



# Harvest News

In coordination with Cornell Cooperative Extension of Essex County Summer 2015

*"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."*

## ***Notice: Harvest News is Switching to Online Publication***

For the past ten years, Adirondack Harvest has been publishing this quarterly newsletter for its membership and other community partners. That's a lot of news—and a lot of paper. The Summer 2015 edition will be the last fully printed edition of the newsletter. Beginning with the Fall 2015 edition, paper copies will be printed for distribution to libraries, legislators and as handouts at promotional events, but everyone else will access the newsletter online. If you have limited internet access and would still like to receive a paper copy just let us know and we'll make sure you receive one. The online edition has the benefit of clearer photos (in color!) and conserves resources in the form of paper, ink, postage and labor. We've always posted our newsletters online once they are published, so you can access back issues at any time. So look for an email notice with a link to the latest edition beginning in November, but please do tell us if you need a paper copy sent—we'll keep you on the mailing list!

## **Introducing "Trees, Bales, Berries and Bees"**

TREES, BALES, BERRIES AND BEES is a hobby farm owned by Terry and Paula Niles and located in the foothills of the Adirondack Mountains, on Rt 11B in East Dickinson. The business was started nearly 20 years ago as an apple orchard offering some 10 to 15 varieties of apples. Given that honey bees provide an excellent means by which to significantly add to fruit production, the farm has several bee hives. Today they sell apples during harvest time as well as honey, creamed honey, honey comb, and honey butter. Their creamed honey includes plain, cinnamon, blueberry, and spiced apple. They also offer a variety of fresh baked pies with products directly produced on the farm. Varieties include apple, raspberry, blueberry, and rhubarb. They sell round bales of clover and timothy hay, and have started developing a vineyard of hardy variety grapes. A self-service stand is located near the house and is open spring through fall. Special orders for products are also offered. Their number is 518-529-0112. Also contact them at [pniles@slc.com](mailto:pniles@slc.com) and visit us on Facebook.





## The Food Bank and Farms *Alleviating Hunger...Together*

The Food Bank makes donating easy for farmers and food industry businesses within its 23-county service area. **Please consider donating any imperfect, surplus, or unharvested produce now or at any time of the year.** While product may be deemed unmarketable for whatever reason, it is often still wholesome and usable for distribution to charitable agencies to help hungry and disadvantaged people. It only takes 1.2 pounds of food to equal one meal for a person in need. **Every donation is greatly appreciated!**

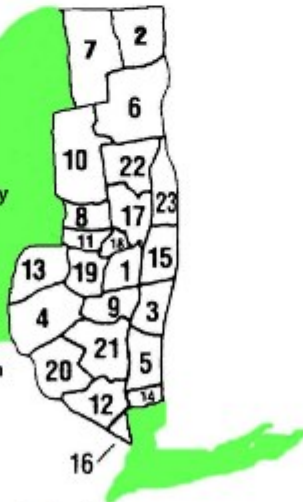
### What the Food Bank offers Farmers:

- Timely pickup. Just give us a call to schedule the pickup and we'll be there at that time.
- Able to accept any fruit or vegetable varieties you have available.
- Can handle any quantity. We have trucks that are able to accommodate any size pickup.
- Will return boxes, bushels, or totes upon request if necessary.

**Pick & Pack Out/Unharvested Produce:** Farmers who have unharvested fields, or excess unsold produce can call the Food Bank to discuss funds we may have available to provide for labor and materials to harvest and pack product for donation. **Here's how it works:**

- For unharvested crops, your crew picks the field and packs the produce into boxes, totes etc.
- The Food Bank comes to your farm to pick-up the product.
- You submit an invoice for the cost of labor and packing materials to the Food Bank and we will mail you a check.

- |                |                 |
|----------------|-----------------|
| 1. Albany      | 13. Otsego      |
| 2. Clinton     | 14. Putnam      |
| 3. Columbia    | 15. Rensselaer  |
| 4. Delaware    | 16. Rockland    |
| 5. Dutchess    | 17. Saratoga    |
| 6. Essex       | 18. Schenectady |
| 7. Franklin    | 19. Schoharie   |
| 8. Fulton      | 20. Sullivan    |
| 9. Greene      | 21. Ulster      |
| 10. Hamilton   | 22. Warren      |
| 11. Montgomery | 23. Washington  |
| 12. Orange     |                 |



Since 1982, the Food Bank has been helping to feed the poor and hungry in our communities. **In 2014, the Food Bank provided over 32.2 million pounds of food to over 1,000 charitable agencies in 23 counties.**



**For more information on how you can donate fresh produce to the Regional Food Bank, please call: (518)786-3691, Joanne Dwyer, ext. 223 or Erin Prendergast, ext. 286**

**For Food Bank of the Hudson Valley, please call: (845) 534-5344, Carrie Jones Ross, ext. 112**



# Adirondack Harvest News

## Sharing the Roadway with Slow Moving Vehicles

by Bernadette Logozar

(Previously the Rural & Ag Economic Development Specialist for  
Cornell Cooperative Extension Franklin County)



During spring and harvest, farmers are on the road more with slow moving vehicles. And it is important that all who travel on our rural roads are aware of these vehicles and take some extra precautions when coming up to and going around slow moving vehicles. The bright, reflective orange triangle with red border is a warning that a Slow Moving Vehicle (SMV) is in front of you. As a motorist it means slow down, and as a farmer it's a warning to other people on the road that the vehicle or piece of equipment in front of them is moving at a much slower rate than the speed limit, in most cases. Most farmers who drive tractors on the roads have experienced people rapidly approaching them. These simple triangles alert drivers that they need to slow down and keep a safe distance behind the farmer until safe to pass.

Slow moving vehicles are vehicles that operate at 25 mph or less, including: tractors, self-propelled agricultural equipment; road construction and maintenance machinery and animal-powered vehicles. Generally the slow-moving vehicle season is from late April to mid-October, but can last longer depending on the type of fall or spring we are having. The season of slow moving vehicles is due to planting and harvesting crops. Right now we are in the midst of harvest, please be aware of these vehicles and use caution when sharing the road with them. Give them space. Remember if you cannot see the driver, they probably cannot see you either.

New York State law requires slow-moving vehicle emblems (SMVEs) on all vehicles traveling 25 mph or less. The SMVE should be placed in the middle of the back end of the vehicle, and located 2-6 feet above the road. The SMVE must be kept clean and replaced when faded. According to NYS Law, each piece of agricultural equipment, whether self-propelled or used in combination, shall separately display a slow-moving vehicle emblem. It is illegal to put SMV emblems on stationary objects such as mailboxes or driveway posts.

Sharing the road: what should you do when encountering a slow-moving vehicle? First slow down immediately when you see a vehicle or equipment with a SMVE in the roadway. Increase the following distance to create a 'safety cushion'. Be alert, and watch for turns into fields or farms. Drive courteously. If you need to pass, do so with care and only when it is safe and legal to do so. Allow ample space for the agricultural vehicle, even if they pull over to the side of the road, you need to give them space as equipment in tow may sway on the road. Be aware that animal-powered vehicles may make unanticipated movements, like other slow moving vehicles give animal-powered vehicles ample space when passing and slow down. Remember SMV operators may have poor visibility due to loads and equipment in tow, be cautious when maneuvering around them.

For more information about slow-moving vehicles and SMVEs visit the Governor's Traffic Safety Committee website at [www.safeNY.ny.gov](http://www.safeNY.ny.gov) or [www.nysdmv.ny.gov](http://www.nysdmv.ny.gov)

### Essex County Chapter

Contact Julie Ives at 518-962-4584 or [littlehillsfarm@westelcom.com](mailto:littlehillsfarm@westelcom.com) to participate in the Essex County chapter.

### Jefferson County Chapter

Contact Cornell Cooperative Extension at 315-788-8450 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](mailto:mell14@cornell.edu) to participate in the Lewis County chapter (also covers Oneida Cty).

### St. Lawrence County Chapter

Contact Betsy Hodge at 315-379-9192 to participate in or be the representative for the St. Lawrence County chapter.

### Franklin County Chapter

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

### Clinton County Chapter

Contact Jane Desotelle at 563-4777 or [underwoodherbs@gmail.com](mailto: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](mailto:taawhalen@yahoo.com) to participate in the Southern chapter.

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

# Smart Marketing



## Growing Exports of New York's Agricultural, Food, and Beverage Businesses

*Jim Manning, Export Development Project Manager  
Cornell Cooperative Extension*

The U.S. Chamber of Commerce has pointed out that 95% of the world's consumers, and 80% of projected global economic growth, are located outside the United States. As the purchasing power of non-U.S. populations increases, they have the potential to become increasingly important markets for New York State's agricultural, food, and beverage businesses. In addition, global communications and logistics are becoming more pervasive and efficient, making exporting more feasible for these New York businesses.

The most dramatic example of economic growth and consumption is in China, where the emerging middle and upper classes are estimated at over 300 million today, approaching the size of the total US population, and are expected to more than double by 2022. In October 2014, the International Monetary Fund (IMF) announced that China's economy had surpassed that of the United States to become the world's largest economy when measured by purchasing power parity.

China's unfortunate track record with environmental health and food safety represents a significant opportunity for New York State's businesses. Chinese consumers have an intense interest in better food safety and environmental health and are attracted by the promise of "greener" foods coming from New York's clean environment and high-functioning regulatory systems.

In light of these facts, Cornell Cooperative Extension recently completed an 18-month project, funded by New York State's Empire State Development (ESD), designed to gather more information about the China export opportunity and to identify support needed by New York State's agriculture, food and beverage businesses in order to respond successfully to this opportunity.

The project included extensive outreach to New York businesses, participation in major industry trade shows in China, and facilitation of an initial sale of honey, maple syrup, and other products with a total net value to the producers of over \$30,000.

Our team also conducted a survey of New York producers to assess their experience with exporting as well as what they perceive as the potential for exports in their businesses. Survey participants represented all New York state industry sectors, including both some who are currently exporting and many who have little or no export experience. One hundred fifty-one useable surveys were collected and analyzed.

Respondents identified the types of export assistance they believe will benefit them the most which are summarized below:

- Help in addressing a lack of the organizational capacity to undertake export market development as well as the cost of developing export markets. These businesses need help with sales and marketing efforts, ranging from market analysis and intelligence to sales development services such as trade show participation support and identifying and vetting in-market partners and making introductions.
- Technical assistance in understanding and navigating regulatory requirements and tariff regimes. Some respondents specifically identified the need for a single entity or agency to provide a helping hand - a "one-stop" repository of knowledge on regulatory/tariff issues for relevant markets, as well as guidance on how to overcome these issues.

# Smart Marketing

- Reductions in tariff and non-tariff barriers, with the most frequent specific request having to do with facilitating the entry of NY wines into the Canadian market.

Each of these needs is, to one extent or another, addressed by existing resources and agencies, including *Food Export Northeast*, the U.S. Department of Commerce (USDOC) and the U.S. Department of Agriculture (USDA). Nonetheless, the responses indicate that the perceived lack of sufficient assistance of various kinds remains high.

As an outcome of this project we have recommended several targeted investments that would help New York's agriculture, food, and beverage companies tackle the challenges of entering and growing in the China market. Assisting companies with developing China exports will have the additional beneficial effect of preparing them to enter other export markets more successfully.

We have specifically recommended:

1. *Consolidating the sources of export help from the current variety of resources into a single "one-stop shop" and aggressively marketing the availability of this resource along the lines of, for instance, the Startup NY initiative.* It's worth noting that the Global NY program launched in 2014 proposes to offer such a one-stop shop ([global.ny.gov](http://global.ny.gov)), but details have yet to be announced.

2. *Developing a program of direct China market entry support for medium to large companies in targeted sectors where strong opportunities have been identified as a result of this project.* The recent project began such an effort for a few promising products and companies with deep dives into market analysis and preliminary identification of in-market partnership opportunities. Next steps would be to vet potential partners; facilitate initial liaisons; and support relationship development until traction is gained and companies can justify increased resource allocation to the Chinese market.

3. *Developing a New York State e-commerce strategy for China in recognition of the explosive growth of the Chinese commercial internet.* An e-commerce presence for New York State food and beverage producers in China is a promising way to address many of the challenges specifically identified by our survey respondents as limiting their ability to grow exports: the cost of developing sales; the cost of fulfilling sales; constraints of organizational capacity; and even, to some extent, the challenges of overcoming logistics and regulatory hurdles.

4. *Strengthening cooperative marketing programs, with a special focus on export development, for New York's maple and honey industries, whose particular characteristics offer unique opportunities for growth.* Survey responses indicated a high degree of support for the role that cooperative marketing could play in facilitating the growth of export sales by overcoming the limited organizational capacity of many small producers. This could be a particularly important strategy for two New York industries: maple and honey, two products for which we have already successfully generated sales to China as part of the recent project.

We believe that the results of the recent project show that such investments will enable our agricultural, food and beverage industries to maximize the new opportunities represented by export markets.

*For more information on any aspect of Cornell Cooperative Extension's Export Development Project please contact the author at [jpm277@cornell.edu](mailto:jpm277@cornell.edu) or (315) 272-9529.*

# Smart Marketing



## Creating an Exciting, Enticing and Energetic Store through Merchandising

*Debra Wood Perosio*

*Dyson School of Applied Economics and Management  
Cornell University*

Is your retail store exciting, enticing and energetic? Does it “scream” come in and buy something to your customers? Do your customers leave with more than they intended to buy? If you have answered “no” to any of these questions then maybe it is time to “freshen” up and re-merchandise your retail store.

So what is merchandising? What does it hope to achieve? The goal of merchandising is to maximize customer satisfaction and value profitably through your product selection, pricing and the services you offer your customers. Merchandising is not just having a few displays

or attractive signs. Every touch-point of your store should send the same message to your customers from the displays to your workers to your bags!

Merchandising can really be thought of as having two primary approaches: functional and customer focused.

In a function approach to merchandising the retailer is concerned with setting the “right” prices through efficient and effective procurement, developing a spot-on promotional program, and creating attractive and creative displays within a store layout that maximizes exposure to products.

The other side of the coin emphasizes creating and maintaining satisfied customers. How do you as a retailer provide customers with the retail shopping experience they crave? Are they looking for convenience, a broad selection of products or perhaps a narrow deep product selection, high or low prices, and what type of “experience” do they expect when coming to your store? Understanding your target market can help you answer these questions and create merchandising plans to optimize sales and customer satisfaction.



So let’s take a look at the merchandising from a practical perspective. Merchandising shouldn’t be what is reflected in this sign, yet how many times have you felt like this after eating out or going to a store and being treated badly or worse yet totally ignored?

When you go to Bass Pro Shops how can you not be mesmerized by the merchandising that is everywhere...floor, shelves, walls and ceilings and even the restrooms! Next time you visit a Bass Pro Shop look around carefully at how detailed and cohesive the merchandising is.

Some other great companies with merchandising to watch and observe are Trader Joe’s, Wawa and Sheetz. All three of these companies create an “experience” for the customers, all in different ways. Trader Joe’s is just fun...the Hawaiian shirts the employees wear, the colorful signs, crazy packaging and selection of products makes it a fun

adventure. Sheetz is bright, colorful, and efficient, making your stop for gas much more enjoyable while Wawa creates a “home-town” feel in their convenience stores while getting customers in and out quickly with high quality food and products.

Let’s take a look at some merchandising strategies that may help energize your store.

### 1. Store Layout

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- The entrance should be a quick decompression zone for your customers. Help to get them in the “right” frame of mind for shopping by placing fun displays, important information and or samples right at the entrance.
  - The front of the store should be used for promotional items or high attraction items like fresh baked good, beautiful product or awesome new products.
  - Place your “core” products in the center of your store.
  - The back of the store should be saved for “destination” products like milk and soda.
  - At the checkouts place small bins with a variety of products like impulse items likely to be forgotten during the regular shopping trip---This is very valuable real estate for sales and should not be overlooked.
2. Store “Hot Spots”
    - Where are the high traffic areas in your store? Where do people congregate? Use that area to place higher priced items, items that are new to the store or favorite items that may only be available certain times of the year.
  3. Promotions
    - Use every element of the promotional mix (sales promotions, advertising, personal selling, public relations and social media) to communicate with your audience. Create sales events that are unique and special combining special events with great prices...customers love this!
  4. Trendy and Fresh Displays
    - Keep your displays fresh, colorful, exciting and stocked! Rotate and change displays frequently to keep things interesting and new.
  5. Demonstrations and Sampling
    - These are two powerful merchandising strategies that have a huge impact on customers. If you have a new product, demo it on special days. If you sell food products that’s even better...everybody loves a free sample and people often buy the product after tasting. Both demonstrations and sampling provide personal contact with your customers which always creates a positive shopping experience.
  6. New and/or Improved Products
    - If you have new products make sure you feature them in prominent displays with impactful and informational signs. Demonstrate or sample them if appropriate.
  7. Signage
    - I can’t say enough about good signs. They serve so many important purposes such as offering directions (who likes to be lost?), information, and promotion of the products.
  8. Color
    - Don’t forget how important color is in merchandising. Here are a few insights into the “meaning” of various colors:
      - ◊ Yellow and red are attention grabbers
      - ◊ Green evokes the idea of health, freshness and natural products
      - ◊ Brown speaks to home, hearth and earthiness
      - ◊ Black gives an air of sophistication, elegance and exclusivity
      - ◊ Trust and reliability are often associated with blue
      - ◊ Violet is mystical and often associated with whimsy and imagination

There are so many interesting aspects to merchandising. Have fun with it and your customers will enjoy it and reward you with purchases. So remember if you want to have an exciting, enticing and energetic store, identify everything with signage, set the mood of your store with windows and the entrance, embrace all senses, change your displays often, engage customers with demonstrations and sampling and don’t be afraid of color!



## Update from Harmony Hills Farmstead

*Note: We love to get updates from our Adirondack Harvest members on their businesses, sharing their practices and methods. If you would like to submit an article about your business please email it to [lsd22@cornell.edu](mailto:lsd22@cornell.edu).*

### **Todd and Michelle Asselin own Harmony Hills Farmstead in Malone.**

#### **Who we are**

We encourage and stress the importance of educating our customers about our products and try to spend time getting to know them in order to better serve their needs. Likewise, we feel our consumers might want to know a little about us.

Michelle has over 25 years of experience in the agricultural field. She was raised on a dairy farm in Nebraska and has been working with animals all of her life. As a youth she was involved in 4-H where she was president of her local chapter for three years. She also had an active role in FFA as the treasurer, vice president and president. While supporting herself at age 17, Michelle took a job at the University of Nebraska as an Animal Health Specialist in the Ruminant Nutrition Department and Beef Feedlot Research Center.

Compelled to serve her country, Michelle joined the United States Air Force, and served four years. While stationed in Montana, she spent time assisting ranchers with branding, roundups and animal health. She has an MBA with an emphasis in Accounting and is thoroughly qualified to manage our farming operation.

On the other side of the spectrum, I was raised in the concrete jungle of Springfield, Massachusetts, where I studied and worked in the electrical field for three years. Before joining the United States Air Force my experiences were evolved out of the labor force and construction. Michelle and I met while in the military and after serving eight years of active duty I moved into the field of Social Services. I am a man of many trades, master of none, enjoying a challenge and strive to be independent and self-sustaining. I have degrees in Psychology and Social Work and currently assist military veterans with psychiatric complications.

Harmony Hills Farmstead began when we started eating foods produced using humane, environmentally safe practices. We want to be sure the products we consume are raised and grown in such a manner. For that reason we decided to raise our own livestock. In 2004 we purchased property in northern upstate New York, and began putting our vision into practice.

Today, we are successfully raising our own beef, pork, and poultry. We proudly offer these products to family and friends, and have decided to make these same foods available to customers who share our values.



#### **Our Philosophy**

We strive to continuously engage holistic management practices, encouraging natural husbandry and healthy environmental habitats

#### **Promoting Healthy Lifestyles**

We are committed to responsible, environmentally sound, sustainable farming. We use all natural methods to control pests, weeds, and erosion. Animals are raised in open pastures and on forested acreage, using feeding and grazing cycles that not only enhance the soil, air, and water quality, but also provides the animals the ability to engage in their natural behaviors.



# Update from Harmony Hills Farmstead

*(Continued from page 8)*

## **Producing Quality Meats**

Committed to quality, taste, freshness, and safety of the products we offer. Pastures and animals are free from pesticides, herbicides, added growth hormones, steroids, animal-based bi-products, and antibiotic applications.

## **Beef**

Our Registered Black Angus bees are raised from birth to processing on a single farm nestled in the Adirondack Park, with respect for the cattle, and in harmony with nature. They receive absolutely no grain at all. The growth rate is much slower, but well worth the wait. The forage-only diet increases Omega 3 levels, CLA (conjugated linoleic acid), and Vitamin E, providing a heart-healthy product that is also implicated in cancer prevention.

## **Pork**

We are dedicated to producing lean, flavorful, quality pork, and therefore raise Berkshire hogs. Berkshire hogs are known for their tenderness and marbling--comparably found in high-quality beef. Our free-range, pastured hogs are raised from beginning to end on our farm rooting around in the woods eating all kinds of things like grass, plants, roots, leaves, and wild berries. In addition, they receive a specialty blend of free choice feed that contains no antibiotics, no added hormones, and no animal-based bi-products (this includes fish).

## **Chicken & Turkey**

Here at Harmony Hills Farmstead, we raise pastured chicken and turkey. Our chickens and turkeys are not given antibiotics or growth hormones as they are naturally healthier and disease-free living on our chemical-free pasture instead of being condemned to the usual poultry confinement housing. Because our chickens and turkeys have constant access to the outdoors and their traditional diet of greens and insects, they are higher in essential omega-3 fatty acids and lower in saturated fat.

## **Eggs**

Harmony Hills Farmstead free-range white and brown eggs have naturally-balance nutrients, with bright orange yolks and firm whites. No medications, growth stimulants, or hormones are ever added to the chicken feed.

## **Outlets**

Our animals are special and the quality and taste of our meat reflects the care and treatment that our livestock enjoys each day. Happy, humanely raised animals require a level of time and attention that no corporate farm can provide. Proper feed and care is also expensive. While we continue to manage and contain costs, we will never sacrifice fresh air, sunshine, good food or new pastures in an effort to cut costs. No feedlots of confinement raising is now or will ever be a part of Harmony Hills Farmstead!

Because we put such care into our animals, the only way we are able to make our farm economically viable is primarily through direct sales to the consumer. Currently, we sell to select restaurants, all natural food stores, at the farmers markets, and directly to our customers. We offer various options for our customers, for example they can purchase a piece of meat, a share in our meat CSA, a meat bundle, or a half/whole animal. We believe that every household has different needs that we can accommodate.

Find Todd & Michelle Asselin at:

274 County Route 26, Malone, NY 12953 Phone: (518) 483-7961

Email: [harmonyhillsfarmstead@northnet.org](mailto:harmonyhillsfarmstead@northnet.org) Website: [www.harmonyhillsfarmstead.com](http://www.harmonyhillsfarmstead.com)

## The New Conroy's Organics



If you haven't heard, since March of this year Conroys Organics Café and Marketplace in Plattsburgh has been under new ownership. With new ownership comes some exciting changes and challenges that are happening on the farm and in the store.

Our passion for food, being purpose driven in what we do, and food integrity are all important aspect of the changes we're making. Change is tough for both our regular customers and our employees. But there has been a positive impact on the quality of our food and our bottom line since the transition. It's very exciting to see.

Some of those changes include bringing farming back to the store. Conroys Organics sits just north of 6+ acres of prime tiled farmland that's sat dormant for many years. This plot of land has primarily been used for grazing the grass fed cattle whose beef is also retailed at the store. A section of that farmland is now used for food production for the store as well as pasture land for the lambs.

"In the first few months of ownership, we knew it was going to be important to both grow the store and our product lines as well as maintain consistency. In a very short time we've added livestock that will be processed and retailed at the store and for wholesale," explains coowner Tracy Vicory-Rosenquest. "We're growing our own produce for the café and the marketplace. We're also developing our own private label pickles, kraut, and canned goods. All of these are part of our plan to branch out of the four walls into the region."



A large aspect of growth for us is expanding our product line both inside and outside of our own store. The level of growth in our plan can't be accomplished by making more sandwiches or selling more groceries. We're really looking for the product lines and private labeled goods that are going to make the long term difference

## The New Conroy's Organics

*(Continued from page 10)*

in our economic growth but will also be in line with our ideals of food standards. Baking is now done on premises. We've increased our baking production to about 95% of the baked goods we sell. The only thing we aren't currently baking are the breads and granolas we sell in the store.



However, we're currently working on a granola recipe that can be packaged and sold both retail and wholesale.

A home dining room atmosphere is still the experience as you settle into the window seat looking out over the garden and lamb. We knew maintaining that feel is a part of Conroy's that people have grown to love. Whether you're a regular or someone coming to the store for the first time, you're still greeted when you walk in, and we still say "bye" when you leave. We're a small family in this community and it's been important to maintain that.

The most exciting part of this is the community that we're a part of. We've received nothing but positive vibes, good feedback, and support in this transition. It's a slow process but one that's been exciting to make.



Chris Rosenquest is a coowner of Conroy's Organics, an Adjunct Instructor of Business and Marketing at Clinton Community College, a Business Advisor at the Small Business Development Center and a community activist. Chris was raised in Plattsburgh, NY and graduated SUNY Plattsburgh in 2000.

Tracy Vicory Rosenquest is the owner of Conroy's Organics, a published playwright, and a community activist. Tracy was raised in Overland Park, Kansas and graduated from Gustavus Adolphus in 2004.

Chris and Tracy returned to the area in 2013 having moved from Seattle Washington.



# Harvest News Briefs

## Correction: Four Essex County Farms AWA Certified

In the Spring 2015 edition of the Harvest News it was incorrectly reported that three Essex County farms are currently Certified Animal Welfare Approved. Asgaard Farm in Ausable Forks was inadvertently omitted from the list but has been AWA certified for some time. This certification and food label lets consumers know the animals are raised in accordance with the highest animal welfare standards in the U.S. and Canada, using sustainable agriculture methods on an independent family farm. Congratulations to all four of these farms, who are the *only* farms in the entire North Country to hold this certification. Find out more at [animalwelfareapproved.org](http://animalwelfareapproved.org)

## SARE Farmer Grants

The deadline for 2016 Farmer Grants is November 12, 2015. Awards are in the spring. These grants are for commercial farmers who want to test a new idea using a field trial, on-farm demonstration, marketing initiative, or other technique. Applications are submitted online for awards the following spring. Information at [www.nesare.org](http://www.nesare.org)

## On-Farm Production Techniques

The Northeast Beginning Farmers Project website has a video resource library of on-farm production techniques. These videos provide some great examples of high-quality production practices used on successful farms for raising vegetables, berries, pigs, sheep, poultry, and more. Check out the Vegetable Production Video Playlist and more at [www.youtube.com/user/cornellsmallfarms](http://www.youtube.com/user/cornellsmallfarms).

## 0% Interest Farm Loans of up to \$10,000 Available Through Kiva Zip

Kiva Zip is a crowdfunding platform providing 0% interest loans to entrepreneurs. Note that these are loans, not grants, so they do need to be repaid, but there is no other source of loan money with zero hidden fees and zero percent interest. Lenders on Kiva Zip particularly love to support farmers!

So if you've been needing a small amount of capital to purchase equipment, build a small facility, smooth out cash flow, or support your farm in any way, check out Kiva Zip. Kiva operates on social capital, so you don't need to share your credit history or financial statements, or even a business plan, to get funding. Just about anyone can apply. If you want your loan to fundraise more quickly on Kiva Zip, and you have taken one of the Cornell Small Farms Program's online courses, you can request their endorsement after you've applied for the loan. The Cornell Small Farms Program is a Kiva Zip Trustee, and lenders tend to preferentially support loans with the backing of a Trustee. To learn more, visit [zip.kiva.org](http://zip.kiva.org)

## Healthy Soil is Underground Insurance

Healthy soil can protect us from drought and flood impacts, saving farms, rural communities and even the American agriculture industry, according to a new report from the National Wildlife Federation. *Can Soil Save Us? Making the Case for Cover Crops as Extreme Weather Risk Management* details the many benefits of investing in healthy soil as protection from natural disasters. Read the press release or the full report at [www.nwf.org](http://www.nwf.org).

## Identifying Pasture Grasses

"Identifying Pasture Grasses" from the University of Wisconsin Cooperative Extension can help you identify some of the plants that can be found in your pastures. The publication has photos of seed heads as well as simple descriptions of other plant characteristics to look for. Order the guide online or view the PDF at [learningstore.uwex.edu](http://learningstore.uwex.edu).

## Tree Fruit Pest and Beneficial Search

The Michigan State University tree fruit pest and beneficial search helps users identify diseases, insect and mite pests and beneficials found in crops and landscapes, a critical step in any integrated pest management (IPM) plan. Check out the search here: [www.ipm.msu.edu/search](http://www.ipm.msu.edu/search)



# Harvest News Briefs

## Food Hub Benchmarking Study

The NGFN Food Hub Collaboration has released a new study titled, "Counting Values: Food Hub Financial Benchmarking". This study draws on financial and operational data from 48 of the more than 300 regional food hubs in the nation, and provides a wealth of data that can be used as a starting point to guide the flow of capital into the new local food sector. Find the press release and the full report at [ngfn.org/resources/food-hubs/benchmarking-study](http://ngfn.org/resources/food-hubs/benchmarking-study).



## Seeking NY Farmers to Grow Chinese Medicinal Herbs

High Falls Foundation has received a grant from the New York Farm Viability Institute to build an organization of New York farmers to begin the long-term enterprise of domestic production of Chinese medicinal herbs. Entrepreneurial farmers with secure land tenure, who are interested in Chinese herbal medicine and willing to work cooperatively, are being sought. Individual goals would be the addition of one or a few long-term income streams to a diversified operation that includes a perennial polyculture setting. We hope to form a widespread network throughout the state. The primary market is direct to licensed Acupuncture and Oriental Medicine practitioners. Please contact Jean at [info@highfallsgardens.net](mailto:info@highfallsgardens.net)

# Upcoming Events, Classes, Workshops

## Beef Pasture Walk in NNY

**Thursday, August 6, 6:30pm**

275 County Route 29 southeast of Canton. The Cornell Cooperative Extension NNY Regional Livestock Team will present this. The pasture walk will also include discussion of establishing a feeder calf pool and grading feeder calves and a review of best practices for vaccination programs. Shawn and Mercy Spellacy will host a tour of their Devon and Hereford beef operation. They run 30 to 40 cows on some reclaimed forestland and also graze the animals in wooded areas. They have recently added a stream crossing and water lines to distant pastures. Their breeding program includes an Angus bull. Registration is not required but appreciated. Contact Cornell Cooperative Extension NNY Regional Livestock Team Leader Betsy Hodge, CCE St. Lawrence County. 315-379-9192.

## Fruit Exploring and Summer Grafting

**Saturday, August 8, 9:00am to 4:00pm**

Greenhorns Headquarters, 5797 Rt. 22, Westport. Learning from the landscape is one of our best

tools in combatting climate change and forming a more sustainable agricultural future. Fruit Explorer/Orchardist Eliza Greenman will teach you how to track human legacy through trees, select for wild and thriving genetics, and how to propagate it all through summer bud grafting. \$25 per person. Contact Eliza Greenman, [egreenman@gmail.com](mailto:egreenman@gmail.com)

## Seed Saving Roundtable

**Saturday, August 8, 9:30am to 11:00am**

Whallonsburg Grange, Rte. 22, Whallonsburg. Local beekeeper and gardener Tim McGarry will lead this roundtable for both experienced and beginning seed savers. Learn how to save seeds from your favorite heirloom tomato and pepper plants and more. If you are already a seed saver, join the roundtable and share your experiences. \$5.00. For information, please contact the Grange at 518-963-4170 or [admin@thegrangehall.info](mailto:admin@thegrangehall.info).

## NOFA Summer Conference

**Friday to Sunday, August 14 to 16**

University of Massachusetts, Amherst, MA. The three-day conference features 150 workshops

# Upcoming Events, Classes, Workshops

on wide ranging topics like farming, gardening, nutrition, land care, food politics, and special workshops for teens and children. Also in store: fun, music, films, and lots more! For more information visit: <http://www.nofasummerconference.org/index.php>

## **Demystifying Organic Certification for New Farmers**

**Monday, August 31, 3:00pm to 6:00pm**

Ironwood Farm, 103 County Route 9, Ghent. Join NOFA-NY and farmers Jenny, Lauren and Aliyah of Ironwood Farm for a day of learning about organic certification as it applies to beginning farmers. They will cover all of their variables in the first year – from getting a Carrot Project loan, keeping good records of invoices on QuickBooks to help with the NOFA harvest logs, looking for land that could be certified immediately, what it meant to them to be certified, both philosophically and from a business perspective. NOFA-NY Certified Organic LLC will also guide you through the certification process including what to expect and certification costs. Enjoy a farm tour where we will walk and talk about all aspects of land certification. Ironwood Farm grows organic vegetables and fruits on seven acres of leased land in Ghent, NY. They sell produce in farmer's markets, CSA shares (community supported agriculture), and wholesale to restaurants, shops and resellers in the Hudson Valley. To pre-register and pay, shop online or call Stephanie at 585-271-1979 ext. 509. The fees are \$15/person or \$25 for two or more people/farm. Pre-registration is encouraged and closes at 4pm on 8/28/15.

## **A Taste of Local**

**Saturday, September 12, 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>

## **Whallonsburg Grange Centennial Celebration & Block Party**

**Sunday, September 13, 1:00pm to 5:00pm**

Whallonsburg Grange, Rte. 22, Whallonsburg. A celebration of farming, nature, the coming of fall, our community and 100 years of the Whallonsburg Grange! Activities include historical displays, the Whallonsburg Fire Department's Big Squirt, games and crafts for kids, bake sale, cider-making, farmers' & crafters market, and booths from local groups. Food and drink will be served starting at 2pm. Live music. Food price: age 10 and under – free, adults – \$7.50. For more info visit [thegrangehall.org](http://thegrangehall.org).

## **Hard Cider 101**

**Saturday, Sept. 19, 10:00am to 2:00pm,**

Greenhorns Headquarters: 5797 Rt. 22, Westport. This workshop will cover all the basics of making hard cider, from pressing to fermentation. Participants will take home a fermenting kit and a 5 gallon carboy of hard cider. \$100 per person. Contact Eliza Greenman, [egreenman@gmail.com](mailto:egreenman@gmail.com)

## **Niche Marketing Matters: Your Vegetable Farm's Profitable Specialty Products**

**Saturday, September 26, 10:30am to 2:30pm**

Kent Family Growers, 1301 County Route 31, Lisbon. Yes, you can grow zucchini in July, but can you sell enough to sustain your farm's bottom line? Learn alternative strategies for vegetable production that could lead you to a more stable cash flow for the farm, and learn to think through the costs and benefits of different crops and enterprises that you're interested in growing. Dan and Megan Kent have built up their winter income with a winter CSA, through implementing a few key production and storage strategies, and investing in a commercial processing kitchen. Talk with these growers and others about your goals, figure out what makes for a practical risk to diversify your farm income stream, and how to

## Upcoming Events, Classes, Workshops

shift those ideas into a real plan. Light lunch provided; pre-registration is required for lunch. The Kent Family operates a large Certified Organic diversified market farm in Northern New York marketing through CSA, Farmers Market, and wholesale. They also operate a commercial processing kitchen. To pre-register and pay, shop online or call Stephanie at 585-271-1979 ext. 509. The field day is \$15/person or \$25 for 2 or more people per farm. Pre-registrations closes at 4:00pm on 9/24/2015.

### **Adirondack Coast Wine, Cider & Beer Festival**

**Saturday, October 10, 2:00pm to 7:00pm**

Crete Civic Center, Plattsburgh.

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. The VIP ticket is \$45 and includes tickets for the trolley bus, beverage tasting, souvenir glass, 6 bottle tote bag and 1 food ticket. There are limited VIP tickets available. A general admission ticket is also available for \$35 that includes all of the above except the trolley bus. The general admission ticket is \$35.00. Please purchase early! Designated Driver tickets are \$10 and include 1 food ticket and 1 non-alcoholic beverage ticket. Children 15 and under are free and those between 16 and 20 are \$3.00. Ticketed children will receive 1 non-alcoholic beverage ticket. Tickets are available for purchase online, at the Plattsburgh Chamber of Commerce, or at Elfs Farm Winery. [adirondackcoastwinetrail.com](http://adirondackcoastwinetrail.com)

### **2nd Annual Essex County Cheese Tour**

**Sunday, October 11, 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. Meet the animals and the farmers. Last year's tour was an overwhelming success with over 700 attendees from all over the North Country, downstate NY, Vermont and Canada. For more info visit

[adirondackharvest.com/cheesetour.html](http://adirondackharvest.com/cheesetour.html).



### **3rd Biennial North Country Food Day Youth Summit**

**Thursday, October 22**

On the campus of SUNY-Potsdam. The North Country Food Day Youth Summit is a day of workshops, networking and action planning for high school students from across the North Country and Adirondack regions on important food issues like diet and health, sustainable agriculture, hunger in our communities, and junk food marketing to kids. This year's keynote speaker will be Dominic Frongillo, who is internationally recognized for his work on climate change and clean energy. More information at: <http://gardenshare.org/content/food-day-youth-summit-1>

### **An Agrarian Cultural Festival**

Save the date: **Late Summer 2016.** Essex County & Beyond. Live Music, Draft Animal Power Training, Orchard School, Fruit Exploring, Agroforestry, Farming With the Wild, Grange Revitalization, Historic Preservation, Growing Agrarian Democracy, Puppet Theater, Adirondack Farm Tours...and much more. Stay tuned for dates, speakers, sponsors, and further information! A project of The Greenhorns [www.thegreenhorns.net](http://www.thegreenhorns.net), [office@thegreenhorns.net](mailto:office@thegreenhorns.net)

# ADIRONDACK HARVEST MEMBERSHIP FORM

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

Name \_\_\_\_\_  
Address \_\_\_\_\_  
Phone \_\_\_\_\_  
Email \_\_\_\_\_

Please circle type of membership:

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

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



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