



Harvest News

ADIRONDACK HARVEST

In coordination with Cornell Cooperative Extension of Essex County Spring 2015

"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."

Lake George Farm to Chef Event a Success

By Paul Post (This story is reprinted with permission from "The Saratogian")

Farm owners and chefs from the Adirondacks to Albany are establishing direct connections that benefit both businesses while promoting the locally-grown food movement. Nearly 100 people turned out Thursday [March 26] for a networking event organized by Adirondack Harvest, a program of Essex County Cornell Cooperative Extension, held at Dunham's Bay Resort on Lake George. Chefs simply don't have time to shop for everything they need at farmers markets. Likewise, by selling produce directly to restaurants, farmers are guaranteed income they might not get at a market.

"It's exciting, it really is," said A.J. Richards, Dunham's Bay Resort executive chef. "It's the new trend, but it's the way things should have always been."

Typically, fresh produce costs more than processed food purchased in large quantities from wholesale suppliers. But Mike Cirelli, owner of Cirelli's Osteria restaurant in South Glens Falls, said locally-grown food actually saves money. By traveling a few miles instead of across the country, produce lasts longer and there's less loss from spoilage, meaning he doesn't have to buy as much. "Plus, the nutrition is higher," he said.

During the growing season, Richards said he gets 95 percent of his food from regional growers such as Juniper Hill Farm in Westport, which supplies restaurants from Plattsburgh to the Capital Region.

Juniper Hill owner Adam Hainer said local farms can provide specialty products, such as purple carrots, which aren't available from large wholesalers. The key is for chefs to tell farms ahead of time the items they're looking for, and the quantities they need them in. Thursday's first-of-its-kind event helped facilitate those types of conversations.

Adirondack Harvest Chair Teresa Whalen said popular resort destinations such as Lake George and Saratoga Springs present major opportunities for direct connections between restaurants and farms. Warren County Tourism has begun promoting restaurants that specialize in fresh food, she said. "Our tourists are looking for locally-sourced items on menus," Whalen said.

School districts, too, are an outlet that farms can sell to locally. Larry Young, Glens Falls City Schools food service manager, said he buys fresh fruit from Saratoga Apple in Schuylerville. Lake George Central Schools



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Farm to Chef Event continued...

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food service manager Jeff DeStefanis said, “My goal is to try to introduce students to the importance of sustainable farming. I’m trying to move away from heat-and-serve and do more food preparation.” Getting kids interested in fresh food could be expanded to classroom science lessons and field trips to local farms, he said.

“Putting real food made from scratch on a kid’s plate is the most important thing we can do,” Hainer said.

Brant Lake businessman Frank Cappabianca said “farm-to-fork” initiatives also help the region’s economy by creating jobs and strengthening small business, which generates tax revenue for local government. His son owns a unique enterprise called The Hub, a combination eatery and bicycle shop that promotes healthy menus at a gathering place specifically geared for cycling tourists.

“I’m a firm believer in keeping as much local as we possibly can,” he said.

A Brief History of “Atlas Hoofed It” Farm

By Sara & Dan Burke

Our ‘gateway’ livestock wasn’t the more traditional chickens, rather two draft horses that we purchased in 2002 to train to be used primarily for logging. This was the extent of our ‘farm’ until the summer of 2009, when we started a homestead type farm on our ~84 acre property in Sugarbush, NY. At that time, we had 2 young children (aged 2 and 6 months) and wanted to increase our food independence and provide as much of our own food for our own family as possible. Our property is unique because there is a Cold War era Atlas Missile Silo located on the property, and although it was a farm once, it hadn’t been farmed since around 1950 (meaning that are some old stone walls, but no longer any good pastures, fences, barns or anything else usable for a farm), so we decided to try to bring back the fields while feeding ourselves and chose to do so by raising Scottish Highland cattle, pigs, and laying hens along with our draft horses. That first summer we started our farm with 2 pigs, 3 cows, and 13 chickens.

Many of our friends indicated they would be interested in buying meat and eggs from us, so we decided to increase our herd sizes and try to make a viable farm out of our operation. We’ve had our share of trials along the way, what with difficult winters, lack of good pasture land, moose and deer taking out fences, and always learning on the fly (since neither of us grew up on a farm), not to mention that we both have to work off the farm as well to make ends meet, but we’ve stuck with it and currently have on the farm 39 pigs (of various ages/sizes), 22 head of cattle (including 6 calves born this spring), 63 laying hens, 2 giant and gentle roosters, 2 Labrador retrievers, 2 original draft horses (‘Bob’ and ‘Bill’), and our 2 great kids. We not only feed ourselves, but we sell meat and eggs monthly to our great CSA members, and a few local restaurants/stores carry our meat as well. We’re gearing up for a busy summer of fence building, land clearing, and barn building so wish us luck with our crazy lives.



Find Atlas Hoofed It Farm on Facebook and on adirondackharvest.com

Adirondack Harvest News

Workshop Summary: “Human Resource & Labor Management for Farmers”

By Ashlee Kleinhammer, North Country Creamery in Keeseville

Whether you manage a crew of 20, or work with a single partner, I would recommend the HR Series that NOFA-VT hosted this winter. It consisted of three sessions and brought together several farmers with varying levels of management experience.

The first workshop “Get Your Team: Hire, Train & Retain a Strong Farm Crew” emphasized that a farm’s Mission Statement should be succinct, inspiring, and reflective of the farms values. They suggested having the employees help word-craft the Mission Statement, and post some phrases around the workplace. It inspired us to take our crew out to dinner and generate a list of values for a Mission Statement.

The second workshop “Conflict on the Team: Effective Leadership and Communication with Farm Employees” featured a variety of speakers. One focused on the Briggs-Meyers personality test, which can help people problem solve conflicts by understanding different peoples unique personality traits. Another speaker uses a tool called “Straight Talk” where each member of the crew offers both positive feedback and suggestions for improvements in uninterrupted 3 minutes sessions. The final speaker emphasized a tough-love approach by requiring employees to follow a clearly defined Mission Statement at all times during work. He encouraged farm owners to not fear being bosses and embrace seemingly awkward conversations because effectively addressing conflict builds trust.

The third speaker, Chris Blanchard, managed a 20-member crew vegetable operation when one morning in July he woke up to his entire crew quitting. After this “awakening,” he changed his reputations as the “Yelling Farm” to focus on how to provide his employees with clear expectations and efficient systems in a positive work environment.

These workshops led me back to the teachings of a Holistic Management International (HMI) course that I didn’t end up finishing a few years ago. This winter my partner and I took an HMI webinar, which has been extremely eye-opening. The heart of HMI is to define your Mission Statement as a Holistic Goal; prioritize our quality of life and values around our farm, rather than the farm consuming us and pushing core values to the backburner. HMI considers the triple bottom line in decision-making—the financial, environmental, and social effects of each decision. Running a farm itself is a quality of life decision that can be managed most effectively with conscious, consistent effort toward holistic visioning and deep appreciation for the people, plants and animals that make it possible.

Essex County Chapter

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

Jefferson County Chapter

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

Lewis County Chapter

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

St. Lawrence County Chapter

Contact Betsy Hodge at 315-379-9192 to participate in or be the representative for the St. Lawrence County chapter.

Franklin County Chapter

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

Clinton County Chapter

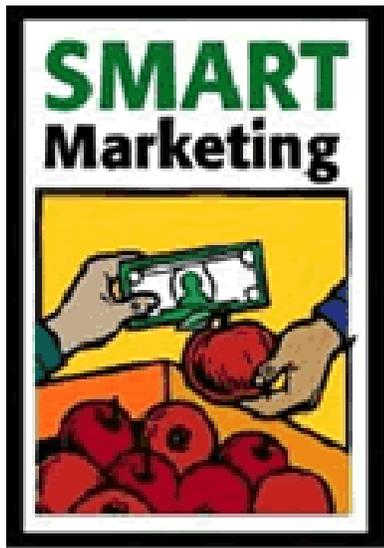
Contact Jane Desotelle at 563-4777 or underwoodherbs@gmail.com to participate in the Clinton County chapter.

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

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

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

Smart Marketing



An Overview of Emerging Business Models in the Local Foods Landscape

Allie Bauman, Colorado State University; Dawn Thilmany, Colorado State University; Becca Jablonski, Colorado State University; and Dave Shideler, Oklahoma State University

In response to growing public interest in regionally-focused food systems, a proliferation of business models for expanding sales into these markets is occurring. In a recent U.S. Department of Agriculture (USDA), Economic Research Service (ERS) report, the most recent data and findings on several aspects of local and regional models were shared, but even that report noted that the concept of localness may vary by the audience, purpose and data of the food system dimension where local is applied (Low, et al., 2015). Given that some of the growth in regional food systems is anchored in the idea of increasing the share of food dollars retained by farmers, if not their allied

business associates and communities, it seems important to better understand how different models address those goals. We propose a typology of local/regional food system business models, employing representative categories to help small and medium sized farmers learn how their operations best fit the changing food marketing landscape.

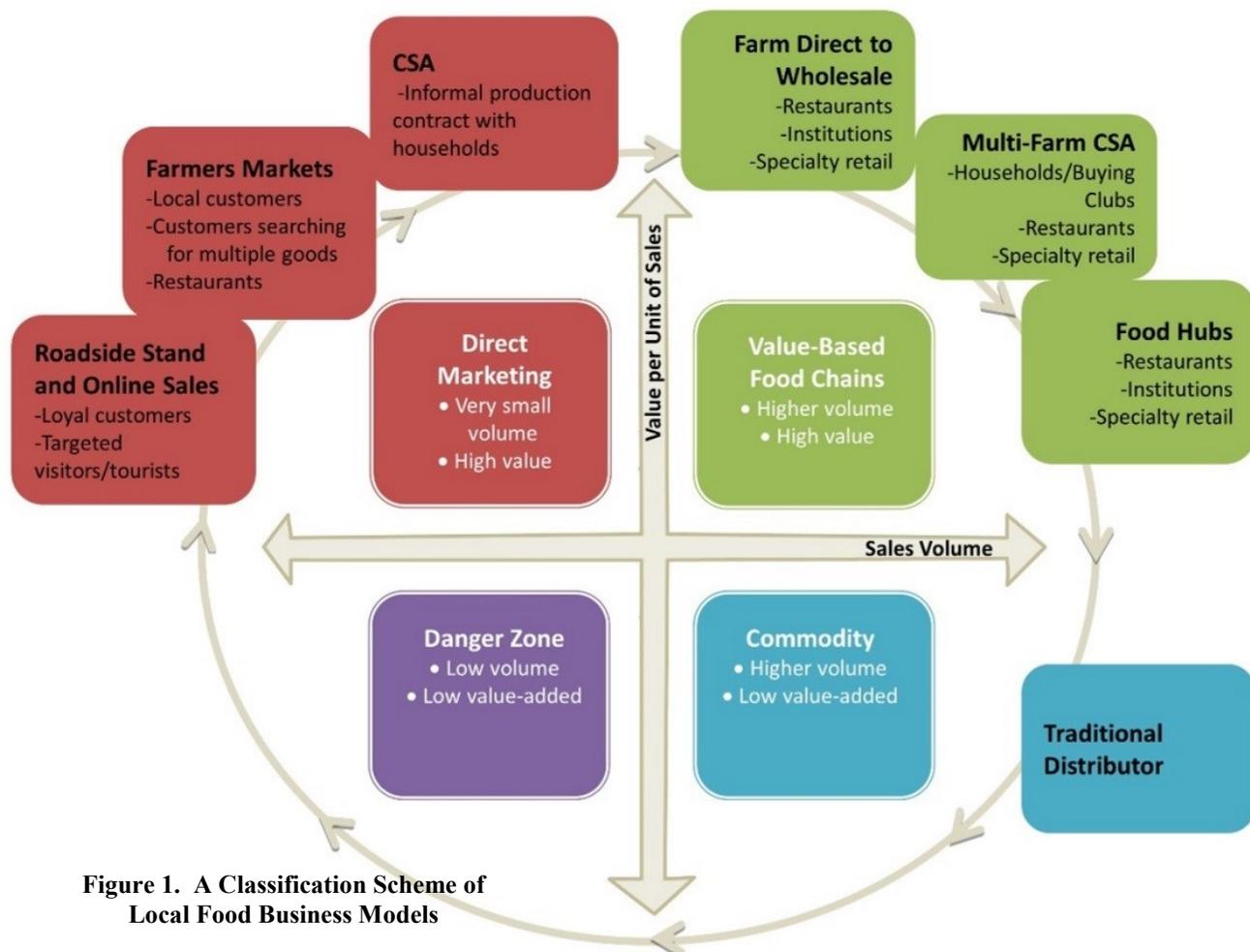


Figure 1. A Classification Scheme of Local Food Business Models

Smart Marketing

Figure 1 represents a variety of the most common food system enterprises, both local and non-local. The typology can be divided into four quadrants using the sales volume as the horizontal dimension and the value-added (operating profit margin) per unit of sales as the vertical dimension. The types of models are ordered, and connected by arrows, to represent common evolutionary steps that operations may take if their current marketing choice or portfolio evolves with plans to expand or decrease in scale, as new marketing opportunities appear or financial challenges arise. The top two quadrants (and their subcategories) will be the focus of this article, as they correspond most directly to the business ventures found in local and regional food systems, and as Low, et al. (2015) reported, these intermediated sales may also be the future for growth in these markets.

Direct Marketing

As a broad category, direct marketing encompasses several marketing models that have emerged as a growing segment, but with slowing growth in most recent years (Low, et al., 2015). This category represents high-margin outlets with low sales volumes, high input costs (including labor) and limited ability to scale up due to seasonality and low share of consumer dollars spent in these markets. Online sales and roadside stands allow for the higher margins desired in direct markets but do not allow producers to “leverage” the power of more collaborative markets, thus they are relatively low on the vertical axis of Figure 1.

Farmers’ markets, a fast growing sector of local/regional food systems whose growth has plateaued in the past few years in terms of total numbers across the U.S., have been one of the central business models for direct marketing enterprises. Although commonly cited as a great start-up marketing choice and one that improves farm gross sales (e.g., Hunt, 2007), there is some agreement that potential sales volume may be limiting to vendors, and in some cases may not cover the additional inputs required by farmers’ market sales (i.e., packaging and labor requirements) (Hardsety and Leff, 2010; LeRoux, et al., 2010). An increasing number of farms provide their products directly to their consumers through community supported agriculture agreements: a model that provides more stable profit margins with an ability to scale up in areas near urban consumer centers. For this reason, it is placed higher on the vertical axis of Figure 1.

Value-Based Food Supply Chains

As illustrated in Figure 1, value-based food supply chains serve as one potential mechanism to scale food enterprises up while retaining some marketing control. Within this larger category, several models have emerged with varying organizational and marketing strategies which may influence whether producers and their communities will benefit from their existence.

Farm direct to wholesale, where farms sell products directly to specialty retailers, restaurants, and institutions, may allow for long term relationships and informal contractual supply chains. Although long-term, cooperative supply chains may allow the prices paid to the farmer to be sustainably higher than commodity counterparts, some tension does arise in finding a price that works for both the buying and selling businesses (King, et al., 2010). Similarly, multi-farm CSAs allow the farmer to retain control over their products (in terms of setting production levels and/or prices), but farmers use a collectively-owned centralized system to market, sell and distribute their products. The model can provide favorable returns to producers, but one of the main challenges faced is maintaining equity among producers given the wide variety of volume and product type (Schmidt, et al., 2011).

Finally, food hubs are where the producer leaves all elements of the supply chain to a central organization, similar to a mainline distributor, but with governance aligned with collaborating producers’ missions. Fair pricing is a key distinguishing characteristic of this value chain model, but also a challenge as the organization and the producer both aim to maximize profits while working in an environment of small margins. Table 1 summarizes the advantages and disadvantages of each category of the typology.

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Market Orientation	Customers	Managerial Control	Pricing Power	Market Volume Potential
Roadside Stand and Online Sales	Local, traveling and national households	Full control	High	Low to high
Farmers Markets	Local households, travelers	Full control	High	Low to medium
CSA	Local households	Full control	Medium	Low
Farm Direct to Wholesale	Local, independent businesses, institutions	Full control	Medium	Medium
Multi-Farm CSA	Local households and businesses	Shared control	Medium	Medium to High
Food Hubs	Local businesses and institutions	Shared to limited control	Medium	Medium to High
Traditional Distributor	All buyers	Limited control and pricing power		

Conclusion

A generalized typology of marketing choices and the associated advantages and disadvantages will assist small and medium-sized farmers respond to their own desire to grow or respond to future innovations in their local economy and/or market linkages in the future. The categories outlined in Figure 1 are necessarily broad, but may help enterprises identify their current position(s). And, as they move forward with future planning, this summary may direct them to the most relevant case studies, literature and market players so effectively compiled in a number of directories and bibliographies developed by key food system organizations.

For a more detailed discussion please see our full article on the eXtension website titled [An Evolving Classification Scheme of Local Food Business Models](http://www.extension.org/pages/70544/an-evolving-classification-scheme-of-local-food-business-models#VOaQNC6Hyug):

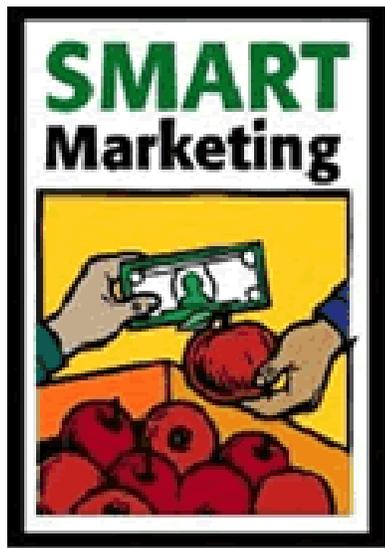
<http://www.extension.org/pages/70544/an-evolving-classification-scheme-of-local-food-business-models#VOaQNC6Hyug>

Allison Bauman, lead author, is a graduate research assistant in the Department of Agriculture and Resource Economics at Colorado State University. She can be contacted by email, allie.bauman@colostate.edu.

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Smart Marketing



Summit Offers Opportunity to “Connect the Dots” between Upstate and Downstate

By Ruth E. Thaler-Carter

Freelance Writer/Editor, www.writerruth.com

Among the activities recently undertaken by the New York State Department of Agriculture and Markets under Commissioner Richard A. Ball that offer promise to the agriculture industry in its efforts to enhance visibility among potential consumers and customers was the first-ever Farm to Table Upstate-Downstate Agriculture Summit. Held December 4, 2014, in New York City, with then-Lieutenant Governor Robert J. Duffy presiding, the goal of the event was to “explore ways of increasing access to fresh food for underserved populations and growing New York City markets’ access to upstate agricultural producers as a means of boosting in-state production and consumption,” according to the department.

Calling the connection between the state’s multi-billion-dollar upstate agricultural industry and the restaurants and marketplaces in the New York City area one of the state’s “strongest economic drivers,” Governor Andrew Cuomo said the summit was an opportunity to present “our plan to strengthen that relationship and take the state’s agriculture and tourism sectors to the next level.” Keeping the revenue generated from New York farms and tables in the state means creating more jobs and opportunities in communities across the state, he said.

Among the ideas and next steps coming out of the summit were a Regional Food Wholesale Farmers’ Market; development of a Regional Food Hub Task Force and Action Plan with “a balanced membership of stakeholders from upstate and downstate New York”; Buy NY, a new initiative that is a joint effort by the State Department of Agriculture & Markets, Department of Corrections and Community Supervision, Office of Mental Health, Department of Health, Office of General Services and Cornell Cooperative Extension to “leverage existing centralized contracts in purchasing state food products, including produce”; and a SUNY Farmers’ Market Certification Course, among others.

Opening new markets and increasing opportunities for New York State agriculture producers is a priority for the governor, according to the department, with a commitment to maximizing business between upstate producers and downstate consumers through the state’s multi-billion-dollar agriculture industry. “This is being achieved by creating new marketplaces for agriculture producers, increasing the ‘buy local’ purchasing power of state institutions and facilitating connections to spur economic growth while keeping New York food marketplace dollars in the state,” according to the state.

Of the event, Agriculture and Markets Department Commissioner Richard A. Ball said, “As farmers, we live and work just a few hours away from the largest appetite in the world in the New York City metropolitan area. The potential for upstate farmers to harness this marketplace is limitless and we just need to connect the dots better.”

The department may do another summit and has set up a task force to keep the momentum going on this topic.

Ruth E. Thaler-Carter is an award-winning freelance writer/editor based in Rochester, NY, whose motto is “I can write about anything!”[®] She writes about marketing and other topics for a wide variety of publications and organizations, and is available for speaking engagements. She will discuss “Creating Successful Business Goals: Managing and Promoting Your Business” for the Cornell Agriculture and Food Technology Park, Geneva, New York, on September 14 as part of its Associates Program speaker series.

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Note:

Below is a more detailed description of the ideas and next steps lifted from Governor Cuomo's press release, "Governor Cuomo Announces Highlights from the 2014 Farm to Table Upstate-Downstate Agriculture Summit," December 4, 2014 (<https://www.governor.ny.gov/news/governor-cuomo-announces-highlights-2014-farm-table-upstate-downstate-agriculture-summit>).

- **Regional Food Wholesale Farmers' Market** – The governor is committed to developing a Regional Food Wholesale Farmers' Market, and state government will work with local and private partners to identify resources and an appropriate site. This market will enable the upstate agricultural industry to increase access to metropolitan markets for producers, while providing an array of healthy, affordable food for communities. It will also serve as an aggregation hub and processing facility to assist upstate producers and processors in targeting institutional and private sector procurement.
- **Development of a Regional Food Hub Task Force and Action Plan** – This new task force will consist of a balanced membership of stakeholders from upstate and downstate New York, including members of New York City government named by Mayor Bill de Blasio, along with members of New York State government named by Governor Andrew Cuomo. Working together, they will develop a plan to expand the distribution of regional foods to the New York City marketplace. A report will be presented to Governor Cuomo on how to expand regional food hubs across New York State within the next 90 days.
- **Food Box Expansion Program** – This program fulfills Governor Cuomo's commitment to increasing local food access to underserved communities by dramatically expanding the already-successful food box model to upstate and downstate neighborhoods. This program will enable underserved, low-income communities to purchase New York State fresh and locally sourced fruits and vegetables. Consumers can use their SNAP benefits to pay for food boxes on a weekly or bi-weekly basis. This program will bridge the gap between farmers and consumers; farmers will benefit by selling more produce, and consumers will benefit by having access to fresh, healthy food. State funding will cover administrative costs associated with qualified and competitively chosen organizations plus procurement, transportation, distribution and nutrition education. New York State is committing \$500,000 to this initiative.
- **Buy NY** – Governor Cuomo announced the formation of a new initiative called "Buy NY," a joint effort by the State Department of Agriculture & Markets, Department of Corrections and Community Supervision, Office of Mental Health, Department of Health, Office of General Services, and Cornell Cooperative Extension. Its purpose is to leverage existing centralized contracts regarding the purchase of state food products, including produce and dairy products. One of the initiative's goals is to help state and local governments increase the purchase of local agriculture products in government-run institutions such as hospitals, colleges, prisons and other facilities. The Office of General Services launched a new Buy NY website in January to provide a portal for state and local governments to learn more about purchasing New York State-produced products. It will also help educate New York agricultural producers and distributors about the state contracting system, which is available to all 62 counties and hundreds of municipalities across the state.
- **SUNY Farmers' Market Certification Course** – The state, in cooperation with the Farmers Market Federation of New York and six SUNY campuses, will develop a curriculum to improve the quality and performance of farmers' markets across the state. These courses will help market managers improve their promotion of farmers' markets and any market-based incentive programs offered at the markets.
- **Taste NY Culinary Tour** – This initiative will provide tours of upstate farms for downstate restaurateurs to cultivate stronger business-to-business relationships between the two entities.
- **Increased Outreach by the Taste NY Office in Brooklyn** – At the governor's direction, the newly formed Taste NY Office in Brooklyn will increase outreach to highly trafficked tourist attractions in New York City, with the goal of expanding economic opportunities for New York State agricultural producers.



Food Banks and Farms *Alleviating hunger...together*

The Food Bank makes donating easy for farmers and food industry businesses within its 23-county service area. **Please consider donating any imperfect, surplus, or unharvested produce now or at any time of the year.** While product may be deemed unmarketable for whatever reason, it is often still wholesome and usable for distribution to charitable agencies to help hungry and disadvantaged people. It only takes 1.2 pounds of food to equal one meal for a person in need. **Every donation is greatly appreciated!**

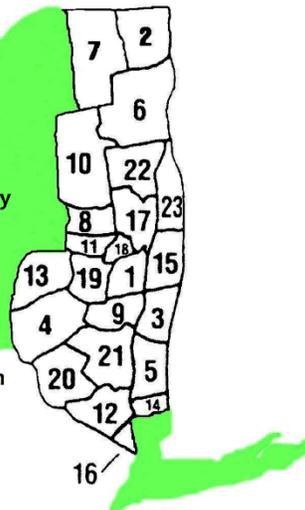
What the Food Bank offers Farmers:

- **Timely pickup.** Just give us a call to schedule the pickup and we'll be there at that time.
- **Able to accept any fruit or vegetable varieties you have available.**
- **Can handle any quantity.** We have trucks that are able to accommodate any size pickup.
- **Will return boxes, bushels, or totes upon request if necessary.**

Pick & Pack Out/Unharvested Produce: Farmers who have unharvested fields, or excess unsold produce can call the Food Bank to discuss funds that we may be able to provide for labor and materials to harvest and pack product for donation. **Here's how it works:**

- **For unharvested crops, your crew picks the field and packs the produce into boxes, totes etc.**
- **The Food Bank comes to your farm to pick-up the product.**
- **You submit an invoice for the cost of labor and packing materials to the Food Bank and we will mail you a check.**

- | | |
|----------------|-----------------|
| 1. Albany | 13. Otsego |
| 2. Clinton | 14. Putnam |
| 3. Columbia | 15. Rensselaer |
| 4. Delaware | 16. Rockland |
| 5. Dutchess | 17. Saratoga |
| 6. Essex | 18. Schenectady |
| 7. Franklin | 19. Schoharie |
| 8. Fulton | 20. Sullivan |
| 9. Greene | 21. Ulster |
| 10. Hamilton | 22. Warren |
| 11. Montgomery | 23. Washington |
| 12. Orange | |



Since 1982, the Food Bank has been helping to feed the poor and hungry in our communities. **In 2014, the Food Bank provided over 32.2 million pounds of food** to over 1,000 charitable agencies in 23 counties.

For more information on how you can donate fresh produce to the Regional Food Bank, please call: (518)786-3691, Joanne Dwyer, ext. 223 or Erin Prendergast, ext. 286

For Food Bank of the Hudson Valley, please call: (845) 534-5344, Carrie Jones Ross, ext. 112

2015 Farmers Markets

* accepts SNAP cards

+ accepts FMNP coupons

accepts WIC-VF checks

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 20 through Sept. 5, 2015 10:00-2:00

Plattsburgh – Pavilion downtown by Bridge, Durkee and Broad Streets. Manager: Pat Parker (518) 493-6761

Web Site: plattsburghfarmersandcraftersmarket.com * + #

Date: Saturdays, May 9 through Oct. 10, 2015 9:00-2:00 & Weds, June 24-early Sept, 2015 10:00-2:00

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

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

Date: Every Saturday, Columbus Day to Christmas, then alternate Saturdays late January into early May. 10:00-1:00

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

Date: Fridays, June 26 to Sept. 4, 2015 3:00-7:00.

Saranac – Pickets Corners just off Route 3. Contact: Joseph Orefice (518) 293-1380.

Date: Sundays, July 5 to Sept. 13, 2015 9:30-1:00

ESSEX

Elizabethtown - Behind the Adirondack History Center Museum.

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

Date: Fridays, May 29 through Oct. 19, 2015 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 14 through Oct. 11, 2015 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 17 through Sept. 2, 2015 10:00-2:00

Lake Placid – Parking lot of St. Agnes School. Market contact: Jacob Vennie-Vollrath (608) 628-7386

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

Date: Wednesdays, June 24 through Sept. 2, 2015 9:00-1:00

Schroon Lake – Town Hall parking lot. Market contact: Jacob Vennie-Vollrath (608) 628-7386

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

Date: Mondays, June 29 through Aug. 31, 2015 9:00-1:00

Ticonderoga – Near Walmart entrance 1114 Wicker St.. +

Market Manager: June Curtis (518) 585-6619.

Date: Saturdays, July 4 through October 10, 2015 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 18 through Sept. 10, 2015 9:00-1:00

Upper Jay (Snowy Grocery) – Sugar House Creamery, 18 Sugar House Way.

Manager: Margot Brooks (518) 300-0626. Web Site: [facebook.com/TheSnowyGrocery](https://www.facebook.com/TheSnowyGrocery)

Date: Sundays, Oct 18, 2015 through late May 2016 11:00-2:00.

2015 Farmers Markets

* accepts SNAP cards

+ accepts FMNP coupons

accepts WIC-VF checks

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FRANKLIN

Malone - Malone Airport, Route 11. Manager: Victoria Rayl (518) 651-7680.

Web Site: adirondackfarmersmarket.com + *

Date: Wednesdays, June 10 through Oct. 14, 2015 12:00-4:30

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

Web Site: adirondackfarmersmarket.com +

Date: Tuesdays, May 12 through Sept. 29, 2015 10:00-2:00

Saranac Lake Village – Riverside Park. Market contact: Jacob Vennie-Vollrath (608) 628-7386

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

Date: Saturdays, June 6 through Oct. 1, 2015 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 4 through Sept. 17, 2015 11:00-3:00

HAMILTON

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

Date: Saturdays, July 4 through Sept. 26, 2015 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, July 2 through Sept. 3, 2015 10:00-2:00

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

Date: Thursdays, June 25 through Sept. 17, 2015 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 26 through October 9, 2015 1:00-5:00 * +

JEFFERSON

Alexandria Bay – Kinney Drugs parking area.

Date: Fridays, May 15 through Sept. 18, 2015 9:00-3:00

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

Date: Saturdays, June 20 through Oct. 10, 2015 8:00-2:00

Carthage – Market Pavilion, Riverside Drive.

Date: Fridays, May 29 through Oct. 30, 2015 7:00-2:00 +*#

Clayton – Village Park Circle

Date: Thursdays, June 4 through Sept. 10, 2015 11:00-5:00 + *

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

Date: Wednesdays, May 27 through Oct. 7, 2015 6:30-3:00

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

Date: Saturdays, June 13 through Oct. 31, 2015 9:00-2:00

2015 Farmers Markets

* accepts SNAP cards

+ accepts FMNP coupons

accepts WIC-VF checks

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

Date: Fridays, June 12 through Oct. 2, 2015 2:30-6:30

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

Date: Thursdays, May 28 through Aug. 27, 2015 3:00-8:30

LEWIS

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

Manager: Sharon Bosert (315) 376-7743. + * #

Date: Saturdays, May 30 through Oct. 31, 2015 8:00-2:00

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

Date: Tuesdays, June 16 through Oct. 6, 2015 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 25 through Oct. 22, 2015 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 13 through Oct. 10, 2015 9:00-1:00

SARATOGA

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

Date: Thursdays, June 11 through Oct. 29, 2015 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., 2015 3:00-6:00 and Sat., May through Oct., 2015 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 8 through Oct. 26, 2015 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 8 through Oct. 30, 2015 9:00-2:00

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

Date: Wednesdays, May 20 through October 14, 2015 1:00 to 6:00

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

Date: Thursdays, June 4 through Oct. 22, 2015 9:00-2:00 + # *

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

Date: Wednesdays, July 8 through Sept. 30, 2015 3:30-7:00 + *

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

Date: Sundays, July 5 through Oct. 25, 2015 8:00-3:00

2015 Farmers Markets

* accepts SNAP cards

+ accepts FMNP coupons

accepts WIC-VF checks

*(Continued from page 12)***Massena Thursday** – AAA parking lot. Manager: Shirley Peck (315) 769-5322. + ***Date:** Thursdays, July 9 through Oct. 29, 2015 10:00-5:00**Norwood** – Park Square, Main St. (Rt. 56) & Park St. Manager: Shirley Peck (315) 769-5322. + ***Date:** Mondays, July 6 through Oct. 26, 2015 10:00-5:00**Ogdensburg Saturday Green Market** – Lowe's parking lot Rte 37 & Ford St. Ext. (summer/early fall) First Presbyterian Church, 311 Franklin St. (late fall) + * Manager: Sandy Porter 561-801-3786**Date:** Saturdays, May 16 through Dec. 12, 2015 9:00-1:00**Ogdensburg Thursday Green Market** – Inside CHMC hospital in cafeteria, corner of King St. & Mansion Ave. Manager: Sandy Porter 561-801-3786**Date:** Thursdays, May 21 through Sept. 24, 2015 1:00-4:00 + ***Potsdam** – Ives Park. Manager: Laura Popielski (716) 725-7782. + # ***Date:** Wednesdays & Saturdays, May 9 through Oct. 31, 2015 9:00-2:00. Winter market at Cheel Arena, Clarkson, all off-season Saturdays 8:30-12:00

WARREN

Bolton Landing - Blessed Sacrament Church parking lot. Contact: Penelope Jewell (518) 480-9118.Website: boltonlandingfarmersmarket.com**Date:** Fridays, June 26 through Sept. 4, 2015 9:00-2:00**Chestertown** - Chestertown Town Hall, 6307 State Route 9. Contact: (518) 494-3336.Website: chestertownfarmersmarket.com**Date:** Wednesdays, June 17 through Sept. 23, 2015 10:00-2:00**Glens Falls Saturday** - South Street Pavilion. Manager: Steve Stevens**Date:** Saturdays, May 2 through Nov. 7, 2015 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) 251-2099Web Site: northcreekfarmersmarket.com**Date:** Thursdays, June 18 through Oct. 1, 2015 3:00-6:00**Queensbury** – Route 9 across from Fun Spot. Manager: Debbie Stevens (518) 638-6301.**Date:** Mondays, June 1 through Oct. 19, 2015 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 22 through Oct. 30, 2015 3:00-6:00

WASHINGTON

Cambridge – Railroad Park, Broad St. Contact: cambridgefarmersmarketmanager@gmail.com**Date:** Sundays, May 24 through late fall, 2015 10:00-2:00**Granville** – Big Lot parking lot. Manager: Beth Duquette (802) 645-0398. + #**Date:** Mondays, June 1 through late fall 2015 1:00-5:00**Salem** – In the park with the gazebo. Manager: Beth Duquette (802) 645-0398. + #**Date:** Saturdays, May 23 through late fall 2015 10:00-1:00**Whitehall** - Boulevard in Village Park along the canal. Manager: Beth Duquette (802) 645-0398. + #**Date:** Tuesdays, June 2 through late fall, 2015 1:00-5:00

Harvest News Briefs

Volunteers Needed: Help Bring an Old Farm Back to Life

Triple Green Jade Farm in Willsboro is looking for help bringing the farm back to life. Says owner Dan Rivera, “Now that we have our own little “broke-down” farm, we are going to open up our home and hearth to willing volunteers and workers who want to come help us bring an old farm back to life starting this summer. Obviously we’re not currently a fully diversified farming operation yet, but that is the goal. The majority of the work will be centered around renovating a 1940’s barn and prepping the land for future farming activities and livestock. So if you’re a good post hole digger, like to replace missing barn boards, and don’t mind hauling old hay – you will be happier than a pig in mud at our farm. Come Workaway with Us! View our profile on WorkAway: <http://bit.ly/WorkAway-Farm>.

Third Farm in Essex County Awarded Top Animal Welfare and Environmental Certification

The flock of sheep at Blue Pepper Farm is now certified as Animal Welfare Approved. This certification and food label lets consumers know these animals are raised in accordance with the highest animal welfare standards in the U.S. and Canada, using sustainable agriculture methods on an independent family farm. Blue Pepper Farm joins Manzini Farm, LLC and North Country Creamery as the third farm in Essex County to achieve this certification. Like other AWA farmers across the country, Shannon and Tyler Eaton recognize the growing consumer interest in how animals are raised on farms. The flock of Katahdin sheep at Blue Pepper Farm roams 46 acres of well-managed pasture on the edge of the Adirondack high peaks. Blue Pepper Farm Certified AWA lamb is available directly from the farm. For more information about Blue Pepper Farm visit www.bpfarm.org or email bluepepper-farm@gmail.com. Follow Blue Pepper Farm on Facebook for farm news and details about upcoming events, as well as on Instagram.

The Team at Conroys Organics is Expanding

Conroy’s Organics in West Chazy is on the hunt for farmers and food producers to expand food growing operations on the Conroys Organics farm. They are looking for produce, poultry, lamb, goats, pork, dairy and honey. They have a significant amount of farmland to expand, with the supporting infrastructure to encourage growth of produce, proteins, and dairy. Their current farm production includes their grass-fed beef and free-range eggs. Primarily, they’re looking at expanding their produce production, secondarily, their protein production. Acreage of drained farmable land boasts sandy loam with slight mix of clay and is available for immediate production. In addition to acreage they have barns, storage facilities, buildings, residences, and other resources currently in place, ready for the right team. The grocery store and café at Conroys Organics will provide an immediate sales channel. Sales, marketing, and distribution is already handled and currently in place. In addition to the sales through Conroys Organics, they are well along their way in developing their own private label food products for wholesale marketing and sales. Food produced on the farm will be integral to the success of this campaign. For more information contact: Chris Rosenquest, chris@conroysorganics.com or 518-562-2333.

Adirondack Meat Company Expanding Operation

Adirondack Meat Company (ADK Meat Co) is pleased to announce that they will be expanding their processing facility to include Custom and USDA-inspected Smoked Products, Third Party Audit Certification, and Organic Slaughter and Processing Certification, as well as becoming Animal Welfare Approved. ADK Meat Co. has received NOFA Organic Certification and has begun slaughtering and processing organic animals from area farms under USDA inspection. “It has been frequently requested by local farmers

(Continued on page 15)

Harvest News Briefs

that have raised animals organically, that we become Certified Organic,” said Denise Ward, owner of ADK Meat Co. Adirondack Meat Company also has also passed an extensive third party audit from a national firm. This audit is a 5 to 7 day process that evaluates daily operations, sanitation and potential hazards in a plant, as well as record keeping and verification practices. Third party audits are conducted for plants so that they can conduct business with companies like Healthy Living, Walmart and Whole Foods. In 2014, ADK Meat Co. passed the Animal Welfare Approved Program for beef, pork, sheep and goat. AWA has ante mortem requirements for the humane handling of animals prior to slaughter. AMI- recommended Humane Animal Handling Guidelines and Federal Humane Slaughter Act Regulations are also at the forefront for ADK Meat Co.

New Free Sustainable Farming Tutorials from ATTRA

The free, self-guided tutorials on Scaling Up for Regional Markets and Pest Management contain multiple lessons with ATTRA specialists and other well-known experts in sustainable agriculture. They're designed for you to delve deeply into the subject while working at your own pace and include calculators, worksheets, resource lists, and other downloadable tools. The tutorials also include "case study" conversations with successful producers who know what it takes to make a go of farming. The tutorials are available at attra.ncat.org/tutorials.

Upcoming Events, Classes, Workshops

Fruit Tree Topworking Workshop

Saturday, May 2, 3:00pm to 5:00pm.

Greenhorns Headquarters: 5797 Rt. 22. Westport.

Imagine a single apple tree in the spring blooming with a bouquet of white, pink, red and purple flowers. Imagine that same singular tree with red, green, yellow and russeted apples in the fall. That tree is possible to obtain if you learn how to topwork. Come and learn the art and technique of adding different varieties to a tree. Heirloom and cider orchardist Eliza Greenman will walk you through the steps necessary to change an apple, pear, or hawthorne tree over to something you find more useful to your lifestyle. Whether you want to convert an abandoned orchard over to different varieties, or you are tight on space and want one of your trees to supply great pie apples for every month of the apple season...the learning starts with topworking. \$15 per person. Contact Eliza to register: egreenman@gmail.com

Northeastern NY Vineyard Workshop 2 Vineyard Pest Management

Wednesday, May 6, 4:30pm to 7:00pm

Cornell -Willsboro Research Farm, 48 Sayward Lane, Willsboro. This workshop will cover essential vineyard pest management practices. We will cover major vineyard pests, IPM strategies, and resources available to help guide you. Andrew Landers, pesticide application technology specialist from Cornell, will provide information about effective pesticide application, including sprayer calibration. Bring your sprayer if you'd like to learn how to calibrate your own equipment. PRE-Registration at least one week prior to the workshop is REQUIRED at the website: <http://enych.cce.cornell.edu/>. For more information please contact Anna Wallis at 443-421-7970 or aew232@cornell.edu.

Northeastern NY Vineyard Workshop 3 Site Evaluation and Establishment

Saturday, May 16, 11:00am to 2:00pm

Jay White's Farm, Essex. The workshop will cover the basic considerations for selecting a site

Upcoming Events, Classes, Workshops

for your future vineyard and how to establish a new planting. Jay White of Essex, NY and Mike Spiak of The Fossil Stone Vineyard will describe their experiences selecting property, preparing land, and planning their vineyards. The Champlain Valley location will include a hands-on planting workshop. PRE-Registration at least one week prior to the workshop is REQUIRED at the website: <http://enych.cce.cornell.edu/>. For more information please contact Anna Wallis at 443-421-7970 or aw232@cornell.edu.

Farm Equipment Auction

Saturday, May 16. Essex County Fairgrounds. The Fair is looking for farm equipment Consignments, so look around your farm and see if there is any equipment you no longer use and want to see go to a new home. The auctioneer will be Christy Yoder from Burke. It's a great place to catch up with friends. If you have something you'd like to consign or would like more information contact Scott Christian schristian@wardlumber.com or 518-335-7095.

Farming in the Basin Meeting

Wednesday, May 20, 7:00pm to 9:00pm. Full and By Farm, 319 Leaning Road, Essex. Join us for the season opener of a summer series of farm meetings that will focus on lake friendly farming practices and techniques. Myra Lawyer, the agronomy specialist working with the Lake Champlain Basin Program in New York, will give the top 7 "need to know" items for a nutrient management plan. Kitty O'Neil, CCE will be on hand to explain how we should be interpreting our soil test results. Bring your numbers if you have them! Free and open to the farming community. No dogs please! Call Essex County Soil and Water Conservation District to register 518-962-8225.

Poultry Processing Workshop

Saturday, May 23. 15 Silver St, Norwich, NY. This all day workshop will be conducted in both classroom and in a poultry processing plant. Students will learn about the proper techniques for processing poultry, health, sanitation and

safety issues, HACCP, handling, packaging, storing as well as equipment necessary for processing poultry. The morning session will be in the classroom and cover health, sanitation, HACCP, legal issues and an overview of proper equipment. The afternoon session will be hands on for those who desire to learn how a small scale poultry processing plant operates. Participants will learn the proper techniques for humane processing as well as techniques for packaging, sale and storage. The knowledge learned at this workshop will equip the poultry producer with the skills to process poultry on their own farm. Class size is limited, cost for the event is \$75.00 per person, lunch is included. Pre registration is necessary. For more information or to register call us at 607.334.9962 or email info@cornerstone-farm.com.

Adirondack Harvest Board Meeting

Wednesday, May 27, 7:00pm to 9:00pm CCE building, Westport (or by phone). The board meets quarterly. If you have an idea or issue to discuss, contact Anita Deming to get on the agenda. We will be discussing the changing of roles with Laurie Davis moving to administration, Anita taking on the "face" of AH, and a possible regional specialist for the 6 northern counties. Call 518-962-4810 x409 for more information.

Growing Low-Input/Low-Spray Apples for Hard Cider

Saturday, June 6, 9:00am to 12:00pm, Greenhorns Headquarters: 5797 Rt. 22. Westport. Cider apples are different from your normal grocery store apples. Not just in variety, but also in management technique. Come take a walk through the orchard with heirloom and cider orchardist Eliza Greenman to learn the basics of good and bad when it comes to growing apples for hard cider. We'll identify and discuss beneficial insects and cosmetic diseases, concerns and triumphs in the orchard, and tips/tricks to deal with these concerns. The goal of this workshop is to have the participant leave with motivation to experiment, make observations, and join a network of people working to supply and

Upcoming Events, Classes, Workshops

make quality products which do not harm local ecology or the consumer . \$15 per person. Contact Eliza Greenman, egreenman@gmail.com

GardenShare Annual Dinner

Tuesday, June 9, 5:30pm, Jake's on the Water, Hannawa Falls. GardenShare's annual dinner and silent auction helps fund their work building a just and sustainable food system in our community. Email office@gardenshare.org or call 315-261-8054.

Summer Pruning Workshop

Saturday, June 13, 9:00am to 12:00pm, Greenhorns Headquarters: 5797 Rt. 22. Westport. Summer pruning is a practice and art of addressing vigor in apple and pear trees. When practiced in combination with dormant winter pruning, a tree is able to produce more fruit and have less disease. Come learn the basics of tree vigor, how soils and winter pruning can interact with the vegetative growth of your apple trees, and how to bring the tree back into balance through summer pruning. \$15 per person. Contact Eliza Greenman, egreenman@gmail.com

New York State Maple Tour

June 28-30, Franklin & Clinton Counties. Sites include Paul Smiths College, Titus Mountain Ski Area, Parker Family Maple and Rand Hill Maple. Several smaller operations will also be featured. The tour will stop at Amazing Grace winery to sample maple wine, hosted by Homestead Maple. \$170 for full tour. One-day options are available. Registration by 6/11/15: <http://franklin.cce.cornell.edu/>. For more information, please call the Franklin County CCE at 518-483-7403.

Fruit Exploring and Summer Grafting

Saturday, August 8, 9:00am to 4:00pm, Greenhorns Headquarters: 5797 Rt. 22. Westport. Learning from the landscape is one of our best tools in combatting climate change and forming a more sustainable agricultural future. Fruit Explorer/Orchardist Eliza Greenman will teach you how to track human legacy through trees,

select for wild and thriving genetics, and how to propagate it all through summer bud grafting. \$25 per person. Contact Eliza Greenman, egreenman@gmail.com

Hard Cider 101

Saturday, Sept. 19, 10:00am to 2:00pm, Greenhorns Headquarters: 5797 Rt. 22. Westport. This workshop will cover all the basics of making hard cider, from pressing to fermentation. Participants will take home a fermenting kit and a 5 gallon carboy of hard cider. \$100 per person. Contact Eliza Greenman, egreenman@gmail.com

North Country Food Day Youth Summit

Save the date: **October 22**, SUNY Potsdam

An Agrarian Cultural Festival

Save the date: **Late Summer 2016**. Essex County & Beyond. Live Music, Draft Animal Power Training, Orchard School, Fruit Exploring, Agroforestry, Farming With the Wild, Grange Revitalization, Historic Preservation, Growing Agrarian Democracy, Puppet Theater, Adirondack Farm Tours...and Much More. Stay Tuned for Dates, Speakers, Sponsors, and Further Information! A Project of The Greenhorns www.thegreenhorns.net, office@thegreenhorns.net

Marketing for Profit: Free Online Course for Farmers

Free online course available at your convenience anytime, day or night. No specific schedule; Self-paced. Learn essential marketing skills to analyze personal & business capacity, determine optimal marketing channels, build customer base, and increase sales and profits. Successful completion of all 15 sessions earn participant a Certificate of Achievement and eligibility for USDA FSA Borrower Training Credits. Course materials and notes are available free for educators. For info contact Farmers Market Federation office at 315-637-4690. To register: <http://www.nyfarmersmarket.com/work-shop-programs/online-marketing-for-profit-course.html>.

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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