



Harvest News

ADIRONDACK HARVEST

In coordination with Cornell Cooperative Extension of Essex County

Winter 2009

"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."

Coordinator's Report

by Laurie Davis

Greetings from the deep freeze! There's much to read about in this issue, lots of news and workshops. In fact, I've had to increase the number of pages in the Harvest News for the second time in two years.

With that I turn over the rest of my report space this winter to the Adirondack Harvest Board President, Tom Both.

A Message from the Board President

by Tom Both

Since 2000, Adirondack Harvest has worked to preserve our picturesque farming landscape while developing a link between local farmers and their communities. We have attempted to restore the rich agricultural heritage that characterized our area during the 19th century.

Since the inception of Adirondack Harvest, we have viewed agriculture as an economic tool that can enhance the life of the farmer and contribute to the vitality of the area. The projects that we've undertaken have been designed



Our Farm to School workshop at Paul Smith's College on November 17, 2008 was well attended

to build an awareness among consumers of the benefits of buying locally grown products. We've worked with farmers to help promote these efforts as well as offering educational opportunities to them.

Over the last 8 years, Adirondack Harvest has staged numerous workshops for farmers, held conferences to bring farmers and consumers together, offered mentoring programs for farmers, conducted farm tours, worked with farmers markets, featured several agricultural festivals and also produced the widely acclaimed DVD "Three Farms". We also subsidized a trial delivery system and we've supported the 8 county "Come Farm With Us" initiative. In

2008 we staged workshops to bring farmers and chefs together and, in concert with Paul Smith's College, presented the very successful "Farm to School" program. In addition, we worked with the Keene Farmers Market to stage the 1st Annual Great Adirondack Rutabaga Festival. AH also supported various Harvest Festival events throughout the North Country.

On March 2nd at the Wild Center in Tupper Lake we will have a Board Meeting to lay plans for the balance of 2009. Please contact your County AH Representative with any suggestions about how we may better promote our farms in the North Country and encourage our populace to "buy local".

Harvest Tidbits



Black Kettle Farm Seeks New Farmer

We are hoping to connect with a person(s) interested in farming organically with sufficient experience to function independently in farm operations. We would encourage the farmer-to-be to develop their own vision for operations and outcome. In the past we have had success with CSA programs, market gardens, and value-added products. The farm has rich soil, an orchard, a 60 acre fenced pasture, an old but productive vineyard, a solar powered three-bedroom farm house, a cottage, a nature trail, good water, a pond and lots of forest. The farm can accommodate livestock, and we would be thrilled

to see the use of draft horses. We are able to provide some farm equipment and living space.

Black Kettle Farm is owned by the Eddy Foundation and is considered to be a model “wildfarm”, trying to incorporate ecological needs and values with farming practices. Black Kettle Farm is also the home of Lakeshore Preschool, which operates as a Waldorf school. We have had success integrating some farm activities with the preschool program and we wish to continue and expand this interface. We welcome your thoughts and ideas on this path.

If this is of interest to you, please contact us for more information about the farm or with some of your preliminary ideas. Please visit our website: www.blackkettlefarm.org, send us an email at eddyfdn@mac.com or call us at 518-963-8222.

Small Farms Program Publishes “SARE Farmer Grant Profiles”

Are you a farmer/producer considering applying for a SARE grant? A new publication titled “SARE Farmer Grant Profiles – How NY farmers use SARE funding to test new ideas” is available for download from the Cornell Small Farms program website. The series of 11 profiles details how NY farmers – from mushroom growers to beekeepers – generate funding ideas, write successful applications, and use SARE grant money to support their projects. This publication was written and designed collaboratively by the Cornell Small Farms Program and NY SARE Outreach. To download the profiles, visit:

[http://
www.smallfarms.cornell.edu/
pages/resources/aboutsmallfarms/
profiles.cfm#SARE](http://www.smallfarms.cornell.edu/pages/resources/aboutsmallfarms/profiles.cfm#SARE)

Adirondack Harvest Chapter News

Annual Meeting

I want to thank everyone that participated in our annual meeting a couple of weeks ago. We owe a debt of gratitude to Steve Fenton of St. Lawrence/Lewis BOCES for orchestrating our Polycom connection—six sites at once! We welcome newly elected board members **Pam Mills** (Clinton Cty. rep), **Brian Bennett** (St. Lawrence Cty. rep), **Gail Millard** (Jefferson Cty. rep), **Noel Merrihew** (Local government rep), and **Kevin McCarthy** (Chef/restaurant rep). **Jane Desotelle** has shifted from her board position as Franklin County rep to the farmer representative. We are still seeking chapter representatives

from Franklin and Lewis Counties. New by-laws were voted into effect. Most of the changes were in the wording as adjustments were needed to reflect our expanding region. By-laws are posted at www.adirondackharvest.com

Southern Chapter Update

by *Teresa Whalen*

The Southern Chapter of Adirondack Harvest includes the counties of Fulton, Hamilton, Saratoga, Warren, Washington and Herkimer. Since this is a very large geographic area, it may not be feasible for members to attend chapter meetings. I am requesting any members who have e-mail ad-

resses to send me an e-mail. The sharing of information, upcoming events, etc. will be much more efficient. Thank you.

Since I was elected chapter representative in January 2008, Adirondack Harvest has been promoted at flower, farm and food related events throughout the year. Displays were set up during the Adirondack Flower and Garden Show held at the Lake George Forum in April. The Warrensburgh Riverfront Farmers’ Market held June thru October handed out information and used signage provided by Adirondack Harvest. The first ever Thurman Fall Farm Festival was held Columbus Day Weekend, with individual farm

Adirondack Harvest Chapter News, cont.

members participating in breakfasts, tours, demonstrations and family activities. In partnership with the festival, the first annual Warrensburgh Riverfront Harvest Dinner was held on Columbus Day, serving locally grown, raised and prepared foods to a sold out crowd at the Grist Mill on the Schroon Limited, Ltd. In an attempt to keep up on the latest regulatory issues, I attended a presentation on Processing & Marketing Poultry in New York by NYS Agriculture & Markets at the Albany County CCE in January 2009. I will also be attending the Farmers Market Managers Conference in Schenectady in March sponsored by the Farmers Market Federation of NY. In May, Adirondack Harvest will welcome AH coordinator Laurie Davis as guest speaker at the Spring Lecture and Annual Meeting of Warrensburgh Beautification Inc. to be held at the Glen Lodge in Warrensburgh. The event is free and open to the public. As a representative of Adirondack Harvest I will continue to use any and all opportunities to promote the organization and its mission statement. See my contact information at right.

Franklin Chapter Update

by Bernadette Logozar

Although we had only two attending the Annual Meeting we still had a good discussion. However, due to the small numbers we did not select our chapter representative. Jane Desotelle has served us well in the past, but is currently living in Clinton County so has asked that we consider someone else for the position. A Franklin Chapter meeting is scheduled for **Saturday, March**

28th at 11-2 NCCC Malone in the loft. At that meeting we will also schedule the next three meetings.

Another update from Franklin is that the Malone Chamber of Commerce has expressed an interest in co-sponsoring a Fall Celebration of agriculture. I have encouraged them to plan something during Harvest Festival Week in September. Chamber Board members will be invited to the March Chapter meeting to start the discussion on the plans they have and how the membership can be involved.

Upcoming in Franklin: We are running a pilot test with NCCC to offer a 4-Class Series on the following topics:

1. **Websites**—deciding whether you should do it. Do you need a professional & if so what should you ask them? If you build it will they come?
2. **Marketing Collateral**—Brochures, business cards & flyers—How to create your own. What are yours saying about you? Can you do better?
3. **Signs**—What's yours? Can they read it? What's it saying beyond the words?
4. **Bootstrap Marketing**—Tips that won't break the bank.

These classes will be held at NCCC-Malone Campus, by instructors Lisa Brown and Bernadette Logozar in late March/early April in evenings and weekends. Full details to come. For more information or to be put on an 'interested' list email Bernadette bel7@cornell.edu.

If you have topics that you would like to see programs on, contact Bernadette or if you have items you would like added to our March Chapter Meeting send those along as well.

Essex County Chapter

Contact Laurie Davis at 962-4810 x404 or lsd22@cornell.edu to participate in the Essex County chapter.

Jefferson County Chapter

Contact Gail Millard at 315-788-2966 or littlem4@verizon.net to participate in the Jefferson County chapter.

Lewis County Chapter

Contact Dolores DeSalvo at 315-376-5270 or dbd6@cornell.edu to participate in the Lewis County chapter (also covers Oneida Cty).

St. Lawrence County Chapter

Contact Brian Bennett at 315-344-0443 or anmb@localnet.com to participate in the St. Lawrence County chapter.

Franklin County Chapter

Contact Bernadette Logozar at 518-483-7403 or bel7@cornell.edu to participate in the Franklin County chapter.

Clinton County Chapter

Contact Pam Mills at 518-493-2637 to participate in the Clinton County chapter.

Southern Chapter (Hamilton, Warren, Fulton, Herkimer, Saratoga & Washington Counties)

Contact Teresa Whalen at 518-466-5497 or taawhalen@yahoo.com to participate in the Southern chapter.

Unless otherwise noted, all articles in the Harvest News are written by Laurie Davis, Adirondack Harvest Coordinator. Contact her at 962-4810 x404 or lsd22@cornell.edu for submissions to upcoming quarterly newsletters.

Community Supported Agriculture in the Adirondacks and the North Country

The following article was written by a sophomore at St. Lawrence University in Canton as part of the requirements for fulfilling her coursework in the “Adirondack Semester” program. She spent three weeks as an intern at Adirondack Harvest researching CSAs in the North Country.

by Alessandra Wingerter

As I sat down to milk my first cow at Essex Farm, I thought to myself “How is it that my family consumes a gallon of milk a day, and yet, this is the first time I’m milking a cow?” Maybe it’s my suburban childhood that has let this disconnect continue for so long. Or maybe I had never really been that interested before. But perhaps the overwhelming reason for my separation between me and my food is that our food system is broken.

Walk into any grocery store and one sees a vast variety of shapes and colors of produce, just waiting to be prepared for a meal. However, we know very little about these products and where they come from. A sticker informs us that these carrots are from California; this apple has come from Washington State. Our food has traveled thousands of miles to get to our mouths. And we can’t ask the farmer how he or she has grown them. We don’t know if they’ve had a successful or disappointing growing season. We can’t visit the farm where our produce is being

grown, breathe the fresh air, nor run our fingers through the very soil in which it is grown. There is an emotional and social disconnect between us and our food.

However, CSA creates the link between farmers and consumers in a very intimate way. CSA stands for Community Supported Agriculture. The concept, although still foreign to many, has its roots in Japan’s *teikei* farming which is often translated to mean “food with the farmers face on it.” It also has origins in Switzerland, of which travels there inspired Jan Vandertuin, together with Robyn Van En, to create America’s first CSA in 1985. Jan and Robyn’s Indian Line Farm, of Massachusetts, as well as Trauger Groh’s Temple-Wilton Community Farm in New Hampshire became the pioneer CSA farms of America. The name “Community Supported

Agriculture” was agonized over by Van En and her cabal, yet it was decided upon because it conveyed the necessary message of the commitment between farmers and their members in a succinct way. Initially, Van En intended “Community Supported Agriculture” to transpose to “Agriculture Supported Communities” (“CSA to ASC”). However, that idea is difficult to matriculate into everyday language and the “ASC” part of the nomenclature has faded, yet the concept is held strong still by some farmers.

CSA was born out of that disconnect between the farmer and the consumer. Often, by the time food reaches our mouths it has already been washed, processed, packaged and traveled thousands of miles. On average, our food travels 1,500 miles to get to our plates. In addition, the money that we pay



Adirondack Semester students
at Kent Family Growers Farm

for that food rarely makes it way back to the farmer; instead, it is invested in the aforementioned resources. By creating a community of people who are willing to pay for their food at the beginning of the growing season in return for a weekly share of vegetables, CSA eliminates the separation we have with our food.

While many CSAs also sell their products to other venues, such as farmers markets, the desire of family farms still remains and is protected by CSA. Members understand that by paying at the beginning of the growing season, they are mitigating the financial burdens a farmer may face with the start up costs of seed, equipment and other costs.

Membership participation differs from farm to farm. On one end, some CSAs require members to work on the farm as part of their payment. "Subscription" CSAs lay on the other end of the spectrum; the farm crew does most of the work and members receive a weekly box of vegetables. These also tend to run for a few months rather than the whole year. However, most CSAs fall somewhere in between these two models and provide weekly newsletters, recipe swaps and potlucks throughout the season.

One may find any range of CSA models in the Adirondacks and North Country. There are many subscription CSAs, both large and small, for those who wish to eat locally but may not have the time or desire to visit the farm. Furthermore, if one is new to the idea of CSAs, there are many who just run in the



The barn at Black Kettle Farm

summer months and that offer individual shares if one is hesitant to commit. On the other hand, there are CSAs that offer year round shares often either requiring time spent on the farm or some type of educational component revolving around the food members receive. Another model of CSA that we may see more of as CSA popularity grows are multifarm CSAs, which combines produce from several farms into one CSA.

Gauging the success of a CSA can be difficult. Some look at the number of members of a CSA and how many months food is provided; others examine the overall satisfaction level of members. These two variables play off each other. For instance, a large CSA can be seen as very successful because it is able to produce great amounts of local food for a number of people. However, as a CSA grows in members, it becomes harder to educate them about the food they are receiving. Hard earned food may go to waste in the colder months, as people are unaware of

preservation techniques.

Unlike some small farms, most CSAs in the Adirondacks and North Country are currently thriving. Marketing the farm is hardly an issue, even for a brand new CSA. Word-of-mouth is generally the most utilized tool; however, posters in local business windows and e-mails can't hurt. Organizations like Adirondack Harvest and Garden Share are also of assistance because they make it easy for residents to find nearby CSAs. Most CSAs of the Adirondacks and North Country have waiting lists and members commonly return year after year.

It is an exciting time for CSAs; in the past five years or so there has been a renewed interest in local food. Though many people are still unaware of the disconnect between their food and the food source, CSA is slowly bridging that gap. Whether that means eating locally or volunteering on a nearby farm, any small part will help us realize what we've been missing.

Smart Marketing



Food Safety: Its Effect on Marketing

Kristen S. Park,
Extension Associate
Debra Perosio, Lecturer
Food Industry Management
Program, Cornell University

The subject of food safety has never been so publicized and so sustained. In the last 24 months we have lived through e. coli in packaged spinach; e. coli at Taco Bell; dog food contaminant (found later in other sectors of the animal industries); the pesticide aldicarb found in imported ginger from China; the e. coli beef recall that shuttered Topps meat processor; and the list goes on.

The associated food safety recalls have drawn attention to weaknesses in food security. Individual food industries and the government are working to improve certification programs, testing programs, production practices, and traceability practices. Consumers are asking for transparency and results. But as the industry supply chains become more complex, encompassing

greater geographies, farms, suppliers, product formulations, etc., the problems—and the solutions—also become more complex. Outside of very real changes needed in production through retail, what marketing practices can we use *now* to help our business?

Consumer Perceptions

First, it is useful to know what consumers think about food safety. In a national shopper survey in June 2007, the Food Industry Management Program at Cornell asked shoppers their perceptions about some food safety issues specifically in fresh fruits and vegetables (since this study surveyed shoppers specifically about produce, caution is needed before assuming that the results apply to other industries). The results are presented in Table 1.

- A large majority respondents are concerned about pesticides, 83.4% agreed to the question (Table 1).
- About half, 50.2%, of respondents are concerned about germs.
- We also asked a question about imports, and almost 73% of respondents agreed or strongly agreed that they were concerned about imports. We might guess that the impact of the numerous recalls for products produced in China will last quite a while and that these recalls have shaded opinions about imports from other countries as well. One consumer responding to the Cornell survey said, “Imported produce makes me nervous to the point where I will not buy anything from China for me or my animals.”
- Some consumers, 73.3%, say

they are willing to pay more for produce certified as “safe”.

- Almost 54% of all respondents say they believe organics are safer than regularly grown produce. And some consumers perceive they are paying for “safety certification” in the form of price premiums for certified organics.
- At least some consumers, 66.4%, correlate food safety and the distance food has traveled and feel that “local” is safer. One shopper commented that they feel that anything shipped is somehow “preserved” or treated with hormones. One shopper said she preferred “local” produce because it wasn’t “gassed”. A focus group participant in the study said, “I feel local produce is safer. It is not packaged with chemicals to make it last longer.”

Marketing PRO-actions

Many companies in the supply chain have acted swiftly in response to the recent food safety challenges—most of these efforts are focused on changes in production practices and monitoring and testing for contamination along the supply chain. Traceability needs to be improved significantly. In general, all efforts are totally opaque to the general public and there is a significant opportunity to tell consumers about efforts made to ensure a safer food supply. THIS is your marketing opportunity.

- Retailers receive their point of sale information primarily from suppliers. Actively engage with your own promotion/advertising group or trade association to provide a well-researched statement of industry actions in

Smart Marketing

TABLE 1. CONSUMER CONCERNS OVER FOOD SAFETY ISSUES IN FRESH FRUITS AND VEGETABLES

Food Safety Concerns	Percent Responding “Agree” or “Strongly Agree”
“I am concerned about pesticide residues on my fresh fruits and vegetables.”	83.8%
“I am worried about germs on my fresh fruits and vegetables.”	50.2%
“I am concerned about the safety of fresh fruits and vegetables imported from other countries.”	72.6%
“I would pay extra for fresh fruits and vegetables certified as being grown under safe farming practices.”	73.3%
“I believe organic fresh fruits and vegetables are safer than regularly grown produce.”	53.3%
“I feel that locally grown fresh fruit and vegetables are safer than produce that is transported long distances.”	66.4%

Source: *Inside the Minds of Retailers and Consumers*, McLaughlin, Edward W., Kristen Park, and Debra Perosio. Food Industry Management Program working paper, September 2007.

providing consumers with safe food. Proactive information provided in supermarkets—AND OTHER PLACES—about pesticide safety and judicious use might help alleviate or reduce consumer concerns. Certified grower programs such as Integrated Pest Management could be highlighted proactively by retailers to inform consumers about efforts to reduce pesticide usage. At the very least, providing consumers with more information about current food safety practices could not hurt. It could be that reassurance and information is really what the consumer is looking for.

- Major U.S. growing regions, with arguably the best technology and safe growing programs in the world, need major help in communicating this to the consuming public. They are losing the confidence of consumers to local establishments.
- Whether from the farm down

the road or halfway around the world most consumers are interested in knowing where their produce is grown. In addition, as people no longer grow what they eat nor have a close connection with where their food comes from, they may feel a loss of control over what they eat. Imported food is a concern for 72.6% of shoppers surveyed, AND “local” is sought by almost 70% of shoppers.

Since consumers embrace local programs and feel that local is “safer”, NYS producers should take advantage of this opportunity to work with markets to establish or expand local, in-store programs. Simultaneously, retailers should only be working with local producers that employ the safest production and distribution practices from farm to store.

- Give consumers the certification that they have asked for. It is up to you to do your best to provide a safe food supply, and there are

certification programs available that can help you do this. You can contact Elizabeth Bihn, National GAP (Good Agricultural Practices) program coordinator, at:

Cornell University
Department of Food Science
9 Stocking Hall
Ithaca, NY 14853
Ithaca phone: 607-254-5383
Geneva phone: 315-787-2625
Fax: 607-254-4868
E-mail: eab38@cornell.edu
<http://www.gaps.cornell.edu/contacts.html>

Increasing consumer perception of the relevance of local or regional foods and shorter supply chains and the desire to know the source of their food represents a major opportunity for NYS agriculture. The challenge for NY’s agriculture sector will be to seize the opportunity by delivering food with the quality and security that the State’s consumers expect.

Farmers Markets

WHERE WILL YOU SELL YOUR PRODUCT
THIS YEAR?

USE THE LIST BELOW TO CONTACT MARKET
MANAGERS* IN YOUR REGION

**contact information current as of Fall 2008*



Alexandria Bay Georgene McKinley (315) 482-9531
Brasher Falls/Tri-Town Michelle First (315) 389-5318
Canton Jean Thompson jthompson@earthlink.net www.cantonfarmersmarket.org
Cape Vincent Shelley Higgins (315) 654-2481
Carthage Tammy Trowbridge (315) 493-3590
Chateaugay Lakes www.adirondackfarmersmarket.com
Clayton Kristina Wormuth (315) 686-3771
Elizabethtown www.adirondackfarmersmarket.com
Glens Falls Richard Sandora (518) 792-0438
Gouverneur Lorraine Taylor (315) 287-3370
Keene Valley www.adirondackfarmersmarket.com
Lake Placid Sam Hendren 518-834-7306 www.lakeplacidmarket.com
Lowville Doug Hanno (315) 376-5333 or Dolores DeSalvo (315) 376-3061
Massena Claudia Fantone (315) 353-2218
Malone www.adirondackfarmersmarket.com
Norwood Claudia Fantone (315) 353-2218
Ogdensburg Brian Bennett (315) 344-0443 & Sandra Porter (315) 393-3620
Paul Smiths www.adirondackfarmersmarket.com
Plattsburgh Pat Parker (518) 493-6761 www.plattsburghfarmersandcraftersmarket.com
Plattsburgh Green Beth Spaugh (518) 643-7822 www.plattsburghfarmersmarket.com
Potsdam (Main St.) Jason Rohrer and Lauren Serafin (315) 265-0585
Potsdam (Pine St. Arena) Claudia Fantone (315) 353-2218
Queensbury Richard Sandora (518) 792-0438
Saranac www.adirondackfarmersmarket.com
Saranac Lake www.adirondackfarmersmarket.com
Saratoga Suzanne Carreker-Voigt SFMAscv@nycap.rr.com
Schroon Lake Sam Hendren 518-834-7306
Speculator Lisa Turner (518) 548-4521
Stone Mills Marguerite Raineri
Trenton Jim Manning (315) 896-8835
Tupper Lake www.adirondackfarmersmarket.com
Waddington Paige Roome (315) 322-5490.
Wadhams Bruce Misarski (518) 962-4392
Warrensburg Teresa Whalen, 466-5497
Watertown Farmer's and Craft Fara McKinley (315) 788-4400
Watertown Monday Neighborhood Delta Keeney (315) 788-1933
Watertown Saturday Market Matt Enders (315) 788-2567
Watertown Mobile Delta Keeney (315) 788-1933
Watertown Jefferson Bulk Milk Matt Enders (315) 788-2567
Whitehall Bob Anderson (518) 854-3750
Wilmington www.adirondackfarmersmarket.com

CALLING ALL
FARMERS,
PROCESSORS,
BAKERS AND
CRAFTERS

Get retail dollars
for your work!

Become a vendor at
farmers markets
in the
Adirondack
region.



Upcoming Events, Classes, Workshops

Using Quick Books for Your Venture I and II

Mon., Feb. 9

Mon., Feb. 16

5:30 – 8:30 pm

CCE Office Westport,

Watertown & Massena Mall

\$50 for one or all classes

These classes will be taught by Angela Gray, a principle in Gray and Gray Certified Public Accountants. Records are needed for taxes and reporting, but they are also crucial to making profitable decisions for the future of your business. Quick Books is an inexpensive, easy to use tool for small businesses to keep track of receipts, expenses, billing and labor. Angela has years of experience helping new enterprises set up their records to meet their needs. Angela will be presenting in person in Massena and by video conference in Westport and Watertown. To pre-register call: Sharon Garvey 518-962-4810 ext 0 for Westport. Molly Ames 315-788-8450 for Watertown. Ruby Sprowls 315-386-4000 for Massena

Empire State Fruit and Vegetable EXPO and

Becker Forum

Tues. to Thurs., Feb 10 to 12

Liverpool Holiday Inn and

Oncenter Syracuse NY

The Empire State Fruit and Vegetable Expo is sponsored by the New York State Vegetable Grower Association, Empire State Potato Growers, New York State Berry Growers Association, New York State Horticultural Society and Cornell University and Cornell Cooperative Extension. For more information contact Jeff and Lindy Kubecka, NYS Vegetable Growers Association nysvga@twcnny.rr.com

or the web site at <http://www.nysaes.cornell.edu/hort/expo/index.php>

Designing Your Website Using Microsoft Expressions I, II, and III

Mon. & Wed.

Feb 11, 18, 23

5:30pm to 8:30pm

CCE Office Westport,

Watertown & Massena Mall

\$50 for one or all classes

Ruby Sprowls is the Director of the Northern Adirondack Training Cooperative and has combined her skills as an Internet Marketing strategist with her Organizational and Business Management skills over more than twenty years. Ruby brings impressive credentials such as a degree in Management, Marketing, and Multimedia Development from Detroit Michigan and certificates in programming MCSE+I and Internet Security from Microsoft and Oracle. However, she explains these programs in real words that we can all understand. Her real life stories help us realize the importance of the topic that is being explained. To preregister call: Sharon Garvey 518-962-4810 ext 0 for Westport. Molly Ames 315-788-8450 for Watertown. Ruby Sprowls 315-386-4000 for Massena.

NY Beginning Farmer Project

Feb. 18 – Mar. 18

Mar. 18 – Apr. 22

On-line classes

2/18 – 3/18 *Taking Stock:

Evaluating Your Resources and

Choosing an Enterprise*. 3/18 to

4/22 *Marketing and Profits:

Making Money Selling What You Grow* Both courses are designed to stand alone, or build on each other by being taken back-to-back. They will be taught by educators from Cornell Cooperative Extension, and both courses will incorporate real-time interaction with webinars. Register soon as space is limited. Cost is \$100 per course or \$150 for both. See <http://counties.cce.cornell.edu/chenango/agriculture/BegFarmCourse.htm> for computer requirements and registration details.

Upper Hudson Champlain Tree Fruit School

Thurs., Feb, 19, 8 to 4

Fort William Henry Hotel & Conference Center, Lake George, NY

\$45. This Fruit School is appropriate to both new and experience individuals who are focused on commercial apple production. Pesticide Applicator Recertification Credits will be available to eligible persons who have proper identification. Contact Nancy Kiuber(nak5@cornell.edu) for Fruit School Registration forms and CCE NE NY Program Enrollment.

High Tunnels Program

Thursday and Friday

February 26 and 27

North Country Community College, Saranac Lake

Join the experts from Cornell University, your local Cornell cooperative Extension Educators, and experienced growers who have been using High Tunnels successfully for several years. Come broaden your knowledge of this

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Upcoming Events, Classes, Workshops

(Continued from page 9)

popular season extension technique. Just a beginner? There will be general sessions for the entire group as well as break-out sessions for experienced and beginner growers, just like you! Come and share – questions, techniques, solutions to common problems. There will be plenty of opportunities to mingle, meet with other growers from Northern NY and make new friends! Contact Amy Ivy or Anne Lenox Barlow, 561-7450 for more info.

North Country Advanced Pasture Mgmt. Meeting

Fri., February 27th

7:00pm to 9:00pm

CCE Watertown – Live, CCE

Building Westport by video

Grass Fattening – Things to Try and Experiences. Pasture Design and Watering Ideas. This class is designed as an advanced discussion of rotational pasture management techniques, pasture design and watering techniques. CCE and ANCA have joined together to bring you Gene Schreifer who has a large lamb (300) and beef fattening operation in Dodgeville Wisconsin. Darrell Emmick the NY Grassland Management Specialist will be available too. Contact Anita Deming for more information, 962-4810 x409.

Advanced Grazing School

Saturday, Feb., 28

10:30am to 3:00pm

Madrid Community Center

Madrid, NY. \$10.00 per person includes lunch and materials. ANCA and CCE have joined forces to bring you an advanced

grazing school. Gene Schreifer, a grazing specialist from Wisconsin will be here to share his experiences grass fattening cattle and sheep. He also has experience working with dairy farmers on pasture design and watering systems. Gene will be joined by Darrell Emmick, State Grazing Land Management Specialist for the USDA-NRCS in New York and a local farmer Roy Smith to bring you a great day of exchanging ideas about grazing. Contact Betsy Hodge 315-379-9192 or Martha Pickard 518-891-6200.



Farmer Cooperatives

Tuesday, March 3

6:00pm – 8:00pm

CCE Plattsburgh live

Video linked to CCE Essex, Franklin, and St. Lawrence Co.

Brian Henehan the NYS Cooperative Specialist will be in NNY to talk to farmer groups that are interested in starting a cooperative or not-for-profit. This will be an introductory class on what cooperatives can do and can not do for your project, and how to start up. There are several strategies for working together, none of which are perfect. This is an opportunity to consider a variety of options/ styles before you settle into one path. Brian has worked with small and large cooperatives across the Northeast, and brings a wealth of information to the table for consideration. In addition, if your current group/cooperative/not-for-profit would like to talk to Brian about your structure, operating procedures or future plans contact Anita Deming to set up a consultation 962-4810 ext 409.

Building Systems for Sustainable Farmers' Markets Training Workshops

Thursday to Saturday

March 5 to 7, Stockade Inn

Schenectady NY

\$200 for full or \$110 per day

To increase the professionalism of market managers, promote the growth of local markets and facilitate each market's, current and long term sustainability. Janel Leatherman of the Dallas Farmers Market is the keynote speaker and will discuss the restructuring of their market and its new policies. Also Pat Hooker of NYS Ag and Markets will be at the Thursday banquet. For more information go to www.nyfarmersmarket.com/workshops.htm or call 315-637-4690

Extending the Season Garden Series

Saturday, March 7

1:00pm to 3:00 pm

W!LD Center, Tupper Lake

No question, our cold climate and short summers are a challenge. Richard Gast and Master Gardener Volunteers will discuss and demonstrate some techniques to give your crops a few more weeks and a bit more warmth to the season. Cost is free with admission. For more information call Kerri Ziemann at the Wild Center at 359-7800 x134.

Beef Cattle Grazing

Wed., March 11th, 6:30pm.

Au Sable Valley Grange Hall in Keeseville

\$5 donation toward food (or BYO) Pasture Basics of Rotational

(Continued on page 11)

Upcoming Events, Classes, Workshops

Grazing – Rich Redmond USDA NRCS our local guru on rotational grazing. Marketing Grass-fed beef and USDA Regulations – Anita Deming, CCE Essex County. Matching Pasture Quality and Nutrient Requirements of Different Classes of Beef Cattle – Mike Baker CCE NYS Beef Specialist. An Agronomist Point of View of Pastures – Anita Deming, CCE Essex County. Farmer's view of grazing beef – Bringing it all together – Dave Lincoln, Willsboro beef farmer. Call 962-4810 x 0 to pre-register or x 409 for more Information.

Sheep and Goats on Pasture

Tuesday, March 24, 6:30pm
Au Sable Valley Grange Hall in Keeseville

\$5 donation toward food (or BYO)
Pasture Basics of Rotational Grazing – Rich Redmond USDA NRCS our local guru on rotational grazing. Marketing grass-fed lamb or goat and USDA Regulations – Anita Deming, CCE Essex County. Sheep and Goat Pasturing Pointers – Betsy Hodge NNY Small Ruminant Livestock Specialist. An Agronomist Point of View of Pastures – Anita Deming, CCE Essex County. One Farmer's Experience in Pasturing Sheep – Kirby Selkirk, Farmer. Call 962-4810 ext 0 to preregister or ext 409 for more information.

Preventing Problems Gardening Series

Saturday, March 28

1:00pm to 3:00pm

W!LD Center

Tupper Lake

What can you do to discourage some of the more common pest problems in your garden this

summer? Emily Selleck and Master Gardener Volunteers will offer tips on reducing your critter, weed and pest problems before they get out of hand, in environmentally sensitive ways. Cost is free with admission. For more information call Kerri Ziemann at the Wild Center at 359-7800 x 134.

The 2nd Annual Great Adirondack Rutabaga Festival

Sunday, September 6, 2009

Keene Farmers Market

Marcy Field, Keene Valley

The rutabaga comes to us from Sweden where the climate is comparable to the Adirondacks. Part turnip and part cabbage, this hardy, tasty vegetable can served in salads, as an ingredient in desserts and breads, as rutabaga chips or fries, mashed alone or with a variety of potatoes or as a component in entrees. As witnessed at the 1st Annual Great Adirondack Festival, the culinary opportunities are endless. This incredibly adaptable crop stores well for about 4 to 5 months. Get your rutabagas planted early to compete in the festival contest. Look for more details in future newsletters.



FoodTrader.org

The Environmental Finance Center (EFC) at Syracuse University recently launched NYFoodTrader.org, a virtual farmers' market connecting New York buyers and sellers with local food and other farmers' market type items. The website is modeled after Maryland's successful website Foodtrader.org, which was launched last summer and now has roughly 500 registered users. The site is an online venue for letting the general public know when food is harvested, how much food is available and where that food can be purchased outside of local farmers markets. With NYFoodTrader.org, farmers can create an instantaneous listing that will identify the description, quantity, price, and location of their items. Consumers can search listings within specific categories and communicate directly with the farmer to buy food at the farm, at a farmers market, or at another prearranged location. Note: Users cannot purchase items directly through the site; they must contact the producer who posted the item to work out pricing and delivery. Currently, the site is designed for New York producers and consumers only; anyone outside the state is unable to create an account. However, anyone can visit the site, click on listings, and view listing details and producer contact information. The site is monitored and maintained by the EFC staff. Visit <http://nyfoodtrader.org>.

Cornell Cooperative Extension of Essex County
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Please circle type of membership:

Farmers, Producers, and Processors no charge (donations are appreciated)

Supporter: Restaurants and Stores no charge (donations are appreciated)

Friends (circle level of membership) \$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.