



Harvest News

ADIRONDACK HARVEST

In coordination with Cornell Cooperative Extension of Essex County Winter 2013

"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."

2013 Membership Renewals Now Due!

Just a reminder that it's time to pay for your 2013 membership. Many of you have mailed in your dues already (thank you!) but now we need the rest of you on board. If you are unsure of your payment status please notify Laurie at lsd22@cornell.edu for clarification. We have plenty of members who have paid one or more years in advance by accident. ☺

Non-payment, however, will result in your business information being 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.**

How is your membership dues used? \$15 goes directly into our regional organization, known as the "Inc.". Last year we took in about \$2,500 from dues. This money, along with grants and sales of the Adk Harvest cap, allows us to pay for the website, memberships in other buy-local organizations that help promote us, and other region-wide expenses. The remaining \$10 of your dues goes to your local chapter to be used as your members see fit, such as promotional materials, festivals, etc.

Congratulations to Adirondack Harvest members Wynde-Kate Reese and Tammy Loewy, owners of Green Goddess Natural Market and the Scape Café on their recent upgrade and move to a new location at 2051 Saranac Ave. in Lake Placid. Green Goddess Natural Market offers a full range of organic and natural foods and supplements, while supporting the local and regional communities by selling hundreds of products that are grown or produced in the North Country and surrounding New England states. We appreciate that Wynde-Kate and Tammy go out of their way to buy products from our local farmers. They are boosting the local economy while providing our consumers with delicious food. Great job!



Adirondack Harvest Travel Reimbursements

Did you know that Adirondack Harvest offers reimbursement funds for members traveling to workshops, meetings, conferences or any educational venue? We set aside \$500 each year to help offset the cost of these travels, up to \$100 per member per event. You must fill out our reimbursement form, provide proof of payment for the event and submit a brief account of something you learned that could benefit our members. We'll publish this write-up in our Harvest News. The story at right was provided by Beth Spaugh, an Adirondack Harvest member who attended the Farmer to Farmer Advanced Conference on High Tunnel Growing. If you are interested in this benefit please email us at info@adirondackharvest.com.



Rob Hastings [pictured above, third from left], one of the founding members of Adirondack Harvest, would like to announce the beginning of his 25th year farming in Keene Valley. Says Rob, owner of Rivermede Farm, "My, how time flies by when you are having fun farming (most of the time...)." There will be at least one celebration at the farm this summer, dates yet to be determined. Rob is known for his innovative techniques to making farming in the Adirondacks feasible. He is featured in our first documentary film project "Three Farms" demonstrating his use of high tunnels, a novelty in this region at the time. He has endured such farming challenges as frost episodes in every month of the year and profound flooding from hurricane Irene. We applaud his resilience and determination to continue providing fresh local food to the North Country.

High Tunnel Conference Report

By Beth Spaugh, Rehoboth Homestead, Peru, NY

I attended the Farmer to Farmer Advanced Conference on High Tunnel Growing Dec. 5 – 6, 2012. It was organized/sponsored by NOFA-VT, The Vermont Vegetable & Berry Growers Association, and UVM Extension.

Though the presentations were all useful, two in particular stood out for me. I have heard of and seen "caterpillar tunnels", and have started to construct one, but got stuck on making the plastic tight and anchoring it. Ted Blomgren gave a detailed presentation which gave me the confidence to move forward with caterpillar tunnels next year.

The other information that was very new to me was soil testing for long-term high tunnels. Bruce Hoskins from the University of Maine compared growing in high tunnels to farming in an irrigated desert such as California. Since we almost can't put on more water than the crops are taking out, nutrient buildup/leaching is not a concern. Salt and nitrate buildup are. He advocated building up the soil nutrient reserves to the high level and then testing for and fertilizing based on water soluble nutrients. This is done with a much different soil test than that used in field growing. I have been advised before that it would be good to use this test, but did not understand why. I know I have had nutrient deficiencies in my hoophouse tomatoes, and will use this soil test next spring before planting.

Another concept that "hit home" was several growers of winter greens saying they grow the greens in order to sell more profitable stored root crops. I always thought of the root crops as low value and the salad greens as high value, but looking at overall profitability they say it is the other way around, and as I weigh root crops and sell by the pound, and compare labor inputs, it makes sense. I will do a better job with root crops in the future.

The PowerPoint presentations are posted on UVM's Vegetable and Berry page:

<http://www.uvm.edu/vtvegandberry/>



Adirondack Harvest Chapter News

In lieu of chapter reports, we present a list of 2012 Adirondack Harvest accomplishments (some are specific to Essex County)

- Published quarterly editions of The Harvest News
- New Facebook page established
- The Small Farm Rising was shown on PBS stations in 14 states, and at 11 private screenings. Facebook page has 88 followers. Over 600 copies of the film have been sold or distributed. All Essex County libraries were given free copies of the DVD.
- Held a Social Media Marketing class
- Attended the NOFA-NY conference
- Held the annual Farm to Chef meeting in Lake Placid.
- “Food From the Farm” event was held in Plattsburgh to benefit Essex, Clinton and Franklin county farmers.
- Educated attendees of the “Dig In” conference in Potsdam about farm to chef connections.
- Held a pre-season direct marketing workshop to educate farmers and market managers on new food safety recommendations on and off the farm.
- Held two task force meetings to discuss sustainability of Adirondack Harvest, Inc. and how to best serve Essex County.
- Adirondack Harvest received a \$19,000 grant from NYSDAM to purchase promotional materials for Adirondack Harvest farmers.
- Compiled the 2012 farmers market list for the Adirondacks.
- Worked Adirondack Sustainable Communities to map potential farmland in Essex County.
- Published a local food guide with Clinton and Franklin counties
- Published the 2012-13 Essex County local food guide.
- Held a “Totally Tomatoes” workshop.
- Served samples of locally grown food at the Essex County Fair.
- Completed a Marketing Channel Assessment Tool study.
- Promoted Adirondack Harvest at the Wild Center’s Flavor Fest.
- Worked with the Adirondack History Center Museum to bring “A Taste of Local” to Essex County.
- Held “Forest and Field” at DaCy Meadow Farm.
- Held the 5th Annual Great Adirondack Rutabaga Festival.
- 6000 new rack cards were produced to promote specialty crops.
- Delivered boxes containing over \$100 worth of promotional items for AH specialty crop producers including:
 - * Reusable market totes
 - * Magnets with AH logo and a “quick response” code
 - * Labels to more prominently display the AH logo
 - * Durable weatherproof signage
- Produced more farmers market directional signage.
- Delivered new banners to CCE offices to promote AH.
- Delivered wooden posts to help farmers display their Adirondack Harvest weatherproof signage.

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

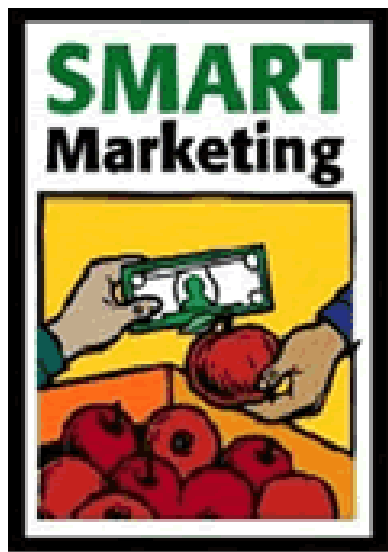
Contact Jane Desotelle at 563-4777 or underwoodherbs@gmail.com to participate in the Clinton County chapter.

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



Making the Most of Collaborative Marketing for Your Farm

Jim Ochterski, Cornell Cooperative Extension-Ontario County

It seemed like such a simple idea: several small farm owners in the community realized they would rather work together than against each other when it comes to sales. One of the farmers suggested a group effort to merge their marketing efforts into one common identity. Within a few months, they had a group name, a logo, and they generally agreed who was going to grow what. As harvest season approached, there was trouble. The buyer complained that the products from each farm were inconsistent and they did not know who they were supposed to be talking to. Deliveries were delayed when one of the farms got tied up serving another market. Worse, another farm had been lagging in their food safety certification and the whole group was nervous this problem could cost a lot of money.

Collaboration seemed like a good idea at the time, but became a major source of stress and financial pressure.

Collaboration is on the minds of many farmers in the Northeast US. As local food evolves beyond farm markets to serve larger clients like schools, restaurants, and distributors, it becomes very challenging for a single individual farm to keep up. Collective projects like food hubs, aggregation centers, or farm product pools show a lot of promise, but there is more to these than meets the eye. The 2012 New York Small Farm Summit mobilized the voices of many farmers, and determined that enhancing food distribution strategies to serve local and regional markets is the top priority for small farms. In response, Cornell Cooperative Extension hosted a one-day collaborative marketing seminar and subsequently produced a new bulletin, *Collaborative Marketing for Small Farms: Selling and Working Together for Profitability*, which is available as a free download at the Cornell Small Farms website.

There are a lot of good reasons to market collaboratively with other farms. The group effort can reduce individual farm marketing expenses, increase the capacity to serve a new buyer and reduce their risk, maintain product availability by dividing production across several farms, or to maximize a marketing advantage that several farms share.

One of the first things many producers presume about market collaboration is that they automatically need to organize a cooperative; this is not true. There are several collaboration



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approaches available to farms. Collaborative marketing agreements range from very simple contracts to the formation of new corporations. Something as modest as a consignment agreement allows one farm to sell through another's market channels. More complicated options take longer to form and involve many legal, business, liability, and taxation considerations. Many small farms will benefit from starting with basic agreements (such as a joint venture or consignment), maintaining independence as an individual farm, before committing to a more lasting business structure.



The group effort, described at the beginning of this article, experienced trouble because they were relying on a general sentiment to work as one, rather than a written agreement. Informal agreements, especially oral agreements, carry a lot more risk than meets the eye. What each person recalls from an oral agreement may be different because there is no record of what exactly was agreed to. An oral agreement is also risky for your farm because the oral agreement could become legally binding when you would rather it didn't. If two or more farms collaborate without a written agreement, the law can imply that a general partnership is formed. This can unintentionally create legal problems and even liability for each other's debts.

Each farm involved in a marketing collaborative is still obliged to look out for its own interests. A written agreement is the best way to make sure good intentions turn into good business.

Attorneys are usually necessary to develop collaborative marketing agreements. Even though one of the key elements of collaborative marketing among small farms is simplicity, if an agreement is too simple, the participating farms can face big disagreements and supply problems that can make everyone look bad. There are tough and unfamiliar issues that need to be addressed by a qualified attorney in most farm collaborative arrangements:

- Determining the legal identity and product liability of the collaborative in case of problems
- How and when to allow other farms to enter into the collaboration
- Which participants are authorized to sign contracts on behalf of the whole group
- How to enforce oral agreements if there is a dispute about who said what

Fortunately, a small group of farms can combine their marketing efforts and experience the best aspects of what collaboration can bring with communication, enhanced market opportunities, an improved bottom line, and achieving a shared goal with fellow farmers.

For more details, download and read Cornell Cooperative Extension new bulletin, Collaborative Marketing for Small Farms: Selling and Working Together for Profitability. The publication is available online at www.smallfarms.cornell.edu/marketing.

Jim Ochterski is an Agriculture Economic Development Specialist at Cornell Cooperative Extension of Ontario County. He can be contacted by e-mail jao14@cornell.edu or 595-394-3977 x402.

Smart Marketing



How Food Marketers Can Make “Win-Win” Adjustments to their Strategies to Help Consumers Eat Better while Staying Profitable

article summary by Brooke Pearson (B.S. 2013) and Kristen Park
Cornell University

Food marketers are masters at getting people to crave and consume the foods that they promote. Often their marketing tools are used in response to consumers’ desires for tastier, more convenient and less expensive foods. Unfortunately, much of the food that is advertised may be high in fat and sugar. With the obesity epidemic at an all-time high, we need to look for marketing solutions that can have positive outcomes for both businesses and consumers.

The following is from an academic article that describes how food marketing may be influencing consumption and over consumption. It then provides food marketers with some promising ideas on how they might meet their business objectives of profitable sales and at the same time make adjustments to help consumers eat better. The authors are Pierre Chandon¹ and Brian Wansink² and the full article can be found at: http://foodpsychology.cornell.edu/pdf/market_fat.pdf.

Summary

It is important to understand that marketers and the executives who guide them are torn between satisfying the desires of various consumers, the demands of their shareholders, and the concerns of public health organizations that largely perceive the food industry as the new tobacco industry. Looking for solutions that would work in today’s fast-paced culture, we scoured a host of marketing studies and examined current marketing trends. We then identified changes that food companies can implement to continue to grow their profits without growing their customer’s body mass index (BMI). In our exploration we chose to focus on key marketing tools, all of which have powerful effects on consumers.

Pricing is one of the strongest marketing factors that predicts energy intake and obesity and explains why obesity mainly plagues lower-income consumers. Econometric studies suggest that lower food prices have led to increased energy intake. Within the last thirty years the price of food has drastically declined which in turn may have caused people to eat more. In addition, one study suggests that if fast food prices were increased by a mere 10%, the obesity rate would decrease by 0.7%. People accelerate the consumption of products they believe were purchased at a lower price. We suggest applying this principle to healthier foods by offering quantity discounts or bonus packs. This can induce consumers to increase their purchases of fruits and vegetables, for example. Other win-win considerations include:

- Reduce retail price of healthy food through more efficient production and distribution, e.g., lower spoilage with better packaging.
- Give coupons or discounts on fruit and vegetables, such as \$1 off salads, buy-one-et-one-free.
- Use social media to promote healthy food choices.

Marketing **promotion**, or communication, enhances consumers’ expectations of taste, quality, and social value. Today, 72% of television advertising for food promotes candy, cereal, and fast food. A study in Montreal proved that banning television advertising in children’s programming reduced

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consumption of sugared cereal and trips to fast food restaurants. Promoting healthy foods in and of itself to consumers may not be effective though because of the stigma that they will taste worse. We propose re-branding healthy foods on non-health related positive benefits. Some win-win considerations include:

- Increase the use of social media and adver-gaming for healthy products.
- Increase healthy eating in the media; in movies and TV shows, portray characters eating healthily, especially in media geared towards kids.

The tastiness and package size of a food *product* can have an effect on satiety and how much a person ultimately consumes. Increasing the flavor complexity and number of components in a food improves its overall tastiness rating. Offering healthy foods that have more complexity, such as a fruit salad instead of a whole fruit, can increase consumption because of both variety and convenience. Larger package sizes can lead people to eat more. Reducing package sizes of less healthy foods by elongating the packages makes the size reduction less visible, which in turn can make choosing a smaller size more likely. Furthermore, restaurants can add a smaller size on the menu. Even if nobody chooses it, it will make other sizes look bigger and will lead people to choosing smaller sizes.

Eating is often more than just food intake; it is a social activity, a cultural act, and a form of entertainment. The eating environment, or *placement*, can promote mindless behavior that causes people to eat more food than they realize. For example, studies have suggested that the increased availability of fast food (but not full-service restaurants) is a strong predictor of local obesity. Salience, or visibility, matters. When jars of 30 chocolate candies were placed on the desks of secretaries, those in clear jars were consumed 46% more quickly than those in opaque jars. The more visible and accessible a food is the more of it will be consumed. Displaying healthy foods in highly visible areas will increase consumption. For example, fast food restaurants could more prominently display an attractive picture of a salad, and grocery stores might replace candy with fruit and healthy snacks at the register. This and previous research shows that small changes in the eating environment can cause a significant difference in the width of our waistlines. Other win-win considerations include:

- On dining tables at home or in restaurants, replace foods that are easy to eat, such as chips or bread, with food that is more time-consuming to eat, like peanuts
- Instead of asking consumers if they want the supersize, ask if they want to add a salad or another healthy item that brings in more money
- Serve the same size portions on smaller plates to reduce consumption and maintain satisfaction

Food companies are already trying some solutions to mitigate the effect of overconsumption. Some of initiatives include:

- Chili's \$20 dinner for two – each person gets an entrée but they split an appetizer.
- A Bunch of Carrot Farmers has fun, innovative advertising for produce, “Eat ‘em like junk food” campaign for baby carrots on YouTube.
- Food companies have reduced the amount of fat, sugar, and salt in many of their products without compromising the product's taste
- Positioning chocolate milk in the school lunchrooms so it is less convenient to take

Food marketers can use these and other suggestions located in the complete article as a winning formula to make money while promoting healthier foods!

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²Wansink is with the Dyson School of Applied Economics and Management, Cornell University, Ithaca, NY.

Small-Farm “Egg-onomics”

By Josh Vaillancourt, Woven Meadows

We sometimes receive wide-eyes or raised eyebrows when we answer the question “how much are your eggs?” Our pasture-raised, free-range, organic-fed hen eggs, we reply, are five dollars per dozen. Since supermarket eggs can sometimes dip below \$2 per dozen, it may indeed be hard to comprehend how there could be such a price difference – they're more than twice the price! Nor is it uncommon to know of a neighbor or road-side sign advertising a dozen eggs from a backyard flock for two to three dollars per dozen, further supporting the idea that eggs are and should be cheap.

We are not trying to produce some elitist egg which only the wealthy can afford, nor intending to price-gouge anyone. Rather, we are trying to produce the healthiest eggs in the most ethical, sustainable fashion, at a fair price.

There's a lot that goes into the cost of producing an egg, and since we're at the point of business planning, to develop and grow our farm, I took the time to perform an “enterprise analysis” on each of the components of our farm, including our egg production from our flock of pastured, free-range, and organic-fed hens. Putting together an extensive tally of all the costs that go into producing our eggs yielded some surprising insights, and proves invaluable for understanding our profitability (or not...). For readers who are fellow farmers (even at the “backyard” scale), this might help inform your own pricing, while readers who are purchasers of eggs (of whatever type) might more fully understand all that goes into producing those eggs in that carton.

So here goes, full disclosure ahead!

The way I performed our analysis was first to add up all the costs that go into a single laying hen over its lifetime, which I set at 2.5 years. It takes about 5 to 6 months for a newly hatched chick to reach laying age, when it will then lay for about a year, take a break while molting, and then produce again for about a year (at a lessened rate) until molting again (at which point we would butcher the birds for stewing hens, because production levels subsequently drop further and the bird would no longer pay its keep).

First, the costs of the chicks. I figured about \$3 per day-old, sexed chick, delivered to our farm. Of course, not all chicks make it through the brooding phase, so factor in a loss (say, 10%), and the per-chick cost is \$3.33. That chick is also going to need some bedding, a heat source, a waterer, feeder, and of course a place to live. Once it reaches about 4 weeks, it can go outside to begin its pastured, “free-range” life – I say “free-range,” because our chickens are not completely free-range, and the reason for this is that we have foxes and coyotes and the like who happen to love chicken. So we raise them outside in portable electronet fencing. We set up a temporary paddock (if using one roll of fencing, we can get a 40' x 40' space, but we sometimes combine multiple rolls), and move the birds to new paddocks when they have done a good deal of pecking, scratching, and grazing, which is about once per week with our current numbers. They also have portable shelters. We raise the laying hens in the same manner, just in a different shelter (we're currently using a gutted camper!) and separate paddocks. In the harsh winters, the birds have to come indoors, where they're supplied with deep bedding).

Now, the costs of all that equipment gets both spread out across how many birds it can service (e.g. a waterer can serve 50 hens, while the brooder heater, since it is used for broilers, ducks, and turkeys throughout the summer, might serve 500 birds), as well as how many years it can be used. Added up, I estimated \$3.60 going into the equipment and bedding costs of raising a laying hen from chick to “retirement.” There was also the \$3.33 cost per chick, so we're up to \$6.93 – but haven't yet touched the costs of feed.

Going by both what I've read on the matter, and what our own record-keeping affirms, it takes about 16 pounds of prepared feed (starter and grower) to raise a chicken to laying age. Afterward, a hen

Egg-onomics continued...



consumes 0.2 to 0.25 pounds of feed a day. Now, we do raise our birds outside on pasture, and we do see them scratching and pecking and grazing, so doesn't that cut down on feed costs? I can't say it does by much. For one, it takes energy for the birds to do that work; for another, grass is not easily digestible by poultry. They can acquire a wealth of vitamins and minerals and other healthy compounds from foraging, but not a whole lot of extra calories it seems. (I have read that pastures really high in legume content, such as clover and alfalfa, will provide much of the protein a chicken needs, allowing the grower to feed lower-protein, and thus

cheaper, feeds, but our pastures are not at that point right now. Alternatively, really low densities – like 10 birds per acre, would be enough, but then you'd need a pretty extensive perimeter fence or good livestock guard dogs, and enough acreage for a profitable number of birds.)

So, for the two years where a chicken is laying, it will need about 180 pounds of feed, plus the 16 pounds bringing it into hen-hood. We feed certified-organic feed, and when we buy it by the pallet, this year were able to get it for about \$23 a bag. The price for smaller quantities at the feed stores seemed to be about \$24 to \$26 per bag, so we were able to save a couple bucks there. Non-organic, conventional feed seemed to be in the \$12 to \$14 range, if I recall, so a bit more than half the price.

Now brace yourself. Remember our non-feed costs were \$6.93 per bird? Well, the feed costs come out to \$90 per bird! So feed costs around 1200% more than everything else combined. Put differently, even when you manage to save money on your equipment and chick costs (say, you throw together a \$200 shelter instead of a \$400 one), relative to feed those savings really aren't much. Feed is the predominate expense, and would be the biggest place to save, if you can. We already buy it in bulk by the pallet load (1 ton), albeit still in bags. The next step would be having bins to purchase feed in bulk delivered by the grain truck, but of course those bins costs something too. But you also need to feed that feed quick enough, else you lost a lot of quality. Which means you need more birds, a larger scale, more land, more labor, all while maintaining the integrity of your sustainable practices...plus a large enough market to buy those eggs.

Other potential cost savings include purchasing whole grains and feed components (e.g. shell corn, whole barley, soybean meal, mineral mixes, etc) and grinding/cracking/soaking/sprouting your grains and making your own mix. Again, more storage needed, and probably a grinder of some sort, but you probably would have the freshest, highest-quality feed, and so may save some on the amounts needed. (Buying whole grains by the bag seems to be worse than buying milled feed by the bag – the few times we've purchased whole corn or "scratch," it was pretty much the same cost as the milled feed!)

So the lifetime costs for one laying hen is about \$97. Since we can consume the "retired" birds as stewing hens, some value is reclaimed there (a three-pound bird selling for however much per pound), but there is also a butchering cost, so the recovered value might only be \$6 to \$10.

Having considered the expenses, the next question concerns income, and that revolves around how many eggs are to be produced, and in turn the price at which they'll be sold. While commercial layers may top 300 eggs per year, I don't think our birds reach that, since we have standard breeds as well as

(Continued on page 10)

Egg-onomics continued...

(Continued from page 9)

hybrids, who aren't cooped up in a cage with no room to move... I figure about 250 eggs in the first year, and 150 in the second, for a total of 400 eggs, or 33 and 1/3 dozen.

Now we can spread the lifetime costs of the hen over the number of eggs she'll produce. Per dozen, the non-feed costs come out to just \$0.21 per dozen. The feed costs, on the other hand, are \$2.70 per dozen! Add in the costs of packaging (we do have to buy many cartons new) at about \$0.35 per carton (and that was buying a year's supply...), while subtracting the stewing hen credit, and we wind up with a per-dozen cost of \$3.08 to produce for sale a healthy egg from our free-range, pastured hen.

Selling that dozen at \$5 then, our profit margin on a retail dozen is a bit under \$2 (and for our CSA-egg subscriptions, the margin is even less). Remember, no labor has yet been factored into our costs. For how many chickens? We currently keep about 50 layers at a time (half first-year and half second-year layers), along with the replacement set raised over the summer. So if we spread out the 400 eggs a chicken will lay over its total life (not just its productive life, but over the time it is growing and molting as well), which at 2.5 years is 900 days, for a little less than half of its days actually producing an egg, multiplied by 50 hens, we get on average a little under 2 dozen eggs a day. So our *average* profit per day is just \$4. I'd like to say we average half an hour of work per day for all the laying chicken and egg related tasks, for a wage of \$8 per hour, but that might be overly generous and optimistic... The pastured/free-range aspect of our production takes the most labor (moving birds, shelters, and fencing is time consuming), but that is the key to the nutrition and quality of pastured eggs.

If, for arguments sake, we increased our flock to 100 birds, doubling production, to bring in \$8 per day, we probably would not spend twice the labor, so we'd have a better rate of return...but we'd also need more customers or outlets for those eggs, which might include wholesale, which might require grading (candling) each egg, which would be sold at a reduced cost, which would cut into the margins...you get the idea!

Supposing we fed conventional, non-organic feed, the feed costs per dozen, again, *over the life of a chicken*, would be around \$1.45. With the same capital costs, that would be \$1.66 per dozen. So this is probably the ballpark costs of the backyard flockster selling eggs (they probably get by with all reused cartons), though the smaller scale may allow more use of kitchen scraps, and more space for the hens to forage for bugs, worms, clover, and the like, so costs are reduced some. But selling, or buying, those eggs at just \$2 or \$2.50 per dozen is not providing much profit to the backyard chicken keeper, more of a supplement to their costs, for the fun of keeping chickens and supplying their family with healthy eggs.

Thus the price discrepancy with mass-produced supermarket eggs. When someone's raising thousands of laying hens, their capital costs might not be any less than ours (indeed, it might be more), but the sheer volume of feed purchased is going to reduce their feed costs substantially, and probably their labor per bird or egg will be less as well, through more automation. If an egg is an egg is an egg, there's really no reason NOT to purchase those \$2 per dozen eggs. We're pretty sure, though, that our pastured eggs are healthier and produced in a more ethical fashion. By the way, certified-organic eggs in the grocery stores seem to be about \$5 per dozen as well, but that doesn't mean they were pastured or free-range...

So there you have it – our small farm “egg-onomics.”



Harvest News Briefs

Ogdensburg Green Market

The Ogdensburg GreenMarket will hold its annual meeting on Tuesday, March 12th at 4:30PM at the Dobisky Visitor's Center. The market is looking forward to building on last year's successful launch of an additional Thursday market located on the grounds of Claxton Hepburn Medical Center. As part of the hospital's Community Wellness Program, Ogdensburg Greenmarket was asked to bring the market to the hospital where not only the staff and visitors became loyal customers, the food services department purchased produce for their Cobblestone Café. The regular Saturday market in Library Park will benefit from the many improvements being made to the marina district in Ogdensburg as well as all the events planned in and around the area this year. First Presbyterian Church generously offered the market to set up inside from the end of September to mid December providing an extended market to the late season farmers, fresh pines wreaths and other holiday decorations and our meat, poultry, egg and bakery vendors. The market introduced GreenMarket Gift Certificates last summer which proved to be a big hit as employee incentive awards and thank you gifts from local businesses.

quality organic loose leaf teas and accessories as well as baked goods. SNAP/Food Stamps will be accepted on eligible food products. Stop by to enjoy many of the locally made products that were available during our summer market.



High Peaks Winery



C. L. Cook Farms

Potsdam Winter Market

Potsdam Farmers Market will offer a winter market starting Saturday, Jan. 19th, and continue every Saturday thru May 4th from 1p.m. to 3 p.m. at the VFW located at 95 Market St. at the corner of Market St. and Washington St. in Potsdam. Vendors will include: The Smith Farm who will be offering chicken and turkey, C. L. Cook Farms who will be providing beef, pork, lamb, baked goods and maple products, High Peaks Winery offering a wide variety of fine wines, Trout Brook Treasures with handmade jewelry, super pot holders and other assorted handcrafted items, Miss D's Alpacas offering gloves, hats, scarves, and socks made from alpaca wool, and Specialtea Teas offering premium

Better Farm

Better Farm (www.betterfarm.org) is a sustainability education center and artists' colony in Redwood, N.Y., offering year-round educational workshops, internships, artist residencies, gallery showings and events, and an ongoing commitment to sustainable living and community outreach. Better Farm's Sustainability Internship Program offers individuals an immersive, introductory crash-course in sustainability initiatives. Interns will receive a hands-on education in a myriad of seasonal topics related to sustainability and environmental issues, including:

- * organic small-scale farming and gardening
- * greenhouses and four-season farming
- * compost methods
- * alternative building and energy

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Harvest News Briefs

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- * rain and graywater collection
- * aquaponics
- * chicken care
- * community outreach initiatives (supper clubs, volunteer work at area farms, workshops, presence at local events)
- * homesteading (organic cooking, canning/preserving, splitting wood)
- * outdoor survival

Better Farm's Sustainability Internship Program runs in one- to three-month intervals. Those attending will receive daily assignments and chores all related to sustainability initiatives and organic farming, as well as the opportunity to design and implement projects on their own. Upon completion of all units and responsibilities, interns will receive a certificate from Better Farm.

College students may additionally receive course credit for completion of Better Farm's Sustainability Internship Program (pursuant to agreement by that individual's school).

Interns are immersed from day one in the local culture while working alongside other residents at Better Farm and in the Redwood community. Interns are expected to do their share in maintaining the condition of Better Farm as well as its peaceful environment. Those accepted for internships at Better Farm are expected to work seriously—and to conduct themselves in a manner that aids fellow residents in their endeavors.

Many sustainability specialists visit Better Farm throughout the year to offer mentoring and guidance to students interested in coming here to work and gain valuable experience. Additionally, interns have the option of taking any workshops and participating in any excursions or field trips scheduled during their time at Better Farm.

Interns live on-site and communally on the Better Farm campus in shared rooms. For more information and to download the application, visit <http://www.betterfarm.org/sustainability-internship>.



GRANT PROGRAM GENERATES NEW RESOURCES

The Cornell Small Farms Program is pleased to announce a variety of excellent new resources generated from project recipients of the 2012 "Small Farm Grants Program." This program offers up to \$5000 per year to organizations in New York that present compelling projects to serve and support small farms. This year, four projects were funded: 12 "How-to-Graze" Video Series, Farmer Experiences and Models for Building Successful Farmer-Distributor Relationships, Promoting Workplace CSA in the Southern Adirondacks, and a New & Improved Sheep & Goat Marketing Website. An additional project to support a small dairy field day series during Summer, 2012 was also funded. Detailed reports reflecting on project successes and lessons learned, as well as additional educational materials for any of the initiatives below, are available at <http://smallfarms.cornell.edu/projects/grants/>

SMALL FARMS RECOMMENDATIONS

The Cornell Small Farms Program is very pleased to announce the release of the "2012 Recommendations for Strategic Investments in New York's Small Farms." Download the full report and access supplemental materials at: <http://smallfarms.cornell.edu/projects/summit/>. This colorful report details the top 8 priorities for enhancing the viability of small farms in New York and provides concise justifications, suggested actions and relevant resources for each. The report can be used to justify grant proposals, promote rural economic development, stimulate farmer discussion, influence policy-makers or target investment to support the viability of small farms. Questions about the report may be directed to Anu Rangarajan, the Director of the Cornell Small Farms Program (ar47@cornell.edu) or the Small Farms Program Office at 607-255-9227 or smallfarmsprogram@cornell.edu.

Harvest News Briefs

GAPS TRAINING

GAPs stands for Good Agricultural Practices and it is becoming the standard for food safety from harvest, to cleaning and packaging, to getting it into the buyer's hands. A great resource is available at this site: <http://www.gaps.cornell.edu/> It has a huge range of information, educational materials, record keeping systems, etc. Currently it's up to the buyer to dictate whether you need to be certified. Some of the supermarkets have a policy to only buy GAPs certified produce. But that may change before too much longer, so All growers should be up to speed on this. Currently Ag & Markets does the certification.



Find more details on the maple resource tools for producers and landowners and to learn more about the Northern New York maple industry at www.nnyagdev.org/index.php/mapleforest/maple.

ONLINE FARMING COURSES

A new round of interactive 5- to 7-week courses for both new and experienced farmers are now open for registration. The classes connect you to the information and people you need to start a successful farm business or diversify your farm.

The upcoming menu includes:

- BF 103: Taking Care of Business – Understanding the Business, Regulatory, and Tax Implications of Your Farm
- BF 105: Machinery and Equipment – Evaluating What's Right for Your Operation
- BF 106: Organic Certification – What, How, and Why (or Why Not)
- BF 202: Planning to Stay in Business: Writing Your Business Plan
- BF 203: Holistic Financial Planning: Building Profit Into the Picture

Visit <http://nebeginningfarmers.org/online-courses/> to register and learn more

FARMER MICROLOANS

There's a new microloan program from the USDA designed to help small and family operations, beginning and socially disadvantaged farmers secure loans under \$35,000. The new microloan program is aimed at bolstering the progress of producers through their start-up years by providing needed resources and helping to increase equity so that farmers may eventually graduate to commercial credit and expand their operations. The microloan program will also provide a less burdensome, more simplified application process in comparison to traditional farm loans. Producers interested in applying for a microloan may contact their local Farm Service Agency office.

MAPLE PRODUCER RESOURCES

Northern New York Maple Specialist Michael Farrell has developed tools to encourage producers and landowners to help Northern New York realize its true maple industry potential. For woodlot owners, Farrell developed a Net Present Value Analyses tool that compares a single maple tree's potential for annual leasing income to the long-term return for timber production. To help producers calculate whether it makes sense to buy sap from other producers, Farrell has created a spreadsheet software program to help them determine pricing and return on investment. For sugarmakers already buying sap, Farrell offers a spreadsheet to track volumes and payments.

NOFA-NY JOURNEYPerson PROGRAM

This program is for beginning farmers in their first 5 years of farming and with land to farm. Funded by the USDA Beginning Farmer and Rancher Development Program (#2011-49400-30510), new farmers are provided with 2 years of educational and business planning stipends, a paid farmer mentor, and educational and networking opportunities. Application deadline is January 31. For more info go to nofany.org or e-mail newfarmers@nofany.org and include "JourneyPerson Program" in the subject line.

Upcoming Events, Classes, Workshops

Farm to Chef Meetings

Monday, February 11 9:30 to 11:30am

Generations Restaurant, Lake Placid

Wednesday, February 13 9:00 to 11:30am

Butcher Block Restaurant, Plattsburgh

Tuesday, March 5 11:00am to 3:00pm

Donovan's Steak & Ale, Malone

Open to all regional chefs and growers interested in learning more about making connections to facilitate moving local food into restaurants. In Lake Placid we'll discuss successes and challenges, have some refreshments, and find out what our farmers are growing and what chefs are looking for. Free handouts and booklets. The Plattsburgh meeting will be more structured with some guest speakers and a fun "speed-dating" session to match up chefs and farmers. The Malone session will be a longer session with displays and food samples. For more info or to register for Lake Placid call 518-962-4810 x404, for Plattsburgh call 518-561-7450, for Malone call 518-483-7403.

Movie- Queen of the Sun: What Are The Bees Telling Us?

Tuesday, February 12 7:00pm

Unitarian Universalist Church, Canton

This is a free screening followed by a lively discussion. Memorable characters, stunning photography, intense passion and deep expertise have been enlisted to explore the vanishing bee mystery and how it relates to our food system as a whole. Local beekeepers will be on hand to talk about their own experiences and answer questions. More information is available at gardenshare.org.

NOFA-VT Winter Conference

February 15, 16, 17

University of Vermont, Burlington, VT

The theme is "Generations of Innovation". Join your fellow local food enthusiasts for learning, inspiration, good food, and great conversation. In addition to more than 70 diverse workshops, this year's conference will include TED-inspired talks by food system innovators, our second annual seed swap, a collective art project with local art legend Bonnie Acker, lots of time for networking, and, of course, plenty of good food! <http://nofavt.org/annual-events/winter-conference/registration>.

Equine Night

Tuesday, February 19 6:30pm to 9:00pm

Ward Lumber, 697 Glen Road, Jay

Topics of discussion include: Economics of feeding horses. The value of horse feed and places that money is wasted. Meeting the nutritional requirements for horses that cannot eat forage i.e. senior horse. Role of protein in diet. How protein and fat work together. To register call Kim at 518-946-2110, X120.

NYS Farm Show

February 21 to 23 8:30am to 4pm

NYS Fairgrounds in Syracuse

More than 400 exhibitors will spread out over more than 215,000 square feet of space offering all that is new and exciting in agriculture. There also will be demonstrations, workshops and attendees can compare prices and features on equipment, services and products. Many organizations will be offering workshops and presentations. <http://newyorkfarmshow.com/>

North Country Pasture Meetings

Friday, February 22 6:30 to 9:00pm

Grace Episcopal Church, Copenhagen

Saturday, February 23 10:30am to 3:00pm

Knights of Columbus, Route 374, Chateaugay

Jenn Colby, Pasture Program Coordinator, UVM Center for Sustainable Agriculture will speak on projects happening in Vermont. Other topics include drought, forage radish, grazing corn, pasture nitrogen trial, pasture and forage insurance, intro to silvaculture, breakout sessions on dairy, sheep and beef. For more info or to register for the 22nd, call Ron Kuck 315-378-8450 or rak76@cornell.edu. For more info or to register for the 23rd, call Diane Dumont 518-483-7403 or drd9@cornell.edu.

Capital District Small Fruit & Vegetable Growers Winter Meeting

Wednesday, February 27 8:00am to 4:00pm

Best Western Albany Airport Inn, 200 Wolf Road

Albany. Lots of sessions for small fruit and vegetables growers all day. If you are interested in attending, you must PRE-REGISTER by February 20th! Contact Marcie at 518-272-4210 for more information or to register. Special rates for Clinton and Essex county growers.

Upcoming Events, Classes, Workshops

Organic Dairy & Field Crop Conference

Thursday & Friday, Feb. 28 & March 1

Holiday Inn, 75 North St., Auburn

For veteran farmers, new farmers, and farmers interested in transitioning to organic management. Half-day intensive workshop on the Transition to Organic Dairy Management! NOFA-NY Certified Organic, LLC staff will be available throughout the day to answer questions. Learning, networking, and information exchange. Contact our 585-271-1979 or register@nofany.org.

3rd Annual Food From the Farm

Saturday, March 3 2:00 to 5:00pm

City Gym, US Oval, Plattsburgh

The Clinton County Adirondack Harvest Chapter, CCE staff and Master Gardener Volunteers are teaming up with local chef David Allen from Latitude 44 Bistro to offer samples of dishes made with local food. The public entrance fee is \$10/adult, \$5/child ages 5-12 and \$30/family max. This is a great opportunity to talk with enthusiastic customers. Any grower/producer is welcome to join us. We'll set up like an indoor farmers market with rows of tables around the gym. The cost per space is \$25 for Adirondack Harvest members, \$50 for non-members. The deadline to reserve a space is February 20th. For more information contact Amy Ivy at CCE in Plattsburgh: adi2@cornell.edu or call 518-561-7450.

New York State Maple Weekend

Open Houses

March 16, 17, 23, 24

Sugarmakers across Northern New York will offer New York State Maple Weekend Open Houses. Learn more about Northern New York maple sugar production on the Cornell Cooperative Extension (CCE) website at www.ccenny.com or call your local CCE office:

CCE Clinton County: 518-561-7450

CCE Essex County: 518-962-4810

CCE Franklin County: 518-483-7403

CCE Jefferson County: 315-788-8450

CCE Lewis County: 315-376-5270

CCE St. Lawrence County: 315-379-9192

Pre-Season Market Trainings

Saturday, March 16, Essex County

Saturday, March 23, St. Lawrence County

Saturday, March 30, Franklin County

Saturday, April 13, Jefferson/Lewis Cty

Topics offered include: Am I Covered?—Insurance for Direct Marketers, How Much is Enough?; Going Mobile – Using Your Smart Phone to Accept Credit Cards; Using Social Media to Promote Your Farm Business. Sessions will be held across NNY. Topics may differ depending on your location. Please check with each county to see if the topic you want is being offered there. Times and locations TBD. For info or to register: Essex 518-962-4810 x404, St. Lawrence 315-379-9192. Franklin 518-483-7403, Jefferson/Lewis 315-788-8450.

27th annual Adirondack North Country Buyer Days

Wednesday, March 27 11:00am to 6:00pm

Thursday, March 28 9:00am to 4:00pm

Saratoga Springs City Center, 522 Broadway, Saratoga Springs. Connecting retailers to handmade and locally sourced goods and specialty foods, purchased directly from regional artisans. The show is free for buyers, but must register. Contact Melissa Hart, 518-891-6200 or mhart@adirondack.org for more info or to register

Marketing NY Farm Products to Bed & Breakfast Innkeepers

Tuesday, April 9 1:00 to 4:00pm

CCE Warren Cty, 377 Schroon River Rd., Warrensburg

Thursday, April 11 1:00 to 4:00pm

CCE of St. Lawrence Cty, 2043B St. Hwy 68, Canton

The project's goal is to give innkeepers and farmers a chance to meet, get acquainted, encourage transactions, and, finally, to promote these opportunities in the future in a systematic way. Each Bed & Breakfast owner will take home a gift package that could include jams and jellies, processed meat and grain products, flowers and produce in-season, or any kind of product or information on agritourism or services from New York farms. To register contact CCE of Madison County 315-684-3001.

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:

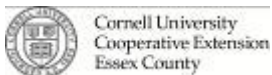
- Farmers, Producers, and Processors \$25 annually (further donations appreciated)
- Student Farmers, Producers and Processors \$5 annually
- Supporter: Restaurants and Stores \$25 annually (further donations appreciated)
- Friends (circle level of membership)
 - annual \$25
 - \$100
 - \$500
 - \$1000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