

"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."

Farm to Chef Meet & Greet

On Wednesday, May 1, Adirondack Harvest held a farm to chef meet and greet event at Big Slide Brewery and Public House in Lake Placid. Over 40 farmers and chefs (or other restaurant representatives) met to network. A fantastic panel of local food purchasing experts (Chef Greg Sherman of Big Slide, Wynde Reese co-owner of Green Goddess Foods, and Chef Zach Jackson of the Deers Head Inn) led a discussion of the challenges and advantages of working with farmers. AH president Dan Rivera gave an excellent talk about using social media to your advantage. The chefs at Big Slide treated everyone to a delectable spread of dishes prepared with local ingredients. It was great to see some fresh faces in the crowd and we gained some new Adirondack Harvest members at the end of the day. We hope to hold more events like this in the future—let us know if you are interested!



Curtiss Hemm: AH's Champion on the Airwaves



Every month our own Adirondack Harvest member Curtiss Hemm takes to the airwaves on North Country Public Radio to share some of his cooking secrets with NCPR radio personality Todd Moe. In Todd's words, "Curtiss Hemm knows a lot about food. He loves to teach and get people passionate about food any time of the year. He's the former Dean of Culinary Arts at the New England Culinary Institute in Burlington, and has also taught at Paul Smiths College. These days he and his family live in Peru, NY where he runs the Carriage House Cooking School. Many of his recipes are found in Northern Home, Garden and Leisure Magazine." Curtiss always manages to remember to mention Adirondack Harvest—and we appreciate the plug. Those efforts benefit all of us, so thank you Curtiss!

Photo credit: Jim Hardman

2019 Annual Meeting Recap

The Adirondack Harvest annual meeting was held on Tuesday, February 26 at Ledge Hill Brewing Company in Westport, NY. Forty-seven members and friends attended the meeting which connected through "Zoom" webinar technology to provide a video link to several sites across the North Country.

New board members were elected including Wynde Kate Reese as our restaurant/store representative. Wynde Kate is co-owner of Green Goddess Natural Market in Lake Placid. Robert Barody, owner of Blackberry Hill Farm and Sanctuary in Athol was elected as our farmer representative. All of our current chapter representatives were re-elected (Dan Rivera—Essex chapter, Jane Desotelle—Clinton chapter, Roger Hastings—Franklin chapter, Teresa Whalen—Southern chapter, and Jeff Van Arsdale—Western chapter. After many years of excellent leadership as our Board Chair, Teresa turned over her title to newly elected Chair Dan Rivera. We thank all of our board members for their service and contributions to Adirondack Harvest.

Old business discussed included the impending wrap-up of the Smart Growth grant, due to end on June 30—almost all the work is completed and we are still signing up new forestry product members. Additionally we had a report from the newly formed Adirondack Cuisine Trails Association. They will be moving ahead with signage and managing the cuisine trail members. We are hoping to collaborate with them in the future to promote them on our website.

Under new business we had a terrific presentation on our website metrics by Dan Rivera. There's so much all of us can be doing to boost each other through social media! Soon we'll share an educational sheet detailing effective promotion techniques for everyone. We also discussed our upcoming visit to Albany to connect with various legislators. Our hope was to have Adirondack Harvest introduced and accepted as a line item in the state budget, thereby allowing us to fully support our members with a full time marketing and outreach employee among other things. Update: our visit was not successful in obtaining funding for 2020, but we laid a solid groundwork for repeating our "ask" with a better outcome for 2021.

Adirondack Harvest Chapter News

Essex County Chapter:

We have adopted the Adirondack Harvest Festival, held on the Essex County Fairgrounds, from Nancy Page and Heidi Sweet who were the former event coordinators. We've hired a part-time festival organizer, Tricia Bhatia. Soon she'll be sending out vendor applications (don't forget, it's free to have a table) Contact us if you have not participated in the past! See event on page 17.

Clinton County Chapter:

The annual Food from the Farm event was held on Saturday, March 2 this year. As always, it was a great turnout with the popular event drawing people of all demographics out of their winter hibernation and generating excitement for the local farms and restaurants.



Western Region Chapter:

(Report from Jeff Van Arsdale)

We're happy to welcome 3 new members to the Western Region: Grassroots Meats, Hidden Pastures Dairy, and littleGrasse Foodworks. Grassroots Meats provides pasture-raised lamb, pork, chicken and beef. They also have farm-grown eggs, produce, and cut flowers. Located at 3821 Rector Road, Lowville, Lewis County Hidden Pastures Dairy produces goat milk gelato with honesty and love. They craft gelato to be a natural, sweet, delicious treat for you to enjoy. Located at 5115 State Route 12, Glenfield, Lewis County. littleGrasse Foodworks is a diversified small-scale CSA farm using zero pesticides, herbicides or synthetic fertilizers, growing vegetables, flowers and herbs for people living or working in the Canton-area. Located at 309 Miner Street Road, Canton, St. Lawrence County. All the businesses welcome visitors; stop by if you are traveling in the area.

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.

2019 Farmers Markets

* accepts SNAP cards + accepts FMNP coupons

CLINTON

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

Manager: Melissa Poirier (518) 497-6714. Web Site: adirondackfarmersmarket.com +

Date: Saturdays, June 22 through August 31, 2019 10:00-2:00

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

Manager: Julie Baughn (518) 802-7164 * +

Date: Saturdays, May 11 through Oct. 12, 2019 9:00-2:00 & Wednesdays, June 26 through September 25, 2019 10:00-2:00.

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

Manager: Jim Rabideau (518) 298-3878.

Date: Fridays, June 21 to Aug. 30, 2019 3:00-7:00

ESSEX

Elizabethtown - Behind the Adirondack History Center Museum.

Manager: Gina Agoney (518) 578-5183. Web Site: adirondackfarmersmarket.com +

Date: Fridays, June 7 through Oct. 11, 2019 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 2 through Oct. 13, 2019 9:30-2:00

Lake Placid – Jewtraw Park, Station St. Market contact: (518) 217-2495

Web Site: ausablevalleygrangefarmersmarkets.com + *

Date: Wednesdays, June 12 through Oct. 9, 2019 2:00-6:00

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

Date: Saturdays, June 1 through Aug. 31, 2019 10:00-1:00

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

Date: Thursdays, June 27 through Sept. 5, 2019 10:00-3:00

Ticonderoga – Near Walmart entrance 1114 Wicker St. +

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

Date: Saturdays, July 6 through Sept. 28, 2019 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 13 through Sept. 5, 2019 9:00-1:00

Westport – Westport Heritage House, 6459 Main St.

Manager: Medara Sherman (518) 795-4280.

Date: First Saturday of Jan., Feb., Mar., Apr. 2020 9:00-12:00

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

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

Date: Sundays, Oct. 2019 through late May 2020 10:00-1:00

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FRANKLIN

Akwesasne— Generations Park, 30 Margaret Terrance Memorial Way.

Market contact: Johnny Bonaparte john.bonaparte@caamgmt.com

Date: Tuesdays, June 4 through October 1, 2019 11:00-4:00

Malone - Malone Airport, Route 11. Manager: Kim Ovitt (804) 356-4447.

Web Site: adirondackfarmersmarket.com +

Date: Wednesdays, June 5 through Oct. 9, 2019 12:00-4:30

Saranac Lake Village – Corner of Rte 3 and Main St. Market contact: (518) 217-2495

Web Site: ausablevalleygrangefarmersmarkets.com + *

Date: Saturdays, June 1 through Oct. 12, 2019 9:00-2:00.

Fall market Oct. 19 to Dec. 21 10:00-2:00 100 Main Street, Saranac Lake.

HAMILTON

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

Date: Saturdays, July 6 through Sept. 28, 2019 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 27 through Aug. 29, 2019 10:00-2:00

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

Date: Thursdays, June 20 through Sept. 19, 2019 2:00-5:00 +

HERKIMER

Old Forge – Park Ave., behind the Old Forge Hardware Store.

Market contact: Robin Hill 315-369-3353.

Date: Fridays, June 21 through October 4, 2019 1:00-5:00 * +

JEFFERSON

Alexandria Bay – Kinney Drugs parking area.

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

Date: Fridays, May 24 through Sept. 27, 2019 9:00-3:00

Cape Vincent – Village Green, Broadway (Rte. 12).

Market Contact: Cape Vincent Chamber of Commerce (315) 654-2481.

Date: Saturdays, June 15 through Sept. 21, 2019 11:00-5:30

Carthage – Market Pavilion, Riverside Drive.

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

Date: Fridays, May 31 through Oct. 11, 2019 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, 2020 9:00-2:00

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2019 Farmers Markets

* accepts SNAP cards + accepts FMNP coupons

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

Date: Thursdays, June 6 through Sept. 12, 2019 10:00-4:00

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

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

Date: Wednesdays, May 22 through Oct. 2, 2019 6:30-3:00

Watertown – Saturday Market, Pavillion at JB Wise Place. Manager: Kathy Merand (315) 489-9615. + *

Date: Saturdays, June 1 through Oct. 26, 2019 9:00-2:00

Watertown – Jefferson Bulk Milk & Cheese Store. Rte. 3.

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

Date: Fridays, May 24 through Sept. 27, 2019 2:00-6:00

LEWIS

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

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

Date: Saturdays, June 1 through Oct. 26, 2019 8:00-2:00

Lowville (Lewis County General Hospital Market) – LCGH, North State St.

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

Date: Thursdays, June 20 through Oct. 3, 2019 11:00-3:00

Lyons Falls – Village Park, Laura Street. Contact: Beverly Swiernik (315) 765-1506. + *

Date: Tuesdays, June 18 through Oct. 8, 2019 12:00-5:00

ONEIDA

Boonville – Erwin Park on Route 12., Contact: Boonville Chamber of Commerce (315) 942-5112

Date: Thursdays, June 13 through Oct. 17, 2019 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 15 through Oct. 5, 2019 9:00-1:00

SARATOGA

Gansevoort – Village Park Main St. at Catherine St. Manager: Linda Gifford (518) 792-0198.

Date: Tuesdays, June 18 through Oct. 29, 2019 3:00-6:00

Saratoga – Under pavilions at High Rock Park, High Rock Ave., east of Broadway in Saratoga Springs.

Website: saratogafarmersmarket.org. + *

Date: Saturdays, year round, 9:00-1:00

Saratoga Spa City – Lincoln Baths, 65 S. Broadway. Website: www.spacityfarmersmarket.com. +

Date: Sundays, year round, 10:00-3:00.

ST. LAWRENCE

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

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

Date: Tuesdays 9:00-2:00 and Fridays 9:00-5:00, May 14 through Oct. 29, 2019

Gouverneur – Village Green. Manager: Linda Brown (315) 287-0384.

Date: Thursdays, June 6 through Oct. 31, 2019 9:00-2:00 + *

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Hammond – Hammond Museum, 1A N. Main St. Contact: Lori Thistle (315) 324-5032.

Date: Wednesdays, June 19 through Sept. 18, 2019 3:00-6:00 + *

Massena – Tractor Supply, 105 Harte Haven Plaza. Contact: Wendy Chapman or Matt Martin (315) 705-7935/ (315) 842-8052

Date: Thursdays, Sundays, July 11 through Oct. 27, 2019 Th 2:00-6:00, Sun 10:00-2:00 + *

Potsdam – Ives Park, Main St. Manager: Jennifer McAvoy (315) 528-2454 + *

Date: Saturdays, May through October, 2019 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 28 through Aug. 30, 2019 9:00-2:00

Chestertown - Chestertown Town Hall, 6307 State Route 9. Contact: (518) 494-3336.

Website: chestertownfarmersmarket.com

Date: Wednesdays, June 12 through Sept. 18, 2019 10:00-2:00

Glens Falls Saturday - South Street Pavilion. Manager: Roxanne Davis (518) 792-4918

Date: Saturdays, May 4 through Oct. 26, 2019 8:00-12:00. Winter market at Sanford St. School, all off-season Saturdays 9:00-12:00 +

North Creek – Riverfront Park on the Hudson. Contact Beth Maher (518) 251-5210

Website: facebook.com/northcreekfarmersmarket

Date: Thursdays, June 20 through Sept. 19, 2019 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 31 through Oct. 11, 2019 3:00-6:00

WASHINGTON

Cambridge – Main St. Website: cambridgevalleyfarmersmarket.com

Date: Sundays, May 19 through Dec. 22, 2019 10:00-2:00

Fort Edward – Broadway Bowling Alley Rte. 4. Manager: Linda Gifford (518) 792-0198

Date: Fridays, June 21 through Oct. 25, 2019 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 3 through Oct. 21, 2019 2:00-5:00

Hudson Falls - Sandy Hill Farmers Market. Juckett Park on Route 4.

Contact: sandyhillfarmersmarket@gmail.com +

Date: Thursdays, June 20 through Aug. 29, 2019 6:00-9:00

Salem – In the park with the gazebo Rte 22. Manager: Cyd Groff (518) 642-1653. +

Date: Saturdays, June 1 through Oct. 12, 2019 10:00-1:00

Whitehall – At Canal Park in the Pavilion. Manager: Cyd Groff (518) 642-1653. +

Date: Tuesdays, May 28 through Oct. 22, 2019 11:00-2:00

Smart Marketing



Comparing the Costs and Environmental Impacts of Conventional and Controlled Environment Agriculture Leaf Lettuce Supply Chains¹

Charles Nicholson and Miguel Gómez

Dyson School of Applied Economics and Management, Cornell University

Kale Harbick and Neil S. Mattson

School of Integrative Plant Science, Cornell University

The Potential Benefits of Urban CEA Systems

The production of vegetables and fruits using controlled environment agriculture (CEA) in or near urban areas has received a good deal of media attention in recent years—and has also attracted a considerable sum of investment dollars. CEA operations (greenhouses, vertical farms and plant factories) enable year-round intensive production of vegetables by creating controlled environments that supply a balance of light, heat, CO₂ and water to optimize plant growth. The potential benefits of metro CEA include lower transportation costs, reduced

product waste, and job creation but should also be weighed against potentially higher land, labor, water, and energy costs and compared with field-based production. CEA as an urban food production method, contributor to local food systems, and municipal investment strategy is yet to be fully assessed. Examples exist of commercially viable soil-based metro farms and apparently-successful metro-based greenhouse operations, but the financial feasibility of individual metro-based CEA enterprises (particularly plant factories), has not been systematically addressed by previous research. In a broader sense, the extent to which a city's demand for vegetables can be produced within its boundaries using CEA systems (that is, its scalability) is unanswered. To understand the potential of metro CEA, assessment of its likely economic, environmental and social outcomes is relevant. As a starting point, a supply-chain approach can be used compare the economic and environmental outcomes for conventional field-based and metro-based CEA production.

Study Objectives and Methods

With financial support from the National Science Foundation (NSF²), our project compared the landed costs and selected environmental outcomes of conventional field-based and representative CEA supply chains for leaf lettuce to major wholesale markets in two US metropolitan areas (New York and Chicago). We used existing information on production and transportation costs to assess the total landed cost of 1 kg of lettuce from one cropping cycle of field-based production in the Salinas Valley of California, for a 0.40 ha CEA greenhouse and a similar-size CEA plant factory with year-round production at locations within the two metropolitan areas. Simulation modeling using American Society of Heating, Refrigerating and Air-Conditioning Engineers (ASHRAE) heat balance methods applied in the analysis of commercial buildings was used to assess energy use in the two CEA production systems. We quantified energy in natural gas for heating, electricity for CEA lighting and cooling and diesel fuel for transportation. Energy use was converted to CO₂ equivalents to assess Global Warming Potential (GWP) of the three systems. We also quantified water use.

¹This is a short summary of Nicholson, C.F., K. Harbick, N. M. Mattson and M. I. Gómez. 2019. An Economic and Environmental Comparison of Conventional and Controlled Environment Agriculture (CEA) Supply Chains for Leaf Lettuce to US Cities, in E. Aktas and Michael. Bourlakis (eds.) *Food Supply Chains in Cities: Modern Tools for Circularity and Sustainability*. Palgrave, forthcoming May 2019.

²Project title: "Strategic FEW and Workforce Investments to Enhance Viability of Controlled Environment Agriculture in Metropolitan Areas." Funding for this project is provided by the National Science Foundation under award number 1739163.

Smart Marketing

Findings

Our analysis indicates that the total landed costs for CEA supply chains to provide lettuce to the Chicago and New York City metro areas are markedly higher than those with field-based production in California (Table 1). Lettuce produced and delivered from the greenhouse (GH) has a landed cost 158% to 163% higher than that of field lettuce from California, despite much higher transportation costs for the field-produced lettuce. Lettuce produced in a plant factory (PF) has a landed cost 153% to 157% higher than field produced lettuce. The differences between CEA supply chains and field production are smaller in the Chicago market (despite lower transportation costs from California) due to lower land values and lower rates per kWh for electricity.

In addition to the overall cost differences, the structure of costs for these supply chains are quite different. Field production costs are quite low and packaging (including harvesting) and shipment costs account for 67% to 70% of landed costs, whereas they comprise less than 12% of landed cost for GH and PF operations. For the CEA GH, labor and management, energy and structures account for more than 80% of landed costs, and transportation costs are minimal. Labor costs are notably higher for CEA supply chains, in part due to additional labor required for production, but also due to the administrative staff required for management and marketing that are typically lower and spread over much larger volumes for field-based operations. These results suggest that greater productivity of CEA GH labor and utilities—as well as locations that optimize trade-offs between land and transportation costs—will be necessary for costs to become more comparable between field and CEA lettuce supply chains.

The environmental impacts of CEA lettuce supply chains other than water use often are larger than for field-based production (Table 1). CEA GH and PF have larger energy use and greenhouse gas emissions than field production. GH supply chains have markedly lower energy demand and GWP than PF supply chains in both studied locations, primarily due to the energy required for lighting and cooling. GH supply chains delivering to New York have estimated GWP only 3% larger than field-based supply chains, but the difference is much larger in Chicago due to higher energy use in production and longer transportation distances.

Summary

Our analysis of three supply chains to provide lettuce to two US metropolitan areas indicates that at present the lowest landed-cost option is a supply chain based on field production rather than GH or PF. Because the landed cost differences are larger (nearly double even in the “best case” scenario) this suggests that modifications to reduce the costs of CEA systems to the level of field production will present challenges. In addition, the studied configurations and locations of CEA supply chains operating within metropolitan urban areas may have higher energy use and GWP, although all the CEA operations analyzed used less water per kg of lettuce than field production. Although the configuration of a CEA supply chain will affect its environmental impacts, it is inappropriate to claim that “local” CEA supply chains for lettuce are broadly more environmentally friendly than field-based production, even when field lettuce is shipped long distances. Additional analyses of alternative scales, locations and CEA configurations as well as seasonal field-based production closer to metropolitan areas could provide further insights to supply chain actors. We note that urban CEA businesses can be profitable, despite higher costs, for production of leafy greens (such as micro-greens) that command a higher price for their characteristics, quality or freshness. Another component of our research project examines approaches to make CEA systems more energy efficient, which may ultimately lower environmental impacts and improve cost competitiveness.

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Table 1. Landed Costs and Environmental Impacts for the Delivery of 1 Kg Lettuce to Wholesale Produce Markets in New York City and Chicago from Field-Based Production, a CEA Greenhouse and a CEA Plant Factory

Note: *Field* indicates field-based production in Salinas Valley, California, *GH* indicates a CEA

	New York City Wholesale Market, Hunt's Point			Chicago International Produce Market		
	Field	GH	PF	Field	GH	PF
Landed Costs, \$/kg	3.04	8.09	7.82	2.72	7.03	6.89
CED (MJ / kg lettuce)	18.52	23.83	42.52	14.24	29.19	44.74
GWP (kg CO ₂ -eq / kg lettuce)	1.29	1.33	2.72	0.99	2.07	4.62
WU (liters / kg lettuce)	201.43	20.86	20.86	201.43	20.86	20.86

greenhouse in the same metropolitan area as the wholesale market, and *PF* indicates a CEA Plant Factory in the same metropolitan area as the wholesale market. *CED* is Cumulative Energy Demand, *GWP* is Global Warming Potential in kg of CO₂ equivalent and *WU* is water use.

“**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. ***Please cite or acknowledge when using this material.*** Past articles are available at <http://dyson.cornell.edu/outreach/smart-marketing-newsletter>.



Recap: 2019 Farmers' Market Federation of NY Annual Meeting

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

I recently attended the [Farmers' Market Federation of NY](#) Annual Meeting in Queensbury. It was a two-day conference geared towards farmers market managers and provided presentations and best practices on all the ways we can help farmers markets reach their full potential and thrive.

Farmers Market and Local Food Survey

It's always good to kick off a presentation with a reality check: "farmers markets across the country are for the most part seeing some decline," said Todd Schmit, Associate Professor from Cornell University, much to the dismay of the audience made up of mostly farmers market managers across New York State.

His talk first painted us a portrait of the current farmers market and local food landscape, and second, provided his findings on a recent survey his project team had completed on "Assessing the barriers to increasing customer participation and sales at farmers market." They received just under 4,000 responses from New York, Maryland, Vermont and Massachusetts. The survey was in-depth and very involved in order to understand who shops, how they shop, and why they shop (or don't shop at all) at farmers markets.

Todd presented a ton of interesting data points and also a ton of slides (no longer a huge fan of that myself) but overall gave compelling summaries and anecdotes from the survey. The good news is that our flag-bearing folks (mostly 45 to 65+) really love their markets. They love the quality, they love local food, they cherish cleanliness of markets, they love the connection to their farmers. They also go for environmental reasons: less plastic packaging and organic options. They are a strong supporters, but overall a small slice of national consumers as a whole.

The bad news is about those that *do not* frequent our markets. They don't go because of scheduling conflicts, they feel prices are too high, they prefer the one-stop shopping convenience of grocery chains, and some satisfy their local foods needs by shopping at a food co-op.

The question for us is how do we get these folks to come to our farmers markets? How can we reduce the barriers (even perceived barriers) that are stopping them from coming? Todd did not have the answers. He just presented the survey. It's up to us to use the data and see what efforts we can create to reduce the barriers for those that don't attend and also identify areas that we can continually improve to keep our flag-bearers coming in great numbers.

I hope this has stirred some ideas within you as chances are by reading this you are a local vendor or someone interested local food.

If anyone wants to view or get a copy of any of these presentations from the conference and chat more about them, please let me know. (adkfarmerdan@gmail.com)

How to make your market stand out

A presentation by Lindsay Willcox, [Center Most Marketing](#)

What was unique about Lindsay Wilcox's prezo was that from a marketing perspective, she focused on all the fun things we can do in the "offline world" (AKA reality) to make your markets stand out.

Offline, remember that world?

So what kinds of examples did she mention? Things like this:

- Having a vendor dress up in a carrot costume
- Providing market tours for newbies
- Inviting a chef or food blogger to write a story or make a quick video (OK, not 100% offline exactly, but you get the idea)
- Inviting your library to come and do a story time for kids
- Business sponsorships, because lots of local businesses want the "goodwill" associated with supporting a local food market

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FMF Annual Meeting Recap

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- Feature high school art show days or student science projects
- “Yoga at the market” day
- Painted cow and goat plywood sign with holes cut out for peoples faces and photos
- Feature a “customer of the week”
- Press Releases for Opening Days, Special Events
- Loyalty programs with gift certificate as a lottery prize

So these are basically engaging, low-cost activities that take some planning and creativity, but could have a really good impact on the fun-factor at our farmers markets. Lindsay did a bunch of work with the Sullivan Catskills Farmers’ Market and used several of the above ideas to great effect. Her main point was that we are all promoting our markets by basically saying over and over “Come to our farmers market” - but we’re not providing extra value or any further incentives beyond that. Today’s customer has a myriad of food options and we should be trying “to stand out” to help them choose us.

Other Notable Sessions:

Emergency Planning

Incident management plan

Get to know and inform your local fire service, especially prior to large events

Small Market Success

Jon Zeltsman, [Down To Earth Markets](#)

Making the most of social media with little time

Lindsay Willcox, [Center Most Marketing](#)

What are your fellow farmers markets up to?

One last thought that occurred to me at the conference, is it’s always a good idea to see what your fellow vendors and markets are doing in other NYS counties and even other states. As each speaker gave their talk and I as met other market managers in attendance, I made a note to jot down their market’s name and website with the homework intention to check them out later. I wanted to see how they are branding their markets and if they have a social media presence, which ones do they use and how many followers do they have.

Some websites of note:

<http://www.cambridgevalleyfarmersmarket.com/>

<http://homegrownwithheart.com/>

<http://downtoearthmarkets.com/>

<https://delmarmarket.org/>

Now compare these to some of our ADK & North Country websites:

<http://adirondackfarmersmarket.com/>

<https://www.ausablevalleygrangefarmersmarkets.com/>

<http://plattsburghfarmersmarket.org/>

In viewing their websites and logos, it offered lots of good ideas to see how others organized their websites and it’s inspiring to see the attention to detail and graphic design approaches some of the markets have taken.

Not every market has the capability, the funding and wherewithal to have a professional, consistent presence with their marketing and branding. However, when we take into account whom who are up against and whom our customers have as shopping options, i.e. Market 32, Hannafords, Aldis, etc..., every little bit of professionalism and consistency we can provide can only help.

Jon Zeltsman, in his presentation, made one point very clear to us and it’s the same point he makes to his vendors stating “Like it or not, when you leave the farm and get behind your booth, you are no longer farming, you’re involved in a retail operation which has its own set of requirements and responsibilities in order to be successful.”

Definitely something our Adirondack and North Country markets can learn from.

AH members: Help Wanted!

Asgaard Farm: We are looking for a couple extra hands for our chicken and duck processing days this season. Our kill dates are 6/5, 6/12, 7/17, 7/31, 8/28, 9/4, 10/2 and 10/9. The days typically start at 7am and go until 1 or 2pm. Cookies and coffee provided. Experience preferred but not required. Compensation is \$10/hr + a fresh bird or comparable compensation in meats. Please email farmer@asgaardfarm.com if interested.



The Deer's Head Inn: in Elizabethtown NY was founded in 1808 and is the oldest tavern in the Adirondacks. In the spring of 2016, a new generation of ownership refurbished the building and set out to explore ways that the restaurant could be remained as a showplace for our burgeoning local food movement. Since then, the Deer's Head has been continuously cited as one of the best restaurants in the area, celebrated by diners and providers alike as a leader in new North Country cuisine.

We are looking to hire motivated, detail-oriented individuals to work with us in the kitchen and share in the hard work and creativity it takes to present our seasonally-driven, farm-to-table offerings. You will work under the tutelage of our chef and staff to prepare and plate high-quality meals, and you will be included in the process of creating our dynamic and evolving menu that adapts to the availability of local ingredients.

Duties will include prepping meals by weighing, measuring, and mixing ingredients; cooking meals on the grill, steamer, stove, ovens and fryers; checking ingredients for freshness and arranging, garnishing and quality-controlling the dishes that go out to the floor. You will also be in charge of ensuring that the kitchen and equipment are properly cleaned and maintained.

Experience and education should include a high school diploma or equivalent, with additional culinary education preferred. Interest in local agriculture and experience with both hot and cold food preparation are required, along with the ability to use slicers, grinders, food-processors and familiarity with health and sanitation codes and procedures. We're excited to welcome new members to our team and look forward to sharing the fun, creativity and possibilities for professional advancement that characterize our work environment at the Deer's Head. If you are interested in learning more about the available positions please contact Zach Jackson at 518-935-5081 or email info@thedeershead.com

Gristmill Distillers: is looking for a highly motivated, responsible whiskey lover (or someone who enjoys/appreciates the idea of craft spirits!) to work and sell our spirits at the Saranac Lake (Saturdays) and Keene (Sundays) farmers markets. Saranac Lake runs June 1-Oct 12; Keene Valley runs June 2-Oct 13. Ideally, we are looking for someone who is able to work both markets, but are open to possibly hiring separately for each market if that would be the one thing holding you back from applying.

Responsibilities will include starting your day at the distillery in Keene:

- loading all required items into the distillery's truck before the market.
Vehicle will be provided for transport to and from the markets, valid driver's license required.
- transport and set-up at markets
- selling whiskies to tourists and locals alike
- tent and display break-down post-market
- returning the truck to the distillery after market

Requirements:

- Must be 21 years or older
- Must be able to lift 50 pounds (tent, folding table, and boxes of whiskey will need to be loaded/unloaded/loaded).

For Saranac, we do have a handy wagon that makes the transport of everything from truck to market spot much easier! The Keene market allows for vendors to park right behind their tent set-up, which makes for a very easy unloading/loading. Please note that fellow vendors at each market are a great group of people, and should you ever need assistance setting up your tent, they are very helpful. Please send all inquiries to: info@gristmilldistillers.com. We look forward to speaking with you!

Harvest News Briefs

Farming in the Basin

The Lake Champlain Basin Program will be awarding \$14,342 to Clinton and Essex County Soil and Water Conservation Districts toward grazing improvements, clean water abatement, comprehensive nutrient management planning, and cropland conversion near flood zones. These funds will help improve the stewardship efforts of four farms that are currently participating in the Agriculture Environmental Management (AEM) program. The Lake Champlain Basin Program works with farmers in the five counties on the New York portion of the Lake Champlain Basin to promote the use of best management practices for water quality on farms. If you have a farm and want to learn more about opportunities for your farm to improve stewardship, you can contact Myra Lawyer or any member of the team leading the AEM program in your county. Myra.lawyer@dec.ny.gov; 518-897-1200.

Best Dessert

The Watertown "Taste of the Town" Best Dessert Award went to Adirondack Harvest Western Region member Cedar Hedge Farm's Chèvre Cheesecake Cupcakes. Jan Virkler baked over 800 sample chèvre cupcakes and 400 samples of tomato/feta Greek type salad. The cheeses are made using their own dairy goat milk. In its 16th year, the event, hosted by Watertown Sunrise Rotary in partnership with Northern New York Community Foundation, drew about 1,000 people and more 30 vendors to the McVean Gymnasium at Jefferson Community College on April 6. Congratulations Cedar Hedge Farm!

Soil Health on Market Farms

The Warren County Soil & Water Conservation District is partnering with SUNY Adirondack's Agricultural School to host a program on soil health for market farms and to develop a demonstration plot of the techniques at the college. The program will help students and farmers understand the best management practices for soil health on market farms. This training will discuss best management practices, cover crops, tools and how to effectively and efficiently use these techniques with the demonstration plot. A

workshop will be taught by a professional market farmer with a focus on soil health and best management practices. The long-term goal of this program is to encourage producers to implement soil health practices for conservation and sustainability while improving production. Funding is through a grant from the Lake Champlain Basin Program.

NY Farm Meadery Licensing

Governor Andrew M. Cuomo announced that applications for new licenses to operate farm meaderies are now being accepted. The new craft beverage manufacturing license is similar to those currently available for farm wineries, breweries, cideries and distilleries. Mead, or "honey wine," is an alcoholic beverage that is manufactured by fermenting honey with water, and can be infused with fruits, spices, herbs and flowers. The legislation authorizes the licensing of farm meaderies for the manufacture and sale of mead made exclusively from New York State produced honey. The legislation allows meaderies to produce "braggot," as well, a malt beverage made from honey, malt, hops, fruits, spices, herbs and other agricultural products. To apply visit https://www.businessexpress.ny.gov/app/answers/cms/a_id/2027/kw/Alcoholic%20Beverage%20Manufacturer%20License

Seeking Industrial Hemp Growers

The NYS Department of Agriculture and Markets today announced it is seeking letters of interest from agricultural cooperatives to participate in the State's Industrial Hemp Agricultural Research Pilot Program. The Department is encouraging all new and existing agricultural cooperatives that have considered entering into the industrial hemp industry to capitalize on this growing agricultural and industrial sector. Letters of interest from agricultural cooperatives wishing to participate in the industrial hemp research program must be submitted to the Department at ag.dev@agriculture.ny.gov by June 6, 2019. The application and additional information, including the Department's Research Partner Agreement can be found on the Department's website at <https://www.agriculture.ny.gov/PI/PIHome.html>.

Harvest News Briefs

Taste the Adirondacks Festival

The North Country Extension Associations have been presented a great opportunity that we would like to coordinated with Escape Maker and the Fulton Stall Market down in NYC. This would include Jefferson, St Lawrence, Lewis, Franklin, Clinton, Essex, Warren and Hamilton Counties. We have been working with the Adirondack Tourism Council, and a small committee on this. We are looking for interested farmers market participants and beverage/wineries/distillers participants to be involved in this undertaking. It's a great opportunity to promote their products/sell/ tourism awareness for the North Country at the Seaport Pier down in NYC on August 11. Cooperative Extension Associations in each county are looking for interested participants and will provided a list to CCE Lewis by the deadline of May 10. A limit of 5 maple producers will be allowed for this event. This will be first come, first serve basis, for each county's participants. A waiting list will be used for additional participants. Questions please contact: Michele Ledoux, mell14@cornell.edu or Lindsey Pashow, lep67@cornell.edu.

SARE Position Available

Northeast SARE seeks applications to lead Professional Development Program

The Northeast Sustainable Agriculture Research and Education (SARE) program is seeking applications to lead its Professional Development Program (PDP). The Coordinator of the program serves as part of Northeast SARE's leadership team and manages the region's PDP competitive grant program as well as state SARE programs offered at every Land Grant institution.

Applications are welcome from individuals located within the Northeast region who have interest in facilitating adult education efforts and have commitment from their institution or organization to house the PDP. Applications are due by May 31, 2019; the PDP contract is available in late summer 2019. For more information, please see northeastsare.org/LeadPDP. If you have any questions about this job opportunity, please contact Vern Grubinger at vernon.grubinger@uvm.edu

Upcoming Events, Classes, Workshops

Wild Plants Lecture Series

May 7 & 14, 5:30pm to 7:30pm. Shady Grove Wellness Center, 844 State Rte. 22B, Peru. Learn to ID and how to use local wild plants around you while sipping on herbal teas. Led by Jane Desotelle, owner of Underwood Herbs and wild foods and medicinal plant expert. Jane also offers PowerPoint lectures, tours of her Plattsburgh Botanical Sanctuary, home visits to teach you what plants you have at home, and will guide your guests on a botanical tour of your property. \$10. For more info contact Jane at 518-563-4777.

Beef Producers Discussion Group

Thursday, May 9, 5:00pm to 7:00pm

22 Champlain Ave, Westport. A free-form discussion meeting with Mike Baker, beef specialist and senior extension associate with Cornell. Mike is also available for farm visits during the day. Contact Carly Summers at cfs82@cornell.edu to schedule.



Green Grass Getdown

Sunday, May 19, 11:00am to 3:00pm

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 small farmers market! Cow release at 11:00.

Upcoming Events, Classes, Workshops

Spring Flowers ID

Sunday, May 19, 1:00pm to 3:00pm

Plattsburgh Botanical Sanctuary, 61 Riley Avenue Plattsburgh. Spring Flowers ID and edible weed harvesting. Pre-registration is required, limited to 10 participants. \$25. Cost includes materials. Bring home some plants to grow or use! Led by Jane Desotelle, owner of Underwood Herbs. For more info contact Jane at 518-563-4777.

Log-Grown Shiitake Mushroom Hands-On Workshop and Class

Saturday, May 11, 11:00am to 2:00pm

Wild Center, 45 Museum Drive, Tupper Lake. Shiitake log cultivation hands-on workshop & class based on 'Farming in the Woods' by Ken Mudge and Steve Gabriel. Register at <https://16114a.blackbaudhosting.com/16114a/Log-Grown-Shiitake-Mushroom-Cultivation-Workshop>.

Woods Walk and Artisan Market

Saturday, June 1, 10:00am to 4:00pm

Martin's Lumber, 280 Valley Rd., Warrensburg. Walks include: mushrooms, plants, trees and dowsing. Market includes: soap, forest floor art, books, woodworking, quilts, pyrography, pottery, live edge lumber, paper beads and vintage items. Master gardener on site. For more details visit <https://adirondackharvest.com/event/woods-walk-and-artisan-market/>

Cooking Series at the Deers Head Inn

Mondays, June 3, 10, 17, 24, Aug. 5, 12, 19, 26. 6:00pm to 8:00pm. Deers Head Inn, 7552

Court St., Elizabethtown. Taught by chef Luke Ayers, courses include: tacos with homemade tortillas, ravioli, bread, bbq chicken & whole chicken butchery, sweet and savory pies, falafel & hummus, burgers and buns, and tomato sauce and pizza. More info at <http://www.craigardan.org/events>.

First Day of Summer Garden Tour

Friday, June 21, 10:00am to 12:00pm.

Plattsburgh Botanical Sanctuary, 61 Riley Ave., Plattsburgh. Edibles and Medicinals! Pre-registration is required, limited to 10 participants. Cost includes materials. Bring home some plants to grow or use! Led by Jane Desotelle, owner of Underwood Herbs. \$25. For more info contact Jane at 518-563-4777.

Common Ground Alliance

Wednesday, July 24

Lake Placid Club Golf House, Lake Placid. Save the date for 2019! 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>

Herbal Teas

Thursday, July 25, 10:00am to 12:00pm.

Plattsburgh Botanical Sanctuary, 61 Riley Ave., Plattsburgh. Ethical harvesting of herbal teas, drying, storing. Pre-registration is required, limited to 10 participants. Cost includes materials. Bring home some plants to grow or use! Led by Jane Desotelle, owner of Underwood Herbs. \$25. For more info contact Jane at 518-563-4777.

Harvesting & Drying Workshop

Tuesday, July 30, 5:30pm to 7:30pm. Shady Grove Farm & Wellness Center, 844 State Route 22B, Peru. Harvesting and drying of wild plants. Bring gloves if you wish; other materials provided. You will take home your harvest. Led by Jane Desotelle, owner of Underwood Herbs. \$25. For more info contact Jane at 518-563-4777.

Upcoming Events, Classes, Workshops

5th Annual Adirondack Coast Craft Beverage Festival

Saturday, August 3, 12:00pm to 6:00pm

Elfs Farm Winery 7411 State Route 9, Plattsburgh. Beer, Hard Cider, Wine, Spirits, Food & Music! For more information visit www.plattsburghbrewfest.com.

Edible Flowers & Herbs

Tuesday, August 6, 10:00am to 12:00pm

Plattsburgh Botanical Sanctuary, 61 Riley Ave., Plattsburgh. Harvesting edible flowers and herbs. Taste a variety of flowers! Pre-registration is required, limited to 10 participants. Cost includes materials. Bring home some plants to grow or use! Led by Jane Desotelle, owner of Underwood Herbs. \$25. For more info contact Jane at 518-563-4777.

Medicinal Plants

Tuesday, August 20, 8:00am to 5:00pm

Medicinal plant harvesting and preparations! Pre-registration is required, limited to 10 participants. Cost includes materials. Bring home some plants to grow or use! Led by Jane Desotelle, owner of Underwood Herbs. \$25. For more info contact Jane at 518-563-4777.

Master Food Preserver Training

Tues-Thurs., September 17, 18, 19, 8:30am to 4:30pm. Noblewood Park, 96 Noblewood Park, Willsboro. If you would like to go beyond the basics of home food preservation, either for your own home use or to learn how to safely preserve food to sell to others, this course is for you. Using the safest, most updated information available, participants will learn the science of food preservation including food safety, gain hands-on experience with boiling water bath canning, pressure canning, jelled products and pickling, plus observe demonstrations on freezing and drying foods. This 3-day intensive course includes a 265-page food preservation handbook. Light breakfast, snack and lunch provided. Expect nightly study. No prior experience in food preservation is required. The class size is limited to 21. Register at https://reg.cce.cornell.edu/masterfoodpreserver_215

Harvest Festival Long Table Dinner

Friday, September 20, 5:00pm to 8:00pm

Floral Hall, Essex County Fairgrounds, Westport 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 will be prepared by DaCy Meadow Farm in collaboration with Chef Kevin McCarthy and culinary students from Paul Smiths College and served in this traditional agricultural setting. Partnering with Adirondack Harvest farms, Chef McCarthy and his students are working on a menu and event that will highlight the amazing diversity of local agriculture at this special time of year. Chef McCarthy was a founding member of Adirondack Harvest and an early proponent of farm to table and farm to restaurant dining in the region. In addition to providing a valuable experience for the students, twenty-five percent of the proceeds will be donated to Adirondack Harvest More details, price and reservation link will be published as the event develops. For up to date information please visit www.adkharvestfest.com

Adirondack Harvest Festival

Saturday, September 21, 12:00pm to 6:00pm

Essex County Fairgrounds, Westport This year's festival once again includes a huge farmers' market drawing together farmers from across the Champlain Valley to showcase their harvest bounty; agricultural demonstrations; live music; breweries; antique tractor display; horse show; food trucks; a mid afternoon forum about local brewing and more! Details coming soon! For more info visit www.adkharvestfest.com or email Carly Summers at carly@adkharvestfest.com or Laurie Davis at laurie@adkharvestfest.com.

First Day of Fall Garden Tour

Monday, September 23, 10:00am to 12:00pm

Plattsburgh Botanical Sanctuary, 61 Riley Ave., Plattsburgh. Seed collecting, harvesting roots! Pre-registration is required, limited to 10 participants. Cost includes materials. Bring home some plants to grow or use! Led by Jane Desotelle, owner of Underwood Herbs. \$25. For more info contact Jane at 518-563-4777.

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.



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