



Harvest News

In coordination with Cornell Cooperative Extension of Essex County Summer 2016

"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."

The Tuckers Know Potatoes!



In continuous operation at the same location on Hobart Road, Gabriels, NY, since the Civil War, Tucker Farms must surely be one of the oldest farming operations in Franklin County, and we may well qualify as an example of sustainable farming anywhere. Five generations of Tuckers and Hobarts have been growing potatoes, vegetables and various cover crops here since Abraham Lincoln was president, but this does not mean we are stuck in the past. While one of the oldest, Tucker Farms attempts to keep abreast with the newest products to offer its customers and the newest techniques to grow them.

While our ancestors grew only one or two or perhaps three potato varieties, we now offer fourteen varieties of NYS certified and foundation seed potatoes. We currently have six different varieties of white-skinned, white-fleshed potatoes (yes, they are all different from each other); three varieties of blue-skin, purple-flesh; one red-skin, white-flesh variety; one red-skin, red-flesh variety; two yellow-skin, yellow-flesh varieties; and one purple-skin, yellow-flesh variety. As seed potato growers, we must attempt to anticipate which varieties will become desirable to commercial growers, market gardeners and others, even before they do--an impossible task, yet we can only try.

We ship seed potatoes to customers all across the U.S. Internet sales have expanded our customer base to some 40 states, including Alaska and Hawaii, and more recently, even to Maine and Canada, but we have not forgotten our roots: Our tablestock potato customers include some of the better stores and restaurants in the Saranac Lake-Lake Placid area. Some of the area's best chefs have sought us out for our expertise on potatoes and for our specialty vegetables. They want to know *'their farmer'* and where their food comes from. We have developed long-term relationships with them.

Our potato fields are on a three-year rotation with cover crops of hay, oats, rye and buckwheat. Consequently, we have hay and straw for sale as well as oats, rye and sometimes buckwheat. When Mother Nature cooperates, we even have pumpkins, squash and gourds.

We have been members of Adirondack Harvest since its inception. We like Adirondack Harvest's promotion of sustainable farming within the Adirondack Park, its promotion of locally grown food, especially the connections between farmers and chefs, farmers and schools, and how it provides useful information on marketing and advertising. The latter was most helpful to us when we entered agri-tourism with our Great Adirondack Corn Maze™ some twelve years ago. Since then we have expanded this venue to include weddings, corporate functions, private parties, and other events. Tucker Farms was recognized as a NYS Agricultural Society Century Farm in 2002. Our website: www.tuckertaters.com

One Stop Shop: Starting A New York Winery

By Lindsey Pashow, Harvest NY and Jesse Strzok, ENYCHP

Have you thought about starting a winery? New York has been working to try and make this as easy and painless as possible from a legal side. We have also tried to help make this as easy as possible and put together some helpful links at the end of this brief article. In a future article we'll cover more of the business and planning side.

Multiple winery license options exist from a micro farm winery to "regular" winery in New York. The relatively inexpensive farm winery license has been a major incentive for starting farm wineries. The NYS Liquor Authority describes a farm winery / special farm winery license as the following:

"Authorizes licensee to annually manufacture and wholesale up to 250,000 gallons of wine and/or cider made exclusively from NYS grown agricultural products. Must be located on a farm." A micro farm winery is similar but may manufacture and wholesale considerably less.



If you're not producing your inputs you need to be particularly careful with what you purchase depending on what kind of license you have. This leads to legal definitions, quantities, etc., quickly taking us into the territory where we send you to other professionals. Sam Filler, Director of Industry Development for Empire State Development, has directed the "One Stop Shop" for New York's wine, cider, spirits, and beer industries since 2012. Contact Sam Filler and the "One Stop Shop" at nysbevbiz@esd.ny.gov or (518) 227-1535. Please note – starting January 1, 2017, Samuel Filler is to become the Executive Director of the New York Wine and Grape Foundation replacing Jim Trezise.

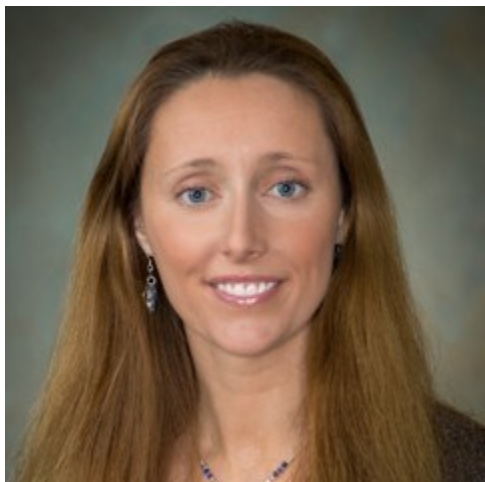
Links:

- Wholesale Application Instructions: <http://www.sla.ny.gov/system/files/Wholesale-Application-Instructions-061713.pdf>
- Wholesale Application: <http://www.sla.ny.gov/system/files/Wholesale-Application-06012016.pdf>
- Wholesale Fee Chart: <http://www.sla.ny.gov/system/files/Wholesale-Fee-Chart-03112016.pdf>
- Temporary License to Start Making Wine: <http://www.sla.ny.gov/system/files/TemporaryWineryorFarmWineryPermit033115.pdf>
- Alcohol Label Information NYS: http://www.sla.ny.gov/system/files/Advisory_2014-7_-_Brand_Label_Registration.pdf
- U.S. Department of the Treasury: Alcohol and Tobacco Tax and Trade Bureau <https://ttb.gov/index.shtml>
- U.S. Department of the Treasury: Alcohol and Tobacco Tax and Trade Bureau Wine Label: <https://www.ttb.gov/wine/index.shtml>
- Starting a Farm (Cornell University): <http://www.nebeginningfarmers.org/resources/guides/farming-guide/>
- NYS Wine, Beer, Spirits & Cider – One Stop Shop: <http://esd.ny.gov/nysbeveragebiz.html>

Remember, you will need to contact New York State Agriculture and Markets (1-800-554-4501) for when the time comes to arrange an inspection of your winery.

Adirondack Harvest Chapter News

AH, Inc and Essex County News: Now that we have our new contract for our Smart Growth Grant we will be setting up committees to oversee the Adirondack Harvest web upgrade as well as re-creating the new Essex County Food Guide. Cuisine Trail applications are being submitted across the North Country as interest grows in these exciting marketing opportunities. Is your county working on a trail? Call your local CCE office to find out. County Fairs are in full swing and Essex County will once again host its "Taste of the Adirondacks" booth, showcasing new farm products. The Clinton, Essex Franklin tri-county local food guide has hit the streets here on the east side of the 'dacks while St. Lawrence, Jefferson and Lewis counties have had their food guides out for several weeks now. Remember to send photos and articles to us for future issues of the Harvest News. Share your info with other members!



Lindsey Pashow is the new Agriculture Business Development and Marketing Specialist for the Harvest New York Team that is affiliated with the Northern New York Regional Agriculture Program. She'll be based out the Franklin County office, but serving Clinton, Essex, Franklin, Jefferson, Lewis, and St. Lawrence counties.

Lindsay will be working closely with Adirondack Harvest to help advise businesses with their marketing concerns. If you'd like to contact her please use the information below.

Lindsey received her Bachelor of Science in Business Marketing and Master's in Administration and Leadership from Plattsburgh State University. She was previously part of the Cornell Cooperative Extension Eastern New York Commercial Horticulture Program as a field technician. Some of the projects she worked on were the Cold Hardy Grape project and Native Entomopathogenic Nematodes.

Prior to that she worked as Human Resource Manager for Champlain Valley Specialty with a concentration in employee training programs and food safety. Lindsey also owns Adirondack View Vineyard located in Keeseville, New York.

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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 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 mel14@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 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 Administrator. Contact her at 962-4810 x404 or lsd22@cornell.edu for submissions to upcoming quarterly newsletters.

Smart Marketing



Assessing the Need for a Food Hub

Roberta Severson, Director
Cornell University Cooperative Enterprise Program
Dyson School of Applied Economics and Management,
Cornell University

Food hubs have emerged as a gateway through which small and mid-sized farms can sell source-identified (local, farm-branded) products into intermediated market channels. Intermediaries can include wholesalers, distributors, retailers, restaurants, institutional buyers, and, indeed, food hubs. Many intermediaries already exist. People developing food hubs must be sure to identify the need for or competitive advantage of the new business.

Cooperatives have provided services similar to food hubs in aggregating, marketing, and distributing products; solving a common problem or need; securing economic power; or creating opportunity together, which could not be achieved by working apart. Like cooperatives, new and emerging food hubs have to fill a need in the market place in order to be successful.

Building the Success of Food Hubs through the Cooperative Experience (Cornell University, Charles H. Dyson School of Applied Economics and Management Extension Bulletin 15-04) examined four cooperatives and the reasons they were formed by their farmer-owners. Cooperative leaders of Eden Valley Growers, Eden, NY; Tuscarora Organic Growers, Hustontown, PA; Upstate New York Growers and Packers, Oriskany, NY; and the Capital District Cooperative, Menands, NY were interviewed. The experiences contained in the four case studies can be useful to persons organizing food hub enterprises.

Eden Valley Growers Cooperative (EVG) was formed by a group of farmers to balance their economic power with that of wholesalers. Over fifty years ago farmers brought produce to an open air market to be sold to restaurants and “corner, mom and pop” grocery stores. Once the needs of these buyers were filled, farmers had two choices, one, to take the leftover product home and dispose of it and the other to sell it to nearby wholesalers. Wholesalers paid low prices as they recognized that farmers had limited options. The farmers formed a cooperative as a means to sell surplus product. They built a warehouse and soon after installed refrigeration. The cooperative was able to pay competitive prices to its members. At the same time, the retail grocery sector began to consolidate. EVG became the primary market through which the farmers sold the bulk of the produce they grew. Well before the emergence of the ‘local’ movement and through development of their brand “From the Garden of Eden,” EVG was recognized as a reliable source of high quality vegetables. The cooperative and their customers have jointly benefited from consumer interest in locally-sourced foods from the Eden area.

Tuscarora Organic Growers (TOG) was formed to meet the expanding demand for organic produce in the Baltimore/Washington, D.C. area thirty years ago. These growers were selling produce through farmers markets and restaurants. Each farm had their own individual sales accounts. Time and distance constraints had made it difficult to manage the production aspects of their businesses and transport and sell the product in the metro area. The three growers decided to informally work together. More growers became part of the group. In time, a need for a refrigerated warehouse became apparent. They organized the cooperative and built the warehouse. Similar to EVG, TOG members also produce to the highest quality standards. Prior to the emergence of the local movement they were and continue to be recognized in the market place as a source of high quality organic produce. As the sales manager noted, “The product really sells itself.” The emergence of the local movement has only increased the demand and sales for their products.

Smart Marketing

A group of farmers, a local Cooperative Extension agent, and local leaders came together to form the Upstate New York Growers and Packers Cooperative (UNYG&P) from the collective recognition of the emerging local foods movement. Each farmer had existing customers. They believed there was a need for a formal organization through which they could benefit by selling the produce that they grew. The organizing group also concluded that a formalized business would be able to secure funding they anticipated would become available to support local foods initiatives. Members decided that one of the focus areas of the cooperative should be the development of value-added products containing ingredients sourced from their farms. This resulted in the development of Golden Butternut Cookies™ and Really.Good™ Vegetable Soup. The cooperative was also contacted by C.H. Robinson to provide vegetables to BJ's Wholesale Club. The cooperative members readily admit that they have collectively benefited from working together as no one individual farm had sufficient supply for the buyer.

Over 60 years ago the Capital District Cooperative (CDC) was originally formed by a number of growers with a need for a physical space to bring product to sell to a large number of store and shop buyers, processors, and restaurants. The farmers found a need for “one place to establish healthy competition amongst sellers under free market conditions.” This need was so profound that farmer-members mortgaged their farms to capitalize the cooperative. CDC does not take possession of the product sold at the market. The local movement has benefited members of the co-op as they purchase product from one another and non-members to diversify and supplement product sold at nearby direct farm markets.

The case studies describe four groups formed to satisfy a need and benefited from consumer interest in local foods. Many farmers have developed sufficient wholesale markets through which they sell produce, prefer the price premiums they receive through direct-to-consumer sales, have made a lifestyle choice to not expand into wholesale channels or are constrained by access to capital, labor, or land. They are not necessarily interested in or have the capacity to sell to another buyer in the market place. A feasibility analysis is a useful tool to determine the need for and competitive advantage of a food hub. A robust needs assessment of the farmer-suppliers' willingness and preference to sell product through the hub should be conducted when organizing a food hub.

While not all inclusive, the following is a list of questions food hub organizers should ask farmer-producers.

- Are producers genuinely interested in selling to a food hub that will purchase product at wholesale prices?
- Are producers in the area growing products marketable through a new food hub?
- Are producers willing to provide product that meets food safety standards required by the food hub?
- Are producers willing to obligate product based on a pre-season commitment or growing plan?
- Are producers willing to pack to industry standards?
- Do producers have the resources, i.e. land, labor, capital, and experience to expand production to be sold through a food hub?

There are substantial resources and significant interest on the part of non-profit organizations, cooperative development specialists, economic developers, and entrepreneurs to establish food hubs as a means to strengthen access to local foods sourced from small and mid-sized farms. However, the true need for and competitive advantage of a food hub must be defined and product sources identified. The experiences of cooperatives can provide useful insights for new and emerging food hubs. To learn more about the best practices utilized by cooperatives in aggregating, marketing, and distributing locally-sourced products from their member farms see: Cornell University, Charles H. Dyson School of Applied Economics and Management Extension Bulletin 15-04, *Building Success of Food Hubs through the Cooperative Experience – A Case Study Perspective*. The extension bulletin may be found at: <http://publications.dyson.cornell.edu/outreach/extensionpdf/2015/Cornell-Dyson-eb1504.pdf>).

The project was funded by the Federal State Marketing Improvement Program of the Agriculture Marketing Service, U.S. Department of Agriculture.

Smart Marketing



Food Hub Expectations of Farmer-Producers

Roberta M. Severson, Director
Cornell University Cooperative Enterprise Program
Cornell University

Food hubs are emerging as a next-generation effort to increase access of local foods beyond direct-to-consumer sales. Food hubs tend to aggregate product from small and mid-sized farms and sell to other intermediary buyers, which include wholesalers, distributors, retailers or institutions. What should a farmer or producer anticipate when a new food hub contacts them about purchasing product?

1. Farmers should expect to receive wholesale prices. Product will enter a wholesale market channel. Slight premiums may be paid as the product is valued by buyers seeking locally-sourced goods. These prices will not equal retail prices received through direct-to-consumer

sales.

2. Most food hubs will expect product to be graded and packed to industry standards at the farm before delivery to the food hub. Once the product is brought to the food hub, it will be inspected before it is off-loaded to the dock.
3. Food hubs may provide services such as pick up from the farm, washing, sorting, or packing. These services have a cost. If farmers chose to utilize these services, then expect discounts on the wholesale prices that they will be paid.
4. For produce growers, anticipate that the food hub may want to develop a growing or pre-season commitment plan. The growing or pre-season commitment plan is a 'good faith' effort. It is not a contract. This plan will identify what will be grown for and how much will be delivered to the food hub in any given week during the growing season. These plans should be agreed upon well in advance of the growing season. The growing plan levels the supply of product delivered to the food hub and allows the hub to project the amount of product to be sold to buyers at any given time.
5. Expect that the food hub will be in contact with the farmer to make sure volume and quality are on track for the expected delivery date. Weather events and disease can impact the quantity and quality of the product. If the expected product cannot be delivered to the food hub, the farmer needs to contact the food hub immediately so that the food hub can source product from other producers.
6. Many food hubs (especially those handling produce) operate seasonally. Most food hubs desire to be in the market place longer. Consider how to adopt season extension technologies to allow more product to be delivered from your farm to the hub for a longer duration. Early season and late season products may command a price premium.
7. Be prepared that food safety certifications are varied and can change. Some of the buyers sourcing product from the food hub will require food safety certifications. Other buyers many not. The food hub may provide the opportunity to comply through Group Gap certification. Regardless of the need for food safety certification, or lack thereof, the product must be handled in accordance to the

Smart Marketing

Food Safety Modernization Act and to ensure the highest quality and safety standards, and maintain the cold chain before delivery to the hub.

8. A food hub may inquire about the farmers' openness to grow new and different products. Farmers should think carefully about growing new products as new crops can be expensive to produce, have a learning curve to develop expertise, and may require investment in other equipment. However, there can be financial reward for being an early innovator. Ask yourself, "Can I do this well? Does this new product have traction in the market place or is it a fad? Do I have the time, money, and space to grow this? Am I able to bear the risk of growing this new product?"
9. Do not expect the food hub to take surplus product, above what was agreed upon in the pre-season growing plan. Contact the hub to see if they can market the additional product and when to deliver it.
10. Customers may contact the food hub for additional product. The food hub will seek to meet this demand from and will contact the farmers with whom they have the strongest relationships with first.
11. Farmers should ask how and when they will receive payment for product they sell to the food hub.
12. They should learn about or visit the hub before making the first delivery to see how much space is available to off-load the product.
13. Food hubs are a means to market local, source-identified products. Farmers may be part of the marketing efforts of the food hub.
14. This could include:
 - a. Developing a brand and labels specific to the farm business to differentiate it from other farms.
 - b. Developing farm business website for food hub customers to learn more about the farm and provide a linkage to the food hub's web page.
 - c. Meeting with food hub customers as the buyers may want to learn more the farms from which the product is sourced.

Food hubs present new opportunities for farmers to access wholesale marketing channels. Their primary functions have included aggregating, marketing, and distributing locally-sourced products, which are then sold to other intermediary buyers. Some food hubs are exploring light (wash, cut, pack) or value-added processing, which will provide additional opportunities for farmers. Cooperatives have provided services similar to food hubs for decades. To learn more about the best practices utilized by cooperatives in aggregating, marketing, and distributing locally-sourced products from their member farms see: Cornell University, Charles H. Dyson School of Applied Economics and Management Extension Bulletin 15-04, *Building Success of Food Hubs through the Cooperative Experience – A Case Study Perspective*. The extension bulletin may be found at: <http://publications.dyson.cornell.edu/outreach/extensionpdf/2015/Cornell-Dyson-eb1504.pdf>.

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Create a Social Media Strategy

By Bernadette Logozar, formerly of CCE Franklin County

Social media is the most popular online activity. People spend more time in social media than email and web browsing combined. Why do we bother? The answer—social media gives us power over our personal relationships. As a society, we are always working. There was a time when we stopped working at 5 pm. We didn't write proposals on Saturday or take our iPhones to church. But today, we are always working. As a result, our personal relationships have fallen by the wayside. If you were to look at those things that require our physical participation—church, Kiwanis, Rotary—all of these are suffering from declining numbers. It isn't that we care less about our community or are less pious but we don't have time for a 2 hour lunch every Tuesday. Enter social media to bridges that gap.

Social media gives us the ability of have some sort of connectivity to one another, that has been largely lost because we simply don't do it anymore. It gives us power over our personal relationships, but more importantly for this article, social media gives customers power over companies. It makes every customer a reporter. Traditional marketing is like archery, we even use the same terminology—we have target market. Social marketing is more like a game of ping pong, where you need to engage and interact with your opponent. With social media marketing, we have to stop marketing 'at' people and start marketing 'with' people.

There are numerous tools you can use to promote your business. But remember tools always change. In 1999, Yahoo controlled 55% of the search engine business in the United States. In descending order were Excite, AltaVista, Infoseek and Lycos. Then Google came on the scene, built a better mousetrap and changed a multibillion dollar business practically overnight. So much so that in late 2010, Yahoo sold their floundering search business to Microsoft. In eleven years, Yahoo went from holding 55% of the market share to having 0%. This is because the tools always change.

When considering social media, it is important to focus on how to 'be' social and worry less about how to 'do' social. Keep in the forefront of your mind what kind of relationship your company wants to have with your customers and prospective customers. Then how that relationship develops regardless of the tools you use becomes a lot easier question to answer. Granted there is no doubt social media lends itself to very tactical thinking. Here are eight steps to create a social media strategy as outlined by Jay Baer of Convince & Convert as part of a presentation I took in. These steps will get you to focus on the big picture.

Build Noah's Ark (your team): everything shows up in social media – whether good or bad.

Therefore social media impacts the entirety of your organization or business unlike any other type of media. Build a cross-functional team—preferably with someone from every department. If you have a smaller company or organization then you will have a smaller ark. Gather data. Customer characteristics—what do your customers look like? Current social metrics--What are you doing already? Web metrics—what is the impact of social media on your website and vice versa? If you don't have access to your website data (analytics) you need to get it. And finally, business metrics—how do these decisions impact the bottom-line for the business? How does the investment in social media impact top-line or bottom-line revenue for the company?

Listen & compare: regardless of how unique or obscure your business is people are talking about your category all the time. Find out what is being said about you. What is being said about your competitors? Where is it being said? And by whom? This is easier with social media listening software, and to some degree you get what you pay for. But the bottom-line is to look at the software out there and determine what's appropriate for your business.

What's the point? No law says that you HAVE to do social media. If you are going to commit to social media recognize it isn't free. You are trading capital dollars for labor dollars. Carefully consider what you are trying to accomplish. Three reasons to invest in social media are awareness, sales and loyalty. Pick one and focus on it. You ultimately want to move people

(Continued on page 9)

Social Media, continued

(Continued from page 8)

from awareness to advocacy, where they can become a ‘champion’ for your business.

Success Metrics—Measure things that matter to your business. The goal is NOT to be good at social media but rather to be good at business because of social media. The metrics you choose need to be based on the strategy you choose. So if you are going to use social media for awareness, then use the metrics that measure awareness. There is no magic number. For example, there is no linear relationship between Facebook fans and business success. The number of Facebook fans is a trailing indicator not a leading indicator of success. The likes on Facebook identify customers you already have. We “like” on Facebook what we “like” in the real world. The reason we care about likes on Facebook, is because it is public. You can easily see how many likes a business has on their page when visiting. Don’t fall into that trap! Measure behavior NOT aggregation. Pick a metrics that will measure behavior, and here’s a hint, this tends to be a percentage.

What is my Return on Investment (ROI) of Social Media?—this is the wrong question. You don’t calculate ROI at the strategic level rather you calculate this at the program level. So you can determine ROI of your blog, Twitter program or Facebook program if you set it up to be tracked. You will need the revenue data and business metrics in order to calculate ROI.

Analyze Your Audience: Who are your customers? How old are they? Where do they live? Why do they use social media? A good way to get a ‘picture’ of your customer is to use personas to model your audience. At the end of the day you want to activate your audience. Every year Forrester puts out a social technographic ladder which has seven rungs which indicates how the audience uses social media. People can be in more than one rung. You can map your demographics to the social technographics to develop a likeness of what your customers behave, this will help you give your fans what is appropriate for them.

What’s your One Thing? Focus on passion not features and benefits. You have to get people psyched about your brand. Your company has to break through an enormous amount of clutter that is on Facebook, if your company is going to get attention it needs to be about heart not head.

Engagement and Humanization: How will you be human? How will you harvest human stories? What is special in your company? Share the amazing people who make up your company. Social media really lets you share your story—especially your human story. We tend to want to be around people we know, like and trust.

Example: Take Jared & Subway—before Jared, Subway had the ‘6 under 6’ campaign, which was 6 inch sub with less than 6 grams of fat. Jared and 6 under 6 were exact same campaign. But Jared was the human story. We remember Jared’s story because it is a human story. Remember social media is about people NOT logos. Social Media Success Process visual shows the steps we want to move people along.

Channel Plan: Now with the foundation you have: where are your customers? What is your social media home base? What are your social media outposts? Key concept here is to recognize that not every social media place will have equal value to your company. The idea is NOT to be equally good in Facebook, Twitter, Pinterest etc., but rather to have a social media home base or hub which could be any of these programs. This is your primary residence, where you would ideally interact with your customers or potential customers that showcases what you do best. Everything else you do is about getting people back to your home base. Remember every channel you add to your plan, is first a cost and then maybe a benefit. If you are going to add a place it is going to take time. So what are you going to do less of? Remember, nothing is free in social media because all types of social media involve labor dollars.

Take a Look in Your Barn Fridge!

By Betsy Hodge, 315-379-9192, bmf9@cornell.edu

The recently finished Spring 2016 Sheep and Goat Week program on sheep safety and quality assurance made me take a look at our situation here at the CCE St. Lawrence County Extension Learning Farm. It wasn't bad – we keep good records – but it wasn't perfect – expired meds in the fridge.

We all know how that fridge ended up in the barn...somebody in the family got a new fridge and gave you the old one for your meds and samples. Maybe it is time to take a hard look at that fridge and be sure it is doing its job and you are doing yours.

In a study, done by the University of Arkansas and funded by the Beef Check-Off program, 191 barn fridges were checked out. Only 27% of them kept the temperature between 35 and 45 degrees at least 95% of the time. That means that 73% were not keeping the medications and vaccines at the right temperature. Twelve percent of the contents of the fridge had expired. The study included farms, stores and vet clinics. Yikes!

Fortunately, the solution is easy. Pick up a cheap thermometer at the store. Something like the ones that you put up on the outside a window can work fine. Put it in the fridge! If you want to be fancy, order a digital recording thermometer and use that. However, something easy to spot so you look at it once in a while is the best. I like to hang mine by a string from one of the shelves so I can't miss it. You can use the thermometer to adjust your fridge so the temp is about 40 degrees Fahrenheit. Keep in mind, in some small fridges with a freezer section inside the fridge the temp can vary greatly in different areas of the interior. Place your medications carefully.

Fridge placement is also important. Is it in a place where it is going to freeze or get very hot in the summer? Sometimes placing your fridge is a challenge because you need to be near an electrical outlet and those are often limited in the barn.

Now look at those vaccines and medications. . . I found something from 2002. Some expired products can be used and can still be effective especially if they have been kept out of the sunlight and in a cool place. Ask your vet for advice on the different products and when in doubt throw it out. Vaccines that have been used and have been sitting around are not as likely to be worth your time vaccinating your flock or herd. The bottle with a little white stuff crusted in the bottom has to go. The American Veterinary Medical Association offers tips on the disposal of unwanted or unused medications on its website at www.avma.org, search for disposal of meds.

When you are vaccinating it is important to place the vaccine in a cooler with some cold packs to keep it cool (or sometimes to keep it from freezing). Place your syringes and vaccine cooler on a small table, barrel or even a hay bale in a clean place to make it handy and easy to do things correctly. Put things back in the fridge as soon as you are done. I usually keep them around a little while in case I have to vaccinate some young stock or something we missed the day we vaccinated (I always forget the rams...until we are all cleaned up). Then the next time I clean out the fridge I will toss leftover vaccine into a box for proper disposal.

If you store your meds and vaccines in your house fridge, try to make a little section so your Penicillin isn't mixed in with your salad dressings. Not that you would be likely to put it on your salad but so that you would be more likely to keep track of what you have and what needs replacing. Chances are your home fridge is close to the correct temperature but making sure the bottles you used in the barn are wiped off before you put them in with your food is important.

Plan ahead to purchase your meds so that you aren't forced to use expired things on your animals or be rushing around trying to find unexpired vaccine while the crew is waiting to help you.

In conclusion, it is important to be responsible with our meds and vaccines and keep good records, read the labels and work with the vet. A good place to start is with a look in the barn fridge.



ADIRONDACK

Harvest Festival

SEPTEMBER 16TH EVENING
& 17TH ALL DAY



Sausage & cheese making,
wine crush & press, and other demos



CHAMPLAIN
AREA TRAILS

Harvest Moon Hike &
Hamlet to Hamlet Hike

tastings
cider
pig
roast

breweries

farmers'
market

FOOD
TRUCKS

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adkharvestfest.com

adirondacks, usa



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THE ADIRONDACK
CUISINE TRAIL



Harvest News Briefs

Group GAP Certification

Are you interested in group GAP certification? David Hughes is now working at the new food hub in Essex, NY, "The Hub on the Hill" and will be exploring group GAP certification for non-certified farms in the Adirondack State Park and the Champlain Valley. If you are interested you can contact David at The Hub on the Hill, 545 Middle Road, Essex, NY 12936. Phone is 518-418-5564, email david@thehubonthehill.org

NY Announces Sheep/Goat Health Assurance Program

This program is modeled after the Dairy Health Assurance Program, but is for small ruminants. It is open to both meat and dairy producers. Check out the website at: <https://ahdc.vet.cornell.edu/programs/NYSCHAP/modules/smallruminant/index.cfm>. For more information, please contact Dr. Melanie Hemenway at 585-313-7541 or melanie.hemenway@agriculture.ny.gov.

Free Energy Audits for Eligible Farms and On-Farm Producers

Eligibility: Eligible farms include but are not limited to dairies, orchards, greenhouses, vegetables, vineyards, grain dryers, and poultry/egg. The farms must also be customers of New York State investor-owned utilities and contribute to the System Benefits Charge (SBC). Please check your farm's current utility bills to see if your farm pays the SBC.

This program is offering free energy audits on a first-come, first-served basis, and is connecting producers with funding to implement the recommended energy efficiency practices. This is a great opportunity for farmers and producers to learn where to save energy on their operations and to take advantage of funding that can help them reduce energy costs.

Brochure: [Agriculture Energy Audit Program](#)
Application: <https://nysenda.seamlessdocs.com/f/AgAudit>

Grants Assist 25 Early-Stage Farmers Across New York State

"Agriculture remains a critical component of the New York economy and these grants will help ensure this industry's continued strength," Governor Cuomo said. "This funding will support new and emerging agribusinesses as they expand their operations, develop and market high quality products and generate new growth in their communities."

Empire State Development, in consultation with the New York State Department of Agriculture and Markets, administers the fund. More than 55 applications were submitted for program funding this round. Projects were scored competitively based on specific criteria, including demonstration of project readiness. Grant funds will be used for project costs associated with the expansion of production, construction of farm buildings, purchase of equipment and seed, or upgrades to increase efficiency and boost production.

Congratulations to these New Farmers Grant Fund award recipients who are also Adirondack Harvest members:

- Echo Farm – \$26,599
- Full and By Farm, LLC – \$16,000
- Juniper Hill Farm – \$49,783
- Mace Chasm Farm, LLC – \$50,000

Northeast Food Hub Development Resource

The Cornell University Cooperative Enterprise Program (CEP) has examined opportunities for food hub development in the northeastern United States. Food hubs aggregate, market, and distribute local, source-identified products. They are a gateway for small and mid-sized farmers and producers to access intermediary buyers, i.e. wholesalers, distributors, retail grocery, restaurants, institutions, etc. The CEP has focused on research useful to persons or organizations interested in developing a food hub enterprise. Access copies of the full reports of each project along with their respective executive summaries at http://cooperatives.dyson.cornell.edu/food-hub/index.php?utm_source=July+1st+2016+Update&utm_campaign=Enews+Marketing&utm_medium=archive

Upcoming Events, Classes, Workshops

2016 NOFA Summer Conference

Friday to Sunday Aug 12, 13 & 14

Amherst, Massachusetts. Registration is now open for our 42nd annual conference, with scholarships, work exchange and group discounts.

<https://www.regonline.com/builder/site/Default.aspx?EventID=1815377>

Register by the early bird deadline and save up to 20%! See workshop offerings, with more coming soon! <http://nofasummerconference.org/workshops/>. Our Saturday keynote speaker André Leu, farmer, international educator and advocate for the use of organic farming techniques to mitigate against and adapt our food systems to the effects of climate change.

Farm Walk and Advanced Rotational Grazing Workshop

Sunday, August 14th, 2pm. Essex Farm, Essex, NY. Essex Farm offers a year-round, full diet, horse powered, free choice CSA membership. They produce grass-fed beef, pastured pork, chicken, eggs, fifty different kinds of vegetables, milk, grains and flour, fruit, herbs, maple syrup and soap. One farm – all your food. They also provide a farm to door option for New York City households, and have a Farm Store on site. Kristin is the author of *The Dirty Life, On Farming Food and Love*. This event will combine a farm walk with an advanced rotational grazing workshop. Essex Farm rotationally grazes cattle, pigs, poultry, sheep and horses. For more information visit <http://www.essexfarminstitute.org/portfolio/courses/>.

Northern NY Beef Producers Meeting

Monday, August 15, 5:00pm

Canton Best Western, Canton. annual “end of the summer” meeting where cattle producers come together to discuss and hear from others in the beef industry. This year we are very excited to have expanded our speakers to include a diverse panel from Meyers Natural Foods as well as feedlot operators from Conquest Cattle Feeders. They will discuss many topics including opportunities in the natural beef market. RSVP by Wednesday August 3rd 8:00 pm to Joe Eisele by text/call 315-317-2414 or email joe@northernlimitsfarm.com.

CCE Pasture Ramble

Saturday September 10, 2:00pm

Ben Wever Farm, Willsboro, 444 Mt View Dr. Willsboro. Ben Wever Farm is a family run, diversified livestock operation that uses rotational grazing pasture management. Ken Wise, Eastern NYS Extension IPM Specialist Livestock-Field Crops, will present

Integrated Pest Management (IPM), Kitty O’Neil: Climate Smart farming and Field Crops and a Soils Specialist will present on soil health and pasture management. Rich Redmond will be on hand to discuss natural resources. Farm picnic to follow. Event is free but please RSVP 518-963-7447.

Adirondack Harvest Festival

Friday & Saturday, September 16 & 17

Essex County Fairgrounds, Westport, NY. Friday evening Champlain Area Trails (CATS) hike to watch the sun set and the Harvest Moon rise, followed by Papa Duke’s BBQ at the fairgrounds and live music by Taylor Haskins. Saturday from 11 am to 4 pm county-wide farmers market, draft horse demonstrations and other farm demos such as sausage-making, cheese-making, bee-keeping, wine crush & press. Live music, food trucks, breweries, wineries and cideries. In the evening farmers mixer hosted by the Adirondack Farmers Coalition, Dubbs BBQ pig roast, live music by Crackin’ Foxy. No vending fees, no admission fee to the fairgrounds. For schedule and contact information see adkharvestfest.com.

Sponsored by CCE Essex, Adirondack Harvest, CATS, Adirondack Farmers Coalition, The Hub on the Hill, Adirondacks, USA, & the Adirondack Cuisine Trail.

3rd Annual Essex County Cheese Tour

Sunday, October 9, 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. For more info visit www.facebook.com/essexcountycheesetour/.

Profitability in Stocker Cattle

Saturday, November 5, 6:00 to 8:00pm at CCE,

Westport. CCE and Soil & Water will host Dr. Marco Turco from Manzini Farm. Marco along with his family have run a successful diversified livestock operation in Keeseville for 10 years. Recently, Manzini Farm has begun to delve into the opportunities available in contract stocking. Dr. Turco will present his findings on Stocker Profitability based on data he has collected and evaluated. The roles biology, soil chemistry, beef nutrition, and plant physiology play into his calculations and pasture and animal management will be discussed as well. Light meal to be served. Free but RSVP please. 518-962-4810.



Cornell Cooperative Extension of Essex County
PO Box 388
Westport, NY 12993



Cornell University
Cooperative Extension
Essex County

Building Strong and Vibrant New York Communities

Cornell Cooperative Extension in Essex County provides equal program and employment opportunities.

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.