



Harvest News

In coordination with Cornell Cooperative Extension of Essex County Spring 2018

"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."

New Coordinator for Adirondack Harvest

Hailing from Northern Virginia, Anna Isserow joins us in the North Country as the newest Adirondack Harvest team member. Anna studied Environmental Policy and Planning, and Political Science at Virginia Tech but her interest in agriculture stems from her minor in Civic Agriculture and Food Systems based on Thomas Lyson's book. Learning about how a food system can, and should be, a point of pride and unification for a community, fostered her interest in farms and farmers. After Graduating, Anna worked on a diversified farm in Pennsylvania, then worked for a young farmer non-profit. She then moved back to Northern VA and ran a CSA and farm market. Working in the DC area, and looking to expand opportunities for the DC farm, Anna endeavored to learn all of the front of the house aspects of a farm business and how to market farm products and the farm story. She connected with wholesale accounts, reinvented the farm store, and was the face of the farm for CSA pickup and chef meetings. She taught pickling classes, and helped facilitate school field trips and 'kids on the farm' classes.



Upon moving back to the North Country, Anna has taken on front of the house responsibilities at the Hub on the Hill, as well as Adirondack Harvest organizational planning. She hopes, with her additional support, Adirondack Harvest will be the vibrant, effective, and farmer driven support and marketing organization it is destined to be. She thoroughly believes that farmers are some of the most beautiful, innovative, and talented people in the world, and that a strong story-based marketing plan, with a focus on fulfilling farmer needs, is the direction we as an organization should move toward.

Anna's other passions include cooking, painting, and horses. She is excited to finally spend a summer in the Adirondacks and swim in the lake! She would love to meet you, hear about your business and needs, and take a tour of your farm. So members, please contact us to set up a meeting!

Member Spotlight: Murray's Fools Distilling Company

New Adirondack Harvest member Murray's Fools Distilling Company is a fully licensed farm distillery located in upstate New York, just a few feet from the storied Adirondack Park. We currently produce 'The Snowshoe' Vodka and 'La Pomme du Lac' Apple Brandy and expect to bottle our first batch of Adirondack Single Malt in the spring of 2018. Honoring heritage and embracing innovation, Murray's Fools Distilling Co. creates small batch distilled spirits fashioned for those who live for nature's quiet moments and freedom of self.

Murray's Fools Distilling Co.'s (MFD Co.), La Pomme du Lac, craft distilled Apple Brandy was awarded third place among its peers at the national American Distilling Institute's Awards Gala. This is an amazing achievement for the team at MFD Co., not only is it their first entry in a competition, it is also only their second product in production. ADI announced the winning spirits Tuesday, March 27, 2018 at their annual conference Awards Gala held in Portland, Oregon this year.

Each year, both US and international entries are tasted blind and evaluated by an expert panel of judges made up of distillers, journalists, bar owners, bartenders, retailer, wholesalers, distributors and importers. This year the American Distilling Institute (ADI) had a record number of spirits entered into their annual Judging of Craft Spirits – It took 46 judges three days to judge the 1, 017 spirits that were submitted! The competition is specifically for US and International craft spirit producers who are independently owned and is small-scale (maximum sales of 100,000 proof gallons).

La Pomme du Lac, "The Apple of the Lake", is a craft distilled Apple Brandy made in the Adirondack-Lake Champlain region from apples grown in Upstate New York. In 1890, W.H.H. Murray published Lake Champlain and its Shores, an exploration of the history of Lake Champlain and its yachting opportunities. Expansive and broad, our brandy reflects the wild, sublime nature of Lake Champlain and its surrounds.

MFD Co.'s other products include, The Snowshoe Vodka and a soon to be released American Single Malt., WolfJaw Whiskey. The micro batch products are currently available for purchase at the MFD Co. Distillery (visits currently made by appointment, contact sbeach@murraysfools.com). Watch the website, www.murraysfools.com as the products become available at more locations.



2018 Annual Meeting Recap

Adirondack Harvest held its annual meeting on March 20 this year. Thirty-six members attended the meeting which was held in various locations as well as through a web video connection. There were no changes made to the by-laws, but we elected a few new board members. Welcome to **Dan Rivera** as our new Essex County representative and to **Jeffrey Van Arsdale** as the Western Chapter representative. Also welcome to **Shaun Gilliland** who has joined our board as the Essex County Board of Supervisor's liaison. The strategic planning committee recommends that Adirondack Harvest remain as a program of CCE Essex. We will continue to build the brand using the new website and new promotional and marketing ideas by Anna. At some point, when the brand has momentum, we will revisit the idea of Adirondack Harvest as an independent organization.

Adirondack Harvest Chapter News

Essex County Chapter:

Essex County Adirondack Harvest chapter is again working on its local food guide. The new design last year was well received and many members have paid to be featured in the removable insert. We are also working hard on the Adirondack Harvest Festival scheduled for Saturday, September 15th. This event drew over 1500 visitors last year and is hoping to attract even more in 2018. New this year will be a long table dinner on Friday the 14th. To be a part of this wildly popular fall event please contact Nancy Page at nancy@adkharvestfest.com. We also promoted the entire organization in Albany. See page 4 for photos!

Clinton County Chapter:

On Saturday, March 3 at the City Gym in Plattsburgh, 24 farmers, 633 members of the public, 25+ volunteers, chefs from 3 local restaurants, a bluegrass band, and staff from ENYCHP and CCE Clinton Co. spent the afternoon getting to know each other, sampling tasty treats prepared by the chefs featuring local products, and getting excited about the upcoming growing season. This was the 9th annual event, always held in March to showcase the wide range of local production in Clinton and Essex Counties and energize the public to get ready for the upcoming growing season. Farms represented included vegetables, berries, apples, wine, a brewery, a distillery, cheese, maple, honey, bread, herbs, meat, eggs and agri-tourism.



Essex County Chapter

Contact Dan Rivera at 518-524-1931 or adkfarmerdan@gmail.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)

Contact Jeff Van Arsdale at 315-376-3621 or cedarhedgefarm@frontier.com to participate in the Western chapter.

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.

Adirondack Day in Albany

Adirondack Harvest Coordinator Anna Isserow and Essex County Chapter representative Dan Rivera traveled to Albany to attend “Adirondack Day” on April 16. Dan says, “It truly is an incredible day that puts the Adirondacks front and center in our state's capital so that politicians, lawmakers and other state agencies can learn all about what the region has to offer.” Adirondack Harvest has been invited to participate in this annual event since its inception in 2013. Products to sample are sourced from a variety of members—we try to mix it up each year. If you would like your product to be featured in 2019 please let us know! Hundreds of legislators, aides and other government employees pass by our table and learn about Adirondack produced food.



Adirondack Day in Albany



2018 Farmers Markets

* accepts SNAP cards

+ accepts FMNP coupons

accepts WIC-VF checks

CLINTON

Chateaugay Lakes - State Rt. 374 on the lawn of the Hollywood Inn.

Manager: Melissa Poirier windingbrookfarm2004@gmail.com Web Site: adirondackfarmersmarket.com +

Date: Saturdays, June 23 through Sept. 1, 2018 10:00-2:00

Plattsburgh – Pavilion downtown by Bridge, Durkee and Broad Streets.

Manager: Bonnie Gonyo (518) 493-4644 * + #

Date: Saturdays, May 12 through Oct. 6, 2018 9:00-2:00 & Wednesdays, late June through end of September, 2018 10:00-2:00.

Rouses Point – Library lawn across from marina, 144 Lake St.

Manager: Jim Rabideau (518) 298-3878.

Date: Fridays, June 29 to Aug. 31, 2018 3:00-7:00

Saranac – Farmhouse Pantry, 3223 St. Rte. 3. Contact: saranacgreenmarket@gmail.com

Date: Saturdays, July 7 to Sept. 15, 2018 11:00-1:00

ESSEX

Elizabethtown - Behind the Adirondack History Center Museum.

Manager: Gina Agoney (518) 293-7877. Web Site: adirondackfarmersmarket.com +

Date: Fridays, June 1 through Oct. 5, 2018 9:00-1:00

Keene - Marcy Airfield between Keene and Keene Valley on Route 73.

Manager: Dick Crawford (518) 561-7167. Web Site: adirondackfarmersmarket.com +

Date: Sundays, June 17 through Oct. 7, 2018 9:30-2:00

Lake Placid – Jewtraw Park, Station St. Market contact: Jacob Vennie-Vollrath (608) 628-7386

Web Site: ausablevalleygrangefarmersmarkets.com +

Date: Wednesdays, June 27 through Oct. 17, 2018 2:00-6:00

Lewis – Bear Necessities, Stowersville Rd. & Rt. 9. Market manager: Julie Ives (518) 962-4584

Date: Saturdays, June 2 through Sept. 1, 2018 9:00-1:00

Schroon Lake – Town of Schroon parking lot. Market contact: Mickey Caputo-Abbott (518) 532-9370

Date: Thursdays, June 28 through Sept. 6, 2018 10:00-3:00

Ticonderoga – Near Walmart entrance 1114 Wicker St. +

Market Manager: June Curtis (518) 585-6619.

Date: Saturdays, July 7 through October 13, 2018 10:00-1:00

Willsboro – South of Champlain National Bank on Rte.22.

Manager: Linda Therrien (518) 963-4383. Web Site: adirondackfarmersmarket.com +

Date: Thursdays, June 14 through Sept. 6, 2018 9:00-1:00

Westport – Westport Heritage House, 6459 Main St.

Manager: Medara Sherman (518) 795-4280.

Date: First Saturdays only of Jan. through May, 2019 10:00-1:00

Upper Jay (Snowy Grocery) – Sugar House Creamery, 18 Sugar House Way.

Manager: Margot Brooks (518) 300-0626. Web Site: facebook.com/TheSnowyGrocery

Date: Sundays, Oct 14, 2018 through late May 2019 11:00-2:00

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FRANKLIN

Malone - Malone Airport, Route 11. Manager: Victoria Rayl (518) 651-7680.

Web Site: adirondackfarmersmarket.com + *

Date: Wednesdays, June 6 through Oct. 10, 2018 12:00-4:30

Saranac Lake Village – Riverside Park. Market contact: Jacob Vennie-Vollrath (608) 628-7386

Web Site: ausablevalleygrangefarmersmarkets.com +

Date: Saturdays, June 2 through Oct. 13, 2018 9:00-2:00

Tupper Lake – Wild Center Pavilion. Manager: Melissa Poirier (518) 497-6714.

Web Site: adirondackfarmersmarket.com +

Date: Thursdays, June 7 through Sept. 20, 2018 10:00-2:00

HAMILTON

Indian Lake Community – Indian Lake Central School lawn. Manager: Brenda Valentine (518) 648-5636.

Date: Saturdays, July 7 through Sept. 22, 2018 10:00-2:00

Long Lake – Corner of Rtes. 28 & 30 and South Hill Road across from post office.

Manager: Ruth Howe (518) 624-2162.

Date: Thursdays, June 28 through Aug. 30, 2018 10:00-2:00

Speculator – Located at the pavilion in Speculator. Manager: Donna Benkovich (518) 548-4521.

Date: Thursdays, June 21 through Sept. 13, 2018 2:00-5:00 +

HERKIMER

Old Forge – Park Ave., behind the Old Forge Hardware Store. Market contact: Nick Rose 315-369-3353.

Date: Fridays, June 22 through October 5, 2018 1:00-5:00 * +

JEFFERSON

Alexandria Bay – Kinney Drugs parking area.

Market Contact: Alex Bay Chamber of Commerce (315) 482-9531.

Date: Fridays, May 25 through Sept. 14, 2018 9:00-3:00

Cape Vincent – Village Green, Broadway (Rte. 12). Market Contact: Cape Vincent Chamber of Commerce (315) 654-2481.

Date: Saturdays, June 16 through Sept. 22, 2018 10:00-4:00

Carthage – Market Pavilion, Riverside Drive.

Market Contact: Carthage Chamber of Commerce (315) 493-3590.

Date: Fridays, May 25 through Oct. 26, 2018 7:00-2:00

Chaumont Winter Market— Chaumont Volunteer Fire Dept., 11385 NYS Rte. 12E.

Market Contact: Heather (315) 777-5442.

Date: Sundays, January through February, 2019 9:00-2:00

Clayton – Village Park Circle. Market Contact: Clayton Chamber of Commerce (315) 686-3771.

Date: Thursdays, June 7 through Sept. 13, 2018 10:00-4:00

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2018 Farmers Markets

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Watertown – Dulles State Office Bldg., Washington & Sterling Sts.

Market Contact: Watertown Chamber of Commerce (315) 788-4400. +*#

Date: Wednesdays, May 23 through Oct. 10, 2018 6:30-3:00**Watertown** – Saturday Market, Pavillion at JB Wise Place.

Manager: Almeda Grandjean (315) 583-5660. +*#

Date: Saturdays, June 2 through Oct. 27, 2018 9:00-2:00**Watertown** – Jefferson Bulk Milk & Cheese Store. Rte. 3.

Manager: Maria Martiz (315) 788-1122. + * #

Date: Fridays, May 25 through Oct. 5, 2018 2:30-6:00

LEWIS

Lowville - Forest Park Pavilion, Main Gate, Lewis County Fairgrounds.

Manager: Sarah Roes (315) 376-7750. + * #

Date: Saturdays, June 2 through Oct. 27, 2018 8:00-2:00**Lowville (Lewis County General Hospital Market)** – LCGH, North State St.

Market Contact: Tina Schell (315) 376-5087. * #

Date: Thursdays, June 21 through Oct. 4, 2018 11:00-3:00**Lyons Falls** – Village Park, Laura Street. Contact: Liz Clair (315) 348-6135. + ***Date:** Tuesdays, June 19 through Oct. 9, 2018 12:00-5:00

ONEIDA

Boonville – Erwin Park on Route 12., Contact: Boonville Chamber of Commerce (315) 942-5112**Date:** Thursdays, June 14 through Oct. 11, 2018 12:30-5:30 + # ***Trenton** – On the Village Green in Holland Patent. Manager: Bonnie Churcher (315) 865-5854.Web site: www.trentonmarket.com + # ***Date:** Saturdays, June 16 through Oct. 6, 2018 9:00-1:00

SARATOGA

Gansevoort – Village Park Main St. at Catherine St. Manager: Linda Gifford (518) 792-0198.**Date:** Tuesdays, June 5 through Oct. 23, 2018 3:00-6:00**Saratoga** – Under pavilions at High Rock Park, High Rock Ave., east of Broadway in Saratoga Springs. Web-site: saratogafarmersmarket.org. + # ***Date:** Wed., May through Oct., 2018 3:00-6:00 and Sat., May through Oct., 2018 9:00-1:00**Saratoga Spa City** – Lincoln Baths, 65 S. Broadway. Website: www.spacityfarmersmarket.com. +**Date:** Sundays, year round, 10:00-3:00.**South Glens Falls** – Route 9. Manager: Linda Gifford (518) 792-0198.**Date:** Mondays, June 4 through Oct. 22, 2018 10:00-1:00

ST. LAWRENCE

Canton - Canton Village Park, corner of Main and Park Streets.

Contact: Sherry Long (903) 235-2197. * + #

Date: Tuesdays and Fridays, May 11 through Oct. 30, 2018 9:00-2:00

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Gouverneur – Village Green. Manager: Linda Brown (315) 287-0384.**Date:** Thursdays, June 7 through Oct. 25, 2018 9:00-2:00 + # ***Hammond** – Hammond Museum, 1A N. Main St. Contact: Lori Thistle (315) 324-5032.**Date:** Wednesdays, June 20 through Sept. 19, 2018 3:00-6:00 + ***Massena** – Danforth Place Park. Contact: Wendy Chapman or Matt Martin 315-705-7935/ 315-842-8052**Date:** Thursdays, Sundays, July 12 through Oct. 14, 2018 Th 2:00-6:00, Sun 10:00-2:00 + * #**Potsdam** – Ives Park, Main St. Manager: Jennifer McAvoy (315) 528-2454 + # ***Date:** Saturdays, May 12 through Oct. 27, 2018 9:00-2:00. Winter Market Saturdays 8:30 to noon, Cheel Arena, Clarkson University, November through April.

WARREN

Bolton Landing - 5 Cross Street Behind Town Hall. Contact: Penelope Jewell (518) 480-9118.Website: boltonlandingfarmersmarket.com**Date:** Fridays, June 29 through Aug. 31, 2018 9:00-2:00**Chestertown** - Chestertown Town Hall, 6307 State Route 9. Contact: (518) 494-3336.Website: chestertownfarmersmarket.com**Date:** Wednesdays, June 13 through Sept. 19, 2018 10:00-2:00**Glens Falls Saturday** - South Street Pavilion. Manager: Bob Paulis (518) 854-3320, (518) 321-5469**Date:** Saturdays, May 5 through Oct. 27, 2018 8:00-12:00. Winter market at Sanford St. School. Manager: Linda Gifford (518) 792-0198, all off-season Saturdays 9:00-12:00 +**North Creek** – Riverfront Park on the Hudson. Contact Beth Maher (518) 251-5210Website: facebook.com/northcreekfarmersmarket**Date:** Thursdays, June 21 through Sept. 27, 2018 2:00-6:00**Warrensburgh Riverfront** - Warrensburgh Mills Historic District, River Street (NYS Route 418) near Curtis Lumber. Contact: Teresa Whalen, 466-5497. +**Date:** Fridays, May 25 through Oct. 5, 2018 3:00-6:00

WASHINGTON

Cambridge – Main St. Website: cambridgevalleyfarmersmarket.com**Date:** Sundays, May 20 through Oct. 28, 2018 10:00-2:00**Fort Edward** – Broadway Bowling Alley Rte. 4. Manager: Linda Gifford (518) 792-0198**Date:** Fridays, June 8 through Oct. 26, 2018 10:00-1:00**Granville** – Location of the former Mountain View Commons across from Tractor Supply.

Manager: Cyd Groff (518) 642-1653. + #

Date: Mondays, June 4 through Oct. 15, 2018 2:00-5:00**Hudson Falls** - Sandy Hill Farmers Market. Juckett Park on Route 4.Contact: sandyhillfarmersmarket@gmail.com +**Date:** Sundays, July 8 through Oct. 7, 2018 9:00-1:00**Salem** – In the park with the gazebo Rte 22. Manager: Cyd Groff (518) 642-1653. + #**Date:** Saturdays, June 9 through Oct. 13, 2018 10:00-1:00**Whitehall** – At Canal Park in the Pavilion. Manager: Cyd Groff (518) 642-1653. + #**Date:** Tuesdays, June 5 through Oct. 16, 2018 11:00-2:00

Smart Marketing



Food Waste: The Role of Date Labels, Package Size, and Product Category

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Introduction

Food waste has become one of the top food policy issues in the United States and elsewhere. Some have estimated that annual food waste costs in the United States are approximately \$160 billion, representing resources that went into the production, distribution, and marketing of food products (Buzby, Wells, & Hyman, 2014; Newsome et al., 2014, Pierson, Allen, McLaughlin, & Halloran, 1982). Food waste is also a food security concern as it symbolizes a lost opportunity to feed the

17.4 million food insecure U.S. households (Coleman-Jensen, Rabbitt, Gregory, & Singh, 2015). Researchers have estimated that 31% of food is wasted; this is the total of food wasted by consumers (21%) and producers (10%) (Buzby et al. 2014).

Consumers may discard products based on the expiration date because of concerns of safety. The date labels and the expiration dates may also influence perceptions of quality. As a result, perceptions of quality and safety may inform consumers' expected consumption levels (and therefore their expected amount of food waste) at the point of purchase. That is, based on the date label and the expiration date, consumers may knowingly purchase a product with the idea that some portion of it will not be consumed, i.e., some of the value of the product will be discarded.

Our purpose was to better understand date labels, such as "Best by", "Fresh by", "Sell by", and "Use by" and the effects on anticipated food waste. We used four date labels that each used different language. One date label was more suggestive of a food safety concern ("Use by"), two were more suggestive of a food quality concern ("Fresh by" and "Best by"), and one was suggestive of retailer responsibilities rather than a label directed at the final consumer ("Sell by"). We included a range of products to understand how date labels influence anticipated waste for products of 1) increasing perishability, 2) various sizes, and 3) increasing expiration dates to evaluate the effects of these parameters on anticipated waste.

Method

Data were collected from 200 non-student subjects. In the experiment, subjects evaluated three products, yogurt, ready-to-eat breakfast cereal, and salad greens, each in two sizes, small and large. And for each size of product, subjects evaluated three different expiration dates, near, middle, and far.

For each food item, subjects were asked their willingness to pay (WTP) for the item and to indicate the percent of the item that they expect that their household will consume. The expected consumption was subtracted from 100% to calculate the expected waste or "predetermined waste" variable (PW). A measure of the cost of wasted food was calculated by multiplying the PW*WTP and called the "Willingness to Waste" (WTW).

Results

Our results clearly show that date labels do impact consumer behavior (Table 1). "Use by" yielded the greatest WTW, used to represent the cost of discarded food, under nearly every condition, therefore, "Use by" should be adopted in limited ways to express real threats to safety for perishable products and the two bills before the U.S. Congress. "Sell by" generated the lowest WTW; however, this date label may be best as a "closed" date label (not shown to consumers) as it conveys little information to consumers.

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Beyond the effect of date labels on the value of PW, we find evidence of a tradeoff in the value versus the quantity of waste. The negative correlation between WTP and PW suggests that consumers are potentially less likely to waste if they value the product more.

Table 1. Date Label Effects on Mean Premeditated Waste (PW), Willingness to Pay (WTP), and Willingness to Waste (WTW)

	Premeditated Waste (PW)	Willingness to Pay (WTP)	Willingness to Waste (WTW) ¹
	<i>% of product</i>	\$	\$
Use By	42.07	1.95	0.60
Fresh By	42.59	1.57	0.46
Best By	45.60	1.44	0.34
Sell By	44.74	1.52	0.30
Overall Date Labels	43.99	1.59	0.41

Our results also suggest that consumers may adjust their PW, WTP, and WTW by product features. Since the impact of expiration date and package size on food waste is a non-trivial concern, these impacts need to be examined more closely to understand more fully how the use of date labels affects food waste over time and across package sizing.

For example, states that make the sale of products beyond the expiration date illegal, e.g. milk in Montana (Leib et al. 2013), may encourage greater waste when the product may be fine for human consumption beyond that specific date. This result suggests that varying product size may be a possible market solution to food waste. Subjects anticipated wasting (PW and WTW) more when presented larger package sizes. While consumers may receive a quantity discount for larger sizes, this saving may be lost through waste. The potential environmental cost of more packaging is an issue worth considering. Nevertheless, further exploration of expiration dates and package size may be a tool that industry can use to combat food waste.

Conclusion

Researchers, policy makers, and consumers are questioning the efficacy of various mechanisms and policies that might be used to reduce food waste, but little economic research exists that examines the alternatives carefully. Our research finds that the value of consumer food waste does respond to date labels, although the effects vary across food categories.

Our findings show that a date label that is most suggestive of a food safety concern leads to the greatest value of food wasted. Consumers in our experiment anticipated wasting a higher value of food when they were presented with the “Use by” date label. The date labels that are more suggestive of a food quality concern lead to less value of food wasted by subjects in our experiment.

Results from our experiment provide additional support for policy proposals that seek to regulate date labels on food and beverage products. Policies that look to re-evaluate how food and beverage products are labeled may be useful as part of a larger regulatory effort to reduce food waste. As part of this discussion, regulators should consider the full economic and food waste implications of policies that might lead to the harmonization of date label language across all food and beverage products.

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Acknowledgements

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“Smart Marketing” is a marketing newsletter for extension publication in local newsletters and for placement in local media. It reviews elements critical to successful marketing in the food and agricultural industry. Past articles are available at <http://dyson.cornell.edu/outreach/smart-marketing-newsletter>.

Smart Marketing



Blueberries: Is Supply Developing More Rapidly than Demand?

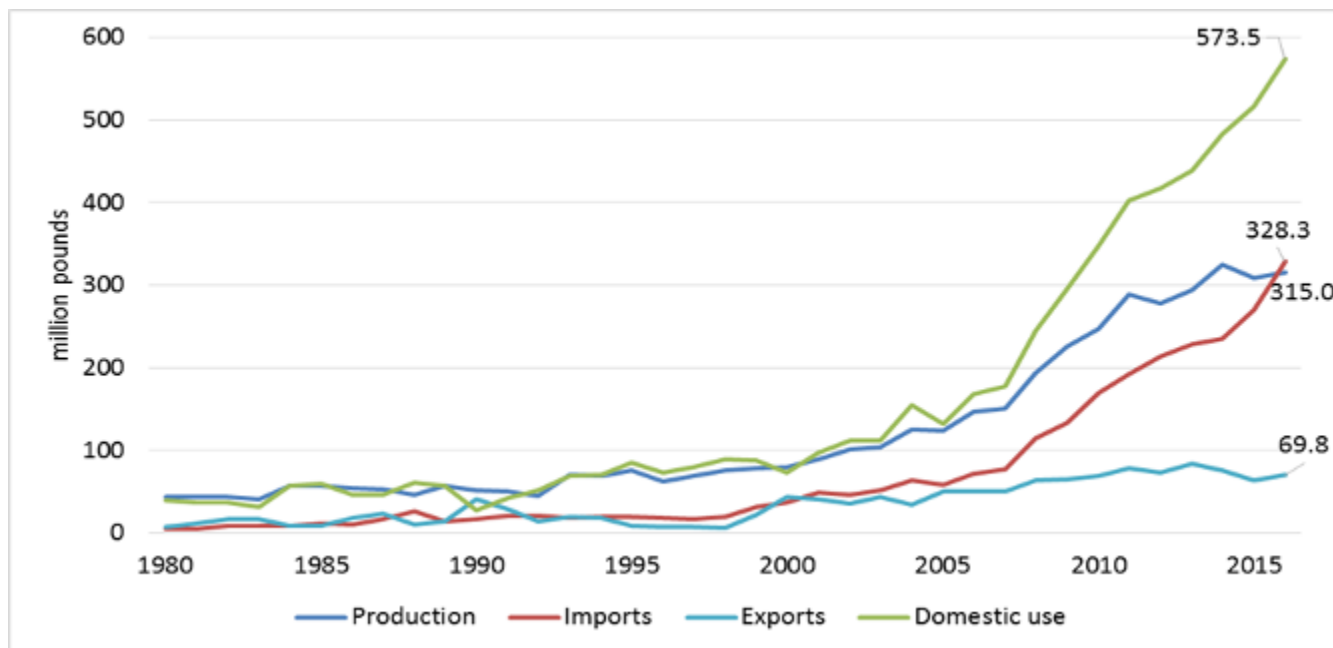
Kristen Park^a and Roberta Cook^b

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Berries fit global preferences for healthful eating, convenience, and flavor. They are easy to consume and the many different uses for snacks, salads, and baking favor the growing demand. Strawberries are the leading berry globally but other berries are rapidly gaining shelf-space in supermarkets led by blueberries. North America, including the U.S., Canada, and Mexico, has the most developed fresh

blueberry market in the world with year-round availability from blueberry domestic production, exports, and imports (Figure 1). Approximately 573.5 million pounds of blueberries are consumed in the U.S. market.

Figure 1. U.S. Blueberry Production and Consumption, 1980-2016



¹ Beginning in 1993, includes wild blueberry fresh-market production.

Source: USDA, ERS, 2017 Fruit and Tree Yearbook, Supply and Utilization tables. February 1, 2018.

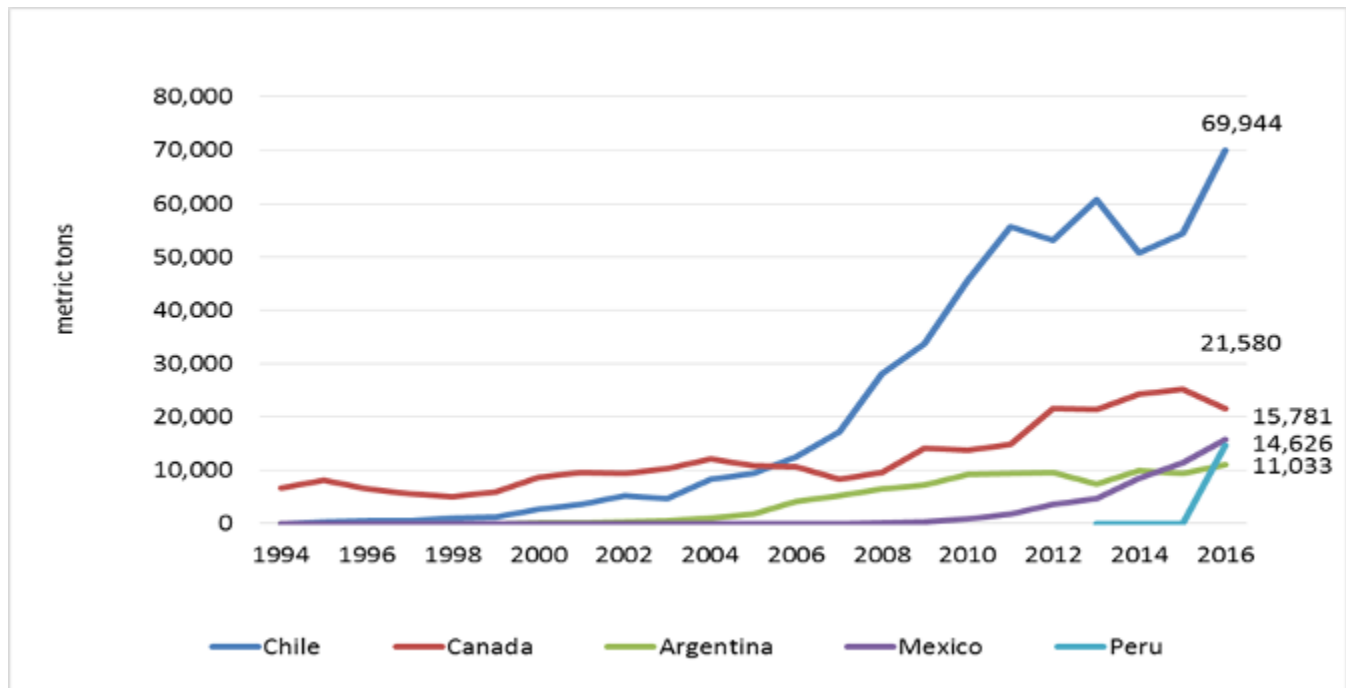
U.S. blueberry consumption was given a boost in the mid '00's as imports from Chile and Argentina rose to supply consumers in the winter months, enabling retailers to dedicate year-round shelf-space to the berry category. Chile is the leading importer of blueberries to the U.S. (Figure 2).

(Continued on page 14)

Smart Marketing

(Continued from page 13)

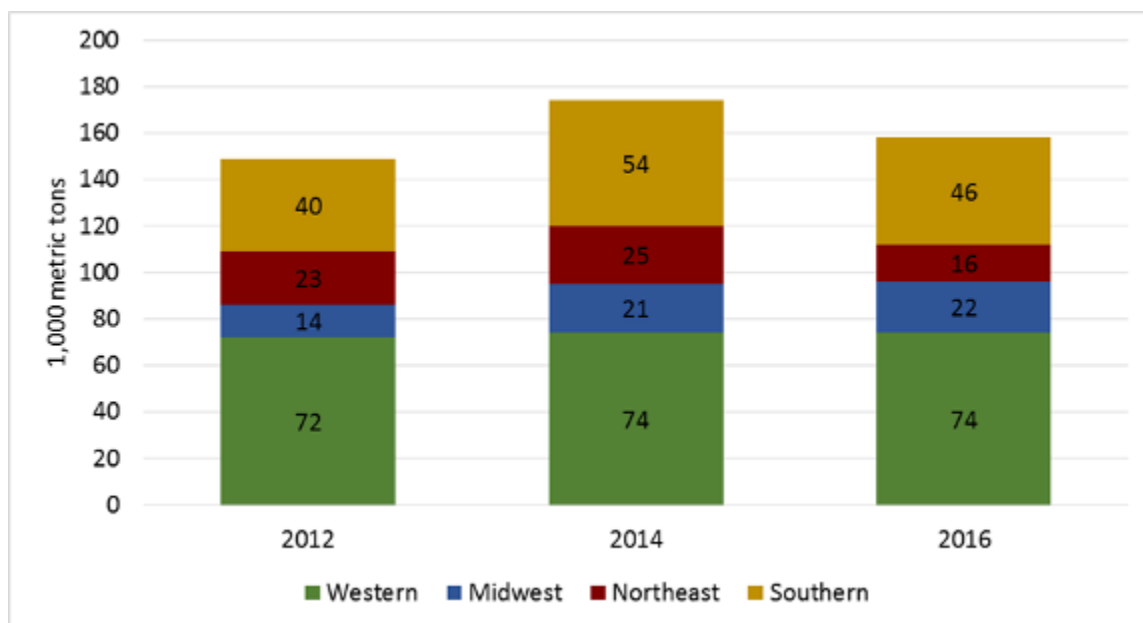
Figure 2. U.S. Blueberry Imports by Country of Origin



Source: USDA, ERS, U.S. Blueberry Industry and USDA, ERS, Fruit and Tree Nut Data, Data by Commodity. February 1, 2018.

The International Blueberry Organization (IBO) publishes a Global Blueberries Statistics and Intelligence Report that comes out annually, most recently in April 2017, with data for 2016. It incorporates data from the USDA. This indicates that about half of the U.S. production now occurs in Western U.S. (Figure 3). Lately, Southern U.S. and the Midwest have appeared to increase their production, while the Northeast production has varied widely.

Figure 3. Fresh Highbush Blueberry Production in the U.S., by Region



Smart Marketing

With so much growth in production and consumption in the last 10 years, the industry should be ready for changes. According to Roberta Cook in a recent presentation at the New York Produce Show, Global Symposium in December 2017, the U.S. tends to focus more on the domestic market than they do on exports. Because demand is increasing in other parts of the world, one would think there might be opportunity for U.S. exporters. For example, European retail chains are seeking more supplies. But Europe is quickly developing its own sources of supply, closer to market.

The good news is global demand is increasing fast for all the berries. Cook has a recommendation for U.S. growers interested in marketing blueberries to Europe. When exporting from the U.S. to Europe, you have to be global-GAP certified and meet some different requirements and maximum residue levels. Hence, firms in the blueberry industry that want to export to Europe need to think about it with a long-term approach, setting up operations so they have dedicated relationships with buyers to justify the certification and other requirements.

However, Cook cautions the industry that rapid expansion in global fresh highbush blueberry industry means risk of oversupplies. Within only three years, Peru has emerged as a significant player, surpassing Argentina. Moreover, many believe that within a few years it will surpass Chile's production as well.

Production of blueberries is increasing throughout Europe to meet local summer demand. Spain is the leader in supplying the European market and along with Portugal is developing production for the spring market. In addition, low-chill and no-chill varieties bring warmer areas into production, including Morocco. S. Africa has started to increase production for the EU fall window. Cook predicts the Northern Hemisphere's fall window will see rapid growth in global supply & market share battles.

Quality issues may impact who supplies the markets.

- Argentina did not have to focus as much on quality because they had the fall market pretty much to themselves. This is no longer the case. Their blueberries require fumigation when entering the U.S. market, which can reduce quality. Argentina ships mainly by air in order to reach markets quickly, but is shifting some volume to boats in order to reduce costs in the increasingly competitive fall market.
- Peru can ship by boat using a cold treatment; if berries are held for a certain number of days at a certain temperature, they will meet APHIS requirements, and controlled atmosphere, post-harvest practices help ensure good arrival quality into the U.S. market.
- Mexico does not have to fumigate and has the advantage of proximity to market and overland shipment.

Mexico's new industry originally targeted the fall market; however, it has the ability to prune plants to produce in the winter time and into the early spring. This enables Mexico to potentially hit high prices when there is not a lot of Chilean fruit left in the market and before the major production has started in the U.S.

The question is, is supply developing more rapidly than demand? Cook has the following insights and recommendations:

- Blueberry production is expanding rapidly, increasing global competition throughout the year. In the next five years, firms need to focus on quality and on providing services to customers to be competitive.
- Firms that are successful will be thinking globally. Fortunately, there are companies in the berry industry that are visionary, and firms on the retail side can invest in the berry category quite confidently.
- Blueberries are much lesser known in Europe and may require more investment in marketing.
- U.S. blueberry demand has grown rapidly but growth rates are slowing as the market matures. This may contribute to supply-side consolidation in the North American market.

Member Spotlight: Mossbrook Roots Flower Farm

Mossbrook Roots Flower Farm will be open for the 2018 season on Wednesday, May 9th! Just in time for Mother's Day. The market will be open Monday through Saturday from 9am to 5pm.

We currently are carrying items from 15 local vendors! Items range from watercolors, homemade soaps, jewelry, coffee, maple syrup, eclectic and whimsical art pieces to tea towels and much more. We have a wide variety of inventory to choose from.

Our farm was grown with our family at the heart of our business. We are fortunate to spend our days on our family's land and working with amazing people that share our hope of bringing more beauty to our community. We know what wonderful things can happen when you follow your heart and live your passion. Witnessing the profound impact that a simple bouquet could have on one person, we knew we had discovered something worth pursuing. Our flower fields are a place of natural, organic, raw beauty – a rustic retreat – fields where flowers, creativity and relationships are celebrated.

Mossbrook Roots offer fresh cut bouquets and single stems at our market. We are also offering a weekly flower CSA for 15 weeks starting in June and are the flower CSA provider for CVPH!

Our floral services are also available during the growing season. Unlike conventional florists, we do not outsource our flowers. Our fields are not only filled with many heirloom varieties of seed started annuals, but with decades mature perennials and woody ornamentals to create stunning and unique arrangements. Floral delivery is available.

Find us - www.mossbrookroots.com, call us - 518-420-3197 or follow us on Facebook @mossbrookroots. Better yet, visit us in person at 614 Mace Chasm Road, Keeseville.



Harvest News Briefs

Ignite ADK

Ignite ADK is an Adirondack North Country Association (ANCA) crowd-funding website that is helping local Adirondack businesses secure funding for business growth. ANCA is happy to invite any and all Adirondack Harvest Members to contact them at ignite@adirondack.org to get started with a new crowdfunding project. Ignite ADK was recently featured in the Press Republican as well, <http://bit.ly/ignite-adk-news>. For more information, visit: <https://igniteadk.org/>

SNAP/EBT Coming to AVG Farmers' Markets

The Ausable Valley Grange Farmer's Market Committee is happy to announce that SNAP (Supplemental Nutrition Assistance Program) payment options will be coming this season to the Lake Placid and Saranac Lake Farmers' Markets. Conversations held at the recent North Country Food Justice Summit at the Wild Center brought us to question how we can make good, local food more inclusive. Offering more choices at farmers' markets by getting USDA Food and Nutrition Service approval to accept SNAP was one way we knew we could address this. The ability to accept SNAP benefits opens our markets up to individuals who may not ordinarily shop them and offers more choices for those who receive SNAP benefits. Join the Ausable Valley Grange Farmers' Markets and learn more at: www.ausablevalleygrangefarmersmarkets.com

Art for Nature Benefit

A benefit event will feature area artists at Cross Island Farms, 44301 Cross Island Rd, Wellesley Island, NY. On Wednesday, June 6th, the public is invited to "Art for Nature," an event to benefit the Capital Campaign of the Friends of the Nature Center on Cross Island Road, Wellesley Island.

In the afternoon, from 4 to 7 p.m., a festive wine and cheese reception will be held in Cross Island Farms' Enchanted Edible Forest where guests can meet artists, listen to live music from the five-piece band Rajah, and purchase artwork inspired by nature created earlier in the day. The Cape Winery and Bechaz Riverdale Cheese will offer

free samples and products to purchase, while Primrose Hill Flower Company will donate bouquet arrangements. Tents will provide shelter in case of bad weather. Guests are asked to give a \$5 donation and will receive a \$5 credit toward a dinner at the restaurant at the Wellesley Hotel with presentation of the receipt.

During the day, from 10am until 3pm, the public is invited to come watch talented artists creating pieces inspired by nature. Artists will be stationed around Cross Island Farms and Wellesley Island State Park. Watch them work as you wander through the park and the Enchanted Edible Forest, a landscaped acre of the farm with over 300 kinds of edible plants.

The capital campaign is raising over one million dollars to fund the installation and upkeep of interactive exhibits for all ages at the Minna Anthony Common Nature Center in Wellesley Island State Park. The artists will donate some or all of the proceeds from their work purchased at the event to the Capital Campaign. After the event, the artwork will be displayed and available for purchase at the Nature Center through July 12th.

Participating artists include Jan Byington, William Christopherson, Drina Connors, Louise T. Currin, Tarryl Gabel, Donna Glahn, Robert Hedden, Sharon Hughto, Faye Ingerson, Mark Keller, Hennie Marsh, Linda McCausland, Jacqueline Milner, Mary Mitchell, Linda Palmer, Stacey Pope, Cheryl Simone, Kathy Sturr, Cecilia Thompson, Ruth Uhlig, and Stephen Yaussi.

With support from the Capital Campaign, exciting new installations are coming to the Nature Center! These include the **On the River** exhibit, where children can climb into a replica antique boat and use touch screen technology to navigate the St. Lawrence River; the **Forest Area** display, which will feature an interactive replica of a canvas tent from the original Thousand Islands Park settlement; and the **Wetlands Discovery Room**, where the floor to ceiling cattail wallpaper and aquariums swimming with turtles and fish make visitors feel immersed in a real wetland. Your participation will help bring these exhibits to life.

For more information about the event, please contact Cross Island Farms at 315-482-3663 or organic@crossislandfarms.com

Upcoming Events, Classes, Workshops

Westport Farmers' Market

Saturday, May 5, 10:00am to 1:00pm

Westport Heritage House, 6459 Main St.

Last market of the season! Local & farm fresh veggies, meat & poultry, artisan bread, crafts & hand made gifts.

Chicken Processing Clinic

Saturday, May 5, 9:00am to 3:00pm

8946 Route 22, West Chazy.

Farmers and home-steaders are welcome to come learn the proper techniques for chicken processing and meat handling on the farm from Dennis Vierra of Roots to Roost Farm and Shane Dutil of D & D Meats. There are limited spots open for this event, so sign up fast by clicking on the link below!

https://reg.cce.cornell.edu/chickenprocessing_209

Silvopasture On-Farm Workshop & Tour

Tuesday, May 15, 10:00am to 3:00pm

North Branch Farm, 208 River Road, Saranac
Cornell Natural Resource Specialist, Joe Orefice and team members will be presenting at a working farm that is utilizing the silvopasture techniques. Joe has implemented this practice on his own farm and will be sharing new field management techniques, evaluating the forest as a timber resource or a feed source for livestock, identifying the plants for their feed values and tips to keep your livestock operation from eating into your forest profits. Joe will also discuss tree species selection, timber quality, canopy spacing and regenerating while grazing. Franklin County SWCD will discuss soil sampling and its benefits and assistance and funding options available. Franklin County Soil & Water will also discuss programs that are available to landowners and farmers. Lake Champlain Basin Program representatives will be available to discuss forage identification, nutrient management and phosphorus issues from non-point sources and TMDL's (Total Maximum Daily Load).
To Register: Contact Kristin Ballou, Franklin County SWCD. Phone: 518-651-2097
Email: kballou@fcsxcd.org
Pre-register by May 4, 2018, to get free lunch.

Green Grass Getdown

Sunday, May 20, 11:00am

Sugar House Creamery

18 Sugar House Way, Upper Jay

After a long, cold winter of being cooped up in the barn it's almost time to release our cows onto pasture! Come spend a day outside with friends and neighbors and see our herd of Brown Swiss cows go buck wild with excitement to get outside and eat that lush, green grass! This event will also feature live music, delicious food, and a small farmers market! Cow release at 11:00 - be there!

Wild Edibles & Medicinal History Workshop

Saturday, May 26, 2018, 9:00am - 3:00pm

4-H Camp Overlook, 70 Beach Road, Mountain View, NY

Explore wild edibles available in the Northeast, their uses as food and their historic use as medicines. This workshop will be hands-on learning with attendees helping to make a wild lunch. Learn how tinctures and ointments were made, how to make flour from wild flowers and pine cambium, and how to make friends with the weeds in your gardens. All materials and lunch supplied. Workshop is open to adults and youth aged 12 and older if accompanied by an adult. \$85 per participant. Family rates available.

https://reg.cce.cornell.edu/wildediblesmedicinals2018_216

Art for Nature

Wednesday, June 6, 10:00am to 3:00pm

An outdoor artist event for all ages to fund an interactive nature museum at the Minna Anthony Nature Center, Wellesley Island. Complete details on page 17.



Upcoming Events, Classes, Workshops

Table Talk

Tues. & Weds., June 12 & 13

Hampton Inn, Carrier Circle, Syracuse
Are you ready to have a different conversation around farm and food? Do you need new tools to discuss hormones, GMOs, animal welfare, sustainability, food waste, and other emotional issues impacting the food conversation? "Table Talk" is a customized training that will equip you to have smarter conversations around farm and food. Michele Payn has developed a new two-day intensive program for a small group. She's designed it to be casual and personal to help those in agriculture who really want to make advocacy authentic and take their efforts to a new level. \$500. Personal coaching and interactive training with case studies. Register today at <https://causematters.com/tabletalktraining/ny/>

Common Ground Alliance

Thursday, July 19

Lake Placid Club Golf House, Lake Placid
Save the date for 2018! The Adirondack Common Ground Alliance (CGA) is a diverse network of dedicated people who focus on addressing issues that affect the whole Adirondack Park: its communities, institutions, people and environment. Stakeholder citizens come together to foster communication, seek collaborative solutions, set the stage for constructive action, develop shared vision and strategies and communicate with one voice. More information at <https://adirondack.org/CGA>

2018 Plattsburgh Brewfest

Saturday, August 4, 12:00pm to 6:00pm

Elfs Farm Winery 7411 State Route 9, Plattsburgh. Beer, Hard Cider, Wine, Spirits, Food & Music! Join us for the Fourth Annual Plattsburgh Brewfest, featuring the best craft brewers from the Adirondacks, Adirondack Coast, Upstate NY, Vermont & Beyond. In 2017 we featured over 30 Breweries, Wineries, Cideries and Distilleries with Food Trucks and great music. The Fourth Annual Plattsburgh Brewfest is currently a blind faith venue ticket purchase. For more information visit www.plattsburghbrewfest.com.

Harvest Festival Long Table

Dinner

Friday, September 14, 5:00pm to 8:00pm

Floral Hall, Essex County Fairgrounds, Westport
"From Seed to Celebration – the Story of Your Harvest Dinner". As a kick-off to this year's Adirondack Harvest Festival, a long table dinner featuring fresh local food will be held in Floral Hall on the Essex County Fairgrounds. Sumptuous fare prepared by Farmstead Catering will be served in this traditional agricultural setting surrounded by a gallery detailing the origins and local journey of your dinner. Vegetarian option available. More details and reservation link will be published as the event develops. Cost \$80 per seat. For up to date information please visit www.adkharvestfest.com

Adirondack Harvest Festival

Saturday, September 15

Essex County Fairgrounds, Westport
This year's festival includes a huge farmers' market drawing together farmers from across the Champlain Valley to showcase their harvest bounty; agricultural demonstrations by farmers and local organizations on many topics; live music, breweries, food trucks; a mid afternoon round-table discussion; evening barbecue and dance party and more! Details coming soon! For more info visit www.adkharvestfest.com or email Nancy Page at nancy@adkharvestfest.com.



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
PO Box 388
Westport NY 12993



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