



Harvest News

ADIRONDACK HARVEST

In coordination with Cornell Cooperative Extension of Essex County Summer 2013

"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."

Why Invest in Agritourism?

Bernadette Logoar
Rural & Ag Economic Development
Specialist, CCE, Franklin County

We live in exciting times with new technologies emerging seemingly weekly to make our lives easier, more efficient, and faster. We are more connected today than in any other time in history. We have the ability to find out something about anything within a couple of keystrokes.

Similarly, the agricultural landscape is rapidly changing. In some areas of the state and country, land is being converted to housing and other uses at an alarming rate. This results in the loss of prime farmland near major cities and many rural towns. Some sectors of agriculture are moving toward very large and concentrated production of food and fiber; some farmers don't want to expand their operations, but few small farms can raise traditional farm products and still compete successfully in this marketplace. Some agricultural sectors are in transition to new food and fiber production enterprises or to agritourism alternatives that will

help them maintain or increase their farm income, sustain their lifestyle and conserve their natural resources.

The transition into alternative enterprises and agritourism is occurring at a most opportune time, as rural and urban consumers want to learn more about the food they eat, how it is grown, raised or produced and the people who provide product for their family tables. According to the USDA, market research and experience show that:

- Consumers today are looking for local, fresh, organically or naturally grown products and are, in most cases, willing to pay extra for them.
- More and more, consumers want to know who produced their food and how it is produced. Thus, they support local farmers and the conservation of natural resources.
- Children and adults are looking for the opportunity to engage in interactive

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Don't forget that members receive a digital image of the Adirondack Harvest logo for their personal use. Ken Campbell of Campbell's Greenhouses in Saranac has put our logo on prominent display. The more we all use the logo, the more it helps to market all of us!

Vermont Sail Freight Project Looking for Vendors

by Patrick Kiley

The Vermont Sail Freight Project, based in Vergennes VT, would like to sell your products via our farm cargo sailing mission this September. VSFP is a sail-powered food trading adventure connecting the farms and forests of Lake Champlain with the Lower Hudson Valley and New York City.

Here's a little background. The flat-bottomed sailing barge Ceres (39' long x 10' wide) is being built by local farmer and builder Erik Andrus (Boundbrook Farm) and friends, with support from The Willowell Foundation. The maiden voyage will embark from Lake Champlain on September 15 and make several market stops along the Champlain Canal and the Hudson River on the 10-20 day trip to Brooklyn and Manhattan (that's 300 nautical miles), selling fresh and value-added farm products waterside along the way.

The boat is built to carry 12 tons (25,000 lbs) of regional, shelf-stable farm products from sustainable farms of the Champlain Valley. Customers will be able to pre-order online via yourfarmstand.com, and we'll also sell at live markets including Manhattan's New Amsterdam Market, and through NYC-based distributors such as Quinciple and Foragers City Grocers. The goal for this first trip is to deliver our goods on schedule, recoup our costs, and prove the viability for regular, multiple back-and-forth journeys in 2014 and beyond.

Our mission is to help revitalize wind-powered, water-based regional food distribution in the northeast!

We are buying produce and value-added farm products wholesale net 30th (i.e., we pay you wholesale price within 30 days of picking up your products). This is a sustainable, community-based, carbon-neutral and newsworthy distribution network that's just getting started.

Products you might consider selling through VSFP include root vegetables and other winter storage crops (including apples, garlic, onions, etc.), grains, beans, cornmeal, dried fruits and herbs, maple sugar and syrup, honey and other apiary products, baked goods, hard cider, wool and other fibers or hand-crafted goods, and any non-perishable canned or farm processed foods. As of July 20th, VSFP has 20 farmer producers from the Champlain Valley sending their goods to market on Ceres, each to be labeled for sale with the "Delivered by Sail" logo.



Please email us (pkiley1@gmail.com) or call me at 517-242-5684 if you'd like to get on board!

Whallonsburg Grange Co-packer Coop

You may remember reading about the Whallonsburg Grange Co-packer Coop in the last edition of the Harvest News. In case you haven't heard of us, we are a group of Essex community members and farmers starting a co-packer cooperative in the Whallonsburg Grange kitchen. Our goal is to provide the certified facility, labor, and expertise to coordinate production and sale of value-added shelf-stable and frozen products from Adirondack region farmers. We hope to eventually create a storefront in Essex that will serve as both a local market for these products and a community space with shared meeting space as well as shared tools, books, and other resources.

We are proud to announce that we have officially started processing! It has been a crazy last few months of getting lots of office work done- budgeting, grant writing, submitting recipes for approval, and officially registering our business with the state of New York, but we are now rolling up our

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sleeves and getting down to the fun stuff! Dilly scapes were first to be produced on the list with Reber Rock Farm and Mace Chasm Farm. We spent a day picking currants at South Farm, which we froze in the brand new flash freezer to be made into jam later in the month. We also picked up some cabbage from Fledging Crow Farm in Keeseville and it's currently fermenting into some tasty sauerkraut as you read this.

If you are an area farmer looking to unload some excess produce that didn't sell out at market or get picked up by your CSA customers, give us a shout - we probably want to buy it! If you are interested in learning more about food preservation or cooperatives, give us a shout too - we are looking for worker-members and volunteers to join in the fun!

Anyone interested should e-mail cara@thegreenhorns.com or call at 406-407-4096

Essex County Chapter

Most of our Adirondack Harvest chapters are so full of busy farmers they have been unable to post a chapter update. Hopefully we'll get a full report in the Fall!

In Essex County we are finally distributing our new local food guides. Thank you to Essex County Public Health for funding a portion of the guide.

We are gearing up to serve food at the Essex County Fair this week and will feature some products from new Essex County farms—plus we'll heavily promote everyone in Adirondack Harvest.

Then on to planning the fall Harvest Festival in September. Stay tuned for Fall news from all these events.



The flooding and torrential rains of early summer finally gave way to sunshine. Above, Edgley Farms was finally able to complete some haying and they hope that other farms were successful as well.

Ron & Beth Edgley's bison farm is in Vermontville.

Essex County Chapter

Contact Matt Cauthorn at 518-834-9303 or matt_cauthorn@hotmail.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 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



The Changing Face of Community Supported Agriculture

Avi Miner, Cornell Cooperative Extension-Tompkins County
Ithaca, NY

As the movement to eat a more locally sourced diet has grown, food producers have become increasingly creative with direct marketing to reach a larger customer base. Community Supported Agriculture (CSA) has become popular because of its flexibility, risk management benefits, and potential for close relationships with customers.

For Tompkins County the current movement began in 1990, and experienced slow but steady growth for about fifteen years.

During that time, vegetable shares were the predominant option, with some meat shares also available. CSAs generally adhere to several traditional principles, although in recent years the model has experienced significant evolution. The basic principles of CSA include:

- Community members agree to purchase a farmer's harvest in advance of the growing season and a farmer agrees to grow the food necessary to meet that commitment.
- All or most of the cost for a portion, or "share", of the harvest is paid up front, providing farmers with funds to purchase supplies for the season.
- When the harvest season begins, CSA members receive a share of the harvest each week.
- Opportunities for shareholders to visit the farm informally throughout the season for pickups, u-pick crops, and special events.

Over the past five years, Tompkins County has become an excellent showcase for the benefits and versatility of the CSA model. In 2012 over 3,400 customers in and around Tompkins County were enjoying a wide variety of products from area CSAs. In 2010, the number of shareholders was around 2,200, showing a 55% increase in shares over two years. This increased participation is due only in part to growth in the number and size of traditional vegetable CSAs. Many notable changes have also occurred in how CSAs are run and what products they offer. The annual March CSA Fair sponsored by Cornell Cooperative Extension of Tompkins County had 15 vendors in 2011 and 30 in 2013.

First and foremost, the range of products available through CSA is wider than just vegetables and meat. New products include a variety of artisan cheeses from throughout the Finger Lakes region, berries, bread, value-added products such as prepared foods, fresh cut flowers, herbal products, fruit, apple cider (fresh and hard), mushrooms, animal fiber, and even art. This explosion in product availability is evidence that more farms are seeing a benefit to engaging customers in a more active and continuous way than just single purchases.

As more farms adopt CSA marketing options, co-marketing and collaboration between farms has given rise to organizations like the Full Plate Farm Collective, a group of several CSAs that customers can sign up for at the same time. This adds convenience for both farms and customers by combining pick-up locations for several CSAs into one location that creates good visibility for all participating farm enterprises and becomes a weekly fun event for shareholders to attend. The Full

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Plate Farm Collective has further capitalized on this method by aggregating produce from several mixed vegetable and fruit farms into a single, more comprehensive share. Another method of collaboration is for CSAs to partner up in order to offer multiple pickup locations, making shares available to a larger customer base.

In addition to new products, CSAs in Tompkins County have branched out from the basic principles listed above. Several have adopted a pre-paid loyalty discount model in which customers pay a set amount up front and get an additional amount as a bonus. For example, at The Piggery's farm store the minimum is \$100 and customers get an immediate ten percent boost: \$100 turns into \$110 of store credit issued on a card. Similarly, vegetable CSAs that vend at multiple farmers' markets benefit from this model because it offers increased flexibility for customers and reduces the farmer's effort spent tracking which customer has picked up their share or how many shares to pack for a given location. Shareholders who buy a pre-paid card can buy products according to their own needs and schedule.

One drawback to the pre-paid discount loyalty card is that risk is not truly shared between the farmer and the shareholder. A crop failure may cause potential shareholders to hold onto their credit for a long time, delaying their next purchase. This can mean the farm earns less from each shareholder, because the initial investment is much lower than for a traditional CSA.

Wide Awake Bakery has also opted for a different model. Breadshare members reserve a set number of loaves ahead of time and pick them up on a weekly or biweekly basis, skipping weeks when they are on vacation or don't need bread. Payment and balance tracking of breadshare members is accomplished through third-party software called Farmigo. This system works well for a bakery because of the need to know in advance how many loaves to bake for a given week. Like the store credit pre-paid card method, this sacrifices risk sharing in favor of greater convenience and flexibility for the customer.



New products and models lend themselves to an environment in which CSA enthusiasts can easily sign up for multiple CSAs, covering a large portion of their grocery needs with products such as bread, meat, cheese, and stored winter crops keeping CSAs going year round. A CSA that goes year round will need to do less marketing work to re-recruit last year's members. In Tompkins County, it is possible to eat local vegetables almost year round, between CSAs that are offering Summer/Fall and Winter shares and the Good Life Farm, the sole farm to fill the Spring CSA niche so far. Beyond Tompkins County, the "full diet" CSA is gaining popularity. This gives shareholders some of everything and often works well with farm cooperatives with a large variety of products.

Modifications and rapid growth in the Community Supported Agriculture model over the past five years have proved its flexibility in creating symbiotic benefits for farmers, customers, and the local food economy in Tompkins County and beyond. Farms are finding that CSA often combines nicely with or even replaces other direct marketing channels such as farm stands and farmers' markets.

Avi Miner is a Local Food Community Educator in the Agriculture Program at Cornell Cooperative Extension of Tompkins County.

Smart Marketing



Do Restaurants Cater to Locapours? Using Zagat Survey Data to Examine Factors That Influence Wine List Selections

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Introduction

The USDA states that various local food marketing channels such as direct-to-consumer marketing, direct-to-consumer sales, and community-supported agriculture organizations have been growing substantially in recent years. Intermediate buyers such as schools, hospitals, grocery stores, and restaurants have also been expanding their consumption of local food. Restaurants in particular offer locally produced foods and beverages as a means of catering to this increased interest.

Wine is a beverage that can be closely identified with a specific region and the wine sector is a burgeoning industry in New York State (NYS). Therefore, one of our research objectives is to estimate the impact of certain characteristics on a restaurant's decision to carry local wine. We use a large database of restaurant ratings across NYS collected as part of the Zagat Survey.

Data

NYS has become recognized for producing top quality wine. While the local food movement has inspired restaurants to focus on local and seasonal ingredients in their cuisine, local wines have not yet received the same enthusiasm among restaurateurs (Molesworth, 2011). This is a particularly important topic in NYS given the number of restaurants and the presence of the emerging wine industry.

We used the Zagat Survey website as our data source for 2012 information about 5,111 restaurants in NYS. The Zagat Survey is a very rich and yet very under-utilized source of restaurant data in the United States. Using The Zagat Survey allows us to draw from a source containing standardized scores describing food quality, décor, service, and cost across a diverse spectrum, in both price and cuisine, of restaurants. Restaurant rating, pricing, feature, and cuisine type were collected from the Zagat Survey. This data was then augmented with information from wine lists from 1,530 of the 5,111 restaurants which served wine and which provided their wine list on-line. Wines on the lists were grouped by white, red, sparkling, rose, dessert, and fortified. We further separated each wine type by production region.

Results & Discussion

Table 1 provides our results for restaurants' willingness-to-buy local (WTBL). We compared restaurants that buy local wines to restaurants that do not buy local wines and examined whether the restaurant's reputation, attributes, cuisine style, and wine list had any effect on the presence of local wines. Table 1 presents the variables that had significant effects on local wines whether positive or negative. Also, in these results local wines were broken down into "all NYS wines", "NYS red wines", and "NYS white wines". For example, the Zagat Survey décor rating has a positive and statistically significant effect on the likelihood of a restaurant buying "all NYS wine" and "NYS white wine" but not "NYS red wine".

The significant variables for "all NYS wine" across the cuisine groups show that Standard American Cuisine, European Cuisine, Asian Cuisine, Latin American Cuisine, and Other Cuisine are all less likely to offer NYS wines compared to restaurants that serve New American Cuisine. Of the restaurant characteristics, the natural/organic ingredients and total feature count were positive and

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statistically significant. The regional variables show that those restaurants in Upstate New York and in Long Island are more likely to offer “all NYS wine” (relative to the four boroughs outside of Manhattan in NYC). Restaurants in Manhattan were not significantly different than those in the four other boroughs.

When we examine the wine list variables, a higher total count of domestic wines and a higher count of total wines increases the likelihood of offering “all NYS wine”, whereas a higher count of red wines decreases the likelihood. Lastly, the total domestic count is also positive and statically significant.

When we examine restaurants’ WTBL “NYS white wines” or “NYS red wines”, we find similar results, but here the regional impacts are more striking. For NYS white wines, we see that the likelihood of buying NYS wines is greater in Upstate New York and in Long Island, but for red wines the likelihood is only greater in Long Island. This is an intuitive result given that Upstate New York produces primarily white wines and Long Island is developing a reputation for producing white and red wines.

Overall, our results indicate that cuisine and wine styles influence the decision of restaurants to buy NYS wine. This complements previous studies which use primary data on how restaurants adopt wines based on cuisine type and aesthetics. Our results suggest that restaurants with cuisine types other than New American are less like to buy NYS wine. The presence of natural/organic ingredients feature and décor ratings, however, can positively impact the valuation of local wine. The Zagat Survey décor rating could be an indicator for ambiance and attention to detail in the overall client experience. The significance of the natural/organic ingredients feature could indicate that a restaurant is more likely to offer local food and wine products.

Table 1: Estimation Results for Logit Regression on Selecting All NYS Wine, White NYS Wine, and Red NYS Wine

Variable	All NYS Wines	White NYS Wines	Red NYS Wines
Zagat Décor Rating	0.0666**	0.0674**	0.0512
Standard American Cuisine [†]	-0.555***	-0.467**	-0.338
European Cuisine [†]	-1.149***	-1.339***	-1.039***
Asian Cuisine [†]	-1.901***	-1.715***	-2.252***
Latin American Cuisine [†]	-0.858**	-1.012***	-0.364
Other Cuisine [†]	-1.194***	-1.031***	-1.134***
Natural/Organic Ingredients Feature	0.334*	0.326*	0.629***
Total Feature Count ^{†††}	0.0818*	0.0344	0.0326
Total Count of White Wine	0.0105***	0.00723**	0.00321
Total Count of Red Wine	-0.00897***	-0.00524***	-0.00483***
Total Count of Sparkling Wine	0.0254*	0.0221*	0.0215*
Total Count of Dessert Wine	0.0527**	0.0471**	0.0276
Total Domestic Count	0.0212***	0.00958***	0.0132***
Upstate New York Location (n = 210) ^{††}	0.430*	0.614**	0.335
Long Island Location (n = 274) ^{††}	0.984***	1.121***	1.266***
Observations	1,400	1,400	1,400

Note: Table 1 is a condensed version and does not contain the statistically insignificant variables

[†] Cuisine groups are related to the base case of New American Cuisine

^{††} Regional Attributes are related to the base case of the remaining 4 boroughs of NYS (Bronx, Brooklyn, Staten Island, Queens)

^{†††} Does not include Natural/Organic Ingredients and Winning Wine List Feature

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Waste Not Want Not: How Much Does Your Food Really Cost?

*Bernadette Logozar, Rural & Ag Economic Development Specialist
Cornell Cooperative Extension Franklin County*

I cannot tell you how many times I have heard the comment that food is so expensive these days! Every time I do I have to scratch my head, and wonder if I am shopping at the same places they are. I don't see the cost as being all that much. Granted I am not feeding as many people they are, as my household is a small one – just me.

Most things I buy, I am planning more than one meal. For example, a roast chicken is the first meal. After that is done, I debone the meat, freeze the bones (those are going to be soup stock later), and the rest of the meat is for sandwiches. One chicken will serve me at least a week of meals—one supper and then lunch for 4 days. Once I make soup from the bones I have at least another week of lunches. So 2 weeks, 10 meals, one rotisserie chicken = \$6. Sixty cents of meat per meal is not that expensive.

A colleague once told me that I cannot judge the rest of the world by using myself as a standard. Well, if not me then how about a recent report from the Natural Resources Defense Council (NRDC) which found that 40% of the food produced in America is wasted. On average we throw away the equivalent 20 pounds of food per person every month. To give you a sense of what 20 pounds of food looks like, that would be like throwing away 45 bananas OR 2 whole turkeys OR 16 large potatoes.

Not only are Americans throwing out the equivalent of \$165 billion each year, but also 25 percent of all freshwater and huge amounts of unnecessary chemicals, energy, and land. But it doesn't stop there: almost all of that uneaten food ends up rotting in landfills where it accounts for almost 25 percent of U.S. methane emissions.

The NRDC says, "Nutrition is also lost in the mix — food saved by reducing losses just 15 percent could feed more than 25 million Americans every year at a time when one in six Americans lack a secure supply of food to their tables." That is equivalent to the entire population of the state of Texas!

Taking all that into consideration, maybe I need to rethink my earlier statement and agree that food IS expensive because we are wasting so much of it! According to the NRDC report, American families throw out approximately 25 percent of the food and beverages they buy. They estimate the cost of that waste for the average family of four is \$1,365 to \$2,275 annually.

There is some good news. There are solutions to food waste! Although food waste happens all along the food supply chain, as consumers we can avoid food waste by thinking through quantity when we purchase our food, and possibly save that 25 percent of food and beverages by reducing waste.

Sustainable America provides some tips to save money and resources:

- Make a list! Plan meals, make a grocery list, and avoid impulse shopping at the grocery store. An easy rule of thumb, don't go grocery shopping when you're hungry!
- Understand expiration dates. "Sell by" and "use by" dates are not federally regulated and do not indicate safety, except on certain baby foods. They are simply manufacturer suggestions for peak quality. Many foods can be safely consumed after their "sell by" and "use by" dates. Some good places to look for more information about these terms are: http://www.fsis.usda.gov/factsheets/food_product_dating/index.asp and www.stilltasty.com/articles/view/5
- Eat your leftovers or prepare smaller portions; or freeze extra portions for later.
- Turn appropriate spoiled foods and scraps into compost to use on your lawn, garden, or houseplants.

There is no downside to minimizing food waste today. If you make some small changes, and reduce the amount you waste from your household, you may find that maybe food isn't that expensive after all.

Agritourism

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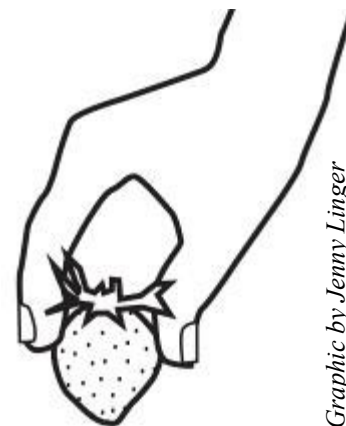
educational and outdoor activities

- Tourist and farm customers are interested in farm culture and heritage so they can better understand agriculture. This opens the door for farmers and ranchers to provide an agricultural experience.
- This public is looking for interactive experiences close to home that will help them get back to their roots.

All of these are great reasons to invest in agritourism ventures, as a farmer and as a community or region. Let's focus on the basics. Like what do we mean when we say 'alternative' agricultural enterprises, 'agritourism' or value-added? Here are some basic definitions of many terms used when talking about alternative agriculture.

Definitions: *Alternative Enterprises*—marketing an existing farm product differently by adding value to it before it is sold or adding a new enterprise (product or service) to existing enterprises on the farm. This can also be referred to as enterprise diversification. Besides the production of food and fiber, alternative enterprises can include the following activities:

- *Agritourism*: inviting the public onto the farm to participate in various activities and enjoy an agricultural experience. Agritourism enterprises include bed and breakfasts, for-fee fishing or hunting, pick-your-own fruits/vegetables, corn mazes, farm markets and much more.
- *Agritainment*: providing the public with fun on-farm activities. Such activities include haunted houses, mazes, miniature golf, horseback riding, hay rides and the like.
- *Agrieducation*: Formal and informal education about agriculture through signage, tours, hands-on classes, seminars, and other methods.



Graphic by Jenny Linger

Cultural and Heritage Tourism: Use of historical and cultural attractions to teach visitors about the past and present. In the Malone area, the Wilder Farm is an excellent example of this.

Direct Marketing: Any form of marketing in which a consumer purchases a product or service directly from a farmer.

Nature Tourism: Consumptive and non-consumptive use of natural resources. This ranges from birding, rock climbing, camping, hiking, star gazing and even skydiving to hunting and fishing.

Value-Added: a product whose appeal to consumers has been increased through packaging, processing, marketing or production practices or services. Each step of adding value to a product is an alternative enterprise.

Alternative enterprises and agritourism help to diversify the rural economy, as businesses and farms open their doors so visitors can see, taste and buy agricultural products. Agritourism activities serve the dual purpose of sparking economic development and making it possible for people to get back to the land, and it's an experience the rural and urban dwellers alike are embracing. All of which are good reasons to invest in agritourism on the farm, in your county and region.

The Rapid Growth of Farmers Markets in New York State: *Are New Markets Eating Through Farmers' Hard-Earned Profits?*

By Galena Ojiem, Farmers Market Federation of NY

Farmers Markets, once frequented only by a small population of ardent supporters, are now the meeting place of working single moms and business men, young families with children, and grandparents alike. Once seen as avant-garde, markets are fast becoming the normative way of getting our daily bread.

New York now has the second-highest amount of markets in the US with 647, behind only California with a staggering total of 827 markets according to the US Department of Agriculture. But in 2005, there were only 405 markets in New York State. With such a rapid growth rate, people are asking: Can we sustain the current rate of growth? The answer is no. At some point, the concentration of markets simply becomes untenable. While adding more markets within close proximity may seem to create added convenience for consumers, it does so at the expense of the market farmer, without whom markets cannot continue to operate and thrive. Let me explain.

Markets are not a modern institution. They were once the only way to get food you didn't grow yourself other than bartering with a neighbor. The recent resurgence of farmers markets in the US is a reaction against the proliferation of supermarket chain stores and unfamiliarity with our food sources. It is an attempt to return, if only in some small way, to this simpler way of life where food is sourced locally and relationships between producers and consumers are important. Chain stores don't care how many resources they use, how much wildlife they displace, or how bad their products are for you – as long as they make a profit. But when a chain store proposes to add a new location, they cannot proceed without meeting with the town planning board and getting input from the public that addresses these concerns.



Bryan Briscoe, Bucksberry Farm
Willsboro Farmers Market

What about when someone wants to start a farmers market? More often than not, since there is no formal process required of fledgling markets, the planning stages are bypassed and people go straight into operations mode. According to Diane Eggert, Executive Director of The Farmers Market Federation of NY, the first step to starting a new farmers market should be to conduct a feasibility study to see if the market is needed and will be supported by the community of consumers and farmers. When markets are started too close to existing markets and without conducting the necessary feasibility study, markets can actually “cannibalize each other's customer base” Diane quipped in a 2011 New York Times article, *As Farmers' Markets Go Mainstream, Some Fear a Glut*.

While it may be more convenient for the consumer if a new market opens five miles away from an existing market and on a different day of the week, think of it from the farmer's perspective. Let's say that 30% of customers at the first market switch to the second market. The farmer now stands to lose 30% of

The Rapid Growth of Farmers Markets in New York State: *Are New Markets Eating Through Farmers' Hard-Earned Profits?*

his business unless he also attends the new market. And then let's say a third market opens in the next town and is open on the same day as the first. The farmer now has to either hire someone to attend that market, or face the loss of 20% more of what he was originally making just by attending one market. It is in this manner that the proliferation of markets in close proximity requires farmers to attend more and more markets just to attain the same level of sales, creating a drain on farmers' time and resources. Farmers who are forced to spend less time on the farm and more time at markets will either seek new marketing venues such as Community Supported Agriculture (CSAs), retail and wholesale accounts, or their production and quality will suffer. Either option is a loss for markets.



Racey Bingham, Reber Rock Farm
Willsboro Farmers Market

The role that markets play in this dynamic is clear – market organizers need to keep the needs of local farmers in mind when considering developing a new market. If feasibility studies suggest that the market is too close to existing venues, efforts may be better spent working collaboratively with existing markets to enhance their experience and bring in more vendors and consumers so that everyone wins.

Consumers can also play a role in minimizing the impact of market over-saturation. As consumers, we can continue to support the markets and farmers we have always purchased from, even if we also start shopping at a new local market. Relationships have been developed and market vendors appreciate the support and depend upon the revenue from their repeat customers. What's most important about eating local isn't that it is available on every corner like a chain store – it's that it is

worth taking the time to obtain food that is fresh, nutritious, and supports a hard-working farmer who lives in your backyard. And if you are asked to answer a feasibility study for a new farmers market, you now have a better understanding of the full picture so vote to support only those new markets that are not in the shadow of our existing markets. Although nearby markets might add a small convenience to consumers, creating such a large inconvenience to our local farmers, the very people we are trying to support, is simply not worth it. Remember, farmers markets are for eating fresh, local veggies not for eating through our local farmers' profits.



Juniper Hill Farm
Elizabethtown Farmers Market

Smart Marketing: Locapours (cont.)

(Continued from page 7)

Our results also have important implications for wineries in emerging regions within the United States and in other production regions around the world. First, since cuisine plays a large role in the adoption of local wine, marketing to those restaurants with cuisine styles which complement a wine can have a meaningful impact. In the case of NYS wineries, restaurants with “New American” cuisine appear to be more willing to buy local wine. Our results suggest that local wines are in greater competition with other domestic wines from other states (mainly California, but also Oregon and Washington), suggesting that restaurants with a wine list containing more domestic wine may be more willing to offer local wines. Wineries may want to market to restaurants with more domestic wines overall since they have a higher probability of buying NYS wines. Lastly, local wineries should be aware of the distance that their brand is known within the state. They will need to differentiate marketing strategies by region. For example, local wine may resonate with restaurants close to their winery, but be less receptive further away. While it could be more difficult for Finger Lakes wineries to find restaurants that will serve their wines on Long Island, and vice versa, our results can be used as a tool for their marketing teams to develop strategies in order to better select those restaurants that are willing to buy local wine.

Reference

Molesworth, James. "Are Locavores Also Locapours?" *Wine Spectator*. 31 Oct 2011: 38. Available at: <http://www.winespectator.com/magazine/show/id/45671>.

Glean NY

New York's fruit and vegetable farmers can be reimbursed for the harvesting costs of produce that is donated to a food bank in the state.

Farmers may be reimbursed for their labor costs in harvesting and packing produce, as well as packaging materials, when produce is donated to food banks. A new initiative, Glean NY, hopes to increase the donation of food from the farm, including produce that might not otherwise have been harvested, produce culled from packing lines and storage, and more.

Glean NY is a partnership of New York State's eight regional food banks, Cornell University, Cornell Cooperative Extension, New York Farm Bureau, and farmers.

Occasionally, farms have produce that cannot be sold due to cosmetic blemishes, lack of market, or similar conditions. Food-safe produce can be donated to food banks. Donations do not have to be washed, sorted, graded, or packaged as for retail.

In many cases, the food banks' trucks can pickup produce at the farm. In some regions, food banks have produce crates that can be dropped off at the farm; otherwise farm crates can be returned to the farm.

New York State's food banks provide food for over 3 million people annually. Food is distributed through more than 5,000 local food pantries, soup kitchens, shelters, and other programs.

New York farmers donated more than 8.5 million pounds of produce, meat, milk, eggs, and other items to food banks in 2012, according to the American Farm Bureau Harvest for All project.

To make a donation, or for more information, call your regional food bank, or call the Food Bank Association of New York State at (518) 433-4505.

Take Advantage of the Free Stuff!

Bernadette Logozar, Rural & Ag Economic Development Specialist

As I write this, the local food guide for Clinton, Essex and Franklin counties is going into production. By the time you are reading this article the guide should be out and available for customers to use. This is the second year the three counties have collaborated to publish the local food guide. In order to be listed, as a farmer you simply have to respond to our email or mailings requesting your information. That is right, it is free to be listed. I am always curious as to why when something is offered for free, people don't take advantage of it--especially if it can help grow their business.

Recently I collaborated with two other organizations to put together and offer a number of social media and marketing classes. Those of you who have taken classes from me know that in general, there is some registration cost affiliated to my programs. It helps offset our expenses, and pay our bills. Additionally for the business it is your job-related education and professional development, which you can claim on your income tax as a deductible expense, which is why we supply you with a receipt for your registration. However, in the case of the most recent classes, these were offered for free. One would expect a full house, but this was not the case. We barely had the minimum number to run the class.

Besides being frustrating as an instructor, I was more perplexed by the low numbers at a free class. Is it that the business community is doing everything right and doesn't need any improvements? Or was it more that they just didn't see the value of the program because it was free.

In a world of increasing costs, both on the side of doing business as well as gaining and retaining customers, I encourage you, as business people—in the area of agriculture or not—to take advantage of the free stuff that can help improve your marketing skills or promote your business. Social media is touted as 'free'. And dollars and cents it can be. Meaning you can have a social media presence without having to pay for it. However, this doesn't mean your social media presence doesn't cost your business something. Someone, whether that is you or an employee, has to keep your information fresh but updating your website, posting a new picture, or status update or tweeting. You are trading labor dollars for capital dollars. But you can gain a relationship with your customers by opening this dialogue.

But remember, as great as the Facebook start-up tour is there is always more to learn, other tips, tricks and features that aren't highlighted in the tour. This is where those classes I mentioned above come in. Now that you've jumped into the sea of social media how do you make your business stand out from the other fish in the sea? How do you rise to the surface and float?

Here are 5 Keys to Success:

- Social media is a powerful tool for farmers – customers want to know and connect to farmers.
- Work with your talents: Are you a writer? Networker? Photographer? Cook?
- Focus on the platform that compliments you (Facebook, Blog, Twitter etc.)
- Remember social media is about relationships!
- Share your story, be authentic and connect to others.

So whether it is a class, or another way to promote your business – like the three-county local food guide, take advantage of the free stuff that can help strengthen your business. You never know it might pay off, literally, with increase customers and sales!

Harvest News Briefs

Feeding Sprouted Barley? Purchase Carefully!

If you are a farmer purchasing barley for sprouting this year, it is important to ask your supplier if the grain has been put through a grain dryer. Most barley being harvested during this rainy summer has been dried, and heat dried grain **will not** germinate. Please be aware that barley capable of sprouting may be in short supply this year, so contact your supplier early and often!

Stay Ahead of Plant Diseases!

This challengingly wet season provides perfect conditions for plant diseases such as late blight and powdery mildew. NOFA-NY Certified Organic has a freshly updated list of products approved for organic control of these diseases available at www.nofany.org/pest%2526diseasemanagement. If you plan to use organic sprays to control disease on your farm, remember that many organic disease control options are prophylactic, so you need to begin applications before the disease hits. If you need advice dealing with plant disease, call Northeast Organic Farming Association Technical Assistance Info-Line at 1-855-266-3269 to talk with someone on their team of experienced organic farmers.

Farming for a Sustainable Community: A Training Manual

This free publication by the American Friends Service Committee documents the knowledge of lifelong New Mexican farmer and the sustainability lessons he has learned from fellow farmers throughout his life. The guide includes models for land selection, soil preparation, crop planning, cultivation, handling, marketing and season extension with point-by-point instruction, case studies, and illustrations. Download a free copy at afsc.org/resource/farming-sustainable-community-training-manual.

Sheep Producers: Flock Expansion Funds Available

The National Livestock Producers Association's (NLPA) Sheep and Goat Fund Committee has identified up to \$2 million available for the purchase of breeding animals (ewes and rams). New and current sheep producers seeking to expand their flocks are encouraged to apply. Applications accepted on a rolling basis. Learn more about the Sheep and Goat Fund and apply at www.sheepandgoatfund.com

Upcoming Events, Classes, Workshops

The Adirondack Coast: Wine Trail Summer Tour

**Sat. and Sun. August 10 & 11
Clinton County**

Recently recognized by NY State, the 7 winery/cider enterprises that presently comprise the Adirondack Coast Wine Trail are celebrating the formal birth of the Wine Trail with a joint event welcoming the public to their tasting rooms. \$12.00, permits a person to sample wines and ciders at all 7 locations along the 66 mile Adirondack Coast Wine Trail. For more info: www.AdirondackCoastWineTrail.com

Copper Oxide Wire Particle Trial

**Monday, August 12 1:00pm to 4:00pm
Asgaard Farm, 74 Asgaard Way
Au Sable Forks**

\$10 Rhonda Butler will share how she incorporates multiple species grazing and other techniques she has used to control parasites. Tatiana Stanton Small Ruminant Specialist for Cornell University and Betsy Hodge St. Lawrence CCE will explain the rationale for using Copper Oxide Wire Particle (COWP) in sheep and goats to try to control barber pole worm and a summation of their COWP studies

Upcoming Events, Classes, Workshops

with sheep and goats thus far. Overuse of chemical dewormers has allowed the barber pole worm (*H. contortus*) population to develop resistance. A new option to control *H. contortus* is dosing with copper oxide wire particles (COWP). Pre-Register by noon August with Stephanie, 585-271-1979 ext. 509, or register@nofany.org.

Warm Season Crops in High Tunnels

Monday, August 19 6:00pm

Cornell Research Farm

48 Sayward Ln., Willsboro

Jud Reid, Vegetable Specialist from western NY and Mike Davis and Amy Ivy will discuss warm season crops in high tunnels, with an emphasis on tomatoes, including leaf mold, a tomato disease mostly seen only in tunnel production. Will start at the Cornell Willsboro Research Farm and move on to Carriage House Garden Center (McCauliffe's). For more info contact Amy Ivy at 561-7450.

Homeopathic Herd Health & Smart Grain Marketing

August 23 10:00am to 3:00pm

Sto Ridge Farm, 4955 Nelson Rd, Cazenovia

Join Henry Stoker of Sto Ridge Farm and John Stoker of Stolor Organics to learn how their farm business structure supports their dairy and grain businesses. During the morning program Henry will discuss the use of homeopathy for treating his dairy herd, provide a farm tour and answer herd health questions. The afternoon will focus on the grain operation of the business, highlighting how John provides quality grains to the dairy and how he has diversified his grain production. Robert Perry of NOFA-NY will demonstrate the OREI mobile grain cleaning unit. \$10/person and \$15/two or more people per farm. Pre-registration deadline is noon August 21. To pre-register and pay, please contact the Registration Coordinator, Stephanie, by phone at 585-271-1979 ext. 509, by email atregister@nofany.org

Crowfest 2013

Saturday, August 24

Fledging Crow Vegetables

122A Robare Road, Keeseville

All ages event. On-Farm camping and quiet family camping as well. Kids zone with endless activities. Live music all day and night including: Lucid, Big Slyde, Blind Owl Band. Farm fresh food: Pit roasted pork, BBQ chicken, vegetarian dishes, hand made salads and sides. Beer is included sponsored by local breweries: Lake Placid Pub & Brewery, Ausable Brewing Company, Paradox Brewery, Plattsburgh Brewing Company. A \$30 donation goes towards endless fun, endless beer, endless music, and an incredible amount of delicious homemade food. For more info contact fledgingcrow@gmail.com.

Grazing Livestock

Thursday, August 29 1:00pm to 3:30pm

Essex Farm, Rte 22, Essex

2 PAT credits available. Ken Wise of NYS Integrated Pest Management will be discussing controlling biting flies on pasture. He has several traps and successful strategies to reduce fly population explosions. Josh Bakelaar of ANCA will be discussing soil health on pastures. He will also have coupons for a free soil test available for attendees. Tiffany Pinheiro will have the new Essex County Soil and Water Conservation seeder available to see, and will be taking reservations for cover seeding fields over the winter. Mark and Kristin Kimball will show their pasture layouts and their brassica plantings for fall grazing. Preregister at CCE 962-4810 ext 0 or ald6@cornell.edu

Franklin County Harvest Festival

Saturday, Sept 14 10:00am to 4:00pm

Franklin Co. Fairgrounds, Malone

This year we are highlighting apples, maple, potatoes, and more. There will be sheep shearing, tree topping, live bees, basket weaving, felting, blacksmithing, butter making and cheeses making. There will also be games, and educational displays. Contact Bernadette Logozar for more information bel7@cornell.edu or 483-7403.

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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