



ADIRONDACK HARVEST

Harvest News

In coordination with Cornell Cooperative Extension of Essex County Summer 2010

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

Coordinator's Report

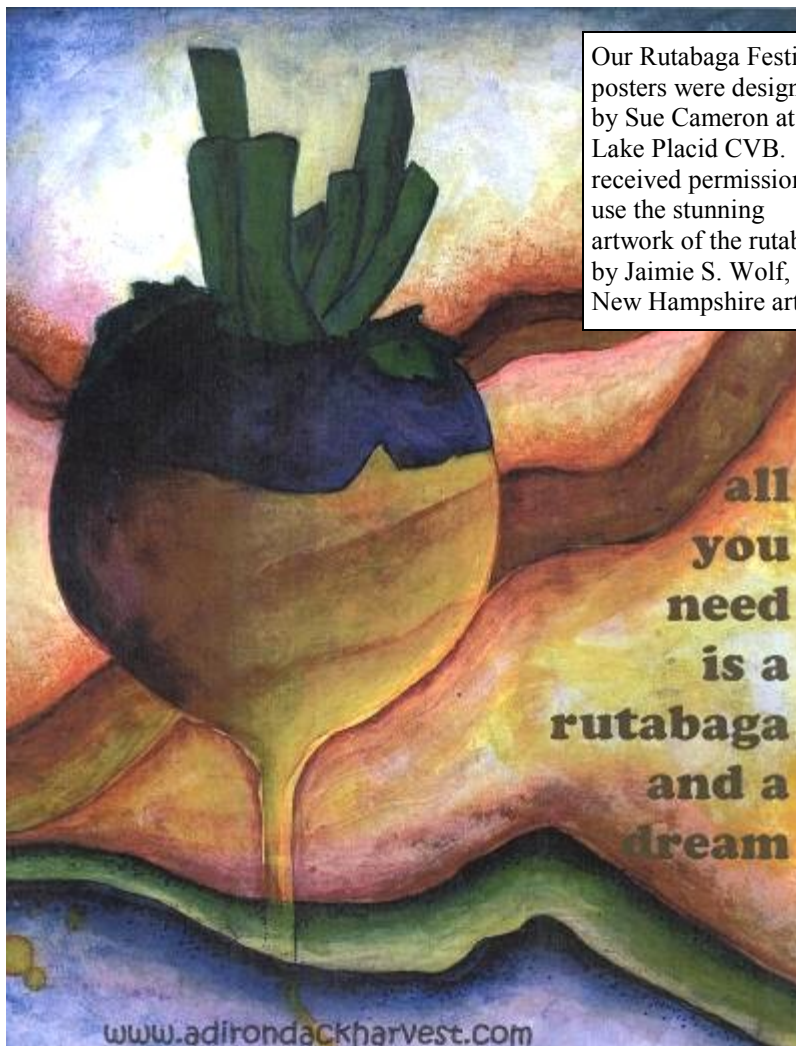
It's been a busy few months. I've applied for three different grants in hopes of finding more funds for us to work with and we're all looking ahead toward the Harvest Festival season to plan events that will showcase the local farms and businesses.

We're still working on getting our own tax-exempt status (independent of Cornell Cooperative Extension). Although a 501c3 designation is not possible for us (the IRS claims we provide too much of a benefit to our members, but we think that's a good thing!) we are looking into applying for a 501c5. We'll keep you posted on how that progresses.

We are hoping you will encourage others to become members of Adirondack Harvest. Please read on:

A Message from the AH Board Chair

Over the past 10 years, Adirondack Harvest has staged numerous workshops and conferences to assist farmers and to educate consumers on the importance of buying local. We've provided advertising material and support to farmers markets and helped start community gardens and CSAs. Our comprehensive website supplies all sorts of info about farms, stores, restaurants and the value of healthy, local food. We even produced a successful movie, "Three Farms" and will soon



Our Rutabaga Festival posters were designed by Sue Cameron at the Lake Placid CVB. We received permission to use the stunning artwork of the rutabaga by Jaimie S. Wolf, a New Hampshire artist.

unveil a new movie in concert with Mountain Lake PBS and the NY Association of Public Broadcasting Stations. Our members have been supplied with countless posters and rack cards and have benefited from numerous published articles.

If we are to continue these

efforts, we need your support. Your membership dollars help to do all of the above and provide you with a quarterly newsletter and special updates. If you haven't done so yet, please return the membership form on the back cover with your \$25. Thank you!

Essex County Gleaning Project Launch

As part of our Adirondack Harvest week this September (9/18 to 9/26), we are looking for Adirondack Harvest food products to donate to the Adirondack Community Action Program (ACAP) Nutrition Program for the Elderly. This food will be distributed through the Meals On Wheels program to seniors in Essex County as well as to anyone who could use our help in these trying times.

We hope this will become the first step in an area gleaning program. If you have excess food, perishable items, or anything else you can contribute, please let me know. The Essex County ACAP program is a non-profit organization and all donations might be tax deductible at their full value.

We plan to present the contributed products to ACAP and a representative of the

Essex County Board of Supervisors in appreciation for their ongoing support of Adirondack Harvest over the years.

If you have extra products or perishables, your local senior center is a great place to make a tax deductible donation on a regular basis. One of our farms has already pledged to donate meat from an extra bull they are butchering.

One of the challenges in our area is distribution of food from producer to consumer. ACAP solves this problem by having trucks on the road circulating through the county on a daily basis. The farmer only has to box or bag up the products for on-farm pickup.

In addition, ACAP Nutrition Program Coordinator Barbara Papineau has indicated that

farm products do not always have to be donated. ACAP does have a budget to purchase food for Meals on Wheels. It may not be top dollar, but it could be a nice bit of supplemental income for farmers who are tossing or composting perfectly good products left over from farmers markets or that are slightly blemished.

Plus, there's the bonus of knowing that you are helping out some of the less fortunate in our community. Some of these senior citizens are not able to leave their homes at all. These ACAP visits are their link to fresh food and friendly human interaction.

I encourage you to get in touch with me as soon as possible if you are interested in participating. Call me at 518-962-4810 x 404 or lsd22@cornell.edu.

Adirondack Farmers' Market Cooperative Celebrates 20 Years of Business

By Jane Desotelle

The Adirondack Farmers' Market Cooperative, Inc. is celebrating its 20th year on Sunday, August 8th at the Keene Farmers' Market on Marcy Field in Keene. Hope you can join us for the largest farmers' market day ever in the Adirondacks!

From 9:30am to 2:00pm we are thanking our customers and supporters. Have some cake, surprises, and take in the music while visiting our usual 60 to 70 vendors. Plus many of our vendors from other markets will be setting up at Keene on this special day. After 2 pm we are

inviting all past and present members to join our pot luck gathering.

We are a not for profit cooperative in New York State whose members make and grow their products right here in the North Country. Our markets are located in Franklin, Essex and Clinton counties. Our new web site is www.adirondackfarmersmarket.com Visit it to see a list of our markets, vendors, and more about our cooperative.



Thanks to Adirondack Harvest who has helped farmers and farmers' markets realize the potential of marketing locally.

Adirondack Harvest Chapter News

Essex County Chapter

We have been very busy making plans for the 3rd Annual Great Adirondack Rutabaga Festival (see events on page 13). This year's festival is looking to be bigger and better than ever!

We voted to purchase a new EZ-Up canopy that we can use for shelter at various events. It will be used soon as we host our annual "Taste of the Adirondacks" booth at the Essex County Fair. We will be featuring local farm products including grass-fed beef, sweet corn, cheese, maple candy, milk and tomatoes.

We are working hard on plans for the fall Adirondack Harvest Festival Week. We voted to have our week be from Saturday, September 18 through Sunday, September 26. Currently on the schedule:

- Farm tours
- A "Meal-in-a-Field" hosted by Ben Wever Farm in Willsboro featuring their grass-fed beef and honey as well as Juniper Hill Farm vegetables. A local chef will do the cooking.
- An event at Snowslip Farm in Lake Placid with horse and oxen, food and cooking demonstrations. Other farms involved are Rivermede and DaCy Meadow. Chef Kevin McCarthy will provide his culinary magic.
- The High Peaks Resort in Lake Placid will be promoting local food specials.
- We will launch our new Gleaning Program in coordination with Adirondack Community Action Programs.

Clinton County Chapter

This chapter has done a great job keeping most of its membership base despite the major change of requiring annual dues. We are hoping to hold a chapter meeting this fall because we need to vote in a new chapter representative!

Our upcoming event is the Harvest Festival Week which we anticipate to celebrate the same week as Essex County. We already have members volunteering to give farm tours and there's a possibility that we'll be able to have a wine tour and tasting event—we are fortunate to have several vineyards and wineries as Adirondack Harvest members. Finally we may have located a restaurant to host a local food meal using products from AH member farms. Contact Laurie for more info.

St. Lawrence County Chapter

Join CCE educator Katherine Lang at the Ogdensburg Food, Wine and Beer Festival on August 14 and 15. St. Lawrence county AH members are invited to display and sell their products at the booth. They will be raffling off an Adirondack Taste the Region gift box and providing order forms for this assortment of regional products available by mail order as well as providing free literature and information about Adirondack Harvest. Contact Katherine at 315-370-9192 or kaa20@cornell.edu to learn more about this event or to sign up and join the fun!!

Essex County Chapter

Contact Shaun Gilliland at 963-7447 or shaun.gilliland@ridgewayinusa.com to participate in the Essex County chapter.

Jefferson County Chapter

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

Lewis County Chapter

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

St. Lawrence County Chapter

Contact Katherine Lang at 315-379-9192 or kaa20@cornell.edu 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 Laurie Davis at 518-962-4810 x 404 to participate in the Clinton County chapter.

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

Contact Teresa Whalen at 518-466-5497 or taawhalen@yahoo.com 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



Cheese, Please!

Kristen Park and
Debra J. Perosio
Food Industry Management
Program, Department of
Applied Economics and
Management
Cornell University

As an entrepreneur, you may feel frustrated sometimes by the lack of money available for the type of widespread advertising and promotions otherwise used by large companies. This semester, Cornell students in the Undergraduate Business Program class, AEM 2410: Marketing Plan Development demonstrated that lack of advertising money can actually force one into accessing a wealth of grass-root opportunities in cross promotions and collaborations. The students were charged with developing a marketing plan for a small, entrepreneurial cheesemaker. Putting on their sizeable thinking caps, they came up with examples that could be

used by any number of food businesses. Here is a laundry list of fun and not-too-costly suggestions.

Event-based programs:

Cheese Bazaar with fellow cheesemakers. For instance, we have a Cheesemakers Guild in NY. Consider putting on a bazaar at the farmers market, outside a winery, or in a downtown park. Multiple vendors provide excitement and variety and share the work load.

Farmers market. Target active and fun-filled farmers markets for displaying your products. They frequently have special events-volunteer to be there with samples.

Tastings at local retailers.

Tastings are a proven method of driving sales by introducing new consumers to your product. Consumers shop at the grocery store. Put the two together and see if your local retailer is interested in having you in their store. You provide the excitement (and labor) and they benefit by drawing customers and generating added sales.

Tastings at local wineries.

Wine and cheese...a natural paring but why stop at wineries? Maybe even offer tastings at your local wine and liquor store. Most of them have tasting nights. Join a tastings group and/or offer some cheeses to go with the wine selection.

Help a restaurant develop a cheese board for their appetizer or desert menu-match your cheeses with complementary cheeses (remember your local, fellow cheesemakers) to

develop an offering. Even suggest some wines or beers to pair with the board!

Advertising & Promotion –

Media:

Web site and Google adwords.

The notion behind “adwords” is that you want to have the “correct” words on your website that will result in your company being listed on the first page of a google search. They're really hit or miss, and it may take a few tries to find a good key-word. The best way to spend as little as possible on adwords is to find unique words/combination that are still relevant to the products. Here are a few adwords that you may want to experiment with when setting up your website.

- Gouda cheese (or your particular type of cheese)
- New York Cheese European styled
- Natural
- Prestige
- Quality Organic
- Dutch Gouda Cheese
- Locally produced
- Exceptional Taste
- Social Occasions
- Social Events
- Healthy
- Snack

Local and/or seasonal

publications. For example: Culinary Bounty Cookbook, NY Cheese Guild listing, Edible Finger Lakes Magazine. There are a number of places to target some well-placed advertising. Most are also on the web and may even have Twitter and Facebook sites.

Smart Marketing

Information brochure-you just have to have one. What information you have on it could be critical though. How about the cheeses, taste profiles, and suggested cooking or pairing uses? Maybe a good mac and cheese recipe?

Packaging & Selling Options:

Labels-make sure your labels are styled in line with your whole business and marketing presentation (in other words be consistent with your brand image) and that they emphasize local. Make them colorful, use illustrations – bottom line, make them stand out.

Smaller packages-many times having some smaller package sizes will drive sales to those looking for smaller sizes. They may also be more economical, especially when doing tastings. Opening smaller packages may result in less waste during tastings when you are only providing small samples to people. If you can't afford your own equipment, check out a colleague, collaborate with others.

So by utilizing a combination of special events, advertising and promotions and innovative packaging you can gain a strong foothold for your product in local and regional markets. Don't be afraid to experiment. Need help doing this?? Reach out to local high schools, community colleges and universities for students who are tech savvy and interested in business and marketing.

15 Case Studies on Local Food Supply Chains¹

Kristen Park
Food Industry Management
Program, Cornell University

Researchers at Cornell were fortunate to participate in a series of case studies sponsored by the US Department of Agriculture – Economic Research Service (USDA – ERS) and just released this summer. The case studies looked at a total of 15 different food businesses in 5 different states with the purpose of examining the way in which local food products are being introduced or reintroduced into the broader food system along with the potential barriers to expanding markets for local foods. The cases included the following products and locations, with 3 different businesses examined under each:

Apples in Syracuse, NY
Blueberries in Portland-Vancouver-Beaverton, OR-WA
Spring mix in Sacramento, CA
Beef in Minneapolis-St. Paul-Bloomington, MN-WI
Fluid milk in Washington, DC

Despite increasing consumer interest in locally grown and processed food, not very much is known about how supply chains that move local foods from farms to consumers compares with the “mainstream” supply chains that move products through supermarkets. With funding from USDA's Economic Research Service, a team of researchers

from Oregon State, University of California – Davis, University of Minnesota, USDA – ERS, and Cornell University conducted a coordinated series of case studies on supply chains for local food products. For each of the product-place combinations listed above, case studies were conducted on:

- The predominant grocery supply chain for a product category (mainstream supply chain)
- A supply chain for a local product that is marketed directly by producers to consumers (direct market supply chain)
- A supply chain for a local product that reaches consumers through one or more intermediaries (intermediated supply chain)

What did the study find? (report summary):

Case studies of mainstream supply chains and two types of local food supply chains reveal the great variety of ways that food products can move from farms to consumers. Products from local farms may appear in mainstream and local supply chains, and products from more than one supply chain may be present in the same outlets. Businesses in all types of supply chains face challenges to reduce production, handling, and transportation costs. Higher per unit costs in local supply chains (relative to the mainstream chain) do not preclude success.

Farms that participate in local food supply chains tend to

(Continued on page 6)

Smart Marketing

(Continued from page 5)

have a diverse portfolio of products and market outlets. In some cases, diversification may help spread out large fixed costs across a number of different revenue streams. Other farms may be large enterprises that participate in mainstream supply chains and use local supply chains as a residual market. In total, local supply chains handle a relatively small portion of total product demand, and in some cases local products fill a unique market niche as a differentiated product.

Local food supply chains, particularly direct market chains, are more likely to provide consumers with detailed information about where and by whom products were produced. However, this information alone is unlikely to be sufficient to sustain price premiums for local products. Price premiums are observed when products exhibit additional differentiating characteristics. Prices in local supply chains are also determined differently. They tend to be decoupled from national commodity market prices, particularly in direct market supply chains. Instead, prices are influenced by local supply and demand relationships and by product differentiation based on attributes other than local.

Producers receive a greater share of retail prices in local food supply chains, which is often a motivating factor for choosing to sell through them.

In all the direct market cases producers assume responsibility for additional supply chain functions, such as processing, distribution and marketing, to capture revenue that would otherwise accrue to an outside party. These supply chain functions can be costly and often involve the operator's own unpaid labor. Although farms in direct market supply chains retain nearly 100 percent of the retail price, additional costs incurred to bring their product to market can reduce their net returns by between 20 and 60 percent.

Transportation fuel use is more closely related to supply chain structure than the distance food products travel, and product aggregation to reduce per-unit costs is an important determinant of transportation fuel efficiency. Local supply chains require fewer food miles to move products from farms to consumers, but fuel use per unit of product in local chains is often greater than in the corresponding mainstream chains. In these cases, greater fuel efficiency per unit of product is achieved with larger loads and logistical efficiencies that outweigh longer distances. Findings from these case studies are presented in *Comparing the Structure, Size, and Performance of Local and Mainstream Food Supply Chains*, USDA, Economic Research Service, ERR99, which is available online at <http://www.ers.usda.gov/Publications/ERR99/> While the case descriptions were condensed in

the ERS report due to length, expanded descriptions of all the case studies are available from the University of Minnesota on its website http://foodindustrycenter.umn.edu/local_food_case_studies.html : Apple Case Studies in the Syracuse, New York MSA (<http://foodindustrycenter.umn.edu/vd/LFSCAppleCaseStudies.pdf>) Blueberry Case Studies in the Portland-Vancouver MSA (<http://foodindustrycenter.umn.edu/vd/LFSCBlueberryCaseStudies.pdf>) Spring Mix Case Studies in the Sacramento Area (<http://foodindustrycenter.umn.edu/vd/LFSCSpringMixCaseStudies.pdf>) Beef Case Studies in the Minneapolis-St. Paul-Bloomington MSA (<http://foodindustrycenter.umn.edu/vd/LFSCBeefCaseStudies.pdf>) Fluid Milk Case Studies in the Washington, D.C. Area (<http://foodindustrycenter.umn.edu/vd/LFSCMilkCaseStudies.pdf>)

1 Case study researchers:

University of Minnesota:
Robert P. King, Gigi DiGiacomo

Oregon State University:
Larry Lev

USDA – ERS:
Michael S. Hand, Kate Clancy

University of California – Davis:
Shermain D. Hardesty

Cornell University:
Miguel I. Gómez, Edward W. McLaughlin, Kristen Park

Farmers Market Posters Available

Adirondack Harvest has another tool to create awareness of local products and where to purchase them thanks to the initiative of the AH Southern Chapter and its representative, Teresa Whalen. The Adirondack Harvest Farmers' Market Poster is a stunning 2' x 3' collage of images connecting local farms and their products to regional markets.

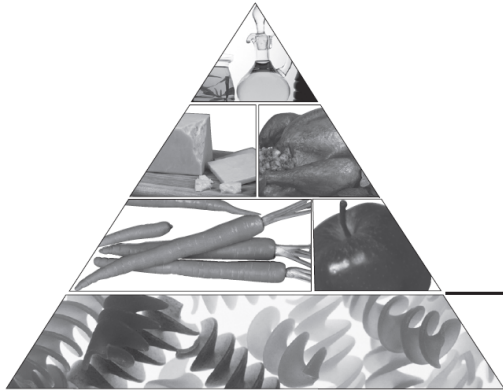
Designed by Terri Jamison of Warrensburgh, and funded by The Greater Adirondack Resource Conservation & Development Council (RC&D), the poster serves to educate and direct consumers to markets in the Adirondack Region. Copies are ready for distribution through the county CCE offices, farmers' market managers and any other appropriate networks.

"I envision these posters being displayed at farms, markets, stores, restaurants, meal sites, CSA's and any other food outlets. They are not dated, and hopefully will be displayed for many years to come." says Teresa. The markets

located on the map in the center of the poster are included on the NYS Ag & Markets website, or markets can insert their own

info sheet in the center. For further information please call 466-5497 or e-mail taawhalen@yahoo.com.





NORTHEAST REGIONAL

Food Guide

Is Local Produce More Nutritious?

This is one of the most frequently asked questions about eating produce that is grown and processed locally. While it would be nice to be able to claim nutritional superiority of locally produced foods, the answer is not that simple. The nutritional value of fruits and vegetables is influenced by climate and environmental factors (such as light, temperature, rainfall, season, location, altitude, and soil fertility); crop maturity; varieties; and agricultural, handling, transportation, storage, and distribution practices.

Quality of Fruits and Vegetables

Fruits and vegetables that are allowed to reach their peak ripeness are likely to have the best quality. "Quality" of fresh produce is an elusive concept but can be described by four basic characteristics: color or eye appeal; taste and smell; texture or feel; and nutrient content. The first three characteristics can be evaluated by human senses and have the greatest chance of being at their peak if the product is allowed to ripen fully, is handled carefully after harvest, and reaches the consumer in the shortest possible time. In addition, fruits and vegetables that are frozen or canned when they have achieved their peak quality will likely result in the highest-quality processed products. This situation is most probable when produce is consumed or processed near the place it is grown. Because we are likely to consume greater numbers of fresh fruits and vegetables when they are of the highest quality, locally produced foods stand to improve the nutritional quality of total dietary intake regardless of differences in

nutrient content of a particular fruit or vegetable.

However, local fruits and vegetables that are normally highly nutritious and flavorful can be of poor quality and suffer significant nutrient loss if handled poorly after being harvested. To prevent this from happening, remove field heat shortly after harvest, hold at proper temperature and moisture levels, and protect from direct sunlight when selling at local markets. To retain maximum nutritional value, produce should be frozen or canned within 24 hours of harvest.

Sun and Vitamin C

There is evidence that certain foods offer superior nutritional benefits at peak ripeness. The conversion of simple sugars in tomatoes, for example, to ascorbic acid (and the eventual accumulation of vitamin C) is influenced by the amount of light, temperature, and carbon dioxide the plant receives. Studies have demonstrated a reduction of sugars (necessary for vitamin C content) in tomatoes when they are shaded during growth. There seems to be an inverse relationship between temperature and this necessary accumulation of carbohydrate. Low temperature and high light intensity favor the accumulation of carbohydrates in vegetables, whereas high temperature and low light intensity decrease the carbohydrate content.¹ This would suggest that allowing vegetables to obtain maximum sun exposure to achieve ripeness will maximize vitamin C content.

While this is indeed true, the "more sun, more vitamin C" argument holds

up only for fruits (including tomatoes and some melons) that are routinely harvested before ripe and continue to ripen after harvest. Tomatoes are important examples because they alone make up nearly a quarter of total vegetable consumption among U.S. consumers.² Most fresh produce can be harvested only when it reaches peak ripeness and would therefore ordinarily receive maximum "sunning."

It is important not to exaggerate the claim that local produce is picked when ripe. With the exception of tomatoes, bananas, pears, and some other fruits, all produce must be picked when ripe. You can't pick a green bean, pea, apple, eggplant, head of broccoli, or bunch of greens earlier or later—you must pick it when it's ready and then make sure you have a system in place to keep it in excellent condition until it is eaten. Given the current infrastructure of our global food system, the major growers and distributors shipping around the country and the world have the resources (and subsidies) to keep produce cool, whereas many small, local growers may not have adequate coolers. So, be careful not to overemphasize the "vine ripened" argument, recognizing that the proportion of foods that can be picked when immature is actually small.

Variety in the Diet

Eating a varied diet has been the foundation of nutrition advice since the dietary guidelines were first developed in the late 1970s. In the Healthy Eating Index, the USDA Center for Nutrition Policy and Promotion reports that less than one-third of Americans achieve the recommended amount of variety

in their diets. According to USDA Agriculture Research Service (ARS) Continuing Survey of Food Intake by Individuals (CSFII) U.S. Food Consumption Data, only about 10 different vegetables—potatoes, tomatoes, head lettuce, onions, carrots, sweet corn, snap beans, broccoli, cucumber, and peas—account for nearly 85 percent of total vegetable intake among Americans. The percentages are similar for fruits—oranges (and orange juice), apples (including juice and applesauce), bananas, grapes, watermelon, grapefruit, cantaloupe, cranberries, and grapes account for nearly 70 percent of total fruit intake. Not only is it striking that so few different fruits and vegetables make up such a large proportion of total intake, but for any given vegetable the diversity in plant varieties is limited. This results in a narrow genetic diversity in our consumption of fruits and vegetables and hence less diversity in our agriculture systems. Narrowing diversity in our plant and animal production systems increases vulnerability to pests and diseases.³

Many fruit and vegetable varieties have been developed for characteristics that are useful for today's globalized food system. For example, tomatoes that have delayed ripening can be harvested mechanically while still green, transported long distances, and withstand the pressures of storage and transportation. In more localized food systems, where fruits and vegetables will be marketed and eaten near the farms that produce them, farmers are likely to choose varieties based on what would work best in local soils and in local climates and the diverse preferences of the market. Farmers may also want to increase diver-

sity in the farming system to enhance stability and resilience against potential pests and diseases to which a system with limited genetic diversity would be more vulnerable.

So, if I can't say for certain that local foods are always more nutritious, what can I say?

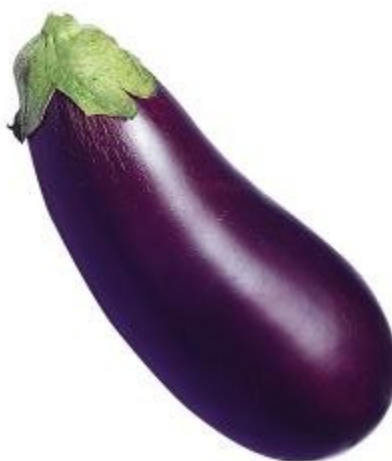
Plenty! Eating locally grown and processed (value-added) foods is one tangible step people can take to strengthen local community-based food systems. Community food systems promote more food-related enterprises in proximity to food production, marketing, and consumption. Such systems enhance agricultural diversity, strengthen local economies (including farm-based businesses), protect farmland, and increase the viability of farming as a livelihood. Local food systems mean less long-distance shipment of the produce we enjoy, which means decreased use of nonrenewable fossil fuels for food distribution, lower emission of resulting pollutants, and less wear on transcontinental highways.

Finally, when farmers have strong markets they are more likely to continue farming. By eating locally, developing relationships with farmers, and encouraging them through purchases to grow a wide variety of different fruits and vegetables, consumers help assure a more "nutritious" food system that produces a wide variety of crops for local markets.

¹E. Karmes and R. S. Harris. 1988. *Nutritional Evaluation of Food Processing*, 3rd ed. New York: Van Nostrand Reinhold.

²USDA-ARS. 1998. *The 1994–96 Continuing Survey of Food Intakes by Individuals (CSFII), What We Eat in America*. Beltsville, Md.: Beltsville Human Nutrition Research Center, Food Surveys Research Group.

³H. Norberg-Hodge. 2002. "Global Monoculture. The Worldwide Destruction of Diversity." In *Fatal Harvest—The Tragedy of Industrial Agriculture*. Sausalito, Calif.: Foundation for Deep Ecology.



CORNELL Cooperative Extension

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Harvest News Briefs

Marketing Opportunity

Peak harvest season has arrived and consumers are looking for sources to get their favorite food items. A proven way to help them learn about you, the products you offer and where they are sold is through public relations efforts.

These efforts can include one or more of the following sample ideas:

- Press release development and distribution to area media outlets
- Providing content to local newspapers, magazines and Web sites through article and/or photo submissions
- Becoming active in appropriate online media spaces, such as Facebook, Twitter and blogs
- Participating in area festivals and events, while highlighting your products
- Hosting events on your farm Sarah Coniski, who lives in Oswego, has a great interest in moving her PR career in the direction of helping to promote local agriculture and its products. She is offering her services to our members. For a modest hourly rate, she can consult with you, offer specific PR recommendations and assist with the implementation of them, as needed. If you're interested, please contact her at 315.657.1856 or sconiski@yahoo.com.

Adirondack Economic Zone

Thanks to Assemblywoman Teresa Saywood and others, there is the likelihood that a special zone will be established for the Adirondack Park to help stimulate the economy.

Adirondack Harvest was asked to submit recommendations for an agricultural component to be incorporated in the plan.

These recommendations will be discussed at a future meeting. If you would like a copy, please contact Laurie or Tom. We welcome your input. Email Laurie Davis lsd22@cornell.edu or Tom Both tab@kvvi.net.

Small Farms Program Seeks Input From Beginning Farmers

Cornell's Beginning Farmer Education Enhancement team needs your help prioritizing the challenges and needs of new farmers after their start-up. This effort is directed at the entire Northeast Region and is an attempt to capture as broad and diverse a beginning farmer sample as possible. Please complete this survey and share it with other farmers. The items in the survey were generated by farmers and beginning farmer service providers. Getting more input from both audiences on prioritizing the items is

absolutely critical. Results from this survey will be used by economic, production and social researchers to guide their efforts toward solving the highest priority beginning farmer problems. To complete the survey please visit <http://www.surveymonkey.com/s.aspx?sm=IJ1Mhv0ymqZFXySLwPipAzdAqkO6TW12Hlg8oPKfP%2fU%3d&>.

Handbook Helps Farmers Markets With Nutrition Assistance Benefits

The U.S. Department of Agriculture (USDA) released the Supplemental Nutrition Assistance Program (SNAP) at Farmers Markets: A How-To Handbook. The handbook provides the managers of farmers markets with a step-by-step guide to installing Electronic Benefits Transfer (EBT) machines and accepting SNAP benefits (previously known as food stamps). The handbook was developed by USDA's Agricultural Marketing Service (AMS) and Food and Nutrition Service (FNS), in cooperation with the Project for Public Spaces. Topics addressed in the handbook include how to install an EBT machine and how to make the program work successfully for vendors and customers. The handbook also features a list of resources, a

Harvest News Briefs

glossary of important terms, and several case studies from farmers markets that have successfully implemented EBT technology.

Online Beef Direct Marketing Tool

In an effort to help shoppers learn more about beef cuts, the Beef Checkoff has launched the Interactive Meat Case, a new online tool available on BeefItsWhatsForDinner.com. The tool features sections including steaks, roasts and ribs, ground beef and prepared cuts, or visitors can search by cut. It highlights cut descriptions, recipes, cooking tips and more. “We wanted to help consumers with their cooking and meal-planning process,” said Meredith Stevens, manager of digital media for the National Cattlemen’s Beef Association.

Farm to Table Listserv Reminder

Our farmer-chef listserv is underused—OK, honestly, it’s not being used at all! Let’s give it one more try.

You must have an email address to participate. Adirondack Harvest’s Farm to Table listserv is a way for our member farmers and chefs to effectively communicate in order to buy and sell locally. Farmers can list what they have available, chefs can list what they are looking for. And it

doesn’t stop with the chefs—store owners and school cafeteria managers can post listings as well. Want to try it out?

Here’s how you can become part of this: You must send an email to Laurie Davis, lsd22@cornell.edu and request to be added to the listserv.

After joining you may post a message at any time. To post you’ll send an email directly to: cce-ahfarmtotable@cornell.edu. You must remember to include your contact information. Each morning you will receive a single email message containing all the postings contributed to the mailing list that day. You can quickly scan the subjects to see if any are of interest to you. If there are no postings for the day you will not receive any message. We are hoping this format will be useful and will keep your inbox uncluttered.

Livestock Survey Preliminary Results

The results are in! Thanks very much to all the North Country livestock producers who have responded to our livestock processing needs survey sent out earlier this year. We had a 42% return rate which is phenomenal! Here are some of the highlights so far:

- Farmers indicated that, on average, they would raise over twice as many beef, pork, lamb and goat if they had more convenient processing facilities.

- Average lead time to process meat is about 17 weeks
- Average miles traveled to process is about 47.
- About 75% would use a mobile slaughter unit if available
- About 50% would be willing to do on-farm slaughter and compost

The next step will be for interested community members and CCE agents to find funding for a feasibility study.

Slow Money Conference

The 2nd Annual Slow Money conference was held at Shelburne Farms in Vermont in mid-June. About 500 farmers, investors, activists, non-profits, and food entrepreneurs came from all over the country to learn about the Slow Money movement (born out of the Slow Food movement). The founders want to encourage socially responsible investors to take a slow money approach that considers factors beyond “fast money” immediate returns. A major goal of Slow Money is to encourage a million Americans to invest 1% of their assets in local food systems within a decade. Notable speakers included Bill McKibben, Eliot Coleman and Joel Salatin. The event inspired local farmers and food entrepreneurs to make connections with potential investors. Visit www.slowmoneyalliance.org for more information.

Forever Wild Day



On Saturday, July 10, the Adirondack Council held their annual Forever Wild Day at Hohmeyer's Lake Clear Lodge. Adirondack Harvest was honored to receive the prestigious "Conservationist of the Year" award and to be presented with an original, hand-carved loon created by Adirondack artisan Dr. Robert Poe. In addition, representatives from NY state Comptroller DiNapoli's office presented Adirondack Harvest with a certificate of appreciation. We had a wonderful 100-mile lunch that celebrated local products and farmers. The lunch menu was developed by chef Cathy Hohmeyer using farm fresh foods and local products found within a 100-mile radius of the Lodge. Many thanks to the Adirondack Council for this award and to the many Adirondack Harvest farmers who were able to spare precious field time to join us for the event. They are pictured in the photo above.

NOFA-NY Locavore Challenge

For the month of September, NOFA-NY is issuing a locavore challenge across the state.

The Challenge:

This is a personal challenge and commitment for individuals to eat only locally and sustainably produced food during the month of September. There are three challenge options available for participants: 1 Day, 1 Week or 1 Month. Participants register to complete the challenge and pay a nominal fee to participate.

The Time Frame:

Participants who choose the

Day or Week challenges may select a specific day or week during the month of September that they would like to complete the challenge. The Month challenge runs from September 1st to 30th and all challenges must be completed by September 30th.

The Distance:

All foods consumed during the day, week or month, must be produced locally within 250 miles. However, participants are encouraged to strive for the more challenging 100 mile radius.

Depending upon the challenge chosen, participants can pay from \$5.00 to \$45.00 for the event. To find out more visit <https://www.nofany.org/events/regional-events/ny-locavore-challenge-signup>



Upcoming Events, Classes, Workshops

Empire Farm Days

August 10 to 12

Seneca Falls, NY

Crops, livestock, fruits, vegetables, wine, lawns, manure management, high tunnel agriculture, gardens, garden pests, the maple industry – you name it, the Cornell Center at the Empire Farm Days, the Northeast's largest outdoor agricultural trade show, has it. Empire Farm Days is a one-stop shop for learning about the diverse and unparalleled resources available for farmers, gardeners and landowners from the Cornell University College of Agriculture and Life Sciences. For more details, contact Empire Farm Days Manager Melanie Wickham, 877-697-7837, mwickham@empirefarmdays.com or <http://www.empirefarmdays.com>.

Master Beekeeper Program - Apprentice Level

August 14

Dyce Lab, Cornell University
Ithaca, NY

August 21

Betterbee

Greenwich, NY

It covers summer, fall and winter management; honey removal, extraction and processing; and IPM for honey bee pests, parasites, pathogens and predators. New beekeepers and experienced beekeepers looking for a refresher course are encouraged to attend. For registration materials visit

[http://](http://www.masterbeekeeper.org/masterbeekeeper.htm)

www.masterbeekeeper.org/masterbeekeeper.htm

Organic Vegetables, Herbs, and Intentional Community

August 18

5:30 pm – 8:00 pm.

Birdsfoot Farm, 1263 CR 25, Canton, NY

Learn about the operations of this intentional community that began in 1972. Birdsfoot Farm grows food for the community as well as a 70-member CSA, the Canton Farmers Market, the Potsdam Food Co-op, and two grower co-ops. The farm uses fairly intensive methods, including: seeding, weeding, and harvesting by hand and employing a variety of cover crops. Some specialty crops are sunchokes, celeriac, parsnips, garlic, and mixed greens. \$10 NOFA-NY members, \$20 non-members. Visit www.nofany.org for details.

Third Annual Great Adirondack Rutabaga Festival

Sunday, September 5

9:00am to 1:00pm

Marcy Field, Keene

Sponsored by Adirondack Harvest, the Adirondack Farmers Market Cooperative and the Town of Keene.

The festivities begin with a Rutabaga 5K Run across flat terrain at 9:00am. Runner registration begins at 8:15am.

The High Peaks Hula Hoop Championship will start at

10:30am.

Chefs will begin serving their favorite rutabaga dishes at 11:00am. Attendees are invited to enjoy free samples of these delicious dishes.

The 2010 Rutabaga King and Queen will be crowned at 12:30pm.

Ongoing events include a Rutabaga Fetch open to friendly dogs starting at 10:30am as well as children's games, displays and educational exhibits.

Starting at 9:30am the Keene Farmers' Market will offer an array of fruits, meats, baked goods and vegetables.

Join us at Marcy Field to celebrate this wonderful root crop vegetable, long a staple in the Adirondacks and the people that grow this and other crops that enhance our health and please our palates. Come and be part of the Rutabaga Revolution!

We need volunteer help from AH members. Call Tom or Alana Both at 518-576-4292.

Save the Dates! Cheese Making Workshops

October 25 & 26

Location TBD in Western NY

November 18 & 19

Location TBD in Eastern NY

Save the dates for these cheese making workshops. Daylong workshop for folks interested in cheese making as a business. Evening workshop for making cheese for personal use. Check www.adirondackharvest.com for details.

ADIRONDACK HARVEST MEMBERSHIP FORM

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

Name _____
Address _____
Phone _____
Email _____

Please circle type of membership:

Farmers, Producers, and Processors \$25 annually (further donations accepted)

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

Friends (circle level of membership)

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

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



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