



# Harvest News

In coordination with Cornell Cooperative Extension of Essex County Summer 2017

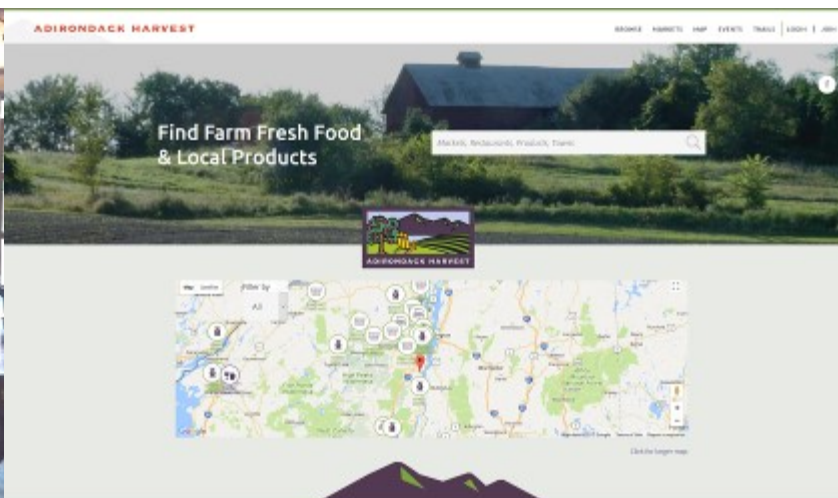
*"We envision a picturesque and productive working landscape connecting local farmers to their communities and regional markets. Our goals are to increase opportunities for profitable and sustainable production and sale of high quality food and agricultural products; and to expand consumer choices for locally produced healthy food."*

## New Website Ready for Launch!

On June 19, 2017, Adirondack Harvest members, family, friends, legislators, Cornell Cooperative Extension board and staff as well as other stakeholders gathered at the Deer's Head Inn in Elizabethtown to celebrate the upcoming launch of the new AH website. During the evening, over 100 people stopped by to eat delicious locally sourced food, network and listen to presentations about the features of the new website.

Zero Pivot, the web development firm hired to update and refresh our old website, was on hand to make the presentation which was received with enthusiasm. The site is days away from going live as the member listings are being migrated over and members will receive instruction on how to access and update their listings. We definitely recommend that all our members take a few minutes to update their business listings and maybe upload a few new photos! New features include smartphone compatibility, individual member links to social media, home page search features and more, including a fresh new look. We are also preparing to welcome dozens of new members from the Adirondack forestry product industry!

In addition, a new Essex County food guide has been published using the same style of updated graphics and text to grab consumers' attention. This guide is geared to drive traffic to the website instead of listing every member. However, some members have paid a small fee to have their businesses listed in a special removable insert—this is available to all Essex County members and we hope that more will take advantage of it next year.



## New Viticulture Specialist to Serve 17-County Eastern NY Grape Region

The Eastern New York Commercial Horticulture Program of Cornell Cooperative Extension has announced the hiring of James Meyers as the new viticulture and wine specialist for a 17-county region in the eastern part of New York State. Meyers will provide regional grape growers with a combination of on-the-ground grape production assistance and some high flying technology.

Meyers earned his PhD in Viticulture at Cornell University and has applied a Masters degree in Computer Science from Brown University to his viticultural research. Using satellite imaging and drone technology, Meyers has mapped canopy and vineyard variability to help growers in the Finger Lakes region of New York and in the state of California optimize the efficiency and profitability of their vineyard operations. He will continue the use of that technology in eastern New York.

‘Images taken by a drone-mounted camera can be used to identify areas of inconsistency in a vineyard and create variability maps to guide ground level assessments of vine performance for potential remediation such as soil amendments, canopy management activities, or rootstock changes,’ Meyers explained. ‘This technology can also be used to add harvesting and processing efficiency.’

Meyers is introducing himself to growers and learning about their operations in Albany, Clinton, Columbia, Dutchess, Essex, Fulton, Greene, Montgomery, Orange, Putnam, Rensselaer, Saratoga, Schenectady, Schoharie, Ulster, Warren, and Washington counties.

His hiring is timely for the 300-mile eastern NY region that experienced a 34 percent increase in the number of grape-growing operations and a 50 percent increase in grape acres from 2007 to 2012, according to the October 2016 Grape Production in the Eastern New York Commercial Horticulture Region report issued by the Cornell Cooperative Extension ENYCHP.

Meyers will create and develop an Eastern New York geospatial database of vine performance that will help growers better understand their local climates, track vineyard performance, and adjust decision making for greater productivity and profitability.

‘Adding a specialist with Jim’s agricultural and technological skills will maximize Extension learning opportunities in support of the Eastern New York grape industry,’ said ENYCHP Small Fruit and Vegetable Team Leader Laura McDermott.

The 17-county ENYCHP area includes two American Viticultural Areas: the Hudson River Region AVA and the state’s newest AVA, the Champlain Valley AVA, that allow vintners to attribute unique characteristics to grapes grown in those geographic areas.

According to the October 2016 Grape Production in the Eastern New York Commercial Horticulture Region report issued by the Cornell Cooperative Extension ENYCHP:

- grape production acres in Ulster, Columbia, Dutchess and Orange counties doubled from 2001 to 2012
- Clinton, Essex, Saratoga and Washington counties went from nearly zero acres to 100-plus grape acres from 2001 to 2012.

To contact Meyers or any of the other 12 specialists advising commercial fruit and vegetable growers in eastern NY, and to find educational resources, newsletters and pest alerts, visit the website at <https://enych.cce.cornell.edu>.





# Adirondack Harvest Chapter News

## Essex County Chapter:

The new Essex County local food guide is done! We're distributing it all over the county and beyond. Our Smart Growth grant allowed us to hire local graphic designer and farmer Jenny Linger to give the whole publication a fresh vibrant look. The removable insert features member businesses who paid a bit extra to be showcased. Please keep this in mind for next year as the \$25 insert fee is worth it for the extra exposure. This can be paid for when you renew your membership in 2018!

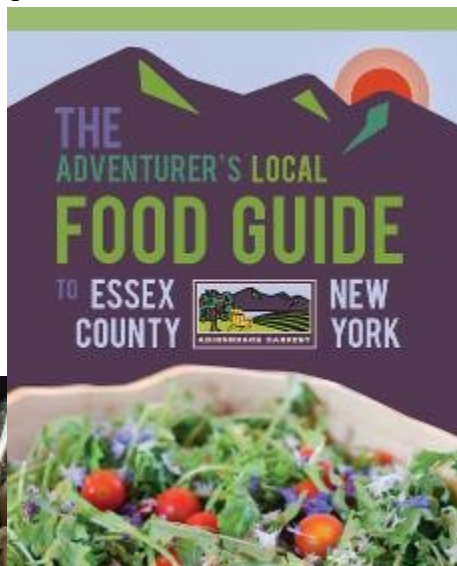


**LAKE PLACID, NY**  
The new local food guide insert for the Lake Placid Inn. The insert features local food businesses and is available for purchase at the Lake Placid Inn.

The new local food guide insert for the Lake Placid Inn. The insert features local food businesses and is available for purchase at the Lake Placid Inn.



**ESSEX, NY**  
The new local food guide insert for Flying Pancake Catering. The insert features local food businesses and is available for purchase at Flying Pancake Catering.



## Essex County Chapter

Contact Steven Googin at 518-645-2697 or [info@northcountrycreamery.com](mailto:info@northcountrycreamery.com) to participate in the Essex County chapter.

## Clinton County Chapter

Contact Jane Desotelle at 518-563-4777 or [underwoodherbs@gmail.com](mailto:underwoodherbs@gmail.com) to participate in the Clinton 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.

## 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.

## Western Chapter (Jefferson, St. Lawrence & Lewis)

Chapter representative needed. Please contact the main office at 518-962-4810 x 404 or email [info@adirondackharvest.com](mailto:info@adirondackharvest.com) if you are interested in being the representative.

## New Essex County Member spotlight:

**Craigardan** is in its first year of production. We have broken new ground and are growing a mix of vegetables & raising a small amount of livestock! In June we opened up our Farm Store where we are selling chicken, eggs, a variety of vegetables, and other value added products produced locally. If you are in Keene, please come visit us at 501 Hurricane Road, Monday thru Saturday 9am-5pm! Website: [craigardan.org](http://craigardan.org)

*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



## USDA's Local Food Marketing Practices Survey: What Can We Learn?

*Kristen Park*

*Dyson School of Applied Economics and Management, Cornell University*

The 2014 Farm Bill directed the United States Department of Agriculture to survey the efforts of farmers who produce and sell product directly to consumers, retailers, and institutions. Surveys were completed in 2015 and the USDA released their report in December 2016.

The report indicates that more than 167,000 U.S. farms produced and sold products using direct marketing practices. Direct marketed sales from these farms totaled \$8.7 billion. Foodstuffs sold included fruits and vegetables, protein, dairy, and value-added products.

To put these numbers into greater context, in 2014 (the latest year these numbers are available), the USDA reported consumers spent \$1.6 trillion on all food and beverages, including food purchased for home consumption as well as for away from home consumption. Direct marketed sales are approximately one-half of one percent of total consumer dollars spent on food and beverages.

Regardless of the fact that direct sales are a fraction of the total food sales, \$8.7 billion creates jobs and investments and helps fill a demand for locally-produced food.

Some people are very interested in distinctive food items offered through direct-to consumer purchasing opportunities. Additional benefits to the farm sector can include maintaining heirloom breeds and unique varieties of animals and plants that otherwise might not be sustained by commercial producers. These direct marketers may also introduce consumers to new varieties that are not being produced in large enough quantities to be sold through large retailers.

### **Farms selling directly to:**

#### **Consumers (35 percent of direct sales in 2015)**

Includes sales through farmers markets, onsite farm stores, roadside stands, CSA (Community Supported Agriculture) arrangements, online sales, pick-your-own operations, mobile markets, and other means.

#### **Retailers (27 percent of direct sales in 2015)**

Includes supermarkets, supercenters, restaurants, caterers, independent grocery stores, and food cooperatives.

#### **Institutions and Intermediary Businesses (39 percent of direct sales in 2015)**

Includes institutions such as schools, colleges, universities, and hospitals as well as intermediary businesses such as wholesalers, distributors, processors, etc., that market locally or regionally branded products

### **What can we learn from the survey?**

A wide array commodity products are sold through direct marketing channels, including raw commodities as well as value-added forms (table 1). Products from meat cattle were sold by more operations. Although some farms marketing direct may grow and sell both fruits and vegetables, if fruit and vegetable operations are combined, the number of fruit and vegetable farm operations would be over 92,000.

California, with the largest population of over 39 million and also one of the largest states with a landmass of 163,696 square miles, topped the direct marketing charts with \$2.8 billion in sales (table 2). At a glance, these leading states have strong agricultural production and reasonably dense populations to support direct sales.

# Smart Marketing

**Table 1. Food Sold Directly, Including Value-Added**

Commodity	Number of operations
Cattle	52,766
Fruit & tree nuts	46,130
Vegetables	46,029
Poultry	32,332
Sheep & goats	15,078
Field crops	14,805
Specialty animals	12,295
Hogs	9,692
Dairy products	8,750
Food crops	8,058
Grains	7,923
Aquaculture	2,258

**Table 2. Total Direct Foods Sales, Top 5 States**

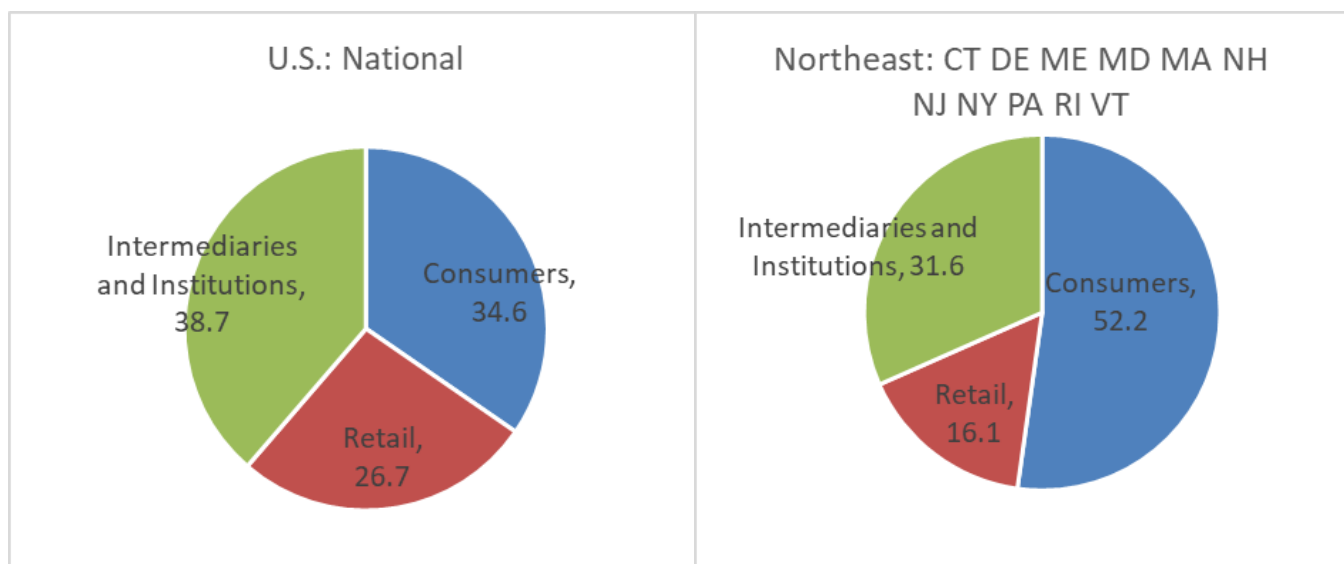
State	Sales (\$millions)	Percent of total
California	\$2,869	33
Michigan	\$459	5
New York	\$441	5
Pennsylvania	\$439	5
Wisconsin	\$431	5
U.S. total	\$8,747	100

The greatest portion of direct-marketed sales, 38.7%, went to intermediaries and institutions that market and sell locally-branded products (figure 1). These intermediaries and institutions are wholesalers and hubs that may aggregate, market, and distribute locally-branded products. Another third (35%) were sold directly to consumers and the remainder, while 26.7% were sold to retailers, which includes grocery and restaurant retailers.

These results varied by region, however, where direct-to-consumers generated the most sales in the Northeast.

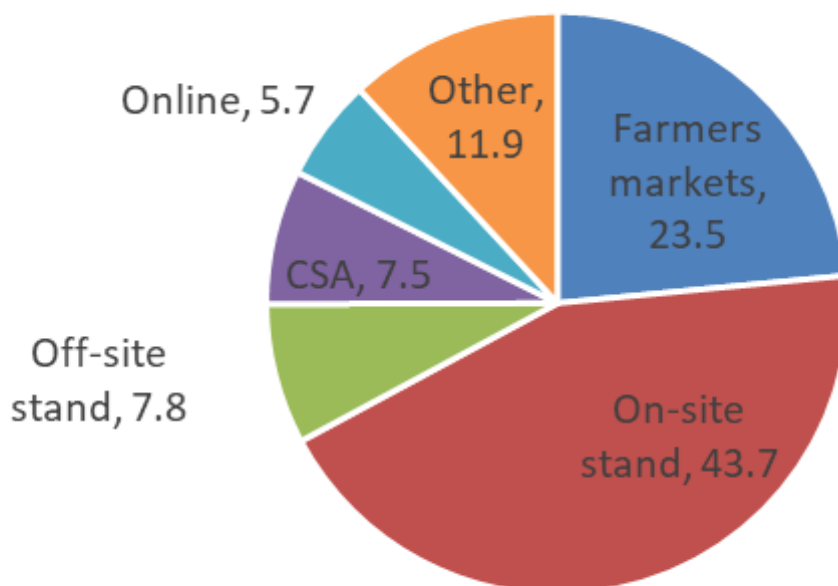
The survey results state, “that more than 80 percent of all direct market food sales occurred within 100 miles of the farm.” Most farms selling to consumers were less than 20 miles from their largest grossing marketplace. These findings suggest that the majority of sales generated by these direct marketing activities are within a 2-hour drive from the farms and that the economic activity is closer to home.

**Figure 1. Marketing Channels for Local Farms, Percent of Sales**



# Smart Marketing

Of those farms selling directly to consumers, on-site farm stands generated more sales (43.7%) than other venues or practices. Farmers markets generated roughly one-quarter of total sales (figure 2). Community Supported Agriculture, or CSAs, contributed only 7.5% of the total direct marketing sales. CSA sales are not for every farm, but for those farms who do sell CSA shares, these shares contribute a sizeable portion, 26.2%, of their income.



## Figure 2. U.S. Direct to Consumers: Percent of Sales by Marketing Practice

Farms selling food directly to institutions and intermediates, such as wholesalers or food hubs who locally-branded the product, brought in the most revenue at \$3.4 billion. Approximately 115,000 operations with direct-to-consumer sales, e.g. on-farm stores, U-pick, farmers markets, etc. had total sales of \$3 billion. Sales directly to retailers were \$2.3 billion from over 23,000 operations nationwide.

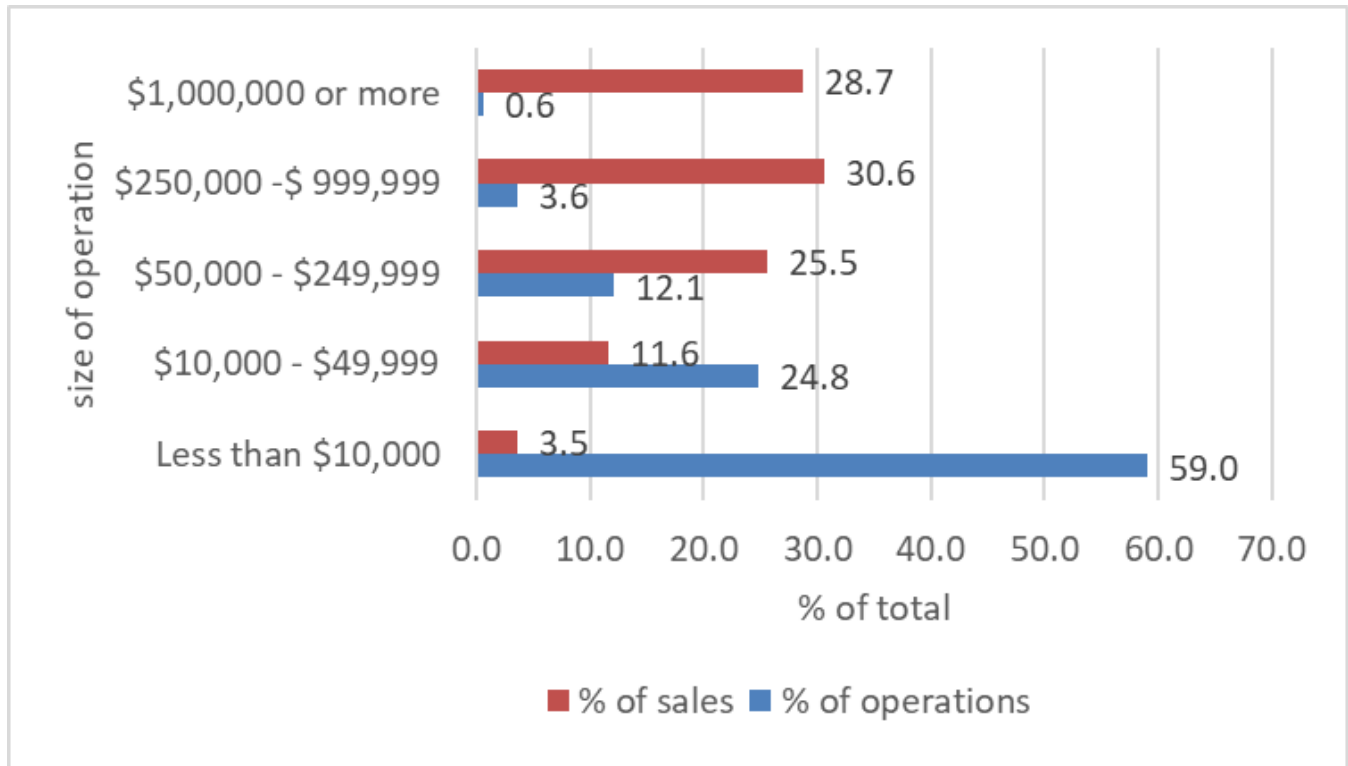
Most respondents, 59%, had direct marketed sales of less than \$10,000 per farm, and only 16.3% of respondents generated direct marketed sales over \$50,000 (figure 3). Not reported are sales that are not direct marketed.





# Smart Marketing

**Figure 3. Number of Operations and Sales, by Size of Operation**



The operators with direct marketed sales of less than \$10,000 generated only 3.5% of the U.S. directed marketed sales, while operators with over \$1 million in direct sales generated 28.7% of U.S. directed marketed sales.

This project was the first to survey farm operations about their direct marketing practices. This information can serve to benchmark the activities of direct marketers and can help generate ideas and discussion around marketing potential of firms marketing source-identified foods.

The Local Food Marketing Practices Survey was conducted in cooperation with USDA's Know Your Farmer, Know Your Food (KYF2) Initiative. You can find local and regional supply chain resources on the KYF2 website and use the KYF2 Compass to locate USDA investments in your community.

For additional survey results, visit [www.agcensus.usda.gov/Publications/Local\\_Food/index.php](http://www.agcensus.usda.gov/Publications/Local_Food/index.php) or the Quick Stats database at <https://quickstats.nass.usda.gov>.



# Smart Marketing



## Creating an Optimal Promotional Strategy for your Business

*Debra Wood Perosio*

*Dyson School of Applied Economics and Management, Cornell University*

At some time or another, most businesses find themselves developing various types of promotions to stimulate sales. Promotions are rarely “one-off” occurrences rather they are a part of an overall company promotional strategy.

A promotional strategy is a plan for the optimal use of five promotional elements. The five elements include: advertising, public relations, sales promotions, personal selling and social media. The “best” promotional strategies make use of all five of the promotional elements working together in harmony sending out similar messages

about the brand.

Each promotional element is defined in the table below:

<b>Advertising</b>	<ul style="list-style-type: none"> <li>• Typically thought of as commercials, or advertisements found in magazines, billboards, radio, Facebook etc.</li> <li>• Advertisements are usually aired frequently but are short in duration and are paid for</li> <li>• Used to reach large numbers of people resulting in a low cost per contact</li> <li>• Used to change a consumers negative attitude toward a product, reinforce a positive attitude or to change a consumers ranking of a brand's attributes</li> </ul>
<b>Public Relations</b>	<ul style="list-style-type: none"> <li>• Helps an organization communicate with all stakeholders</li> <li>• “PR” as it is commonly referred to can help a company evaluate public attitudes, identify issues of public concern and helps a company gain public acceptance</li> <li>• Companies use “PR” to help foster a positive public image</li> <li>• Is used to combat negative events</li> </ul>
<b>Sales Promotions</b>	<ul style="list-style-type: none"> <li>• The primary role of a sales promotion is to stimulate consumer buying</li> <li>• Sales promotions have a short life span and can take many forms such as coupons, 2 for 1 sales, price reductions etc.</li> <li>• Where advertising gives consumers a “reason to buy”, sales promotions offer consumers an “incentive to buy”</li> </ul>
<b>Personal Selling</b>	<ul style="list-style-type: none"> <li>• Planned presentations to prospective buyers</li> <li>• Commonly used when selling expensive and/or technically advanced or “high-risk” products/services</li> <li>• Personal selling is transitioning into “relationship selling” where the goal is to develop long term relationships with customers rather than strive for a short term sale</li> </ul>
<b>Social Media</b>	<ul style="list-style-type: none"> <li>• Any tool that uses the internet to facilitate conversations between companies and customers</li> <li>• There are three types of social media:               <ul style="list-style-type: none"> <li>◊ Owned Media: online content that the organization creates and controls like a Facebook page</li> <li>◊ Earned Media: free media, buzz from another source</li> <li>◊ Paid Media: the company pays for content to be online</li> </ul> </li> </ul>



# Smart Marketing

Promotions are *planned* and should serve a specific purpose for a business with an established goal in mind. Four general “goals” that a promotion can address include:

- informing customers
- reminding customers
- persuading customers
- connecting with customers

Characteristics of each of the types of promotional goals are illustrated in the following:

Informing	Reminding	Persuading	Connecting
<ul style="list-style-type: none"> <li>• Used to increase awareness or products or services especially new products or services</li> <li>• Explain how the product or service works</li> <li>• Suggests new uses of a product or service</li> <li>• Helps to build a company's reputation and image</li> </ul>	<ul style="list-style-type: none"> <li>• Used when a product has been on the market for a while and competition exists</li> <li>• Encourages brand switching</li> <li>• Can change customers' perceptions of product attributes</li> <li>• Can Influence immediate buying decisions</li> </ul>	<ul style="list-style-type: none"> <li>• Reminds customers that a product may be needed</li> <li>• Reminds customers where to buy the product</li> <li>• Helps to maintain customer awareness</li> </ul>	<ul style="list-style-type: none"> <li>• Accomplished through various social media strategies</li> <li>• Helps to form relationships with customers</li> <li>• Can encourage transparent information exchange between customers and the business</li> <li>• If properly executed can result in customers becoming brand advocates</li> </ul>

## When to Use Which Promotional Element

While a marketer should use *ALL* of the promotional elements they are typically not all used at the same time for the same reason.

One yard stick used to measure the use of promotional elements is guided by **the product life cycle**. Products experience four stages of their life cycle: introduction, growth, maturity and decline. Product sales grow until the late growth/early maturity stage after which they begin to decline. Competition from similar products also increases dramatically through the growth and maturity cycles. Because of these changes in revenue and competition the message and promotional element changes as a product advances through its lifecycle.

During the early introduction period light advertising is used along with public relations. As the product moves deeper into the introductory stage advertising increases and sales promotions are used to gain trial of the product. The growth stage is characterized by heavy advertising, and personal selling to retailers used to gain greater distribution of the product. During the late maturity stage advertising decreases, and sales promotions take on a “persuasive” and a “reminder” tone. Usually by this time in a product's life cycle it will have been re-positioned in some way (new versions, new colors, more powerful formula, etc.) to launch it back into the introductory phase in an effort to avoid the dreadful decline period. During the decline period the very little promotion is done and there is a planned phase out of the product.

(Continued on page 11)

# Farm to Food Bank



**Regional  
Food Bank**  
OF NORTHEASTERN NEW YORK

## Quick Bites

*A quarterly newsletter just for farmers*

**Food Bank of the  
Hudson Valley**



Issue No. 3

July 2017

## New York Passes Farm to Food Bank Bill

We are excited to announce that the Farm to Food Bank bill was approved as part of the New York State Budget for Fiscal Year 2017-18 and signed into law by the Governor on April 10, 2017. **The bill aims to direct fresh and nutritious produce to New Yorkers facing hunger by offering New York farmers a tax credit for donated food in the amount of 25% of the fair market value of the donation, up to a maximum of \$5,000 annually.** This tax credit will help reduce cost barriers for farmers who donate by helping them recoup some of the out-of-pocket expenses of donating. *(Please see more information on the next page for other possible opportunities to offset costs.)* The tax credit available from the bill comes in addition to tax incentives allowable for food donation as outlined by the federal PATH Act.

### The PATH Act Overview

Passed by Congress December 18, 2015, the PATH Act includes several improvements to the tax incentives allowable for food donation.

What does this mean for farmers?

Allows farmers to consider 25% of the fair market value of the donated food as the cost to produce the food.

Provides a protocol not previously available which establishes a Fair Market Value (FMV) of product donated from the farm or packing sheds by utilizing the selling price of goods moved to market.

Expands applicability of the tax benefits to all farmers and producers, and by making it permanent allows farmers to incorporate donation as a regular part of their crop planning, either grown to donate or as an outlet for unmarketable product.

### New York State Farm to Food Bank Bill Overview

**This refundable tax credit will go into effect for the 2018 tax year.**

Eligible farmer—A taxpayer whose federal gross income from farming for the taxable year is at least two-thirds of excess federal gross income.

Qualified donation—A donation of any apparently wholesome food, grown or produced within New York, by an eligible farmer to an eligible food pantry.

Eligible food pantry—Any food pantry, food bank, or emergency food program operating within New York that has qualified for tax exemption under section 501(c)(3) of the internal revenue code.

Determination of fair market value—To determine the fair market value, the farmer should follow standards set forth in IRS code, which include taking into account the price at which the same or substantially the same food items are sold by the taxpayer at the time of the contribution or in the recent past.

Record of donation—To claim a credit, the farmer must get and keep a receipt from the eligible food bank showing: the name of the food bank, the date and location of the donation, and a reasonably detailed description of the donation.

The two policies are similar in that they are both tax credits that provide guidelines for farmers to establish fair market value for their produce. The state bill builds on the federal act, allowing farmers to collect an additional tax credit up to \$5,000.

While the federal credit has been in effect since 2015, the state bill will not go into effect until January 1, 2018.

For determining how this effects your business, please consult with your personal tax advisor.

For any other questions or further information, please contact Joanne Dwyer at [joanned@regionalfoodbank.net](mailto:joanned@regionalfoodbank.net), or (518)786-3691 ext 223.

## The Food Bank Can Offer Farmers Pick and Pack Out Funds For Select Produce



Farmers who have unharvested fields, or excess unsold produce can call the Food Bank to discuss funds we may have to provide for labor and materials to harvest and pack product for donation.

Unharvested produce is a great opportunity to rescue good food from going to waste and to help those in need! We can also glean with volunteers, but find it is most effective—especially late fall when harvesting time is short at the end of the season— if we can cover a portion of the cost for your experienced farm workers to harvest produce that would otherwise be left in the field or orchard. We need your help to meet the need families have for more fresh produce.

### Here's how it works:

- Your crew picks the field and packs the produce into totes, boxes etc. Based on availability, we would be happy to provide materials for packing your produce.
- The Food Bank comes to your farm to pick-up the product.
- You submit an invoice for the agreed upon cost of labor and packing materials to the Food Bank and we will mail you a check.

We encourage you to call us with any questions you have about donating excess inventory or unharvested produce, and to find out if Pick and Pack Out funds can be applied to your donation. We can schedule a pick up at your location, or you can choose to deliver to us, whichever you prefer.

## Food Industry Relations Staff

### Regional Food Bank of Northeastern New York

518.786.3691

**Joanne Dwyer**, Director of Food Industry Relations & Business Development Representative  
joanned@regionalfoodbank.net or ext. 223

**Khali Coulter**, Food Industry Relations Coordinator  
khalic@regionalfoodbank.net or ext. 286

**Receiving Office**  
518.786.3691, ext. 297

**Food Bank of the Hudson Valley**  
845.534.5344

**Alan Angelone**, Warehouse Manager  
aangelone@foodbankofhudsonvalley.org or ext. 105, or 131

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

Since 1982, the Food Bank has been helping to feed the poor and hungry in our communities. In 2016, the Food Bank provided over 36 million pounds of food to over 1,000 charitable agencies in 23 counties.

(Continued from page 9)

## Putting it all Together...An Example

*Situation: A small farm stand selling product and homemade baked goods*

### Promotional Strategy:

- **Advertising:** The owner could place ads on the local cable TV channel, puts sign along the road, place posters in popular places like supermarkets
- **Public Relations:** The owner might sponsor a local little league team, local theater, or have a pie eating contest at the farm stand...all of this would create a positive public image for the owner
- **Personal Selling:** at the farm stand, employees should be trained to be friendly, knowledgeable, and helpful.
- **Sales Promotions:** putting coupons in the local pennysaver is a great idea, 2 for 1 sale at the farm stand when there is excess inventory or product/baked goods that will soon go out of date, and discounts for frequent shoppers are always appreciated.
- **Social Media:** keep an active Facebook page, update it often with new products, ripening dates for various product items, daily specials and events.

Developing a coordinated promotional strategy using all elements of the promotional mix as illustrated above will offer businesses the best opportunity for engaging customers and stimulating sales.



# Upcoming Events, Classes, Workshops

## **2017 Plattsburgh Brewfest**

**Saturday, August 5, 1:00pm to 6:00pm**

Clinton County Fairgrounds

84 Fair Grounds Road, Plattsburgh

Beer, Hard Cider, Wine, Spirits, Food & Music!

Over 40+ vendors on site. Post-Brewfest Concert:

The headline group is Scott Sharrard & the Brickyard Band. New to the Plattsburgh Brewfest will be the food court. We will have a number of food vendors selling food for you to enjoy.

Additionally, we have a law firm that will be

sponsoring cab rides home. For more

information visit [www.plattsburghbrewfest.com](http://www.plattsburghbrewfest.com).

## **Pasture Walk**

**Wednesday, August 9, 5:00pm**

Reber Rock Farm, 1699 Jersey St., Essex

Kitty O'Neil, CCE field, forage and soils

specialist will lead the discussion. Topics

included will be pasture species identification,

grass and legume productivity, pasture

management for maximum forage yield,

minimizing parasite loads and pasture fertility.

Come with questions and discussion topics in

mind, as the format and content are flexible and

based on your interests. Reber Rock Farm is a

120-acre draft powered farm. Using a combina-

tion of draft horses and diesel power they produce

a diversity of grassfed and pasture raised meats,

small grains, vegetables, herbs, fruits, maple

syrup, draft wood, shiitake mushrooms, and

Suffolk Punch Draft horses. RRF also incubates

two new businesses - Red Legs Flowers and

Mountain Top Meats. Please RSVP to Carly

Summers at [cfs82@cornell.edu](mailto:cfs82@cornell.edu) or 961-4810 x409

## **On-Farm Dinner**

**Saturday, August 12, 5:30pm to 6:30pm**

Echo Farm, 327 Walker Rd., Essex

Join us for our first ever dinner at Echo Farm.

We'll highlight our freshest produce of the

season, delicious meats and poultry, handmade

breads and pasta, and farmstead cheeses in a five-

course meal that is authentically farm-to-table.

The evening will begin with a Garden Cocktail

and Farm Walk at 5:30 and proceed to dinner at

7. As the sun sets and rye field starts to glow,

soak in a very unique culinary moment in the

Adirondack landscape. More info at [https://](https://farmsteadcatering.com/events/2017/5/30/on-farm-dinner)

[farmsteadcatering.com/events/2017/5/30/on-farm-dinner](https://farmsteadcatering.com/events/2017/5/30/on-farm-dinner)

## **Farm Walk at Fledging Crow**

### **Vegetables**

**Sunday, August 13, 2:00pm to 3:00pm**

Fledging Crow Vegetables

122 Robare Road, Keeseville

Visit nearly 10-year old Fledging Crow

Vegetables and learn about growing vegetables

from Ian and Lucas. RSVP to

[essexfarminstitute@gmail.com](mailto:essexfarminstitute@gmail.com). This event is free

for farmers in the Adks. If you are not a farmer or

are from out of the area please consider making a

\$25 donation to Essex Farm Institute.

## **Pop Up Dinner**

**Wednesday, August 30, 6:00pm to 8:00pm**

Craigardan, 501 Hurricane Road, Keene, NY

Farmstead Catering at Echo Farm will provide an

intimate summer dinner series at Craigardan.

Expect experimental cuisine prepared by chef

Taylor LeFleur, and an evening of excellent

conversation with friends old and new. Each six-

course meal will transect the season and paint a

delicious picture of Echo Farm's summer bounty.

This is a unique experience you won't want to

miss. \$65 per person. Seating is limited to 20

guests. Purchase tickets at [http://](http://www.craigardan.org/events/2017/8/30/pop-up-dinner)

[www.craigardan.org/events/2017/8/30/pop-up-dinner](http://www.craigardan.org/events/2017/8/30/pop-up-dinner)

## **Ruminations & Estimations:**

### **pasture and livestock needs primer**

**Tuesday, September 12, 6:00pm to 7:30pm**

For those who were not able to attend Dr.

Turco's introductory clinic in April, an

abbreviated primer will be available for free by

Ashlee Kleinhammer of North Country Creamery

and Nathan Henderson of Reber Rock Farm in

preparation for the September 23-24th Advanced

Grazing Clinic. It is highly recommended that

you attend this primer prior to the Advanced

Clinic. RSVP by email to

[essexfarminstitute@gmail.com](mailto:essexfarminstitute@gmail.com) with the

following information:

-your name, farm name and location

-experience in rotational grazing

-reason for attending the course

For details see

<http://www.essexfarminstitute.org/events/>

# Upcoming Events, Classes, Workshops

## **Adirondack Harvest Festival**

**Saturday, September 16**

This year's festival includes a morning hike hosted by Champlain Area Trail; an awesome farmers' market drawing together farmers from across the Champlain Valley to showcase their harvest bounty; agricultural demonstrations by farmers and local organizations on topics ranging from sustainable beekeeping to sausage and cheese making, wine and cider production, the use of ancient grains, soap making; films by local filmmakers; exhibits on topics such as good agricultural practices, historical barn and farmhouse architecture, a history of agriculture in the Champlain Valley. Live music, breweries, food trucks, and an organic pig roast. A mid-afternoon roundtable discussion of the economic challenges of small-scale farming is a festival highlight. For more info visit [www.adkharvestfest.com](http://www.adkharvestfest.com) or email Nancy Page at [nancy@adkharvestfest.com](mailto:nancy@adkharvestfest.com).

## **Advanced Grazing Clinic**

**Saturday & Sunday, September 23 & 24**

Whallonsburg Grange Hall, 1610 NYS 22, Essex  
Save the date – more details to come! This course is a follow-on to the April 1, 2017 "Grazing Done Right" primer by Dr. Marco Turco which covered how to ensure that your animals have enough to eat to serve their intended purpose (dairy, meat, breeding), and how to use that knowledge along with botanical knowledge to begin to improve your pastures. Topics that were discussed included: Pasture Supply and Animal Needs, Feed Planning, Decision Making, Seasonal Consideration and reading soil samples and forage analysis. Cost \$80 for 2 days per farm. Scholarships available from Adirondack Harvest for up to \$100. RSVP to [essexfarminstitute@gmail.com](mailto:essexfarminstitute@gmail.com)

## **Dinner in the Field**

**Saturday, September 23**

Craigardan, 501 Hurricane Road, Keene, NY  
Overlooking Craigardan's fields to the Adirondack High Peaks beyond, guests will gather for a two-part culinary and artistic celebration. Dinner in the Field showcases outstanding craft across disciplines and celebrates our fabulous

community. The event begins with an art-focused cocktail-hour, followed by four courses of exceptional farm food. The evening also includes an exclusive film debut by The Space We Make, a gallery exhibition featuring artist Caitlin Wright, and a silent auction of ceramics and other works. Post-feast, guests take home the handmade tableware designed and produced for this event by Craigardan's Summer artist-in-residence, Catherine Seidenberg. RSVP by 8/20. For more information call 518-242-6535 or visit <http://www.craigardan.org/events/2017/9/23/dinner-in-the-field>

## **Bike the Barns**

**Sunday, October 1**

Multiple locations, Begins at Whallonsburg Grange, 1610 NYS 22, Essex

Coordinated by Adirondack North Country Association. Bike the Barns is a fully supported recreational road cycling tour supporting the rich agricultural movement of the North Country. All proceeds will be used to support local farms and a portion of every rider's event fee will go directly into the FarmShare fund. Registration Includes: Support on the route, event T-shirt, finish line food, drink, and entertainment, farm tour stops. At the day's end, join participating farms, riders and their families, and members of the community for a celebration of local agriculture and food, craft beverages, and music. For more info visit <http://www.adirondack.org/bikethebarns>

## **4th Annual Essex County Cheese Tour**

**Sunday, October 8, 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/](http://www.facebook.com/essexcountycheesetour/).

# 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.



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



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