket.com](http://adirondackfarmersmarket.com) +

**Date:** Sundays, June 20 through Oct. 10, 2010 9:30-2:00

**Keeseville** – Across from the Civic Center in the park. Manager Sam Hendren (518) 834-7306. +

**Date:** Fridays, June 25 through Sept. 3, 2010 4:00-7:00pm

**Lake Placid** – Lake Placid Center for the Arts. Manager: Sam Hendren (518) 834-7306.

Web Site: [lakeplacidmarket.com](http://lakeplacidmarket.com) +

**Date:** Wednesdays, June 23 through Oct. 13, 2010 9:00-1:00

**Long Lake** – Corner of Rte. 30 and South Hill Road across from post office. Manager: Ruth Howe (518) 624-2162.

**Date:** Thursdays, July 1 through Sept. 9, 2010 10:00-2:00

**Lowville** - Forest Park Pavilion, Main Gate, Lewis County Fairgrounds. Managers: Doug Hanno (315) 376-5333 and Dolores DeSalvo (315) 376-3061. +

**Date:** Saturdays, May 22 through Oct. 29, 2010 8:30-2:00 (9:30-1:00 in October) Mini-markets Mondays 2:00-6:00



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\* accepts food stamps

+ accepts FMNP coupons

# accepts WIC vegetable coupons

**Lyons Falls** – Riverside Park, Laura Street. Contact: Gary Mavis (315) 348-5167. + \*  
**Date:** Tuesdays, June 15 through Oct. 5, 2010 12:00-6:00

**Malone** - Malone Airport, Rte 11. Manager: Vicky Lesniak (518) 497-0083.  
 Web Site: [adirondackfarmersmarket.com](http://adirondackfarmersmarket.com)+\*  
**Date:** Wednesdays, June 16 through Oct. 13, 2010 12:00-4:30

**Massena** – In front of the Town Hall building, 60 Main St. Manager: Claudia Fantone (315) 353-2218. +  
**Date:** Sundays, July 11 through Oct. 3, 2010 8:00-3:00 & Thursdays, July 8 through Oct. 7, 2010 2:00-6:00.

**North Creek** – Next to the train on the Hudson River on Railroad Place. Contact: Michelle SanAntonio (518) 251-5343 or Barbara Thomas (518) 251-5692. Web Site: [northcreekfarmersmarket.com](http://northcreekfarmersmarket.com)  
**Date:** Thursdays, June 17 through Oct. 28, 2010 3:00-6:00

**Norwood** – Park Square, Main St. (Rt. 56) & Park St. Manager: Claudia Fantone (315) 353-2218. +  
**Date:** Mondays, July 5 through Oct. 4, 2010 10:00-5:00

**Ogdensburg Green Market** – Library Park, 300 Black Riverside Ave. Mgr: Sandra Porter (315) 393-3620. + \*  
**Date:** Wednesdays 2:00-6:00, Saturdays 9:00-1:00, May 8 through October 9, 2010

**Old Forge** – Park Ave., behind the Old Forge Hardware Store. Manager: Kelly Hamlin (315) 369-2313.  
**Date:** Fridays, June 25 through October 8, 2010 2:00-6:00 +

**Paul Smiths College** – Corner of Rte 86 and 30 at Paul Smiths College. Manager: Ellen Beberman (518) 891-7470.  
 Web Site: [adirondackfarmersmarket.com](http://adirondackfarmersmarket.com) + \*  
**Date:** Fridays, June 18 through Sept. 24, 2010 2:00-5:00

**Plattsburgh** – Pavilion downtown by Bridge, Durkee and Broad Streets. Manager: Pat Parker (518) 493-6761  
 Web Site: [plattsburghfarmersandcraftersmarket.com](http://plattsburghfarmersandcraftersmarket.com) +  
**Date:** Saturdays, May 15 through Oct. 9, 2010 9:00-2:00 & Wednesdays, June 23 to early Sept., 2010 10:00-2:00

**Potsdam** - Main St. behind the municipal parking lot. Manager: Juanita Babcock (315) 384-4289. +  
**Date:** Wednesdays, mid-July through Oct. 2:00-5:00 & Saturdays, May 15 through Oct. 30, 2010 10:00-2:00

**Queensbury** - Elk's Lodge parking lot, 23 Cronin Rd. Manager: Richard Sandora (518) 792-0438. +  
**Date:** Mondays, May 3 through Oct. 25, 2010 3:00-6:00

**Saranac Lake** - Lake Flour Bakery, corner of River & St. Bernard Sts. Manager: Nancy Moriarty (518) 891-7194.  
 Web Site: [adirondackfarmersmarket.com](http://adirondackfarmersmarket.com) +  
**Date:** Tuesdays, June 1 through Sept. 28, 2010 11:00-3:00

**Saranac Lake Village** – In the Saranac Lake Riverside Park. Manager: Sam Hendren (518) 834-7306. +  
**Date:** Saturdays, June 6 through Oct. 17, 2010 9:00-1:00

**Saratoga** – Under the pavilions at High Rock Park, High Rock Ave., just east of Broadway in Saratoga Springs.  
 Market coordinator: Suzanne Carreker-Voigt [SFMAscv@nycap.rr.com](mailto:SFMAscv@nycap.rr.com). Website: [saratogafarmersmarket.org](http://saratogafarmersmarket.org). + \*  
**Date:** Wednesdays, May 5 through Oct. 27, 2010 3:00-6:00 and Saturdays, May 1 through Oct. 30, 2010 9:00-1:00

**Schroon Lake** – Town Hall parking lot. Market contact: Sam Hendren (518) 834-7306. +  
**Date:** Mondays, June 28 through Sept. 6, 2010 9:00-1:00

# 2010 Farmers Markets

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*(Continued from page 9)***Speculator** – Located at the pavilion in Speculator. Manager: Lisa Turner (518) 548-4521. +**Date:** Thursdays, June 24 through Aug. 26, 2010 3:00-6:00.**Stone Mills** – Agricultural Museum, NY Rte. 180 off Rte. 12 S. of LaFargeville. Manager: Marguerite Raineri (315) 658-2353.**Date:** Tuesdays, June 15 through Sept. 28, 2010 4:00-7:00 +**Ticonderoga** – Corner of Montcalm & 9N, SW of Moses Circle. Contact: Barb Brassard (518) 585-6619.**Date:** Saturdays, July 3 through October 30, 2010 10:00-1:00**Trenton** – On the Village Green in Holland Patent. Contact: Jim Manning (315) 272-9529 or[info@trentonmarket.com](mailto:info@trentonmarket.com). Web site: [trentonmarket.com](http://trentonmarket.com) +**Date:** Saturdays, June 19 through October 16, 2010 9:00-1:00**Tupper Lake** – Wild Center Museum, under the white tent. Manager: Ellen Beberman (518) 891-7470. +**Date:** Thursdays, June 4 through Sept. 30, 2010 11:00-3:00**Wadhams** – Center of Wadhams. Managers: Bruce Misarski & Bridgette Blemel (518) 962-4392.**Date:** Saturdays, Dates & Times TBD**Warrensburg** - Located at the historic River Street Park on Rte. 418 along the Schroon River in Warrensburg.

Contact: Teresa Whalen, 466-5497. +

**Date:** Fridays, June 4 through Oct. 29, 2010 3:00-6:00**Watertown** – Farmer's and Crafter's Market. Dulles State Office Bldg., Washington & Sterling Sts.

Manager: Michelle Farrell (315) 788-4400. +

**Date:** Wednesdays, May 26 through Oct. 6, 2010 6:30-3:00**Watertown** – Monday Neighborhood Farmers' Market, 203 N. Hamilton St. Mgr: Delta Keeney (315) 788-1933. + \***Date:** Mondays, July 5 through Oct. 4, 2010 3:00-6:00**Watertown** – Saturday Market, Jefferson Co. Fairgrounds, 600 W.T. Field Dr. via Coffeen St. Manager: Maria Mix (315) 493-9238 +**Date:** Saturdays, June 19 through Oct. 30, 2010 9:00-2:00**Watertown** – Mobile Farmers' Markets. Wednesdays: Midtown Towers, 10:30-11:30, North Country Children's Clinic, 12:00-3:00. Thursdays: Skyline Apts, TBA. Hilltop, TBA, Curtis Apts., 12:00-1:00, LeRay St. Apts, 1:15-2:15. Manager: Delta Keeney (315) 788-1933. + \***Dates:** Wednesdays, Aug. 4 through Oct. 6 & Thursdays, Dates TBA, 2010. See times above.**Watertown** – Jefferson Bulk Milk Farmers' Market. Corner of Rte. 3 and Old Rome State Rd. Manager: Brian Gorman (315) 788-5257.**Date:** Fridays, June 11 through Oct. 1, 2010 2:30-6:30**Whitehall** - Boulevard in the Village Park along the canal. Manager: Bob Anderson (518) 854-3750. +**Date:** Tuesdays, early June through late Oct., 2010 1:00-4:00**Willsboro** – Across from the old Mountain View restaurant on Rte.22. Manager: Linda Therrien (518) 963-4383.Web Site: [adirondackfarmersmarket.com](http://adirondackfarmersmarket.com) +**Date:** Thursdays, June 10 through Sept. 9, 2010 10:00-2:00

# Harvest News Briefs

## Resource Guide to Direct Marketing Livestock and Poultry

The Cornell Small Farms Program is pleased to announce the 2010 revised edition of "A Resource Guide to Direct Marketing Livestock and Poultry". This Guide helps to clarify and explain complex laws in layman terms, discussing slaughtering and processing at the custom, state, and federal levels and guiding farmers through the logistics of the various market channels. While the guide is intended for farmers, it is also helpful to buyers, restaurants, market managers, small processors, extension educators, and many others. The Guide was updated by the Cornell Small Farms Work Team on Livestock Processing Issues, with funding from the Niche Meat Processors Assistance Network (NMPAN) and the New York State Grazing Lands Conservation Initiative (GLCI). The 2010 revised edition has been reviewed by the New York State Department of Agriculture and Markets and the USDA Food Safety and Inspection Service. Download the 155pg Guide for free at <http://www.smallfarms.cornell.edu/pages/projects/workteams/LP/livestock.cfm>

You may also order CDs at the cost of \$3.00 each. Hard copies are available at the cost of \$8.00 each. To order, send your name, address and check made payable to Cornell University to Violet Stone, Cornell Small Farms Program, 135C Plant Science, Ithaca, NY 14853.



## Organic Education and Outreach Grant – Due May 17th

Organic Farming Research Foundation (OFRF) will fund the development of educational opportunities and materials that are (1) pertinent to organic agricultural production or marketing; and (2) aimed at organic producers and/or those considering making the transition to organic certification. OFRF will also accept proposals to fund activities that promote information sharing among organic agricultural researchers and organic farmers and ranchers. Proposals are due May 17, 2010. To learn more about this grant visit [http://ofrf.org/grants/apply\\_education&outreach.html](http://ofrf.org/grants/apply_education&outreach.html).

## Pollinator Toolkit Available for Organic Farmers

Organic farming offers many benefits to pollinators but some common organic-approved pesticides and practices can be potentially just as harmful to bees and other pollinators as conventional farming systems. The Xerces Society has developed Organic Farming for Bees, a toolkit for organic growers that includes guidance on how to minimize disturbance to pollinators from farm activities, and how to provide nest sites and foraging patches. In particular, two fact sheets provide information on toxicity to native pollinators for all major organic-approved insecticides and about pollinator-friendly organic farming practices. To learn more visit <http://www.xerces.org/organic-farms/>.

## Cornell Organic Production Guides Available Online

Cornell University's Integrated Pest Management Center is pleased to announce the availability of nine new organic production guides for farmers. The new guides provide information for farmers on how to produce certified organic apples, blueberries, grapes, lettuce, potatoes, spinach, strawberries and cole crops, including cabbage, cauliflower, broccoli and Brussels sprouts. There is also a new guide to help control dairy cattle related pests using organic IPM methods. With limited pest control products available for use in organic production systems, these guides offer commercial vegetable crops. IPM techniques such as keeping accurate pest history records, selecting the proper site, and preventing pest outbreaks through use of crop rotation, resistant varieties and biological controls are all components of successful organic and IPM management techniques. The guides may be downloaded at [http://nysipm.cornell.edu/organic\\_guide/](http://nysipm.cornell.edu/organic_guide/).

## Managing Alternative Pollinators: A Handbook for Beekeepers

A new book, *Managing Alternative Pollinators: A Handbook for Beekeepers, Growers, and Conservationist*, is now available from NRAES. The handbook is a first-of-its-kind, in-depth, full-color guide to rearing and managing bumble bees, mason bees, leafcutter bees, and other alternative to honey bee pollinators. The 162 page book features

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## Harvest News Briefs

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130+ color photos, 10 chapters, 7 appendices, nest construction details, parasite and disease management guidelines, and much more. For more information about NRAES visit [www.nraes.org](http://www.nraes.org) or phone 607-255-7654.

### New SARE Handbook on Multifarm CSAs

The Sustainable Agriculture Research and Education Program released a handbook on cooperative marketing for community supported agriculture farms (CSAs). The 130-page manual gives concrete details on strategies for forming and

maintaining a multiform CSA, including advice on staffing, volunteer boards, distribution, and legal topics. To download this PDF visit <http://sare.org/publications/csa/csa.pdf> or you can order a print copy from the SARE website.

### New Series on Economics of Growing Alternative Crops

Thinking about trying a new enterprise? Before taking the plunge, you'll want to check out the capital, labor and management requirements for the alternative agricultural production

possibilities. A new series of crop and livestock enterprise budgets available from the Leopold Center for Sustainable Agriculture and the Beginning Farmers Center at Iowa State University gives farmers a quick overview of when alternative operations might work for them and how. Enterprise budgets for sweet corn, soybean, popcorn, sheep and beekeeping are provided initially. Budgets covering Christmas trees and raspberries will appear soon. The crop budget sheets can be download at [www.leopold.iastate.edu/pubs/enterprise.html](http://www.leopold.iastate.edu/pubs/enterprise.html).

## Shipman Farm Success Story, continued

(Continued from page 7)

reference tool for direct market livestock farmers to utilize to develop their marketing strategies. Recently, two new references have been added to the Livestock Marketing Toolkit; those are the *Guide to Farming* from Cornell's Small Farms Program and the *Resource Guide to Direct Marketing* from NY Farms! The Shipmans have been working through the Livestock Marketing Toolkit as they move forward with their direct market ventures on the family farm.

### Conclusion: Take home Lessons Lesson 1: Know Your Costs

Big or small, regardless of size it is vital that farmers have a good understanding of their costs of production. And if you are considering direct marketing this information is critical.

### Lesson 2: Seek Good Advice and Credible Information

If you are contemplating a new venture, then seek good advice from a credible source. There is always someone someplace who is willing to give you advice but is it good advice? And do the math yourself. To quote Tom Warren from Stone & Thistle Farm in East Meredith, "Paper and pencil is your cheapest investment." Use them!

### Lesson 3: Have a Plan

It doesn't have to be fancy, but you should have a plan. It is easy to generate ideas, and sometimes it can be overwhelming, but if you take some time to plan out what you have to work with, what you can do now, in 6 months, a year and then 5 years this

will get you far towards taking those ideas and making them into reality.

### Lesson 4: Know your Strengths and Your Weaknesses

No one can do it all, and that is ok. Recognizing your strengths and your weaknesses will help you figure out what agricultural venture will work best for you.

### Lesson 5: Involve the Family

If you have interested family—involve them! This is one of the biggest assets the Shipmans have: a family who is interested and actively engaged in the family operation.

### Resources:

Cornell's Small Farm Program: [www.smallfarms.cornell.edu](http://www.smallfarms.cornell.edu)  
National Sustainable Agriculture Information Service: [www.attra.org](http://www.attra.org)



# Upcoming Events, Classes, Workshops

## Eating Local Yet? Finding & Using Local Food

**Thursday, May 6**

**5:30pm to 8:30pm**

Plattsburgh High School  
Plattsburgh, NY

**Friday, May 7**

**5:30pm to 8:30pm**

Eben Holden Hall,  
St. Lawrence University, Canton,  
NY

**Saturday, May 8**

**10:00am to 3:30pm**

10am-3:30pm, Case Junior High  
School, Watertown, NY.

This consumer focused conference will feature keynote speaker Jennifer Wilkins and breakout sessions to help answer many of the questions consumers who are interested in accessing local food might have. Breakout Session topics include: Getting the Most Nutritional Bang for Your Food Dollars, Buying Meat Direct from the Farmer - Where does this cut come from & How do I cook it? Seasonal Menu Planning - Planning to eat Local, Is it Local? Organic? Natural? Understanding the Language of Local Food. Cost is \$10 per person and includes munchies.

For more information, contact Cornell Cooperative Extension at 518-483-7403 for the Plattsburgh program; St. Lawrence County: 315-379-9192 for the Canton program; or Jefferson County: 315-788-8450 for the Watertown program.



## WIC Vegetables and Fruit Check Program Training via webinar

**Monday, May 10 or**

**Wednesday, May 26**

**7:00pm to 9:00pm**

There's still time for farmers market vendors who want to accept the new WIC vegetables and fruit checks to be trained via webinar. Each webinar will be limited to 50 participants. Arrangements will be made to locate central sites where those without high speed internet connections can view the webinar through a central computer and phone link. To register for one of these training webinars, contact: Jonathan Thomson or Dtraecelle Carter, NYS Dept. of Agriculture and Markets 518-457-7076. Or Diane Eggert, Farmers Market Federation of NY: [diane.eggert@verizon.net](mailto:diane.eggert@verizon.net) or call 315-637-4690.

## Technology Symposium

**Wednesday, May 19**

**9:00am to 5:00pm**

Postdam  
Cheel Arena  
Clarkson

If you share responsibility for meeting today's organizational demands for improved efficiency, higher quality service, and lower costs at your North Country business, non-profit, local government, agri-business, or healthcare organization, then join your colleagues for this important event.

**General:** IT101, Information Technology, Risk Assessment Workshop, Disaster Recovery & Planning Case Study, Social Networking how to....

**Healthcare:** Use requirements to

qualify for stimulus, provider experiences with HIPAA compliance, patient participation in their healthcare

**Government & Community Service:** Open GeoPortal/Open Source GIS, Web based GIS Case Study, Centralized tax collection, Web Services Best Practices

**Business & Industry:** Website marketing, Software virtualization & Open Source options, Video & Mobile Apps

**Agriculture:** Free farm record keeping, Website development, Financial Management

Register online: [www.citec.org/it-symposium.html](http://www.citec.org/it-symposium.html) Or, call: 315-268-3778 x21



## Third Annual Great Adirondack Rutabaga Festival

**Sunday, September 5**

**Time: TBA**

Marcy Field  
Keene

Plant your seeds now if you want to be a competitor in the Great Adirondack Rutabaga Festival. The winning rutabaga in 2009 weighed in at around 6 pounds!

Other activities include the Rutabaga Run (a 5K footrace), chef demonstrations and delectable rutabaga recipe samplings, music, displays, t-shirts and more. Bring the whole family and shop at the Keene Farmers Market while you're there!

# 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 accepted)

Supporter: Restaurants and Stores \$25 annually (further donations accepted)

Friends (circle level of membership)

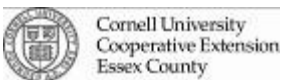
annual \$25 \$100 \$500 \$1000 other \_\_\_\_\_

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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