



In coordination with Cornell Cooperative Extension of Essex County **Summer 2012**

LOCAL FOOD GUIDES NOW AVAILABLE

2012-2013 Guide to Local Food

Where to find locally-grown food in Canton, Davis and Franklin counties in New York

Look online for maps and listings for local farms and farmlands in the region

Area Farmer's Markets

CUNTION COUNTY

Adirondack Regional Farmers' Market
 1000 Main Street, Malone, NY 12053
 1st, 3rd, 5th, 7th, 9th, 11th, 13th, 15th, 17th, 19th, 21st, 23rd, 25th, 27th, 29th, 31st
 10am - 2pm

Adirondack Regional Farmers' Market
 1000 Main Street, Malone, NY 12053
 1st, 3rd, 5th, 7th, 9th, 11th, 13th, 15th, 17th, 19th, 21st, 23rd, 25th, 27th, 29th, 31st
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ESSEX COUNTY

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FRANKLIN COUNTY

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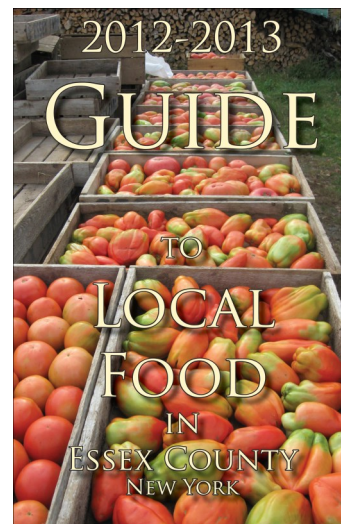
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Why buy local?

- Local farmers choose the varieties based on how good flavor instead of shipping characteristics.
- If the produce tastes good, it is more likely to be eaten. (Especially by kids).
- Produce ripened on the plant has more flavor and nutrients.
- Farmers often grow unusual varieties for a busy gourmet experience.
- Support family farms and neighbors.
- From seedling to field to table reduces fossil fuel consumption and resulting air pollution.
- Know your farmer and support agriculture methods you believe in.
- Reduced time from harvest to consumer keeps produce fresh without heating.
- Reduced packaging and reduced waste.
- Buy in bulk and store locally, you're preserving nutrients and tell the "food story" to dinner guests.
- Your dollar stays in your community to support other businesses.
- Come see for yourself and enjoy support your community.

To find out more about local food visit: www.adirondackharvest.com

Radish assortment grown by Adirondack Harvest farmer, Brittany Hastings, who is farming on her 98-year-old grandmother's land in Warrensburgh, Hastings Farm



Providing Hope to Storm Survivors Still in Need



Nearly a year after the flooding caused by Tropical Storm Irene ravaged much of the North Country, the effects of the disaster are still not over for many people. Some saw their home or business completely destroyed; others suffered damages or financial loss not covered by insurance or FEMA grants; still others experienced the storm in such a way that it has taken a toll on their emotional life. For those storm survivors still in need of services, Project Hope is there.

Through door-to-door canvassing, community networking, and public presentations, Project Hope Crisis Counselors have reached out and served a large number of North Country residents affected by Irene—providing such services as emotional, educational, and informational support; assessment and referral; resource linkage; and public education, all free of charge. As the region approaches the one-year anniversary of the storm, the Project Hope team is working to ensure that every resident whose Irene-related needs have not yet been met is contacted.

Project Hope community outreach services in Essex and Clinton Counties are provided through the Mental Health Association in Essex County, Inc. The program is facilitated at the state level by the New York State Office of Mental Health and funded by the Federal Emergency Management Administration (FEMA) in partnership with the Substance Abuse and Mental Health Services Administration (SAMHSA). For additional information, please contact Program Coordinator Gretch Sando at 518-524-9616.



Wild Foods & Wild Medicines



Adirondack Harvest board member Jane Desotelle, herbalist, wild foods expert and owner of Underwood Herbs is offering evening sessions to learn about wild foods and medicines. Jane is teaming up with Shady Grove Farm and Wellness Center in Schuyler Falls, owned by her son, Francisco Braun and Karen Bouchard. There are hundreds of species on the property and Jane will teach participants how to identify and use wild plants and fungi. There are still a few classes left this summer and early fall: August 12 & 18, September 9 & 15. Time is 5 to 7 pm. Groups are limited to 12 so pre-registration is required. You can sign up for these classes by contacting Jane at underwoodherbs@gmail.com. Or catch up with Jane at her booth at the Plattsburgh Farmers' and Crafters' Market, the Keene Farmers' Market, or the Keeseville Farmers' Market. The classes are \$15 each. Would you like to know what wild foods and medicines are on your property? Jane's expertise is also available for hire—set up a time with her and she'll spend two hours scouting your land for wild edibles!

Adirondack Harvest Chapter News

Franklin County Chapter:

By Roger Hastings

On Saturday, June 2nd, the Franklin County Chapter of Adirondack Harvest had a meeting and get-together at Hohmeyer's Lake Clear Lodge hosted by Ernest and Cathy Hohmeyer. The meeting was opened by watching the Adirondack Harvest film *Small Farm Rising*. Following the film we were treated to a lunch of vegetable beef soup made from local produce. After lunch Cathy gave a cooking demonstration with a Sous Vide vacuum cooker.

At the meeting we discussed selling at local restaurants and using the Adirondack Harvest Logo. On September 15th from 10 am to 4 pm the chapter will be participating in the Harvest Festival at the fairgrounds in Malone. The Franklin County Chapter will also be participating in the National Food Day Celebration at Hohmeyer's Lake Clear Lodge on October 24th. We thank Ernest and Cathy for their hospitality.

Jefferson County Chapter:

By Dani Baker

On July 20th & 21st, Jefferson County held the first Farm & Food Family Open Door Weekend. Twenty-six agricultural businesses opened their doors to the public. There was great traffic to some of the newer places so a lot of good publicity for businesses. The organizers are meeting to assess the results and talk about ideas for improvement next year.

Essex County Chapter:

Essex County has been very busy compiling the new local food guide. For the past two years, Essex County Public Health has generously provided the funds to produce this guide. This year, the guide is 24 pages of information, not only about farmstands and farmers markets, but also restaurants, stores, community gardens, food pantries and some gardening advice.

We also worked with Clinton and Franklin Counties, plus the Plattsburgh Press Republican to produce a tri-county local food guide.

We are still wrapping up our grant that allowed us to produce the "Small Farm Rising" film. One of our responsibilities is to track where the film is being shown, along with attendance at each. We have been delighted to discover that there have been screenings from Lake Placid to the other side of the world. PBS stations have show the film in Minnesota, South Dakota, Hawaii, Idaho, Vermont, Oregon, Tennessee, Alaska, Indiana, Colorado, Texas, Pennsylvania and California. Plus, an independent screening was held in New Zealand!



Essex County Chapter

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

Jefferson County Chapter

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

Lewis County Chapter

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

St. Lawrence County Chapter

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

Franklin County Chapter

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

Clinton County Chapter

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

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

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

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

Smart Marketing



Local Food Intermediaries:

Do They Matter in the NYS Economy?

Becca B.R. Jablonski¹ and Yuri Mansury^{2,3}

Department of City and Regional Planning, Cornell University

Introduction and Methodology

Evidence that ‘local’ food sales are dominated by farms that sell through intermediated markets continues to grow (e.g., Low and Vogel 2011). Intermediated markets include most farm-to-school, farm-to-institution, and farm-to-restaurant sales, where access to consumers is facilitated through an intermediary business (i.e., a distributor, broker, or regional food hub). Policy makers, encouraged by the mounting evidence, are seeking opportunities to expand intermediated markets, thereby increasing opportunities for farmers, and facilitating the availability of NYS-grown agricultural product to NYS consumers. This research focuses on the role of local food intermediaries (henceforth, ‘LFI’) in facilitating the distribution of

agricultural products. In addition, it identifies barriers to the growth and efficiency of mediated transactions, assesses the economic impact of policies that support the development of LFI, and proposes policy recommendations.

Definitions

For the purpose of this paper, LFI are defined as businesses that purchase NYS farm-grown product directly from the farm for the purpose of re-sale. These businesses generally include brokers, processors, growers (who may purchase product from neighboring farms), and feed mills.⁴ Based on this definition, as of January 1, 2011, there were 423 businesses included in the LFI sector in NYS, representing purchases totaling over \$807 million of NYS agricultural products in 2010, and anticipated to grow to over \$820 million in 2011.

Data

This research capitalized on two sources of primary data. During the summer of 2011, the authors conducted 19 interviews with LFI businesses across NYS, representing 443 NYS farm-suppliers. The interviewees were selected based on Cornell Small Farm Program’s Local Foods/Local Markets work team’s recommendation for obtaining a ‘representative’ NYS sample.⁵ Second, the researchers were able to obtain copies of the farm product dealer’s license applications for the license period May 1, 2010 to April 30, 2011 from the NYS Department of Agriculture and Markets (NYSDAM).

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³ The authors wish to thank the Cornell Small Farm Program, NESARE, USDA AMS, the Atkinson Center for a Sustainable Future, the Ruth and William Morgan Professorship in Applied Economics and Management, Bob Haggerty from the NYSDAM, and especially Monika Roth and the Cornell Small Farm Program Local Foods/Local Markets Work Team.

⁴ For the purpose of accessing relevant data, we defined LFI businesses as synonymous to businesses required by the New York State Department of Agriculture and Markets (NYSDAM) to obtain a farm product dealers license (article C license). One major weakness of this assumption, is that the license only includes businesses that purchase the follow commodities: fruits; vegetables; grain; hay; livestock; dry beans; horticulture; honey; maple products; rabbits; Christmas trees; straw; poultry; wool; grapes; soy beans. Thus, for example, the purchase of milk is an obvious omission in this definition. For more information about NYSDAM’s farm product dealers license, please visit: <http://www.agriculture.ny.gov/programs/apsf.html>

Smart Marketing

Results and Discussion

Based on the detailed sales and expenditure data from the interviews, as well as purchase information from the dealer's license applications, we conducted an economic impact analysis of the LFI sector. Our results show that LFI is not a significant mediator linking NYS-agricultural products to markets (i.e., local intermediaries handle only about five percent of the total transactions between NYS farms and NYS retailers). We found that although a government subsidy to the LFI sector would have significant ripple effects across the broader NYS economy, the more critical question is whether the impact is supporting local agriculture. Our analysis demonstrates that though a subsidy to the LFI sector positively impacts the local agriculture sector, and likely increases the availability of NYS grown products to NYS consumers, the results appear to be small, and probably do not justify the subsidy.

In hypothesizing why a subsidy to the LFI sector may not provide the intended support to the local agriculture sector, we reflected on the literature that identifies the paths through which agricultural products travel from farm-to-market, and what might be missing from our LFI sector definition. Nationwide, grocery retailers have emerged as dominant players in agricultural markets, and exercise considerable vertical market control over upstream suppliers in terms of varieties produced, inputs utilized, and production schedules (e.g., Sexton 2010). Yet very few retailers were included in our definition of LFI (as they tend not to have NYSDAM dealer's licenses). For example, many NYS retailers including Wegmans Food Markets, Inc., Aldi Food, Inc., Delhaize America (owner of Food Lion, Shop 'n Save, Hannaford Bros, Save 'n Pack, and Kash n'Karry) are not required to obtain licenses as the majority of their farm purchases are used within their own retail stores. Thus, in an era of increasing vertical integration, our analysis suggests that programs to enhance retail utilization of NYS grown products may be more effective in supporting the local agriculture sector.

Interview Results

Our interview results provide insight into the barriers to business efficiency and expansion for LFI. One of the challenges frequently cited by interviewees to scaling up LFI businesses is that increasingly markets are demanding that LFI businesses work with farmers who adhere to Good Agricultural Practices (GAP).⁶ All of the LFI businesses we interviewed with over \$10 million in gross sales, as well as a growing number of those selling to non-direct-to-consumer markets, require producers to be GAP certified (see table 1, page 5). Though some NYS farmers have started to implement GAP, there are challenges. In some cases, GAP implementation, and especially the requisite record keeping, can increase production costs. This may inhibit small-to-mid scale and diversified growers from becoming certified. Thus, LFI businesses interested in diversifying the types of market outlets they serve (for example to include sales to other distributors, retailers, or institutions) may require GAP certified producers in order to expand their business.

Many of the interviewees working with larger numbers of small and mid-scale farms sell their products to individual household customers or at farmers' markets. Though the LFI businesses ranked individual household/farmers' markets as the most reliable type of market outlet and the easiest point of entry, only distributors with the lowest average gross sales (under \$10 million) sold to these markets. This implies that LFI businesses working with small- and mid-scale farmers have an impediment to expansion.

⁵ The Cornell Small Farm Program's Local Foods/Local Markets work team includes University researchers, non-profit agencies, grant funders, and Cornell Cooperative Extension agents. The work team members are chosen for their first-hand knowledge of agricultural businesses across NYS.

⁶ For more information about GAP, please visit: <http://www.gaps.cornell.edu/>

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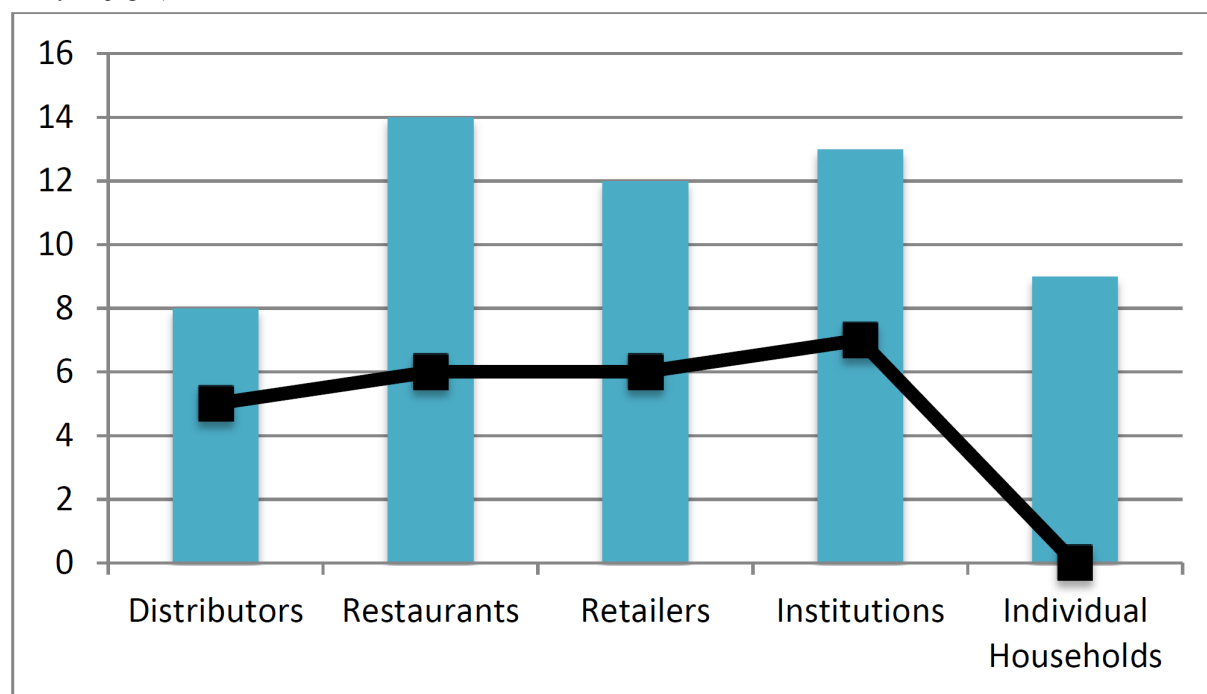


Table 1: Market Outlet and GAP Certification Requirements (black line shows the number of LFI businesses interviewed that require GAP certification, based on the market to which they sell product)

Policy Recommendations

If the goal of a policy is to find the best way to connect the local agriculture sector to NYS-consumers, then our results do not support a direct subsidy to local food intermediaries, as they are not the dominant path that NYS farmers use to transport their products to the consumers. Rather, we recommend that research is conducted to determine the paths through which NYS-grown products travel to consumers (i.e., grocery retailers), and whether or not NYS farmers could benefit from subsidies that better support and/or link these sectors.

If policy makers are insistent in providing direct subsidies to the LFI sector, then we recommend funding be used to remove barriers to business expansion. This can be accomplished, for example, by increasing support to programs that encourage and assist producers to adhere to GAP.

The full journal article is available from the authors upon request.

References

Low, Sarah A, and Stephen Vogel. 2011. Direct and Intermediated Marketing of Local Foods in the United States. Washington, D.C.: United States Department of Agriculture. Economic Research Report. <http://www.ers.usda.gov/Publications/ERR128/> (Accessed November 8, 2011).

Sexton, Richard J. 2010. "Grocery Retailers' Dominant Role in Evolving World Food Markets." Choices: The Magazine of Food, Farm & Resource Issues 25(2): 1–13.

"Smart Marketing" is a marketing newsletter for extension publication in local newsletters and for placement in local media. It reviews elements critical to successful marketing in the food and agricultural industry. Please cite or acknowledge when using this material. Past articles are available at <http://marketingpwt.aem.cornell.edu/publications.html>.

Local Business Focuses on Education & Feed

Editor's note: Adirondack Harvest News welcomes submissions of articles about our member businesses. The Harvest News is published quarterly. Please send submissions to lsd22@cornell.edu

When one thinks of Ward Lumber, building materials naturally come to mind. Ward Lumber would also like people to think of them as a local supplier of quality Poulin Grain and Green Mountain Organic feed for horses and livestock, and are focused on building this part of our business through education.

Ward Lumber realizes that some customers are very passionate about raising their own livestock. They know that more and more people are interested in farming, whether it's to produce food or fleece, and want to learn what it takes to get started. For the past three years, Ward Lumber has offered equine and poultry seminars at their Jay Store location. This year, they also offered seminars about swine, goats and alpacas. They will hold a Hog Harvest in October. Topics include information about nutrition, feed, care, health, housing and harvest.

With each seminar, Ward Lumber invites a presenter that is experienced and knowledgeable in their field of expertise. Goat Night was the most recent seminar and Rose Bartiss from Rose's Goats was the presenter. Rose has been raising dairy goats near Vermontville, NY, for over 9 years, and offered information and tips for raising happy and healthy goats at the seminar.

Earlier in this summer, Jim McLaughlin, Cornerstone Farm Ventures, presented a Chicken Harvest seminar. Jim provides sales and consulting assistance to the meat and poultry processing industry, and previously worked as a livestock production specialist for the USDA Resource Conservation and Development Project.

In March Danielle Mosher, Animal Nutrition Specialist for Poulin Grain, presented the annual Poultry Night. Danielle's major focus is education and nutrition as it relates to animal health, growth & development.

Steve Schaefer from Adirondack Heritage Hogs was the presenter at Swine Night in April. He's been raising heritage breed hogs and piglets for seven years in Lewis NY. Adirondack Heritage Hogs supplies quality pork at farmer's markets and piglets to many area farmers.

For the second time in three years, Dr. Stephen Duren presented an Equine Night. Dr Duren is a native of Soda Springs, Idaho and is the owner of Performance Horse Nutrition LLC. He consults with feed manufacturers and horse owners throughout the world and is co-author of the book "The Concise Guide to Nutrition in the Horse".

Jay Ward, President of Ward Lumber and owner of AuSable Valley Alpacas presented an Alpaca Night for the first time in May. Jay's family raised beef growing up and Jay and his wife started AuSable Valley Alpacas as a way to teach their children about farming. One of their children is raising replacement pullets for a Ward Lumber feed customer this summer while Jay is raising meat birds and a couple of pigs.

Jay said, "Raising livestock has many benefits and it seems that more and more people want to get into farming and some may not be sure how to get started. By offering these educational seminars is a great forum for us to help people get started in farming while offering us an opportunity to showcase our quality feed products and delivery."

Ward Lumber has a small demonstration and teaching farm behind their store in Jay. On a small plot they are currently raising fifty meat birds, 118 pullets and two pigs. If you would like to learn more about raising poultry and pigs stop by the store in Jay and check out the farm. For more info, please call Ward Lumber in Jay at (518) 946-2216.



Marketing Your Farm Stand or Farmers Market

Bernadette Logozar, Rural & Ag Economic Development Specialist, CCE Franklin

With summer fully upon us, those who sell through their own farm stand or through a farmers market should also think about how you are going to market the farm stand or farmers market itself. I have had number of articles in the past about marketing your product, which is all fine and good once the customer is in your location, but how do you get them to pull off the highway and stop by the farm store or farmers market? This time around I want to talk about how you can market your farm stand or farmers market.

Choose Your Products Wisely: everyone has a pile of zucchini, tomatoes or cucumbers at their farmers market or farm stand. But what are you offering that is different or unique? Maybe you have a specialty lettuce; or heirloom tomatoes or rainbow colored carrots which no one else has. You may offer bulk or volume discounts for those who want to preserve their own food. Ask yourself: What are you offering that people cannot get at the grocery store, other farmers markets or farm stands?

Things you can do:

- Bundle products together for convenience, for example Asian Dinner in a basket (may have all the ingredients for an Asian Stir fry supper for a family of 4 with a recipe and menu suggestions).
- Offer weekly or daily recipe to keep people coming back for more.
- Menu ideas, i.e. family gatherings, or soccer night.
- Storage ideas and selection tips on choosing the product
- Bulk or canning discounts or volumes

Information Overload: Potential customers want information. Having clearly labeled prices is a good starting point. But I would encourage you to do more. Earlier I mentioned recipes, and I will again. Having recipes on hand for quick, easy meal items or labels on your products that ‘freeze or store well’ are also useful.

Make signs that answer commonly asked questions. This is especially important if you have a self-serve farm stand, when you aren’t there to answer the questions a customer might have, and they can’t find the answer themselves, they probably will leave without making a purchase rather than spend their money on something they don’t know enough about. Provide signs that tell how the product can be used as well as the variety. Not everyone knows what variety of tomato is the best for sauces, canning or freezing, what they know is they want a canning tomato. Include ‘canning’ tomatoes or “Great for Sauces” information alongside of the varieties. Apples are another great example of this. Providing signs stating which apples is: “Good for pies” “Apple Butter” “Stores well” or “Best Eaten Fresh!” might just make another sale.

You want your customers to have a good experience with the product they are purchasing. Your farm stand offers you the opportunity to share additional information with your customer. And if you do this well, they will spend more time at your farm stand and probably spend more money too!

Some things to think about when making your signs:

- Is it organic, free-range, pasture, IPM (Integrated Pest Management), GAPs
- Have you named the quality and described it to your customer?
- Is it a specialty, heirloom, rare variety or breed?
- How do you use it? What does it go well with? Is it best baked, boiled, grilled, fresh, braised, sautéed, fried, dried?
- Does it travel or store well? Or not?
- Are there other uses you could share?
- Can you provide tips of successful usage, have you shared how you use it?

Marketing Your Farm Stand or Farmers Market



Showcase Your Farm: whether you are at a farmers market or have a farm stand on your farm, you should have information that people can take away with them. At the very least you should have a business card, don't rely just on your product label, because if your customers are like me they probably don't hang on to the label of their product once they use the product. But I do keep business cards. Other things you can have include: brochures, pictures, website – on this have an 'About Us'. Website offers you the opportunity to tell your story with words and pictures. Another way to give a 'virtual tour' of your farm is to have a collage or binder of photos that people can flip through. If they are visiting the farm and it is convenient maybe you can offer farm tours.

Some Tips about Recipes:

Print recipes of the products you sell. And if possible print on a post card or recipe card size. And keep these fresh. Meaning if you don't have potatoes available this week, don't have a recipe out for potato salad.

Package in the volume needed for the recipe and slip the recipe card into the container if possible. Or locate your recipes near the related product,

Make suggestions for later use. For example when zucchinis are available in abundance might not be when your customer wants to spend a lot of time baking because it is too hot. But suggesting they grate the zucchini and freeze it in 2 cup or 4 cup volume bags, to make zucchini bread in the fall or winter, might help move those piles of zucchini off your shelf and into their car.

Samples: offer samples if you can, but keep in mind the food safety at all times. If you have hot product, then keep it hot which means 140 degrees F or greater and cold items cold which is 45 degrees or colder. Also protect samples from the elements. If you are in an open air venue have a glass or plastic dome cover to prevent dust and pests getting on the samples. Also provide single use utensils or toothpicks, a garbage receptacle and a sign that clearly indicates each one. For those selling at farmers markets, be sure to check with your market manager before offering samples. Samples can also be a small amount of your product for someone to try at home to see if they like it. And remember you aren't 'giving it away for free', the value of your samples are part of your marketing budget, record them as such.

Pile It High and Kiss It Good-bye: make sure your displays are fully stocked at all times. And as your inventory of a product goes down condense it or bundle it with other similar items. No one ever wants to purchase the last of anything.

Be Business Smart: keep records of what it costs to product it. Make certain you are covering your cost of production AND making a profit. Charge what your product is worth and your prices may vary over the course of the season or even from week to week depending on the successful yield of your production. That's ok but make certain that you signs reflect that change and you are consistent within your market on any given day.

Adventure in Food Trading

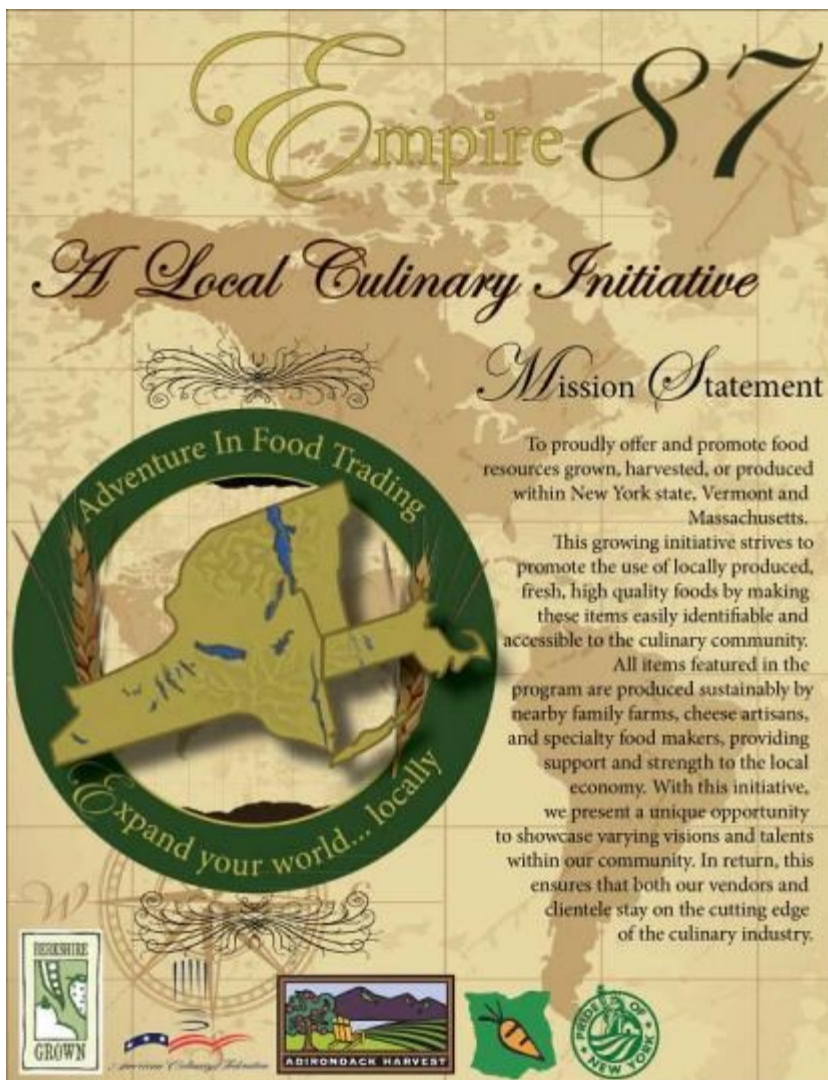
Adventure In Food Trading is pleased to announce the launch of their program:

Empire 87: A Local Culinary Initiative

This program's mission is to proudly offer and promote food resources grown, harvested, or produced within New York State, Vermont, and Massachusetts. This growing initiative strives to promote the use of locally produced, fresh, high quality foods by making these items easily identifiable and accessible to the culinary community.

All items featured in the program are produced sustainably by nearby family farms, cheese artisans, and specialty food makers, providing support and strength to the local economy. Eric Guenther, President of Adventure In Food says, "With this initiative, we are trying to present a unique opportunity to showcase varying visions and talents within the community. In return, this ensures that both our vendors and clientele stay on the cutting edge of the culinary industry." As a result, many of Adventure In Food Trading's clients have been designing signature cheese plates and summer menus around the local selections offered in the program. "We are always looking for local artisans and restaurants to join this initiative," says Guenther. "We hope to expand the choices of local food that is offered to our communities, and are always looking to add quality local artisans, restaurants and retailers who serve their products to our program." For more information, call 800.233.0193 or visit www.adventureinfood.com.

Since its inception in 1980, Adventure in Food Trading (known then as Specialty World Foods) has been the premier purveyor of wild game, natural meat, gourmet cheese and culinary specialties to the Northeast's finest chefs. In 2007, the company was acquired by Eric Guenther, a long-time employee and culinary aficionado. Since then, Adventure in Food Trading has developed a reputation for its commitment to the culinary arts. Adventure In Food Trading's commitment to "Expand Your World" brings chefs and food lovers together to help educate and improve the food industry. Adventure In Food Trading has received numerous accolades including the Capital District/Central New York American Culinary Federation's 2010 Vendor of the Year Award, as well as the 2009 Excellence in Small Business Award presented by the New York Business Development Corporation.



Direct and Intermediated Marketing of Local Foods in the United States

This is a summary of an ERS report. Find the full report at www.ers.usda.gov/publications/err128

By Sarah A. Low and Stephen Vogel

What Is the Issue?

Despite increased production and consumer interest, locally grown food accounts for a small segment of U.S. agriculture. For local foods production to continue to grow, marketing channels and supply chain infrastructure must deepen. Information on U.S. local food producers and their marketing channels, however, is incomplete. New information on farmers that market foods locally and the marketing channels they use presented in this report could aid private- and public-sector efforts to support this sector of the agricultural economy. This report uses the 2008 Agricultural Resource Management Survey (ARMS) to explore farmers' use of both direct-to-consumer and intermediated marketing channels in selling locally produced foods to consumers.

What Did the Study Find?

- Marketing of local foods, via both direct-to-consumer and intermediated channels, grossed \$4.8 billion in 2008—about four times higher than estimates based solely on direct-to-consumer sales.
- Farms marketing food commodities exclusively through intermediated channels reported \$2.7 billion in local food sales in 2008—over three times higher than the value of local foods marketed exclusively through direct-to-consumer channels, and two times higher than the value of local foods marketed by farms using a combination of direct-to-consumer and intermediated channels.
- Small farms (those with less than \$50,000 in gross annual sales) accounted for 81 percent of all farms reporting local food sales in 2008. They averaged \$7,800 in local food sales per farm and were more likely to rely exclusively on direct-to-consumer marketing channels, such as farmers' markets and roadside stands.
- Medium-sized farms (those with gross annual sales between \$50,000 and \$250,000) accounted for 14 percent of all farms reporting local food sales in 2008. They averaged \$70,000 in local food sales per farm and were likely to use direct-to-consumer marketing channels alone or a mix of direct-to-consumer and intermediated marketing channels.
- Large farms (those with gross annual sales of \$250,000 or more) accounted for 5 percent of all farms reporting local food sales in 2008. They averaged \$770,000 in local food sales per farm and were equally likely to use direct-to-consumer channels exclusively, intermediated channels exclusively, or a mixture of the two.
- Large farms accounted for 93 percent of the value of local food sales marketed exclusively through intermediated channels.
- For small and medium-sized farms with local food sales, more operators identified their primary occupation as farming and devoted more time to their farm operation than operators of similarly sized farms without local sales. Vegetable, fruit, and nut farms dominated local food sales.
- Direct-to-consumer sales of food commodities were affected by climate and topography that favor fruit and vegetable production, proximity to farmers' markets and neighboring local food farms, and access to transportation and information networks.
- The value of locally sold food is highest in metropolitan areas and is geographically concentrated in the Northeast and on the West Coast.

How Was the Study Conducted?

We used the 2008 ARMS data to analyze farmers' use of specific direct-to-consumer marketing channels (i.e., use of roadside stands, farmers' markets, on-farm stores, and community-supported agriculture arrangements) and intermediated marketing channels (i.e., farmers' sales to local retail, restaurant, and regional distribution outlets), but also farm characteristics and the value of sales for farmers engaged in local food sales. Data from the 2007 Census of Agriculture supported the spatial econometric model used to identify determinants of direct-to-consumer sales.

ERS is a primary source of economic research and analysis from the U.S. Department of Agriculture, providing timely information on economic and policy issues related to agriculture, food, the environment, and rural America.

Harvest News Briefs

ON-FARM POULTRY SLAUGHTER GUIDE AVAILABLE

The Cornell Small Farms Program is pleased to announce a new "On-Farm Poultry Slaughter Guide". Designed to complement a hands-on training in how to properly kill and prepare a poultry carcass for sale, this guide focuses on the critical points for producing a product that is safe to eat. This 28-page guide contains sections on the 1000-bird limit exemption, where you can legally sell your birds under this exemption, labeling requirements, sanitary operating procedures and more. It includes several appendices, such as a sample flock record log and a questionnaire that your insurance company may use to assess your knowledge of safe poultry processing practices. The Guide is available either by PDF or viewing online at the Northeast Beginning Farmers Project Website: www.nebeginningfarmers.org. For more small farm news and information, visit www.smallfarms.cornell.edu.

FARMER-TO FARMER MENTORSHIP

The NOFA-NY Mentorship Program will assist (as a free benefit of NOFA-NY membership) beginning or transitioning-to-organic farmers in finding a farmer mentor who will help them develop their career and farming practices. Drawing from a network of farmers who are eager to share lessons learned during their many years of farm experience, new farmers ("mentees") will be able to find the right match for their needs. Farmers have the freedom to shape the mentorship as it fits their needs and communication styles.

NOFA-NY supports participating mentors and new farmers throughout their year of mentorship (which can be extended indefinitely after the first year), providing logistical support and information about best practices for a functional and fulfilling mentor-mentee relationship. Through an exciting partnership with Stone Barns Center for Food and Agriculture, new and

experienced farmers can also engage in short-term technically-focused relationships as part of the Technical Consultancy Program. With the Technical Consultancy Program, beginning farmers will have access to a roster of experienced farmers, listed by areas of expertise, and can contact those farmers for short-term assistance. The Technical Consultants will be compensated on an hourly basis for their work with the beginning farmer participants.

Find out more and get involved today at www.nofany.org/mentorship and www.nofany.org/technicalconsultancy. These programs are supported by the Beginning Farmer and Rancher Development Program of the National Institute of Food and Agriculture, USDA, Grant #2011-49400-30510 and #2011-49400-30307.

ORGANIC GUIDES FOR FRUIT, VEGETABLES & DAIRY

These 14 organic production guides outline general practices for growing vegetable and fruit crops using organic integrated pest management techniques. Producers working in dairy settings will find the organic dairy cattle guide describes ways to manage external arthropod pests. The guides provide an overall approach for organic production with a focus on biological, mechanical, and cultural controls. Sections on cover crops, resistant varieties, crop rotation, field selection, soil quality and nutrient management all highlight their interrelated qualities and precede specifics on pest management options. Visit http://www.nysipm.cornell.edu/organic_guide/ to download the guides.



Upcoming Events, Classes, Workshops

Wine, Beer & Food Festival

August 11 & 12

11:00am to 6:00pm (8/11), noon to 5:00pm (8/12)

Richard Lockwood Civic Center

Ogdensburg

Sponsored by the Ogdensburg Chamber of Commerce, many of the vendors from the farm market will be attending to sell their cheese, meats, vegetables, baked goods and wines. In addition, there will be many vineyards from across New York State, fresh roasted nuts & coffee, maple syrup, flavored vinegars and olive oils, spiced rubs, jerky...all kinds of wonderful things. Demonstrations by Paul Smith Culinary and Claxton-Hepburn Medical Center. The first 1,000 people through the door will receive a free wine glass.

Master Beekeeper Classes

August 11 and/or 18

Dyce Lab, Ithaca

Register at http://www.masterbeekeeper.org/mbk/mbk_registration_form_fillin.pdf

The course focuses on starting with bees, beekeeping equipment and construction, spring and summer management, identification and management of bee pests, and basic bee biology.

Wild Foods & Medicines

Aug 12 & 18, Sept. 9 & 15

5:00pm to 7:00pm

Shady Grove Farm & Wellness Center

Schuyler Falls

Adirondack Harvest board member Jane Desotelle, herbalist, wild foods expert and owner of Underwood Herbs is offering evening sessions to learn about wild foods and medicines. There are hundreds of species on this property and Jane will teach participants how to identify and use wild plants and fungi. Groups are limited to 12 so pre-registration is required. \$15 each. You can sign up for these classes by contacting Jane at underwoodherbs@gmail.com.



Master Food Preserver Training

August 21 to 24

8:00am to 3:30pm

BOCES culinary classroom, 23 Husky Lane, Franklin Academy Campus, Malone

\$300. Hands-on experience in boiling water and pressure canning, gelled products, pickling, freezing, and drying plus a discussion of other methods of preservation. Certificates of participation are distributed to those who complete the course, the first step toward becoming a CCE Master Food Preserver. This is a train-the-trainer program. Successful participants can offer workshops in their communities. Space is limited. You must pre-register by August 13. For more info contact Karen Armstrong at 483-7403.

Farm 2 Fork Festival

Saturday, September 1

9:00am to 2:00pm

Riverside Park, Saranac Lake

A tasting of food prepared by home cooks using featured produce from local farmers. Artisan Beverage Bar with Shrub, Switchel and infused drinks! Hand cranked Ice Cream, Pickle bar, Cider press, Locavore Grill, Free Lost Arts Workshops, Children's Events, Music and Dancing by Soma Beats, Farm Animals & more!

Fifth Annual Great Adirondack

Rutabaga Festival

Sunday, September 23

9:00am to 1:00pm

Marcy Field, Keene

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 2012 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 www.active.com or www.adirondackharvest.com

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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