



**ADIRONDACK HARVEST**

# Harvest News

*In coordination with Cornell Cooperative Extension of Essex County Summer 2011*

*"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."*

## *Farmer's Market—London Style*

*By Betsy Hodge  
CCE St. Lawrence County*

Having a daughter studying abroad gave me a great excuse to travel to London for a week's vacation and exploring. My daughter knew I would just have to visit a farmer or a farmer's market while I was there and managed to ask around and find a good one to visit. All over London there are markets selling all kinds of things including all types of food served in ways that would make our public health officials blanch. There are artists and junky things and obvious scams. However, we did visit one real farmers market, the Boroughs Market (with the unfortunate initials of BM). Check it out at [www.boroughsmarket.org/UK](http://www.boroughsmarket.org/UK).

The mission of the market is to be a viable and sustainable, independent, quality food market, rooted in the local community. It is not quite like our farmer's markets. Only about a third of the stands are run by the actual farmers. There are areas run by farmer groups, regional groups and theme groups like Northfield Farms and the Ginger Pig. Here is the description for Northfield Farms: "Former city banker Jan

McCourt took on Northfield Farm in 1994. Jan's farm straddles the Rutland Leicestershire border midway between Oakham and Melton Mowbray and is home to herds of Dexter and White Park cattle. At Borough Market, Brendan Maguire and the other Northfield butchers sell the best seasonal cuts and are happy to advise customers on preparation and cooking times to ensure they get the most from their beef, lamb and pork."

The Ginger Pig claims, "The Ginger Pig's three Yorkshire

farms are home to a wonderful array of native British live-stock breeds - Longhorn cattle; Dorset, Swaledale, Texel and Blue Face Leicester sheep; Tamworth, Berkshire, English Lop, Gloucester Old Spot and Welsh pigs – all slowly reared outdoors. The exceptional meat sold at their stand has been skillfully butchered and properly hung when appropriate, and nothing is wasted – the offal, sausages and pies are as prized as the prime cuts.

Several places like the

*(Continued on page 12)*



# Local food Guides

## Local Food Guide

for Jefferson County

FREE



**Are you in the market for fresh, delicious food?**

This guide points you to the freshest and best tasting food—grown and produced by your neighbors.

Shop at the locations listed in this guide and help keep your food dollars circulating in our local economy!

### 2011 Jefferson County Farmers' Market Schedule

Market	Location	Day	Time	Dates	Notes
Monday Neighborhood Farmers' Market	203 North Hamilton Street, Watertown	Monday	2:00 - 6:00 pm	July 11 - Oct. 3	WIC, SNAP, EBT
Mobile Farmers' Market	Midtown Towers, Watertown	Wednesday	10:30 - 11:30 am	Aug. 3 - Oct. 5	WIC, SNAP, EBT
	North Co. Children's Clinic, 238 Arsenal St., Watertown	Wednesday	12:00 - 3:00 pm		

Thursday Market times and locations have yet to be finalized. For updated information visit: [www.watertowncountyfarmersmarket.com](http://www.watertowncountyfarmersmarket.com)

Jefferson Bulk Milk Market	Corner NY's Rte 3 and Old Rome State Road, Watertown	Friday	2:30 - 6:30 pm	June 10 - Oct. 7	WIC, SNAP, EBT
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Saturday Farmers' Market	Watertown Fairgrounds	Saturday			
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Watertown Farmers' Market	DuSable State Office Bldg, Washington Street	Wednesday			
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Carthage Farmers' Market	Multipurpose Use Pavilion, Carthage	Friday			
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Family Farmers' Market at Stone Mills	Stone Mills Agricultural Museum, LaFayetteville	Tuesday			
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Alexandria Bay Farmers' Market	Kinney Drugs - Rte 12, Alexandria Bay	Friday			
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Cape Vincent Farmers' Market	Village Green, Cape Vincent	Saturday			
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Clayton Farmers' Market	Frank Park, Clayton	Thursday			
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WIC accepts Farmers' Market Nutrition Program

Local Food Fresh to

Check out the Adirondack Harvest website for the latest issues of our North Country Local Food Guides!

## Local Food Guide

FOR FRANKLIN COUNTY



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### 2011 FRANKLIN COUNTY FARMERS MARKET LISTINGS

Market	Location	Day(s)	Dates	Time	Notes
MAUND	Waterski Point, Route 17, Rt. 100, Adirondack Park	Wednesday	June 16 through Sept. 13	10:00-1:00	Accepts WIC, EBT, SNAP
PAUL SMITH COLLEGE	Corner of Rte 18 and 18, at Paul Smith College, Adirondack Park	Friday	June 18 through Sept. 15	10:00-1:00	Accepts WIC, EBT, SNAP
SANDHILL LAKE	Sandhill Lake, Rt. 100, Adirondack Park	Thursday	June 17 through Sept. 14	1:00-3:00	Accepts WIC, EBT, SNAP

PAUL SMITH COLLEGE	Corner of Rte 18 and 18, at Paul Smith College, Adirondack Park	Friday	June 18 through Sept. 15	10:00-1:00	Accepts WIC, EBT, SNAP
SANDHILL LAKE	Sandhill Lake, Rt. 100, Adirondack Park	Thursday	June 17 through Sept. 14	1:00-3:00	Accepts WIC, EBT, SNAP

ou—Fair To Farmers  
ist.com

## 2011 Local Food Guide

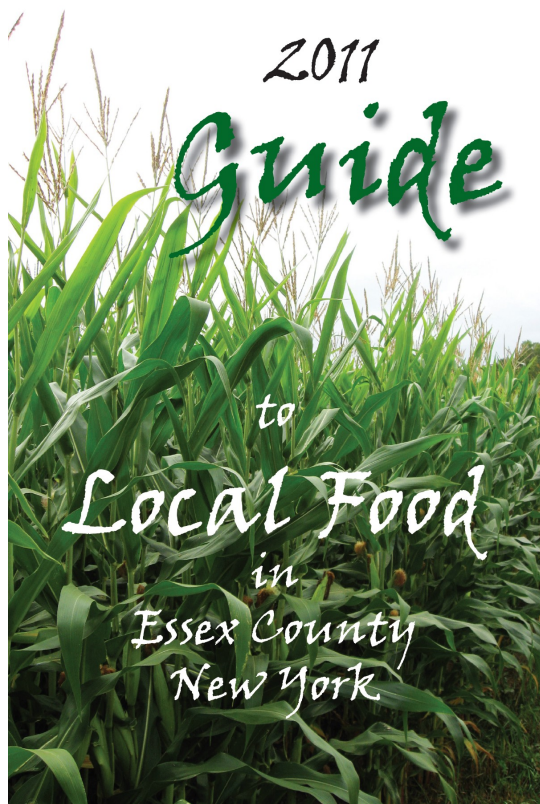
A Free Food Lover's Guide to the Best Food Raised in St. Lawrence County

- Farm Stands
- U-Pick Farms
- Farmers' Markets
- Organic Growers
- Orchards
- CSA Farms
- ...MORE!

GardenShare.org



GardenShare  
FRESH FOOD. HEALTHY PEOPLE. GARDENERS' CHOICE.



## 2011 Guide to Local Food in Essex County New York



# Adirondack Harvest Chapter News

## Clinton County Chapter

Our series of cooking classes in June (Eating Local Yet? Summer Series) were a tremendous hit with participants. Many, many thanks to our instructors, Jordy Kivett, our nutrition program educator, and professors Sarah Longley and Chef Kevin McCarthy from Paul Smiths College Culinary Program. We hope to offer more classes in the future that you won't want to miss!

*Photos, clockwise from top right:*

*Kevin showed us many ways to prepare all kinds of vegetables, including fennel; Sarah assists a student in cutting up a chicken; and the best part of all - tasting the delicious dishes we prepared each night!*



## Essex County Chapter

Here in Essex County we've been busy attending events and giving presentations. We've had our display at the Greenhorn's Mid-summer Essex mixer and The Adirondack Museum, plus given presentations at the Elizabethtown Community Hospital and the Essex County Adirondack Garden Club Chapter of the Garden Club of America. Our big effort right now is gearing up for our Taste of the Adirondacks booth at the Essex County Fair and the Fourth Annual Great Adirondack Rutabaga Festival. Hope you can join us at the Rutabaga Festival—it's going to be bigger and better than ever. See the events page for more information!

## Essex County Chapter

Contact Matt Cauthorn at 518-834-9303 or [matt\\_4H@mit.edu](mailto:matt_4H@mit.edu) to participate in the Essex County chapter.

## Jefferson County Chapter

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

## Lewis County Chapter

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

## St. Lawrence County Chapter

Contact Renee Smith at 315-347-1039 or [sugarhillfarms@tds.net](mailto:sugarhillfarms@tds.net) to participate in the St. Lawrence County chapter.

## Franklin County Chapter

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

## Clinton County Chapter

Contact Bonnie Gonyo at 493-4664 or [bon304@hotmail.com](mailto:bon304@hotmail.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](mailto:taawhalen@yahoo.com) to participate in the Southern chapter.

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

# Smart Marketing



**FREE Marketing  
Resource: New York  
MarketMaker**  
**[http://](http://nymarket-maker.cornell.edu)**  
**[nymarket-](http://nymarket-maker.cornell.edu)**  
**[maker.cornell.edu](http://nymarket-maker.cornell.edu)**

Khin Mar Cho and Donald J.  
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nell University

MarketMaker is a FREE online resource created to link farmers, processors, retailers, consumers, and other food chain participants. The national MarketMaker network, currently available in 20 states, contains one of the most extensive collections of searchable food industry related data in the United States.

Cornell University Cooperative Extension (CUCE) in New York City established the NY MarketMaker program in 2007 in cooperation with the University of Illinois. It is part of a national MarketMaker network of state websites that contain a total of 500,000 profiles of farmers and other food related businesses. The main objectives are to expand and improve the use of web tools to better supply markets and support buyers and sellers by sharing “market intelligence”.

The sites also hope to improve business-to-business, business-to-government, and business-to-consumer activities and increase the availability of regionally-grown foods in urban markets. Today, NY MarketMaker contains information on over 2,000 food producers representing vegetables, fruits and nuts, dairy, grains, herbs, wine, fish and seafood, and meat and poultry products from 56 New York counties. These numbers make New York the state with the most producer participation in the entire MarketMaker system.

## **Features and Benefits of MarketMaker**

Conducting market research, locating targeted markets, and advertising and promoting products require significant expenditures, even for the largest New York agricultural businesses. MarketMaker provides some of this information for free. For

example, producers, as well as other users, can search demographic and business data, and details can be summarized on a map to show concentrations of consumer markets and possible strategic business partners. You can search MarketMaker to locate Census tract populations with desired demographic characteristics and then target sales to retailers in those tracts. You can also search for potential customers or business partners in specific industry segments, such as Agritourism, Buyer, Eating & Drinking Places, Farmer/ Producer (vegetables, fruits & nuts, grains, herbs, dairy, meat & poultry, and specialty products), Farmers' Market, Fishery, Food Retailer, Processor, Wholesaler, and Winery. These also can be summarized on a map pinpointing their location and can be downloaded off the site.

Producers can also list their business on NY MarketMaker site for free, allowing them to be “found” by buyers, such as individual consumers, retailers, wholesalers, or institutions, such as schools, hospitals, faith based organizations (churches, synagogues, and mosques), senior dining sites, and food banks. Plus, producers can post ads for available or needed food products on MarketMaker's Buy & Sell forum.

# Smart Marketing



## **Examples of MarketMaker**

### **Users:**

- Direct sellers searching for buyers
- Farmers selling to restaurants
- Farmers selling to food processors
- Farmers selling specialty foods
- Farmers looking for other farmers to partner with
- Restaurant chefs looking for local products
- Buyers looking for local/specific products from farmers
- Retailers looking for local products
- Wholesalers looking for local products
- Buyers finding local farmers markets
- Community Supported Agriculture (CSA)
- U-pick operations
- On-farm and roadside markets

## **MarketMaker Training and Outreach**

We support educational outreach programs that teach food entrepreneurs how to use the site and the basics of

marketing value-added food products. We developed MarketMaker online training curricula and “How-to” manuals. New York Market-Maker informs producers at growers meetings and many conferences in New York state and the Northeast region. Though the program is producer-centered, the awareness and involvement of retail food enterprises, processors and manufacturers is key to linking retail food actors and local producers. We conduct outreach with trade shows and retail organizations to inform and increase access to New York producers. MarketMaker presentations are given at growers meetings and Extension conferences, examples include the Hudson Valley Fruit Growers School, tradeshow, expos, farm days, Farmers’ Markets Federated Conference, Eat Smart New

York Nutrition Conference, the International Restaurants and Food Service Expo, Summer Fancy Food shows, CSA Annual Conference, the Culinary Institute and culinary schools, New York city farmers’ markets, and faith based organizations of New York city.

Training manuals and training schedules are available online at <http://nyc.cce.cornell.edu>, and training can be scheduled by contacting Dr. Khin Mar Cho at 212-340-2918 or [kc458@cornell.edu](mailto:kc458@cornell.edu). Other publications, including brochures, fact sheets, annual reports, PowerPoint presentation slides, harvest calendar, Adobe-connect online training curriculum, and “How-to” manuals are also available online at <http://nymarketmaker.cornell.edu> and <http://nyc.cce.cornell.edu>.





# Smart Marketing



## Linking Small and Mid-Scale Farms to Markets: The Case of CNY Bounty<sup>1</sup>

Becca B.R. Jablonski  
Agricultural Economic  
Development Specialist,  
Cornell Cooperative Extension  
of Madison County  
PhD Candidate,  
Cornell University, Department  
of City and Regional Planning

Our increasing demand for local foods has spurred a proliferation of innovative, local foods distribution systems in New York State (e.g. Basis Holdings Inc. Garden Gate Delivery, Fresh Wise, Food Shed Buying Club, Pampered Cow, Local Orbit, and others), and opened up a new market channel for small- and mid-scale family farms. CNY Bounty is one of these new, local-foods distributors.

In 2007, the Chenango County Agriculture Development Council created CNY

Bounty<sup>2</sup>, a year-round, local foods<sup>3</sup> distribution company. CNY Bounty works with 119 small and mid-scale farmers and processors, and its customers include individual households, electronic benefits transfer (EBT)/supplemental nutrition assistance program (SNAP) recipients, restaurants, natural food stores and educational institutions.

Each week CNY Bounty coordinates product availability with participating farmers and processors, updating product listings on the website with the farmer's price (plus a 30% mark up to cover CNY Bounty costs of operation) and the quantity of that product available.

Customers place orders online ([www.cnybounty.com](http://www.cnybounty.com)) before mid-day Monday. The orders are picked up from the farm on Tuesday afternoon or delivered by the farmer/processor directly to accumulation sites (such as farms with ample refrigerated space, Extension offices, storage and processing facilities) where warehouse workers pack the orders that evening. Fragile or perishable items may be harvested (or made), packed, and distributed on the same day. Orders are either delivered directly to customers' homes or delivered to one of CNY Bounty's 18 drop sites.

### Organizational Structure

Until January 1, 2011, CNY Bounty operated under the umbrellas of Cornell Cooperative Extension of Chenango and Madison Counties. The

transition to an independent entity was difficult due in part to the ambiguity about who should own the business. The large number of vendors with whom CNY Bounty works (particularly the large number of beginning/expanding farmers), as well as the fact that CNY Bounty targets low-income customers (CNY Bounty's labor costs almost double when customers pay with EBT/SNAP benefits), precipitated the CNY Bounty Board of Directors decision to form a 501c3 not-for-profit corporation and an LLC for-profit corporation. The 501c3 is the sole member/owner of the LLC. The majority of operations take place under the LLC, and the 501c3 is used for not-for-profit activities like supporting small/beginning farmers with invoicing, packaging, and quality control, as well as reaching out to low-income customers and underserved communities. While the LLC must self-finance its operations, the 501c3 relies on grant funds and private donations.

### Growth

As of January 1, 2011, CNY Bounty completed over 11,000 deliveries. These deliveries represent sales of over one-half million dollars, of which over \$400,000 was returned to participating farmers and processors. Between 2008 and 2010, the average number of weekly orders increased from 26.4 to 126.5, average weekly sales increased from \$1,525 to

# Smart Marketing



\$5,530, and average revenue returned to members increased practically four-fold. These figures are small, but suggest increased future sales. In August 2010, CNY Bounty started developing an institutional sales channel, which has since resulted in over \$2,000 per week in average sales.

## Challenges

In February 2011, CNY Bounty decided to take a temporary break from home delivery in order to restructure (although it continued with its wholesale distribution business, working with a subset of participating producers). CNY Bounty began with a \$25,000 grant from the NY Farm Viability Institute (NYFVI), matched by a Chenango County grant. In addition, CNY Bounty has received foundational support, although generally for specific outreach activities. CNY Bounty is not yet a “bankable business” and thus has never been appropriately capitalized. This inability to obtain working capital has had significant repercussions. Perhaps most significantly,

CNY Bounty’s inability to upgrade its website has led to cash flow issues resulting from the inability to accept credit card payments. CNY Bounty’s vehicles are also very used and in constant need of repair – resulting in over \$1,000/month plus frequent towing.

In addition, though a worthy goal, it is much more expensive to work with small and mid-sized farmers, beginning farmers, Amish farmers with whom it is not always to communicate and get products, and farmers who are in the process of expanding. CNY Bounty hired additional staff to work with farmers on invoicing, quality control, and packaging – labor costs that were not accounted for in its original business plan.

## Next Steps

CNY Bounty hopes to reopen its doors for home delivery in time for the upcoming school year, although it will look much different. CNY Bounty is teaming up with the Upstate Growers and Packers (a farmer-owned cooperative comprised of medium and large-scale vegetable growers), the New York Beef Farmers Cooperative and the Central New York Regional Market to form a regional food hub focused on aggregating and distributing products grown and

processed by farmers in Central New York. CNY Bounty has found wholesale distribution to be far more efficient and profitable than home delivery, and thus emphasis will be placed on expanding farm-to-institution sales, although home delivery will continue. In addition, where additional labor is needed to work with small/beginning/expanding farms and low-income consumers, outside funding will need to be raised through the not-for-profit organization.

<sup>1</sup>Modified from the in press article: Jablonski, Becca B.R., Javier Perez-Burgos, and Miguel I. Gómez, *Food Value Chain Development in Central New York: CNY Bounty*. Journal of Agriculture, Food Systems and Community Development. 1(3).

<sup>2</sup>CNY Bounty was originally called Chenango Bounty. When Madison County joined the project in July, 2008, the project became known as Chenango-Madison Bounty. In January, 2010, the project name was officially changed to CNY Bounty as the project expanded into Onondaga County. CNY Bounty is now the legally incorporated name of the LLC.

<sup>3</sup>For the purpose of CNY Bounty, local is defined as: 1) grown and/or processed within the delivery area (currently the five-County region of Onondaga, Madison, Broome, Chenango and Oneida); 2) grown and/or processed in New York State – used only in cases where specific products in sufficient quantity and quality are not grown within the delivery region.

# Promote All the Seasons of Your Farm

*By Bernadette Logozar, NNY Regional Local Foods Specialist*

Since we are finally truly into the summer of 2011 I felt this was a good time as any to encourage people to take advantage of the photo opportunity their farms provide at this time of year. During the summer it is really easy to capture the scenes on the farm. We want to be outside enjoying nature at all times of the day. But this season I would encourage you to think about how you can use those photos you are taking to promote your business. Especially if you are using different ways of marketing your products, the saying a picture is worth a thousand words is never truer than in advertising!

Recently I was at a conference with a friend and colleague who has a farm and a Smart phone; she shared some of the photos she had taken while out checking the cattle. She had some amazing shots of their barn taken through some blades of grass. The seed heads were in the foreground backed by a wave of lush green grass and the bright red barn off in the distance capped off the photo. She often has her camera with her when she is out and about on the farm, so has been able to capture some amazing visions.

So what are some tips to capture some great photos of your farm? First keep your camera with you! Or if you have a smart phone you can use that as well. The options and opportunities will present themselves but you have to be prepared for the unexpected.

**Get Down to Their Level:** If you are taking a photo of animals or even landscapes, change your perspective by getting down lower to the ground. You might be surprised what you discover and capture from that angle.

**Use a Plain Background:** Take a moment before you click to check the background, and it might be worth it to move the subject or yourself to get a plain background so your subject is the focal point rather than getting lost in the background. Make certain no poles grow out of your subject's head or cars aren't dangling from their ears.

**Use a Flash Outdoors:** Bright sunlight can create unattractive deep shadows in the front of your subject. Generally you want the sun to be behind and to the side of your subject, that way it isn't shining directly into the camera, but now their front is in shadow, using a flash will light their face and eliminate shadows. On cloudy days, use the camera's fill-in flash mode (if it has one). The flash will brighten up your subject's face and make them stand out. But also take a picture without the flash, because the soft light of overcast days, sometimes can give you some really pleasant results.

**Move in Close:** If your subject is smaller than a car, then take a step or two closer (if you can, granted if you are taking a photo of wildlife or skittish farm animals, a step or two closer might result in losing your opportunity). Or zoom in using your camera's zoom. But don't get too close or your photos will be blurry. The closest focusing distance for most cameras is about 3 feet, or about one step away from your camera.

**Move from the Middle:** Although we all would like to be center stage, sometimes if this is not always



Here is a great example of vertical perspective of a fall field on the prairies.



## Promote All the Seasons of Your Farm

the best location for your subject. You may capture some amazing scenes by moving your subject away from the middle of your photo. To do this, start by playing ‘tick, tack, toe’ with your subject’s position, imagine a tick-tack-toe grid in your viewfinder and place your subject at one of the intersections of the lines. You will need to lock your focus if you have an auto-focus camera because most of them will focus on whatever is in the middle of the viewfinder.

**Lock Your Focus:** If you are using an auto-focus camera and your subject is not in the center of the picture, you need to lock your focus to create a sharp, clear picture. To do this, first center the subject and press and hold the shutter button halfway down. Second, reposition your camera (while still holding the shutter button) so the subject is away from the center. And finally, finish by pressing the shutter button all the way down to take the picture.

**Know Your Flash’s Range:** The most common flash mistake is taking pictures beyond the flash’s range. Why is this a mistake? Because the pictures taken beyond the maximum flash range will be too dark. For most cameras the flash range is about 15 feet, or five steps away. What is your camera’s flash range? Look it up in your manual. If you can’t find it, then don’t take a chance. Position yourself so subjects are no further than 10 feet away.

**Watch the Light:** Next to the subject of your photo, the most important part of every picture is the light. It affects the appearance of everything you photograph. If you don’t like the light on your subject, then move yourself or your subject. For landscapes, try to take pictures early or late in the day when the light is orange-ish and rakes across the land.

**Take some Vertical Pictures:** Is your camera vertically challenged? It is if you never turn it sideways to take a vertical picture. All sorts of things look better in a vertical picture. So next time make a conscious effort to turn your camera sideways and take some vertical shots.

**Be a Director:** Take control of your picture-taking and watch your photos dramatically improve. Became a picture director, not just a passive-picture taker, what does this mean? Well a picture director takes charge, picks the location, adds props, arrange people and subjects. Most pictures won’t

*(Continued on page 10)*



This photo shows what can happen when you move the subject from the middle.

# Promote All the Seasons of Your Farm

be that involved, but you get the idea. Take charge of your pictures and win your own 'best picture' awards.

Farms, fields and working landscapes offer opportunities for photos year round. I encourage you to take pictures of your farm (the same location) at different times of the year, or time of the day.

Capture the foliage of the trees behind your barn when they are just greening up, or weighed down by hoarfrost and snow, or sparkling with ice crystals in the deep of winter or draped in the vibrant kaleidoscope of fall colors. Use these photos to showcase your farm

in the market materials you have, whether this is a website, social media page, rack card or brochure.

**What's your resolution?** Of your photos that is. When working with photos, it is important to note that different types of media require different digital photo resolutions. Resolution of digital photos is measured in dpi or dots per inch. And not all media is created equal, likewise not all media requires or needs to same dpi. For printing (professional printing such as rack cards) you will generally need dpi of 300. While printing for quick publications such as flyers and newsletters 150 dpi (generally the default setting) is fine. For the web you can reduce your photo resolution to 96 dpi. This will reduce the memory space your photos take up on your website, as well allow your site to load faster, especially if you have a lot of photos.

To help you keep track of the type of photo, name them as per how they will be used. That way you can save the same photo in different resolutions and find them easily when you need them. For

example: Barn fall foliage-web 96dpi.

So this summer, keep that camera (or smart phone) handy and take photos of your farm in all types of light, try some vertical shots, lock your focus and move from the middle. You might just be surprised what you capture. And once you have the shots, use them to promote your farm to your customers, and capture those sales!

Sources: [www.kodak.com](http://www.kodak.com) ; [www.basic-digital-photography.com](http://www.basic-digital-photography.com)



Get down to their level; this shot just wouldn't be quite the same if the photographer was standing up.



These cozy kittens don't require any direction. They seem to have the situation in hand.

Photographer: Karen Logozar,  
KG Country Inc.



# Harvest News Briefs

## New Farm Production Videos Available

As a farmer, when it comes to learning new skills like piglet ear notching, chicken processing, or cheese making, it helps a lot to have a visual. That's why the Northeast Beginning Farmer Project has just posted a new set of farm production videos at <http://nebeginningfarmers.org/video/howto/>. If livestock is your passion, you can learn how the Glos family at Kingbird Farm raises broiler chickens, laying hens, pork, and beef on their organic farm in Berkshire, NY. If raising sheep is on the horizon, MaryRose Livingston at Northland Sheep Dairy demonstrates how she and her husband Donn Hewes manage their 100% grass-fed flock year-round to produce lambs for meat, wool, and sheep cheese. Two vegetable farms - Sweetland Farm CSA and Muddy Fingers Farm - round out the farms featured in the video library. Sweetland Farm CSA entered a market that was thought to be saturated with CSA's already, and several years later they have nearly 400 subscribers. Muddy Fingers Farm is a great model for a 2-person farm with little or no outside labor. They sell at farmers' market and through a small CSA. Check out our latest videos today!

## Livestock Marketing Workshops – Webinars Now Available!

If you couldn't make the drive to the first two workshops offered as part of the "Strategic Marketing Workshops for Livestock Producers" series this summer, you can now view portions of the workshop

via an online webinar at the Cornell Small Farms Program website.

Session 1: "Introduction to Strategic Marketing: Identifying a Target Market" <http://www.smallfarms.cornell.edu/pages/projects/LP/livestock.cfm>

Session 2: "Communicating with Customers" <http://www.smallfarms.cornell.edu/pages/projects/LP/livestock.cfm>

It's not too late to register for Session 3, "A Guide to Marketing Channel Selection" which is scheduled for July 20th. The workshop is offered at locations around NY. For more details, please see the original press release at <http://www.smallfarms.cornell.edu/pages/news/index.cfm> or contact Matt LeRoux, Cornell Cooperative Extension of Tompkins County, (607) 272-2292 or by email at [mnl28@cornell.edu](mailto:mnl28@cornell.edu)

## NYSSFPA Workshop Registration Opening Soon

If you're looking for the opportunity to start or expand your business, then the 2011 Value-Added Training Institute is for you! Workshops include "Small Business Profitability Makeover," "Artisan Bread Baking," and "Local and Sustainable Marketing." Since there are so many different workshops, the Training Institute is looking for YOUR input on which classes to offer at which locations. If you're interested in attending, please contact Alison Clarke at 585-394-0864 or [accompost@gmail.com](mailto:accompost@gmail.com).



## Adirondack Harvest Receives Civic Award

The Essex County Adirondack Garden Club, a chapter of the Garden Club of America, presented Adirondack Harvest with a Civic Improvement Commendation at their June meeting in Peru, NY. The commendation was in recognition of Adirondack Harvest's achievements in conserving farmland, promoting sustainable agriculture and increasing consumer awareness of accessibility to healthy food.



## "Small Farm Rising" Film to Premier in Lake Placid

Mountain Lake PBS and Adirondack Harvest are pleased to announce the premier of the new film by videographer Ben Stechschulte, "Small Farm Rising", on Saturday, October 1. The film features a year in the life of three thriving Essex County farms and celebrates the excitement small farms are generating. The Golden Arrow Resort in Lake Placid, featuring Generations Restaurant and Executive Chef David Hunt, has generously offered to host this event which will include a reception featuring hors d'oeuvres from local ingredients. Reception at 4:00pm, screening at 4:30pm. Q&A session to follow. Admission is free and open to the public. To reserve your seat please contact Sophie at 518-563-9770 x120 or [smitsoglou@mlpbs.org](mailto:smitsoglou@mlpbs.org).



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## London Farmer's Market, cont.

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*(Continued from page 1)*

Ginger Pig offer classes on how to cut meat and how to use it. As you can see, they promote their breeds or region or farming methods. Their stands included refrigerated glass cases and large signs. There were poultry stands as well, many claiming "free-range" chickens.

The prepared food was good. I tried the traditional meat pies that are pie crust with basically stew inside (while trying to keep the image of Sweeney Todd out of my mind). I tried "Minty Lamb", "Free Ranger" (chicken), and Porky. All were delicious. The person who served me said they were made by her brother who sourced all his ingredients within a 100 K radius. The meat pies were about 3.5 Sterling Pounds or

about 5 or 6 dollars.

We saw produce vendors, too, but many sold produce from around Europe like the great strawberries from Spain that we enjoyed. Some of them did raise some of the produce or they sold their own eggs or some other specialty product. Two other interesting vendors were a mushroom stand with all sorts of mushrooms displayed and a juice place with crates of apples, pears and grapes that sold their specialty juice in wine bottle shaped containers. They had many interesting combinations of juice.

Other stands focused on specialty foods like fresh Mozzarella from Water Buffalo or Parma Ham. These were obviously from another country

but sold to those who appreciate good food. The many stands with baked goods like crusty bread and desserts were very tempting!

The market, in general, had atmosphere. There was good signage, green tents and it is located sort of under a bridge. The streets are cobblestone and the smell of food was in the air. The market was crowded with locals and tourists. It was obvious that being in a highly populated area has its advantages.

However, it is not quite like going to your local farmer's market where you might know the vendors by name (and their kids and maybe their dog) and you know that they produced everything they are selling.



Cuts of lamb at a  
London Farmers'  
Market

# Upcoming Events, Classes, Workshops

## **Worry-Less Winter Production**

**August 22**

**1:30pm to 6:00pm (including potluck supper)**

**Kilpatrick Family Farm**

**9778 State Route 22**

**Middle Granville, NY 12849**

As consumers grow increasingly aware of the CSA model and the "buy-local" philosophy, many farms are eager to meet the demand for year-round fresh, local, premium produce. At our winter-production and storage workshop, novice winter-producers will learn the different growing, harvesting and storage requirements of a wide range of specialty and common storage crops through a guided field and storage-structure tour.

Info at:

[nofany.org/events/field-days/](http://nofany.org/events/field-days/)

or call Katie at (585)271-1979 ext 512.

## **Cornell Maple Camp**

**Thurs to Sun**

**August 25 to 28**

**Arnot Forest,**

**611 County Route 13**

**Van Etten, NY**

**\$90**

In the sugarbush, participants will learn how to measure and select trees, how to evaluate, plan and install a tubing system, and how to evaluate vacuum and bucket systems for efficiency. In the sugar house participants will learn about sap storage, reverse osmosis, evaporator operations, and syrup filtering, storage and grading. Further, participants learn to understand the principles of marketing syrup and value added products, making value-added products, and evaluating and managing their business enterprise.

This training is for intermediate and beginners, to learn the details that would otherwise require years. For more information email Steve Childs at [SLC18@cornell.edu](mailto:SLC18@cornell.edu).

## **Chefs and Farmers: Taste the Adirondacks**

**Saturday, August 27**

**5:30pm to 8:00pm**

**Union Depot**

**Saranac Lake**

This is the first ever "Taste" event in the Tri-Lakes region featuring chefs from local restaurants and catering companies. Each chef will partner with local farms to create a dish featuring locally grown ingredients. Attendees will have the opportunity to sample some or all of the dishes at the event.

Tokens can be purchased for \$1 each, tastings will range from \$1 and up, depending on what is being served. Produced by the Adirondack Green Circle. For more information contact Diane Minutilli at 518-742-0452.

## **Farm 2 Fork Festival**

**Saturday, September 3**

**10:00am to 2:00pm**

**Riverside Park along with the Saranac Lake Village Farmer's Market**

This event will feature local "home cooks" creating dishes to taste using ingredients from the Farmer's Market. Tickets are \$10 for this event and include a Beverage Bar, Pickle Bar, Hand-cranked ice cream, and fresh pressed apple cider. A recipe book will be available for purchase at a discounted price in the food tasting tent. Live farm animals will be on site, and there will be free workshops presented on wild edibles, "know your beef", and preserving your harvest. New York City's

Theater Group Dzieci will return to entertain during the Festival as Cirkus Luna, "the worst circus in the world". Produced by the Adirondack Green Circle. For more information contact Diane Minutilli at 518-742-0452.

## **Fourth Annual Great Adirondack Rutabaga Festival**

**Sunday, September 4**

**9:00am to 1:00pm**

**Marcy Field, Keene**

Sponsored by Adirondack Harvest, the Adirondack Farmers Market Cooperative, the Town of Keene and The Fallen Arch. Rutabaga 5K Fun Run at 9:00am. Live music by The Greenbeans, High Peaks Hula Hoop championship, World class chefs serving free samples of amazing rutabaga dishes, coronation of the 2011 Rutabaga King and Queen, Fetch-a-'baga contest for dogs, Mr. 'Bagahead decorating contest for kids, Penelope the Clown, displays and educational exhibits. Come and be part of the Rutabaga Revolution! Admission to food tent \$5 (\$15 family max.) Pre-register for the Fun Run by calling Laurie Davis at 962-4810 x404 or go to Active.com.

## **Eighth Annual Harvest Festival Week**

**Saturday, Sept. 17 through**

**Sunday, Sept. 25**

Various counties throughout the Adirondacks will participate in Adirondack Harvest's festival week. Check with the local chapters to see what's happening in your area. Possible events include farm tours, local food meals, workshops and more. Chapter contacts are listed on page 3.

# 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:

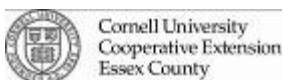
Farmers, Producers, and Processors \$25 annually (further donations appreciated)  
Student Farmers, Producers and Processors \$5 annually  
Supporter: Restaurants and Stores \$25 annually (further donations appreciated)  
Friends (circle level of membership) annual \$25 \$100 \$500 \$1000 other \_\_\_\_\_

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](http://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](mailto:lsd22@cornell.edu).  
Donations to Adirondack Harvest are tax deductible.



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