



**ADIRONDACK HARVEST**

# Harvest News

*In coordination with Cornell Cooperative Extension of Essex County*

**Winter 2007**

*"We envision a picturesque and productive working landscape connecting local farmers to their communities and regional markets. Our goals are to increase opportunities for profitable and sustainable production and sale of high quality food and agricultural products; and to expand consumer choices for locally produced healthy food."*

## ***Coordinator's Report***

By Laurie Davis

So much has happened since our Fall newsletter it's hard to know where to begin. I've been working hard as your coordinator to make sure Adirondack Harvest serves you well.

Every member should visit our website, [adirondackharvest.com](http://adirondackharvest.com), and check out your listing for accuracy. Also, find your icon on the web map. Is it in the right place? We use longitude and latitude to pinpoint you, but some addresses are difficult to locate. Contact me if you need changes. You can also access old newsletters now on the website.

We would like to welcome new board members **Carol Calabrese** of the Essex County IDA, **Matt Baldwin**, chef and co-owner of The Deer's Head Inn restaurant, and **Alan Weinraub**, owner of Champlain Heirloom Farms.

Our "Three Farms" DVD, featuring three local, innovative farms, is available for sale directly from us. Call or email me for details. The video has been a hit across New York state and has been featured on many public television stations. Stay tuned for a possible sequel...

I have been running around the state this month gathering information at the NOFA-NY conference, the Direct Marketing conference, and the Market Managers'



Training Program.

Now it's time to plan for the 2007 season. Our first big event will be our Agritourism kickoff at Paul Smiths College on March 28th. It's a great day for farmers, consumers, chefs, store owners, tourism agencies and the media to connect—plus you'll eat a delicious local-food lunch. Look for details in the "Workshops" section on page 5.

As always, you can reach me at: 962-4810 x404 or [lsd22@cornell.edu](mailto:lsd22@cornell.edu)

## ***IMPORTANT MEMBERSHIP INFORMATION***

As of the Adirondack Harvest Annual meeting in November, 2006, **we no longer charge dues to become a member.**

Donations are always welcome and gratefully accepted, however you may become a member at any time simply by filling out the appropriate forms (see the back page of this newsletter.)

**Why did we make this policy change?** We need to be able to connect with and serve as many farmers, producers, processors, stores and restaurants as possible without the limiting factor of dues. The fact is that most of our funding comes from grants, not member dues, and we are more likely to be able to obtain grants, thus continuing our mission, if we are able to show that we are working with a large database of members.

**What does this mean for you?** If you are not a member yet please fill out the form on the back of this newsletter and mail it in, along with any appropriate forms from the member section of our website. If you are not able to access or navigate our web site please call Laurie at 962-4810 x404 or email at [lsd22@cornell.edu](mailto:lsd22@cornell.edu) and she will send you the forms. If you are a member please check your listing on our website to confirm that your information and map location are correct. If not, please contact me.

## Essex County Chapter Update

### The 2006 Glynwood Harvest Farmer Award goes to... Sam and Denise Hendren of Clover Mead Farm in Keeseville!

Adirondack Harvest is pleased to announce that Clover Mead Farm has received this prestigious award which considers nominations of farmers from around the United States.

The Glynwood Harvest Award is "awarded to a farmer who has developed a sustainable farming operation and effective relationship within his or her home community and other communities where the food is consumed."

According to Glynwood, "Sam and Denise Hendren have

created a highly successful grass-based dairy and artisan cheese-making business while being leaders in the effort to strengthen the farming community in the Adirondacks. They provide a superb example of the ways in which innovative farmers contribute to the economic strength of their community, protect its traditional character, and enhance its environmental quality and general quality of life."

In addition to being wonderful cheese makers, the Hendrens have been instrumental in developing the Adirondack Harvest delivery pool, founding the New York State Artisan Cheese Maker's Guild and in revitalizing the Ausable Valley Grange.

To learn more about the Hendren's history and award visit <http://www.glynwood.org/programs/harvest06.htm#farmer>



Sam Hendren of Clover Mead Farm relaxes with his cows and a sampling of the artisanal cheeses he produces.

### **CALLING ALL FARMERS, PROCESSORS, BAKERS AND CRAFTERS**

Get retail dollars for your work! Become a vendor at farmers markets in the Adirondacks.

Membership in the Adirondack Farmers Market Cooperative lets you sell at 7 markets (**Akwesasne, Malone, Chateaugay Lakes, Saranac Lake, Wilmington, Elizabethtown & Keene**) Visit their web site:

[www.adirondackfarmersmarket.com](http://www.adirondackfarmersmarket.com) or call Jane Desotelle at 518-425-3306.

**Lake Placid and Schroon Lake** are 100% producer-only markets. Contact Sam Hendren at 518-834-7306.

Another producer-only market takes place in **Wadhams**. Contact Bridgette Blemel at 518-962-4392.

For info on **Warrensburg** contact Kaena Peterson at 518-623-2612.

In **Ticonderoga** call June Curtis at 518-585-6366.

Amy Germain is the contact for the **Speculator** Farmers Market at 518-548-8796.

Finally, call Pat Parker for the **Plattsburgh** Farmers Market at 518-493-6761 or visit their web site: [www.plattsburghfarmersandcraftersmarket.com](http://www.plattsburghfarmersandcraftersmarket.com)

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

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## Adirondack Harvest Chapter Updates

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### Franklin County Chapter

By Bernadette Logozar

The Franklin County Chapter meeting for 2007 will be held on Tuesday, March 13th at 5 pm in the Large Martin House at the Canton Learning Farm on Route 68 in Canton. Please bring a dish to pass and a serving utensil to serve it.

We will be selecting our chapter representative, reviewing the changes to the program, and sharing ideas for programs and what the group would like to see happen in this area. Adirondack Harvest members from Clinton, Franklin, St. Lawrence, Lewis and Jefferson Counties are invited. Please RSVP to Bernadette if you are planning to attend at 483-7403 or bel7@cornell.edu.

Upcoming in March is the Maple Weekend. Franklin County will be hosting their annual Pancake Breakfast on Sunday March 25th from 10-2 at the Burke Fire Station. Maple Producers from Franklin County are invited to have product displays in the dining hall during the Pancake Breakfast. Proceeds from this breakfast will support the 4-H program.

We are looking to start a farmers market at Paul Smiths College. AFMC has been approached by the college and 4 students are working on this initiative as their capstone project. Any farmers in the area who are interested in being vendors at the new farmers market should contact Bernadette at bel7@cornell.edu or 518-483-7403 ext. 312. We will keep you posted on the organizational developments.

### Clinton County Chapter

By Alan Weinraub

I have been speaking with dairy, maple and vegetable farmers in my area about direct sales to restaurants and gourmet markets. I would like to promote quality food that is produced locally. There is a market that will pay more for these products. By offering these products direct, the customers are able to take pride in the knowledge that they bought their product locally and that the product was as fresh as possible.

Many restaurants and gourmet markets are thankful to be able to do business locally. This promotes their community as well as their places of business. Many restaurants are appreciative of being able to offer the freshest available food to their customers. Farmers need to find less expensive ways to deliver from farm to distributing markets. We have been delivering fresh ourselves to local markets, and can UPS the cases of jarred product at \$13.00 per 35 lbs.

Our first project next year is to start our own commercial kitchen. We would like the opportunity to co-op with other producers. Not everything can be sold while it is still fresh. Therefore we canned our product to distribute to our customers

throughout the

winter. In doing this we had winter produce for local markets. We would also like to explore the avenue of running a cannery for farmers that want to preserve their field ripe product for future sales as well.

We have provided Anita Deming with a business directory from the North Country Chamber of Commerce, as they do not put out an E-Mail package, but rather provide a book through the mail. Many E-Mail addresses are listed in the directory. Adirondack Harvest could also use a flyer, which would be included in the next directory, at a small cost. In this newsletter that NCCC prints we could advise others what local products are available or coming available soon and from which members.

We are looking forward to hearing from all members, Clinton County or otherwise. You may get in touch with Alan, your Clinton County chapter representative, by calling him at 518-297-3900 or emailing at champlainheirloom-farms@hotmail.com.





## Agritourism Plans for 2007

Adirondack Harvest has obtained a grant from NY State Ag & Markets to fund a major promotional effort to attract consumers to Adirondack-wide farm tours focused around 3 main time frames which flank the major summer tourism rush. This would include direct e-mailings to listings from the



Adirondack Tourism Council, Lake Placid/Essex County Visitor's Bureau, and Malone Chamber of Commerce; paid newspaper ads, written newspaper articles, radio spots throughout the Adirondacks, articles in the Cooperative Extension newsletters, and flyers handed out at the farmers markets, Chambers of Commerce, and Cooperative Extension offices and events. The three areas we will be focusing on are:

### **Local Greenhouses Open**

**Houses** - These will take place in late April and will include talks on how difficult it can be to raise crops in NNY stressing that local farmers need a greenhouse in order to have items like tomatoes in June. The tours will inform prospective growers on how to begin setting up your own greenhouse and let consumers know why early

crops cost more vs. crops shipped across the country.

### **Start of Farmers' Markets and Farmstands**

- This segment would kick off in late May / early June and would include getting the farmers market schedules of events done far ahead so they can be promoted by tourism publications. They may include chef demonstrations for cooking fresh foods, soil testing and growing your own produce, farm animal petting opportunities and livestock care information, as well as "Meet the Farmer" opportunities.

### **Fall Harvest Festival Tours**

- In September (and possibly June as well) we will be holding tours based on the current Essex County farm Harvest Festival farm tours but it will be expanded to all of the Adirondacks, and be professionally done with better promotion, scheduling and signage. Clinton, Essex, Franklin, St. Lawrence, Lewis, Warren, and Hamilton Co farmers have indicated early interest in participating in the project.

In addition, Adirondack Harvest will offer classes for farmers on how to maximize returns from farm visits, provide more signage to farmers markets and get the Chambers of Commerce more involved with promoting agriculture and learning about our issues. We will put the Adirondack Harvest logo with the tag line "Look for this Logo to identify products harvested in the Adirondacks." and the Pride of NY logo on all

of our promotional material. Visitors will learn to recognize and appreciate these logos.

We will be pushing to add stores that are willing to set up Adirondack Harvest displays to our web site similar to the restaurant listings that we already have so that consumers can find local food products in their community and we will develop framed farmer stories for our restaurants and stores that buy from local farmers to hang in their restaurants. We will continue to contact restaurants and stores to buy more local foods and create menus or specials around seasonally available foods and we will promote restaurants and stores that buy locally on our web sites.

Finally, we will be updating our web site to capture names of visitors that would like more information on Adirondack Farms, our newsletter, or notice of special events.

### **WE NEED YOUR INPUT!**

- WOULD YOU BE WILLING TO GIVE A GREENHOUSE TOUR?
- ARE YOU A MARKET MANAGER PLANNING YOUR SPECIAL EVENTS?
- WOULD YOU LIKE TO GIVE A FARM TOUR?

CONTACT LAURIE AT  
962-4810 X404 or  
lsd22@cornell.edu

# Upcoming Classes & Workshops

**Exploring Dairy Value Added Options.** Saturday, Feb. 10 from 9:30am to 3:30pm. NCCC Malone Campus. \$5 for lunch and materials

Curious about what things you can do with your milk right on the farm? Interested in adding value to your production? Bill Fredricks, NYS DAM Dairy Products Specialists will discuss

- What you need to know before you start
- Rules regulations, and where to find the equipment
- Pasturizing, Bottling, Making Yogurt/Kefir
- Selling Raw Milk

A local farmer will tell his view of adding milk processing to the dairy farm. Register by calling Bernadette at CCE at 483-7403. This program is sponsored by ANCA and CCE, FranklinCo.

**Empire State Fruit and Vegetable Expo. Feb 14 to 15 at the Onondaga Convention Center in Syracuse**

**NY Farm Show  
Friday, Feb. 23 to 25  
NYS Fairgrounds Syracuse**

**The Hudson Valley Commercial Fruit Growers' School  
Feb. 26 to 28. Holiday Inn, Kingston**

The 26<sup>th</sup> will cover berries with an emphasis on raspberries. The 27<sup>th</sup> and 28<sup>th</sup> will cover tree fruit. There is a trade show on the evening of the 26<sup>th</sup>. For more information contact Steve at 828-3346.

**Regional Tree Fruit School  
Thursday, March 1**

**Fort William Henry Conference Center in Lake George**

- Global Warming Issues and Tree Fruit – Dr Cameron Wake UNH, and Dr Lewis Ziska USDA Climate Change Laboratory.

- What pests to expect with expected global warming changes? – Art Agnello CU NYS Experiment Station, Geneva.

- New Apple Varieties – Susan Brown CU Apple Breeding Program

- Fireblight program follow up – Nicole Russo CU.

- General Overview of Pathology Research – Dave Rosenberger of Cornell's Hudson Valley Lab.

- Tree physiology and factors that influence drop – Steve Hoying of Cornell's Hudson Valley Lab

- Public Relations to Sell Apples – Jim Allen, NY Apple Association

- Tractor Rollover Protection and Farm Safety – Jim Carrabba NY Center for Agricultural Medicine and Health.

3 PAT credits available  
Contact Kevin Iungerman for more information 885-8995.

**Pesticide Applicator Classes at CCE Essex County in Westport. March 23, 10 to 2.** Four core credits. Rules and Regulations (Brian Premo) Toxicity, Signs and Symptoms (Emily Selleck) and Environmental Issues (Anita Deming)

**March 30, 10 to 12.** Horticulture IPM - Two credits. 1 to 3 Corn, Soybean and Alfalfa IPM (Ken Wise) Two credits. Call Emily Selleck at 962-4810 x408 for more information or to Preregister.

**Maple Weekend Open House in NNY March 24 and 25**

Call Emily Selleck at 962-4810 x408, Bernadette Logozar at 483-7403 or Michelle Ledoux at 315-376-5270 for more information.

**Agritourism Workshop:  
Connecting Farms with**

**Consumers.** Wednesday, March 28, 9:30 to 2:30. Paul Smiths College, Pine Room. Guest speaker Duncan Hilchey talks about making Agritourism work for you. Other speakers include chefs & farmers (Sam Hendren, Rob Hastings and others) addressing greenhouse production, producer only markets and CSAs. Introductions by Adirondack Harvest board president Tom Both, and advisor Anita Deming. Local foods lunch prepared by Paul Smiths chefs. Contact Laurie Davis, 962-4810 x404 for more info.

**"GRAZE-A-PALOOZA"**

**Graze-NY Program**

Saturday, March 31<sup>st</sup> from 9 am to 5 pm. White Eagle Conference Center, Hamilton, NY. \$30 for lunch and materials.

Dr. Kate Clancy, Scientist, and

Author of *Greener Pastures* :

(Continued on page 6)

## Board Member & Chef Profile: Matt Baldwin of *The Deer's Head Inn*

Adirondack Harvest welcomes new board member Matthew Baldwin! Matt joins us as a chef who is committed to using local foods at his restaurant whenever possible.

Matt and his family (wife, JoAnne, kids Josh, 6 and Sam, 3) live in Keene, but own and operate The Deer's Head Inn restaurant in Elizabethtown. Matt and JoAnne worked for over 10 years in the Lake Placid area where Matt was Executive Chef for the Mirror Lake Inn.

In 2004 Matt and JoAnne

pursued their dream of restaurant ownership by collaborating with local doctor Rob DeMuro, his wife Karin and JoAnne's mother, Joyce Bethlehem. By 2006 their new restaurant was open for business.

About using local food Matt says, "Using local products makes our food that much better—100 times better than the corporate purveyors. The quality of the produce is superior and we feel good supporting local people and local businesses. Also, the community feels good seeing local products on the menu."



### *Upcoming Classes & Workshops continued...*

(Continued from page 5)

*How grass-fed beef and milk contribute to healthy eating*

Jerry Brunetti, Internationally Recognized Speaker, Founder of Agri- Dynamics and Author of *The Keys to Herd Health*

Dr. Susan Beal, DVM Big Run Healing Arts specializing in Homeopathic Medicine and Herbal Remedies for Livestock  
Holly Burley and Gary Burley, East Hill Pasture-Based Dairy Farm and Contributors to the GRAZE Magazine

Mike Debach, Leona Meat Plant and All Natural Beef Company

James Ochterski, Cornell CCE, Balancing Grassland Bird Habitat

Rebecca Hargrave, Cornell CCE Chenango Co., Knapweed & Bedstraw

Darrell Emmick, USDA NRCS NYS Grazing Land Management Specialist

#### **Practical Sessions include:**

Soil Life, Stocking Rate Strategies and Paddock Designs, Tree Crops,

Successful Young Grazing Families, Grassland Birds, Ask the Vet, Knapweed/Bedstraw Eradication, Startup Custom Grazing Operation Rewards and Challenges, Ask the Butcher, Small Farm Marketing, Grass-Fed Meats for Pets, Grazing Small Grains and More!!

For more information call Kim Totten at the CNY RC&D office (607) 334-3231 Ext. 4 or register online @ [www.cnyrcd.org](http://www.cnyrcd.org).

#### **Greenhouse Workshops Tuesday April 3**

Adam Center. Class 1 to 4:30 at Almeda Grandjean's farm

#### **Wednesday April 4**

9 to 12:30 Learning Farm in Canton

2:30 to 6 at Vicky Lesniak's in Churubusco (bedding plants, vegetables and mums)

#### **Thursday April 5**

10 to 1:30 Rob Hastings in Keene Valley (flowers, lettuce Tomatoes, and berries)

All workshops will include:

- **Chris Wein** CU Horticulture on growing flowers and temperature management in high tunnels.
- **Marvin Pritts** CU Horticulture on growing berries and economics in high tunnels.
- **Local farmers** will explain their tomato and lettuce production in high tunnels.

Contact Anita Deming for more information or to preregister 962-4810 x409.

**Looking for farms with greenhouses** that would like to open their operation to tours for the week of April 23 to 28. We would ask you to pick a 2 hour time frame to showcase your operation for consumers and tourists. Contact Laurie Davis if you are interested. 962-4810 x404.

## "COME FARM WITH US" PROGRAM

By Anita Deming

Essex County has joined with Franklin, Lewis, St. Lawrence, Jefferson, Oneida, and Madison Counties to promote farmland for sale through a project called Come Farm with Us. Each County provides \$2,000, a local packet for farm buyers, and staff to attend one promotional event per year. By working together, we can reach more farm buyers, and help each other. The funds are used to buy advertisements in farmer magazines and to pay for booths at farm trade shows.

According to Arlene Hall, regional CFWU director, "The Regional Come Farm With Us Program is a marketing initiative started in 2002 as an effort to promote the continued success of agriculture in the original North Country region. Partners realized that this area provided strong agribusiness infrastructure, affordable land prices, competitive crop yields, and a quality rural lifestyle. This regional program started as an effort to promote the region, by educating and encouraging farmers from outside the area to discover all that is available here. It is a fact that in many areas across the country today agriculture is being forced out

because of urban sprawl, a lack of nearby supporting agricultural services and other factors. The Regional Come Farm With Us Program began with the intent of connecting with these farmers and letting them know



what was available here.

Adirondack Harvest in Essex, Franklin, Lewis, St. Lawrence, Jefferson, Oneida, and Madison Counties have developed a packets that welcome farmers to their County and provides their local information. We are developing a listing of interested Real Estate Brokers and additional lists of farmland available for sale by owner. We are also including a listing of 'farm-wanted' classified that we receive from interested buyers in our local newsletters.

Since the onset of the original program 4 years ago Come Farm with Us has:

- Seen 72 farms sold through this project with

an average sale price of \$375,000

- Attended 16 trade shows in VT, PA, OH, WI, and NY.
- Advertised in American Agriculturist, Northeast Dairy Business, Farming Magazine, Country Folks, Ontario Dairy Farmer, and Agrarisch Dagblad (Netherlands), and
- Followed up with 600 inquiries about farming in NNY.

If you are interested in using the Come Farm with Us program to help you sell

farmland, we will put your information in our packet and on line at the Come Farm with Us web site. You can link to the Come Farm with Us web site from

[www.adirondackharvest.com](http://www.adirondackharvest.com) or [www.cce.cornell.edu/counties/Essex](http://www.cce.cornell.edu/counties/Essex) In the first 4 weeks of this project we have received 35 leads for farmers looking to buy farms. This is a new program for Essex, Franklin, Madison and Oswego Counties and we are looking for your help to maximize return to farmers. Please contact Anita Deming for more information about this project (518-962-4810 ext 409 or write to CCE-Essex PO Box #388, Westport NY 12993).



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## 2007 ADIRONDACK HARVEST MEMBERSHIP FORM

If making a donation, 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      no charge (donations are appreciated)

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

Friends (circle level of membership)      \$25    \$100    \$500    \$1000    other \_\_\_\_\_

If you are a new member you will need to include the appropriate information sheet for your business so that we can add you to our data base and web site. Forms are available on the [adirondackharvest.com](http://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.com](mailto:lsd22@cornell.com).  
Donations to Adirondack Harvest are tax deductible.