



ADIRONDACK HARVEST

Harvest News

In coordination with Cornell Cooperative Extension of Essex County Spring 2014

"We envision a picturesque and productive working landscape connecting local farmers to their communities and regional markets. Our goals are to increase opportunities for profitable and sustainable production and sale of high quality food and agricultural products; and to expand consumer choices for locally produced healthy food."

Cornell Intern to Test Market for Alternative Tree Sap Products

By Michael Farrell, The Henry Uihlein II and Mildred A. Uihlein Director of The Uihlein Forest, Lake Placid

This summer we are fortunate to have Zechariah Hintz, a Cornell University student, serving as an intern with CCE of Essex County. Zechariah will be working on a project entitled 'Market Testing for Alternative Tree Sap Products'. Whereas maple syrup is a well known staple throughout the North Country, birch and walnut syrups are relatively new products; very few people know about them and hardly anyone has tried them. Cornell University currently has active research projects examining the feasibility of maple syrup producers to also tap birch and walnut trees for sap and syrup production as a means of increasing the profitability of their sugaring operations. Another 'new product' trend in New York is using maple and birch saps not as a raw material for producing syrup, but as a beverage or cooking ingredient all by itself. There are now at least 12 companies in the United States and Canada that are bottling maple sap as a new healthy beverage, at least two of which are based in New York. Birch sap is consumed throughout the world as a healthy beverage, and one company is now exploring bottling birch sap in NYS.



One of the key components of this research is exploring consumer reaction and the potential market demand for the alternative tree syrups, and what they might pay for these new products. Understanding the consumer, processor, and chef reaction to tree saps as a beverage and as a cooking ingredient will be helpful in determining the long-term potential of these products in NY. The price point for purchase will also help us evaluate the profitability of these enterprises. Over the course of this project, Zechariah will be meeting with farmers' market managers, stores, processors, and chefs. He will spend a significant portion of his time meeting the public and conducting market tests on birch and walnut syrups, and birch and maple saps. At the end of the summer, Zechariah will work with Professor Miguel Gomez and Michael Farrell to draft a final report based on the experiences gained over the summer and work on articles summarizing the results. Stay tuned for further information and if you see Zechariah this summer, be sure to get some samples of these alternative tree sap products!

NOFA-NY Conference Reports

(The following items were submitted by Adirondack Harvest members who were able to take advantage of our travel reimbursement program. In exchange for providing them with travel funds, they agreed to submit information they gained to share with all of us)

From Reber Rock Farm:

This year's NOFA-NY conference provided an excellent opportunity to reunite with farmer friends from around NY as well as to gather technical information and knowledge. Racey's Women's Beginner Farmers Holistic Management class reunited to share stories and exchange ideas. Nathan connected with experienced grain growers and bakers to glean tips on harvesting equipment, grain quality and baking. The highlight for both was Mike Farrell's presentation on sugaring drawn from his new book the Sugarmaker's Companion. Maple syrup generates the most revenue of Reber Rock Farm's 10 enterprises, and following these presentations we decided to expand and invest in the long-term health of our sugar bush. We adjusted our tapping methods, capping the total taps per tree at 2 no matter the size; we added a new main line with 160 taps and tapped 60 additional trees using sap bags (a new technology encouraged by Mike); and, we decided to buy a Maple Cream machine that we will use in the Whallonsburg Grange Commercial Kitchen starting this spring!

From Full & By Farm:

The Northeast Organic Farming Association of New York held it's annual winter conference in Saratoga Springs in January. NOFA-NY promotes local, organic food through education and advocacy by teaching students and consumers about the importance of sustainable farming, by aiding farmers with year-round educational workshops and by supporting policies for a healthy food and farm system.

Over three days, there were more than 80 workshops to attend—with topics ranging from livestock, fruit, and vegetables production, to field grains, business and food policy. Brian Bennett, from the North Country's own Bittersweet Farm was honored as Farmer of the Year. Brian delivered a funny and inspirational keynote speech on the triumphs and pitfalls of teaching students and volunteers on his farm in the St. Lawrence Valley. The speech reflected seamlessly with this year's theme of Preserving the Past, Seeding the Future. One of the unscheduled highlights every year is the opportunity to visit with farming colleagues from your past and to connect with new folks who can lend their first-hand experience to your plans and ambitions.

An in-depth workshop on the value of forage radish as a no-till cover crop was led by Tianna Dupont from the Penn State Extension office. The advantages of cover crops are well known—they help build healthy soil structure, reduce weed pressure, control erosion and, in the case of forage radish, bring valuable nitrogen from deep in the soil up to where young root systems can access it. Plowing a cover crop under lessens many of these benefits. Therefore, the advantages of a winter kill cover crop are substantial, even more so if that cover crop leaves behind little surface debris in the spring seed bed, allowing the farmer to plant directly into it. Tianna argues that forage radish fits these criteria well and is a perfect candidate for winter kill, no-till cover cropping.

Tianna has recently researched the germination, time to maturity and yield between crops in no-till and tilled vegetable rows and, importantly, has not found significant differences. Regarding germination, early spring spinach, peas and lettuce that were in trial germinated evenly, despite the large radish "carcasses" left behind. The only difference between the tilled and non-tilled rows could be found in time to maturity. The lettuce was slightly delayed reaching maturity in the no-till rows, but the peas and spinach matured at the same rate in each plot. Yield in the different plots were found to be equal.

Particularly in the north country where the growing season is short, vegetable growers want to get crops into the fields as quickly as possible in the spring. There are two factors that can delay planting: waiting for dry enough ground to allow equipment into the field to form seed beds, and warm enough soil temperatures to germinate seeds. A winter kill cover crop that offers a no-till seed bed helps immensely with the first issue, taking several steps out of the spring work plan and allowing planting to happen sooner than if beds needed to be prepared. As for soil temperature, forage radish allowed soils to warm faster than

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Adirondack Harvest Chapter News

Board Addition

Please join us in welcoming Paula Dennis as our new Adirondack Harvest board member, acting as a liaison to the Cornell Cooperative Extension board. Paula has been a supportive member of our organization for years and comes to us with much experience with non-profits, serving on boards, and a belief in the importance of local foods. We look forward working with her!

Clinton County Chapter

Two major events took place in Clinton County in March: Food from the Farm and the Farm to Chef meeting. Food from the Farm was a smash hit with 27 vendors and 415 people attending. Delicious local food was prepared and served by David Allen of Latitude 44 Bistro. This annual event continues to grow and change, but is always a welcome celebration of the local food available at the end of a long Adirondack winter. The Farm to Chef meeting was terrific, hosted by Plattsburgh Brewing Company. About a dozen chefs and as many farmers met to plan the season and make connections.



Josh & Sarah Vaillancourt of Woven Meadows Farm in Saranac participated in the Food From the Farm event in Plattsburgh on March 1.

Southern Chapter

The Southern chapter recently sponsored and participated in a Local Food Forum at SUNY Adirondack. This was an exciting afternoon gathering of folks from farms, restaurants, food co-ops, academics and community all with the goal of laying out a roadmap for strengthening their local food system in Washington, Warren and Saratoga counties. Hopefully there will be more meetings and a virtual network for sharing ideas.

Essex County Chapter

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

Jefferson County Chapter

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

Lewis County Chapter

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

St. Lawrence County Chapter

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

Franklin County Chapter

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

Clinton County Chapter

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

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

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

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



A Needs Assessment for Farmers' Markets: A Survey of Market Managers

By Jarmila Haseler

Cornell Cooperative Extension – Wayne County

The number of farmers' markets in New York continues to grow but some have struggled or floundered after their initial establishment. For this reason Cornell Cooperative Extension offices in a 10-county region in Western New York initiated a project to study various factors that might contribute towards this instability.

The objective of this study was to identify challenges faced by the market managers. Gaining a better understanding of these challenges could provide a foundation for developing tools and educational resources that would help market organizers establish successful

markets. These tools could help create stable, profitable and successful markets and thereby provide a viable sales channel for local farmers.

This study began in November 2012 with a total of 64 farmers' markets scattered across a nine-county region called the Genesee Valley Region comprised of Genesee, Livingston, Monroe, Ontario, Orleans, Steuben, Wayne, Wyoming and Yates with one additional county outside the region – Seneca County. A questionnaire was developed in collaboration with the Farmers' Market Federation of New York.

Given the geographic scale, the questionnaire was administered via phone interviews. Contacting the managers was challenging due to their busy schedules, and several attempts were needed to reach them. The duration of the interview averaged about 45 minutes; the shortest lasted 15 minutes and the longest 3 hours! We did not limit the interview time.

At the end of each survey, the manager was asked to evaluate the overall performance of their market, using a 1 - 10 scale, with 1 being the lowest and 10 the highest performance. Although this is a subjective measure of success, market managers are in a position to have in-depth knowledge of the market and its operations and can be experts in assessing



Keeseville farmers market manager Dana Pashow visits with vendor and vintner Richard Lamoy of Hid-In-Pines Vineyard in Morrisonville

Smart Marketing

their market performance. Because this rating is of particular interest, we gave it a name, the ‘rating value’.

The Results

Length of Service: Being a good farmers’ market manager takes a combination of skills and talents. An inexperienced or incompetent manager can be a leading factor in the success or failure of a market. Since it takes time to build expertise, we assume that length of service might be one measure of a manager’s proficiency.

The average length of service was 4.8 years. Given that the average number of years in operation of our markets was 13.2, we can say on average that each market has had two to three managers to date.

Table 1. Average Length of Service of Market Managers

County	Average Length of Service (years)	Average Age of Market (years)
Genesee (n=4)	4.5	15.3
Livingston (n=5)	5.3	15.2
Monroe (n=14)	5.8	13.4
Ontario (n=9)	4.3	11.2
Orleans (n=0)	n/a	n/a
Seneca (n=1)	5.0	10.0
Steuben (n=4)	4.0	10.8
Wyoming (n=0)	n/a	n/a
Wayne (n=5)	3.6	14.7
Yates (n=4)	5.8	14.6
Grand Average (46)	4.8	13.2

Note: The missing data were due to manager inaccessibility.

Compensation: Running a farmers’ market requires time and energy. It was of interest to find out how managers were compensated for their efforts.

Our findings show that a majority of managers, 70%, were uncompensated. Only 23% were paid. The remaining 7% were given non-monetary rewards such as free market baskets or gift certificates at the end of the season. Of the 23% who received monetary compensation, 15% worked through a temporary, year-to-year contract and 85% held a part-time or full-time position.

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Table 2. Market Manager's Compensation

Compensation	Number of managers	Percentage	'Rating value'
Uncompensated	40	70	6.18
Non-monetary compensation	4	7	8.00
Paid	13	23	7.98
Total	57	100	

On average, the markets with paid managers and those receiving non-monetary compensation did show higher 'rating values' than the markets with unpaid managers.

Level of Experience: Running a farmers market, helping it grow, making it profitable, and assuring that it has a sustainable future, is a tall order! Hence, it is most beneficial if market organizers are familiar with event running and have management skills. Such skills, perhaps learnt from previous jobs or volunteer activities, prove valuable during routine, day-to-day market operations, as well as during more challenging times when critical thinking and quick decisions are required.

If they lack experience, then networking and learning from more seasoned market managers can be very beneficial. Experience and networking together can increase a manager's effectiveness.

We enquired whether the manager had experience organizing farmers markets or organizing events in general prior to starting their markets or stepping into the manager's job. Table 3 shows that 31% of managers had prior experience and also engaged in networking activities. Another quarter or 25% had past experience with event management only while 19% were inexperienced but learnt via networking. Another quarter (25%) had neither experience nor networking activities. They ran their markets as best as they could.



Jessica McCauliffe of Carriage House Garden Center tends her table at the Elizabethtown farmers market.

Smart Marketing

Table 3 also shows the average ‘rating value’ for each level of manager attributes. The success and stability of a farmers’ market may be very dependent on the level of experience the manager has.

Table 3. Market Manager’s Level of Experience and ‘Rating Value’

Attributes	Number of managers	Percent-age	‘Rating value’
Both past experience and net-working efforts	18	31	7.0
Past experience only	14	25	6.0
Networking effort only	11	19	6.3
Neither past experience nor net-working efforts	14	25	5.2
Total	57	100	

Organizational Structure: Markets have adopted an assortment of organizational structures from very formal to very informal. Using the data from the survey, three market structures were identified and used for analysis of management structure. These were markets run by a board of directors, a loosely formed group, or a single market manager.

Table 4. Market Organizational Structure and ‘Rating Value’

Organizational structure	Number of markets	Per-centage	‘Rating value’
Single manager	23	40	5.1
Loosely joined	15	25	6.0
Board of directors	20	35	6.9
Total	58	100	

Our data show that the most common market organizational structure is single manager operators (40%). Perhaps making decisions ‘on your own’ might bring certain advantages like simplicity and rapid implementation of change. But many dangers outweigh this advantage. Inexperience or low level of diplomacy skills can cause problems through the entire course of market operation. An inexperienced and low diplomacy skill manager can jeopardize the relationship between market participants, affecting different aspects of market management such as vendor retention, rule enforcement, building community connections, fund raising, etc. This can negatively affect the market’s performance.

A quarter of our markets were organized by loosely formed groups. Again, the members’ collaboration can be formal or informal, but in either case this set-up offers a better job distribution. Sharing responsibilities, exchanging ideas, and solving problems jointly can be easier than for a single market manager.

Only 35% of markets operated with a board of directors. But those had the advantage of combining wider skills sets and expertise, helping managers and the market face challenges and barriers.

Markets organized by single managers only had the lowest average ‘rating value’. Markets with a board of directors had the highest rating.

2014 Farmers Markets

* accepts SNAP cards

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CLINTON

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

Manager: Donnie Jackson (518) 293-7487. Web Site: adirondackfarmersmarket.com +

Date: Saturdays, June 21 through Sept. 6, 2014 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 10 through Oct. 11, 2014 9:00-2:00 & Weds, June 25 through early Sept, 2014 10:00-2:00

Plattsburgh Winter – Indoors at the Plattsburgh City Recreation Center, 52 US Oval. Manager: Beth Spaugh (518) 643-7822 or manager@plattsburghfarmersmarket.com.

Web Site: plattsburghfarmersmarket.com & [facebook.com/plattsburghfarmersmarket](https://www.facebook.com/plattsburghfarmersmarket) +

Date: Every Saturday, Columbus Day to Christmas, then alternate Saturdays from 4th Sat. in January into May.

Rouses Point – Library across from marina, 144 Lake St. Manager: Connie Cassevaugh (518) 297-3536

Date: Fridays, June 20 through Sept. 26 3:00-7:00

ESSEX

Elizabethtown - Behind the Adirondack History Center Museum.

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

Date: Fridays, May 16 through Oct. 10, 2014 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 15 through Oct. 12, 2014 9:30-2:00

Keeseville - Riverside Park behind the library on Front Street. Manager Jane Desotelle (518) 563-4777

Web Site: adirondackfarmersmarket.com +

Date: Wednesdays, June 11 through August 27, 2014 10:00-2:00

Lake Placid – Lake Placid Center for the Arts. Market contact: Sue Mitchell (518) 946-7690

Web Site: ausablevalleygrangefarmersmarkets.com/lake-placid.html +

Date: Wednesdays, June 25 through Oct. 8, 2014 9:00-1:00

Port Henry – 4623 Main St. Manager: Jackie Viestenz (518) 546-9855.

Web Site: adirondackfarmersmarket.com +

Date: Wednesdays, June 25 through Aug. 27, 2014 9:00-1:00

Schroon Lake – Town Hall parking lot. Market contact: Sue Mitchell (518) 946-7690

Web Site: ausablevalleygrangefarmersmarkets.com/schroon-lake.html +

Date: Mondays, June 30 through Sept. 1, 2014 9:00-1:00

Ticonderoga – Rt. 9N, SW of Liberty Monument. Market Manager: June Curtis (518) 585-6619 +

Date: Saturdays, July 5 through October 11, 2014 10:00-1:00

Willsboro – Across from Johnny's Smokehouse on Rte.22.

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

Date: Thursdays, June 19 through Sept. 4, 2014 9:00-1:00

FRANKLIN

Malone - Malone Airport, Route 11. Manager: Victoria Rayl (518) 772-1064.

Web Site: adirondackfarmersmarket.com + *

Date: Wednesdays, June 11 through Oct. 15, 2014 12:00-4:30

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

Web Site: adirondackfarmersmarket.com + *

Date: Fridays, June 27 through Sept. 12, 2014 2:00-5:00

Saranac Lake – At the Fusion Market. Manager: Lou Lesniak. (518) 521-0998.

Web Site: adirondackfarmersmarket.com +

Date: Tuesdays, May 13 through Sept. 30, 2014 10:00-2:00

Saranac Lake Village – Riverside Park. Market contact: Sue Mitchell (518) 946-7690

Web Site: ausablevalleygrangefarmersmarkets.com/saranac-lake.html +

Date: Saturdays, June 7 through Oct. 11, 2014 9:00-2:00

Tupper Lake – Wild Center Museum, under the white tent. Manager: Ellen Beberman (518) 637-6653.

Web Site: adirondackfarmersmarket.com +

Date: Thursdays, June 5 through Sept. 18, 2014 11:00-3:00

HAMILTON

Indian Lake Community – Intersection of Rtes 28 & 30. Manager: Brenda Valentine (518) 648-5636.

Date: Saturdays, July 5 through Sept. 27, 2014 10:00-2:00

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

Manager: Ruth Howe (518) 624-2162.

Date: Thursdays, June 26 through Aug. 28, 2014 10:00-2:00

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

Date: Thursdays, June 26 through Aug. 28, 2014 2:00-5:00 +

HERKIMER

Old Forge – Park Ave., behind the Old Forge Hardware Store. Market contact: Nick Rose 315-369-3353.

Date: Fridays, June 27 through October 10, 2014 1:00-5:00 * +

JEFFERSON

Alexandria Bay – Kinney Drugs parking area.

Date: Fridays, May 23 through Sept. 19, 2014 9:00-3:00 +

Cape Vincent – Village Green, Broadway (Rte. 12).

Date: Saturdays, June 21 through Oct. 11, 2014 8:00-2:00

Carthage – Market Pavilion, Riverside Drive.

Date: Fridays, May 30 through Oct. 31, 2014 7:00-2:00 + * #

Clayton – Village Park.

Date: Thursdays, June 19 through Sept. 11, 2014 10:00-6:00

Philadelphia – 1 Pearl St.

Date: Tuesday, July 1 through TBD, 2014 3:00-7:00

Watertown – Dulles State Office Bldg., Washington & Sterling Sts. + * #

Date: Wednesdays, May 28 through Oct. 1, 2014 6:30-3:00

Watertown – Saturday Market, Pavillion at JB Wise Place. + * #

Date: Saturdays, June 14 through Nov. 1, 2014 9:00-2:00

Watertown – Jefferson Bulk Milk & Cheese Store. Rte. 3. + * #

Date: Fridays, June 20 through Oct. 3, 2014 2:30-6:30

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Watertown – The Little Barn Bulk Foods. 17937 St. Rte. 3 towards Sackets Harbor.

Date: Thursdays, May 29 through Aug. 28, 2014 3:00-8:30

LEWIS

Lowville - Forest Park Pavilion, Main Gate, Lewis County Fairgrounds.

Manager: Doug Hanno (315) 376-5333. + * #

Date: Saturdays, May 31 through Oct. 25, 2014 8:30-2:00

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

Date: Tuesdays, June 17 through Oct. 7, 2014 12:00-6:00

ONEIDA

Boonville – At the Boonville, Oneida Cty Fairgrounds 222 Schuyler St., Manager: Kelly Ulrich (315) 335-9851 or boonvillefarmersmarket@yahoo.com. Web site: boonvillefarmersmarket.com + # *

Date: Thursdays, June 19 through Oct. 23, 2014 12:00-6:00

Trenton – On the Village Green in Holland Patent. Manager: Nick Keblish (315) 865-4423.

Web site: trentonmarket.com + # *

Date: Saturdays, June 14 through Oct. 18, 2014 9:00-1:00

SARATOGA

Gansevoort – Village Park Main St. at Catherine St. Manager: Linda Gifford (518) 792-0198.

Date: Thursdays, June 12 through Oct. 30, 2014 3:00-6:00

Saratoga – Under pavilions at High Rock Park, High Rock Ave., east of Broadway in Saratoga Springs. Web-site: saratogafarmersmarket.org. + # *

Date: Wed., May through Oct., 2014 3:00-6:00 and Sat., May through Oct., 2014 9:00-1:00

Saratoga Spa City – Lincoln Baths, 65 S. Broadway. Manager: Colleen Zorbas (518) 339-0958. +

Date: Sundays, year round, 10:00-3:00. Also Tuesdays 3:00-6:00 summer only, 99 S. Broadway.

South Glens Falls – Village Park, Spring St. Manager: Linda Gifford (518) 792-0198.

Date: Mondays, June 9 through Oct. 27, 2014 10:00-1:00

ST. LAWRENCE

Canton - Canton Village Park, corner of Main and Park Streets. Manager: Zoe Baker (315) 244-8475.

Web Site: cantonfarmersmarket.org * + #

Date: Tuesdays and Fridays, May 9 through Oct. 31, 2014 9:00-2:00

De Kalb – 4420 US Hwy 11. Manager: Zoe Baker (315) 244-8475. +

Date: Wednesdays, May 7 through October 15, 2014 1:00 to 6:00

Fowler – Rte 58 next to Bob's Market. Manager: Lorraine Taylor (315) 212-0456.

Date: Fridays, June 6 through Sept. 25, 2014 3:00-6:00

Gouverneur – Village Park, Church St. Manager: Lorraine Taylor (315) 212-0456.

Date: Thursdays, June 5 through Oct. 16, 2014 9:00-2:00 + # *

Hammond – Hammond Museum, 1A N. Main St. Contact: Mary Hamilton (315) 324-5032.

Date: Wednesdays, July 2 through Oct. 1, 2014 3:30-7:00 + *

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

Date: Tuesdays, Wednesdays & Saturdays, July 9 through Oct. 30, 2014 9:00-4:00

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

Date: Sundays, July 6 through Oct. 26, 2014 8:00-3:00

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

Date: Thursdays, July 10 through Oct. 30, 2014 10:00-5:00

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

Date: Mondays, July 7 through Oct. 27, 2014 10:00-5:00

Ogdensburg Saturday Green Market – Library Park, 300 block of Riverside Ave. (summer/early fall) First Presbyterian Church, 311 Franklin St. (late fall) + *

Manager: Sandy Porter 561-801-3786

Date: Saturdays, May 10 through Dec. 13, 2014 9:00-1:00

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

Manager: Sandy Porter 561-801-3786

Date: Thursdays, May 15 through Sept. 25, 2014 2:00-5:00.

Potsdam – Ives Park. Manager: Laura Popielski (315) 725-7782. + # *

Date: Wednesdays & Saturdays, May 10 through Oct. 25, 2014 9:00-2:00. Winter market at Cheel Arena, Clarkson, all off-season Saturdays 8:30 -12:00

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

Date: Fridays, July 11 through Oct. 31, 2014 9:00-5:00

WARREN

Bolton Landing - Blessed Sacrament Church parking lot. Contact: Penelope Jewell (518) 480-9118.

Website: boltonlandingfarmersmarket.com

Date: Fridays, June 27 through Sept. 12, 2014 9:00-1:00

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

Website: chestertownfarmersmarket.com

Date: Wednesdays, June 18 through Sept. 24, 2014 10:00-2:00

Glens Falls Saturday - South Street Pavilion. Manager: Debbie Stevens (518) 638-6301.

Date: Saturdays, May 3 through Nov. 15, 2013 8:00-12:00. Winter market at Christ Church Methodist

Manager: Linda Gifford (518) 792-0198, all off-season Saturdays 9:00-12:00 +

North Creek – Tri County Nursing Home, Rte 28. Contact: Susan Therio (518) 251-2099

Web Site: northcreekfarmersmarket.com

Date: Thursdays, June 20 through Oct. 2, 2014 3:00-6:00

Queensbury – Sweet Basil, 1012 State Route 9. Manager: Linda Gifford (518) 792-0198

Date: Mondays, June 2 through Sept. 29, 2014 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 23 through Oct. 31, 2014 3:00-6:00

WASHINGTON

Cambridge – Railroad Park, Broad St. Manager: Christophe Roberts (518) 753-2163

Date: Sundays, May 25 through Dec. 21, 2014 10:00-2:00. +

2014 Farmers Markets

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*(Continued from page 11)***Granville** – Big Lot parking lot. Manager: George Armstrong (518) 449-0209. + #**Date:** Mondays, June through Oct., 2014 2:00-5:00.**Salem** – In the park with the gazebo. Manager: George Armstrong (518) 449-0209. + #**Date:** Saturdays, May 24 through Oct., 2014 10:00-1:00.**Whitehall** - Boulevard in Village Park along the canal. Manager: George Armstrong (518) 449-0209. + #**Date:** Tuesdays, early June through late Oct., 2014 1:00-4:00

NOFA-NY Reports, cont.

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the other cover crops tested while still leaving behind a workable amount of organic matter on the surface, resulting in a nice, friable soil texture.

In organic production, cover crops are a key tool in weed control. Properly timed and seeded crops can leave a beautifully weed free bed in a short period of time. Forage radish needs to be seeded in mid-August in the north. This will allow time for a critical full canopy to develop before growth slows down in the fall. Seed should be drilled for best results as hand broadcasting leaves too many holes and uneven spaces for weeds to edge into and proliferate. It is equally important not to overseed—a tempting technique that some think will ensure thorough coverage. However, overseeding will offer unnecessary competition, resulting in a small canopy above as well as small, less effective roots underground. Eight to ten pounds per acre should be adequate, fifteen pounds maximum. Seven inch row spacing was suggested.

Finally, a few caveats to keep in mind. Radish does not like wet ground; you may want to investigate other cover crops if your soil is too wet during the short seeding window. A warm winter may not kill the cover crop completely, so there is a small chance that you may need to prep your fields before spring seeding. Finally, consider your vegetable rotation carefully. It is not advisable to follow a brassica cover crop with brassica food crops.

Thank you to Adirondack Harvest. Financial assistance through their travel fund helped me attend this year's conference.

Empire 87 Farm to Chef Program

The Empire 87 Program is an NYS Local Culinary Initiative run by Adventure in Food Trading, an exotic food distributor located in the Capital Region Farmer's Market in Menands, NY. The AIF territory currently extends as far north as Plattsburgh, as south as New Paltz, out into Great Barrington and the Berkshires in Massachusetts, and southern Vermont, as well as shipping all over the US. This Farm to Chef Program will attempt to alleviate some issues that arose with acquiring and distributing local proteins.

The Farm to Chef Program will provide producers and chefs with transparency and potential partners available through Adventure in Food Trading. Having a one-on-one relationship between farmer and chef is a great way to ensure that farm products are being maximized in local cuisine. Our process would include learning about you and your farm, finding you a suitable candidate from our clientele of chefs who are looking for product like yours, and then brokering a meeting in which both parties can introduce transparency as to their expectations. This would include subjects like product availability, pricing, stock expectations, buying expectations, and length of usage. If agreed upon, AIF would pick up and deliver the product from the farmer and their chosen chef exclusively.

If you are looking to get your product into more markets and are interested in this growing program, please call Danielle at 518.436.7603, or email at danielle@adventureinfood.com.

The Empire site is also available at www.empire87.com, as well as the AIF site at www.adventureinfood.com.

Harvest News Briefs

The Little Barn Bulk Foods Update

The Butcher Shop at The Little Barn Bulk Foods, 17937 State Rte. 3 in Watertown has fresh cut steaks, ground beef, chicken, pork, Fiorentino Italian sausage (hot, sweet & breakfast). We just purchased a meat saw, so we'll soon have T-bone and Porterhouse available—stop by!

Seeking Veteran Farmers

Are you a veteran working in farming or an agriculture business? Are you an organization currently or potentially interested in serving farmer veterans? The Cornell Small Farms Program is seeking collaborators to build the capacity of programs and services to assist veteran farmers. If you'd like to be a prospective partner or beneficiary of this project please contact: Anusuya Rangarajan at 607-255-7180 or ar47@cornell.edu. Please note—we are seeking veteran farmers of all scales and sizes. We look forward to working with you!

Drip Irrigation for Small Vegetable Farms Publication Now Available

A drip-irrigation system - when properly designed, maintained and operated - can be a production asset for a small farm. Using drip irrigation for profitable vegetable production requires an understanding of several basic engineering and horticultural concepts and their application. The University of Florida IFAS Extension recently published this resource in order to present the principles behind drip irrigation and some practical guidelines for successful and profitable use of drip irrigation. You can access the resource at <http://edis.ifas.ufl.edu/pdf/HS/HS38800.pdf>

SARE Conference on Cover Crops Archived Videos Available

Videos of all presentations delivered at the Omaha conference on Cover Crops are now available at www.sare.org. These presentations cover everything from general soil health topics to EPA's perspective on cover crops, water quality, and nutrient management. PDF's of the presentations are also available.

Niche Meat Processor Assistance Network Website

NMPAN is a peer learning community, a national information hub, and a source of targeted applied research and direct technical assistance. Their mission is long-term stability and profitability for both processors and the producers who depend on them to market sustainably raised meats. Their website has a wealth of information on starting and operating meat

processing facilities, working effectively with your processor, food safety, mobile slaughter units, marketing local meats, and much more. To access the many resources that NMPAN has to offer: <http://www.nichemeatprocessing.org/>.

New Info Sheets Explore Silvopasture on CRP and Windbreaks on Organic Farms

The USDA National Agroforestry Center has released two new info sheets that are available online in PDF. *Can Windbreaks Help with Organic Farming?* examines how agroforestry buffers can be used to help organic farmers maintain the integrity of their products. The second two-page info sheet, *Is Converting CRP to Silvopasture Right for You?*, explains an option that landowners with expiring CRP land may want to consider. Both info sheets can be found at <http://nac.unl.edu/>

Immigrant Worker Help for Small Farms

The Cornell Farmworker Program (CFP) conducts on-farm workshops on immigrant rights and emergency planning. Topics for workshops include discussions of state and federal regulations as they relate to farm-workers, information on health, education, legal and other services. A full list of the available resources can be found at <http://cardi.cornell.edu/cals/devsoc/outreach/cardi/programs/cfp/>.

Taste NY - Catering/Participation Opportunities

The NY Department of Ag & Markets is currently seeking applications from New York food and beverage purveyors, as well as caterers, who are interested in participating in future Taste NY opportunities such as special events, fairs and festivals. For a detailed application, please send an email to TasteNY@agriculture.ny.gov.

Pride of NY Now Includes Farm Stand Operators

If you operate a Farm Stand you are now eligible to participate in the Pride of New York's database, which is searchable by product, business type and geography. You can also include contact information, special events, products and multiple location addresses. The Pride of New York is the state's branding program for the promotion of New York food, beverage and agricultural products. For more information, check out <http://www.prideofny.com>. If you do not yet participate in the Pride of New York program, go to www.prideofny.com/PONY/pdfs/PrideGenApp.pdf. If you have questions, contact us at prideofny@agriculture.ny.gov

Harvest News Briefs

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SARE's Library of Publications is Now Available on USB Drives

Whether you are in the field, on a flight or simply without an internet connection, SARE's library of publications is just one click away. Now available on convenient USB drives, all of SARE's publications, program materials, videos and selected regional materials can be easily accessed wherever you are. The drives are sold individually for \$5 and in bundles of 10 for \$40, plus shipping and handling. Browse SARE's entire library of 13 books, 13 bulletins, 14 fact sheets and 15 videos. This easy-to-use USB drive is part of SARE's ongoing effort to make its research and education materials more accessible and easily shared. Visit www.sare.org/WebStore to see what is included and to learn more about ordering USB drives and other SARE publications.

Vendors Sought for Heritage Harvest & Horse Festival

Fort Ticonderoga is hosting its annual fall festival on Saturday, September 27th, from 10 AM to 4 PM. The Heritage Harvest & Horse Festival takes place in the King's Garden, one of America's most beautiful and historic landscapes. This event celebrates the area's agriculture, past and present, and features work and pleasure horses as well as local products and fall-themed activities. Highlights such as a petting zoo,

horse-drawn wagon rides, a six acre corn maze and loads of family activities compliment the farmers market style atmosphere, making it a "must-do" fall activity for regional residents and tourist alike. We encourage demonstrations and tastings that share your craft with our visitors. There is no charge to participate in this juried event. To discuss this opportunity, please contact Director of Horticulture, Heidi Karkoski, at heidi@fort-ticonderoga.org or 518-585-2821.

EBT Opportunity for Markets and Farmstands

If you are a farmer who would like to accept SNAP cards with an EBT machine, but have been stymied by the cost and red tape, MarketLink may be the answer. MarketLink provides new state-of-the-art equipment to direct-marketing farmers and farmers markets to increase sales and build customer base. Costs are subsidized for the first 2 years for qualified farmers—there are options for obtaining the equipment including a new iPhone, card reader and printer. You'll be able to also accept debit and credit cards! To get started visit marketlink.org or call Diane Eggert at the Farmers Market Federation of NY, 315-637-4690. This program is a great opportunity for you to try taking electronic payments without investing your own money for equipment! MarketLink is your best opportunity to sell products the way most consumers want to pay for them!

Upcoming Events, Classes, Workshops

Shady Grove Farm Spring Fling

Saturday, May 17 2:00pm

Shady Grove Farm and Wellness Center
844 State Route 22B, Peru

"Where good things grow", Food from the farm, Farm tours, Wild food/ medicinal herb walks, Fun for the family. Visit us on Facebook or our website for more information shadygrovefarmandwellness.com

Clover Mead Café Grand Opening

Friday-Sunday, May 23-25 7:30am-3:00pm

933 Mace Chasm Rd., Keeseville

Join us for the opening Memorial Day week!

The "Clover Mead Café: Farmstore and Bakery" will serve breakfast and lunch featuring the local flavors of our neighborhood, and other organic ingredients produced in New York State. Café customers will have the opportunity to buy ingredients to take home to cook up their own feast over a campfire or home

range; the farmstore will offer a variety of products for sale through the buying club "Wholeshare", of which customers may also become members. From homemade breads to fresh pastries and a cup of coffee, visitors can satisfy their hunger then stroll through the apples trees to pet and feed the calves on the farm. Contact: 518-309-BITE (2483) info@clovermeadcafe.com

2nd Annual Farm to School Festival

Friday, May 30 4:00pm-7:00pm

Lake Placid High School oval. From 4 to 6 this event will feature area farmers, dinner with fresh local ingredients, live music from Big Slyde, student environmental groups from the Tri-Lakes, educational booths and activities. The event concludes with a special presentation by Mark and Kristin Kimball from Essex Farm from 6-7:00. In an effort to increase food security, support local NY economies and improve the nutritional value of food served in our

Upcoming Events, Classes, Workshops

school cafeterias, we are hoping to have 15% of school food purchases going to local farms in 2015. This event is open and free and all donations will support these efforts. For more information about the initiative or to learn how you can help or participate in the event, contact the Adirondack Farm to School Coordinator Ruth Pino, 897-1462 or pinorut@slcs.org.

Recipe to Market Introductory Workshop

Friday, May 30 9:30am-3:00pm

Battenkill Kitchen, 58 East Broadway, Salem

The workshop will provide future food entrepreneurs with knowledge of critical issues needing consideration before launching a food manufacturing business. Participants will obtain a good grounding in food business basics, and a road map pointing to where you need to go before launching that business. To enroll please contact 518-828-3346.

Good Manufacturing Practices

Saturday, May 31 8:30am-4:00pm

Battenkill Kitchen, 58 East Broadway, Salem

\$60. Two day workshop \$100. The Production of Acidified (Pickled) Foods Workshop will provide hands-on practical training designed to provide current and future small processors with the basic elements needed to understand the main processing steps, critical control points and record keeping to safely manufacture specialty food products for the marketplace. Both technical information and practical training will be demonstrated by the production of BBQ-type sauce and pickled vegetables at the workshop. This is a hands-on workshop with lab exercises. To enroll please contact our office at 518-828-3346. Register online at: https://reg.cce.cornell.edu/Recipe_and_Acidified_2014_201

Aquaponics Training Course

Saturday & Sunday May 31- June 1,

Cornell Cooperative Extension, Oriskany, NY

Are you interested in owning and operating an Aquaponic farm or do you already have an AP system operating? Are you looking to invest in Controlled Environment Agriculture, Aquaponics or Hydroponics? Do you want to build a back yard Aquaponic system, or just curious to learn more about this exciting farming method? Then this is the perfect opportunity for you! For more information on the specifics of what will be offered at this training, please visit: <http://aquavitafoods.com/>. Questions? Email: mark@aquavitafoods.com

Marketing for Profit: Tools for Success

Free Course for Farmers

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

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

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

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

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

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

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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