



Harvest News

ADIRONDACK HARVEST

In coordination with Cornell Cooperative Extension of Essex County Winter 2010

"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."

Adirondack Harvest Membership Votes to Reinstate Annual Dues

On Thursday, January 14 Adirondack Harvest held its annual meeting. The entire membership was invited to attend and vote on key issues affecting our organization. I am pleased to report that we had a record number of members turn out for this event (54), joining us via videoconference from four sites across the North Country.

As we discussed the 2010 budget for both Adirondack Harvest, Inc (the umbrella organization covering all the chapters) and the individual chapters we noted that everyone is short on funds. The Spaulding-Paolozzi grant is over and although we have been pursuing new grants there is nothing coming in at this time.

So what to do? For some time now the board and several members have been discussing the possibility of reinstating membership dues. At its inception, Adirondack Harvest required dues of all its members, but this was voted out at the November 2006 annual meeting. No dues had been

required since, although we have accepted donations.

This January, to re-instill a sense of value to Adirondack Harvest, generate working capital, and be prepared for funding cuts, AH members unanimously voted to reinstate dues at the rate of \$25 annually per member. Of this \$25 a portion will go to Adirondack Harvest, Inc. (\$15) and the rest will go to the chapter to which the member belongs (\$10).

If you wish to remain a

member of Adirondack Harvest *You must pay your dues by May 1st! Return the form on the back of this newsletter and update your information if necessary.*

We do understand that this is a change in policy which may take some getting used to. If we have not received your dues by April first you will receive a call from the coordinator, your chapter representative, or a board member to remind and encourage you.

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Brian Bennett and his son, Carl, tend the livestock at their certified organic family farm, Bittersweet Farm in Heuvelton, NY. Brian is an Adirondack Harvest board member and the St. Lawrence County Chapter Representative.

Membership Dues, continued

It is our hope that you all will choose to stay members!

Please note that this dues is not required for libraries, government offices, or other places where complimentary copies of our newsletter are provided. And "Friend" memberships will continue to be processed as usual with a donation.

What do you gain by investing in an Adirondack Harvest membership?

- Access to a top quality website for marketing and networking
- A hard-working coordinator, grant writer, media spokesperson, and event organizer
- Pooled resources for regional advertising (North Country Public Radio)
- A quarterly comprehensive newsletter
- Use of local branding with a beautiful logo

The movement towards consumption of local products is growing exponentially. This creates opportunities and problems that can only be successfully met through a coordinated effort.

The following is an excerpt from an email sent to Adirondack Harvest by member David Johnston co-owner of DaCy Meadow Farm in Westport, former board member and active participant of the steering committee:

"We joined Adirondack Harvest for one very simple reason - to help make our farm

based business successful. Our investment has paid off many times over. Meeting with other Adirondack Harvest members, we've learned from their hard earned experience and knowledge. We've attended workshops and conferences sponsored by Adirondack Harvest where we developed additional strategies for profitability. Like any other business decision, our return was directly proportional to our willingness to be open to opportunities and to put in the time to bring these opportunities to fruition. Time is a precious



commodity in our businesses. If we are at an event, we aren't on our farms. Of equal importance is the fact that if we don't earn revenue we can't stay in business.

We would like to share some of the ways that participation in Adirondack Harvest has helped our bottom line in 2009.

We opened our farm to visitors on Farm Tour days. In addition to direct sales from visitors, they referred people to us, made reservations for farm to table meals, and are customers to this day. Our estimates are that each farm tour resulted in \$500 - \$1,000 in

direct business. We participated in an event at the Crown Point Historical site. We were only allowed to be there under the auspices of Adirondack Harvest. In addition to selling out of our value added products, hundreds of people saw our business in action. We served local food to the French Ambassador, area business and political leaders, and dozens of our neighbors and potential customers. We are still reaping the benefits of that day.

At an Adirondack Harvest supported event in Lake Placid, we served a harvest meal to 70 people including one of the nation's leading experts on local food dining. The event received significant press coverage, free advertising for DaCy Meadow Farm. We have also become consumers of Adirondack Harvest member's products, helping to grow our member's businesses and receiving quality products at a good price in return.

We supplied sausage for a sampling at the Essex County Fair and sold all of our inventory before fair week was over. People are still calling for more.

These are only some of the ways that we benefited from our 2009 Adirondack Harvest support and membership. We are sharing them for one reason - to demonstrate how investing in Adirondack Harvest can and will have a tangible and immediate benefit to the success of your business. It's not only the right thing to do it's the smart thing to do."

Adirondack Harvest Chapter News

Essex County Chapter

The Essex County Chapter would like to welcome our newly elected board representative, Shaun Gilliland of Ben Wever Farm in Willsboro. Shaun and his family run a diversified farm specializing in grass-fed beef, poultry, pork, lamb, eggs and honey. They have a convenient 24-hour self-serve farmstand on their property. We look forward to his leadership in our county!

Essex County growers are invited to join Clinton County for a growers discussion group. See details below.

Clinton County Chapter

By Anne Lenox Barlow

Clinton and Essex County growers have formed a growers discussion group, meeting about once a month. Next meeting will be at the CCE offices in Plattsburgh on February 17th at 6:30pm. All growers are encouraged to attend!

The Clinton County Chapter is currently organizing a local foods dinner for this coming April. The event will be pairing chefs with local farmers to create a multi-course meal. Any chefs or farmers from Adirondack Harvest interested in taking part can contact Anne Lenox Barlow at 518.561.7450 or alb326@cornell.edu.

Jefferson County Chapter

Jefferson County welcomes new board member Dani Baker as its representative. Dani and her

partner, David Belding, own and operate Cross Island Farms on Wellesley Island. Cross Island Farms sell their produce through a CSA and other direct sales. Her experience will be an invaluable contribution to this chapter and the Adirondack Harvest board.

AH Board Member Shifts Careers

Adirondack Harvest would like to wish board member Kevin McCarthy best of luck with his transition from head chef at Lake Placid Lodge to professor at Paul Smiths College. All of us who have partaken of his culinary creations are sure the students at the college will benefit from his talents!

New CCE Liaison Board Member

Welcome to new Adirondack Harvest Board member Christine McCauliffe. Chris is our liaison to the Essex County Cornell Cooperative Extension board. She and her family are Adirondack Harvest members and own and operate Carriage House Garden Center in Willsboro specializing in bedding plants, landscaping and high-tunnel grown flowers, herbs and vegetables.



Essex County Chapter

Contact Shaun Gilliland at 963-7447 or shaun.gilliland@ridgewayinusa.com to participate in the Essex County chapter.

Jefferson County Chapter

Contact Dani Baker at 315-482-3663 or danibaker@crossislandfarms.com 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 annmb@localnet.com to participate in the St. Lawrence County chapter.

Franklin County Chapter

Contact Roger Hastings at 518-529-6665 or HastingsSheep@gmail.com to participate in the Franklin County chapter.

Clinton County Chapter

Contact Anne Lenox Barlow at 518-561-7450 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.

Changing Numbers and Changing Trends in Agriculture: A 20-Year Review

by Bernadette Logozar,
*NNY Regional Local Foods Specialist/
 Rural & Ag Economic Development
 Specialist –Franklin County*

Popular media often highlights the demise of farms across the country. And although those who grow, raise, produce and make the food that we eat every day is a shrinking number, if one was to look at overall agriculture of the United States between 2002 and 2007 there has actually been a 3.6% increase in the number of farms in the country as a whole.

Over the last 20 years, there have been significant changes in the face of agriculture in NNY. It is important for economic developers and others working in and with the agricultural industry to periodically 'check in' to what is going on with agriculture and review where the industry has come from, how things have changed, what has stayed the same and take into consideration why it's important.

In this article I will review some of the changes that agriculture has gone through over the last 20 years. This article is based on a presentation given at the Food, Agriculture and the North Country Economy Conference hosted by CCE, Adirondack Harvest, ANCA and Paul Smith's College on October 21st, 2009. I will try and give you some of the information so that you can better assess the trends in the agricultural industry for yourselves.

Let's start with the basics: Farm Numbers

In the popular media we often hear that farm numbers are decreasing. Well this is true to a point—and when you look at

overall trends in agriculture a slightly different picture emerges.

There has been a loss in overall farm numbers in NNY. Looking at Ag Census Data, we see that from 2002 -2007 there has been a 6.6 % decrease in the overall number of farms in the region. This is significantly greater than loss experienced by NYS as a whole – with a 2.4% decrease. And when compared to the USA, we see that the entire country has actually seen an increase of 3.6% in the number of farms during the same time period.

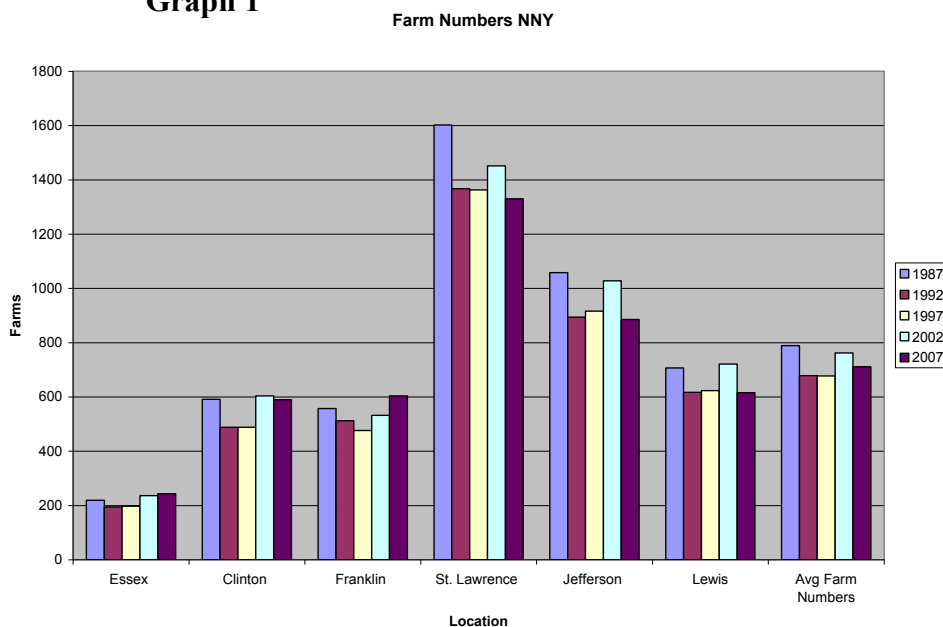
Looking at 20 years of Ag Census Data (1987 – 2007) reveals that there has been a 9.89% decrease in the number of farms in NNY. Not as significant or dramatic loss of farms as popular media would have us believe. These figures refer to all agriculture. And it should be noted that the loss of farms has not been equal across all 6 counties; nor is it relevant for all types of agriculture.

In Graph 1 it is easy to see how the farm numbers have changed for each county and across the region over the last 20 years. All counties except for Essex and Franklin Counties have fewer farms in 2007 Ag Census Data than in 1987. Essex and Franklin counties however, have actually seen a positive growth in the number of farms in recent years, so these counties actually have more farms today than they did 20 years ago.

Let's continue with our numbers review. Overall the average size of farms is decreasing, which again which is contrary to what is often reported in popular media. In 1987 the average number of acres/farm in NNY was 287, while in 2007, the average acres / farm was 251.

The startling contrast emerges when we look at the total average market value of farm sales per farm. In 1987 it was \$61,303 while in 2007 the average market value of farm sales was \$128,134. These figures reflect the average across NNY, and the reader should

Graph 1



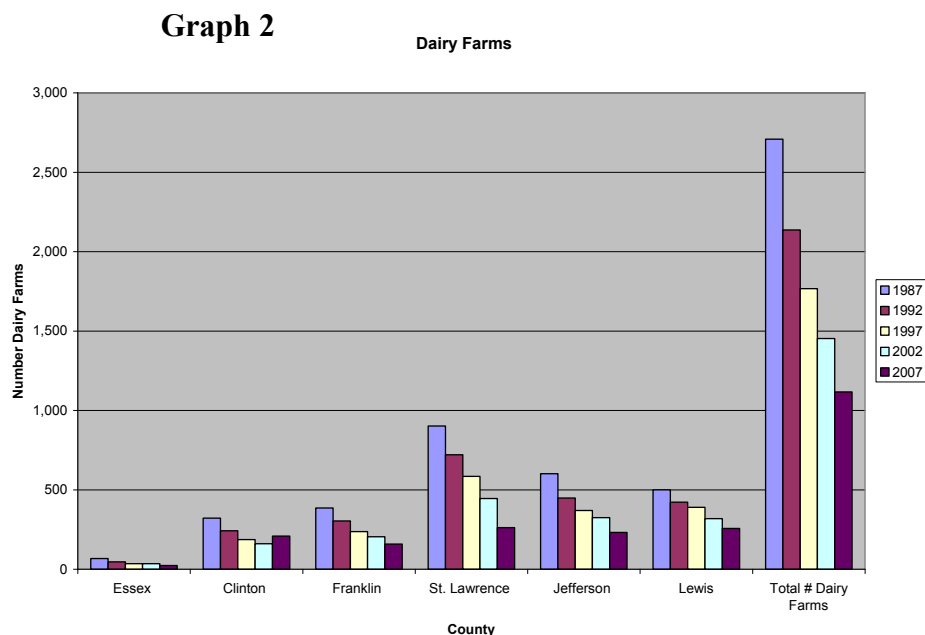
take into account that there are differences between and across the counties. Additionally, it should be noted that 2007 was a particularly good milk price year, for the dairy sector.

If we were to look at the dairy sector specifically, the tenets of popular media ring true here. Compared to other agriculture industry sectors, there has been a 58.8% decrease in the number of dairy farms in the last 20 years, additionally there has been 23.9% drop in the number of dairy cows on these farms. Yet at the same time, milk production over the last 20 years has increase 11% across the region. There has been a 36% increase in average production per cow. Balancing between fluctuating milk prices and input costs is one that many dairy farmers continue to struggle with. Graph 2 shows this sharp decrease of farms across the region fairly dramatically.

We know that the dairy sector of agriculture has gone through some tremendously tough times, and continues to struggle. And it is important to recognize this because dairy is still despite a decrease in the number of dairy farms a significant portion of the agricultural landscape in NNY.

But there is more than dairy happening in NNY. And even on the dairies, farmers are looking at, considering and undertaking different ventures. One area of agriculture that has grown tremendously is the Direct to Consumer (D2C) farmers. Direct to consumer refers to those farms that have sold agricultural products directly to individuals for human consumption.

As a region, NNY has seen a 22.3% increase in the number of D2C farms while there has been a 6.6% decrease in the number of



farms when looking at agricultural as a whole. This is 7.5% higher than the growth of D2C farms experienced by NYS (14.8%) and 5.1% higher than US (17.2%).

It should be noted that just as the losses of farms is not equal across the region—neither is the growth. D2C farms- all counties had positive growth, however, Essex & Franklin counties led the way with 28.8% and 68.5 % increase respectively.

So what does this mean for the economy? And why should economic developers care about the changing numbers? The numbers matter, whether increasing or decreasing but also where these changes are taking place is important.

As dairy farms decrease in number and are replaced by other types of agriculture, the infrastructure needs of those farms are different.

For Example: The growth of small diversified livestock farmers interested in or focused on direct marketing their livestock products directly to the end user increases the use of USDA processing facilities in the region thereby

creating an increasingly tighter bottleneck. This condition is exacerbated by the fact that the meat processors themselves are getting up in age, strongly contemplating retirement, and are challenged in finding skilled, reliable labor pool to keep the business running in order to meet a demand for their services that is quickly outpacing their ability to meet it.

Another example: The ability to raise and process poultry on ones' farm exempt from inspection under NYSDAM Law, opens up opportunities for a small poultry farmer, but may also raise concerns on food safety and handling by consumers that the farmer must be able to address.

As economic developers, it is important to recognize not only that food and agriculture have a significant impact on the North Country economy, but also that the changing landscape of agriculture in 2009 and the future will provide changing opportunities for economic development as farmers respond and adapt to the dynamic interests and needs of their consumers.

Smart Marketing



20 Ways Farmers Can Improve their Marketing Chops

by David Becker
Friend of the Farmer

The following article was re-printed with permission from David Becker and the website Friend of the Farmer (<http://friendofthefarmer.com/2009/11/20-ways-farmers-can-improve-their-marketing-chops/>). David was a recent attendee of the Agricultural Marketing and Management Program Work Team's 2009 Strategic Marketing Conference held on November 2-3. His recent posting weaves in many of the ideas he heard during the conference. For more information on Friend of the Farmer, please go to their website at <http://friendofthefarmer.com/>, or contact David directly at 917-664-9752 or davidandrewbecker@gmail.com.

Farmers are business people, alchemists, scientists, economists, and stewards of the land. But sometimes they need help with that most basic and

necessary of skills: marketing. Last week I sat in on the 2009 Cornell Strategic Marketing Conference organized by the Agricultural Marketing and Management Program Work Team (<http://marketingpwt.aem.cornell.edu>) on the power of storytelling. Herewith a modest partial list of ways for farmers to craft a story around their products, personalities, and people more effectively, especially at farmers markets.

Create a Narrative:

The story should be real and worth repeating: How you got into raising sheep when a farmer left a flock on your pasture and never came back to reclaim them. (That one's true.) Weave in details that create an image. People want—desperately need—the connection with the farm and an honest day's work.

Smile and Make Eye Contact:

Margo Sue Bittner of The Winery at Marjim Manor found that if you smile and make eye contact within the first 10 seconds of greeting a customer you reduce theft by 20%. Is that a scientific fact? Could be. But even if its not, it's a great start. You're not running an art gallery that gains its cachet by turning away traffic.

Identify Staffers Who Like to Talk:

Sometimes customers want a simple answer. Is this easy to cook? How should I store that? The kind of questions most workers who staff farmers

markets should be able to address gracefully. But not all workers at farmers markets also work on the farm. Have a designated staffer who enjoys talking about the difference between sustainable and organic. What exactly is Integrated Pest Management? Why you grow kohlrabi or celeriac.

Be Honest:

If someone complains that "these carrots are long and stringy" you can respond "Oh God. Can you imagine what they're like to wash and harvest? They taste perfectly fine, but next week we have Spanish Blacks that are gorgeous and very rare."

Presentation is Everything:

Show abundance when you have it. When you don't, display products as if they were featured in Martha Stewart's magazine. Spring for wicker baskets or wooden boxes lined with burlap. You have 10 tomatillos left? Put them in a small basket and highlight them at checkout as an impulse purchase (Make a great salsa verde!).

Tell a Story about Your Area:

The largest producer of cabbage and sauerkraut in America. Best known for artisanal Munster cheese. Benedict Arnold slept there. Pamela Anderson was born up the street. (Actually Pamela Anderson was born in Ladysmith, British Columbia.)

Feature Clear Labels:

Easy to read and laminated. Describe the taste and some

Smart Marketing

potential uses. Not all apples make a great pie but every apple has a use. Same is true for potatoes.

Provide (Easy) Recipes:

There are literally millions of recipes available online. If you don't cook often pick some and try them. Or have your friends test a recipe. Product trade groups often have a wide range of well-tested recipes. Print them out. Offer to provide a recipe with every purchase. Group together items that go into the recipe into preparation (like a Butternut Souffle that includes squash, onions and thyme).

Promote Your Press:

If you've been featured in any newspaper, blog (even this one), radio or TV report, print it out and laminate it. Make copies for journalists who prowl farmers markets looking for story ideas.

Meet Controversy Head On:

When there is a food-borne disease story in the news don't be shy about explaining how your product is different, or how raising your animals is vastly different from a factory operation, and what that means in terms of food safety.

Price for Rarity:

Describe how the breeds you choose are distinct from what you can buy in the supermarket. More flavor, more vitamins. If something is rare or really hard to grow then narrate your journey of bringing this potato, pig, turkey back from the brink of extinction. Assure the consumer that he or she is now

playing a role in preserving this heritage breed. And then price appropriately.

Get Good Pictures of Your Farm:

There was a time in our history when almost everyone spent some time on the farm. Understanding what goes into raising plants and animals can be translated with a single photo. "There's our herd of English Black pigs running in a field. There's a chicken pecking for her favorite meal—grubs." Show, don't just tell.

Knock Something Off a Big Buy.

Amazing how rounding down by 50 cents from \$20.50 to \$20.00 makes people feel like they're getting a deal—and you don't have to spend time making change.

Give Free Samples.

Get people to try more than one. A winesap vs. a Northern spy. If you make sausages, get out a hot plate and grill up a platter. The aroma will draw fans and sales.

Offer Paper Bags and Helping Hands:

I sometimes find myself balancing a half dozen butternut squash when a worker comes over and rescues me. Grateful, I turn around and buy something else.

Move Quantity:

You don't want to bring your bumper crop home. If it's getting late, start telling people about making pesto that will keep all year round in ice cube trays.

Selling Meat? Then Show It:

Don't just surround yourself with ice chests and a price list. If meat is vacuum bagged and frozen, get trays of ice and put your meat on a tabletop. Start up a small grill and give samples (see #14, above). The smell will pull in buyers—who will be reassured by visual access to the goods.

Show Where You Live:

If you say your farm is 4-1/2 hours north of Manhattan near Seneca Lake it might as well be the moon for some New Yorkers. Even Albany is a vague location. If you show a map with a pin in it, people begin to get the idea—and how much time it took for you to get to the market to start setting up tables at 6:00 this morning. Customers will leave with a greater appreciation for your hard work.

Ask Customers What They Want:

No, the customer is not always right but they may inspire you to try something new. If a good customer is asking for a rare potato tell her you'll try growing it for her next season. You've won a customer for life—if you follow through.

Maintain a Sense of Humor:

That's not always easy to do if you've already been up for 10 hours and a hard rain is starting to fall. But if you can pull it off then your customer will respond with a smile and bigger purchase. And next week they'll search out your table.

Composting at the Farmers' Markets

By Bunny Goodwin
Essex County Master Gardener

I have been talking with Laurie Davis, Sam Hendren, and Beth Spaugh about possibly composting at the Farmer's Markets this summer. I have spoken with the acting director of Essex County Public Health and also our regional public health director about this program. They both said they have "no problem" with it. There is a similar program in operation at the farmer's markets in Austin, Texas. This is how I envision it would work. Please let me know if you would be interested in participating. I'm looking for feedback.

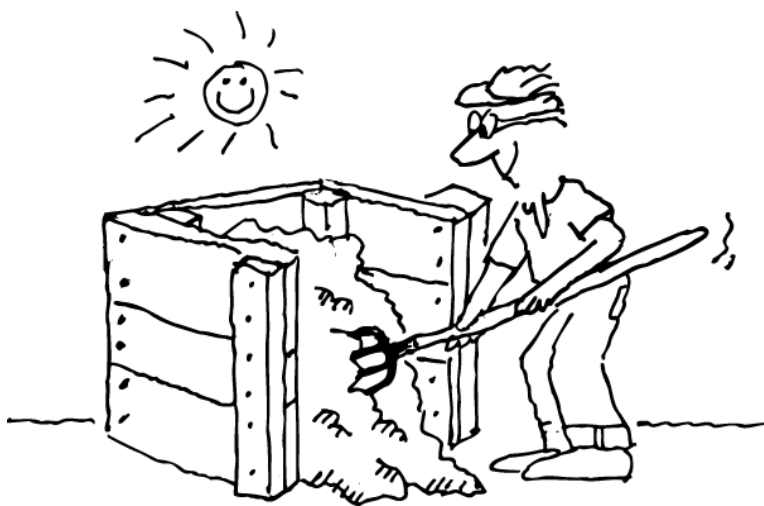
PURPOSE:

- 1) To contribute to farm composting systems, to enhance the soil of market vegetables
- 2) To provide compost education to the public, to demonstrate how composting contributes to and completes the recycling loop.
- 3) To offer residents the opportunity to contribute to their communities in a regenerative way. It's a win-win situation for everyone. Compost gets made into fertilizer rather than filling up landfills. Farmers get free vitamins for their fruits and vegetable, and customer get double gifts: a way to get rid of kitchen scraps and the increase

of healthy food that this compost helps produce.

HOW IT WOULD WORK:

A large trashcan would be present at the Farmer's Market, only on market day. This receptacle would need to be stored somewhere near the market or transported to and from the market. A large durable plastic bag would be needed in the trashcan. Farmers may wish to use smaller durable



plastic bags that would fit in the farmer's empty produce boxes. However, all waste would be collected in one place. Customers would use the dedicated trashcan to dump their food scraps, tea bags, and coffee grounds. Since farmers come to the market with their vehicles loaded with produce to sell and they leave the market with the empty or near empty vehicles, they would take the compostable waste back to their farms. Farmers who have livestock would feed the waste to their chickens, cows, goats, and/or pigs. Farmers that don't have livestock would mix the

collected food waste, into their compost piles.

EDUCATION:

Master Gardeners of Cornell Cooperative Extension of Essex County would provide educational material on sight at the Farmer's Markets. This would include signage for collecting compostable materials, handouts explaining the benefits of composting and how to set up and manage their own composting systems at home.

PUBLICITY:

Press releases would be in local papers, town email, and on local cable T.V. advertising this unique program.

COST:

Trashcans and plastic bags may or may not need to be purchased. There may be trashcans

available that could be painted all the same distinct color. Plastic lined feed bags might be used and reused instead of plastic bags.

Bunny is located in Essex County and is willing to work with farmers & markets in this county. To include your farmers' market in this program please contact Bunny at ejagoodwin@yahoo.com. If you are located in another county and would like to start a program like this we suggest approaching your local CCE County Master Gardener program.

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New Support for New Farmers

A three-year, \$750,000 grant from the U.S. Department of Agriculture's Beginning Farmers and Ranchers Development Program will help Cornell University's Small Farms Program (SFP) broaden its support for new farmers in the Northeast.

"Demand for local foods has created new market opportunities for farmers with both large and small operations," says Erica Frenay, project coordinator of the SFP's N.Y. Beginning Farmer Project.

(www.nybeginningfarmers.org).

"Many new farmers with little or no agricultural experience want to tap this growing market, but face daunting barriers. Our team is here to help."

Some of the barriers beginning and aspiring farmers face include limited access to training, capital, and land. The Small Farms Program, along with Cornell Cooperative Extension, targeted the first of these trainings by establishing the NY Beginning Farmer Project in 2006. Over 3 years, the project trained 362 new or aspiring farmers in basic farm planning and business management. "We've collected dozens of farm success stories from this effort, including new farms started, market channels expanded, and people who have quit their off-farm jobs to work on the farm," says Anu Rangarajan, Director of the Cornell Small Farms Program. The project also developed new information resources, like the *Guide to Farming in NY*, a set of fact sheets

on the legal and regulatory aspects of farming. And, the project established a Beginning Farmer contact in every Cornell Cooperative Extension office, to help new farmers know who to call. A link to this list is on the homepage of the Cornell Small Farms website at

www.smallfarms.cornell.edu.

The infusion of funding from USDA will allow the NY Beginning Farmer Project to expand, drawing on the strengths of a diverse array of partner organizations in addition to Cornell Cooperative Extension: the Greenhorns (www.thegreenhorns.net - a national young farmers movement), NY Farm Viability Institute (www.nyfvi.org), NOFA-NY (www.nofany.org), NY FarmNet and NY FarmLink (www.nyfarmnet.org and [nyfarmlink.org](http://www.nyfarmlink.org)), the Cornell Dept. of Education, NY Association of Ag Educators (<http://www.nyag-ed.org>), Heifer International (www.heifer.org), and a dozen non-profits from around the Northeast that train and support beginning farmers. With this USDA funding, the Team will:

- Develop new online courses and how-to videos for new farmers on production-oriented topics.
- Work with middle and high schools to develop classroom and on-farm learning opportunities to recruit young people into farming as a career.
- Analyze the hurdles that challenge farmers with 5-10 yrs. of experience when trying to grow their

operations

- Make training opportunities for new farmers more visible to all new farmers in the Northeast
- Assist organizations serving beginning farmers with publicity, evaluation, training and information to enhance the success of the new farmers they serve.

If you want to stay informed about our activities, please subscribe to the Small Farms Program's monthly e-newsletter at www.smallfarms.cornell.edu/pages/contact/newsletter.cfm

Creating Websites with Wordpress

Many of our Adirondack Harvest farmers do not have their own websites, but building a professional looking website can be easy. Kinna Ohman, a friend of Adirondack Harvest who lives in Keene Valley, is offering her services to our members. Using the popular (and free) content management system, Wordpress, you'll be able to put your farm up on the web in as little as two days. Plus, Wordpress is designed for the layperson, so with minimal training, you can both add and modify website content yourself.

She has just started a small business to help sustainable businesses and non-profits use Wordpress to create their own websites. For a modest hourly rate she can either train you to set up the site yourself (If you can send emails and upload photos, you can create a very basic website), or do it for you. Take advantage of the winter months

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to get your farm up on the web! More details and examples of sites Kinna has built are at her business website:

www.naturekinship.com.

Kinna also creates short multimedia programs with slides or a combination of slides and audio for websites. If you're interested in having a multimedia presentation of your farm on your website, please contact her at 518.576.9260 or kohmanadk@gmail.com.

Adirondack Harvest label options

We want to remind our members that Adirondack Harvest labels are available upon request. We order them in bulk from a local print shop and offer them at cost to our members. In general, we do not stock the labels, preferring to order them on demand. In this way we can also get custom sizes printed. If you would like to order rolls of stickers or other types of labels please contact the coordinator.

Also remember that our members have access to the digital images of our logos. These can be used any way you like to identify your locally grown or processed products. You may incorporate them into labels on your processed foods—we have high resolution logo images specifically for printing companies to use. Again, contact Laurie at 518-962-4810 x404 or lsd22@cornell.edu.



Virtual Farmers Markets

There are several online options available to local producers and consumers who would like to use a virtual market.

Beth Spaugh, of Rehoboth Homestead in Peru launched <http://plattsburgh.locallygrown.net> last fall. Thirty-seven items ranging from meat and eggs to cider and vegetables are available to order. Customers can pick up at the farm or have their order delivered along a specific route in the Plattsburgh region.

Sam Hendren, owner of Clover Mead Farm and manager of the Lake Placid, Saranac Lake, Schroon Lake, Keeseville and Essex farmers markets is starting <http://trilakes.locallygrown.net> which should be functioning soon and serving the Lake Placid, Saranac Lake and Tupper Lake area.

Jen Perry, of McCollum's Market in Paul Smiths is running the Farm to Family Food Network. Orders are taken once a month. All food comes from within 100 miles of and are delivered within Saranac Lake. Members order what they want and pay for it at pick up. For more information or to sign up, they can visit: <http://mccollumsmarketsl.locallygrown.net>

Donald Jones in Saranac Lake has launched a new site, virtualfarmersmarket.biz. He currently features Adirondack Harvest members Studley Hill

Farm and Harmony Hills Farm. Customers can place their order online and arrange for delivery.

NYSSFPA Needs a North Country Board Rep

The Small Scale Food Processors Association of New York is looking for value-added producers from the Adirondack region to become members and to possibly serve on their governing board.

NYSSFPA was formed after a need was identified to help stop the demise of New York State family farms. It was agreed that creating value added products from farm produce was the best way to keep businesses and grow it on the farms. A conference was organized on the topic and the general consensus was that there needed to be an organization that represented small-scale food processors. Small Scale was chosen because that would help be inclusive to farmers and help with mentoring and marketing regionally and using local products.

Contact NYSSFPA president Alison Clarke at 585-244-2711 or accompost@gmail.com or visit their website nyssfpa.com.

Adirondack Harvest becomes an NCPR Underwriter

The last of the Spaulding Paolozzi promotional money has been spent as the grant wrapped up on December 31 of 2009.

In a last minute discussion with the board and advisors, Adirondack Harvest purchased a

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year's worth of underwriting with North Country Public Radio.

This provides a new opportunity for weekly repetitive exposure across the Adirondack region.

Please tune in for a listen! Our 10-second spot is at 6:59am every Friday morning during "Morning Edition".

High Tunnel Pilot Study

The federal government has announced a new pilot project under the 'Know Your Farmer, Know Your Food' initiative for farmers to establish high tunnels—also known as hoop houses—to increase the availability of locally grown produce in a conservation-friendly way.

The 3-year, 38-state study will verify if high tunnels are effective in reducing pesticide use, keeping vital nutrients in the soil, extending the growing season, increasing yields, and providing other benefits to growers.

Made of ribs of plastic or metal pipe covered with a layer of plastic sheeting, high tunnels are easy to build, maintain and move. High tunnels are used year-round in parts of the country, providing steady incomes to farmers—a significant advantage to owners of small farms, limited-resource farmers and organic producers.

USDA's Natural Resources Conservation Service (NRCS) will provide financial assistance for the project through the Environmental Quality Incentives Program (EQIP), the EQIP Organic Initiative, and the

Agricultural Management Assistance program. NRCS will fund one high tunnel, covering as much as 5% of 1 acre, per farm. To sign up contact your region's NRCS office:

Plattsburgh 518-561-4616
Canton 315-386-2401
Greenwich 518-692-9940
Lowville 315-376-7021
Watertown 315-782-7289

Adirondack Harvest "Conservationist of the Year"

Malone 518-483-2850

The Adirondack Council will honor Adirondack Harvest as "Conservationist of the Year" at a special luncheon on Saturday, July 10th at Lake Clear Lodge. If you are a producer and would like to help provide food for the event please contact the AH office at 518-962-4810 x404.

Important Information for Beef Producers

Stay tuned for updates.

Dear beef producers,

With the growing interest in grass finished beef, I believe that there is a market opportunity for supplying feeder cattle to the grass finishing market. I know that there are producers that finish cattle on grass who don't own cows, i.e. they purchase their feeders. To keep the amount of stored feed fed to a minimum, calves born in late summer/fall may be in greater demand. Therefore, if you are a cow/calf producer and have calves to sell

in the spring that would qualify for the grass finished market, please let me know. I will try to facilitate this network of cow/calf producer and grass finishers.

Thank you.

Michael J. Baker,
Beef Extension Specialist
Department of Animal Science
114 Morrison Hall,
Cornell University
Ithaca, NY 14853
607-255-5923
mjb28@cornell.edu

Meat Processing Needs Assessment

Many of you have expressed your concerns regarding the lack of adequate USDA processing facilities. While the few that we have are efficient and accommodating, they cannot meet the demands of our beef, lamb & pork farmers. It has been suggested that many farmers, in spite of market demand, limit their production because of long lead times at the processing centers.

Adirondack Harvest will be surveying meat producers in the North Country to determine their current requirements and also potential growth if there were sufficient processing capacity. We'll also try to determine if these needs can be met with a mobile processing system. If you raise beef, pork or lamb please contact Laurie Davis at 518-962-4810 x404 or lsd22@cornell.edu to receive a survey form. Your input is important to us as we try to ascertain an appropriate course of action.

Adirondack Harvest Website Upgrades

Adirondack Harvest's 2008-2009 Spaulding Paolozzi expansion grant allowed for significant upgrades to our website. Some of these upgrades were performed in 2008, the most important of which allows the AH coordinator to control the often frequent changes in content, events, etc.

Now we are about to launch our finished website (well, finished for now!) We hope to have it up by mid-February—new features include:

1. An enhanced home page with a video clip of the Three Farms DVD. Visitors can preview a one

minute clip after which they can choose to purchase the DVD. The video clip has also been posted on YouTube.

2. Separate full page listings of farmers markets, stores, restaurants and farmstands with a search feature on each page.

3. An online membership application process. New members will now be able to sign up online and submit their information directly to the coordinator. The application will be reviewed before the information "goes live".

Unfortunately we will not be able to process the \$25 dues

online so that will have to be mailed separately for now.

4. Online member listing updates. You will be able to access your listing online to make changes whenever you like. You will be assigned a password, which you can change, to be able to view and modify your listing. Again, the submitted changes will first be previewed by the coordinator before the information goes live. Members who have supplied us with email addresses will be getting full instructions soon! Others please call 518-962-4810 x404 for assistance.

Farmers Market Managers Training Manual Available

The following is reprinted, abridged, from the Winter 2009 Issue of the Farmers' Market Forum, a publication of the Farmers' Market Federation of New York.

Over the last three years the Farmers Market Federation of NY has been developing a Farmers Market Managers Training Manual with funding from the NE SARE Professional Development Program. This manual was developed using a mix of classroom style training, market experiences and research. The manual offers a series of chapters that provide in-depth descriptions of a managers role, along with corresponding appendices providing more hands-on detail such as checklists, samples, worksheets and policies. The manual is divided into sections of increasing skill sets, beginning with Basic Market Manager Roles, followed by Building a Farmers

Market Community and finally, Building Systems for Sustainable Farmers Markets.

This is a resource for market managers, management teams such as boards of directors and management committees, and market sponsors all across the country. New farmers markets were experiencing a 50% success rate due to management inexperience, lack of training and inadequate support systems. This manual, delivered not only to managers to increase their skill level, but also to county Extension Educators, will help to increase the local support for farmers market managers. The goal of the training manual is to increase the professionalism of the market management and increase the success rate of farmers markets.

From the classroom style training, they incorporated

manager and Extension educator training into the development of the manual. Speakers from around the country, with expertise in a variety of management issues were able to provide input into the manual development. Writers included many of the speakers, Federation staff, board members, market managers and others.

The manual, released in December 2009, has been published in pdf format on the website, www.nyfarmersmarket.com. As part of the NE SARE funding, CD's of the manual will be distributed to all farmers market managers in NY State, as well as all CCE offices in NY. Anyone wishing a copy on CD, with both a pdf and word document file, can obtain one by contacting the Farmers Market Federation of NY office, 315-637-4690 or by contacting your local CCE office.



Wild Woods Wednesdays March 2010



**With
wild foods expert
Jane Desotelle**



At Checkerhills Farm Café Boynton Ave. Plattsburgh
While the snow is still here, get a head start on learning more about the natural wonders around you with these power point photographs of wild foods taken by Jane Desotelle here in the Adirondacks.

Introduction to Mycology - Using photos of poisonous, unknown & inedible fungi the basics of fungi identification will be covered. I will not offer Edible Adirondack Mushrooms without showing this power point first. A copy of my mushroom field notes form will be given to each participant. **Offered in combination with next class**
Edible Adirondack Mushrooms - Field identification tips, where you might find them growing, when to collect, how to prepare, and how to preserve these fascinating and tasty mushrooms will be discussed. **March 3 & 10 6 to 7:30 \$20 for both evenings.**

Wild Adirondack Medicinal Teas - Most of our wild plants have medicinal uses. Learn the value of these wild plants, the part of the plant used, and proper preparation of the teas. **March 17 6 to 7:30 \$10.**

Wild Edible Fruits from the Adirondack Region - Four seasons (yes even winter) and over thirty wild edible fruits will be shown with info on how to prepare and preserve these fruits. Learn the difference between the apple, thorn apple and the Mayapple and much more. **March 24 6 to 7:30 \$10.**

Wild Edible Vegetables in the Adirondack Region - Greens, shoots, roots and more will be discussed. When to collect and how to prepare and preserve wild vegetables are topics that will be covered. Ethical harvesting is always discussed. **March 31 6 to 7:30 \$10.**

Pre-registration required – underwoodherbs@gmail.com 518-563-4777
Special! Sign-up for all five before Feb. 20th and bring a friend to one evening free.

Checkerhills Café will be open during these events for your convenience.

Upcoming Events, Classes, Workshops

Manage Risk for Farm Disasters

Thursday, Feb 4

11am—1pm Malone Court House

1pm—3pm CCE Office, Plattsburgh

7pm—9pm CCE Office, Westport

Thursday, Feb. 11

11am—1pm Canton Learning Farm

1pm—3pm Burrville Farm Credit Building

We will explain assistance programs and ways to reduce your financial exposure in the event of a weather or other disaster.

Don LaPierre of Clinton Essex Farm Service Agency will provide advice various lending programs.

Contact your local extension person to register. Anita Deming 518-962-4810 ext 0 or ext 409 for Plattsburgh or Westport. Jessica Prosper 518-483-7403 for Malone or Canton. Peggy Murray 315-376-5270 for Burrville.

Marketing Collateral Workshops

Saturdays:

Feb. 6, Clinton County

Feb. 13, Franklin County

Feb. 20, Jefferson County

Feb. 27, St. Lawrence County

March 6, Lewis County

10:00am to 3:00pm

In this all day session, participants will learn how to create marketing collateral (business cards, flyers and brochures) using Publisher that will help to build a brand for their business. Requires computer access and basic computer knowledge. Cost: \$25, includes lunch, program materials & 2 GB flash drive to save what you create in class! Contact your local CCE office for full details & to register: Clinton: 518-561-7450

St. Lawrence: 315-379-9192

Essex: 518-962-4810
Jefferson: 315-788-8450
Franklin: 518-483-7403
Lewis: 315-376-5270

Labor Workshops for Farm Employers

Tuesday, Feb 23 Miner, Chazy

Wednesday, Feb 24 Canton

Learning Farm

Thursday, Feb 25 Burrville Farm

Credit Building. \$5 or BYOL

Do your employees make you money or cost you money?

It is through their work that your plans are implemented so learn how to make the most of your plans. Tom Malone, Extension Associate at Cornell Applied Economics and Management, is the featured speaker.

Time: **Noon to 3 pm** for dairy farmers. **6 pm to 9 pm** for direct market farmers. Contact Anita Deming 518-962-4810 x409.

Upper Hudson / Champlain Tree Fruit School

Thursday, Feb. 25

Lake George, NY Fort William

Henry Hotel

Our Fruit School is intended for experience individuals who are focused on commercial apple production yet it is also appropriate to new apple growers. Approximately 3.0 pesticide applicator recertification credits will be available to eligible persons who present proper identification at check in. Preregister with Contact Nancy Kiuber at nak5@cornell.edu or by phone at (518) 885-8995 before Feb 22.



NY Small Farms Summit

March 4th

9:30am – 3:30pm.

Cornell University with video-linked sites in Northern, Western, and Northeast regions. Contact your local CCE office for more information.

Growing Market Opportunities

Farmers Market

Managers Conference

March 4 - 6

Holiday Inn Waterloo/Seneca Falls

New this year will be regional roundtables. This is an opportunity for farmers market managers to come together in regional meetings to discuss their common interests, mutual needs and ways they can work together on a regional basis.

Conference will wrap up with a day long tour of farms of the Finger Lakes.

The conference program and registration are posted on the Federation website at <http://www.nyfarmersmarket.com/workshops.htm>

Marketing What You

Produce

March 4 - April 15

Online Course.

Completion of this online program will enable you to create a marketing plan that will help you maximize your return on your investment. Prerequisites: Successful completion of at least one of the 101-level online courses and/or completion of preliminary work in defining your farm or other agriculturally-based business goals and mission. Cost is \$150. To register or for more details visit <http://www.nybeginningfarmers.org>

Upcoming Events, Classes, Workshops

What Do I Need to Do to Become a Farm Business?

March 4 - April 15

Online Course.

New Farmers often ask "How does my enterprise officially become recognized as a farm?" This question has many answers, all of which you'll learn as a participant in this course. The course is for aspiring or beginning farmers seeking to learn about the commercial, legal and tax implications of farming. Cost is \$150. To register or for more details visit <http://www.nybeginningfarmers.org>.

Advanced Grazing Meeting

Friday, March 5

6:30pm in Watertown live, and via video at CCE in Westport

Saturday, March 6

10:00am in Canton, live, and via video at CCE in Plattsburgh

Bob Nusbaum, Professor Emeritus, Univ. of Wisconsin Platteville and farmer will be on hand to talk to us about multi-species grazing and choosing stock for grazing operations. Martha Pickard, ANCA, will cover marketing hard-to-market "parts" (Martha is Saturday only). To pre-register contact: Westport - Anita Deming 518-962-4810. Canton - Betsy Hodge 315-379-9192. Plattsburgh - Pete Hagar 518-561-7450. Watertown - Ron Kuck 315-788-8450.

Beef Week

Tuesday, Mar. 9 6:30pm CCE Jefferson County

Wednesday, Mar. 10 7:00pm CCE Clinton County.

Thursday, Mar. 11 6:30pm CCE Franklin County

Friday, Mar. 12 6:30pm CCE St. Lawrence County.

Mike Baker, Extension Associate in Animal Science at Cornell will be available in these counties to meet with farmers on their farms and to discuss issues of raising beef in Northern NY. Contact one of the CCE offices above for more information, to preregister or to make an appointment for Mike to visit your farm.

Pre-Season Farmers' Market Training

Saturdays:

March 13, Lewis County

March 20, Franklin County

March 27, St. Lawrence County

April 3, Clinton & Essex Counties

Thursday: Mar. 25, Jefferson Cty
Many topics to optimize your sales at the farmers markets. Contact your local Extension office for more information and to pre-register. See list of phone numbers on opposite page under Marketing Collateral event.

Cornell Poultry School From Chicks to Market

Saturday March 13

8:30am to 4:00pm

Morrison Hall, Cornell University
Producing and Marketing Small Farm Poultry Flocks, Managing small flock Health, and many more topics. Questions and Discussion (On-farm markets, Farmers Markets, CSAs). For more information: Kimberly Totten at (607)-334-3231, ext. 4 or kimberly.totten@ny.usda.gov.

Lambing/Kidding Class

Saturday, Mar. 20 10am to 2pm

Extension Learning Farm with polycom to Jefferson, Clinton, Oneida, Oswego.

Very basic class on lambing and kidding. What's normal, what to do if it is not. Lamb and kid care.

How to feed a bottle lamb or kid, too. Contact Betsy Hodge 315-379-9192 for more information or to preregister.

Sheep/Goat Week

Tuesday, Mar. 23 7:00pm

CCE St. Lawrence County

Wednesday, Mar. 24 6:30pm

CCE Jefferson County.

Thursday, Mar. 25 7:00pm

CCE Clinton County

Contact one of the CCE offices above for more information & to preregister

Organic Grains

Noon to 3:00pm

Monday, March 29 Canton, Watertown, and Westport at the CCE offices

Tuesday, March 30 Malone at North Country Community College

Topics include: Food grade organic grains and quality control for wheat and soybeans as well the marketing of these products. Growing corn organically to help organic dairy farmers increase their on-farm energy feeds to increase potential production. Contact Anita Deming at 518-962-4810 x409 for more information.

How to Find & Buy

Used Equipment

Save the Dates! April 9, 10, 13, 15 in Malone, Plattsburgh, Watertown & Canton, respectively. Call those CCE offices for more info.

Eating Local Yet? Finding & Using Local Foods

Save the Dates! May 6, 7, 8

Join us for a consumer-focused conference to help our North Country customers use more local foods. More details in next issue.

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 accepted)

Supporter: Restaurants and Stores \$25 annually (further donations accepted)

Friends (circle level of membership)

annual \$25 \$100 \$500 \$1000 other _____

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



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Westport NY 12993

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