



ADIRONDACK HARVEST

Harvest News

In coordination with Cornell Cooperative Extension of Essex County Spring 2012

"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."

A Busy Spring for Adirondack Harvest

I don't remember when we've had a busier late winter/early spring here at Adirondack Harvest. Which is good news—it means we're accomplishing much and in high demand.

The biggest news is that we've received a New York State Dept. of Agriculture and Markets 2012 Regional "Buy Local" Campaign Development Grant. Once the funds are released we can begin purchasing marketing and promotional items for our members. The goal is to increase sales of locally produced specialty crops by increasing Adirondack Harvest's visibility. This grant will cover most of our membership area, (unfortunately not Jefferson and St. Lawrence counties).

On pages 8-11 of this issue, we have updated our master list of Farmers Markets in the Adirondack region. The number of markets has increased 22% over 2011; sixty markets can be found in the North Country. We like this trend!

AH also formed a task force to explore structural options for Adirondack Harvest, Inc. There had been some interest amongst some of the members in forming

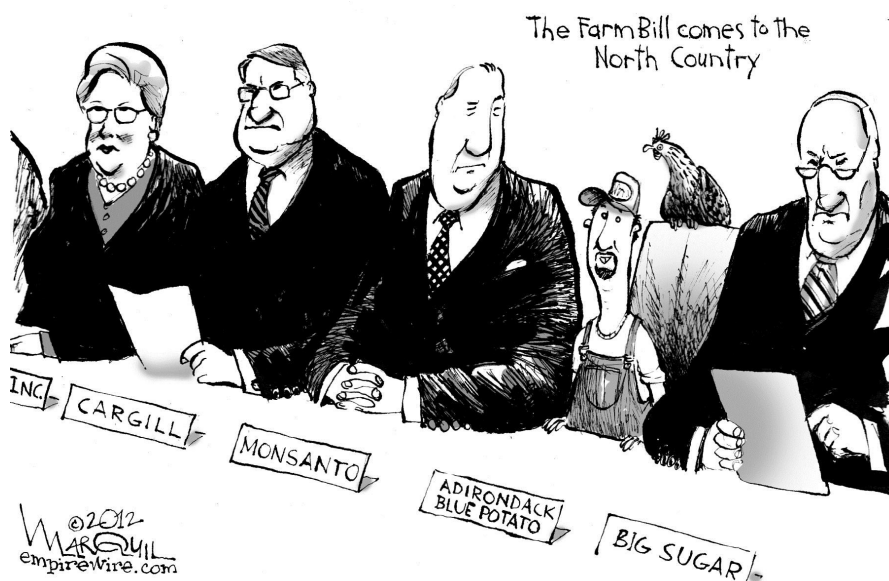
a cooperative. After several meetings and some research we've tabled the idea until such time as there is a greater number of farmers interested in moving forward. For now we'll remain functioning as always: a marketing & promotional organization.



At long last! Our Adirondack Harvest Facebook page is in full operation. Updates are posted weekly. Stop by and "Like" us!

Membership Reminder

2012 AH membership dues were owed to our office as of May 1. If you have not paid yet will be your last issue of the Harvest News—we're sorry to lose you! However, nobody fully leaves our database, so if you decide to rejoin we can easily reinstate your status to "active". One click restores your web listing on our site. If you are unsure of your membership status please contact us at: info@adirondackharvest.com



Cartoon courtesy of Mark Wilson, EmpireWire.com

A Mapping Project To Promote Farming

By Raymond Curran, Adirondack Sustainable Communities

Adirondack Harvest is cooperating in a project that it hopes will increase the number of acres actively farmed in the Adirondacks. Discussions with potential young farmers and those who have recently entered the profession have identified a need to promote connections between landowners who might have farmland for sale or lease and potential new farmers. There are many acres of formerly farmed land in the 6 million acre Adirondack Park that are not currently managed for agriculture and that potentially could be restored to productive use. We believe that identifying the owners of record of viable farm land will facilitate communication between young farmers that are trying to locate new tillable acres and landowners, especially non-resident landowners.

One mapping technique under consideration is to show detailed soils information (particularly prime agricultural soils) and the boundaries of land holdings together with names and addresses of current landowners. Such information would be displayed over a suitable base map, such as color aerial photograph, so that brush land streams and forests would also be visible.

A first step is to interview people with background or interest in this area to flesh out the way the project will be undertaken. Anyone with an interest in being interviewed should contact Laurie Davis (518-962-4810 x404 or lsd22@cornell.edu) to sign up.

Adirondack Sustainable Communities, a Saranac Lake based not-for profit with many farm related projects under its belt (www.adksc.org), is leading the effort. Depending on funding availability, the products are expected to be produced by autumn, 2012.

New Community Kitchen in Essex County

The Whallonsburg Grange Hall is pleased to announce that the commercial kitchen located in the building is now completed and available for use by local residents. It has been certified by the NYS Department of Health for commercial use and has also passed review of the New York State Agriculture and Markets. The kitchen is available for community use and according to Jori Wekin, head of the kitchen use committee, it is now available to groups renting the Grange for events. In addition, it is anticipated that it will be used for shared-use activities (canning, processing) or for rent for value-add producers.

Equipment already in place in the kitchen and available when rented includes:

- 6-burner gas stove with oven
- 3-bay sink & 2-bay prep sink
- Commercial refrigerator & freezer
- Commercial dishwasher
- 20-qt Hobart mixer
- 5 qt Professional KitchenAid mixer
- 4+ Stainless food prep tables
- Professional food processor
- Blender

- 2 large roasting ovens

- 3 large chafing dishes

- Whallonsburg Grange Hall china for 100+

- 2 Coffee Pots & 4 Hot Pots

FOR ADDITIONAL INFORMATION,
PLEASE CONTACT:

Jori Wekin at: (435)-640-6194, joriwekin@gmail.com (or) ghall@westelcom.com



Adirondack Harvest Chapter News

Jefferson County Chapter

By Dani Baker

We are planning a "Food, Farm, & Family" open house weekend July 21 and 22 which is open to all agricultural businesses in the county to open their doors to the public. We are supported by the Jefferson County Agricultural Development Cooperation, Cornell Cooperative Extension of Jefferson County, and the 1000 Islands International Tourism Council which are all helping to solicit participants and to promote the event to the public. Each farm or business can determine what it will offer the people who visit. Examples include a facility tour, product tastings, equipment demonstrations, games or activities for families and children, product sales, etc. For more information contact Corey Hayes, Farm Business Educator, Cornell Cooperative Extension of Jefferson County, 315-788-8450 or Jay Matteson, Jefferson County Agricultural Coordinator, Jefferson County Agricultural Development Corporation, 315-782-1806.

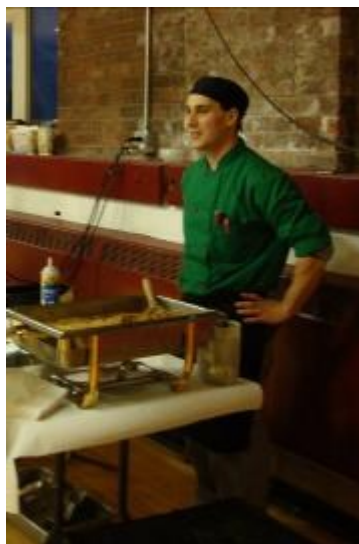
Southern Chapter

By Teresa Whalen

This chapter is presenting an Agricultural Documentary Film Series which started in April with a showing of *DIRT! The Movie*. On May 10 see *Food, Inc.* and on May 24 *Small Farm Rising*. All films are free at 7:00pm at Grind N Gears Café, 3897 Main Street in Warrensburg. Sponsors are Adirondack Mountain Garden Club, Adirondack Harvest and Adirondack Farm to Pantry.

Clinton County Chapter

Our chapter has had a busy spring planning the "Food From the Farm" event that we held in conjunction with Cornell Cooperative Extension, Clinton County. It was a huge success with over 325 people turning out for the indoor farmers market and local food dinner. A great end-of-winter promotion for our direct marketers and local-food restaurants. Many thanks to the Master Gardener Volunteers who helped serve samples and kept things running smoothly!



Essex County Chapter

Contact Matt Cauthorn at 518-834-9303 or matt_4H@mit.edu to participate in the Essex County chapter.

Jefferson County Chapter

Contact Dani Baker at 315-482-3663 or danibaker@crossislandfarms.com to participate in the Jefferson County chapter.

Lewis County Chapter

Contact Michele Ledoux at 315-376-5270 or mell14@cornell.edu to participate in the Lewis County chapter (also covers Oneida Cty).

St. Lawrence County Chapter

Contact Renee Smith at 315-347-1039 or sugarhillfarms@tds.net to participate in the St. Lawrence County chapter.

Franklin County Chapter

Contact Roger Hastings at 518-529-6665 or HastingsSheep@gmail.com to participate in the Franklin County chapter.

Clinton County Chapter

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

Southern Chapter (Hamilton, Warren, Fulton, Herkimer, Saratoga & Washington Counties)

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

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

Smart Marketing



IT'S ALL WHAT YOU CALL IT: THE IMPORTANCE OF NAMES FOR NEW APPLE VARIETIES

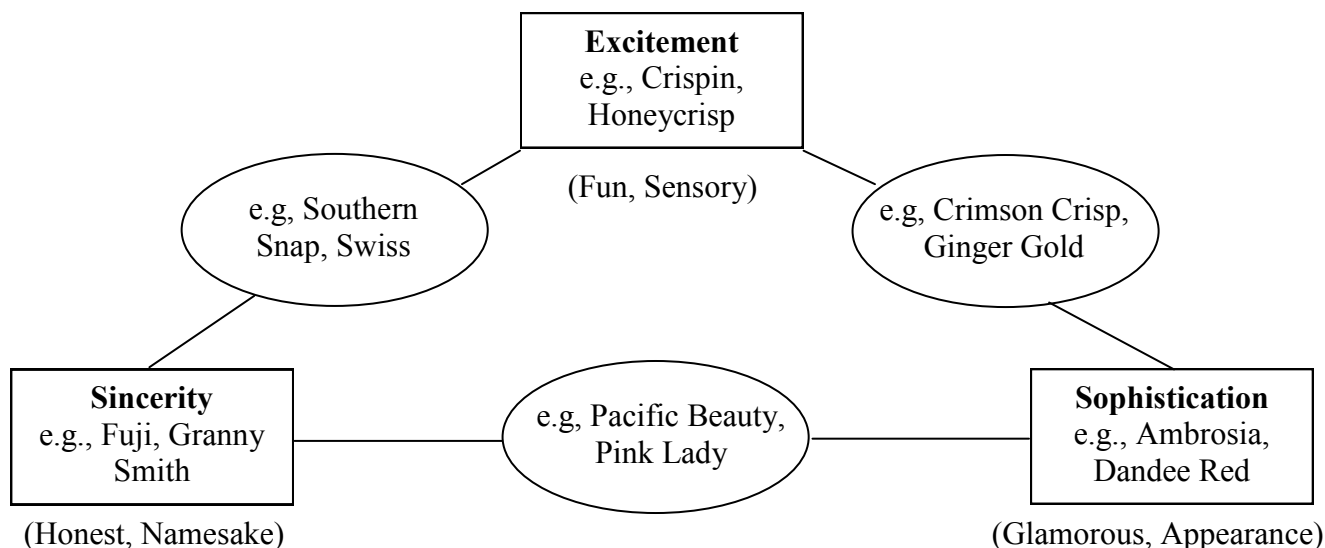
Bradley J. Rickard, Todd M. Schmit, Miguel I. Gómez, and Hao Lu
Charles H. Dyson School of Applied Economics and Management
Cornell University, Ithaca, NY

Introduction

Developing and marketing new varieties is essential to sales and profit growth in U.S. fruit markets. Given the number of new apple varieties that are under development, it is important for producers to understand the market potential for each new variety. Research shows that consumer response to new fruit varieties is driven largely by fruit size and sweetness. However, apples are one of the few fresh produce items where variety names take on the role of brands, and brands have been widely shown to influence consumer response. In particular, there is a large literature in marketing that examines what is referred to as brand “personalities”. The five brand personalities include competence, excitement, ruggedness, sincerity, and sophistication. We believe that three personalities, excitement, sincerity, and sophistication, can be used to describe the names of most apple varieties reasonably well.

Figure 1 shows examples of modern apple varieties that fit with each personality, and apple varieties with names that use some combination of the personalities. Apple varieties that center on the excitement personality use sensory attributes in the name, varieties that focus on the sincerity personality make reference to a person or place in the name, and varieties that adopt the sophistication personality use names that highlight the appearance of the apple. In addition, as shown in Figure 1, there are many new apple varieties that use names which position them between two of the personalities. For example, Crimson Crisp and Ginger Gold are varietal names that make reference to both the excitement and sophistication personalities.

Figure 1. Brand Personalities and Attributes Associated with Selected Apple Varieties



Smart Marketing



The Experiment

An economic experiment was developed to examine consumer response to five apple varieties, including NY1 that will not be released commercially before 2014. All subjects participated in auctions for one pound of Empire, Fuji, Honeycrisp, Piñata, and NY1. This suite of apples was chosen so as to represent a traditional variety (Empire), a newer variety (Fuji), a new variety (Honeycrisp), and a relatively unknown variety (Piñata). We used three different names for the new apple variety that are aligned with the three brand personalities described above (Burgundy Beauty as the sophisticated name, Flavor Haven as the exciting name, and Williams as the sincere name). We recruited only adult (non-student) subjects and paid participants \$25 each. Before the auctions commenced, participants were told that the apples were harvested in the fall of 2010, were produced in the United States, and were grown using conventional (non-organic) management practices.

In all treatments we provided identical information for five apple varieties, and subsequently conducted an auction for one pound of each variety. For each variety we displayed one pound of fruit at the front of the lab, showed a picture of the fruit in the tree, and described key technical details including brix, pressure at harvest (as a measure of firmness), and suggested uses (baking, cooking, and eating). In addition, we provided subjects in all treatments with the opportunity to taste a slice of each apple variety before they placed a bid in the auction.

Results

Table 1 provides descriptive statistics that depict bidding activity for the 5 varieties and responses to the first 14 questions in the survey; information from the first 14 questions is related to demographics of our sample and is included in our regression analysis. Here we see that the mean bid for one pound of Empire apples was \$0.99 per pound. The average bid was \$1.19 per pound for Fuji, and approximately \$1.13 per pound for both Honeycrisp and Piñata. Across all treatments, the average bid for NY1 was \$1.25 per pound, and this suggests that the variety has the potential to generate a 12% price premium over the other varieties included in the experiment. In addition, Table 1 shows the average bids for NY1 using the different names, and here we see that consumer's WTP increased substantially when the name Flavor Haven was used (a price increase of 27% compared to the other four varieties).

Variable	Average WTP
	<i>\$ per pound</i>
Overall	\$1.14
Empire	\$0.99
Fuji	\$1.19
Honeycrisp	\$1.13
Piñata	\$1.13
New Variety (NY1)	\$1.25
Flavor Haven	\$1.41
Burgundy Beauty	\$1.18
Williams	\$1.15

Marketing Implications

Our research shows that names have the capacity to be important in developing a market for new apple varieties. When the new apple variety was introduced to consumers with an exciting personality it generated a \$0.44 per pound price premium over the Empire variety;

Table 1. Summary Statistics for Data Collected from our Experiment

(Continued on page 6)

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(Continued from page 5)

when introduced with a sophisticated personality it generated a price premium of \$0.22 per pound which is similar to the price premiums observed for Fuji, Honeycrisp, and Piñata (all relative to the Empire variety). In addition, using different brand personalities had very little spillover effects in the markets for the traditional apple varieties included in the experiment, yet had significant impacts for the new variety and the other relatively unknown variety (Piñata) included in the experiment.

Ultimately the success of a new product will depend on consumer response, and it is especially difficult to measure how well a new apple variety will perform in the marketplace given the long lag between adoption and fruit sales. Our analysis offers new information for apple producers and plant breeders on the market potential for new managed apple varieties. The results presented here begin to highlight the value of a license that a producer would need to purchase for patented apple varieties. It is also clear that the varietal name has the capacity to influence the value of the license.

For additional information, please see the full analysis for this study available at:

<http://dyson.cornell.edu/research/researchpdf/wp/2011/Cornell-Dyson-wp1116.pdf>



ORGANIC AGRICULTURE IN NEW YORK

by Brian M. Henehan

Senior Extension Associate

Charles H. Dyson School of Applied Economics and Management

College of Agriculture and Life Science

Cornell University

Organic agriculture represents a growing segment, albeit small, of production and food processing in New York State. To gain a better understanding of what opportunities might yet be available to New York farmers and processors, a three year research project is looking at opportunities and barriers to growth of organic agriculture in New York. The first phase of the project was to document current organic agricultural production in New York.

In the Dyson School of Applied Economics and Management, Brian Henehan and Jie Li have compiled and released the most recent and most complete statistics about organic production in New York State published in a Dyson School Extension Bulletin titled *Organic Agriculture in New York State*, Which is available online at:

<http://www.aem.cornell.edu/outreach/extensionpdf/2010/Cornell-Dyson-eb1013.pdf>

The authors acknowledge the National Agriculture Statistics Service (NASS) which collected this extensive data as well as the dedicated organic farmers who were interested and responded to the survey. In New York, 1,577 surveys were mailed to certified, exempt, and transitional organic farmers. An impressive 1,412 surveys were returned reporting on 2008 farm production and information.

The organic crops and farm products with the highest sales from certified and exempt farms are listed in the following table. Given the significant role dairy farming plays in New York agriculture, it is not

Smart Marketing

Fledging Crow Vegetables, Keeseville, NY



surprising that four out of the top five farm crops or products include milk and dairy cows, hay and haylage, corn for grain or silage and soybeans. Vegetables, potatoes and melons ranked third on the list.

Organic farmers were fairly optimistic about their future with 37% reporting that they planned to increase their organic production. Despite the impression that organic farmers sell direct to consumers, the largest portion of reported sales (39%) was to processors, mills, or packers, then to grower cooperatives (17%), direct to consumers (15%), and then distributors, wholesalers, or brokers (12%). More than half (58%) of their “first point of sales” were made locally, within 100 miles, and

almost all (92%) within 500 miles. This sales pattern could be explained by the large share of sales from organic milk production, the largest contributor to organic sales in the state.

There are a number of programs and projects at Cornell University focusing on organic food and agricultural production. Faculty and Extension personnel at the College of Agriculture and Life Sciences as well as at the Agricultural Experiment Stations (both at Cornell and in Geneva), the Homer C. Thompson Research Farm, and the Organic Program Work Team comprised of Cooperative

Extension, faculty and practitioners are expanding knowledge about organic production and food processing. A summary of Cornell-led projects can be found online at: <http://www.cues.cornell.edu/cals/cuaes/organic/>

Although organic agriculture and food processing represent a small share of total production in New York State, there may be opportunities for farms or businesses to tap into this approach to agriculture and food production. The final two phases of the research project will focus on food and beverage manufacturing and the forecast for consumer demand.

Organic Agricultural Products Marketed from Certified and Exempt Farms

Rank	Crop/Product	Total Certified & Exempt Sales
1	Milk & Dairy Cows	\$62,615,402
2	Corn for grain and silage	11,343,944
3	Vegetables, potatoes, & melons	9,463,516
4	Hay & Haylage	6,156,169
5	Soybeans	4,607,897
Total	Top 5 Farm Products	\$94,186,928

Source: 2008 Organic Production Survey, USDA, NASS and Organic Agriculture in New York State, Dyson School Extension Bulletin

2012 Farmers Markets

* accepts food stamps

+ accepts FMNP coupons

accepts WIC vegetable coupons

CLINTON

Chateaugay Lakes - State Rt. 374 on the lawn of the Hollywood Inn.

Manager: Jo Ellen Saumier (518) 497-6038. Web Site: adirondackfarmersmarket.com +

Date: Saturdays, June 23 through Sept. 1, 2012 10:00-2:00

Plattsburgh – Pavilion downtown by Bridge, Durkee and Broad Streets.

Manager: Pat Parker (518) 493-6761 Web Site: plattsburghfarmersandcraftersmarket.com +

Date: Sat., May 12 through Oct. 6, 2012 9:00-2:00 & Wed., June 27 through early Sept, 2012 10:00-2:00

Plattsburgh Winter – Indoors at the City Recreation Center on the Old Base Oval. Manager: Beth Spaugh (518) 643-7822. Web Site: plattsburghfarmersmarket.com + * #

Date: Thursdays, Oct. through Dec. 20 then resuming after New Year, 2012 3:00-6:00. Note market will be on Wednesday during Thanksgiving week.

ESSEX

Ausable Valley – Adjacent to the TLC in the Riverside Park. Manager: Sam Hendren (518) 834-7306. +

Date: Fridays, June 29 through Aug. 31, 2012 3:00-6:00 + * #

Elizabethtown - Behind the Adirondack History Center Museum.

Manager: Gina Agoney (518) 293-7877. Web Site: adirondackfarmersmarket.com +

Date: Fridays, May 11 through Oct. 5, 2012 9:00-1:00

Keene - Marcy Airfield between Keene and Keene Valley on Route 73.

Manager: Dick Crawford (518) 561-7167. Web Site: adirondackfarmersmarket.com +

Date: Sundays, June 17 through Oct. 8, 2012 9:30-2:00

Keeseville - Riverside Park behind the library on Front Street. Manager TBA.

Web Site: adirondackfarmersmarket.com +

Date: Wednesdays, June 20 through August 29, 2012 9:00-12:00

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

Web Site: lakeplacidfarmersmarket.com + * #

Date: Wednesdays, June 6 through Oct. 24, 2012 9:00-1:00

Port Henry – Boni's Bistro parking lot, Main St. Manager: Jackie Viestenz (518) 546-9855

Web Site: adirondackfarmersmarket.com +

Date: Wednesdays, June 27 through Oct. 10, 2012 9:00-1:00

Schroon Lake – Town Hall parking lot. Market contact: Sam Hendren (518) 834-7306. +

Date: Mondays, June 25 through Sept. 3, 2012 9:00-1:00

Ticonderoga – Corner of Montcalm & 9N, SW of Moses Circle. Contact: Matthew Courtright (518) 585-6619.

Date: Saturdays, June 30 through October 13, 2012 10:00-1:00

Willsboro – Across from the old Mountain View restaurant on Rte.22.

Manager: Linda Therrien (518) 963-4383. Web Site: adirondackfarmersmarket.com +

Date: Thursdays, June 14 through Sept. 6, 2012 9:00-1:00

FRANKLIN

Malone - Malone Airport, Route 11. Manager: Vicky Lesniak (518) 651-7680.

Web Site: adirondackfarmersmarket.com + *

Date: Wednesdays, June 20 through Oct. 10, 2012 12:00-4:30

Paul Smiths College – Vistor's Interpretive Center. Manager: Janet Burl (518) 483-6863.

Web Site: adirondackfarmersmarket.com + *

Date: Fridays, June 1 through Sept. 21, 2012 2:00-5:00

2012 Farmers Markets

* accepts food stamps

+ accepts FMNP coupons

accepts WIC vegetable coupons

Saranac Lake – Riverside Park. Manager: Lou Lesniak. (518) 497-0083.

Web Site: adirondackfarmersmarket.com +

Date: Tuesdays, May 8 through Oct. 9, 2012 10:00-2:00

Saranac Lake Village – In the Saranac Lake Riverside Park. Manager: Sam Hendren (518) 834-7306.

Web Site: saranaclakevillagefarmersmarket.com + * #

Date: Saturdays, June 2 through Oct. 27, 2012 9:00-2:00

Tupper Lake – Wild Center Museum, under the white tent. Manager: Ellen Beberman (518) 891-7470.

Web Site: adirondackfarmersmarket.com +

Date: Thursdays, June 14 through Sept. 13, 2012 11:00-3:00

HAMILTON

Long Lake – Corner of Rtes. 28 & 30 and South Hill Road across from post office.

Manager: Ruth Howe (518) 624-2162.

Date: Thursdays, June 28 through Sept. 6, 2012 10:00-2:00

Speculator – Located at the pavilion in Speculator. Manager: Anna Smith (518) 548-4521. +

Date: Thursdays, June 28 through Aug. 30, 2012 2:00-5:00.

HERKIMER

Old Forge – Park Ave., behind the Old Forge Hardware Store. Manager: Kelly Hamlin (315) 369-2313.

Date: Fridays, June 29 through October 5, 2012 2:00-6:00 +

JEFFERSON

Adams Mobile – Countryview Apartments.

Date: Friday August 31 and September 28, 2012 (two markets only) 10:00-12:00 +*#

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

Date: Fridays, May 25 through Sept. 28, 2012 9:00-3:00 +

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

Date: Saturdays, June 23 through Oct. 6, 2012 8:00-2:00

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

Date: Fridays, May 25 through Oct. 26, 2012 7:00-2:00 +*#

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

Date: Thursdays, June 21 through Sept. 6, 2012 10:00-6:00

Stone Mills – Agricultural Museum, NY Rte. 180 off Rte. 12 S. of LaFargeville.

Manager: Marguerite Raineri (315) 658-2353.

Date: Tuesdays, June 19 through Sept. 24, 2012 4:00-7:00

Watertown – Farmer's and Crafter's Market. Dulles State Office Bldg., Washington & Sterling Sts.

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

Date: Wednesdays, May 30 through Oct. 3, 2012 6:30-3:00

Watertown – Monday Neighborhood Farmers' Market, 203 N. Hamilton St.

Manager: Delta Keeney (315) 788-1933. +*#

Date: Mondays, July 16 through Oct. 1, 2012 3:00-6:00

Watertown – Saturday Market, Pavillion at JB Wise Place. Manager: Maria Mix (315) 493-9238 +*#

Date: Saturdays, June 16 through Nov. 3, 2012 9:00-2:00

2012 Farmers Markets

* accepts food stamps

+ accepts FMNP coupons

accepts WIC vegetable coupons

Watertown – Mobile Farmers' Markets. Wednesdays: Midtown Towers 10:30-11:30, North Country Children's Clinic 12:00-2:00 [8/22, 9/5, 9/15], CAPC 10:00-11:00, Curtis Apts 11:15-12:15 [8/8, 8/29, 9/26]. Thursdays: Skyline Apts. 10:30-11:30, Hill Top 11:45-12:45, Leray St. Apts. 1:00-1:45 [8/16, 9/13, 10/4]. Manager: Delta Keeney (315) 788-1933. +*#

Dates: See dates and 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 22 through Oct. 5, 2012 2:30-6:30

LEWIS

Lowville - Main Gate, Lewis County Fairgrounds. Manager: Doug Hanno (315) 376-5333. +*#

Date: Saturdays, May 19 through Oct. 27, 2012 8:30-TBA.

Lyons Falls – Riverside Park, Laura Street. Contact: Gary Mavis (315) 348-5167. + *

Date: Tuesdays, June 12 through Oct. 9, 2012 12:00-6:00

ONEIDA

Boonville – Rte 12 North, along the canal. Manager: Kelly Ulrich (315) 335-9851 or boonvillefarmers-market@yahoo.com. Web site: boonvillefarmersmarket.com

Date: Thursdays, June 14 through Oct. 18, 2012 12:00-6:00

Trenton – Village Green, Holland Patent. Mgr: Nick Keblish (315) 865-4423. Web site: trentonmarket.com +

Date: Saturdays, June 16 through Oct. 13, 2012 9:00-1:00

SARATOGA

Saratoga – Under pavilions at High Rock Park, High Rock Ave., east of Broadway in Saratoga Springs. Contact: Suzanne Carreker-Voigt SFMAscv@nycap.rr.com. Website: saratogafarmersmarket.org. + *

Date: Wed., May through Oct., 2012 3:00-6:00 and Sat., May through Oct., 2012 9:00-1:00

ST. LAWRENCE

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

Web Site: cantonfarmersmarket.org * +

Date: Tuesdays and Fridays, May 15 through Oct. 30, 2012 9:00-2:00

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

Date: Thursdays, May 31 through Oct. 25, 2012 9:00-2:00 +

Heuvelton – Corner of Justina & Annette St. Manager Shirley Todd (315) 393-5684.

Date: Mondays, June 4 through Oct. 29, 2012 2:30-6:00.

Hogansburg – Parking lot behind police station. Manager: Shirley Peck (315) 769-5322. +

Date: Tuesdays, Wednesdays & Saturdays, July 10 through Oct. 31. 9:00-4:00

Massena Sunday – Town Hall, 60 Main St. Manager: Shirley Peck (315) 769-5322. +

Date: Sundays, July 8 through Oct. 28, 2012 8:00-3:00.

Massena Thursday – AAA parking lot. Manager: Shirley Peck (315) 769-5322. +

Date: Thursdays, July 5 through Oct. 25, 2012 10:00-5:00.

Norwood – Park Square, Main St. (Rt. 56) & Park St. Manager: Shirley Peck (315) 769-5322. +

Date: Mondays, July 9 through Oct. 29, 2012 10:00-5:00.

2012 Farmers Markets

Ogdensburg Saturday Green Market – Library Park, 300 block of Riverside Ave. (summer/early fall) First Presbyterian Church, 311 Franklin St. (late fall) Manager: Sandra Porter (315) 393-3620. + *

Date: Saturdays, May 12 through Dec. 15, 2012 9:00-1:00.

Ogdensburg Thursday Green Market – By the hospital, corner of King St. & Mansion Ave.

Manager: Sandra Porter (315) 393-3620. + *

Date: Thursdays, May 17 through Sept. 27, 2012 2:00-5:00

Ogdensburg Wednesday Green Market – Corner of Linden St. and Route 37.

Manager: Sandra Porter (315) 393-3620. + *

Date: Wednesdays, May 16 through Sept. 26, 2012 3:00-6:00

Potsdam - Main St. behind the municipal parking lot. Manager: Marta Kowalski (802) 431-3841. +*

Date: Wednesdays & Saturdays, May 12 through Oct. 31, 2012 9:00-2:00

Winthrop – Parking lot between bank & funeral home. Manager: Shirley Peck (315) 769-5322. +

Date: Fridays, July 6 through Oct. 26, 2012 8:00 to 3:00 (5:00 midseason).

WARREN

Bolton Landing - Blessed Sacrament Church parking lot. Contact: Eva Bird (518) 644-3077.

Website: boltonlandingfarmersmarket.com

Date: Fridays, June 22 through Oct. 12, 2012 9:00-1:00.

Chestertown - Chestertown Town Hall, 6307 State Route 9. Contact: (518) 494-3336.

Date: Wednesdays, June 20 through Oct. 10, 2012 10:00-1:00

Diamond Point – Community Church. Contact: Herb Sliter (518) 361-6930 or herbsliter@aol.com

Date: Saturdays, June 9 through Sept. 8, 2012 10:00-4:00

Glens Falls Saturday - South Street Pavilion. Contact: Richard Sandora (518) 792-0438.+

Date: Sat, May 5 - Nov. 17, 2012 8:00-12:00. Winter mkt, Christ Church Methodist, off-season Sat. 9:00-12:00

Glens Falls Wednesday – City Park on Maple St. Contact Richard Sandora (518) 792-0438.

Date: Wednesdays, June 6 through Oct. 31, 2012 3:00-6:00. +

North Creek – Next to the train on the Hudson River on Railroad Place. Contact: Deb Morris (518) 251-4438.

Web Site: northcreekfarmersmarket.com

Date: Thursdays, June 14 through Oct. 4, 2012 3:00-6:00

Queensbury – Route 9, Sport Zone Parking lot. Manager: Debbie Stevens (518) 638-6301. +

Date: Mondays, June 4 through Oct. 29, 2012 3:00-6:00

Warrensburgh Riverfront - Warrensburgh Mills Historic District, River Street (NYS Route 418) near Curtis Lumber. Contact: Teresa Whalen, 466-5497. +

Date: Fridays, May 25 through Oct. 26, 2012 3:00-6:00

WASHINGTON

Granville – Parking lot by old train station. Manager: Bob Anderson (518) 854-3750. + #

Date: Thursdays, June through Oct., 2012 2:00-5:30.

Greenwich - Kmart plaza. Manager: Bob Anderson (518) 854-3750. + #

Date: Mondays, June through Oct., 2012 2:00-5:00.

Salem – In the park. Manager: Bob Anderson (518) 854-3750. + #

Date: Saturdays, May 26 through Oct., 2012 10:00-1:00.

Whitehall - Boulevard in the Village Park along the canal. Manager: Bob Anderson (518) 854-3750. + #

Date: Tuesdays, early June through late Oct., 2012 1:00-4:00

Harvest News Briefs

Summit Resources Posted Online

If you missed the statewide Small Farm Summit on February 29th, you can find meeting hand-outs, a complete video of the morning session, links to news articles, and results from the pre-Summit survey at <http://smallfarms.cornell.edu/projects/summit>. We were very pleased with the overwhelming response to the survey we issued prior to the summit. A total of 573 people responded; 92% of respondents were from New York and 59% were farmers. The top three priority areas selected across the state included: creating stronger food distribution strategies, documenting the economic impact of small farms, and developing new livestock processing facilities. We will issue a complete report in early June.

Farmers Market Promotion Program Grants

USDA is seeking applications for projects that will increase availability of local agricultural products in communities as well as strengthen farmer-to-consumer marketing efforts. Marketing operations, such as farmers markets, Community Supported Agriculture (CSA) and roadside stands, are eligible. For more information and to apply, visit <http://www.ams.usda.gov/AMSV1.0/FMPP>. **Apply by May 21.**

Acquiring Your Farm: Free Online Course

Looking to start a farm, but haven't found the right piece of land? Land For Good, a non-profit organization, is offering a new course: "Acquiring Your Farm." The course takes farm seekers through a comprehensive, step-by-step investigation of options and strategies related to access to land and farms. The course covers seven modules, or topics, each with tools such as worksheets and checklists. To access the free course, visit <http://newsite.landforgood.org/>.

Cornell Small Dairy Team Produces New Resources

The Cornell Small Dairy Team has released a series of 6 new resources to help small dairy farms. The team, whose members include farmers and Cornell Cooperative Extension (CCE) educators, received a grant from the Cornell Small Farms Program in 2011 to provide new educational resources and tools to small dairy producers. The new resources and tools include:

- **Financial Bench Marks for Small Dairies:** Helps dairies identify the strengths and weaknesses of their farms compared to other farms of similar size in New York State
- **Off-Farm Processing Start-Up Fact Sheet:** Suggests first steps for dairy farmers considering adding direct sales of value-added dairy products to their business mix
- **Web based Geo-Map:** Shows all the small dairy processing plants in New York State
- **"Small Dairy Case Studies:** Highlights unique solutions of how four small dairy operators made decisions to keep their farms profitable
- **Production Record-Keeping Book for Grazing Dairies:** Formatted and distributed to Cornell Cooperative Extension (CCE) offices statewide by Cornell Small Farms Program Small Dairy Team; printing funded by New York Grazing Lands Conservation Initiative; books are available to grazing dairies at no cost through local CCE office.
- **Organic Dairy Forage and Grain Survey:** Due to fluctuating precipitation in 2011, many farms were short of forage and grain. This is particularly stressful to organic dairies since they have limited options for buying replacement feed.

To download, visit <http://smallfarms.cornell.edu/resources/small-dairy>

Berry Growers Newsletter

Are you growing berries on your farm? If so you should receive this free excellent newsletter: "NY Berry News". Sign up at: <http://www.fruit.cornell.edu/nybn/>



Upcoming Events, Classes, Workshops

On Farm Animal Husbandry: Workshop Series

April – September

Several locations, NY. Looking to raise animals and sell pasture-raised meats? Learn from successful farmers and extension educators about how farmers care for their animals in this workshop series. To view the full list of workshops, visit <http://ccetompkins.org/calendar/12/01/12/raising-livestock-workshop-series>. For more information and to register, call 607-687-4020, or email meh39@cornell.edu

Food Entrepreneur Workshops

Friday & Saturday, May 18 & 19

Battenkill Kitchen, Salem, NY

Join the Battenkill Kitchen, Inc., an educational kitchen facility, for one of their workshops on value-added food production. For more information and to register, visit:

<http://www.battenkillkitchen.org/workshop.html>



“How Much Protection Do You Need? Let’s Talk Farm Insurance” & “Choosing Your Markets Wisely”

Tuesday, May 29 CCE Watertown

Wednesday, May 30 CCE Malone

Thursday, May 31 CCE Westport

6:00pm—9:00pm

Do you have questions about what type of insurance you need to have for your farm? Have you changed what you are doing on your farm? Have you added another venture or product to

your farm business? Maybe you have started direct marketing. If you have questions about what you need to insure or the questions to ask your insurance agent, then this session is a must. Roxiana Hurlburt from Lewis County will give a talk on insurance and tips for farmers. Matt LeRoux from CCE Tompkins will also join us. Matt developed the “Guide to Market Channel Selection: How to Sell Through Wholesale & Direct Marketing Channels”. Matt will provide an introduction to market channels, then walk us through how to do an assessment of the channels through which you are marketing. Fee is \$10 per business. For more information or to register:

Watertown: Megan Miller, 315-788-8450 ext. 254 or mbm243@cornell.edu

Malone: Bernadette Logozar, 518-483-7403 or bel7@cornell.edu

Westport: Sharon Garvey, 518-962-4810 ext. 0 or essex@cornell.edu

Food Policy Council Workshop and Networking Session for New York

Thursday, June 7

10:00am—4:00pm

Monroe County CCE

249 Highland Ave, Rochester, NY

Join NOFA-NY, NYS Hunger Action Network, and Mark Winne from the Community Food Security Coalition. This workshop will be an opportunity to do two things. The first is to learn more about the “state of the art” of food policy council organizing and operation. What works, what doesn’t, and what can we reasonably expect from this approach to food democracy. The second purpose of this gathering is to provide a networking opportunity for New York’s local food policy councils, coalitions, etc. Registration deadline: May 25. To register: call Stephanie Backer-Bertsch at NOFA-NY 585-271-1979 x 509, or online at <http://tinyurl.com/fpcreg>. There is a registration fee of \$10 per person to cover the cost of lunch and snacks. For more information: <http://www.nofany.org/events/field-days/food-policy-council-workshop-and-networking-session-new-york>

ADIRONDACK HARVEST MEMBERSHIP FORM

Please make checks payable to "Adirondack Harvest".
Clip and mail to P.O. Box 388, Westport, NY 12993

Name _____
Address _____
Phone _____ Email _____
Please circle type of membership:

Farmers, Producers, and Processors \$25 annually (further donations appreciated)
Student Farmers, Producers and Processors \$5 annually
Supporter: Restaurants and Stores \$25 annually (further donations appreciated)
Friends (circle level of membership) annual \$25 \$100 \$500 \$1000 other _____

If you are a new member you will need to include the appropriate information sheet for your business so that we may add you to our data base and web site. Forms are available on the adirondackharvest.com website under Member Resources/ Become a Member, at the bottom of the page, OR contact Laurie Davis at 962-4810 x404 or at lsd22@cornell.edu.
Donations to Adirondack Harvest are tax deductible.



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