



Harvest News

Volume 1, Issue 1

January 2005

History of Adirondack Harvest

In 2000 Essex County leaders expressed their concern about the loss of farms and called for action to revitalize Essex County agriculture. Adirondack Harvest started with a map and database for Essex County and in 2002, Adirondack Harvest added Clinton and Franklin County farmers and businesses. The organization is now incorporated and working toward not-for-profit status. In 2005, we hope to increase online sales through connections from our web site, and are also developing a delivery network between farms in the Champlain Valley and restaurants in Lake Placid. We are a membership organization so we are looking for input from you, the members.

The Adirondack Harvest membership is comprised of farmers, processors, stores, restaurants, local citizens, local government officials, Cooperative Extension staff, economic development specialists and marketing experts in the Adirondacks, primarily in Clinton, Essex, and Franklin counties. In order to focus our energies in a productive way, Adirondack Harvest developed a mission statement.

Our first major project was to develop our logo so that consumers could readily identify

“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.”

local products. When you see our logo, you know that you are buying locally grown produce from your farming neighbor.

Adirondack Harvest works with Farmers Market Cooperatives to promote farmers markets and educate consumers about the advantages of fresh, local produce. We have printed and distributed a popular map, which identifies farms in Essex, Clinton, and Franklin counties that offer direct sales either at the farm or through phone/internet sales. The map also contains useful information such as what is in season and the advantages of buying local. If you don't have a copy, check our website:

www.adirondackharvest.com.

The website can also guide you to shops and restaurants featuring local products.

Adirondack Harvest works with Eat Smart New York! and schools to educate consumers about the advantages of buying local and how to use unprocessed food to improve their diets. Eat Smart NY offers recipes using local products so consumers can taste the difference for themselves. We also have had Taste of the North Country booths at the county fairs and other local events, offering people a chance to sample our local products for themselves. Last summer we arranged tours of local farms so that people could visit a farm, get to know the farmers and actually see where their food comes from. We at Adirondack Harvest believe that making the connection between farmers and consumers is essential to promoting support for farming in the community.

This year we will be publishing a quarterly newsletter, producing a new map, updating the web site with more marketing information, and publishing a cookbook. We will continue to promote farm fresh items at our fairs, and statewide events. Your membership helps us to stay in touch.

**Upcoming
Projects!**

Would you like to become more involved with Adirondack Harvest? Perhaps you would like to offer a tour of YOUR farm? Would you like to mentor a new farmer? Maybe you are not a farmer but you have some land you would like to cultivate? Please contact Susie or Anita for more information. 962-4810.

Adirondack Harvest in Essex County

Education for both farmers and consumers is another important part of our plan. New farmers and farmers looking to diversify need to learn how to produce new products and to make the connections for new marketing opportunities. We offer tuition support for Essex County farmers to attend relevant seminars and improve

their skills. We also support the Foodshed Coalition, a local grassroots group which offers educational opportunities for local farmers. (See page 3 for details) Lastly, we offer a mentoring program connecting farmers with those more experienced in their field for one-on-one, hands-on learning.

Adirondack



One way we maximize our effectiveness is to partner with others, such as the farmers' markets and Champlain Valley Foodshed Coalition, who are also interested in preserving our picturesque landscape in working, economically viable farms.

Adirondack Harvest Festival

The Essex County Board of Supervisors designated September 12-18, 2004 as Adirondack Harvest Festival Week, a time to celebrate the agricultural heritage of Essex County, and look to our future. Among the events sponsored by Adirondack Harvest were farm tours, a chicken barbecue/square dance and Recipe Taste Off contests at three Essex County Farmers' Markets. Excitement ran high as a randomly selected panel of judges tried to decide between such tempting local dishes as Blueberry Delight and Nasturtiums stuffed with Goat Cheese.

We are proud to announce the winners at the 3 markets:

Keene: Lorraine Duvall, Charity Marlatt and Margaret Laperle
 Lake Placid: Denise Hendren, Helen Slatford, and Mary Beth Kikel
 Elizabethtown: John Viestenz, Meredith Johnston, and Dee Myers

Look for these tempting recipes and many more in the Adirondack Harvest Cookbook, Taste of the Mountains, on sale next spring.

Last Call for Recipes

It is not too late to be part of the fun. Adirondack Harvest Cookbook is still accepting recipes. The cookbook will be arranged by season and will feature recipes developed by local cooks using local products. The core of our cookbook is the recipes given to us by local cooks who participated in our three Recipe Taste Offs last September. We would love to include your favorite recipes, particularly if they include locally-grown ingredients. If you would like to submit a recipe, please mail it in or email it to me at Susie@adirondackharvest.com.

The book is being published by a local publisher and she has given us until mid-February to collect recipes. We want this cookbook to be about you, so if there is a good story that goes along with the recipe...please send that as well.

Champlain Valley Foodshed Coalition

The Champlain Valley Foodshed Coalition is a gathering of folks who want to eat well, live well, and have a positive impact on our environment. Most of us are organically-minded eaters, gardeners, or small farm owners. The monthly winter meetings are free and open to all interested people. We are also “growing small farms” with a series of workshops and farm tours. This effort is supported by the Essex County Adirondack Harvest.

We meet at the Au Sable Valley Grange Hall in Keeseville. The Grange Hall is on Main Street, down the hill from the TopsXpress or over the bridge and up the hill from Stewart's. We will soon have a website with a map and directions: avgrange.org.

This winter we have organized two workshops for vegetable producers. The first, last December, featured Liz Henderson from the Rochester area, with many years farming experience. She grows vegetables for 270 families in a CSA. The second in January featured Jack Gurley from Maryland, who with his wife Beckie, makes a living on five acres of vegetables, marketing through a CSA, two farmers markets, several restaurants, and an organic cooperative.

Upcoming Foodshed Coalition meetings:

Winter-hardy Fruits and Nuts

With Bill MacKentley
of St. Lawrence Nurseries
Wednesday, February 2
7 PM
AuSable Valley Grange Hall

Growing for a Summer Market

A Tour of Ledgewood Farm
and Greenhouses
Moultonborough,
New Hampshire
Monday, February 7, 2005

Ed Person of Ledgewood Farm and Greenhouses raises twenty-one acres of vegetables and flowers, and one acre of strawberries. He uses sixteen greenhouses – three for seedling production and the rest to grow veggies and flowers to maturity. He is located in the Lakes Region of New Hampshire, where the population swells from 15,000 in the winter to nearly 100,000 during the summer. His market season is

late June through early September. Ed utilizes row covers, heated greenhouse tomatoes, transplanted sweet corn, and unheated high tunnels to have a large variety of crops available when the stand opens in June.

To reserve a space, call Beth Spough at 643-7822.

We are also planning to tour a couple of market farms in Washington County. If you are interested, call Beth at 643-7822 to get more information.

Growing More Than Trees in Your Woodlot

Wednesday, March 9, 2005
7 PM

AuSable Valley Grange Hall

Bob Beyfuss will discuss possible income opportunities for forest landowners. He will touch on ginseng, goldenseal, mushrooms, botanicals, hunting, and others.

Adirondack Delivery Pool

Beginning this spring, Adirondack Harvest will be teaming up with the Foodshed Coalition to develop an efficient and economical delivery network. The program will pick up fresh produce from a pooling location in the Champlain Valley and deliver to restaurants and stores in Lake Placid. All orders will be placed with the Delivery Pool, and the Pool will be responsible for invoicing and billing.

This system was developed through a joint committee of farmers and chefs, and meets the needs of both. The chefs wanted “one stop shopping” and one bill for their purchases. The farmers wanted to focus more on their farm and less on deliveries and billing.

Adirondack Harvest is committed to this program. We see it as a powerful tool to help farmers have a reliable market for their products and to offer the food industry fresh, local products. If you are interested in being part of this project, please call Susie at 962-4810.

Grants Helping Our Farmers

by Anita Deming, Executive Director, Cornell Cooperative Extension of Essex County

Cornell Cooperative Extension of Essex County has received two grants to help local farmers in 2005.

1) A Small Farm Mentoring grant was received to compensate farmer mentors for assisting other farmers make decisions about greenhouse purchases, construction and management. We can help up to five farmers who are interested in building or expanding their greenhouse operations. This is a chance to have a one on one training experience with an expert. You would go to their farm one day, they would come to your farm one day and several hours of follow up phone calls would be included. We are also looking for "expert" greenhouse managers to serve as our paid mentors.

2) An Agricultural Viability grant was received to plant a cold season grape variety trial at the Willsboro Research Farm. Twenty wine varieties and five table grape varieties will be planted this spring in conjunction with the Lake Champlain Grape Growers Association (LCGGA). The funding is for the actual planting of the grapes, the trellis, weed control, fertilizer (chicken manure - as we are trying to manage the crop organically) and deer fence. The Willsboro farm is donating the land, irrigation if needed, and mowing. The Lake Champlain Grape Growers are donating the labor in return for the grapes. Cornell Cooperative Extension is providing training classes for the LCGGA and others, and coordinating the

project. If you are interested in joining the CGGA contact Will or Kathhryn Reinhardt at willkath@willex.com 963-8038 or Rob McDowel at rmacmar@northnet.org 561-6434 for more information. This is a great group to connect with to learn more about grape growing and to help to make the variety trial a success.

Cornell Cooperative Extension has applied for four other grants to help implement its Farmland Protection Plan, but we have not heard regarding the awards yet.



Membership Renewal Time

Great News... Adirondack Harvest is growing. Our membership is now over 100 farmers, supporters and friends. We are switching to an annual membership, which will run from January to January. Enclosed please find a membership application, which you can fill out and mail in with your check. If you are receiving this newsletter, you are probably already a member, so please take a moment to renew. If you are a Taste Off participant, please accept your 2005 membership with our thanks.

Farmers and Supporters (restaurants, stores, and processors) are eligible to use the Adirondack Harvest logo to help your customers identify locally grown and produced food. Friends receive a beautiful decal which will look great in your window. Blue Ribbon Friends receive an Adirondack Harvest apron.

Please note, if you want to have your farm or business listed on the Adirondack Harvest website, we need to hear from you as soon as possible. Farms will each have a pull down window, the consumer can click on your farm and find information about your location, phone number, products available and hours of business. We can also link directly to your website.

For stores and restaurants, the format will be a bit different. Commercial establishments will be listed by region, so if a consumer clicks on Lake Placid, for example, they will see a listing of member restaurants that serve local products. The updates of the websites are done in batches, and if you miss the spring 2005 update, you may have to wait a while. Please be sure to send your updated information and an email address, if you have one, to Susie Becker, PO Box 727, Elizabethtown NY 12932.

ADIRONDACK HARVEST MEMBERSHIP 2005



Adirondack Harvest encourages people to “Buy Local” and to support local farmers and producers. We are also developing a “regional” identity to assist in marketing inside and outside of the Adirondack Region.

Our projects include: developing the logo, printing a map, creating an online web site, connecting producers and consumers, educational opportunities, and festivals. For more information call (518) 962-4810 or check our website at www.adirondackharvest.com.

Stay connected to local farms and regional markets. Become an Adirondack Harvest member as a Farmer, Supporter or Friend. All members will receive a decal or sign, the regional map, invitations to local events, the quarterly newsletter and an opportunity to vote for a representative to the Board of Directors.

Farmer: \$15/year — Farmers, Producers

- Approved use of the Adirondack Harvest Logo on products harvested from the Adirondacks
- Educational opportunities such as mentoring programs, workshops, seminars.
- Listing on the Adirondack Harvest website and an interactive dot citing your business (if you join before March 1), with a link to your website.

Supporter: \$25/year — Restaurants, Retail Stores, and Processors who include local farm products from at least two Adirondack Harvest Farmers in their offerings.

- Use of the Adirondack Harvest Logo on their approved products or place of business
- Networking with Adirondack Harvest Farmers
- “Drop down” listing on the Adirondack Harvest website with a link to your website.

Friend of the Harvest: \$25/year (Red Ribbon) \$50/year (Blue Ribbon) — Consumers.

- Educational opportunities such as mentoring programs, workshops, seminars.
- Help ensure the availability of fresh food and preservation of farmland.
- Blue Ribbon Friendship includes Adirondack Harvest apron



ADIRONDACK HARVEST MEMBERSHIP



Make checks payable to Adirondack Harvest. Clip and mail to P.O. Box 727, Elizabethtown, NY 12932

Name _____ Web address _____

Address _____

Phone _____ Fax _____ Email _____

Circle type of membership: Farmer Supporter Red Ribbon Friend Blue Ribbon Friend

Products sold (Farmers) or used (Supporters) _____

Adirondack Harvest is an initiative to stimulate the local production and consumption of food. Numerous surveys indicate that Americans want their food to be locally produced.

This effort to restore our rich farming heritage can have a positive effect on our economy. Buying locally produced products assures that your dollar stays in our area for feed, fuel, equipment and such.

We support the small family farm that was the cornerstone of America and with support and creativity can once again play a significant role in maintaining the rural character of our area. Numerous innovative farmers now are providing cheese, wine, organic wheat, tilapia and extending the season to provide fresh vegetables for nine or ten months a year. With hard work, dedication and creativity, farmers are again making agriculture a significant part of our economy.

Adirondack Harvest will continue to support our farmers and assist in cultivating a desire for locally grown products. We will expand our support of farming with our mentoring program, education videos and continued support of the Farmers Markets and the Foodshed Coalition. We are dedicated to assuring that our picturesque landscape is not only preserved, but becomes an economically viable part in our future.

A Word from Our Chair

By Tom Both



PO Box 727
Elizabethtown NY 12932