

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

Annual Meeting Notice

Shifting back a month from last year's gathering, the Adirondack Harvest annual meeting has been scheduled for February. Please mark your calendars and join us at one of our four meeting sites, or just log in to the online meeting through our Zoom connection. This is a great chance to connect with other members, elect your chapter representatives and discuss what Adirondack Harvest is doing for your business. More importantly, what do you think Adirondack Harvest should be doing for your business? We will have an update on the new website metrics, elect new board members, give a financial update, and discuss future plans.

Tuesday, February 12, 2019

Location information ~ Feel free to attend whichever one suits you!

- ⇒ **Essex County: Ledge Hill Brewing Co., 6700 Main St., Westport 5:30 pm meal (\$5, provided by DaCy Meadow Farm) chapter meeting, 7:00 regional meeting. RSVP to Laurie Davis 962-4810, ext. 404 or lsd22@cornell.edu.**
- ⇒ **Clinton County: Shady Grove Farm & Wellness Center, 844 State Route 22B, Peru 6:00 pm meal (provided by Shady Grove)/chapter mtg, 7:00 regional mtg. RSVP to Sara Bull 518-561-7450 or slk95@cornell.edu.**
- ⇒ **CCE Franklin County, 355 W Main St., Malone 6:00 pm potluck/chapter meeting, 7:00 regional meeting. RSVP to Roger Hastings 518-529-6665 or hastings sheep@gmail.com.**
- ⇒ **Warren County Soil & Water Conservation District, 394 Schroon River Rd, Warrensburg. 6:00 potluck dinner & chapter meeting, then 7:00 regional meeting. RSVP to Teresa Whalen at 518-466-5497 or taawhalen@yahoo.com.**
- ⇒ **OR join from home via Zoom web connection or dial-in number. Link and details have been emailed to members**

Is it time to pay your dues? This can be confusing. We used to have an annual membership drive in the beginning of each year. But with the new website, we now accept payments year round and your membership runs a year from the day you paid. Don't worry if you can't remember—you will be sent a reminder to renew!

Food from the Farm

Want to expand your customer base and build consumer enthusiasm for local foods?

Food from the Farm:

Eating Local in the North Country

Saturday, March 2, 2019, Plattsburgh City Gym

52 US Oval, Plattsburgh 2:00-5:00pm

Farm price for an 8' table (provided)

\$50 for Adirondack Harvest members

\$75/non-members (Adk Harvest membership is \$25)

Registration closes on March 1. Register at https://pub.cce.cornell.edu/event_registration/main/events_landing.cfm?event=FFTFfarmer-2_209 For more info contact Sara Bull at slk95@cornell.edu 518-561-7450. Vendors should sign up for Food From the Farm as soon as possible so the organizers can advertise that you are coming on Facebook and your information can be printed in the handouts given to attendees.

What happens at Food from the Farm?

- Consumers meet the farmers and sample tasty dishes
- 3 local restaurant chefs will be preparing samples: Latitude 44 Bistro, Farmhouse Pantry, Himalaya Restaurant
- Farm products for sale, CSA sign-ups
- Info on gardening and nutrition
- Recipes for cooking with local products
- Live music
- Admission is \$5/adult, ages 5 & under free, \$20 maximum per family

Farm to School Grants Awarded in the Adirondacks

In December, 2018 Governor Andrew M. Cuomo announced \$1.5 million in awards to support Farm-to-School programs across New York. The funding has been awarded to 18 projects and educational organizations that serve students in Kindergarten through Grade 12, and will benefit over 420,000 students. Funding for the Farm-to-School program was doubled in the State's 2018-19 Budget and is a key component of the Governor's No Student Goes Hungry initiative.

Cornell Cooperative Extension of Warren County was awarded \$93,582 to train food service staff, promote a meal program with locally-produced farm products and employ a Farm-to-School Coordinator. The program will also purchase vital equipment to support the purchase of local produce at five schools.

Cornell Cooperative Extension Association of Essex County was awarded \$99,939 to hire a regional Farm-to-School Coordinator to work with schools in Essex, Clinton and Franklin counties on educational programs, produce an updated buyers' guide and collaborate with The Hub on the Hill to streamline Adirondack Region procurement with the goal of 30% local food purchasing.

Cornell Cooperative Extension of Saratoga County was awarded \$36,226 to build a wash, cure and storage facility and create an agricultural education program for students in Saratoga Central School District that will include farm experience field trips to increase awareness of locally-sourced food.

How does all this affect Adirondack Harvest members? These CCE offices will be looking to connect with farmers who are interested in selling food to schools. This is an excellent marketing opportunity for any business ready to expand into this venue. For more information, contact the above CCE offices.

Adirondack Harvest Chapter News

Thank you Anna!

Adirondack Harvest has been very fortunate to have the talents of Anna Isserow for the past year. We are sad to see her leave, but she is leaving us for other educational opportunities and ventures. Anna's energy and enthusiasm for all things local helped propel AH through the end of our DEC Smart Growth Grant. She helped us find new members and brainstormed new ideas for the future of our organization. We wish her well and hope she comes back to visit often!



For sale or lease

Retail greenhouses and retail shop that once was a florist. Three poly greenhouses totaling 6200 sq. feet on seven acres of land which is on the Dugway road in Moriah NY. Include 12 room home with new spec system and dug well. Property is near Lake Champlain in Essex County New York. Call today at 518-546-7227 or 518-546-3369 and speak to Jim and Ronnie Cunningham.



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 Anna Isserow, AH Coordinator or Laurie Davis, Admin. Contact them at 962-4810 x404 for submissions to upcoming quarterly newsletters.

Regional Food Bank Newsletter



**Regional
Food Bank**
OF NORTHEASTERN NEW YORK

Quick Bites

*Our quarterly newsletter
just for the farmers*

**Food Bank of the
Hudson Valley**



Issue No. 1

January 2019

Your Year Round Help is so Important!

We're so grateful for the strong support of our agricultural partners! From the farm fresh foods we received in 2018 from 75 farmers and producers, to the time and expertise shared by Farm Bureau and Cornell Cooperative Extension advisors, it all results in more nutritious meals for over 40,000 people who benefit from Food Bank service each week.

One highlight of our year was when New York State Department of Agriculture and Markets Commissioner Richard Ball and other agriculture, hunger, and food policy leaders (see photos) visited our Patroon Land Farm in September, which is Hunger Action Month. Thank you to the Commissioner and his staff, and representatives from New York Farm Bureau, Cornell Cooperative Extension Albany County, Hunger Solutions New York, and members of New York's Council on Hunger and Food Policy for coming together to raise awareness about hunger, encourage action to end food insecurity, and to highlight collaborative anti-hunger efforts across the state!

We were able to organize four very successful apple gleanings projects with orchards in Albany, Columbia, and Saratoga Counties. Our staff and eager volunteers harvested over 48,000 pounds of apples to help feed our neighbors in need! In October, we also attended and spoke at seven County Farm Bureau Annual Meetings to thank farmers for their support.

In December we wrapped up the year by attending New York Farm Bureau's State Annual Meeting in Syracuse. We were happy to participate in the *Harvest For All* food donation event hosted at Food Bank of Central New York at the start of the conference. We are thrilled to announce that in 2018 farmers and producers in our 23 counties donated **1,709,903** pounds (over 1.4 million meals) through this wonderful program that unites us all.



Why I Give...

On just one Saturday this fall, **nearly 100 volunteers came to Knight Orchards in Saratoga County and picked over 26,000 pounds of apples**, making this our most successful one-day harvest yet! **We thank Jeremy and Melisa** for their continued generosity and support and for giving us the opportunity to mobilize a team to accomplish this large scale project.

When asked "Why give to the Food Bank?" Jeremy stated, "Our community supports our farm by purchasing locally grown fruit. Our farm in turn, supports our community by not only providing a working landscape but by a maintaining a strong working relationship with the Regional Food Bank. **It's a very positive and fulfilling feeling to see product that may have gone to waste be put to good use.**"

Making A Difference...

Sullivan County Federation for the Homeless has operated as the County's only full time soup kitchen since 1987, and also operates a bi-weekly food pantry, serving the general public and veterans. "Over 25 volunteers assist in the day to day operations, **said Kathy Kreiter, Program Administrator.** "Many of those we serve are homeless, living in overcrowded conditions with family or friends, or in danger of losing their housing. Our approach addresses any emergency need immediately to help people avoid the trauma of being homeless. When displaced, people have whatever is available and often not access to nutritious foods. **The fresh fruit and vegetables we receive from the Food Bank are so important to providing healthy meals.**"

Food Bank, continued

Winter/Spring Cold Storage Opportunities?

As you evaluate apples, carrots, cabbage, potatoes, and onions you have in cold storage and find you have excess or unmarketable product, please consider donating.

We always need fresh produce, and the winter months are the most challenging to keep up with the need.

Anything you can do to help is greatly appreciated!

If your product is in wooden bins, we can return them to you, We may also be able to provide funds to help offset costs for labor and packaging.

Please give us a call if you have any questions. We will also be reaching out as well to schedule visits and will look forward to seeing you!

New Donors in 2018

We would like to thank the following farms for joining our family of partners in 2018:

DB Orchard

Firefly Farm

Goodness Gardens

Maskers Orchard

Manx Station Farm

Melody Springs Farm

Food Industry Relations Staff

Regional Food Bank of Northeastern New York
(518) 786.3691

Joanne Dwyer, Director of Food Industry Relations & Business Development Representative
joanned@regionalfoodbank.net or ext. 223

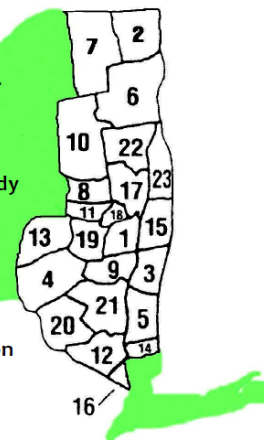
Megan Haggerty, Food Industry Relations Coordinator
meganh@regionalfoodbank.net or ext. 286

Debbie Gundrum, Receiving Office, ext. 297

Food Bank of the Hudson Valley
(845) 534.5344

Carol Griffin, Food Industry Relations Coordinator
cgriffin@foodbankofhudsonvalley.org or ext. 112

- | | |
|----------------|-----------------|
| 1. Albany | 13. Otsego |
| 2. Clinton | 14. Putnam |
| 3. Columbia | 15. Rensselaer |
| 4. Delaware | 16. Rockland |
| 5. Dutchess | 17. Saratoga |
| 6. Essex | 18. Schenectady |
| 7. Franklin | 19. Schoharie |
| 8. Fulton | 20. Sullivan |
| 9. Greene | 21. Ulster |
| 10. Hamilton | 22. Warren |
| 11. Montgomery | 23. Washington |
| 12. Orange | |



Since 1982, the Food Bank has been helping to feed the poor and hungry in our communities.

In 2018, the Food Bank provided 38.5 million pounds of food and grocery items to 1,000 charitable agencies in 23 counties.

Mountain Lake PBS Spot



We've been doing some underwriting! Check out our spot on Mountain Lake PBS. You can watch it on YouTube at <https://www.youtube.com/watch?v=a8AEkqxNvrg&feature=youtu.be>

Smart Marketing



2019 Food System Outlook

Kristen Park, Extension Associate

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

The U.S. Food Marketing System

The food marketing system in the United States is responsible for getting food from our farms into the hands of our consumer. It transports and stores, packages, processes, handles, distributes, markets, and retails our food.

The marketing system moves food produced from farms through a variety of marketing channels to the end consumer. Changes in the world around us exert forces and pressures on this system. The size, complexity, and reactive nature of the system allow it to flex but not break with these pressures. When it flexes, the marketing channels in the system respond like water channels in a delta. Some channels thrive and grow larger while bending through different courses, others

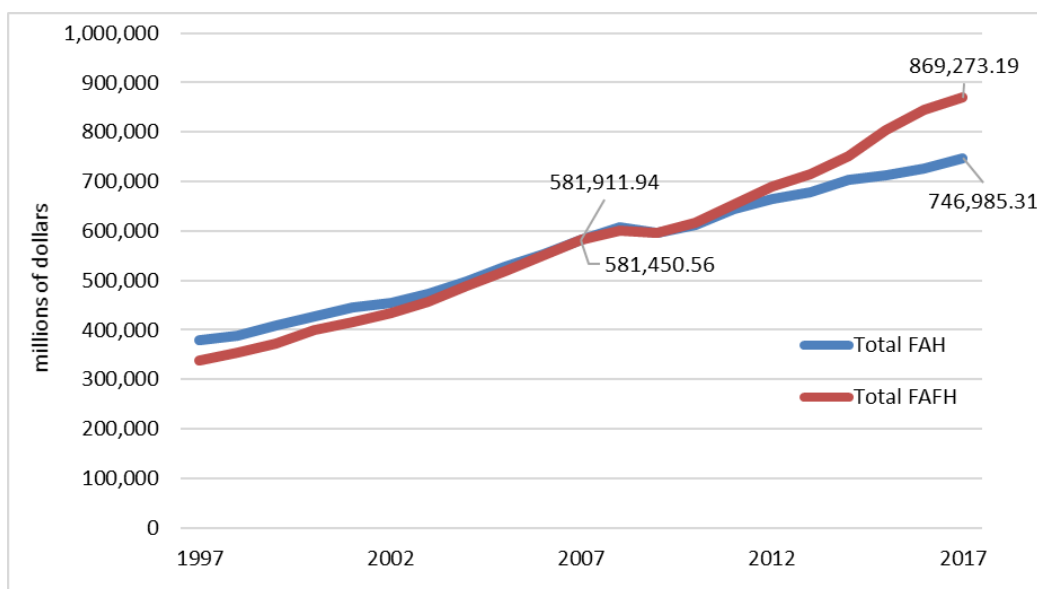
might diminish and dry up, and others arise in areas in which they never before occurred.

The largest volume of food by far travels through the grocery retail channel. A general rule of thumb is that about 75% of the volume of food moves through food-at-home markets, such as supermarkets. Roughly 25% of food moves through food-away-from-home markets, such as restaurants, accommodations, schools, etc.

When describing how consumers spend their food dollars, however, the model changes. Over half, about 54%, of consumers' food expenditures are spent on food-away-from-home, while 46% is spent on food-at-home. This is because cost of food purchased in the form of meals served through restaurants and other food service establishments includes more than just the food, it includes the restaurant labor, real estate, etc. It is more expensive than purchasing the components for meals prepared at home.

In 2017, consumers spent almost \$870 billion on food-away-from-home and only \$750 billion on food-at-home (Figure 1).

Figure 1. Food Expenditures, Food-at-Home Versus Food-away-from-Home



USDA-Economic Research Service, Food Expenditure series.
<https://www.ers.usda.gov/data-products/food-expenditure-series/>

Smart Marketing

U.S. Food Prices-

The 2018 gross domestic product (GDP) forecast is looking better than 2017, and the positive effects from this are stronger personal income (Table 1). Real disposable personal income has been looking up since 2017. The forecast for real disposable personal income in 2018 also looks positive and on pace with the consumer price index.

The expected consumer price index (CPI) for food in 2018 of 1.3% is higher than last year, in 2017, but is not keeping pace with the overall CPI for all goods which is expected to average 2.4% for 2018.

Table 1. Economic Snapshot

Economic Measure	2015	2016	2017	2018 (forecast)	2019 (forecast)
Real GDP (annual % chg) ¹	2.9%	1.6%	2.2%	2.9%	3.0
Real Disposable Personal Income (% chg) ¹	4.1%	1.7%	2.6%	2.9%	na
Consumer Price Index (% chg) ²	0.1%	1.3%	2.1%	2.4%	2.4
Consumer Price Index, All Food & Bev. (% chg) ²	1.8%	0.3%	0.9%	1.3%	na

¹ Historical data from Bureau of Economic Analysis; GDP forecast from The Conference Board; 2018 DPI forecast from BEA

² Historical data from Bureau of Labor Statistics; forecast by International Monetary Fund.

While prices for food-away-from-home, purchased primarily through restaurants, are forecast to increase between 2 to 3 percent, 2018 food-at-home prices, purchased primarily from supermarkets, are stagnant after 2 years of food *deflation*. (Table 2, page 8).

In general, however, the prices forecast for various food at home categories in 2019 are slightly positive on top of some price swings between 2017 and 2018. The most notable exception is a projected decrease for prices for fats and oils in 2019. Some stronger increases are forecast for dairy products (3.0%-4.0%), fresh fruits (2.0%-3.0%), fresh vegetables (2.5%-3.5%), and cereal and bakery products (2.0%-3.0%).

Producer Prices

Producer price indexes (PPI) fluctuate more widely than CPIs, reflecting price swings due to growing conditions, harvests and input supply costs as well as demand.

Meat and egg prices, including farm level and wholesale level beef prices, wholesale pork prices and egg prices are all expected to decrease in 2019. Increases in production in these commodities drive most of the decreases in price forecasts for 2019 (Table 3, page 9).

Dairy farmers looking for relief from low prices may see them in 2019. Farm level milk prices are predicted to increase 3.0%-4.0%, while wholesale milk prices will remain stable.

The PPI forecasts for fruits and vegetables, for fresh markets and processing, is not encouraging. PPIs for fruits and vegetables in 2018 are lower than for 2017 and are expected to be lower yet in 2019, decreasing from -4.0%- -3.0% for fruits and decreasing -3.5%- -2.5% for vegetables in 2019 over and above the decreases seen in 2018. Large crops for apples and strawberries, two of the largest domestic commodities in terms of value, were seen in 2018. The apple crop will affect the marketing year in 2019.

Smart Marketing

(Continued from page 7)

Table 2. Changes in Consumer Price Indexes for Various Foods

	2017	Oct 2017 to Oct 2018	2018 forecast	2019 forecast
	% change	% change	% change	% change
All food	0.9	1.2	0.75 to 1.75	1.5 to 2.5
Food away from home	2.3	2.5	2.0 to 3.0	2.0 to 3.0
Food at home	-0.2	0.1	0.0 to 1.0	1.0 to 2.0
Meats, poultry, and fish	-0.1	-0.4	0.5 to 1.5	0.5 to 1.5
Meats	-0.6	-1.2	0.0 to 1.0	0.25 to 1.25
Beef and Veal	-1.2	0.6	1.25 to 2.25	1.0 to 2.0
Pork	0.6	-3.5	-0.75 to 0.25	-0.75 to 0.25
Poultry	0.2	-0.3	0.0 to 1.0	1.0 to 2.0
Fish and seafood	1.2	2.8	1.25 to 2.25	0.25 to 1.25
Eggs	-9.5	2.8	9.0 to 10.0	-1.0 to 0.0
Dairy products	0.1	-0.2	-1.0 to 0.0	3.0 to 4.0
Fats and oils	0.8	-0.4	-0.25 to 0.75	-3.0 to -2.0
Fruits and vegetables	-0.2	-0.4	0.25 to 1.25	1.5 to 2.5
Fresh fruits & vegetables	0.2	-0.5	0.75 to 1.75	2.0 to 3.0
Fresh fruits	0.5	-1.5	1.0 to 2.0	2.0 to 3.0
Fresh vegetables	-0.1	0.7	0.0 to 1.0	2.5 to 3.5
Processed fruits & vegs.	-1.6	-0.1	-1.25 to -0.25	-1.0 to 0.0
Sugar and sweets	-0.1	0.3	0.0 to 1.0	0.0 to 1.0
Cereals and bakery products	-0.5	0.5	0.25 to 1.25	2.0 to 3.0
Non-alcoholic beverages	0.2	0.9	-0.5 to 0.5	-0.25 to 0.75

USDA-ERS, Food Price Outlook, <http://www.ers.usda.gov/data-products/food-price-outlook.aspx#26630>

U.S. agricultural trade is stabilizes domestic supplies, prices, and demand. Ag exports have been larger than imports since 1960 and have been able to help ease the trade deficit for non-ag merchandise. Exports for 2019 are forecast at \$141.5 billion, imports at \$127.0 for a trade balance of \$14.5 billion (Table 4, page 9).

The largest declines in exports in 2018 have been in soybeans and cotton while increases in 2018 have been in corn and wheat. The decline in soybeans in 2018 can be attributed to the decrease in exports to China, the decline in cotton, a softening of the world market for cotton.

For 2019, exports of horticultural products which will continue to grow (Table 5, page 9). At the same time, imports of almost all major product categories are expected to drop slightly in 2019, with the exception of oilseed and dairy products imports which are expected to remain stable.

Smart Marketing

Table 3. Changes in Producer Price Indexes, 2016 through 2019

Item	2016	2017	Forecast 2018	Forecast 2019
	% change	% change	% change	% change
Unprocessed foodstuffs and feedstuffs*	-10.5	2.9	NA	NA
Farm level cattle	-19.4	-1.7	-3.5 to -2.5	-2.0 to -1.0
Wholesale beef	-16.7	-0.7	0.5 to 1.5	-3.0 to -2.0
Wholesale pork	-2.1	3.2	-7.0 to -6.0	-2.0 to -1.0
Wholesale poultry	-3.6	0.7	-6.5 to -5.5	-1.5 to -0.5
Farm level eggs	-59.1	23.6	31.0 to 32.0	-15.0 to -14.0
Farm level milk	-3.0	8.6	-9.0 to -8.0	3.0 to 4.0
Wholesale dairy	-1.7	3.4	-2.5 to -1.5	0.0 to 1.0
Farm level soybeans	2.9	-2.3	-5.5 to -4.5	-5.0 to -4.0
Wholesale fats and oils	-0.8	4.1	-2.75 to -1.75	-3.0 to -2.0
Farm level fruits	11.7	6.6	-3.0 to -2.0	-4.0 to -3.0
Farm level vegetables	1.0	6.4	-9.0 to -8.0	-3.5 to -2.5
Farm level wheat	-20.4	7.8	14.0 to 15.0	4.0 to 5.0
Wholesale wheat flour	-7.3	1.7	-0.5 to 0.5	-4.0 to -3.0

NA = Not available. USDA ERS Food Price Outlook <https://www.ers.usda.gov/data-products/food-price-outlook/food->

Table 4. U.S. Agricultural Trade, 2015 – 2019, Year Ending September 30

Item	2015	2016	2017	2018	2019
				*	*
	<i>billion dollars</i>				
Exports	139.8	129.6	140.2	143.4	141.5
Imports	114.2	113.0	119.1	127.6	127.0
Balance	25.5	16.6	21.1	15.8	14.5

*Forecast, fiscal year ending September 30. Source: Compiled by USDA using data from U.S. Census Bureau, U.S. Department of Commerce. <http://usda.mannlib.cornell.edu/usda/current/AES/AES-11-29-2018.pdf>

Table 5. U.S. Agricultural Trade Forecasts, Selected Commodities, 2014 – 2015

Item	2018		2019 forecast	
	Exports	Imports	Exports	Imports
	<i>billion dollars</i>			
Grains and feed	31.2	12.8	33.8	12.5
Oilseeds	31.5	9.7	27.9	9.7
Livestock, poultry, and dairy products	30.5	17.1	30.1	17.0
Dairy products	5.6	3.4	5.3	3.4
Cotton	6.6	NA	5.9	NA
Horticultural products (fruits, vegetables, & nuts)	34.6	63.2	35.3	62.1

Eat Your Way to a Healthier Planet

by Myra Lawyer, LCBP NY Ag Practices Specialist myra.lawyer@dec.ny.gov

How many of us go to the grocery store with good intentions to cook all the food we buy, only to realize a week or two later, that we haven't used very much of the perishable items in our nightly meals, lunch boxes, or snacks?

Here is how I stopped wasting my food, and if you want to try it and send me a line, I will help keep your mojo going for the month of February. I am all for eating healthier, living less large at the cost of our planet, and keeping farmers gainfully employed. I often think that if I can eat healthier, which includes supporting my local food producers, I might make fewer trips to the Dr and the pharmacy, all of which are good ways to keep my budget healthier, too.

When I go to the grocery store, or to a fresh market, I have an idea of who I will be feeding and how many times I will be preparing food that week. If I'm buying apples, for example, they will probably keep for quite a while in the refrigerator. However, when I'm buying lettuce, I know that I need to use it within a few days. Knowing how to freeze or preserve fresh produce and paying attention to the shelf life of a product is an excellent way to reduce food waste. If I know I won't need a perishable item until say, the weekend, I make a point to stop at the store on my way home from work on either Thursday or Friday. I try very hard not to make a special trip to the store on the weekend, although I have been known to car pool to the grocery store with a friend whenever I really need to get out of the house.

I make a list of meals-not things to buy at the store, which helps me to be more flexible shopping for ingredients. I know I need things for 6 breakfasts, 5 lunches and 7 dinners. I inventory the refrigerator and the canned goods cupboard. This way I have an idea of what I already have. I try to do this once a week early in the morning while the coffee is brewing. It doesn't take long, and it keeps me in the kitchen long enough to get that fresh brewed cup as it finishes dripping into the pot.

I check online for new recipes regularly. If I find a recipe with a lot of ingredients I don't have, I look for ways to use the ingredients in other dishes, otherwise, I might tell myself I deserve a \$35.00 bowl of soup! I'm always thinking of the cost of the meal-and sometimes, it does pay to go out to dinner.

Which brings me to my next waste cutting tip-a coworker and I both like to cook, but our dinner table consists of very few people. If we know we are going to be making the ever-lasting soup, we will offer to bring some in to share at lunch time. It makes for a great diversity of lunches, and it keeps me on my toes with cooking skills.

Some things I typically miss that do occasionally go to waste are dairy products. There is nothing like a casserole to use up cheese and milk. I feel better about freezing a casserole I can eat later, rather than throwing away a pound of cheese or a half a gallon of milk.

I hope this helps get everyone thinking about food waste and how to reduce the number of food items that go into landfills. If everyone does a little, it will go a long way to reduce our footprint on the planet.



2018 Cornell Agribusiness Strategic Marketing Conference: Developing Your Brand and Marketing Strategies to Increase Sales

By Dan Rivera, Triple Green Jade Farm, Willsboro, NY

I recently attended the Strategic Marketing Conference at the Crowne Plaza in Lake Placid and here's why I love these types of events:

Conferences = Information download + Energizing networking with like-minded go-getters

The expert presenters covered various topics, including these highlights:

- Branding with a focus on sustainable packaging and design services,
- Finding Additional Markets with info direct from the purchasers of Baldour, Wegmans, Price Chopper
- Technology Adoption with your Brand with the FarmOn Foundation
- Collaborative Approaches to Marketing with Vermont Fresh Network

Exposure to new ideas is only one benefit in these types of gatherings. The exposure to new farming, food colleagues and networking opportunities is the unsung bonus. I got to meet more CCE Harvest NY staff like Dairy Specialist, Barbara Williams. I met Christine from Juniper Hill Farm in Wadhams. And did you know there is goat milk gelato coming out of Lewis County? Yeah, Hidden Pastures Dairy.

With an eye towards Adirondack Harvest, the session with the Vermont Fresh Network really piqued my interest. Since 1996, their mission is to advance relationships among farmers, chefs, and consumers to grow markets and eat more locally grown food. Sound familiar? They have what seems to be a thriving and growing organization with several annual events and a strong link to DigInVT.com - their partner in promoting agritourism in the state.

They're an organization we can look to for best practices and ideas for the future development of Adirondack Harvest as we continue to expand and seek new directions.

While some of the topics may have been a bit over the top for some attendees, overall it was well-rounded, high quality info and had some nuggets of inspiration for everyone.

I may be a marketing geek, but the only downside for me was that the room was not filled to capacity. For whatever the reasons, many of the farms and vendors I see week to week at the farmers' markets did not make it to the conference.

In the North Country region, it seems there is the lack of coherent knowledge in marketing especially among small farms and food businesses and conferences like these are invaluable in shedding light into how their businesses can take the next step.

Conference and Travel Benefit for AH members

Don't forget, if you are an Adirondack Harvest member you are eligible for up to \$100 in meeting/conference, travel, meals and accommodation fee reimbursement. To qualify, you must submit a request form (available by emailing us) along with receipts. In addition, you must write up a very brief summary of something you learned your travels that would benefit our other members. The AH board will review your application and if approved, you'll be issued a reimbursement check for up to \$100. This fund is available every year, but can be limited depending upon how many requests are submitted. Dan Rivera (story above) took advantage of this perk—will you?

Adirondack Harvest Year in Review 2018

By Anna Isserow, Adirondack Harvest Coordinator

Supporting and promoting Adirondack farmers and producers is the goal of Adirondack Harvest and 2018 was full of promotional events, membership signups, and event sponsorships that worked toward with that goal:

- Early in 2018 we welcomed Jeff VanArsdale as a new Western Chapter Representative. Jeff has done an amazing job reinvigorating the chapter.
- Last winter 4 of our members took part in tastings that attracted 100 people in Essex.
- In March, Food From the Farm had 24 farmers, 3 chefs, and over 600 members of the public in attendance.
- The end of March brought us the Food Justice Summit at the Wild Center
- In April we went to the Capitol buildings in Albany for an event of over 300 people most of which were legislators and their teams. Dan Rivera of Triple Green Jade Farm was part of Adirondack Day and said, “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.”
- May was a time for recruiting new members, including forestry products and producers.
- In June Roger Hastings and his Franklin County chapter had a “Taste of Adirondack Harvest” booth at the annual summer fest celebration in Malone at Arsenal Green, a tasting was presented as well as other goods and farm information.
- Tillage Day at the Cornell Willsboro Research Farm was in July and many members went to learn about tillage and soil science.
- At the end of July was Essex County Agriculture Day on the courthouse lawn in Elizabethtown. For the past couple of years, the Essex County Board of Supervisors, Essex County Farm Bureau and CCE Essex have coordinated efforts to showcase the diversity of agriculture in the county.
- Late summer is a busy time for farmers and we brought a taste of the bounty down to Saratoga for ADK Day at the racetrack. We brought goods from around 10 farms and producers, and were able to share it with the hundreds of people who were visiting the track that day.
- We sponsored Bike the Barns in September, an event in which cyclists visit different farms and raise money for the Farmshare Fund.
- September was also a landmark month for us because of the Harvest Festival in Westport, NY. This year’s festival boasted about 2500 visitors, an 80-person farm to table harvest dinner, a large farmers market and farm-themed demos.
- Fall brought us the Cuisine Trail trip to Canada—check out our photos on our Instagram page!
- The Essex County Cheese Tour, a favorite of the year’s events, was held in October and had great turnout even in the rain.
- In November the North Country hosted its first Strategic Marketing Conference. The conference was geared toward farms and producers with the goal of, “developing your brand and marketing strategies to increase sales”.
- Late winter can be dreary but there are several winter farms markets including Snowy Grocery at Sugar House Creamery Sundays.
- The end of 2018 brought us more advertising opportunities including underwriting on North Country Public Radio and Mountain Lake PBS, print ads in Local ADK, ADK Life Magazine, and the Adirondack Daily Enterprise and numerous social media cross-postings.
- New members are joining weekly, coming in with new energy and ideas to keep our momentum going.
- 2019 is already off to a good start with new promotional fliers under review, underwriting with NCPR set up again and we are exploring future funding opportunities.

We would like to thank all of our members, community friends, and staff who made this year a success. Your interest, passion, and Adirondack spirit are truly appreciated!

Harvest News Briefs

Regional Conservation Partnership Program

The Greater Adirondack Regional Conservation Partnership Program (RCPP) partnership is announcing a second round of funding in 2019. Applications must be received by **February 15, 2019** for targeted conservation projects through the NRCS Environmental Quality Incentives Program (EQIP) for consideration in the following Counties: **Clinton, Fulton, Hamilton, Saratoga, and Warren**. All applications are competitive and ranked based on locally identified resource priorities and the overall benefit to the environment. Interested farmers and landowners should contact their local NRCS office for additional information and to obtain an application. You may apply by visiting your local SWCD office, which can be located using the website: http://www.nys-soilandwater.org/contacts/county_offices.html or by visiting your NRCS field office, which can be located using the web site: <http://offices.sc.egov.usda.gov/locator/app?state=NY>

Cornell Small Farms Program Technical Assistance Grant

Whether you are looking to hire employees for the very first time or adding additional staff, human resource and managerial skill are crucial. The Cornell Small Farms Program through the Labor Ready Farmer project has grant funding available through 2020 to offer one-on-one technical assistance to beginning farmers, including next generation farmers on family farms. Visit <https://smallfarms.cornell.edu/2019/01/14/save-money-retain-valuable-staff-and-increase-on-farm-efficiency/> to learn more and apply.

Essex County Soil and Water District Tree and Shrub Sale

Each year, Essex County Soil & Water Conservation District holds a tree and shrub sale that is open to the public. You should plan to order your plants by the March deadline, and typically you pick up the plants in early May. Great deals on some commercial berries, etc. Click [here](#) for the 2019 order form or call 518-962-8225.

Upcoming Events, Classes, Workshops

Agritourism Workshop

February 7 from 6:00pm to 8:00pm, Franklin County Courthouse, Kitchen Conference Room, 355 West Main Street, Malone

Topics include: Getting started with agritourism, Visitor expectations and customer relations for an agritourism destination, Income sources in Agritourism, Agritourism liability and questions to clarify with your insurer, Marketing your agritourism enterprise, Are you ready to host visitors to your farm? Contact Jessica Prosper at 518-483-7403 or by email at jlrl5@cornell.edu with questions or to register. Or register online at <http://franklin.cce.cornell.edu/events/2019/02/07/agritourism-workshop>

Look & See: A Portrait of Wendell Berry

February 10 at 4:00pm, Unitarian Universalist Church, 3 1/2 Main St., Canton, NY.

GardenShare presents this screening of Look & See, a "cinematic portrait of the changing landscapes and shifting values of rural America in the era of industrial agriculture, as seen through the mind's eye of Wendell Berry. Filmed across four seasons in the farming cycle, Look and See blends observational scenes of farming life, interviews with farmers and community members with evocative, carefully framed shots of the surrounding landscape." Snacks provided by the Potsdam Food Co-op. For more information contact the office@gardenshare.org or 315-261-8054.

"Office Hours"

Franklin Cty CCE, Malone: 2/18, 3/22, 4/19

Essex Cty, Hub on the Hill: 2/19, 3/19, 4/24

Clinton Cty CCE, Plattsburgh: 2/20, 3/18, 4/23

Lewis Cty CCE, Lowville: 2/21, 3/21, 4/22

Jefferson Cty CCE, Watertown: 2/22, 3/20, 4/25

Cornell Cooperative Extension Farm Business Management Specialist Kelsey O'Shea will be hosting regular office hours for the next few months. These times give farmers a chance to bring their questions on any of the following topics: Accounting, Financial Statements, Budgeting, Business Plans, Decision Making, Employee Hiring, Employee Handbooks, Human Resources, Diversification, Regulation, Grant Applications, Project Evaluation, Book Keeping Systems, Farm Transition Planning, and Retirement Strategies. Please note that all office hours are from 10AM to 3PM. It is not necessary to make an appointment, however you can do that by contacting Kelsey at kio3@cornell.edu or 315-955-2795.

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Upcoming Events, Classes, Workshops

Eastern NY Fruit & Vegetable Conference

February 19 to 21, Desmond Conference Center, 660 Albany Shaker Rd , Albany, NY

Day one includes a full day on tree fruit, a full day on small fruit, a full day of FSMA/PSA grower training and a morning of business management. Day two includes a general session on pollinators, followed by full sessions of vegetables and tree fruit. Day three includes several half day workshops including: a fertility session for annual and perennial crops, a grape production workshop for eastern growers, a CSA marketing intensive, and an in-depth irrigation workshop for annual and perennial crops. More information and registration at <https://enych.cce.cornell.edu/event.php?id=1081>

Artisan Dairy Food Safety Coaching

February 26 & 27, 194 U.S. Oval, Room 200, Plattsburgh, NY
Open to All Artisan & Farmstead Dairy Producers in the New York, Massachusetts, Connecticut, Vermont, and New Hampshire Region. Learn about the FDA's Preventive Controls for Human Foods – food safety plan concepts, components and requirements. Participate in coaching sessions to create a new plan or review your current food safety plan to help protect your consumers and your business. Hear about practices to maintain, monitor, and control cheesemaking operations to manage food safety concerns. Deadline for registration is Feb. 12. Course is offered at a reduced price of \$49 (\$600 value). Register at <https://dairyextension.foodscience.cornell.edu/content/0226-2719-artisan-dairy-food-safety-plan-coaching-workshop/>

Feed Back: Cultivation Action

February 28, The Wild Center, 45 Museum Drive, Tupper Lake

Join us for the second annual food summit at the Wild Center brought to you by the North Country Food Justice Working Group. This year's summit will emphasize action toward our collective vision of a just and sovereign regional food system. The summit will include contributions that instruct advocates, activists, farmers, and consumers on creating long-lasting changes to the food system and reaching out across socioeconomic and cultural differences. For more information or to register visit <http://www.craigardan.org/events/foodsummit2019>.

Food From the Farm: Eating Local in the North Country

**Saturday, March 2, 2:00pm to 5:00pm
Plattsburgh City Gym, 52 US Oval, Plattsburgh**

Meet the farmers and sample tasty dishes. Three local restaurant chefs will be preparing samples. Admission \$5/adult, ages 5 & under free, \$20 max per family. Includes plenty of food samples, door prizes, meet your farmers, access to farm products for sale, info on gardening and nutrition, family friendly fun with a kids' table, recipes, live music with. Contact CCE Clinton County for more info 561-7450. Or email Sara Bull at slk95@cornell.edu.

Cabin Fever Trivia Night

March 2, 7:00pm, Elks Lodge, 10 Elm St., Potsdam.

This mid-winter FUNdraiser supports GardenShare's work to solve hunger. Put together your best four-person team to compete for a good cause! Prizes for trivia, best team name and best team uniform. \$25/person, \$12.50/student. Register at www.gardenshare.org.

NYS Farmers Market Managers Conference: Meeting the Needs of "Today's" Customers

March 5 & 6, Queensbury Hotel, 88 Ridge St., Glens Falls, NY

This conference is a source for many new ideas and concepts to help your market reach new heights of success, enjoy the company of market managers from across the state and re-energize in preparation for the 2019 farmers market season. Each session will follow through on looking at critical information that will help markets to make adaptations to their markets to maintain relevancy to their customers. For more information, including the agenda, go to <http://www.nyfarmersmarket.com/annual-conference/> or contact the Farmers Market Federation office at 315-400-1447 or deggert@nyfarmersmarket.com.

NOFA-NY Organic Dairy & Field Crop Conference

March 6, Holiday Inn Syracuse/Liverpool, 441 Electronics Pkwy., Liverpool, NY

Now in its eighth year, the NOFA-NY Organic Dairy & Field Crop Conference is the only event of its kind in the Northeast. This one-day event presents a unique

Upcoming Events, Classes, Workshops

networking opportunity for farmers, consumers, and vendors in the region. This year, we're building a stellar lineup of presenters including agronomists, farmers, ranchers, and animal scientists. Speakers include Ray Archuleta, Gabe Brown and Francis Thicke. For more information visit <https://www.nofany.org/events-news/events/odfc-conference>.

Grower Training Course

March 7 & 8, St. Lawrence Valley Produce Auction, 58 Martin Road, North Bangor, NY

This course is for fruit and vegetable growers and others interested in learning about produce safety, the Food Safety Modernization Act (FSMA) Produce Safety Rule, Good Agricultural Practices (GAPs), and co-management of natural resources and food safety. The PSA Grower Training Course is one way to satisfy the FSMA Produce Safety Rule requirement outlined in §112.22(c) that requires 'At least one supervisor or responsible party for your farm must have successfully completed food safety training at least equivalent to that received under standardized curriculum recognized as adequate by the Food and Drug Administration.' Costs to Attend: NYS Residents: \$25. Outside NYS Residents: \$100. Register at https://reg.cce.cornell.edu/producesafetyalliance2019_10510. Registration Deadline: Friday, March 1.

Saffron Workshop: Production Progress and Market Promise

March 15, UVM Dudley H. Davis Center 590 Main Street, Burlington, VT

Organized by the University of Vermont North American Center for Saffron Research and Development, this workshop will provide specific information about how to grow, process, and market saffron, and updates on research underway. It is for anyone who is growing saffron now or hopes to in the future. For more information and to register visit <https://www.uvm.edu/~saffron/>

Thurman Maple Days

March 16, 17, 23, 24, 30, 31, 10:00am to 4:00pm. Thurman, NY.

Five Thurman maple producers—four of them the largest in Warren County—will open their sugarhouses to show how this age-old art is practiced with the help of technological advancements. Each weekend offers open barns at our maple farms, all offering free tours of sugarbushes and sugarhouses, with demonstrations and talks about tapping, evaporating, filtering and candy-making. Each producer has its own specialty! For more information visit <https://www.visitthurman.com/maple-days/>

Maple Weekends

March 23, 24, 30, 31. Open 10:00am to 4:00pm each of those dates. The free, family-friendly traditional event is open to the public. Many maple producers throughout the Adirondacks are participating in this event including many who are Adirondack Harvest members! For more information and to find out which sugarhouses are open, visit <https://mapleweekend.nysmaple.com/>

Adirondack Buyer Days

March 25-26, 9:00am to 4:00pm, Saratoga Springs City Center, Saratoga Springs, NY. ANCA's juried wholesale gift show offers the best handmade gifts and specialty foods from around the region, New York State and beyond! Adirondack Buyer Days offers a great opportunity for retailers to buy directly from artisans, meet the producers and learn the stories of their unique wares. For more information visit https://www.adirondack.org/Adirondack_Buyer_Days



Log-Grown Shiitake Mushroom Cultivation

April 20, 11:00am to 2:00pm, Fort Ticonderoga's Mars Education Center.

\$20/person and you can bring home your own inoculated log! Register at https://reg.cce.cornell.edu/shiitake_215. Contact Carly Summers at cfs82@cornell.edu with any questions.

Plattsburgh Brewfest

August 3, 12:00pm to 4:00pm, Elfs Farm Winery & Ciderhouse, 7411 State Rte. 9, Plattsburgh.

Enjoy an afternoon of sampling beer, wine, cider and spirits from craft beverage producers throughout New York State and Vermont. Enjoy tasting a variety of craft beverages from beer, wine, hard cider, spirits, soda, coffee, kombucha and more, in Elfs scenic vineyard/orchard. Get your tickets today! Visit <https://www.facebook.com/craftbevfest/> for more info.

ADIRONDACK HARVEST MEMBERSHIP FORM

Please make checks payable to "Adirondack Harvest".
Clip and mail to 8487 U.S. Route 9, Lewis, NY 12950

Name _____
Address _____
Phone _____
Email _____

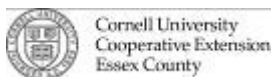
Please circle type of membership:

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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