



# Harvest News

ADIRONDACK HARVEST

In coordination with Cornell Cooperative Extension of Essex County Winter 2011

*"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."*

## ANNUAL MEETING REPORT

Many thanks to the Adirondack Harvest members and supporters who turned out on a snowy January evening for our annual meeting! We had chapter meetings in Warrensburgh, Essex, Plattsburgh, Canton and Watertown followed by a video conference for our regional meeting.

I think that most of the sites had good chapter meetings and we have some new representatives to the AH board. Matt Cauthorn of Perennial Pursuits in Keeseville is representing Essex County and Renee Smith of Sugar Hill Farm in DeKalb Junction will be representing St. Lawrence County. Congratulations, also, to our re-elected reps: Roger Hastings in Franklin County, Teresa Whalen in Warren County (and surrounding counties!), Dani Baker in Jefferson County and Bonnie Gonyo in Clinton County.

Cynthia Ford-Johnston of DaCy Meadow Farm was elected as our liaison to the Cornell Cooperative Extension board and Adam Hainer of Juniper Hill Farm will serve as our Farmer Representative.

One change was made to the by-laws: The position of "Past

Board Chair" was added to board elected positions. We also voted to have a new "student membership" category with a reduced annual dues of \$5. Students will be encouraged to provide a bit of volunteer service to AH and also to write about their venture for the Harvest News.

One of the most helpful suggestions at the annual meeting was that we should be using Pay-

Pal to accept membership dues payments online. It turns out to be quite easy! So if you've been putting off your dues payment because you'd rather pay by credit card just go to our "Become a Member" page. Scroll to the bottom and look for the "Donate" button. You will be temporarily redirected to the PayPal site and I will be notified of payment. Thanks!



Master cheese maker Peter Dixon from Consider Bardwell Farm in West Paulet, VT taught artisanal cheese making workshops in Plattsburgh and Watertown last November. The results were delicious!

## MEMBERSHIP 2011

This will be your final reminder via newsletter to pay your 2011 membership dues. Thank you very much to all the folks who have sent in their money! Clip the form on the back page and mail in a check, or go online to our website and the "become a member" page. Here you can pay by credit card through PayPal by clicking on the "Donate" button. Remember that \$15 of your dues goes to support the overall promotion of Adirondack Harvest, Inc., while the remaining \$10 is deposited into your chapter funds for local use. Of course, you are always welcome to make a larger donation—just be sure to tell us how you would like the money divided. We will begin a mailing campaign in February to the remaining unpaid members.

Want to avoid that? Pay your dues today! Thank you!



## Small Farms Program Request for Proposals

The Cornell Small Farms Program is requesting proposals for projects that address specific priorities for small farms in New York as identified at the 2010 statewide Small Farms Summit. The 2010 Small Farms Summit was a statewide gathering of 120 farmers, educators and farmer advocates invested in the continued growth and success of small farms in NY. During the day-long meeting, participants prioritized specific and pressing new projects that within two years, could provide useful outcomes to NY's small farms. The projects identified originate from three main focus areas: Livestock Processing Issues, Local Market Access and Growth, and Grasslands Use/ Grazing. Farmers, agriculture educators and service providers, community development groups, agricultural non-profit organizations, and community members in New York State are all eligible to apply. Project

teams of 4 or more collaborators are required and participation from a cross section of the farm sector is encouraged. Each proposal must have an individual project leader who is able to accept responsibility for the grant on behalf of the project team and be in a position to manage the grant, submit interim and final reports, and respond to any inquiries. For accounting purposes, each project team must include at least one Cornell Cooperative Extension Agent or Cornell Faculty/staff as a co-leader to manage the allocation of the funding for the project expenses.

Each project selected will receive a 'Small Farms Grant' of \$5,000 in federal Smith Lever funds. Project duration is February 30th, 2011 - September 30th, 2011. Projects with a two year work plan will be required to submit a second application for 2012. The full RFP is available at [www.smallfarms.cornell.edu/](http://www.smallfarms.cornell.edu/)

## Conservation Funds Available for Organic Growers

Due March 4, 2011

The Natural Resource Conservation Service is once again offering the EQIP Organic Initiative. The EQIP Organic Initiative is intended for producers with certified organic operations or operations in the process of transitioning to certified organic production. The Initiative provides financial assistance for the installation of conservation practices; also known as the BMPs or Best

Management Practices. Some eligible practices include conservation crop rotation, cover crop, prescribed grazing, nutrient and pest management, conservation cover, field border, riparian herbaceous cover, riparian forested buffer, and windbreaks. Funding is also available to help farmers implement parts of a Prescribed Grazing system such as watering facilities, cross fencing, stream crossings, and

other supporting practices. For more information about EQIP or to apply visit <http://www.pa.nrcs.usda.gov/programs/eqip/Organic/index.html> or contact your local USDA Service Center.



# Adirondack Harvest Chapter News

## **Farmers Needed!**

**The Farmers' Marketplace** in Tupper Lake will be open daily beginning May to October 2011. They are currently looking for farm food suppliers. For more information, please contact Laurie Davis at [lsd22@cornell.edu](mailto:lsd22@cornell.edu) or 518-962-4810 x404.

## **Essex County Chapter**

The Essex County Chapter is hosting a Farmer/Chef event on February 8. Please see the events listing on page 12 for more details. We are also busy working with Mountain Lake PBS to produce the new film "Small Farm Rising" with videographer Ben Stechschulte. We will be having an on-line fundraiser on Kickstarter.com to help pay for final production costs on this exciting new film. Watch your email for details coming soon!

## **Clinton County Chapter**

The Clinton County Chapter is planning an event for the evening of March 11. Chris Dominianni, chef at the Great Adirondack Soup Company, has agreed to host a winter harvest evening featuring fare produced with local ingredients. Chris makes a variety of soups, sandwiches and desserts and will work with area farmers to use whatever is on hand in mid-March. Farmers are welcome to be present at the restaurant that evening and provide promotional materials for the public.

Any interested producers please contact Amy Ivy at 561-7450 or Laurie Davis at 962-4810 x404 as soon as possible to be included on the menu.

## **Southern Chapter**

Teresa Whalen reports that the southern chapter has been very busy over the past few months. She attended Terra Madre Day "A Gathering of Local Food Communities" sponsored by Slow Food Saratoga Region and Slow Food SCCC, Schenectady, in December: Farm to Table Movement "Preserving Farms and Farmers" with farmers, Chefs and others; Student Presentations; Cooking Demonstrations and Local Product Food Tasting; Film Screening - Green Beef.

Teresa also represented Adirondack Harvest at the NOFA-NY Winter Conference "Diggin' Diversity" at the Saratoga Hilton in January. We really appreciate her efforts to make sure the many southern counties are kept up-to-date on the local food efforts.

Teresa's interest in community and school gardens prompted us to begin creating new web pages which will have a listing of these gardens along with contact information and photos. We will also post links to resources which may help other schools and communities launch their own gardens. If you would like to contribute information or photos to these pages please contact Laurie Davis at [lsd22@cornell.edu](mailto:lsd22@cornell.edu).

## **Essex County Chapter**

Contact Matt Cauthorn at 518-834-9303 or [gardengirland-cats@yahoo.com](mailto:gardengirland-cats@yahoo.com) to participate in the Essex County chapter.

## **Jefferson County Chapter**

Contact Dani Baker at 315-482-3663 or [danibaker@crossislandfarms.com](mailto:danibaker@crossislandfarms.com) to participate in the Jefferson County chapter.

## **Lewis County Chapter**

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

## **St. Lawrence County Chapter**

Contact Renee Smith at 315-347-1039 or [sugarhillfarms@tds.net](mailto:sugarhillfarms@tds.net) to participate in the St. Lawrence County chapter.

## **Franklin County Chapter**

Contact Roger Hastings at 518-529-6665 or [HastingsSheep@gmail.com](mailto:HastingsSheep@gmail.com) to participate in the Franklin County chapter.

## **Clinton County Chapter**

Contact Bonnie Gonyo at 493-4664 or [bon304@hotmail.com](mailto:bon304@hotmail.com) to participate in the Clinton County chapter.

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

Contact Teresa Whalen at 518-466-5497 or [taawhalen@yahoo.com](mailto: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](mailto:lsd22@cornell.edu) for submissions to upcoming quarterly newsletters.*

# Smart Marketing



## Sustainability and Smart Marketing

Rod Hawkes, Senior Extension Associate  
Food Industry Management Program, Dyson School of Applied Economics and Management, Cornell University

Sustainability is one of the major undercurrents in the world today and many businesses large and small are integrating sustainability in their strategies. The food industry is a major factor in sustainability due the global impact of its agriculture, employment, and supply chain activities.

Increasingly, food manufacturers, wholesalers, and retailers are striving to measure and mitigate their impact on the planet and people. Those at the leading edge are finding that assessment is complicated and addressing sustainability issues takes creativity and capital

investment. However, most companies are also realizing that doing business sustainably can lead to doing business more profitably as well.

Sustainability encompasses a broad range of complex and often interconnected issues. For example, while the carbon footprint of a supermarket company's operations is significant, the combined carbon footprint of all the manufacturers of the products the supermarket sells can be many times greater (Figure 1, page 5).

Walmart, the world's largest company and the U.S.'s largest supermarket operator, is also a major driving force in the food industry sustainability movement. The company has three bold sustainability goals: to use 100% renewable energy, to create zero waste, and to sell products that sustain people and the planet. Achieving these goals will take a remarkable effort by Walmart and its suppliers.

Given that one of Walmart's goals is to sell sustainable products, it has been working with its tens of thousands of suppliers to help them understand their impact on people and the planet. While Walmart's own carbon footprint is huge, it has estimated that the carbon impact of its suppliers is more than 100 times greater than Walmart's direct impact.

One implication is that non-

complying suppliers risk losing some or all of Walmart's business. Another, potentially more significant, implication is that the changes suppliers make in response to Walmart's sustainability initiatives will benefit all retailers and consumers.

Walmart is not alone. Many food wholesalers and retailers have been proactive in measuring and addressing their environmental impacts. For example, Hannaford, a division of Delhaize USA, has developed one of the first LEED-certified supermarkets in the U.S., featuring, among other things, a "green roof" with living plants that control and reuse rainwater while helping to cool the store in summer and insulate the store in winter, skylights to reduce electricity usage, recycled building materials, and highly efficient heating and cooling systems.

Whole Foods has recently introduced a humane meat-rating system to inform its consumers about the level of care used in raising and marketing various meat products. Among many efforts to reduce its carbon footprint, Wegmans



# Smart Marketing

<b>Input</b>	-Agriculture -Livestock -Raw Mat'ls inputs (water, oil, corn, etc.)	-Packaging -Water -Energy -Agricultural inputs -Paper/card- board -Plastic -Glass -Metal	-Packaging -Fuel, oil -Alternative energy	-Packaging -Marketing collateral -Displays -Fuel, oil, energy	-Product -Packaging
<b>Value Chain</b>	<b>SOURCING</b>	<b>MANUFACTURING</b>	<b>DISTRIBUTION</b>	<b>MARKETING &amp; RETAILING</b>	<b>USAGE &amp; DISPOSAL</b>
<b>Output</b>	-Soil erosion -Eco-systems loss	-Chemicals -Waste water -Organic waste -Solid waste -Greenhouse gases -Emissions	-Green-house gases -Emissions	-Paper waste -Plastic waste -Metal waste -Organic waste -Glass waste -Emissions	-Paper waste -Plastic waste -Metal waste -Organic waste -Glass waste -Emissions

**Figure 1: Grocery Supply Chain Carbon Footprint Elements**

*Source: adapted from GMA/Deloitte Consulting LLP 2007 Sustainability Study*

has designed efficient delivery routes, allowing it to take over 200 trucks off the road, and reduced total fleet emissions by almost 90 percent by investing in more efficient, cleaner trucks. Like other leading supermarket chains, Stop & Shop has focused on sustainable seafood by partnering with the experts at the New England Aquarium to source sustainably harvested seafood. A Price Chopper supermarket in Albany, NY is one of the first grocery stores in the U.S. to install a fuel cell to supply cleaner, greener electricity along with heat and hot water, producing just a fraction of the carbon dioxide and other pollutants emitted by power plants.

Food processors and manufacturers are also proactively pursuing sustainability. One example is Kraft Foods' investment in a waste-to-energy anaerobic digestion system at its Lowville, NY cream cheese plant, which converts whey, a

by-product of cream cheese production, into methane, which is burned to produce heat and electricity. Kraft reports it has reduced energy costs and waste management costs, while increasing sales by promoting its green energy production.

Another manufacturer example is Frito-Lay, which produces its Sun Chips in a California plant completely powered by on-site solar panels, recycles almost all of the water used to make potato chips in a southern Arizona plant, and is using 100% electric-powered delivery vans in some major metro areas..

What does this all mean for you? If you are a grower, packer, shipper, processor, or other component in the food chain, then you are facing a future where sustainable operations and products will be expected from almost all wholesalers and retailers. The time is now to assess the sustainability

of your operations and mitigate any adverse impacts your operations or those of your suppliers.

As stated earlier, sustainability includes a broad range of issues for which solutions can be complex and costly. However, there are also probably some issues that can be addressed relatively quickly and without significant capital investment. A general assessment of your current operations is the first step and the Walmart Sustainability Supplier Assessment might be a good resource to get you thinking about the issues and the process. You can find the assessment questions at Walmart's website: [www.walmartstores.com](http://www.walmartstores.com).

Getting started now will have you well prepared when customers' standards begin to ramp up. Smart marketing is always about anticipating shifts in the marketplace before they become realities.

# Smart Marketing



## How Do Consumers Respond to Advertising Programs for Fruits and Vegetables?

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### Introduction

Fruit and vegetable consumption rates in the United States are significantly lower than what is recommended by nutritionists and health experts. Of the six groups traditionally included in the food recommendation pyramids, fruits and vegetables are significantly under-consumed (Figure 1). Figure 2 shows that fruits and

vegetables receive very low levels of advertising funding relative to the other food groups. Therefore, we examine the role of advertising as a way to influence the consumption of fruits and vegetables.

### Fruit and Vegetable Marketing

With few exceptions, promotion efforts for fruits and vegetables have been very small, have been commodity-specific, and have been generic given the limited number of brands for fresh produce. There have been recent discussions in the United States about implementing a mandatory “broad-based” promotion program for all fruits and vegetables, and this issue was fiercely debated in 2009. In the United States, broad-based campaigns for fruits and vegetables, such as the “Fruit & Veggies: More Matters” campaign, have been supported by voluntary donations and have had much less media exposure than their counterparts in other countries.

Advocates suggest that commodity-specific programs compete for consumption share and that a large broad-based program may increase demand for the entire fruit and vegetable category. Opponents argue that broad-based messages simply

emphasize a well-known fact—that eating fruits and vegetables is good for you—and do not believe they will influence consumer choice. Among those questioning the efficacy of broad-based campaigns, there are also concerns about the distributive implications across fruits and vegetables; a broad-based effort might only provide benefits for particular fruit and/or vegetables, rather than increase demand for all fruits and vegetables.

### Experimental Design

To shed some new light on this issue, we designed an experiment that showed samples of promotional efforts for fruits and vegetables to research participants. We recruited 271 adult subjects to participate in our study; each subject was paid \$25 and asked to participate in several computerized auctions and submit bids that reflect their maximum willingness to pay for one pound of selected fruit and vegetable products. Subjects were placed into one of six treatments, and the treatments

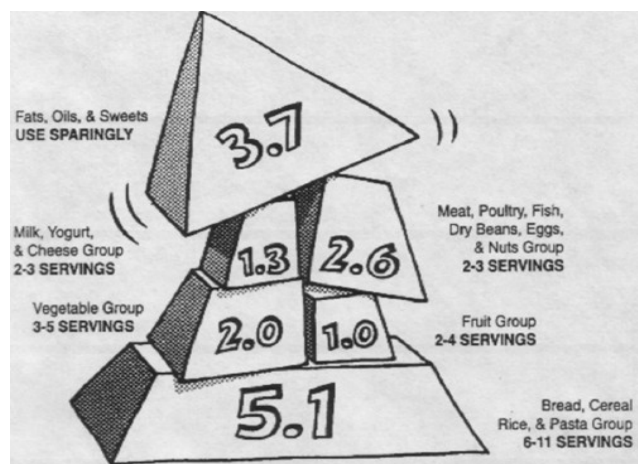


Figure 1.

# Smart Marketing

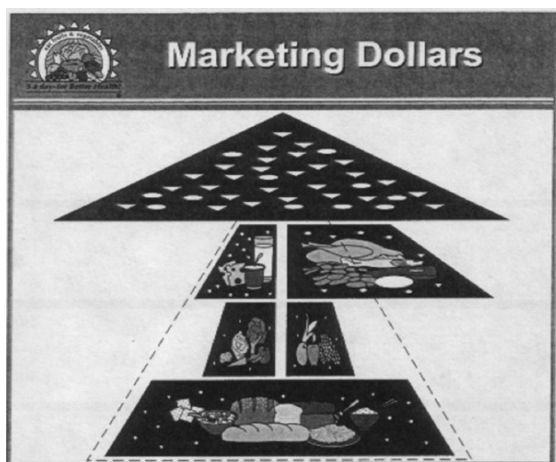


Figure 2.

varied according to the advertisement shown to the participants. Each treatment was comprised of three 90-second video clips of the popular animated television series, *The Simpsons*, interspersed with up to two minutes of advertisements for fruits and vegetables. Advertisements for fruits and vegetables were either commodity-specific, broad-based, or a mixed approach that included commodity-specific and broad-based efforts. The six treatments were: 1) Control (no ads), 2) Broad-Based Ads, 3) Apple Ads, 4) Broad-Based + Apple Ads, 5) Potato Ads, and 6) Broad-Based + Potato Ads. At the end of the experiment each subject completed a 25-question survey that included demographic questions and questions about food preferences.

## **Effects of Broad-Based and Commodity Specific Advertising**

Table 1 shows the average price subjects were willing to pay for the eight fruits and vegetables (apples, oranges, grapes,

bananas, tomatoes, potatoes, carrots, and bell peppers) under each treatment. Here we see that the average bid was \$0.74 per pound in the control group (no advertisements), and did not exceed this level in the treatments showing commodity-specific advertisements.

However, in the three treatments that include broad-based advertising, we see a significant increase in price that consumers were willing to pay. Our results show that the average willingness to pay across the eight fruits and vegetables was 41% higher among subjects in the broad-based group compared to the control group. Our treatment that combines potato advertising and a broad-based campaign provides evidence that a mixed advertising strategy may also lead to a significant increase in the average willingness to pay for fruits and vegetables. However, the increase in demand associated with this mixed strategy is very similar to the shift in demand associated with adoption of a broad-based program.

## **Conclusion and Industry Implications**

Our study provides support for the advocates of a broad-based promotional campaign who argue that such advertising would raise overall demand for fruits and vegetables. In fact, we find that the fruit and vegetable industry may be better off without any commodity-specific advertising. For these reasons, a cooperative strategy whereby producers of fruits and vegetables pool their advertising funds and promote their products generically is apt to be more profitable than a series of competing commodity-specific messages. For policy makers interested in food intake, obesity, and changing dietary habits, our results suggest that using additional resources for a broad-based promotional program may be an effective way to increase consumption of fruits and vegetables.

*Funding for our project was provided by the Consumer and Market Demand Network Working Paper available at: [http://aem.cornell.edu/research/researchpdf/wp/2010/Cornell\\_Dyson\\_wp1012.pdf](http://aem.cornell.edu/research/researchpdf/wp/2010/Cornell_Dyson_wp1012.pdf)*

Treatments	Willingness to Pay (\$/lb)
Control	0.741
Broad-Based Ads	0.836
Apple Ads	0.692
Broad-Based & Apple Ads	0.832
Potato Ads	0.740
Broad-Based & Potato Ads	0.814

**Table 1: Results from our Experiment**

## Why Invest Your Time & Effort into Social Media?

*Bernadette Logozar, Rural Economic Development Specialist & Regional Local Foods Specialist  
Cornell Cooperative Extension*

This year the topic at the 2010 Strategic Marketing Conference in Hyde Park was “Improving Your Social Media Marketing Skills for Agribusiness Success”. I attend many events throughout the course of the year, but one of the highlights for me is this conference. And this year was no different than others. One of the speakers, David Becker with Local Orbit ([www.localorb.it](http://www.localorb.it)) framed his presentation around the question of “why invest your time and effort into social media?” Well, here are some reasons to consider doing so. If you haven’t already taken the leap onto the social media bandwagon but are contemplating the leap maybe this can help with your decision.



**First what is social media?** At its core social media is sharing.

This can be sharing experiences, knowledge, information, stories and more. It is a tool to help you build relationships with people. Social media gives you the opportunity to tell a compelling story. But remember, the technology and tools are secondary. Time is your primary investment. And even the best tools are meaningless without a good, authentic story behind it. Most social media tools are free and easy to use. An understanding of what is the best use for each can be valuable.

Social media is an umbrella networking on sites that enable discussion, sharing, and voting. Today there are numerous options out there. Understanding what these options do or offer and how you as a farmer can utilize these social media platforms to promote your farm business is useful. Below is a listing of various social media sites and their best use.

- Sharing (Facebook, Twitter)
- Networking (LinkedIn)
- Bookmarking (Delicious)
- Video (YouTube, Vimeo, Tube Mogul)
- Reviews (Yelp!)
- Forums (Yahoo! Answers)
- Blogging (Tumblr, WordPress)
- News (StumbleUpon, Digg)

Social media is growing in popularity in that it is becoming the frame or filter for information, states

Becker. Today Facebook is the #2 website in the world capturing 37% of all visits on the internet in a month. Twitter is #9, receiving 8.8% of all visits. On Tumblr 184 million people have started a blog.



Social media is much like farming, meaning that to grow a good crop of followers you have to plant the seeds in the right location and use the appropriate tools. Just as it is valuable to take some time before digging your first hole to know what you are going to plant, how much and how often you will be planting, likewise, using social media involves some thought and planning to build your story and voice, where you will share this and how often and to what extent. Knowing the landscape and the environment is a good thing both in farming and social media.

### **Interested in Blogging, microblogging, forums & discussion boards?**

All of these are options of social media and are part of the landscape. This doesn’t mean you have to use all of them, but you should have a basic understanding of when to use which one. Basically, Blogs such as WordPress and Tumblr are great to share personal interests, market your product and increase visibility of your farm. Microblogging (Twitter) which limits the number of characters you can post are great for sharing, comment and forward, promotion and getting answers. Forums and Discussion boards can be used to answer questions, meet friends with similar interests, or be where you brand your product or farm business.

Social media is not new, but how we are utilizing it today is new. People have multiple independent groups of friends. Social media is a mechanism to connect or link these groups to products, topics, etc. that they like and allows them to refer a friend to these





## Social Media, continued

products or topics. Referrals from social networks are on the rise, and are surpassing search engines as a means of finding products and topics.

But getting back to the original question of this article, why should you invest time and effort into social media? If you are considering this route, here are some questions and tips to guide you. Do you like to talk? Do you have interesting stories to tell? Are you producing something unique and different in your operation? If you have answered yes to any or all of the above then utilizing social media to promote your farm business would be a great fit.

But before you dive in David Becker states it is important to remember a couple other things. Be interesting and remember what your grandmother taught you. When telling your story:

If you can't say anything nice, don't say anything at all.

Say please and thank you. Positive sharing and comments will serve you much better than negative.

Birds of a feather flock together. Social media will attract connections with similar interests to spread the word about you and your farm business.

Be who you are.

### So who is listening to social media activity?

Friends and fans  
Business colleagues  
Prospects  
Journalists  
Search engines like Google, Bing & Yahoo!



### What do you need to start?

User Name—choose something that supports your brand  
Photo—most sites require a square image or logo  
Bio & Story—make it personal. Use keywords that get found by search engines.  
Website domain—You can buy this through a host server, such as GoDaddy, HostMonster and others.  
Website Name—the simpler the better  
Vanity URL possible: on FaceBook you need

### BECOME A FAN OF ADIRONDACK HARVEST ON FACEBOOK AND FOLLOW AH ON TWITTER!

Take some time today, while you are visiting your Facebook page, to join Adirondack Harvest's page. Here's our page link:

[www.facebook.com/?ref=home#!/group.php?gid=99344396163](http://www.facebook.com/?ref=home#!/group.php?gid=99344396163)

We try to post news and information at least once each week. And you can post your own info about local food.

We're also on Twitter. If you are a Twitter member, follow our weekly tweets: we're "adkharvest". See you in cyberspace!

25 fans of your personal page to qualify  
Twitter designs: [www.tweetbacks.com](http://www.tweetbacks.com)

### Social Media Commitment

30 minutes a day, which could be done by you or someone else from the farm or family  
Build into time dedicated to answering email  
Keep it simple. Focus on your story.  
Find students and fans who can augment your efforts.

### The 5 Keys to Marketing Success related to using Social Media are:

Sharing: Social media is about sharing  
Your Story: Tell a good story. Even if it is every day on the farm to you, it is a window into another world for someone else.  
Time: Time is your primary investment. But well worth the investment.  
Commitment: Make a commitment and stick to it.

Recommendations: Social media recommendations are replacing using search engines to find products for many customers.

Like any good tool you should use social media to bolster what you are already doing well. It is just one more tool to help build and strengthen your brand and market presence.



# Marketing & Business Tips

By Bernadette Logozar

1. See your business through your customer's eyes
2. Keep strong focus on your customer base
3. Create a unique brand identity, logo & image
4. Pay attention to details & present your best image at all times
5. Create marketing materials that connect with customers emotionally
6. Use testimonials in your marketing
7. Use professional looking signage and graphics
8. Web site technology will cost you twice what you expect.
9. Web site rebuilds, new creations and updates will take twice as long as you plan.
10. Personal contact has TWICE the effect on prospects and customers as any web site.

Every business large or small should have a business plan. Why?

1. Because there is time and money involved; you don't want to waste either one.
2. Point of communication with others involved – when you want to discuss this with family, partnerships, bankers etc. you will know what to say and how to present your idea succinctly
3. Planning prevents mission creep—checking in with your business plan will prevent this.
4. If you don't know where you are going, then how will you know when you get there?

Create a business plan so you can eventually leave it.

Business plans are a point of communication. Whatever the size or scope of a business plan, all business plans have some basic chapters or sections. Here are the parts and some guiding questions to help any business owner get started.

### Chapters in a Business Plan

1. Business description – this is the question of what does your business look like? And where does it take place? Ask yourself “What business am I in?”
2. Product description: what makes YOUR product stand out or different from all the other products that are available in the market place? Ask yourself “What am I selling?”
3. Marketing plan: How will you sell your product?
4. Operating plan: Job descriptions for everyone
5. Financial statements: where do YOU want to be financially?

Regarding the marketing plan section of your business plan, consider what marketing actually is. It is the purposeful process of identifying and satisfying customers needs. Marketing encompasses EVERYTHING a business does to direct its products to a defined set of customers.

Bottom line: "To be successful in BUSINESS you need enough CUSTOMERS to BUY your PRODUCT over a sustained

period of TIME at a PROFITABLE PRICE"

( Lynda Brushett & Gregory Franklin, UNH Extension). Some key words in the quote above are Business (successfully), customers, buy (meaning purchasing) product, time and price (profitable). So ask yourself what do YOU need in order to achieve all of this? There are 4 key things: knowledge, research, focus and communication.

- Knowledge: the understanding of the Needs of your customers (your market) and how those needs relate to your products features and benefits.
  - Research: All the information that helps you determine whether there is ENOUGH market to keep your business thriving. This includes determining whether cost of producing, distributing and selling can be done for a price that your market will pay and that yields you profit. (Be sure to emphasize that at the bare minimum– your farm based venture should pay for itself... but truly successful ventures should ALSO PAY YOU!)
  - Focus: the discipline to know whether there is a match between the needs of a prospective customer and what your business offers.
- Communication: the ability to convert the market and product match in repeat sales. There is NO single path that will work for every business, but with these basic tools you should be well on your way to a successful plan.

# Harvest News Briefs

## ADIRONDACK HARVEST LABELS

Adirondack Harvest has produced rolls of tough new labels for member use. These are full color, extra tough and sticky labels featuring the AH logo. The size is approximately two inches by a little over one inch and they come in rolls of 250. We're selling them at cost to members for \$15 per roll. Please contact Laurie at the main AH office in Westport if you would like to purchase some for your products. Initial reports indicate they adhere well to most products unless there is excessive moisture or ice crystals (such as with already frozen meats). Let's make our logo more recognizable—get your labels today!

## AH MOVIE LIBRARY

Would you like to have a community showing of some of the latest local foods movies? Or would you just like to view them at your home?

Adirondack Harvest is gradually acquiring a small movie library. Currently we have the following titles available:

The Future of Food (2004) - an in-depth investigation into the disturbing truth behind the unlabeled, patented, genetically engineered foods that have quietly filled grocery store shelves for the past decade.

King Corn (2007) - a feature documentary about two friends, one acre of corn, and the subsidized crop that drives our fast-food nation.

Food, Inc. (2008) - An unflattering look inside America's corporate controlled food industry.

Please contact us if you would like to borrow one!



## TRAVEL FUNDS AVAILABLE

At our November meeting, the Adirondack Harvest board voted to establish a travel expense reimbursement fund. AH members can utilize this money to help defray costs incurred while travelling to and attending events, workshops and trainings related to the AH mission. Up to \$100 of expenses may be reimbursed per event with an annual cap of \$500 total for the organization. Members must submit a completed reimbursement form, along with receipts or other proof of payment. In addition, members are required to submit a brief description of their experience to share with the rest of our membership. In this way, we all benefit a bit from the travels!

## LEAD NY

Michael Farrell, The Henry Uihlein II and Mildred A. Uihlein Director of The Uihlein Forest for the Cornell University Department of Natural Resources is an advisor to the Adirondack Harvest board and a recent graduate of LEAD New York. Are you the next LEADER for New York's food and agriculture industry? The mission of LEAD New York is to inspire and develop leaders for the food and agricultural industry. It is a unique program that emphasizes the development of communication and leadership skills, studies public policymaking, enhances issue evaluation and problem-solving techniques, and provides networking connections that can prove valuable for years to come. It is a two-year program with approximately 50 days of enlightening seminars, workshops and field travel, in and out of New York state. Classes run from October to April, meeting once a month for three to five day workshops in a different part of New York state. Trips to Washington D.C., New York City, Ottawa, Canada and elsewhere are also included in the curriculum. There is a fee for this. Check out the information at the website [www.leadny.org](http://www.leadny.org). Or contact Mike Farrell (518-523-9337 or [mlf36@cornell.edu](mailto:mlf36@cornell.edu)) for a personal discussion. Next application deadline is March 1!

# Upcoming Events, Classes, Workshops

## Farm to Chef Meeting

**Tuesday, February 8**

**9:30am to 11:30am**

Generations Restaurant at the Golden Arrow Lakeside Resort  
2559 Main Street, Lake Placid, NY

Join host chef David Hunt,

Adirondack Harvest

representatives and other farmers and chefs from Essex, Franklin and Clinton counties for a morning of discussion and making connections for the 2011 season. Interest continues to grow for locally grown food in our restaurants—come learn how you can participate!

For more information contact Laurie Davis, 518-962-4810 x 404, lsd22@cornell.edu. No pre-registration necessary. Free to the public, light refreshments will be served.

## Building Your Marketing Collateral

**Saturday, February 12**

Franklin County

NCCC, Malone

**Saturday, February 19**

St. Lawrence County

Norwood Central School Library

**Saturday, March TBA**

Jefferson County CCE

**All classes are from 10:00am to 3:00pm. Call for cost and details**

What is Marketing Collateral?

These are all the materials you hand out to potential customers such as business cards, brochures or flyers. What is your business card really saying about you?

How do you connect with your customer? Are you building your brand with every piece of information you hand out? In this all day session, participants will learn how to create marketing collateral (business cards, flyers and brochures), using Microsoft Publisher, that will help to build a brand for

their business. Requires basic computer knowledge. To register in St. Lawrence Cty. call 315-379-9192, Jefferson & Lewis Cty. call 315-788-8450, and Franklin Cty. call 518-483-7403.

## 2011 Upper Hudson - Champlain Tree Fruit

### School

**Monday, February 14**

Fort William Henry Conference

Center, Lake George, NY

Pests, pathology, horticulture and economics are among the topics to be covered. If you are growing apples in the North Country (or thinking about it) come for an information-packed day, a commercial tradeshow, 3.5 DEC recertification credits, much collegiality, and a great lunch! For complete registration information, contact Nancy Kiuber, at 518-885-8995 or by email at nak5@cornell.edu.

## Professional Farmers

### Market Manager

### Training Program:

### Cutting Through the

### Red Tape

**Thursday, March 3 to Saturday, March 5**

Holiday Inn, Kingston, NY

Our featured guest speakers will be Joe Fitzgerald, Kingston Farmers Market Manager, and James M. Sottile, Mayor of Kingston, our accommodating hosts of this year's conference. Together they will discuss the interdependent and mutually beneficial relationship between a city and its farmers market. Their presentation will illustrate how the market fits into the personality of its community and the importance of working together for the mutual benefit all.

Their discussion will include significant operational components of a successful market, such as: security, traffic control, municipal assistance, and cleanup. For more info, visit

www.nyfarmersmarket.com/ or call the Farmers Market Federation of NY at 315-637-4690.

## Online Class: What Do I Need To Do To Start A

### Farm Business?

**March 3 - April 14 (Six Weeks)**

Webinars are typically held at 7pm EST on a weekday evening, and are generally once per week. Specific dates will be listed at the registration.

**This course is for:** aspiring or beginning farmers seeking to learn about the commercial, legal and tax implications of farming.

**Course Objectives:** At the completion of this course, you will know how to:

Describe how a farm is characterized by federal income tax, state income tax and sales tax law  
Differentiate between local zoning laws and NYS agricultural district law

Apply using NYS forms for agricultural property tax exemptions for land and buildings used in your operation (if your farm meets certain criteria)

Evaluate various forms of business ownership and determine which will be best for you at this time  
Identify rules and regulations (for marketing, food safety, facilities, etc) that are pertinent to the type of agricultural enterprise you plan to operate

The bulk of the course happens on your own time, with discussions, readings, and assignments in MOODLE, our virtual classroom. To add to the experience, webinars

# Upcoming Events, Classes, Workshops

will be woven into the online interface of the course to allow you to meet on a weekly basis to learn from outside presenters, ask questions, and collaborate with other participants and the instructor to address your farm issues in real time. Webinars are at 7pm on a weekday evening unless otherwise noted. If you miss one, they are always recorded and posted for later viewing. FSA borrower training credit is available upon request. More information at [www.nybeginningfarmers.org/courses/](http://www.nybeginningfarmers.org/courses/)

## Pre-Season Farmers Market Training

**Thursday, March 3**

CCE Jefferson County, Watertown

**Saturday, March 5**

CCE Lewis County, Lowville

**Saturday, March 19**

Franklin County, Gallagher's Restaurant, Malone

**Saturday, March 26**

St. Lawrence County, CCE Learning Farm, Canton

**Saturday, April 2**

Essex & Clinton Counties

Location TBD

**Saturdays 9:00am to 3:00pm**

**Thursday 7:00pm to 9:00pm**

Get ready for the 2011 market season. Vendors and market managers sign up today!

Topics include:

- Food Safety and Samples at Farmers Markets
- Record Keeping
- Staying Current: Regulation Updates
- And much, much more!

To register in St. Lawrence Cty. call 315-379-9192, Jefferson Cty. call 315-788-8450, Franklin Cty. call 518-483-7403, Essex Cty. call 518-962-4810, Lewis Cty. call 315-376-5270.

## Online Class: Intermediate Marketing for Farmers: Developing a Marketing Plan

**March 11 - April 20 (Six Weeks)**

Webinars are typically held at 7pm EST on a weekday evening, and are generally once per week.

Specific dates will be listed at the registration.

Most of us go into farming with the thought of making some - or all - of our livelihood through the sale of what we make or grow.

Successful farmers plan each aspect of their operation carefully, and marketing is no exception. Completion of this online course will enable you to create a marketing plan that will help you maximize your return on your investment.

**This course is for:** those who are already in production and/or have already explored the basics of marketing and are ready to develop a formal marketing plan

**Course Objectives:** This training will help you:

- Link your farm's mission and vision to your commercial goals and marketing strategy
- Understand the key elements of a solid marketing plan

Analyze the competitive landscape and the opportunities for success

Conduct market research on one or more of your potential products

Implement effective marketing strategies, tactics and processes

We will host weekly webinars so participants can discuss their marketing plans share ideas and provide support and feedback to each other. Course participants are expected to submit weekly marketing plan updates to the course instructor for additional feedback. Additional collaboration

is provided through weekly online forums to post questions for the instructor or other participants. FSA credit is available upon request. More information at [www.nybeginningfarmers.org/courses/](http://www.nybeginningfarmers.org/courses/)

## Making Quality Wines from Cold Hardy Grapes

**Friday, March 11**

**9:00am to 5:00pm**

Crickets Restaurant

697 Bear Swamp Rd., Peru

The program will provide an in depth perspective of cold climate grapes, appropriate wine styles, and winemaking practice geared toward successful commercial production of quality wine. This will be a unique opportunity to gain first-hand knowledge from the leading edge of both academic and commercial cold climate wine experts. The cost is \$35 for Lake Champlain Wines members and \$50 for others, based on pre-registration and prepayment. The cost at the door will be \$45 for members and \$60 for others. A light breakfast and lunch will be provided. For more information and a registration packet visit: [www.lakechamplainwines.org](http://www.lakechamplainwines.org), or email Lake Champlain Wines President Natalie Peck, [nataliepeck@yahoo.com](mailto:nataliepeck@yahoo.com), or phone Lake Champlain Wines Treasurer Nancy Vesco, 518-846-8544.



# ADIRONDACK HARVEST MEMBERSHIP FORM

Please make checks payable to "Adirondack Harvest".  
 Clip and mail to P.O. Box 388, Westport, NY 12993

Name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Please circle type of membership:

Farmers, Producers, and Processors \$25 annually (further donations appreciated)

Student Farmers, Producers and Processors \$5 annually

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

Friends (circle level of membership)

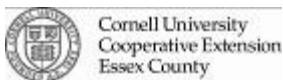
annual \$25 \$100 \$500 \$1000 other \_\_\_\_\_

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



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