



ADIRONDACK HARVEST

Harvest News

In coordination with Cornell Cooperative Extension of Essex County Summer 2014

"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."

Warrensburgh Farmers' Market Spurring Development of Local Farms

By Thom Randall,

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The Warrensburgh Riverfront Farmers Market, one of the leading venues of its type, has expanded its offerings for 2014 as it promotes local produce.

Founded in 1998 by Teresa Whalen and other members of Warrensburgh Beautification, the market has been credited for encouraging the revival of natural farming enterprises in Warren County. The market is open from 3 p.m. to 6 p.m. Fridays in the town's Riverfront Park beside the Schroon River on Rte. 418 across from Curtis Lumber.

This year, the market is featuring an expanded line of local produce, naturally raised meats and artisan baked goods — as well as dairy products and gourmet prepared foods. These new offerings join the maple syrup, honey, poultry, meats, plants, baked goods, flowers and natural soaps and lotions that have been the market's mainstays over the years.

"We want to offer a full shopping experience," Whalen said this week.

When the market started 16 years ago, there were virtually no active farms in Warrensburgh, although farming was a major element of the local economy just 75 years ago.

With its robust crowds, the weekly Warrensburgh market, however, has helped boost local farming since its founding. New farms have sprung up in recent years to meet the increased demand for high-quality local food, with entrepreneurs raising vegetables and livestock.

"We have always welcomed small farmers to help them get established and grow," Whalen said.

Back in 1998, Warrensburgh Riverfront Farmers Market was also the only venue of its kind from Glens Falls north to Ticonderoga. From that time forward, while other farmers markets hosted produce from



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Warrensburg Market, continued

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large farming operations, the Warrensburg market concentrated on the small farms.

Whalen and market organizers have also worked to expand the marketing opportunities for local small farmers, launching a community-supported agriculture program with pre-paid shares, as well as lobbying to have local schools and restaurants feature naturally grown vegetables — ultra-fresh and direct from small local farms — on their menus. “Fresh, local produce is not only delicious and affordable, but it’s very nutritious and much better for your health,” Whalen said.

From the beginning of the Warrensburg market, Whalen said it was her mission to not only make fresh vegetables accessible, but to make small farming a sustainable enterprise. Her efforts gained support when concern over the ecological benefits of local food became more prevalent, fuel prices spiraled, and the interest in sustainable communities surfaced.

To boost small farmers as well as enhance public health, Whalen and her associates offer occasional classes in preparing and preserving fresh foods in Warrensburg, as well as hosting cooking demonstrations at the farmers market, Whalen said.

The Warrensburg market also features a themed festival once per month through October, many of them featuring acoustic music performances, craft sessions and recipe sharing. The market’s annual Rhubarb Fest and their Riverfront Arts Festival were held recently, and their Apple Festival and Garlic Festival are to be held fairly soon. The arts fest featured woodworking, spinning, weaving, felting and fabric art, jewelry, pottery, and more — with many of the artisans demonstrating their work.

New to the Warrensburg market is an array of artisan bread created by Kathy Templeton of Thurman, alongside nationally renowned gourmet cheeses created by Nettle Meadow Farm.

Also featured this year is natural produce raised by Our Simple Life Farm, as well as their folk crafts which include hand-hewn bowls carved out of native timber.

Another popular vendor is Pure & Simple Soaps, which formulates natural soaps, lotions and even laundry detergent from goats’ milk.

Whalen said she was pleased with the growing local farming movement that she helped develop. “It’s a matter of preserving our rural heritage, enhancing public health as well as an investment in our own local economy,” she said.

USDA Enhances Farm Storage Facility Loan Program

FSA is expanding the Farm Storage and Facility Loan (FSFL) program, which provides low-interest financing to producers. The enhanced program includes 22 new categories of eligible equipment for fruit and vegetable producers.

Producers with small and mid-sized operations, and specialty crop fruit and vegetable growers, now have access to needed capital for a variety of supplies including sorting bins, wash stations and other food safety-related equipment. A new more flexible alternative is also provided for determining storage needs for fruit and vegetable producers, and waivers are available on a case-by-case basis for disaster assistance or insurance coverage if available products are not relevant or feasible for a particular producer.

Additionally, FSFL security requirements have been eased for loans up to \$100,000. Previously, all loans in excess of \$50,000 and any loan with little resale value required a promissory note/security agreement and additional security, such as a lien on real estate. Now loans up to \$50,000 can be secured by only a promissory note/security agreement and some loans between \$50,000 and \$100,000 will no longer require additional security.

The low-interest funds can be used to build or upgrade permanent facilities to store commodities. Eligible commodities include grains, oilseeds, hay, honey, renewable biomass commodities, fruits and vegetables. Qualified facilities include grain bins, hay barns and cold storage facilities for fruits and vegetables.

Contact your local FSA office or visit www.fsa.usda.gov for more about FSA programs and loans, including the Farm Storage Facility Loan Program.

Adirondack Harvest Chapter News

Franklin County Chapter *By Roger Hastings*

The Franklin County Chapter is distributing educational material from Adirondack Harvest to members. Members are encouraged to use the material at their farm stands, farmers markets and private sales to promote Adirondack Harvest and local food. If more materials are needed, please contact Roger Hastings at 518-529-6665. The Franklin County Chapter would also like to thank Bernadette Logozar for her work for the local food movement and Adirondack Harvest. Bernadette has moved to a new job in her home province of Alberta, Canada and she is greatly missed!"

Essex County Chapter

We're gearing up for the Essex County Fair, August 13-17. As always, we'll have a "Taste of the Adirondacks" tent set up in front of the CCE building and each afternoon we'll offer samples of food from some of the newest Adirondack Harvest members. This year we'll feature Scott Sayward's Boquet River Jelly Mill jalapeno mustard and Adirondack Rhubarb traditions Rhubutter. And of course we'll have our battle of the cheddars: will the winner be Cabot's Seriously Sharp or McCadam's Wicked Sharp? Stop by and have a taste!

We're also starting to think about the fall harvest festival season. Officially, the Harvest Festival week is September 13 to 21. On the 20th we'll be participating in the "Taste of Local" at the Adirondack History Museum and also co-sponsoring the event.

On October 12 we are planning the first annual Essex County Cheese Tour. This will be a self-guided driving tour of our three artisanal creameries: Sugar House Creamery, Asgaard Farm & Dairy and North Country Creamery at Clover Mead Farm. We're so excited to have reached a critical mass of creameries in Essex County. The tour is on! See the Adirondack Harvest website and the events in this newsletter for more information.

Essex County Chapter

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

Jefferson County Chapter

Contact Steve Ledoux at 315-788-8450 or swl73@cornell.edu to participate in or be the representative for the Jefferson County chapter.

Lewis County Chapter

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

St. Lawrence County Chapter

Contact 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.



Bonnie Gonyo's produce at the Willsboro Farmers' Market

Smart Marketing



Emerging Food Hubs: What's in It for You?

Kristen Park, Dyson School of Applied Economics and Management
 Bob Weybright, Cornell Cooperative Extension
 Cornell University

This article is the second in a series bringing presentations from the Strategic Marketing Conference sponsored by Cornell University's Agricultural Marketing and Community Development program to you. The conference gathered representatives from food hubs, collaborative marketing ventures, online marketing services, and online market development businesses.

Attendees heard about two new models being rolled out in New York. The models are Good Eggs, conceived and initiated first in San Francisco and being brought to New York City, and Wholeshare, a new version of the consumer buying club being implemented in regions across the United States.

Good Eggs NYC

Presenter – Josh Morgenthau

Good Eggs NYC started home deliveries in Brooklyn, NY October 2013 (with Manhattan scheduled to begin in the Spring of 2014). The model uses an online marketplace to take customer orders while workers put together the orders from a food hub warehouse or fulfillment center and deliver the orders throughout the borough. The twist on this home delivery service is that Good Eggs is working with local growers and food makers to deliver locally grown and locally made foods direct to consumers.

The food hub or fulfillment center is only one piece of the supply chain. Good Eggs chooses which farms or food maker to partnership with based on first and foremost consistent and high quality, products their customers want, and compatibility with existing products to “protect” current producers. It maintains a direct connection from consumer to the farm or food maker by maintaining a “grand central” website from which a customer can either shop by product or shop by individual farm or food maker. Although the farm manages its own web “farm stand” on Good Eggs’ website, the stand is built by Good Eggs with the same look, layout, and organization as all farm stands. Good Eggs also will send a photographer to the farm or food maker to photograph the products for their website.

The farms manage their own stand's:

- product photos
- pricing, discounts, availability limits, inventory limit (count)
- daily orders from customers and can interact with customers via email

This self-management is a major benefit to the grower as it allows them to coordinate sales through Good Eggs with their existing harvest schedule, availability, transportation schedule to the NY City region, etc. A participating grower is able to know their products are pre-sold, limits quantities available for sale when there is a short supply, and set their own prices.

Many of the growers offer their CSA shares through Good Eggs. Farms in the Hudson Valley can benefit from this expanded customer base as there are some indications of CSA saturation in Hudson Valley.

Farms and food makers bring the products that are ordered by their customers to the fulfillment center where they are then assembled with the rest of the order and delivered. The fulfillment center operates “just in time” which means that it does not hold product that has not been ordered and empties more or less daily. In general it takes about 36-48 hours between shopping online and delivery to the

Smart Marketing

customer. Orders are what is termed “skip day” orders, which means orders taken by Good Eggs on day one are sent electronically to the grower first thing on day two for harvest with shipment to Good Eggs for receipt early on day three where orders are sorted and delivered by the end of day three.

Good Eggs receives 25% commission on product sales. For instance, if one roll costs \$1, the food maker receives \$0.75 and Good Egg receives \$0.25. In turn, it charges customers a very competitive delivery fee of \$2.99 or \$5.99 depending on the delivery time and delivery window.

The primary difference between this food hub and a wholesale food supply chain is not the use of technology or online ordering system or even home delivery. Rather it is maintaining product identity through the supply chain to the customer and giving the customer direct access back up the supply chain to the farm. Jenna Wortham, reporter for *The New York Times*, tested Good Eggs home delivery and stated, “... the true thrill of getting food from a local grower is that it removes the degrees of separation from its source.”

Wholeshare

Presenter – Peter Woo

Wholeshare has identified that 96% of the food purchased is through traditional retail outlets. This means that most direct marketing methods used by farmers (Farm markets, CSA, etc.) are missing a major potential source of sales. So, the Wholeshare model works to bridge this gap by focusing on linking consumers together (aggregating consumer purchase power) so that they may purchase directly from wholesale entities in a region.

Wholeshare has over 100 groups in New York and Northeastern Pennsylvania, often run by farmers. To make this happen Wholeshare relies on a network of buying groups (clubs) that are connected to or “housed” at a farmers’ market, CSA, farm stand, or similar type of direct marketing channel. There is a designated coordinator who is the main interface for order placement, communication, and distribution. The coordinator earns 5% commission for ordering, managing orders, and breaking apart deliveries into orders.

Wholeshare groups are often started with the coordinator establishing a group with 3-4 families who then expand the club via word of mouth recruitment until it has reached its maximum or desired size/composition.

Some keys reason for a grower to consider becoming a Wholeshare coordinator is the ability to select the source (selectively block) products being sold to the buyers in the Club. That is to say, that when club member’s strawberries are in season those farm’s berries would be the ones listed and sold to the buying club. Another aspect is the control of markup percentage on a product by product basis. So, the produce that comes in and requires additional washing or other handling requirements can be assigned a markup percentage to account for the Coordinator’s or Club staff’s time to handle these product needs.

What makes the Wholeshare model interesting is the opportunity and ability to bring a wider selection of local, sustainable, or source identified food products to a greater geographic region....not just to urban, or high population density areas in the state.

The Wholeshare system is flexible. It permits presale of products, with Wholeshare facilitating payment from the consumer, and to the grower as well as on-site sale of products by the Coordinator who then handles the flow of payment from the buyer to the grower.

References:

Wortham, Jenna. “Good Eggs, a Virtual Farmer’s Market, Delivers Real Food,” *The New York Times*, November 13, 2013.

Videos of the presentations at the 2013 Strategic Marketing Conference conference website can be viewed at: http://aem.cornell.edu/outreach/strategic_marketing_conference.php

A Little Can Go a Long Way: Take the \$10 Challenge

Editor's Note: Many of you are aware that Bernadette Logozar returned to her homeland of Alberta, Canada earlier this year. Working at Cornell Cooperative Extension in Franklin County for many years, Bernadette was a stalwart of the North Country's local food movement, a tireless champion for farmers and a founding member of Adirondack Harvest. We miss her greatly and wish her well in her new position as the Economic Development Coordinator for Flagstaff County, Alberta. Fortunately, she left us with a few articles that we will continue to publish.

By Bernadette Logozar

There once were two apples, one grown in New York and one grown in New Zealand. Both apples were delivered to a New York grocer and purchased by consumers for a dollar each. The dollar from the New York apple was used by the grocer to pay the distributor, who paid the New York farmer, who paid his farm staff, who bought movie tickets in New York, and the movie theatre paid contractors to renovate the building, and so on. The dollar from the New Zealand apple was used by the grocer to pay the distributor, who paid the importer, who paid the wholesaler. Along the first supply chain, the apple dollar from the locally owned New York farm recirculates and exponentially multiplies throughout the local economy. Conversely, part of the apple dollar from the New Zealand farm leaves New York when the businesses involved in bringing the apple to New York are paid. Those businesses are often owned by shareholders around the globe, and that portion of the apple dollar goes into global financial markets. At the same time, New York loses out on all of the ways that money could have created growth in New York. This phenomenon is called the multiplier effect.

The multiplier effect refers to the amount of local economic activity that is triggered by the purchase of any one item. Community economics tells us that the more a dollar circulates in a defined region, and the faster it circulates, the more income, wealth and jobs it creates. Hence the example of the New York apple supply chain.

There are numerous studies across the US and Canada which show the impressive potential impact of buying local. The baseline commonly referred to is that buying local food has a multiplier effect of 1.4 to 2.6 times through the wider local economy. The numbers are small but the potential impact can be huge. For example: an article I read this spring refers to the economic impact in Virginia if every Virginian household spent \$10 per week on locally grown food and beverage, would result in consumers investing an additional \$1.65 billion back into the local economy annually.

Which got me to thinking, what if something similar was done here, in Franklin County? I realized that for many buying local agricultural products might be a new prospect, so I decided to change the challenge a bit. Instead of expecting every household to spend \$10 every week, what if every household in Franklin County spent \$10 every month on locally grown agricultural products. According to the latest Census data there are 18,940 households in the county. If every household spent \$10 every month on locally grown agricultural products, Franklin County consumers would invest an additional \$2.3 million back into our local economy each year. Now if we go back to the apple example, and this \$2.3 million had a multiplier effect of 2.5, this would result in an additional \$3.45 million in the wider local economy. A combined increase to the local economy of \$5.75 million, and I haven't not even started to calculate potential of sales tax revenues or other possible taxes that could be collected and put into state and county coffers.

It doesn't take long to spend \$10. But some may wonder what you can get for \$10. With your \$10, you could purchase: a) 4 bricks of McCadam cheese at a local grocer, b) pound of bacon, a dozen eggs and a loaf of bread from an area farm stand, c) fresh baked berry pie at the farmer's market, d) a bunch of rhubarb, quart basket of strawberries, 3 oz. bag of lettuce, bunch of radishes, and an 8-inch zucchini. Just to name a few options, any of which can provide a great meal option or addition to several meals for a family. Take the \$10 challenge this year and choose to buy local. Together we can make a little go a long way!

Enjoy the Summer Bounty Safely

By Bernadette Logozar

According to the U.S. Department of Health and Human Services on average one in six Americans will get sick from food poisoning this year alone! That is about 48 million people, most will recover with no long lasting effects but for some the effects can be long-lasting, even deadly. What can you do to ensure you or a member of your family is not one of the 48 million affected? All it takes are 4 simple steps. **Clean, Separate, Cook and Chill.**

Step 1: Clean: Bacteria that can cause illness can survive in many places around your kitchen including your hands, utensils and cutting boards.

Wash your hands: Washing your hands the right way can help stop the spread of illness-causing bacteria.

Wash surfaces and utensils after each use: Bacteria can spread throughout the kitchen and get onto utensils, cutting boards and counter tops. To prevent this, use paper towels or clean cloths to wipe up kitchen surfaces and spills often. Wash cutting boards, dishes, counters and utensils with hot soapy water after preparing a food item and before going onto the next one. As an extra precaution you can use 1 tablespoon of unscented chlorine bleach in 1 gallon of water to disinfect and sanitize washed surfaces and utensils.

Wash fruit and vegetables but not meat and eggs: Did you know that—even if you plan to peel fruits and veggies—it's important to wash them first because bacteria can spread from the outside to the inside as you cut or peel them? Here's how to wash all your produce effectively...

Cut away any damaged or bruised areas.

Rinse produce under running water. Don't use soap, detergent, bleach, or commercial produce washes.

Scrub firm produce—like melons or cucumbers—with a clean produce brush.

Dry produce with a paper towel or clean cloth towel... and you're done.

The good news? Bagged produce marked "pre-washed" is safe to use without further washing.

Do not wash meat, poultry, and eggs. Washing raw meat and poultry can actually help bacteria spread, because their juices may splash onto (and contaminate!) your sink and countertops. All commercial eggs are washed before sale. Any extra handling of the eggs, such as washing, may actually increase the risk of cross-contamination, especially if the shell becomes cracked.

Step 2: Keep it Separate! Use separate cutting boards and plates for produce and for meat, poultry, seafood, and eggs. Placing ready-to-eat food on a surface that held raw meat, poultry, seafood, or eggs can spread bacteria and make you sick. Here are some simple tips to avoid cross-contamination.

- Use one cutting board for fresh produce, and one for raw meat, poultry, or seafood.
- Use separate plates and utensils for cooked and raw foods.
- Before using them again, thoroughly wash plates, utensils, and cutting boards that held raw meat, poultry, seafood, or eggs.

Once a cutting board gets excessively worn or develops hard-to-clean grooves, consider replacing it.

Remember to also separate while shopping and storing your food. Keep meat, poultry, seafood, and eggs separate from all other foods at the grocery. Make sure you aren't contaminating foods in your grocery bag. Separate meat, poultry, seafood, and eggs from all other foods in the fridge. Bacteria can spread inside your fridge if the juices of raw meat, poultry, seafood, and eggs drip onto ready-to-eat foods.

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Making the Most of the New Farm Bill

It's been a few months now since President Obama signed into law the Agricultural Act of 2014. You probably remember hearing about it under another name: the (long overdue) Farm Bill. There was much hoopla in the press when, after a delay of over a year, it finally became a law. OK, I can sense your eyes glazing over or darting to the next article. But wait! Just bear with me for a minute. The Farm Bill (as we shall refer to it from here on out) is chock full of some good news for the local food movement and whether or not you realize it, many parts of this legislation will affect you. I'm going to break this article up into two parts to address all the positives that will be supported by this Farm Bill, so let's begin part 1!

My Cornell Cooperative Extension (CCE) colleague, Peter Hagar, wrote an excellent article back in March about the impact of the 2014 Farm Bill on the Northern New York dairy industry, but I will come at this from the local foods perspective. Not that dairy is *never* a local food – it's just that most of our dairies in this region do not directly market their milk products to the consumer. And direct marketing is a huge part of the local food business structure.

To start, funding was tripled for something called the "Farmers Market and Local Foods Promotion Program" (FMLFPP). This grew out of the 2002 Farm Bill which established the Farmers Market Promotion Program. See how they slipped in "Local Foods" this time around? The new expanded funding will support not only farmers markets but also community supported agriculture (CSA), farm-to-institution, and food hubs (businesses that may process, aggregate, store and distribute regional food). \$30 million is available annually as grants over the next five years! We can definitely use some food hubs up here to facilitate easier distribution from our increasingly productive farmers to stores, restaurants and institutions.

Another program, the Value-Added Producer Grant, which was established in 2001, also received a bump in mandatory funding levels providing \$63 million over five years. These grants help our small farmers to develop, process and sell value-added items derived from their own farm products. These can range from cheese to pickles to preserves and more and having them available allows the farmers to have products to sell in the off-season.

The interest in certified organic food continues to be high so the new Farm Bill added an extra \$35 million to its budget to help farmers transition from conventional to organic growing methods. Plus, it takes funding to oversee the organic food program in the United States so they've increased staffing money as well. In the past, the organic program has only had support from the Democrats, but in this bill support was fully bipartisan – a clear indication of a mainstream embracement of organics.

There is also something that's been around since the 2008 Farm Bill called the "Specialty Crop Block Grant Program". Adirondack Harvest and CCE have been awarded several of these grants and all have served to help us support and promote local foods in the North Country. The new Farm bill has increased funding for this grant by about \$20 million each year for the next 4 years, then an extra \$13 million above that starting in 2018.

And one more thing: there is new money to help the Christmas tree industry with promotion. Um...local foods how? No, we're not gnawing on our trees for sustenance, but this is a big industry here in the North Country and federal support can give this local business a boost.

While the Agricultural Act of 2014 does not represent a total overhaul of the industrialized food system, it definitely has made some major inroads into support for local food.



Juniper Hill Farm in Wadhams is growing some delectable mushrooms this year.

Safe Summer Bounty, continued...

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Step 3: Cook. Cook to the right temperature. The bacteria that cause food poisoning multiply quickest in the ‘danger zone’ between 40° and 140° Fahrenheit. While many people think they can tell when food is “done” simply by checking its color and texture, there’s no way to be sure it’s safe without following a few important but simple steps.

Use a food thermometer. Place the thermometer in the thickest part of the food, being certain to not touch any gristle, bone or fat. Wait the recommended time for your type of food thermometer and check against an approved minimum cooking temperature chart. Be sure to wash your thermometer in hot, soapy water after use.

Keep hot foods hot: When serving hot foods, keep them at **140° F or higher**. You can keep your food above the safe temperature of 140°F by using a heat source like a chafing dish, warming tray, or slow cooker.

Microwave food thoroughly (to 165 °F). To make sure harmful bacteria have been killed in your foods, it’s important to microwave them to 165° or higher.

Step 4: Chill Refrigerate promptly. Illness-causing bacteria can grow in perishable foods within two hours unless you refrigerate them, if the temperature is 90 °F or higher during the summer, cut that time down to one hour. But by refrigerating foods promptly and properly, you can help keep your family safe from food poisoning at home. Follow these top tips to keep your family safe:

- Refrigerate perishable foods within two hours.
- Never thaw or marinate foods on the counter.
- Know when to throw food out. You can’t tell just by looking or smelling whether harmful bacteria has started growing in your leftovers or refrigerated foods. Be sure you throw food out before harmful bacteria grow by checking Safe Food Storage Chart which can be found at www.foodsafety.gov/keep/charts/storagetimes.html.

So enjoy your summer backyard barbecue and family gathering safely by remembering the four simple steps, Clean, Separate, Cook and Chill! For more information on food safety visit www.foodsafety.gov

FSA Microloan Program

FSA developed the Microloan (ML) program to better serve the unique financial operating needs of beginning, niche and small family farm operations.

FSA offers applicants a Microloan designed to help farmers with credit needs of \$35,000 or less. The loan features a streamlined application process built to fit the needs of new and smaller producers. This loan program will also be useful to specialty crop producers and operators of community supported agriculture (CSA).

Eligible applicants can apply for a maximum amount of \$35,000 to pay for initial start-up expenses such as hoop houses to extend the growing season, essential tools, irrigation and annual expenses such as seed, fertilizer, utilities, land rents, marketing, and distribution expenses. As financing needs increase, applicants can apply for a regular operating loan up to the maximum amount of \$300,000 or obtain financing from a commercial lender under FSA’s Guaranteed Loan Program.

Individuals who are interested in applying for a microloan or would like to discuss other farm loan programs available should contact their local FSA office to set up an appointment with a loan official.

For more information on these and other programs offered by the USDA Farm Service Agency, be sure to visit the Clinton-Essex FSA office located at 6064 Route 22, Plattsburgh, or by calling 518-561-4616, option 2. Information on Farm Loan Programs can also be found by calling the Greenwich Farm Loan Team at 518-692-9940.

FSA Working to Prepare Farmers for New Farm Bill Programs

Farm Service Agency (FSA) is working with universities and cooperative state extension services to develop online decision tools and other materials and train experts to educate producers about several key farm bill programs. The new Web tools will help farmers and ranchers determine what participation in programs established by the 2014 Farm Bill will mean for their businesses.

The University of Illinois, the University of Missouri and Texas A&M develop the new online tools and train state-based extension agents who can in turn help educate farmers.

FSA will then work with state cooperative extension services for outreach and education on the new Farm Bill programs. Funds will be used to conduct public education outreach meetings where producers can speak with local extension agents and FSA staff. Outreach meetings will begin late this summer to help farmers understand the new programs and their options.

This new training technique will help farmers make an educated choice between the new Agriculture Risk Coverage (ARC) program and the Price Loss Coverage (PLC) program. Using the new online tools, producers will be able to use data unique to their specific farming operations combined with factors like the geographical diversity of crops, soils, weather and climates across the country to test a variety of financial scenarios before officially signing up for the new program options later this year. Once a producer enrolls in the ARC or PLC program, they must remain in the program through the 2018 crop year.

New tools will be provided for other programs as well. Sign-up for the newly established Margin Protection Program for Dairy (MPP) begins late this summer and enrollment for "buy-up" provisions under the Noninsured Crop Disaster Assistance Program (NAP) will begin early next year. An online MPP tool will be available when sign up begins and the NAP buy-up provision resource will become available to producers in the fall for the 2015 crop year.

While universities work to create new online tools, producers now have access to a preliminary website that gives them a chance to begin familiarizing themselves with the new programs and the type of information they will need to consider when deciding which program options work better for them. At this site, farmers and ranchers can view ARC and PLC projected payments, ARC guarantees, and PLC payment rate projections. These tables are available on the [FSA website](http://www.fsa.usda.gov).

Visit www.fsa.usda.gov or call our office at 518-561-4616 for information about FSA and the 2014 Farm Bill programs.



Racey Bingham of Reber Rock Farm prepares her table at the Willsboro Farmers Market. Reber Rock Farm is one of several in Northern New York who recently became eligible to accept SNAP cards, an additional source of income for farmers and a healthy benefit for SNAP recipients.

Harvest News Briefs

FarmAid Map Now Online

Well it took just this side of forever, but we've finally documented all the (legible) Post-It notes that were attached to our giant "Who's Your Farmer?" map at last September's FarmAid concert/event. Four hundred and fourteen farms were located on a Google Map for the public to access. It's easiest to access the link from our web page—check it out:
adirondackharvest.com/farmaid.html

Market Manager Training Coming to Northern NY

The annual NYS Farmers Market Manager Training Conference held by the Farmers Market Federation of New York will be held in Clinton County next year. This training, a valuable resource for both market managers and vendors, is scheduled each year in late February/early March. We are so fortunate that the conference will take place in Northern New York in 2015. It will be a great opportunity for our farmers. For more information keep checking the Federation website nyfarmersmarket.com

Market Your Products on Listharvest.com

Listyourharvest.com was started this spring to assist local farmers and producers with marketing their products online to their own local community. The website is a central posting board where farmers and producers are able to post, update and control their own advertisements, giving even the smallest producer a presence on the internet and allowing them to reach the largest number of customers possible right in their own community. Customers are able to find what is available in their area, when it is available, and where to find the local products they are seeking.

Report Provides Guidance on Food Value Chains

USDA Agricultural Marketing Service and Wallace Center at Winrock International have released Food Value Chains: Creating Shared Value to Enhance Marketing Success. This new resource explains the benefits of food value chains -- business arrangements which are distinguished

by their commitment to transparency, collaborative business planning and exchange of market intelligence and business knowhow among chain partners, and their interest in developing business strategies and solutions that yield tangible benefits to each participant in the system. Find the report at <http://www.ams.usda.gov/AMSV1.0/getfile?dDocName=STELPRDC5107776>.

Senator Gillibrand's Office Releases Food Hub Funding Guide

The office of U.S. Senator Kirsten E. Gillibrand of New York has released a 43-page publication titled A Guide to Funding Opportunities and Incentives for Food Hubs and Food Systems. The guidebook details information on grants, loans, and tax credits from numerous federal agencies. Download the guide at gillibrand.senate.gov.

Online Directory of Livestock Farmers lets Customers Find Local Meat in Bulk

The Meat Suite is the Finger Lakes Meat Project's online directory of regional livestock farmers selling meat in bulk. Created by Cornell Cooperative Extension Agriculture Educators, the website is designed to increase "freezer trade" (the sale of whole, halves, quarters of animals and bulk bundles of meat). Their goal is to give consumers a platform to find a farm that fits their needs and preferences when sourcing locally raised meats. Customers can search for farms in their region and learn how each farm raises their livestock, allowing customers to choose the meats that meet their family's wants and needs. Visit the Meat Suite at meatsuite.com.

Adirondack Farm to School Initiative Gaining Ground

The AKDF2S Initiative spearheaded by Paul Smiths professor and Saranac Lake School system food service director Ruth Pino is making great strides towards mainstreaming farm to school efforts in the North Country. She is currently seeking bids from local producers for the 2014-2105 school year. If you are interested please contact her at pinorut@slcs.org.

Essex County Announces Cheese Tour

Three scenic Adirondack farms are producing some of the finest artisanal cheeses in Northern New York. Join us for the first annual Essex County self-guided cheese tour. Drive from farm to farm at your leisure and in any order.

What to expect:

On-farm tours, samples, sales, prepared food and more! North Country Creamery's cafe will be serving up a variety of dishes while chefs from Paul Smiths College will toast gourmet grilled cheese sandwiches at Asgaard Farm. The Clay Hearth will offer pizza at Sugar House Creamery. All chefs will be cooking with local cheese!

Plan to Stay:

Make it a "cheese weekend"! Asgaard Farm and Sugar House Creamery offer farm stays. See contact information and book your reservations today.

Visit adirondackharvest.com/cheesetour.html for more info!



Sunday, October 12, 2014
10 a.m. to 4 p.m.



North Country Creamery at Clover Mead Farm

931 Mace Chasm Road, Keeseville

518-645-COWS (2697)

info@northcountrycreamery.com

northcountrycreamery.com

Asgaard Farm & Dairy

74 Asgaard Way, Au Sable Forks

518-647-5754

info@asgaardfarm.com

asgaardfarm.com

Sugar House Creamery

18 Sugar House Way, Upper Jay

518-300-0626

mail@sugarhousecreamery.com

sugarhousecreamery.com



Upcoming Events, Classes, Workshops

Organic Seed School

Sunday, August 17 8:00am to 4:00pm

Cornell University Homer C. Thompson Vegetable Research Farm, 133 Fall Creek Road, Freeville, \$10
Come learn from growers, breeders, and seed companies to better understand organic seed quality topics and how it affects your farm. Up to eight regional seed companies will present their new developments related to the needs of organic producers. These will include new varieties, breeding projects, seed treatments, company-specific innovations, and trialing under organic conditions. Please preregister with Michael Glos at mag22@cornell.edu or 607-227-7793.

Improving the Quality of Maple Value Added Products

Wednesday, September 17 6:00pm to 8:00pm

CCE Lewis County, 5274 Outer Stowe St., Lowville
Cost: \$20 per participating farm (helps cover the cost of the confection notebook that each farm receives). For additional information and to pre-register, contact Michele Ledoux at 315-376-5270.



A Taste of Local

Saturday, September 20 11:00am to 2:30pm

Adirondack History Center Museum
7590 Court Street, Elizabethtown
A food festival at the museum featuring local food to kick-off Adirondack Harvest Week. Free and open to the public. You can buy tickets and sample chefs' creations using local food, enter the apple dessert cooking contest and win prizes. Last year's event was a rousing success. Come celebrate local food and our farmers! <http://www.adkhistorycenter.org>

Adirondack Coast Wine, Cider & Beer Festival

Saturday, October 11

Crete Civic Center, Plattsburgh, NY
This is a fall harvest festival showcasing local foods and adult beverages. The mission is to create an event that will combine enjoyment through food and drink with public service. There will be wine & hard cider sampling along with local food & live music, free demonstrations & fun. adirondackcoastwinetrail.com

Essex County Cheese Tour

Sunday, October 12 10:00am to 4:00pm

North Country Creamery at Clover Mead Farm
931 Mace Chasm Road, Keeseville, Asgaard Farm & Dairy, 74 Asgaard Way, Au Sable Forks and Sugar House Creamery, 18 Sugar House Way, Upper Jay
Self-guided driving tour of artisanal creameries. Farm stays available for weekend. Farm tours, sales, samples, prepared food. Admission is free, some cost for food and other products for sale. For more info visit adirondackharvest.com/cheesetour.html.

Silvopasture Field Day

Friday, October 17 9:30am to 4:00pm

Mace Chasm Farm, 810 Mace Chasm Rd., Keeseville
one day course to develop the skills and knowledge that will help you to evaluate, plan and implement silvopasture projects in the context of your own farm or land that you manage for others. CEU credits pending for Certified Foresters and Crop Advisors. Pre-registration required, call Tiffany, Essex County Soil & Water, at 518-962-8225 for more information.

From Recipe to Market: A seminar for future food entrepreneurs

Saturday, October 18 8:00am to 4:00pm

Madison Barracks, 85 Worth Rd., Sackets Harbor

Sunday, October 19 8:30am to 4:30pm

Whallonsburgh Grange, 1610 NYS Rte. 22, Whallonsburgh

Is your recipe ready to go to market? If your goal is to launch a specialty food business, then this program is for you. Bob Weybright, an Extension Agricultural Development Specialist with the Eastern New York Commercial Horticulture program, will present this one-day seminar providing future food entrepreneurs with instruction in food business basics and knowledge of the critical issues to consider before starting a food processing business. Cost is \$75 and includes lunch and all educational materials. Register by 10/15. To register for Sackets Harbor contact Steve Ledoux at 315-788-8450 or swl73@cornell.edu. To register for Whallonsburgh contact Laurie Davis at 518-962-4810 x404 or lsd22@cornell.edu.



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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