



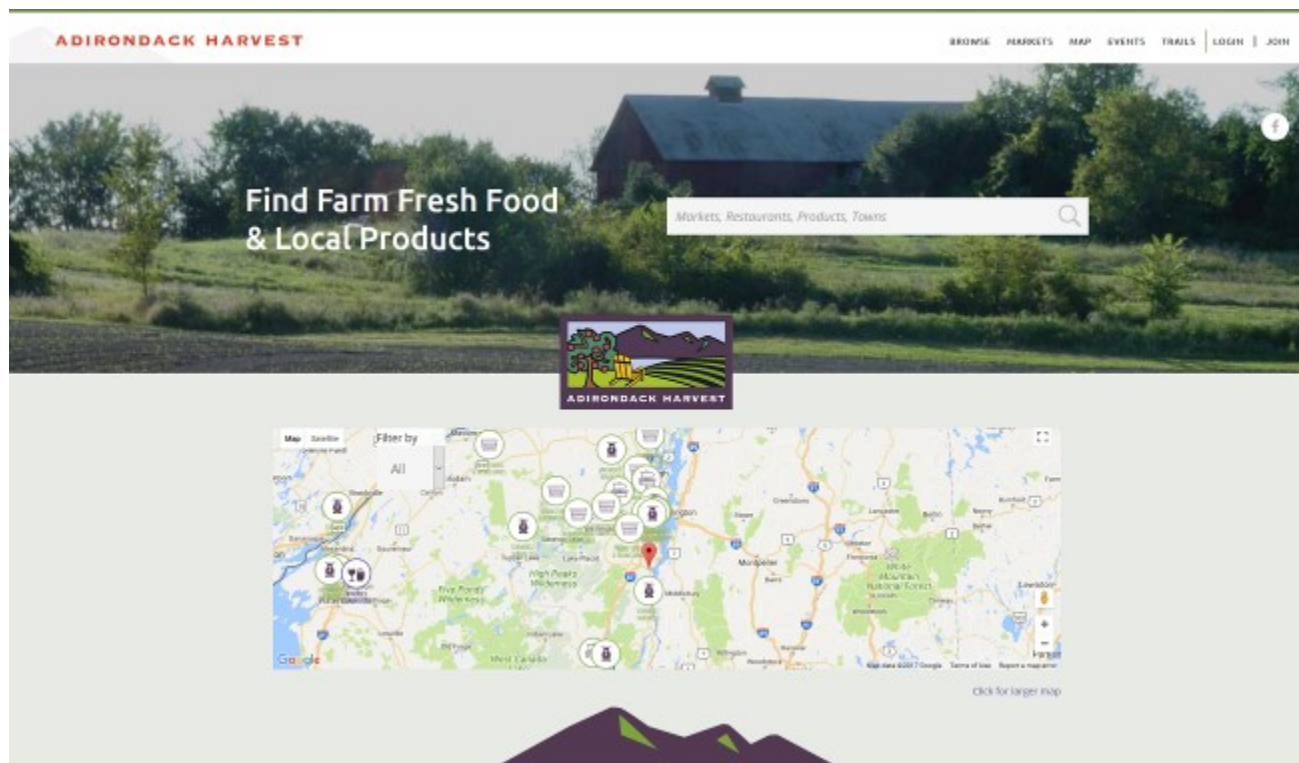
"We envision a picturesque and productive working landscape connecting local farmers to their communities and regional markets. Our goals are to increase opportunities for profitable and sustainable production and sale of high quality food and agricultural products; and to expand consumer choices for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

Adirondack Harvest Website Up and Running

We hope that all the Adirondack Harvest members have been able to check out the new Website (same address www.adirondackharvest.com). It was officially launched and live in early September! There are still some bugs to work out and we have a moderate wish list of future features. For example,

- the membership payment and renewal will all be automated—no more annoying emails from the AH coordinator. Once your payment information is entered, the system will take over until you decide to end your membership.
- We'd like to feature clips from our two films so we'll be working on adding those this fall and winter.
- You may have noticed an Instagram feed on the home page. Currently it only feeds from one member at a time, but we are working on getting a rotating feed from all members who have Instagram accounts. The same is true for our "Featured Member" section.
- We've already realized we need more general categories—our membership is so diverse! We are currently working on adding "Maple" and "Winter Products". Do we need more? Let us know.
- We're adding a feature to show all the farmers' markets on one map.

We want this to work for you—please send us an email with your ideas for improvement!



New Apple Specialist Serving The Northeastern NY region



We'd like to introduce Michael Basedow, the newest member of the Eastern New York Commercial Horticulture Team, to our eastern region Adirondack Harvest members. Michael was hired to fill the vacancy left by Anna Wallis who has returned to pursue an advanced degree at Cornell.

Michael earned his B.S. in Plant Sciences/Horticulture from Cornell and his M.S. in Horticulture from Penn State University, studying brittle apple graft unions for his thesis project. His primary research interests are in rootstock selection, training systems, and precision orchard management practices. He also has an interest in hard cider orchard management. Most recently, he served as a tree fruit extension educator for PSU Extension where he developed and delivered fruit extension programs, including specialized programs for beginning and young farmer audiences. Michael also has extensive tree fruit field and applied research experience with apple growers,

including a stint at the Hudson Valley Lab when he was an undergraduate at Cornell.

As part of the Eastern NY team, Michael will be able to assist commercial tree fruit growers in Clinton, Essex, Warren, Washington, Saratoga and Fulton counties (plus many more continuing downstate, but they are not part of the Adirondack Harvest region!).

If you need to get in touch with him his email is mrb254@cornell.edu. He works out of the CCE Clinton County office so you can also call him at 518-561-7450 to track him down.

Interested in Charcuterie?

Charcuterie is “the branch of cooking devoted to prepared meat products, such as bacon, ham, sausage, terrines, galantines, ballotines, pâtés, and confit”. If this is something you have been thinking about learning, we would like to hear from you! If we have enough interest, we can hold a 2-day Workshop in Essex County in or after January led by MacKenzie Waro of Cornell Cooperative Extension. Cost would be \$350-\$400 per person. The workshop includes hands-on training in charcuterie. We need to have approximately 10 to 15 people for the workshop planning to go forward, so if you are interested or know someone who may be, please let us know ASAP. In addition, if you have requests on workshop content or planning, please share. Contact Carly Summers at cfs82@cornell.edu or 518-962-4810 x409.



Adirondack Harvest Chapter News

Essex County Chapter:

The three big events we worked on and/or sponsored this late summer/early fall were the Adirondack Harvest Festival, the Bike-The-Barns event organized by the Adirondack North Country Association (ANCA) and the Cheese Tour. All three were within a few weeks of each other, so it made for a flurry of activity.

The Festival had a huge turnout—even bigger than last year. Despite a few glitches it was a tremendous success and would not be possible without the work of Nancy Page and Heidi Sweet, two Westport volunteers who give many hours of their time making sure the whole thing goes smoothly. The Regional Office for Sustainable Tourism also chips in with sponsorship dollars and some man-hours. Adirondack Harvest both sponsors and helps out with many aspects of the event and we had lots of members attending. Were you one of them? Consider helping with next year's event if you can manage it. It's grown too big for just Heidi and Nancy. If this was an important event for your business, please help us to coordinate next year. Let me know if you'd like to help.

Bike the Barns had 160 participants and was completely sold out well before the event date. All bikers started at the Whallonsburg Grange and chose one of three bike loops, varying in length and difficulty. Featured farms this year were Juniper Hill Farm, DaCy Meadow Farm, Sunset Farm, Boquet Valley Vineyard and North Country Creamery. Echo Farm provided the celebratory dinner at the end while local bands Ploughman's Lunch and Crow Feather dished up music. Adirondack Harvest had an information table at the event.

The Essex County Cheese Tour saw large numbers for the fourth year, although inclement weather kept some away. This event is a nice boost for our artisanal creameries while also featuring lots of other local farms in the food preparation at each site.



Essex County Chapter

Contact Steven Googin at 518-645-2697 or info@northcountrycreamery.com to participate in the Essex County chapter.

Clinton County Chapter

Contact Jane Desotelle at 518-563-4777 or underwoodherbs@gmail.com to participate in the Clinton County chapter.

Franklin County Chapter

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

Western Chapter

(Jefferson, St. Lawrence & Lewis)

Chapter representative needed. Please contact the main office at 518-962-4810 x 404 or email info@adirondackharvest.com if you are interested in being the representative.

Unless otherwise noted, all articles in the Harvest News are written by Laurie Davis, Adirondack Harvest Administrator.

Contact her at 962-4810 x404 or lsd22@cornell.edu for submissions to upcoming quarterly newsletters.

Smart Marketing



Improved Meat Marketing for Small Scale and Direct Marketing Farms in the Northeast

PART I. Understand the customer and their needs: Developing marketing strategy

*Matthew LeRoux, Agriculture Marketing Specialist
Cornell Cooperative Extension, Ithaca, NY*

For small-scale farms, the need for marketing skills has increased as the local food marketplace has become crowded with more competition. Perhaps 15 years ago the supply of local meat was smaller than the demand, allowing farms to simply “show up and sell out” in their markets. However, here in the Northeast we have seen many farms, both old and new, respond to market demand for local meat and enter the marketplace. In addition, national corporations responded to consumer demands for non-commodity meat, putting many “look alike” products on to grocery store shelves, where they are easy for consumers to grab during their regular food shopping. These pressures of supply and demand require the savvy farm marketer to step-up their game.

The good news is that, even in an increasingly competitive market, applying a few standard marketing techniques will show results. One such technique is to choose a target market and focus your marketing resources on it. Some thoughtful discussion among your farm’s team paired with basic market research should reveal the best target market for your business. Some questions that can help you determine a viable target market are:

What is the quintessential customer of my farm now?

How would I describe an exaggerated caricature of my stereotypical customer?

It is tempting to think, “I sell meat to everybody, everybody has to eat,” but with target markets, specificity counts. In fact, the more specifically you can describe your target customer, the easier marketing to them will become. A specific description of your customer should reveal details about their needs, preferences, and the reasons they are more likely to purchase your product. Each target customer has characteristics that you should explore and discuss with your farm’s marketing team (your team may simply be your family, employees and/or friends). The more you can understand about the customer, the better you can communicate to and serve them.

A handy method for working out a description of the target customer is to write a strategy sentence. The strategy sentence describes the customer, their characteristics, and your product. A very specific sentence provides guidance for your marketing efforts which improves the payoff for each marketing investment you make, whether it is a paid ad, a special offer, or the use of your time. An example of a strategy sentence is:

Our farm sells pasture-raised pork by-the-cut to busy working moms with young children who don’t have time to slow-cook something for dinner.

Smart Marketing

If this sentence sounds very specific and a little bit amusing, that's a good sign! When you have created such a sentence, you work to understand the customer as best as possible and answer questions to guide your marketing.

Given the sample sentence, think of how the farm might answer these marketing questions:

What cuts make sense for this customer? Should we get our pork shoulders ground into sausage?

How many pounds should each package weigh?

Is our customer more likely to buy for one meal at-a-time or a large supply?

Should we sell it fresh or frozen?

What flavors of sausage would be most popular with young kids? Should sausage be in patties or bulk?

Where is the best place for this customer to get the product?

Should we offer home delivery? Should we talk to a local grocer in an effort to get into their meat case?

When advertising, where can we best reach this customer? What should the message be in our ad?

What attributes of our farm and product should we highlight in our advertising and materials?

What is the best format for promotions and what will motivate the customer to make a purchase?

A well-written strategy sentence will provide guidance in every marketing decision right down to the most basic. The specificity of your strategy will resonate with your target customer and pay off better than a broad-casting attempt to reach all consumers. Some folks worry that targeting one specific group of consumers might mean that you lose all the ones that don't fit that description. A valid concern, however, when your brand and product identity are clear it has the effect of attracting lots of different customers to you, not alienating them.

By the way, that strategy sentence, it's not for your brochures or Facebook page! It is a sentence for the farm to use to guide marketing decisions and not made for the public. A well-developed sentence with specific details enables the farm to understand their customers' needs, preferences, and buying habits. This understanding allows the farm to better serve the customer, building a positive and distinct image for the farm.

A strategy sentence can be written for any target customer, including wholesale customers. If you typically sell feeders or breeding stock, you can tailor your sentence to your buyers. The sentence helps you define what the buyer prefers and thus, how to serve them better. Marketing strategy benefits your customers in this way and improves the payoff of every investment you make in marketing!

This article is Part 1 of a 4-part series. This material is based upon work supported by USDA/NIFA under Award Number 2015-49200-24225.



United States
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National Institute
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NORTHEAST
EXTENSION
RISK MANAGEMENT
EDUCATION

Matt LeRoux works for Cornell Cooperative Extension in Tompkins County, NY as the Agriculture Marketing Specialist. In 2008 Matt developed the Marketing Channel Assessment Tool to assist producer decision making and improve marketing performance. In 2012, Matt started the Finger Lakes Meat Project including MeatSuite.com, two community Meat Lockers, and the Cornell Meat Price & Yield Calculator.

Smart Marketing



Improved Meat Marketing for Small Scale and Direct Marketing Farms in the Northeast

PART II. Creating Measurable Marketing Objectives

*Matthew LeRoux, Agriculture Marketing Specialist
Cornell Cooperative Extension, Ithaca, NY*

In Part I, we discussed how a marketing strategy can make the farm's investments in marketing more effective. In essence, strategy is a technique to improve the rate of gross sales per hour of labor spent on marketing. A second technique is to set specific and measurable marketing objectives. Objectives aid the farm in planning, decision making, and execution of marketing activities.

Accomplishing an unmeasurable objective is a difficult task. Consider this example:

"I need to start saving more money."

How do you know when you've accomplish this? When you deposit \$20 into a savings account, are you done? The more detail you can add to an objective the EASIER it becomes to plan, execute, and ultimately succeed. Objectives transform marketing from a never ending, undefined job to a manageable task with specific outcomes which begin and end.

Consider this version of the saving money example:

"I'll put \$20 from the second paycheck of the month into a savings account, starting in September."

With this improved statement, we know when to begin and if we are on-track. If September ends and we only saved \$10, we know we need to deposit another \$10 or adjust our objective. A well-constructed marketing objective will contain a **measurable goal**, a **timeline**, a **budget**, and a **target audience** for the objective.

A measurable goal is usually a sales quantity but can also include other marketing goals such as, number of restaurants you've contacted or Facebook likes. The goal should be quantified, and then, when measured against your timeline it creates a rate to measure your success against. In the example below, the farm must sell 8 quarters/month or 2 quarters/week.

We plan to sell 32 beef quarters (8 head) between Sept. 1 and Dec. 31.

Adding a target audience helps make the task easier. Ideally, the farm will use the target audience from their strategy sentence (see our previous article). The target audience allows you to develop a plan to reach consumers with a product and message that appeals to their specific interests.

We plan to sell 32 beef quarters to homeschool families in a 3-county area between Sept. 1 and Dec. 31.

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Finally, adding a budget to get this objective accomplished sets you free to come up with innovative, creative ideas to accomplish your objective. Come up with a percent of gross sales you are willing to spend, or whatever amount seems reasonable to you. Once you know how much you have to spend and your timeline, you can get really creative.

Consider our example: If the average beef quarter brings \$600 to the farm, they stand to earn \$19,200.

Marketing Budget Rate	Total Marketing Budget	Per Month (4 mos.)	Per Week (16 wks.)	Per Beef Quarter (32)
10.0%	\$1,920	\$480	\$120	\$60
5.0%	\$960	\$240	\$60	\$30
3.0%	\$576	\$144	\$36	\$18

The time line is 4 months or 16 weeks. We can also look at the budget per beef quarter sold. The chosen budget informs the farm's plan. Here are some creative possibilities:

Idea 1: Hold 2-3 open farm days, invite homeschool groups by email, Facebook, and fliers. Advertise in local media and in places that homeschool families are likely to see it. Offer a farm tour and pass out fliers explaining the value of purchasing a beef quarter. Include a coupon or offer a discount to anyone putting a deposit down for a quarter during that period.

Idea 2: Hold two open farm days and hand out free burgers (your own product). Announce a special raffle for a FREE quarter- everyone who puts down a deposit for a quarter gets entered for a chance to win their quarter for free. Print up fliers and advertise on Facebook, at local churches, and homeschool group email lists.

The budget might look like: Printing & Advertising: \$110. Our own ground beef and burger rolls, napkins, charcoal: \$250. Give away one quarter: \$600. Total budget is \$960 (5% of our gross, \$19,200).

Specific written objectives make your marketing job easier. Combined with a marketing strategy, objectives make each marketing effort pay off better than the lack thereof. Objectives are measurable, so you can track your progress and adjust midstream when you are not seeing the results you were expecting. Objectives and strategy combined also inform what promotions to offer, where to advertise, when, and with what message.

Like marketing strategy, useful objectives take some thought and time. Try holding a marketing meeting with your team. Brew some coffee, bring some sales goals and get to brainstorming. You might come up with some fun and creative ways to market.

This article is Part 2 of a 4-part series. This material is based upon work supported by USDA/NIFA under Award Number 2015-49200-24225.



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Smart Marketing



Dazed and Confused? Consumers' Health and Nutrition Issues

Rod Hawkes

*Dyson School of Applied Economics and Management,
Cornell University*

Many Americans are trying to eat healthier, more balanced diets but face a constantly changing mix of messages and information about what foods and ingredients are healthy and nutritious and about the size of healthy portions.

Adding to the confusion, food companies describe their products in ads and on packaging with a wide range of words, many of which imply positive health benefits while not having official definitions in the context of food. Words such as “healthy,” “nutritious,” and

“natural” are just a few examples.

Consumer confusion regarding food labels and health benefits might exacerbate major public health issues such as obesity. The rising rate of obesity, now well over 30 percent in the U.S., has put a spotlight on the processed food industry, as a key contributor to our nation’s weight issues and associated health challenges. In extreme situations, higher calorie, less nutritious foods are often more available and less expensive than healthy, fresh foods. In these so called “food deserts,” both urban and rural, some of the most nutritionally challenged Americans often have the least nutritious food options available nearby. Some food retailers have had mixed success in opening stores in food deserts but the relative prices of healthier foods remain a challenge for many lower income customers.

On a broader scale, food allergies and other dietary challenges have led to increased consumer demand for products that are, for example, gluten free or dairy free or nut free, etc. Demand for gluten-free foods far exceeds the needs of those who actually suffer from gluten allergies or varying degrees of celiac disease. The negative halo effect of publicity about gluten allergies has encouraged millions of Americans to seek gluten free products and many have adopted gluten free diets. In response, food manufacturers have rapidly expanded the number of gluten free products available, even reformulating existing products to remove gluten. Some marketers have jumped on the bandwagon by promoting in ads and on packaging that products are gluten free, even products have never contained gluten.

There is also growing demand for “clean label” or “free from” foods (and other personal and household products) as more consumers become concerned about the use and/or presence of herbicides, pesticides, hormones, dyes, and other additives or inputs. In response to consumer concerns and increasing demand, many manufacturers and retailers are reformulating existing products or introducing new products or entire product lines that are promoted as “free from” a long list of artificial and other ingredients.

One recent example: in August 2017, Hy-Vee Inc., Iowa-based operator of 240 supermarkets in Iowa and 7 other Midwestern states, announced it is reformulating its line of private label products to eliminate over 200 common food ingredients ranging from artificial flavors to yellow dye #6. The list of ingredients targeted for elimination is posted on the Hy-Vee website. Hy-Vee calls this their “Clean Honest Ingredients” label initiative and each reformulated product will have a logo indicating “Clean Honest Ingredients” so consumers can easily identify the products on store shelves.

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Another recent example is Mondelez International's August 2017 launch of a new brand called Vea. Vea is a line of snack crackers, bars, and crisps that includes no artificial colors or flavors and is Non-GMO Project Verified. These snack foods include simple ingredients such as barley, butternut squash, chick peas, coconut, quinoa, and seeds. Mondelez has also reformulated some of its iconic brands and also successfully introduced the Good Thins cracker brand in 2016.

Consumers are beginning to realize the power of their purchase decisions to dictate what and how the food industry provides. However, with the pressures of busy daily lives, many consumers are challenged to understand the myriad issues regarding food choices.

Smart marketers are those who seize the opportunity to provide great products as well as great information to help consumers wade through the confusion to make better choices. Food growers, processors, and marketers should inform consumers about the methods used, the ingredients, and the nutritional impact of their food products. Clarity and consistency of messaging across labels, signs, websites, social media, etc. are critical to help reduce confusion and clarify product attributes. Providing transparency and clear information will help build trust for consumers who already use the product and help encourage non-users to try the product.



A REMINDER: The Cornell Small Farms Program offers over twenty courses to help farmers improve their technical and business skills. Students connect with other farmers, work on farm plans, and gain practical tips without leaving their home. Course content can be accessed anywhere with a high-speed internet connection. Most courses are six weeks long. Each week features an evening webinar and follow-up readings, videos, and activities. Students and their instructors connect through online forums and live chat. If you aren't able to attend the webinars in real-time, they are always recorded for later viewing. Visit <http://smallfarms.cornell.edu/online-courses/> for more information.

Member Spotlight: Mossbrook Roots Flower Farm

It has been an amazing first season for us here at Mossbrook Roots Flower Farm. From our first lilac to our last strawflower (we use the term "last" loosely as we are STILL harvesting!) we have been in constant awe of our flower fields. Our shop local market has been great too, ever changing with the goods our local artists are bringing in. We have our constants of course, like aromatherapy oils, fresh ground coffee, recycled metal art, and the awesome screen prints of Erin Hall Studio! But you never know what you might find walking through our doors. Most recently we were just stocked up with painted rocks - yes! painted rocks! Because Everyone Needs A Rock! As we stated before, our flowers were amazing! We were incredibly fortunate to be able to produce weekly bouquets that were delivered to local offices, the hospital, and pretty much wherever anyone wanted us to! We worked with some first class brides, from rehearsal dinners to the bride's bouquets, and everything in between. We were also fortunate enough to supply flowers for a Martha Stewart featured wedding. Crazy! Mossbrook Roots worked closely with our local bakery in Keeseville, Fresh and Fancy, to produce incredible cakes with fresh flower arrangements. More recently, we are gearing up for the upcoming holiday season. We will be selling handmade wreaths and fresh Christmas trees. We will have some great pre-made gift baskets to choose from, and of course our constants too. Come visit us Wednesday through Saturday 9-5. Help grow your community, and shop local!



ANCA Announces Farmer/Producer Mini Grants



2017 Farmer/Producer Mini Grant

The Adirondack North Country Association (ANCA) is seeking proposals for grants ranging between \$500-\$2000 that will address gaps in the local food supply chain and infrastructure. Often schools have limited kitchen infrastructure and/or distribution needs related to sourcing local products that create hurdles when implementing Farm to School cafeteria procurement programs.

We are offering grants to both **local farmers** and to **any producer/entrepreneur** interested in supplying a school participating in the Drive for 25 Farm to School Program. Visit Adirondack.org/Drivefor25 for a map of participating schools.

Applications for Competitive Grants should include:

- **Contact:** A primary contact, name, e-mail, job title, business name, and phone number
- **Farm(s)/Business Description:** Briefly describe your farm(s)/food business and the products produced. (approx. 200 words)
- **School Buyer(s):** The names of the school(s) you plan to supply and description of the existing relationship
- **Current Farm to School and/or Food Processing Efforts:** A short narrative summary of your current efforts and interest level in the Farm to School market. This should include the kinds of products and forms (whole, peeled, frozen, etc) you supply. (approx. 200 words)
- **Plan:** A short narrative summary of what you plan to do and why it's important to this market. Describe how the funding will be used to address minimal processing, delivery, and seasonality of local food. Explain the anticipated increase in local food sales to schools. (approx.. 20-100 words)
- **Costs:** A list of material/project costs noting mini-grant funds and any matching funds or in-kind investments
- **Goals:** A short explanation of how this funding will help you jump start supplying schools in the Drive for 25, and how you plan to continue those efforts after this funding is used. (200-500 words).
- **Reporting:** A commitment to sending ANCA a brief report of how funds were spent and any observed impacts on your Farm to School supply goals.

Applications are due no later than November 24, 2017. Please submit your application or any questions to Josh Bakelaar, jbakelaar@adirondack.org.

Fall & Winter Farmers' Markets

FALL FARMERS MARKET

**SATURDAYS 10AM TO 2PM
OCTOBER 21ST TO DECEMBER 16TH**

Visit our new space!

HISTORIC SARANAC LAKE

THE JOHN BLACK ROOM / 89 CHURCH STREET SARANAC LAKE, NY

*NO MARKET THANKSGIVING WEEKEND

Local Vegetables

Farm Fresh Eggs, Artisan Cheeses

Fresh Baked Bread & Pastries

Free-Range Meats, Crafts and more!

Westport, NY

Indoor Country Markets



at the Heritage House

1st Saturday of the Month from 10am-2pm
November-March

Local Meat~Veggies~Bread~Desserts~Crafts

To become a vendor:
Contact Medara Sherman@
E-mail:
medara.sherman@yahoo.com

Westport Heritage House
6455 Main Street
Westport, NY 12993

DuCy Meadow Farm~ Mountain Lake Services~ Little Hills Farm~ Biscotti Kitchen~ Triple Green Jade Farm~ Spring Hill Farm~ Willow Wood Farm



Harvest News Briefs

NYS Young Farmers Loan Forgiveness Incentive Program

Eligibility

An applicant must:

- be a NYS resident and have resided in NYS for 12 continuous months prior to applying for this Program;
- be a U.S. citizen or eligible non-citizen;
- obtain an undergraduate degree from an approved NYS college or university;
- have an outstanding balance on an eligible student loan debt(s) from obtaining such degree;
- apply for this Program within two years after college graduation;
- operate a farm in NYS on a full time basis;
- execute a Service Contract agreeing to operate a farm in NYS on a full time basis for at least five years;
- be in a non-default status on a student loan made under any NYS or federal education loan program or repayment of any NYS award; and be in compliance with the terms of any service condition imposed by a NYS award.

Eligible Student Loans

A successful applicant must have an outstanding balance on eligible student loan debt used to fund an undergraduate degree from an approved NYS college or university. Eligible student loans include NYS or federal government loans, or private student loans made by commercial entities subject to governmental examination. This does not include Parent PLUS loans.

Award Amount

The maximum lifetime award under this Program is \$50,000, or the applicant's actual eligible student loan indebtedness at the time eligibility is established, whichever is less. Awards will be paid in annual disbursements up to \$10,000, or the remaining loan indebtedness. Note: Any loan forgiveness award payment received may have tax implications. A 1099 form will be issued by the NYS Office of the State Comptroller reflecting the total loan forgiveness payments received by the recipient for the year. Any questions regarding potential tax implications should be directed to a tax professional, the Internal Revenue Service, or

the NYS Department of Taxation and Finance.

Duration

Payments are available for up to five years.

How to Apply

Go to this link to read more and apply

<http://on.ny.gov/1OWNbkO>

The deadline for submitting the NYS Young Farmers Loan Forgiveness Incentive Program Application is December 1, 2017.

Funds Available for Lake Champlain Pollution Reduction Projects

There are new funds available through the Lake Champlain Basin Program for innovative projects to reduce the pollution to Lake Champlain. To see the requirements for the current round of requests for proposals, click on the link <http://www.lcbp.org/>. The submission of proposals closes at 4:30 pm EST on December 21, 2017. Excess phosphorus remains a high concern in nearly every segment of the Lake. New York farms in the Lake Champlain Basin have shown great interest in the use of cover crops and other best management practices to reduce phosphorus leaving the farms, and we know there is more that can be done. Funding details are available at <http://lcbp.org/grants>

High Tunnel Funding

Sarah Trumbull of the NRCS reports that people can still sign up for 2019 funding for farm high tunnels, but they will probably be cutting off applications in June of 2018. Many of our Clinton, Essex and Franklin county farmers have taken advantage of these NRCS grants to fund much need high tunnel infrastructure on their farms. To contact Sarah and apply for a 2019 grant call her at 518-561-4616 or email sarah.trumbull@ny.usda.gov.

Value-Added Producer Grants

The USDA Rural Development is accepting applications for the Value-Added Producer Grant (VAPG) program. Approximately \$18 million is currently available. To help producers navigate this program, the National Sustainable Agriculture Coalition (NSAC) recently released

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Harvest News Briefs

(Continued from page 13)

their latest and updated version of its Farmers' Guide to Applying for the Value-Added Producer Grant Program. Deadline to apply is Jan 24, 2018 (electronic via grants.gov) or January 31, 2018 (paper submission). Go to <https://www.rd.usda.gov/programs-services/value-added-producer-grants> for more information.

Finding Farmland

Announcing "Finding Farmland", a new tool for buying land. The New York Farmers Coalition is excited to present Finding Farmland (<https://findingfarmland.youngfarmers.org/>) a financial education tool for farmers buying land. No matter where you are in your land access journey, Finding Farmland has something useful for you. Use the Land Affordability Calculator to compare financing costs for two different farm properties, or to compare different financing scenarios for a single property. Read the Case Study, brush up your financial literacy, and plug some numbers into the Calculator to start building a plan around your dreams. Check out the site to see how these financial planning tools can support farm service providers. NYFC wants Finding Farmland to be farmers' go-to land access resource. The site is in beta mode, and we need farmers' feedback, especially those who are actively seeking land. Please reach out to michael@youngfarmers.org if you need help or have questions or ideas for the next release (spring 2018).

Farmer Grants for Sustainable Agriculture in the Northeast

NESARE Farmer Grants are for commercial producers who have an innovative idea they want to test using a field trial, on-farm demonstration, marketing initiative, or other technique. A technical advisor--often an extension agent, crop consultant, or other service professional--must also be involved. Projects should seek results other farmers can use, and all projects must have the potential to add to our knowledge about effective sustainable practices. To apply, you must be a commercial farmer in the Northeast SARE region. You need not be farming full time, but your operation should have an established crop or animal product that you sell on a regular

basis. For more info, visit <http://www.nesare.org/Grants/Get-a-Grant/Farmer-Grant>. Due December 5th, 2017.

Countdown to the Ag Census

In December farmers and ranchers across the nation will start receiving the 2017 Census of Agriculture. Producers can mail in their completed census form, or respond online via the improved web questionnaire. The online questionnaire has been revised extensively to make it more convenient for producers. Conducted once every five years, the census of agriculture is a complete count of all U.S. farms, ranches, and those who operate them; it is the only source of uniform, comprehensive, and impartial agriculture data for every state and county in the country. Farmers and ranchers, trade associations, government, extension educators, researchers, and many others rely on census of agriculture data when making decisions that shape American agriculture - from creating and funding farm programs to boosting services for communities and the industry. The census of agriculture is a producer's voice, future, and opportunity. For more information about the 2017 Census of Agriculture, visit www.agcensus.usda.gov or call (800) 727-9540.

Crop Insurance Deadlines Approaching

The Cornell Crop Insurance and Risk Management Education Program reminds New York producers of approaching deadlines for several perennial crops. November 15, 2017 is the final date to apply for Pasture, Rangeland, and Forage insurance for the 2018 crop year. This insurance product is available throughout New York state and helps livestock producers manage risks related to lack of precipitation (rainfall or snowfall). November 20, 2017 is the final date to apply for crop insurance coverage for the 2018 crop year for the following fruit crops: apples, grapes, peaches, and tart cherries. If crop insurance for a particular crop is not available in your county, you may be able to use a written agreement to buy a policy. To enroll, contact a crop insurance agent. Find an agent by asking using the Agent Locator tool at rma.usda.gov/tools/agent.html. Visit ag-analytics.org/cropinsurance for more information about crop insurance.

Upcoming Events, Classes, Workshops

Massage for Farmers with Andy Wekin

Monday, November 13, 6:00pm to 8:00pm

Whallonsburg Grange Hall

1610 NY-22, Essex

Everyone needs to take care of their body! As farmers our physical well being is quite possibly our most important asset. Andy Wekin will teach basic techniques for care and maintenance of muscles and joints. This workshop will cover stretching, proper posture, and proper lifting. We will also cover basic massage techniques - both self-massage and partner massage will be demonstrated and taught. Massage modalities will include Swedish, Shiatsu, and Reflexology. This training is free to area farmers. If you are not a farmer or from away, please consider making a \$25 donation to the Essex Farm Institute to cover the costs of your participation. RSVP to essexfarminstitute@gmail.com. Tea and snacks will be provided.

Vineyard and Winery Establishment Workshop

Saturday, November 18

10:00am to 2:00pm

CCE St. Lawrence

2043B State Highway 68, Canton

If you have ever considered growing grapes for wine-making, or wondered what it might take to get a winery up and running. This class will cover everything from site preparation and grape variety selection to equipment lists and cost estimates for starting small to mid-sized wineries. The session is led by three presenters affiliated with Cornell University. Miguel I. Gómez is Associate Professor at the Charles H. Dyson School of Applied Economics and Management and specializes in food marketing and distribution. Lindsey Pashow is an Ag Business Development & Marketing Specialist for Harvest NY. Paul Hetzler is a Horticulture and Natural Resources educator with Cooperative Extension of St. Lawrence County. Pre-registration is required and includes lunch. Register at https://pub.cce.cornell.edu/event_registration/main/events_landing.cfm?event=Fall2017wineryworkshop_240

Advanced Welding 301

Monday & Tuesday, November 27 & 28

9:00am to 1:00pm

Rybach's Metalworks

208 Fuller Road, Peru

This class will cover a more advanced criteria and a full fabrication project. We will start with raw steel and fabricate an implement from scratch. Aspects of this class will not just cover welding, but will cover all areas of fabrication (cutting, drilling, bending, hardening, etc.). All students interested in this must have participated in the Welding 201 class or must have prior welding experience with MIG welding, Stick welding, and Oxy-Acetylene torches. Space is limited to 8 students. - RSVP to essexfarminstitute@gmail.com by November 15. This training is free to area farmers. If you are not a farmer, or from away, please consider making a \$50 donation to the Essex Farm Institute.

Farm to Food Bank Webinar

Tuesday, November 28, Noon to 1:00pm

Get Ready for the Implementation of the NYS Farm to Food Bank Legislation. New York State farmers are well known for their generous donations to Food Banks, food pantries and other forms of food rescue. In 2016, farmers donated over 13 million pounds of food, the equivalent to 10 million meals, according to NYS Farm Bureau. But up until this coming January, farmers gave those donations without getting any kind of tax credit for them. NYS has enacted new legislation, the Farm to Food Bank Bill, allowing farmers to tax credit of up to 25% of the wholesale value on foods donated to food banks. This new law takes effect on January 1, 2018. That means farmers will be incentivized to donate even more food to food banks, further reducing hunger in New York State. The Farmers Market Federation of NY is sponsoring a webinar. The webinar will help farmers understand this new legislation and how they can get tax credits on their food donations in 2018. Peter Ricardo, Product Donations Manager, Food Bank of Central NY, works with farmers all across the Central New York region, bringing in tons of food donations to the food bank and its sister organizations. Peter's workload is poised to increase as this new legislation takes effect. And

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Upcoming Events, Classes, Workshops

he is happy to see farmers get the tax credits they deserve and to see the Food Banks and food pantries stocked with healthy, nutritious and locally grown food. Peter will be our guest speaker discussing the Farm to Food Bank Bill. He will explain how the process works for farmers and will be sure each farmer on the webinar will leave fully prepared to follow the proper procedures to claim their tax credits for all food donated in 2018. Following his presentation, Peter will host a Q & A session to be sure all questions are answered. The webinar is sponsored by the members of the Farmers Market Federation of NY and is free to all who wish to attend. Registration, however, is required. To register, go to <https://attendee.gotowebinar.com/register/7309857151916738819>. Once registered, you will receive a confirmation with a link to the webinar. You will also receive reminders the day before and an hour before the webinar with your link to the live presentation. For any questions, please contact the Federation office at 315-400-1447 or email deggert@nyfarmersmarket.com.

2017 NY Veterans in Agriculture Conference

Wednesday, Nov. 29

NY State Fairgrounds, Syracuse

This is a 1-day event celebrating our state's farmer veterans. The day will include opening remarks from Commissioner Ball, a special announcement from the Farmer Veteran Coalition of New York, and networking and training sessions for both veterans and service providers. Advanced registration is encouraged to ensure available space for all interested attendees. Event registration costs \$25. Partial scholarships are available for military veterans on an as needed basis. For questions or to apply for a scholarship, please contact Dean Koyanagi at 607-255-9911 or drk5@cornell.edu

Winter Storage School

Thursday, November 30, 9:30am to 3:30pm

Gideon Putnam

24 Gideon Putnam Rd., Saratoga Springs

Join us for a day focused on winter storage of vegetable crops! Featured Speakers: Chris Callahan, Assistant Extension Professor of Agricultural Engineering at the University of Vermont, Jean-Paul Courtens, Hudson Valley Farm Hub and Roxbury Farm, Crystal Stewart, Vegetable Specialist, ENYCHP. Key topics covered: Growing a healthy crop and keeping it that way in storage, Storage conditions, Construction of coolers, Controls and Thermostats, Monitoring and more advanced Controls. Lunch is included. Please let us know if you have any special needs or dietary Restrictions. \$40.00 Enrolled ENYCHP Member (additional attendee \$20.00 ea.) or \$45.00 Non-Enrolled Attendees (additional attendee \$25.00 ea.) Register at <https://enych.cce.cornell.edu/event.php?id=833>

NY Cut Flower and Herb Conference

Friday, December 1, 8:30am to 4:00pm

Carey Institute, 100 Pond Hill Road

Rensselaerville, at the Guggenheim Pavilion.

Topics: Cut Flowers on Snell Family Farm, High Tunnel Nutrient Management, Dahlia Production, Weed Management on Small Farms, Lavender and Mint Research Update, Farmer Panel. To Register Online: https://reg.cce.cornell.edu/cutflower2_201. Questions? Contact Dr. Lily Calderwood, lbc75@cornell.edu or Tove Ford, tff24@cornell.edu.

Forest Tent Caterpillar: Sugar Bush Walk

Saturday, December 9, 1:00pm to 3:00pm

David Smart's, 499 Duley Rd., Altona

Joe Orefice, Director of the Cornell Uihlein

Forest will come show us how to count egg masses through the winter and discuss options for dealing with Forest Tent Caterpillar. Significant damage has already been caused in Vermont and parts of NY. Understanding your options is key to success moving forward. Damage from forest tent caterpillar can be significant. Come to learn more about what you can do to protect your sugar bush.

Upcoming Events, Classes, Workshops

for more information go to <http://cceclinton.org/events/2017/12/09/forest-tent-caterpillar-walk-sugar-bush-walk> or call CCE Clinton County at 518-561-7450.

New England Vegetable & Fruit Conference

Monday-Thursday, December 11-14

Radisson Hotel, Manchester, NH

This conference will include more than 25 educational sessions over 3 days, covering major vegetable, berry and tree fruit crops as well as various special topics. A Farmer to Farmer meeting after each morning and afternoon session will bring speakers and farmers together for informal, in-depth discussion on certain issues. There is also an extensive Trade Show with over 120 exhibitors. We hope that you will enjoy your time here, and meet with fellow growers, advisors, researchers, and industry representatives. We want you to leave with new ideas and new information that will have a positive impact on your farm. This conference is special because it is put together with close collaboration between growers and Extension from across the region. The steering committee gathers the best speakers from within our region and across the country to tell you about the latest innovations and advances in the fruit and vegetable industry. Almost every session includes both farmers and research or extension personnel, so you are getting the “best of both worlds.” The pre-registration fee to attend any part or all of the conference or trade show is \$115 for the first member of the farm or business and \$85 for each additional family member or employee when pre-registered with the first member. The pre-registration fee for students (high school or college) is \$50 each when pre-registered by the instructor. Pre-registration must be received by November 30, 2017. There is an additional fee of \$30 per person (\$20 students) for late registration or walk-ins. No refunds after 11/30/17. Visit <https://newenglandvfc.org/registration> to register.

NOFA Winter Conference

Friday & Saturday, January 19 & 20, 2018

Saratoga Hilton & City Ctr., Saratoga Springs

This year's theme is Healthy People, Healthy Planet to recognize the intersection of health and agriculture. With 12 workshop tracks, there really is something for everyone, especially with this year's addition of the Wellness Fair. This one-day event will provide health screenings, massages, acupuncture, reiki and more! We are thrilled to offer our members and conference participants information to live a healthy life. Keynote Speakers are David R. Montgomery and Anne Biklé. Our Farmers of the Year are Jody Bolluyt and Jean-Paul Courtens. Additional speakers will provide everyone with well-rounded information on living a healthy life in a sustainable style. Our children's conference is packed with fun-filled events the kids will love. Our entertainment schedule features The Russet Trio, a Friday night DJ, and Fern Bradley hosting the contra dance on Saturday night. To receive a \$10 discount, register by December 15, 2017. Pre-registration closes January 12, 2018. Register at <https://nofany-winterconference.squarespace.com/>

2018 Clinton County Maple School

Friday, January 26, 2018, 4:00pm to 8:00pm

Miner Institute, Corner of Miner Farm Road and Ridge Road, Chazy

Topics include Forest Tent Caterpillar: Implications for Maple Producers and Best Management Practices to Promote Sugarbush Health and Identification as well as Prevention of Off-Flavors in Maple Products. The evening will conclude with an open forum and Q&A on bulk syrup trends and other topics. The event will be followed by a meeting of the NENY Maple Producers Assn. Anyone interested in maple syrup production is invited to attend. Registration cost is \$25 and includes dinner. Advanced registration is required and available online at https://reg.cce.cornell.edu/ClintonMapleSchool_209. To pay by check or over the phone, contact Cornell Cooperative Extension Clinton County at (518) 561-7450.

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.



Cornell Cooperative Extension of Essex County
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