



Harvest News

ADIRONDACK HARVEST

In coordination with Cornell Cooperative Extension of Essex County Winter 2012

"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

The Adirondack Harvest Annual meeting was held on Wednesday, January 11th. Chapters from across the North Country gathered at area Cornell Cooperative Extension offices for warm meals and chapter meetings, followed by the full membership annual meeting via Polycom video-conference connection.

The financial report for AH, Inc. showed rising funds to the collection of membership dues over the past two years. But to make AH sustainable in the long run the strategic planning committee proposed the formation of a task force to assemble a business plan. A farmer cooperative model will be investigated along with tax-exempt status designation for AH, Inc., separate from CCE.

The AH board of directors welcomes new members Jane Desotelle as the Clinton County chapter representative and Charles Harrington as the government liaison. Jane is an AH member and owner of Underwood Herbs in Plattsburgh. Charlie is also an AH farmer the newly elected town supervisor from Crown Point.

No changes were made to the by-laws this year. Thank you to all who attended!

2012 Membership renewals now due!

Just a reminder that it's time to pay for your 2012 membership. Many of you have mailed in your dues already (thank you!) but now we urge the rest of you to pay. If you are unsure of your payment status please notify Laurie at lsd22@cornell.edu. Officially, you have until May 1 before your business information is deactivated in our database and on the website. Don't let your membership lapse! Adirondack Harvest remains the most prominent buy-local food initiative and brand in the North Country. Send your \$25 check with the membership form on the back page, or pay online by clicking the "donate" button on the www.adirondackharvest.com membership page.



Small Farm Rising available now!



Copies of Adirondack Harvest's new film *Small Farm Rising* are now available through our main office and soon online at www.localharvest.org. This 60 minute film showcases three vibrant Adirondack farms who provide food through farmer's markets, retail stores, restaurants and CSAs and it was filmed by a local videographer from Keene Valley. The DVD is \$20 plus \$3 shipping. Find contact information for Adirondack Harvest on the back page to order.

Adirondack Harvest Chapter News

Southern Chapter

by Teresa Whalen

On January 11 the Southern Chapter of AH held its meeting and pot luck dinner prior to the annual meeting. New faces joined the group as we discussed the past year's activities and plans for the upcoming year. Laura McDermott of the Capital District Vegetable and Small Fruit Program gave a presentation on the research based information and educational opportunities that the program provides for counties including Saratoga, Washington and Warren. During the annual meeting I gave a report on events attended and sponsored by our chapter, as well as upcoming events.

On January 20-22 I attended the 30th Annual Organic Farming and Gardening Conference presented by NOFA-NY in Saratoga. The theme of this year's conference was entitled "The Cooperative Economy" – allowing shared knowledge, support for one another and development of new solutions to agricultural and financial challenges. The first Organic Research Symposium showcased leading organic research from around the country, highlighting the work of both scientists and farmer researchers. Adirondack Harvest had a shared booth at the Tradeshow where information was displayed and handouts provided. The Greater Adirondack R C & D Council had released AH Southern Chapter funds for my attendance at the conference. Keynote speakers included:



John Ikerd, Professor Emeritus of Agricultural Economics at the University of Missouri, spoke on the importance of shared social and environmental goals to the long-term sustainability of a cooperative economy.

Kathlyn Terry, Executive Director of Appalachian Sustainable Development (ASD), a nonprofit organization that supports local, sustainable economics in southwest Virginia and northeast Tennessee, discussed the valuable role that nonprofits can play in jump starting a struggling food system, and how her organization promotes wholesale and direct marketing opportunities for farmers.

Paul and Maureen Knapp and family own and operate Cobblestone Valley Farm, a highly diversified organic farm, are members of Organic Valley/CROPP Cooperative and outspoken champions of organic agriculture in New York State. They shared their story of how they transitioned their fourth generation farm from conventional to organic farming practices (assisted in part by their local RC&D), and how the fifth generation "Generation Organic" movement that sprouted in 2008 from the Organic Valley Farmers Association has taken the message on the road from coast to coast. The Knapps were recipients of the 2012 NOFA-NY Farmers of the Year Award.

Adirondack Harvest had a shared booth at the Tradeshow where information was displayed and handouts provided.

On January 24 I attended a Serving and Shaping Her World Speaker Series featuring Marion Nestle, Ph.D., at Emma Willard School in Troy. A consumer advocate, writer, professor, and activist, Nestle has authored multiple books including *Food Politics: How the Food Industry Influences Nutrition and Health* and *What to Eat*. Nestle examined social influences on food as well as personal and social responsibility. She used graphs to show trends in eating and food advertising over the past 30 years. These trends curiously paralleled the organic food movement, and more recently the slow food movement.

The Southern Chapter is now working on events and projects for the Spring. If you are from Hamilton, Warren, Saratoga or Washington counties please contact me with news, membership inquiries or for further information.

Adirondack Harvest Chapter News

Essex County Chapter

By Laurie Davis & Matt Cauthorn

The Essex county chapter of Adirondack Harvest spent an exciting month of December learning about the governmental process of maintaining our funding as a contract agency. Sarcasm aside, we did discover the importance of constant contact with our county representatives and repeated education of the benefits of Adirondack Harvest to both our producers/farmers and our consumers. In early December we were notified that our funding was slated to be eliminated but after a tremendous outpouring of support from AH members and the community we were reinstated (albeit at a 10% reduction). This little shake-up caused us to take a hard look at the sustainability of Adirondack Harvest and its funding sources. As you may have read on the front page, we will be forming a task force to examine a better solution to our finances.

Laurie also attended the NOFA-NY conference in Saratoga Springs. As Teresa mentioned on the opposite page, it was very informative and we are grateful to the Southern Chapter for making sure that Adirondack Harvest has a prominent display and presence there. The excellent workshops I attended included “Marketing to Restaurants” (ever heard of an RSA? Restaurant Supported Agriculture!), Food Safety for Direct Marketers (more about this in the news section on page 11), Extreme Makeover: Farmstands (Mark and Kristin Kimball in fabulous drag. Not to be missed!), Cooperative Vegetable Marketing, and Shared-Use Kitchens (read about this concept on page 8).

We held a Social Media Marketing class with Clinton County on January 17th at SUNY Plattsburgh. Although the class was taught by excellent professors and students and was very informative, I think we all left with more questions than we came with —starting to think that’s the way it is with Social Media! We’ll try to schedule another class this spring.



Left: Beth Linsky of Beth’s Farm Kitchen, presented a workshop as part of the New York Small Scale Food Processor’s Association Value Added Institute, a series of classes held across the Adirondack region last fall. Attending the classes led to a certificate from the group in adding value to local

products. Adk Harvest worked with NYSSFPA on a SARE grant to bring those classes to the North Country.

Essex County Chapter

Contact Matt Cauthorn at 518-834-9303 or matt_4H@mit.edu 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 Michele Ledoux at 315-376-5270 or mell14@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 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

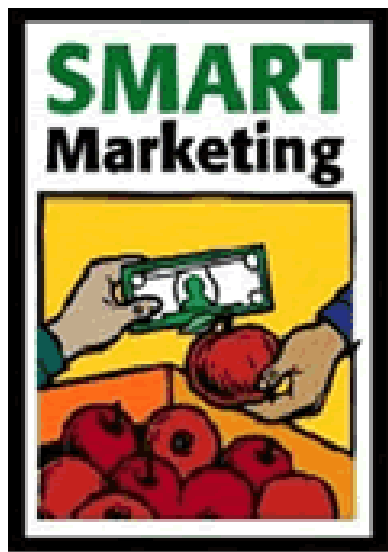
Contact Jane Desotelle at 563-4777 or underwoodherbs@gmail.com to participate in the Clinton County chapter.

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

Contact Teresa Whalen at 518-466-5497 or taawhalen@yahoo.com 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.

Smart Marketing



Evaluating Advertising Strategies for Fruits and Vegetables and the Implications for Obesity in the United States

Jura Liaukonyte, Bradley J. Rickard, and Harry M. Kaiser, Dyson School, Cornell University and Timothy J. Richards Morrison School of Agribusiness, Arizona State University

Obesity has become a huge problem in the United States with over a quarter of the population categorized as obese. The average American has gained 16.3 pounds during the 21 years (1988-2008) which results in an average weight gain of 0.77 pounds annually. The U.S. obesity problem has been blamed on a host of factors such as relatively low prices per calorie for high fat and sweetened foods, insufficient exercise, substantial marketing campaigns by the fast food industry, and other environmental and economics factors. Another important factor is the trend in fruit and vegetable consumption, which has declined by 12.5% (fruit) and 7.6%

(vegetables) on a per capita basis over the last 15 years.

Broad-based advertising has been more common in Canada (Mix it up!), Australia (Go for 2&5), and the United Kingdom (5 a Day) than in the United States; broad-based advertising is designed to promote overall consumption of fruit and vegetables rather than specific commodities. The fruit and vegetable sector in the United States currently has a voluntary broad-based program (Fruit and Veggies - More Matters) that is significantly smaller than the Go For 2&5 broad-based program used in Australia. The U.S. industry has discussed adopting a mandatory broad-based program that would be used in addition to the current commodity-specific programs. In 2009 advocates of a mandatory program proposed to assess first handlers of all fruits and vegetables an annual per-unit tax in order to raise \$30 million for broad-based advertising. However, the majority of growers did not want to adopt the proposed program and the policy failed after a plebiscite was conducted among all first handlers in 2009.

We recently conducted economic experiments to examine the efficacy of commodity-specific and broad-based advertising on increasing the demand for fruits and vegetables and reducing obesity. In our study, we measured the impact of broad-based advertising, commodity-specific (apple and potato, separately) advertising, and two hybrid programs that include broad-based and commodity-specific advertising across eight selected fruits and vegetables. We use experimental methods to elicit consumers' willingness to pay for various fruits and vegetables subject to either broad-based or commodity-specific advertising. Willingness to pay estimates can be easily converted into changes in demand and we use these measures in our simulation. We simulate the potential effects of the fruit and vegetable promotion strategies on food consumption using an equilibrium displacement model developed by Okrent and Alston (2011). Our simulated changes in quantities of retail food products are translated into changes in daily and annual calories consumed using the average daily quantity of food and energy intake in the 2005-06 National Health and Nutrition Examination Surveys.

Our results found strong support that broad-based advertising has a significantly higher effect than commodity-specific advertising on consumers' willingness to pay (WTP) for fruits and vegetables. For example, WTP increased by 18.1%, 22.9% and 32.8% for the three treatments involving broad-based advertising, which were all statistically significant unlike that for commodity-specific advertising (see Table 1).

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These results are consistent with the findings of a very successful broad-based advertising program field experiment implemented over a three-year (2002-2005) period in Australia, which suggests that both industry stakeholders and government health agencies should carefully consider adopting a broad-based promotional strategy.

Our research provides the first piece of empirical evidence about the broad-based advertising effects relative to commodity-specific. While our research has some limitations, it is an important starting point in a significant industry debate in the U.S. Broad-based advertising has the capacity to increase demand for fruits and vegetables, and it also has the capacity to decrease caloric consumption and obesity. We find that a successful broad-based advertising campaign for fruits and vegetables, either alone or as a hybrid with commodity-specific campaigns, may reduce average annual caloric intake per person by approximately 1,800 kcal (Table 1). This calculation takes into account the direct effects of advertising on demand and prices for fruit and vegetables, as well as the indirect effects of changes in demand for all other products as a result of the demand and price effects. Although this reduction may appear small, it is a substantial part of annual weight gain (0.77 pounds per year) that average American has experienced. Such a strategy could be used as one component of an overall program to reduce obesity and the serious health risks associated with it. Therefore, based on the results of our study, an increase in broad-based advertising may lead to benefits for producers of fruits and vegetables and consumers more generally.

TABLE 1. Simulated Effects of Promotional Activities on Consumption and Weight

Food categories	Promotional Activity			
	Broad-based	Broad-Based+Apples	Broad-Based+Potatoes	Average
	increase in WTP			
	18.1%	32.8%	22.9%	24.6%
	<i>Simulated Percentage Change in Quantities Consumed:</i>			
Cereals and bakery	-2.07	-3.74	-2.61	-2.81
Red meats	-3.69	-6.69	-4.67	-5.02
Poultry and eggs	2.40	4.35	3.04	3.26
Fish and seafood	6.20	11.23	7.84	8.42
Dairy	2.74	4.96	3.46	3.72
Fruits and vegetables	11.48	20.80	14.52	15.60
Other foods	1.45	2.62	1.83	1.97
Nonalcoholic beverages	-1.23	-2.23	-1.55	-1.67
Food Away from Home	-2.23	-4.03	-2.82	-3.02
Alcoholic beverages	0.90	1.63	1.14	1.23
	<i>Annual Impacts on Per Capita Caloric Consumption and Weight:</i>			
Consumption (kcal)	-1,328.78	-2,407.96	-1,681.17	-1,805.97
Weight (lbs)	-0.84	-0.69	-0.48	-0.52
Weight (%)	-0.47	-0.85	-0.59	-0.64
<i>Note: Average weight of an adult individual in 2005-2006 National Health and Nutrition Examination Survey was 178.5 lbs. The calculation assumes additional 3,500 kcal would add one pound to weight.</i>				

Smart Marketing



Purchasing Organic Foods in New York State

Brian Henehan

Dyson School of Applied Economics and Management, Cornell University

As part of a three year study of opportunities for organic food and agriculture in New York State, a survey of New Yorkers was conducted in the spring of 2011 to gain a better understanding of the purchasing patterns of New Yorkers buying organic foods. The first phase of the project reported the production of organic farm products in New York State - see *Organic Agriculture in New York State*, <http://www.aem.cornell.edu/outreach/extensionpdf/2010/Cornell-Dyson-eb1013.pdf>. The second phase examines organic food and beverage processing in New York State. The final phase of the project is looking at the market for organic foods produced in New York State. This article describes one process for this last phase of the project, New Yorkers' consumption of organic products. Data for this article were collected by inserting two questions into the Empire

State Poll (ESP) on where and how often New York State residents purchased organic food.

Poll Background

The ESP is an annual general survey of adults, age 18 and over, who are residents of New York State. The Poll is conducted in the spring of each year. The first ESP was conducted in 2003. All interviews are conducted using a Computer Assisted Telephone Interviewing (CATI) software system. The ESP is a combination of an annual core of workplace, community, governmental, economic, media measures, omnibus modules, and special topical issue questions. Approximately 800 statewide interviews are conducted each year.

The listed household sample was selected proportionally between upstate and downstate New York to reflect the population proportion between the two regions. Downstate was defined as Kings, Richmond, Westchester, Suffolk, Queens, Nassau, and Bronx counties, with the remaining counties of the state defined as Upstate.

Selection of individual respondents came in two steps: first a household was randomly selected, and then a household member who was 18 years or older was randomly selected from within the household using the Most Recent Birthday Selection Method. An additional eligibility requirement was that all respondents had to be residents of New York State. These selection procedures ensured that every listed telephone household in New York State had an equal chance to be included in the survey, and once selected each adult in the household had an equal chance to be selected for the ESP as well. The random sampling frame used within the ESP allows for the poll results to be generalized to the entire state. For more information see: <http://www.sri.cornell.edu/sri/files/esp/2011/Report%201%20-%202011%20-%20Introduction%20and%20Methodology.pdf>

Questions

Telephone surveys took place between February 1, 2011 and March 31, 2011. Survey participants were asked two questions related to purchasing organic foods:

How often do you purchase organic foods?

The choice categories and related responses are summarized in the following table:

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Response	Number	Valid percent
Never	331	41.4
Every day	34	4.3
Every week	212	26.5
Once per month	221	27.5
Did not respond	2	0.3
Total	800	100.0

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Although, 41 percent of respondents reported never purchasing organic foods, over 55 percent reported did report purchasing organic foods with over 30 percent making purchases at least once a week.

How Available Are Organic Foods to You?

The choice categories and related responses are summarized in the following table:

Response	Number	Valid percent
Do not buy as a matter of choice	279	34.9
Do not buy because not available	52	6.5
At my regular food store	321	40.1
At a specialty food store	93	11.6
Direct from organic farmers	53	6.6
No response	2	0.3
Total	800	100.0

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Most of the respondents who purchased organic foods (41.4 percent didn't) did so at their regular food store. A small percentage responding (7 percent) purchased organic foods directly from farmers. A similar percentage, part of the 41.4 percent never purchasing, did not purchase because organic foods were not available.

Limitations

There are a number of potential limitations to any survey and to the data collected. Some of the limitations to this survey and data can include: a sample limited to those respondents with listed phone numbers and phone service, potential misinterpretation of the terms used in questions such as "organic" foods or types of stores, and other aspects. However, these results can still provide a useful snapshot of New York consumer purchasing of organic foods.

Implications

Although there is a group of consumers who report never purchasing organic foods, there is another segment of consumers who purchase organic foods on a customary basis. Regular food stores may be a major outlet for marketing organic foods. Although smart marketers of organic foods will still have to examine their individual markets and opportunities, they should not overlook mainline food stores in some cases as viable marketing option.

Shared-Use Kitchens

By Bernadette Logozar, NNY Regional Local Foods Specialist

In the fall of 2011, the NYS Small Scale Food Processors Association teamed up with Cornell Cooperative Extension and Adirondack Harvest in the North Country to offer the 2011 Value Added Institute trainings in three locations. One site for those trainings was Malone. We had sessions on Models of Shared Use Kitchens, Freezing & Vacuum Packing, and Small Scale Meat Processing. This article summarizes the presentation made by Liz Beals, from Beth's Farm Kitchen, *Starting Your Business in a Shared Used Kitchen: the Why's and How's to Successfully Using a Space that is Not Yours*.

Before you start, check with your local municipality. Municipal zoning and planning boards determine the scale of operation permitted in an establishment. There are different types of food processing facilities you can establish; which one you should use depends on the type and scale of your food processing venture. For the minimum food processing facility requirements in NYS, I would recommend checking out Fact Sheet #28 of the Guide to Farming in NYS. This can be found online either at Cornell's Small Farm Website at www.smallfarms.cornell.edu or at the Northeast Beginning Farmer Resource Center website at <http://nebeginningfarmers.org>.

When considering your business, and contemplating establishing a commercial kitchen you need to consider the future of your facility. You should plan for future production, not where you are at right now with your business and production scale.

20-C licensed facilities. These are inspectable facilities that fall under the NYS Department of Agricultural and Markets (NYSDAM). The cost of the license is \$400/two years. This license applies to the processor; the facility itself does NOT have a license but NYSDAM must be able to inspect it. What can you process under a 20-C license? Any processed food, but low acid and acidified foods (pickles) must be packed in hermetically sealed containers.

Not Ready to Build your Own? What about renting a kitchen? Or using an incubator kitchen, shared use kitchen or other terms you may have heard? At the end of this article is a list of resources to help you find a kitchen. What to look for in a kitchen? In order of importance:

1. **Equipment**-What do you need to make it (the facility) work for you? Do they already have equipment in house? Be willing to try new equipment they might have on hand.
2. **Hours**-What will fit into your schedule? Sometimes the peak daytime hours are booked, but you might be able to negotiate earlier or later shifts for a lower rate, which might work better for production and timing of getting your product to market (i.e. 'bakers hours')
3. **Value-added services**-What does the facility offer along with the processing space and service? Do they have business counselors, marketing leads, networking and camaraderie?

Next Steps: Again, in order of importance, but you will have to do these at the same time:

Create a legal entity: whichever is good for you. Sole proprietorship with a DBA (Doing Business As); Partnership; LLC; Inc. Contact your county clerk's office to find out the cost of registering a DBA in the county your business will be operating. Educate yourself! Talk to a lawyer or attend many of the free classes given by different groups as to the different types and what it would mean to you.

Get your food sanitation course certificate. *Serve Safe* is accepted nationwide; contact your local Restaurant Association for details about the next course. Locally this course can be offered through Paul Smith's College in partnership with Cornell Cooperative Extension Franklin County. It is an 8-hour course followed by an online exam. **Food Handler's Certificate** involves course work done online, and you physically appear for the test. The fee is \$24 to take the test and get your certificate. Beals recommends you get this certificate. This is given in NYC only, <http://www.nyc.gov/html/doh/html/hany/hanyfood-online.shtml>.

Get your "Scheduled Process" from Cornell for a jarred or refrigerated product through the Northeast Center for Food Entrepreneurship <http://necfe.foodscience.cornell.edu>. The cost for scheduled process is \$90 for the first recipe and \$45 for additional recipes. It takes about 3-4 weeks to get your scheduled process approved.

Acid and Acidified Foods - in order to make acid and acidified foods, you must take the Better Process Class with Olga Padilla-Zakour, Director of the Northeast Center for Food Entrepreneurship. This is a full 2-day certification process and costs \$200-\$300. You must take it in order to legally make acid and acidified foods for sale.

Inspection: How often does NYSDAM inspect? When you establish your facility, NYSDAM will inspect and

Shared-Use Kitchens

then you can expect drop-in inspections 3-4 times per year.

Locally, there is an opportunity for farmers to work with Comlinks Gleaning utilizing their Harvest kitchen for co-packing fruit and vegetables. The facility can blanch and freeze products. The fee for service is 30% of your product rather than a cash payment. Comlinks also runs the food pantries in the county and the locally grown and processed food would be included in this food stream.

When using a co-packer, you want to make certain they are using scheduled process to make your product. The scheduled process for your product moves with the product. This means, if you change co-packers or facilities, the scheduled process travels with you.

Scale up Your Recipe/Convert to Weight: Beals recommends processors work with an experienced food person, such as an instructor at a local culinary school, to do this conversion. There are some applications for converting to weight. Beals also recommends the "Book of Yields" which has the average percent yields of over 1000 raw products when processed different ways, and there are numerous costing worksheets in the back to assist with product conversion, costing, and purchasing of large amounts of product.

Properly Price Your Product: This is critically important! This will make or break your business. You MUST SELL EACH AND EVERY ITEM IN YOUR RECIPE AT A PROFIT! Thus you need to know what it costs you to make the product, including cost of labor. Brian Norder with University of Vermont developed a value-added costing spreadsheet that is available from me here at CCE Franklin.

Plan Your Business: Basic Business Roadmap Outline

- Concept for your business. Maximum of 50 words.
- Long term objectives (max. 1 page)
- Summary of owners/management, team training, experience and skills (max. 1 page)
- Number of employees (if any, excluding yourself/partner as owners)
- Product-describe specific product or services (max 50 words)
- Brochure/Website/Social media (Facebook, Twitter, etc.)
- Promotion: How will the product/service be promoted (50 words max); What specific promotional tools will be used max. 1 page)
- Distribution methodology - How will the product/service be distributed (max. 1 page)
- Finances - review sources of current funding; Create a budget/profit & loss statement for the next year.

Insurance: You should have it. Both business insurance and product liability insurance; get your insurance in place 2-3 weeks before you actually start production. Find a good broker experienced in the food industry. Talk to your insurance provider as to what options are available to you. Workman's Compensation Insurance (WCI) is something you need to consider if you have employees. For WCI and disability insurance visit the State Insurance Fund site at <http://ww3.nysif.com/Home/EyebrowPages/onlineServices.aspx>.

Getting Your Product to Market: Where are you marketing or planning to sell your product? How will it get there? How will people know about your product? Regardless of who or where you get your product processed you will need to make the connection to the market. There are a number of different ways to market your product, but you need to determine how to thrive within the different marketing avenues. Seth Godin, states in his book Meatball Sundae (a must read!): "The New Marketing isn't a single event or website or technology. It's based on a combination of more than a dozen trends, each of which is changing the way ideas are perceived and spread." Godin defines Old Marketing as the "act of interrupting the masses of people with ads about average products. Masses of people can be processed quickly and cheaply and some would respond to your message and become customers. The key drivers of this approach were a scarcity of choice and a large resource of cheap attention." While New Marketing is "leverages scarce attention and creates interactions among communities with similar interactions. New marketing treats every interaction, product, service and side effect as a form of media. Marketers do this by telling stories, creating remarkable products and gaining permission to deliver messages directly to interested people." [2] Taking advantage of new marketing techniques and planning for these interactions will help you be successful at connecting with your customers. Agriculturally based products have a great story behind the product already, your 'hook' is the history of the family farm, legacy of production or knowledge of the lands, animals and community where you are growing, raising, making and marketing the product the consumers are purchasing.

It is important for you price your product properly so with every item, you are making a profit at any level of

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Shared-Use Kitchens

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customer. So, if you are selling a product wholesale, (to restaurants, stores, institutions etc.) in the volume sizes, you are still be making a profit at the lower wholesale price as well as at the smaller sized portions you might be selling retail. A word of caution, if you are direct marketing your product in the same area as your wholesale customers (for example, you sell your jam direct at the farmers market, but people can also purchase it from a local grocery store) you want to ensure that your retail price is not lower than your wholesale customers' retail price. If it is, you should adjust your retail price to meet that of your wholesale customer.

Packaging: Select the packaging and the sizes of your product for the market you are selling it in. All sizes are not created equal. Smaller does not necessarily mean cheaper. Smaller might be cuter, but isn't always easier and generally is more labor intensive than larger sized packaging. Test market your product and use the feedback you get. Farmers markets, craft shows, booths at the mall during holiday time are all great places to do market research on your product. Use family and friends who will give you honest, constructive criticism of your product that will help you strengthen your product. Remember packaging affects your shelf life and it is important to marketing your product and where you are able to sell. Research different packaging options via the Internet, trade shows or even what your competition is using; what do you like or not, how can yours be different? Or should it be different?

Labeling Your Product: Some basic things you are required to have on a label of your product regardless of where or how it is processed.

1. Name of the Product
2. Quantity or weight
3. Ingredients listing
4. Name of the processor and contact information
5. Business name and contact information
6. Distributor and contact information



Don't forget your Adirondack Harvest logo on your label!



Should you have a UPC code? Even small local stores like UPC codes. For \$760 initially you get up to 99 codes, and then it is \$125 each year. As to whether you should invest in UPC codes depends on where you are planning on selling your product. If you would like it in retail outlets that have the scanners for products, then you should invest in UPC codes for your product.

Kitchen Contract: Some final thoughts - remember the facility you are renting must be inspectable. Whether you are renting an existing processor's facility or using a local community commercial kitchen, the rate you pay depends on a number of factors: the facility, whether you supply the personnel or if the kitchen supplies the staff. Some shared use kitchens will allow you to be involved with the production but they supply the personnel for safety and efficiency reasons. With respect to rental agreements remember to read the fine print! Is there a non-refundable deposit?

Get your 20-C License: This can only be done after you are physically in the kitchen but you can certainly start the process when you are doing your insurance step. To get your 20-C license go to www.ny-permits.org then select "Online Applications" from the left hand menu, then select "Agriculture and Markets, Department of," then click on "Food Processing Establishment License".

How to Find a Kitchen: Here is a list of resources you can use to find different facilities.

- National Business Incubator Association, www.nbia.org. select 'links to member incubators' then select your state, and there will be a listing of all types of incubators.
- Northeast Center for Food Entrepreneurship, <https://necfe.foodscience.cornell.edu>. click on "Kitchens & Supplies" on the right, then select "Small Co-Packers & Commercial Kitchens"
- Other websites: www.commercialkitchenforrent.com. This started in 2008. They are trying to get listing from everyone and anyone who has kitchen space available to share, or running an incubator. Scroll down on the home page to select your state.
- www.culinaryincubator.com started in November 2008, and is getting information on a daily basis. Select a state, and scroll down past the map.

[2] Godin, Seth. Meatball Sundae: Is Your Marketing Out of Sync? New York, Portfolio, 2007.

Resources: Lynch, Francis T. The Book of Yields, Accuracy in Costing & Purchasing Eighth Edition. Hoboken, John Wiley & Sons, 2012.

Harvest News Briefs

Connect with Adirondack Harvest on Facebook

Social Media marketing has established itself as a major force shaping the way we connect with our friends, family and, in the direct marketing business, our customers. At the end of last year, we switched from a “group” page with about 70 members, to an “account” page. It’s been only a couple of months, but as of today we have 174 “friends” (another friend joined even as this was being written!) We use this page as a weekly short blog, and a place to post notices for local food events and interesting articles. Our policy on this page is that anyone can request to be friends on the page, but we will only “like” the pages of paid Adirondack Harvest members. And only posts by AH administrators will be visible (so you won’t see somebody’s personal photos, etc.).

We hope that you will connect with us, and we will continue to seek out connections for all of you that help to promote the region’s local food bounty!



Food Safety Recommendation Guidelines

The Farmers Market Federation of NY and Cornell Cooperative Extension of Jefferson County received a Federal State Marketing Improvement Program (FSMIP) grant from USDA AMS to develop a set of guidelines for farmers and farmers market managers to follow to ensure that foods being sold in various farm direct marketing outlets will be protected from potential contamination and be safe for consumers. The guidelines present recommended actions to take to minimize the risks of contamination in the retail setting. The curriculum can be found at the Farmers Market Federation of NY website, www.nyfarmersmarket.com. There is no fee for download and no restrictions on who may download, only that you provide a name and email address to allow the project team to follow up.

Beginning Farmer Online Spring Classes

These online courses help you continue your farming education. Courses run 5-8 weeks, cost \$175, and include both real-time meetings (online webinars) and on-your-own time reading and activities. Those successfully completing the course will receive a certificate and are also eligible for Farm Service Agency (FSA)

borrower training credit, which can improve your eligibility to receive a low-interest FSA loan.

- **Taking Care of Business**
- **Machinery and Equipment**
- **Berry Production**

To learn more about each course, visit

<http://nebeginningfarmers.org/>

More Flood Assistance

Applications for the Governor’s Business Flood Recovery and Mitigation Grant programs are now available. The new law includes the following support for communities recovering from these storms:

Business Flood Recovery Grant Program: \$21 million for small businesses, farms, multiple-dwellings and non-profit organizations that sustained direct physical flood-related damage costs not covered by other federal, state or local recovery programs.

Flood Mitigation Grant Program – \$9 million for county flood mitigation or flood control projects. The grants for each county range from \$300,000 to \$500,000; however, counties can jointly apply.

Eligible counties must be included in the federal disaster declarations for Hurricane Irene or Tropical Storm Lee.

Visit the DEC’s website at

www.dec.ny.gov/lands/79243.html and ESD at

[www.esd.ny.gov/](http://www.esd.ny.gov/BusinessPrograms/)

[BusinessPrograms/](http://www.esd.ny.gov/BusinessPrograms/FloodRecovery.html)

[FloodRecovery.html](http://www.esd.ny.gov/BusinessPrograms/FloodRecovery.html) to learn

more about these programs and eligibility.

Upcoming Events, Classes, Workshops

Farm to Chef Event

Wednesday, February 8

9:30am to 11:30am

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

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

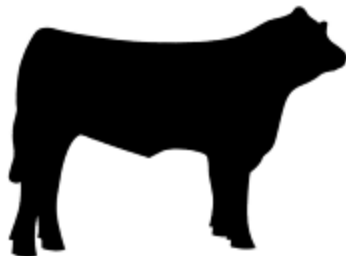
Beef Day

Saturday, February 11

10:00am to 3:00pm

911 Building, Malone

Instructors will cover the basics of production, herd and health management, feeding programs and marketing. Chateaugay veterinarian Dr. Bill Pfaff will discuss the basics of vaccinating cattle and working with a veterinarian. Rick Jackson from Merck Animal Health will cover deworming strategies. Adirondack Beef Company owner Steve Ledoux from Croghan will talk about marketing your farm and your beef products. The program is free with lunch provided by Merck Animal Health, but participants must preregister by Wednesday, February 8th with their local Cornell Cooperative Extension office: call 518-483-7403.



Managing Fertility to Increase Yields in Field Grown Vegetables

Wednesday, February 15

10:00am to 3:00pm

CCE, Plattsburgh

\$25/person including lunch
Dr. Stephen Reiners, Professor of Horticulture, Cornell University. The morning will go over the fundamentals of soil fertility and irrigation. The afternoon will apply those principles using 2-3 case studies from actual Northern NY vegetable farms. Both organic and conventional fertilizer sources will be covered, as well as strategies for optimizing fertilizer use to save on costs while increasing crop yield and productivity. This program is intended for commercial vegetable growers. For more information contact Amy Ivy, CCE Clinton Cty at adi2@cornell.edu or 518-561-7450

Adirondack Farmers Market Cooperative Annual Meeting

Sunday, February 26

1:00pm

Town of Saranac Office Building on Rt. 3

Pot luck dinner followed by a business meeting, election of board members and a free raffle of door prizes. Want to learn more about the 10 markets we are sponsoring in 2012, and meet other vendors? All interested in being 2012 members are welcome. Membership of \$35 can be paid at the meeting before voting. In the spirit of the United Nations Year of the Cooperative come see how this 22 year old cooperative has helped small local family businesses in the Adirondacks. For more info on our rules and by-laws, etc. see www.adirondackfarmersmarket.com

2012 Small Farms Summit

Wednesday, February 29

9:30am to 3:30pm

**St. Lawrence Cty CCE Extension Learning Farm
2043 SH 68, Canton**

Participants will reflect on recent successes and identify new concerns and challenges affecting the growth of the small farm sector. In the morning session, we'll discuss issues that emerged in the survey and generate additional ideas from participants. In the afternoon session, participants will work within their regional sites to prioritize areas of importance over the next 5 years. Free, plus lunch will be provided. Farmer participation is especially encouraged, but educators, agricultural service providers, policy makers, non-profit organizations, students and community members are all welcome. To register contact Brent Buchanan at bab22@cornell.edu or 315-379-9192 Ext 231.

Movie Night!

Small Farm Rising

Thursday, March 1

5:00pm to 9:00pm

**Lake Placid Center for the Arts
17 Algonquin Dr., Lake Placid**

Enjoy an evening out viewing this locally filmed movie! Refreshments by Green Goddess Natural Foods and Desperados. Display tables, CSA sign-ups. Benefits Northern Lights School and Adirondack Harvest. Tickets \$18 adult, \$12 age 5-12, under 5 free. Available at LPCA box office, Nori's Market, Greenpoint Foods, Green Goddess, and Dogwood Bread Co. For more information call 518-523-4676.

Upcoming Events, Classes, Workshops

Food From the Farm: Eating Local in the North Country

Saturday, March 3

4:00pm to 8:00pm

**Plattsburgh City Gymnasium
52 U.S. Oval, Plattsburgh**

Producers from Essex, Clinton and Franklin counties will display and sell their products. Free samples & live music! Chef David Allen will produce a sumptuous local dinner. Display area free and open to the public. Dinner from 6 to 8 with pre-paid \$20 ticket only. Contact CCE Clinton Cty. for tickets and info, 518-561-7450 or adi2@cornell.edu.

Wholesale Success Workshop

Monday, March 5

9:00am to 2:00pm

**Madrid Community Building
1835 State Highway 345**

Madrid

North Country fruit and vegetable growers are invited to the Madrid Community Building for a free daylong workshop covering topics including the advantages and disadvantages of selling wholesale, crop selection and planning, packing and grading, post-harvest handling and the food safety needs of wholesale buyers. Event is free, lunch is included, but registration is required by February 28. To register call 315-261-8054 or email info@gardenshare.org.

Farmers Market Managers Training: Keeping the Momentum Going

March 8, 9, 10

Marriott Courtyard, Saratoga

This annual conference builds on market managers' existing

knowledge and offers valuable tools and information to help local markets and their vendors succeed and prosper. Looking at issues such as innovative means to recruit farmers, working with boards of directors, ways to engage the community, directing the energy of your community to build market relationships, tips and tools for reaching your consumer base. The Friends of the Rochester Public Market will present the value of Friends organizations and how to organize a Friends group. A special market manager's team challenge assignment will kick off the three day event. Conference fees vary. Visit the Federation's website for registration information
www.nyfarmersmarket.com/workshops.htm

Pre-Season Direct Market & Food Safety Trainings

Saturday, March 10

CCE Franklin Co., Malone

Saturday, March 24

For Essex & Clinton Counties

AuSable Grange, Keeseville

March 27 & 28

CCE Jeff. Co., Watertown

(food safety only)

April 9 & 10

St. Lawrence County, CCE

(food safety only)

Learning Farm, Canton

Get ready for the 2012 market season. Vendors and market managers sign up today!

Topics include:

- Food Safety Guidelines at farmers markets, CSAs, farm-stands, etc.
- Marketing tips to spice up your farmstand or market.

To register in St. Lawrence Cty. call 315-379-9192,

Jefferson Cty. call 315-788-8450, Franklin Cty. call 518-483-7403, Essex & Clinton Counties call 518-962-4810.

Cheesemaking Workshop

Saturday, March 17

9:00am to 4:00pm

Burke Fire Station

Burke

Margaret Morris from Glengarry Cheese is the instructor. For more information or to register please contact Bernadette Logozar at 518-483-7403 or bel7@cornell.edu

Dig In! Food & Garden Conference

Monday, March 19

8:00am to 4:30pm

**Clarkson University Student
Center in Potsdam**

This conference will offer information, inspiration and resources to develop and strengthen food-based projects at the organizational level. By focusing on organizational-level programs and practices, *Dig In!* promotes cultural and environmental change that positively affects many individuals. There is something for everyone at *Dig In!* Participants may include school staff & parents; business owners & employees; community leaders & residents; and health & food-focused professionals. Plenary sessions will address food systems topics relevant to all, while workshops are organized in four distinct tracks: Schools; Worksites; Retail & Restaurants; and Communities. To register, sponsor or learn more, visit the Health Initiative at gethealthy.slc.org or call (315) 261-4760. The registration deadline is March 9 and space is limited, so register soon!

ADIRONDACK HARVEST MEMBERSHIP FORM

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

Name _____
 Address _____
 Phone _____
 Email _____

Please circle type of membership:

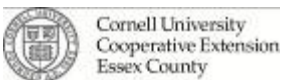
- Farmers, Producers, and Processors \$25 annually (further donations appreciated)
- Student Farmers, Producers and Processors \$5 annually
- Supporter: Restaurants and Stores \$25 annually (further donations appreciated)
- Friends (circle level of membership)
 - annual \$25
 - \$100
 - \$500
 - \$1000 other _____

If you are a new member you will need to include the appropriate information sheet for your business so that we may add you to our data base and web site. Forms are available on the adirondackharvest.com 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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