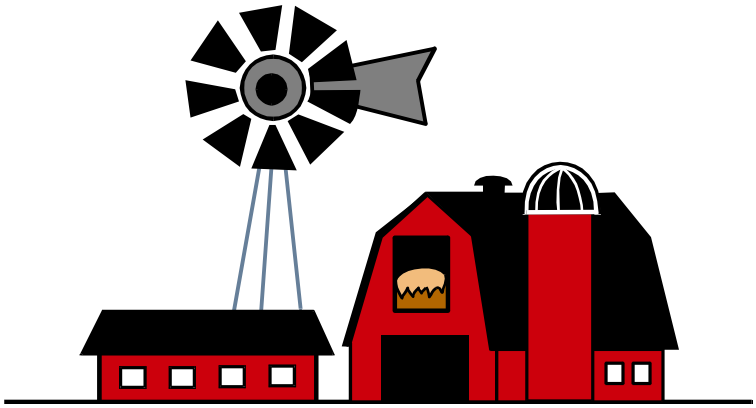
Cornell Cooperative Extension
Grants Program For Innovative Small Farms Education

2002
Small Farm Education
Grants



March 2003

Cornell Small Farms Program
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About the CCE Grants Program for Innovative Small Farms Education

Cornell's Small Farms Grants Program was initiated in 2000 to help Cornell Cooperative Extension educators better serve New York's smaller farms. Grants of up to $5,000 are awarded to CCE educators with creative program ideas that specifically target local small farm businesses and the families who live and work on these farms.

The grants program is overseen by Cornell's Small Farms Task Group, which is comprised of farmers, non-governmental organizations, extension educators and faculty. A committee of farmers reviews all proposals and makes final recommendations for funding. Since 2000, 53 projects have been funded for a total of $131,610. For the 2001-2002 round, we received 39 proposals and over $100,000 in requests. Twenty projects were funded at a total of $40,610.

To find out more about how the CCE Grants Program for Innovative Small Farms Education works, visit the Cornell Small Farms Web Site at www.smallfarms.cornell.edu. Click on "Grants." Or call Joanna Green at 607-255-9227.

Summary of 2001-2002 Grant Awards

Title & County/Name	Project Description
1. Capital District Small Farm Initiative Terry Lavigne, Albany County CCE	Ten on-farm workshops focused on soil fertility, manure utilization and cultural practices to reduce expenditures while maintaining yields.
2. Crop & Tree Management Workshop and Demonstration Carl Albers, Steuben County CCE	A crop tree management demonstration plot and outdoor educational display at Mossy Bank Nature Center was created as a teaching tool for land owners and small farmers interested in learning how to utilize their an on-farm woodlot.
3. Forage testing and reporting Dan Demaine, Cortland County CCE	Developed a web site for grazing farms to access information about changing forage quality throughout the season. The information was based on samples taken throughout 5 counties throughout South Central NY.
4. Adirondack Harvest Anita Deming, Essex County CCE	A small farm marketing project aimed to increase sales of local farm products to area food establishments. Workshops brought together producers and restaurants to discuss seasonal product availability, preparation of fresh farm products and delivery mechanisms.
5. Resource Library for Finger Lakes Growers Abby Seaman, NYS IPM Program	A non-circulating library of references on vegetable, greenhouse, and fruit production was created at the Produce Auction office in Yates County.
6. Western NY Agritourism Workshop Andrew Dufresne, Chautauqua County CCE	A workshop brought together local agritourism businesses to develop business skills, joint promotions, and enhancement of agritourism in the area.
7. Tools for Profit on Small Dairy Farms Heather Sweeney, Oneida County CCE	A program for Oneida Co. dairy farmers to “brainstorm” profitable management schemes, tools, and practices that might be instituted on their farms. The program included two days of tours of successful, local, small dairy farms and a farmer-teacher workshop.
8. Small Farm Expo Les Hulcoop, Dutchess County CCE	In cooperation with Penn State Cooperative Extension and Rutgers Cooperative Extension, extension educators in southeastern NY planned, promoted and hosted this regional exposition for small farm owners, beginning farmers, and potential farmers.
9. Increasing Produce Sales at Farm and Farmer’s Markets in Wyoming Co. Rosemary Hartman, Wyoming County CCE	This project provided literature and point-of purchase racks at Wyoming County farmer’s markets and farm stands. Racks were located at convenient places in the market and at the vendor’s stands. Farmers also received tips and suggestions for better marketing their produce.
10. Farm Ponds: Ensuring Functional Quality Steve Bulkley, SCNY CCE Team	A team of extension educators and Cornell University faculty conducted several workshops (Feb.-Dec. 2002) and, with input from farmer-participants, developed an educational packet of farm pond management resources for extension educators and small farm owners state-wide.

11. Cattle Handling System Martha Wright, NWNY CCE Team	A work-group of small livestock farms developed and implemented the construction of a handling system for their livestock. They learned humane handling techniques for working with livestock, and shared that experience with other farmers through dialogue during farm tours.
12. Solar Livestock Watering Systems Carl Albers, Steuben County CCE	An on-farm workshop and demonstration of solar technology for livestock watering systems.
13. Cut Flower Workshop Ted Blomgren, Capital District CCE Team	A three-day intensive workshop for approximately 60 growers. Several leading cut flower growers from around the U.S. led the workshop.
14. Improving Communication Networks Kathy Scholl, Cayuga County CCE	Developing communication networks that benefit the small farm community in Cayuga County, including a farmer networking group, and consumer education tools such as cooking demonstrations and food system education presentations.
15. Farm Transfer Education for Small Farms. Steve Richards, NY Farmnet	Farm transfer education workshops in five locations throughout the state presented educational materials, networking opportunities between farm seekers and farm owners, professional referral resources, and extension educator training.
16. Ag Lending Library in the Southern Adirondack Region Colleen Converse, Washington County CCE	Project created a regional agricultural lending library throughout the Southern Adirondack Library System and educated librarians about accessing informational resources for farmers.
17. Increasing marketing opportunities Helen Howard, Tompkins County CCE	This project involved small-scale farmers and backyard gardeners in providing produce for weekly consignment stands by middle and high school youth from the Cooperative Extension Rural Youth Service Program.
18. Pastured Poultry Bill Henning, NWNY CCE Team	An informational workshop on aspects of pastured poultry production, nutrient management and processing.
19. Baleage workshop Martha Wright, NWNY CCE Team	Barnard Adams, a baleage production expert from Ontario, conducted 2 on-farm workshops on various aspects of baleage production.
20. Grass-based livestock Joan Petzen, Cattauraugus County CCE	Four workshops about grass-based livestock production. Two daytime workshops were targeted to producers of beef goats, milk, poultry, sheep, and swine. Two evening seminars were offered for consumers to learn about the health advantages of grass produced meats, milk and eggs. Seminars were taught by world-renowned grass farmer and consultant Joel Salatin.

Capital District Small Farm Sustainability Initiative

Project leader(s) and contact information: Terry Lavigne, Agriculture Program Educator, Cornell Cooperative Extension of Albany County, (518) 765-3519, tl51@cornell.edu

Partner organizations (on *this* project): Cooperative Extension offices in Rensselaer and Schenectady counties, USDA Natural Resource and Conservation Service offices in Albany, Rensselaer and Schenectady counties

Background situation:

Many small farms have no idea of the value of their livestock manure so far as plant nutrients are concerned, or the harm these nutrients can do to the environment if improperly managed. Also, manufacturer's specifications often seriously overestimate the amount of manure their spreaders can hold, so they are working with inaccurate numbers when they do try to figure out how much manure to apply.

Expected outcomes of project:

We expect participating small farms to use their livestock manure as a resource instead of ignoring it or looking on it as a waste to dispose of as soon as possible. We also intend for these farms to accurately apply manure to meet crop needs in the future.

Project activities:

Initial efforts to contact farmers through bulletins, newsletters and fliers placed in county offices brought in four participating farms. Farm Service Agencies and Natural Resource Conservation Services in the three counties helped with mailings by providing names of farmers in the particular areas we were targeting, and graciously allowed us to display fliers announcing the program on their counters. Unfortunately, this source of participants dried up by May and my time was allocated to field scouting for area farmers. When scouting began to wind down in September, I began stopping at every small farm I passed with my business card and a simple note explaining the project. After four weeks of this (and passing out over a hundred business cards,) I had found six more small farms who were anxious to participate. Each participating farm needed one current soil sample for a crop field and a current manure sample. Several farms had this information or were willing to pay for the samples themselves. Each workshop started with a review of the nutrient cycle, their soil and manure samples and how the soil analysis determines the amount of nutrients required/manure required per acre. Their spreader was measured and capacity calculated to determine how many loads were needed per acre. Then we actually spread a load and demonstrated several ways of determining the area covered. We then determined if the speed of application or the rate of application by spreader needed to be changed to match the rate determined from the manure and soil analyses. We followed this info through individually for all participants. All participants were asked to fill out a brief evaluation form to determine if they intended to make changes in their manure management on their properties.

Farmer participation:

Nine farms were hosts, fifty-four farmers participated in the workshops.Farmers used their facilities, chose which fields would be tested, performed the calibrations and spreading operations, and helped other attendees with calculations. Five farmers also paid for their own soil and manure samples, and two had their whole farms sampled as a result. After the third

meeting, farmers invited their neighbors with animals and other local farmers instead of relying on mailings to attract an interested audience.
Please attach the Participant Registration Forms for all participating farmers.

Other participants:

None directly involved, but county offices of CCE, NRCS and FSA were helpful with discovering farms in the springtime portion of the project.

Outreach & media:

We utilized county/regional newsletters like the “Agriculture News” and “Part-Time Farmer”. We made fliers and put them in the county offices of Cornell Cooperative Extension, FSA and NRCS. We also announced the first two meetings in the “Country Folks” weekly. After May we received very little interest from these methods. In September I began stopping at every small livestock operation I passed in my daily travels. This resulted in many good contacts and I soon had my full complement of demonstration farms. Similarly, we found we got as good or better attendance from word of mouth as we did by trying to target mailings to the producers near any given farm.

Farmer evaluation:

Two participants had no manure spreader, so we had to work things out for a garden cart and pitchfork. We tried to be as accurate as possible. The process of measuring the spreading pattern to determine amount of area covered was not considered by the farmers to be a great method. They preferred the “my field is three acres and I need three loads per acre, so I will spread nine loads” method, despite the increased inaccuracy. The farmers themselves performed the measurements as well as the calculations. The counting tire revolutions method was even less well received. On a muddy day, you can easily loose track of your mark on the tire and lose count of revolutions. Farmers preferred the tarp method to determine rate of spread per acre. They felt this was easy as well as accurate. Just knowing they could improve their pastures and crops by treating manure as a fertilizer product gave most of the participants something to plan for next season.

Farmer impacts:
Some of the farms with no history of soil and manure testing plan to have their soils and manure tested so they can handle their livestock manure as a fertilizer product. Two farms have already made arrangements with me to soil sample next spring, and three others had the sampling done this past fall. Fourteen of the total fifty-four participants actually had some soil samples, but were not really relying on them for guidance. These farms plan to get their manure tested and begin working on matching their manure nutrients to their farms’ fertility needs. Nearly all of the participants said they would make an effort to spread manure in the coming year rather than putting it in a pile

Project leader’s evaluation:

We met all expectations so far as number of participants. We far exceeded my expectations so far as contacting people who are unfamiliar with Cornell Cooperative Extension, as well as people who had no knowledge of the benefits and negatives of having and utilizing livestock manure. Only ONE manure spreader we calibrated was very close to the capacity the manufacturer said it would hold. Six of seven spreaders were at least ten percent off, all holding less than what was expected. For this particular project, the personal approach worked where the mailings and newsletters did not. So our lesson there is, be ready to approach a task from a

different direction if the conventional method fails. This project's key to success stems from the fact that hardly anyone WANTS to harm the environment, and EVERYONE wants to save money. Our participants were no exception. With the KNOWLEDGE we provided, they can make decisions that will benefit both their farm's profitability and the environment.

Follow-up activities, spin-off effects:

Participants are having their fields and manure sampled. We will follow up with these participants in 2003 to see if they are actually doing what they said they would on their evaluations.

Crop Tree Management Demonstration and Workshop

Project leader(s) and contact information: Carl Albers, CCE – Steuben County, 3 E. Pulteney Square, Bath, NY, 14180.

Partner organizations (on *this* project): Billy Morris, Senior Forester, NYS-DEC, Bath, NY.

Background situation: Small farms are important contributors to the local economy in Steuben County; these include dairy, beef cattle, potato, cash crop, vineyards, and tree farm businesses. Timber is an important commodity produced on just about every local farm, however, it is a resource that receives little management attention on the part of area farmers. Crop tree management is the first step towards adding value to timber stands. Crop tree management focuses on the release of individual, high-value trees through the removal of trees with nearby, competing crowns.

Expected outcomes of project: We established a Crop Tree Management Demonstration (CTMD) at the Mossy Bank Park outside of the Village of Bath with the purpose of using the site for future workshops. We also planned to introduce small farmers to the concept of Crop Tree Management and encourage them to adopt this silvicultural strategy when working in their own woodlots.

Project activities: The CTMD consists of three plots (1) a control plot, (2) a four-sided crown release plot, and (3) a two-sided crown release plot. Each plot has a permanent sample plot 1/10th of an acre in size where each tree is marked for future reference. The diameter at breast height (DBH) of each tree in the permanent sample plots was recorded prior to the establishment of the demonstration.

Farmer participation: Approximately twenty farmers attended the Crop Tree Management Workshop held as part of this project.

Other participants: Several Master Forest Owners from Steuben County also attended the workshop. These individuals work with small farm operators and other rural landowners, encouraging them to actively manage their own woodlots using sound, silvicultural methods.

Outreach & media: The workshop was advertised in the Steuben County Agricultural News which reaches approximately 400, mostly small farm, operators. News releases were sent to area newspapers and radios. We also advertised in local newspapers and weekly shoppers.

Farmer evaluation: Feedback from the workshop was verbal, both on the day of the workshop and afterward. Participants indicated that they enjoyed seeing a completed project and being able to compare the three different levels of treatment. The CTMD allowed participants to see how high value timber species were retained in the stand and given room to grow. They also learned how to scale a tree and assign a value to it. Billy Morris related how Crop Tree Management related to future timber value and provided the group with a working knowledge of how to implement this practice in their own woodlots.

Farmer impacts: A topic that was touched on briefly was the use of safety equipment when working in the woods. One farmer purchased a chainsaw safety helmet as a result of attending the workshop and now uses it on a regular basis. Another farmer scheduled an appointment with the local DEC forester and is beginning initial work on a management plan for his woodlands.

Project leader's evaluation: The CTMD is a permanent site that CCE and other organizations will be able to utilize in educational programs for years to come. The outdoor kiosk provides a brief overview of the main components of Crop Tree Management; its location ensures that it will be viewed by local farmers as they make use of the family picnic facilities at Mossy Bank Park. As the trees grow in the demonstration plots, farmers will be able to see how the crop trees respond to different levels of crown release. Feedback from the workshop was very positive, with several attendees commenting on how much they gained from the program.

Follow-up activities, spin-off effects: Our goal is to write up this project so that there is a historical record of the CTMD and what the initial DBH of the trees in the permanent plots were. We plan to monitor the growth of the trees and report the results after a few years in the Steuben County Agricultural News. We also would like to hold a follow up workshop after a few growing seasons.

Other comments: We expect the demand for high quality hardwoods to remain strong for the foreseeable future. It is a challenge to get small farm operators to assume an active role in the management of their woodlots, and to realize the economic potential that their woodlands hold. For small farms to survive and prosper they will need to maximize every possible income stream available; timber represents a major asset on many small farms. Promoting the benefits of Crop Tree Management to small farm operators across NYS is a worthy project for CCE educators and can result in greater financial returns on small farms and healthier rural economies.

Forage Testing And Reporting To Support South Central New York Dairy Farmers Using Pasture

Project leader(s) and contact information: Dan Demaine, CCE of Cortland County, 60 Central Ave, Cortland, NY 13045-5590, 607 753 5213, dcd8@cornell.edu

Partner organizations (on *this* project): None formally. I shared information with the Graze NY team that includes NRCS and local Soil and Water Conservation Districts. I also wrote a few articles about the project that were carried in the New York Pasture Association's newsletter.

Background situation: A fair number of farmers in the five county region that I serve use pasture and have been doing so for 5-10 years. One of the consistent challenges that they have is coping with changing pasture forage quality during the growing season. This impacts the amount of milk they are able to make and leads to frustration with pasture-based dairy farming. Farmers were interested in having a way to track pasture forage quality throughout the growing season so that any changes in quality could be addressed.

Expected outcomes of project: We hoped that the project would identify any changes or trends in forage quality during the season and alert farmers to those changes before they resulted in lower milk production.

Project activities: The project involved taking forage samples from several farms throughout the region and posting the results on a website (www.grazeny.com). Seven farms were identified as the primary locations for forage sampling and samples were taken from each farm every 3-4 weeks or so. In addition, samples were occasionally taken from nearby farms. The farms kept a record book that allowed them to record which paddocks had been grazed as well as weather information. On each sampling date, I took a walk throughout most of the farm's pasture system and took a sample from a paddock that was to be grazed in the next few days. On a weekly basis, I summarized both the forage quality results and my notes from walking the pastures and posted it on the Graze-NY website. In addition, I wrote newsletter articles, delivered radio broadcasts, and gave presentations at pasture walks about the project.

Farmer participation: In total, samples were taken from around 20 different farms with intensive sampling done on seven. The seven farms were heavily involved as they kept records and shared their impressions on how the pasture was growing that were included in the website summaries.

Farmers gave me ideas for how to best conduct the project and what types of information were most useful to them. Based on their input, weather information and the record book were added. Also, the farms that were involved in the intensive sampling helped me decide which paddocks to sample and gave me feedback about what types of information would be helpful. Farmers will be involved in evaluating the usefulness of the project throughout this winter as the results are compiled and shared.

Farmers directly involved in the project:

- Bill Aldrich (via Dick Warner), Cincinnatus
- Dan Carey, Groton
- Peggy Clarke, Lowman
- Dan and Karen Dove, Truxton
- Dudley and Marshall French, Chemung
- Rob and Pam Moore, Nichols
- Dana and Gail Sgrecci, Odessa

Other participants: Karen Sullivan from NRCS was involved in interpretation of the results and used the results in her work with her clients. In addition, several nutritionists that worked with the intensively sampled farms were sent copies of the results and used the results in their work. I have also heard that other nutritionists not directly involved with farms that participated in the project looked at the results and used them. I am hoping to evaluate the usefulness of the project to this clientele this winter as well.

Outreach & media: I promoted the project in our local extension newsletter, through the New York Pasture Association newsletter, in radio broadcasts on a local am station, through direct mailings of some of the results, and via the Graze-NY website.

Farmer evaluation: A comprehensive evaluation has not yet been completed although it is planned for this winter. At this point, the anecdotal evaluations I have received indicate that farmers generally found the project interesting although perhaps not vital to their operation. For the initial few months of the project, I sent out paper mailings every few weeks with recent results since the website was not working properly. I was not able to continue this the whole summer, though, and I think people responded better to the paper copies of the results than surfing to the website. For certain, the farms that were intensively sampled appreciated the testing and enjoyed knowing the quality of their pastures.

Farmer impacts: This also will be evaluated in a more comprehensive evaluation this winter. I don't know of any specific changes in management that were made as a part of this project. I think that this project has helped raise awareness of the variability in pasture forage quality and causes of that variability. As I made farm visits throughout the summer, I noticed that farmers began to ask me what I thought the forage quality of their pasture was and that they had started to think about pasture forage quality a bit more critically.

Project leader's evaluation: I think the project was a moderate success. Probably the biggest success of the project for me was that it gave me an excuse to do thorough evaluations of pastures in our region on a regular basis. This made me more aware of the issues facing farmers and allowed me to deliver a more focussed educational program. One of the challenges of the project is that it was quite time consuming and required a fairly high level of sustained effort. I made it the focal point of my job and I still found it hard to balance with my other responsibilities. Another thing I learned was that farmers are much more likely to use results if they receive them on paper. I don't think many farmers accessed the website on a regular basis and I got the sense that they are not accustomed to using the internet for regular information gathering. Putting together and sending out paper announcement is a significant use of resources, though.

Follow-up activities, spin-off effects: I was hoping that this would lead others to carry out this same type of project on a regular basis but I don't think I was successful. I could not personally carry on the project and others I work with were unwilling to take leadership of the project. I think this would make a great project for a SARE partnership grant and I know that others (especially Karen Sullivan from NRCS) would like to see it continue.

Even so, I will be presenting this information at a series of grazing conferences this winter and several more newsletter articles will be written about it.

Adirondack Harvest
Small Farm Marketing Project

Project Leader: Anita Deming, Cornell Cooperative Extension Association of Essex County, PO Box # 388, Westport NY 12993, Phone: (518) 962-4810, Fax: (518) 962-8241, and Email: ald6@cornell.edu

Partner Organizations: Adirondack Harvest Committee – Chair, Teresa Sayward, Essex County Board of Supervisors – Chair, Dale French, Essex County Planning Office – Director, Bill Johnston, Essex County Tourism Office – Assistant Director, Ron Ofner, and Essex County Farm Bureau – Bernard Leerkes chairman.

Background Situation:
Cornell's Agricultural Industry Development, Enhancement and Retention (AIDER) program assisted us with a needs analysis for Essex agriculture. Four priorities were established: Marketing, New Products, Education and Coordination. This project addressed the Marketing, New Products and Education portion of the recommendations. We especially identified opportunities to sell farm fresh local products to restaurants in Lake Placid. This could create a demand for some of our specialty items outside the region as well. There are 1.5 million overnight visitors to Lake Placid annually. It is a great place to contact people from outside of our region. In addition, Essex County tourism is working to make Lake Placid a total quality destination. The high end restaurants are looking for "a story to tell" about the food that they serve to make the tourists visit more unique.

Opportunities for new farmers were also explored with organic wheat, cheese processing and wine production highlighted. We have an organic grain mill in Westport that moves 3 tractor trailer loads of organic wheat per week. Many of our local bakers use this wheat flour in their products.

Expected Outcomes from our original application:
1. Increase marketing opportunities for local producers by: Connecting restaurants to farmers, Signed commitments to buy or supply seasonal items, Workshops and fact sheets for Chefs, Workshops and fact sheets for farmers, and Planning for central ordering.
2. Increase new products produced in Essex County by a: Workshop on Wheat, Workshop on Cheese, Workshop on Wine, Workshop on Extended season techniques, and Workshop on Getting Started in Agriculture.
3. Develop and distribute a map of local farm fresh food.
4. Develop an identity for the Adirondack Harvest project by developing: a Logo, Promotional materials, and a Display for fairs, etc.

Project Activities:
1. Marketing Opportunities
   - A list of which restaurants want which products was prepared and mailed to farmers that we knew grew those products. In addition, we advertised the list in the North Adirondack Agricultural News from which we obtained 8 new names from outside of Essex County to add to our resource list.
   - A survey of restaurant participants in the program showed that they would like two farmers markets in the early AM on Tuesdays and Fridays. We have 3 farmers signed

up to do this in 2003. The restaurants said that they are worried about deliveries that do not meet their needs. With the Farmer's Market they can get to know the farmers, their products and begin the discussions without contracts or commitments. We were unsuccessful in getting signed contracts. However, we know of 10 farmers supplying a variety of goods to Lake Placid restaurants and stores. During this project 5 restaurants picked up new farmers to deliver produce.

- A workshop for restaurant owners was held on Friday May 3 at the Lake Placid Center for the Arts. Only 6 restaurant owners came, however, several were officers in the Lake Placid Chamber of Commerce. They have asked us to make our presentation in January of 2003 to their group. As a part of this effort a fact sheet on promoting a restaurant's to work with local farmers was prepared (See appendix A), and a fact sheet on working with farmers was prepared (See appendix B).
- Fact sheets were sent to local farmers to discuss selling to restaurants (See appendix C). We also used these fact sheets in the North Adirondack Ag News.
- A questionnaire was sent to Essex County farmers to get the needed information for the map and to promote the Adirondack Harvest projects. (See appendix D)
- Our plan for central ordering did not happen. Farmers were too busy and could not add new clients to their lists in the late spring- summer time frame. We are continuing to work on this issue by recruiting farmers to participate in two Lake Placid Farmer's Markets.

2. New Products

- The workshop on Organic Wheat was held March 12. Twenty-five farmers attended and 3 actually grew organic wheat. They grew 90 acres of certified organic hard white winter wheat and got 45 bu/acre, which they sold to Champlain Valley Milling for $7.00/bu. We have 2 of those farmers and another one in Jay that have planted 120 acres of organic hard white winter wheat for 2003. An article on their success was included in the North Adirondack Agricultural News (See Appendix E).
- The Organic Cheese workshop has not been held yet. We sent our farmer, Sam Hendren, to 2 training programs outside our area, to learn about cheese making. He is currently Ag and Mkts certified to make and sell cheese. He has made: Cheddar, feta, cheese curd, and Stilton. We will hold an open house for local farmers to see how he did it. Sam has offered to allow a few farmers access to his cheese making facilities with the proper training so that they can try making cheese on their own this winter. He has also offered to help local farmers set up their own creamery.
- The Adirondacks are not a great grape growing region. However, we are a great tourist region, and we can sell local products. We have gathered 32 names of people interested in making wine from a variety of products including, apples, maple syrup, blueberries, pears, strawberries, and concord grapes. We held a tour of Canadian wineries and went to Geneva prior to this project. Dr. Bob Reisch and Kevin Iungermann have agreed to plant a variety trial of winter hardy hybrid grapes at the Blue Stone Farm owned by Kathy and Will Reinhardt of Essex. We held a meeting at their farm on September 17 and 26 people attended. After the program on planting vineyards we went to Vermont to tour 4 vineyards and 3 wineries there. We are planning another tour to Canada to look at an apple champagne and brandy farm.
- The season extension program has not been successful to date. We tried to hold a program in the spring, but the farmers were not able to attend, so we cancelled. We then aimed for a tour to Connecticut in the fall, but once again the farmers could not make the time commitment. The farmers asked for a winter program. Beth Spaugh of Cornell Cooperative Extension in Clinton County has agreed to organize a class with Ed Parsons this winter in January or February.

- The Workshop on New Farming Opportunities was a great success. We had 35 farmers that attended a variety of programs. The promotional is attached (See appendix F). All three of the farmers that are growing organic wheat in 2003, were at this training. The farm that is hosting the grape variety trial attended this meeting as well. I have had 5 requests for follow up programming on specifics for small livestock, marketing, and personal farm planning.

3. Map
   - We completed a farm map of 35 farmers in Essex County. We also bought some cardboard holders and hired an aide to take the maps to the visitor centers on the Northway, the town visitor centers, town halls, and all of the motels and bed and breakfasts in Essex County. In addition, we distributed 3,000 copies of the map to the kindergarten through eighth graders in Essex County as a part of New York Harvest for Kids and the 100th Anniversary of National 4-H Week. A copy of the letter we sent to their teachers is attached (See Appendix G).

4. Identity Development
   - Logo - We completed a Logo in both full color and black and white (See Appendix H). We have 17 paid members that can display their vinyl sign showing that they produce local products (Appendix I). We are currently in a sign up campaign to get more official members. So far we have 69 farmers, 24 food processors, 19 wholesale farmers, 23 restaurants, and 9 agricultural craftsmen in our database. We are trying to get each of them to pay $10 to get a sign, and to get on the web site. Essex County is sponsoring our farmers to be on the web site, but we are asking an additional $125 of the out of county farmers that want to be included on the site.
   - Promotional Materials - We have sample stickers, banners, stamps, postcards and vinyl signs for farmers to see what they look like and how much they are (Appendix I and J). We also had 3 articles in the North Adirondack Agricultural News on the various projects. (Our cost sheet is Appendix K and the input sheet for farmers in the data base is Appendix L).
   - Display – We developed a display that has been to the Clinton and Essex County Fairs, the Ag Expo in Malone, the Field Forest and Stream Day, the AgriConnection, and 5 of the Farmer's Markets. We also brought it to the Strategic Marketing Conference in Ithaca on September 24 and 25. It usually resides at the Cornell Cooperative Extension Office in the main meeting room. However, it is currently at the Keene Central School as a part of the New York Harvest for kids project.

Farmer Participation

1. Workshops –
   - Farming Opportunities - 35 landowners from Clinton and Essex Counties; and 5 farmer teachers at CCE Essex on April 6.
   - Farmer to Restaurant – 9 farmers and 13 restaurants, and 110 community attendees, on May 3 at the Lake Placid Center for the Arts.
   - Organic Wheat Production – 25 farmers, 3 growers, on March 12 at the Town of Essex Town Hall
   - Winery tour and grape planting – visited 5 farms and had 26 attendees in New York and Vermont
   - AgriConnection at Field Forest and Stream Day – 8 farmer displays, 1200 attendees, at the Adirondack Center Museum.

2. Advisory Committee –

- We had three farmers on the Leadership team: Sam Hendren organic dairy and cheese maker, Jane Desotelle – President of the Adirondack Farmers Market, and Bernard Leerkes 200 cow freestall dairy and President of Farm Bureau. We met 14 times between April and October.
- Our Task force met once during this time frame. We have reorganized the Task Force to change the members and try to revitalize the membership. Mike Davis - Willsboro Farm Research manager, Dave Gillespie – dairy farmer, Rob Hastings – Direct market farmer, Robin Severance fruit and vegetable farmer, and Libby Treadwell farmland owner are on the Task Force. They meet quarterly and help with promotion of projects.
- We have 17 paid farmer members in the Adirondack Harvest and 69 in our database. We had 35 farmers participate in the direct market map. We have 11 farmers selling to restaurants in Lake Placid and more that sell to restaurants in other towns. We have 22 farmers participating in the Adirondack Farmer's Markets in Essex County.

Non Farmer Participation

1. Advisory Committee –

- On the Leadership Team are: Teresa Sayward - Chair of the Economic Development Committee for Essex County Board of Supervisors (newly elected assembly woman and former dairy farmer), Tom Both – Town Supervisor of Keene and poultry farmer, Bill Johnston – Director of the Essex County Planning Department, Ron Ofner – Assistant Director of Essex County Tourism Bureau, Chris Maron - Adirondack Land Trust, Margaret Gibbs director of the Adirondack Center Museum, Mike Nicola – Restaurant owner and chef, Susie Becker – volunteer/secretary, and myself. We met 14 times between April and October.
- We have reorganized the Task Force. In addition to the Leadership team the non-farm members include: Carol Calabrese - Essex County Industrial Dev. Agency, Mike Denunzio - Adirondack Council, Dale French – Supervisor Crown Point and Chair of the Essex County Board of Supervisors, Terry Martino –Adirondack North Country Association, Gerald Morrow, Supervisor Chesterfield, Suzanne Perley, Councilwoman Town of Essex, Sam Sherman – Champlain Valley Milling, Dottie Wehnau – CCE nutrition agent, Virginia Westbrook – Champlain Valley Heritage Network, and Jannig Tanguay - Crown Point Bakery,

Other Non-Voting People that have asked to come to our meetings and get our minutes include:

- Kathy Seguin – Advertiser's Workshop, Jim Connolly – Adirondack Park Agency, Monika Roth – CCE Tompkins Co, Rod Howe - Economic Vitality, Marc Usher - Greater Adirondack Resource Conservation and Development, Amy Ivy - CCE Essex, Beth Spaugh – CCE Clinton, Bernadette Logozar – CCE Franklin, and Tim Pezzolesi - NYS Ag and Mkts,

Outreach and Media

- North Adirondack Agricultural News – We used the regional agricultural newsletter that goes to 3500 farmers in Clinton, Essex, Franklin, and St. Lawrence Counties to reach farmers. There were several issues with articles about the Adirondack Harvest projects. (Appendix M)

- Newspapers – Workshops and article and general public articles were sent to The Press Republican, The Valley News, The Lake Placid News, The Times of Ti, The Saranac Lake Enterprise, and the North Countrymen.
- Radio – We did 15 one-minute Public Service Announcements about our projects and meetings on WIPS the Bridge – Connecting the Champlain Valley.
- Lake Placid Visitor's Bureau – invited us to their meeting, sent out a flyer on the AgriConnection to every restaurant in North Elba, Keene, and Wilmington.

Farmer Evaluations and Impacts

- Farming Opportunities – Farms overwhelming liked this Saturday program. They asked for a follow up programs on livestock, wine production, and organic wheat production in addition to training on bookkeeping. One farmer in Keene has added irrigation partly based on our recommendations at this meeting for his vegetable business.
- Organic Wheat – Two of the farmers were thrilled with the project. One, that did not own any equipment, was unhappy with the rates that the other farmers charged for doing the work. This third farmer has decided to farm without equipment and will not plant wheat again. A fourth farmer has planted 3 acres for the first time this fall and the first two farmers have planted 90m acres between them. They are sharing equipment and work.
- Wine – The Reinhardt's have cleared an area for a hybrid grape variety trial, and have made 600 bottles of wine this fall. They have bought a tractor and cleared additional land for this project. They have come to several Extension meetings to help others and to learn.
- Farmer's Market – We found 3 new members for the Adirondack Farmer's Markets. Seventeen of these marketers have joined the Adirondack Harvest project. We gave 3 banners to the Farmer's Market and they use them regularly.
- Eleven farmers are selling to restaurants in Lake Placid. The restaurants are mainly buying processed items, and specialty products such as bread, candy, jelly, or maple syrup. We do have 6 restaurants in the Champlain Valley buying local produce from their neighboring farmers. This is a lot easier as the farmers do not have to travel so far to deliver.

Project Leader's Evaluation:

- I was disappointed not to have more on the greenhouses. However, I understand that these farmers were excessively busy in the April to October time frame. We will continue this effort through the winter months, when they have more time.
- The first set of signs that we had made was unacceptable (the colors were not matched up well) so we had to send them back. This slowed our ability to get the signs out in a timely manner. We plan to use this winter to get more farmers as paid members of the Adirondack Harvest project and using the promotional materials.
- The farmers have been very positive about this project. In addition the Essex County Board of Supervisors is very pleased with the progress we have made.
- The web site needs upgrading, which we have the money to do.
- This takes a TREMENDOUS amount of time. I need help to keep everything going. Farmers from other counties are begging for our help, which I am trying to provide. However, I cannot use our County money for those outside of Essex County. Many of these farmers are willing to pay a cost for participation, but there is no way to pay back the cost of my coordination and time.
- This is hugely visible and participatory project. It has been very good for CCE to be the leader/coordinator. We have been lucky to have so much support from community leaders. There is also a major impetus not to fail.

- I have eaten a lot of good food and met a lot of great people.

Follow-up activities

- We have coordinated a Food Fest with Canada at Saint Bernard-de-Lacolle. There will be 3 chefs from the US (Paul Smiths Culinary College is coordinating this), and 3 chefs from Montreal. It is scheduled for May 17-19, 2003. (Saturday through Monday). Adirondack Harvest farmers have been invited to bring their products that they would like to promote to chefs in the area at no cost. Last year there were 3,000 participants in the $90/participant event. Montreal is spending $135,000 Canadian dollars in promoting this event.
- We will have a program on extending the growing season with Ed Parsons.
- We are revamping the web site to include 8 counties - Clinton, Essex, Franklin, Hamilton, Herkimer, Lewis, St. Lawrence, and Warren. We are also adding hyperlinks for each farmer that wishes to participate. The hyperlink will cost farmers outside of Essex County $125. We need $1,000 for the base map to have a coordinated effort from the beginning. There will also be a new “Front page.”
- Work on getting more paid farmer members, and the signs distributed.
- Do a survey of all restaurants in Essex County and add Clinton and Franklin if the Ag and Mkts grant comes through.
- Continue to seek funding.
- Continue to provide educational classes especially the Farming Opportunities for Livestock.
- Develop a monthly column that highlights a farm in the Clinton, Essex or Franklin region for the Press Republican.
- Implement a Farmer’s Market in Lake Placid.

Resource Library for Growers Marketing Through the Finger Lakes Produce Auction

Project leader(s) and contact information: Abby Seaman, NYS IPM Program, Judson Reid, Yates Co. Cooperative Extension, Carol MacNeil and Julie Kikkert, Ontario, Wayne, Yates, and Steuben Vegetable Extension Program

Partner organizations (on *this* project): Finger Lakes Produce Auction Board

Background situation:

The Finger Lakes Produce Auction is a focal point for educational programs for diversified fresh market fruit, ornamentals, and vegetable growers in Yates and surrounding counties. The auction board collaborates with local extension staff to plan and deliver winter and seasonal in-field educational programs. Many of the growers are relatively new to growing produce, and many are from the Mennonite community, who are prohibited by their faith from owning computers which would allow them to access free information on the internet. However, many of the growers are avid seekers of information. It can get very expensive to assemble the full set of resources that an individual grower would find useful. We are able to make a wide variety of useful resources available to a large number of growers by placing them at the produce auction.

Expected outcomes of project:

This group of growers readily shares information with each other. They gather regularly at the auction and other occasions. Our in-field meetings are very participatory and growers share their experiences with different practices. Those who spend time with the reference collection will be able to share what they have learned with other growers.

Growers will have an improved ability to produce high quality crops at a profit. Convenient access to information will increase their confidence in their cultural and pest management practices, and save them money on unnecessary fertilizer and chemical inputs.

Project activities:

We purchased approximately 65 assorted books, manuals, fact sheet sets, and disease compendia (list attached). We placed the resources at the produce auction near where buyers and sellers register for the auction each day. We placed sticky notes at the front of each resource and asked people to put a check on the sticky note when they used a resource to help us evaluate usage.

Farmer participation:

There were about 50 growers at the 2001 Auction meeting when we asked them if they thought the library was a good idea. The general consensus was that it was a good idea. Several hundred growers who buy and sell at the auction had access to the resources. There were about 40 growers at the 2003 Auction meeting when we surveyed them about whether they were aware of the library, had used the resources, and found the resources useful.

Other participants:

None

Outreach & media:

Jud Reid wrote about the resource library in one of his weekly local newspaper columns soon after we put the resources at the auction, to let people know that it was there.

Farmer evaluation:

Eighty one percent of the farmers surveyed at the produce auction meeting knew about the library. Forty eight percent had used the resources, but 78% of those did not check the sticky note to indicate that they had used it. Therefore the information from the sticky notes gives us only a rough indication of which resources were used. Thirty five percent of the books had one or more check marks. No resource had more than four check marks, and most of those that were checked had only one. For both fruit and vegetables, the Plant Disease compendia of the more commonly grown crops had been checked. The more reading-oriented (rather than looking something up) resources, such as *Managing Cover Crops Profitably* and *Sustainable Vegetable Production,* all had check marks. None of the books that were not production oriented, such as "Food Safety Begins on the Farm" and "Produce Handling for Direct Marketing" were checked off. The greenhouse ornamentals resources were also not checked.

We also asked the growers how we could make the library more useful and the only suggestion we got was to make it a lending library.

Farmer impacts:
An estimated 48% of the farmers most associated with the produce auction are using resources that they did not have access to before we established the library. It's too early to say how this will translate to farming practices because the upcoming season is the first since the library became available. At least one grower at the meeting where we conducted the evaluations told me he'd used one of the cover crop books to choose a winter cover.

Project leader's evaluation:

Our intended outcomes are difficult to measure just one year after starting the library, but I think we have a good chance of achieving them. The growers who are most interested in the library are some of the leading growers that others look to for advice. So I think the information will filter through to other growers who are less book oriented. The library will also benefit the growers indirectly by providing Jud Reid with references to help with trouble-shooting and other grower consultations. There are a very wide variety of crops being grown by a relatively large number of small acreage farmers in Yates County. Jud is their first line of contact with Cooperative Extension and Cornell and the more he can handle quickly with local resources, the faster the growers can get answers to their questions.

One of the pitfalls of this project has been a difficulty making a decision with the Produce Auction Board and other growers about issues like whether the resources should be lent out. It's been difficult to judge the level of support for lending the books out. We will work toward making the resources available for lending during the winter months in response to the comments we received in the evaluations.

The library is currently stored on a table in cardboard magazine files. Some of the books don't have any writing on the spine, or are slender, so many resources seem less appealing and really don't catch your eye. We have used grant funds remaining after the books were

purchased to build a set of shelves that will allow the books to be displayed with their covers facing out.

Follow-up activities, spin-off effects:

We will continue to work to make growers more aware of the type of resources that are in the library and encourage its use. We will also add new resources as they become available, and possibly print information from the web to add to the library.

We may also use the library as a focal point for grower discussion groups if there is interest.

Western NY Agritourism Workshop

Project leader(s) and contact information:

Andrew Dufresne, CCE Chautauqua County, 3542 Turner Rd., Jamestown, NY 14701
716-664-9502 and2@cornell.edu

Partner organizations (on *this* project):

Chautauqua County Visitors Bureau

Background situation:

Agritourism has been identified as an opportunity area for growth in Chautauqua County. Most agritourism businesses in the area are small farms with direct farm markets, and/or maple syrup production operations, greenhouses, small farm wineries, etc. There had been little local effort to get these businesses together for development of business skills, joint promotions, and enhancement of agritourism. This workshop was the first of its kind in the area.

Expected outcomes of project:

- Provide a workshop opportunity for current and potential agritourism businesses to learn from successful established operations
- Increase the awareness of the role of agritourism by other tourism establishments and local government
- Provide opportunity for participants to learn how to develop business plans for an agritourism business

Project activities:

Organized and held an 8:30 AM to 3:30 PM Agritourism Workshop in Chautauqua County. The morning session provided an introduction to the opportunities and challenges of agritourism by a tourism specialist (Diane Kuehn, SUNY Syracuse & NY Sea Grant Programs) and several case studies of experienced Western NY agritourism businesses. These were presented by Randy Sprague of Sprague's Maple Farms, Gail Black of Vinewood Acres Sugar Shack, and Dan Pawlowski of Pumpkinville. These were excellent presenters and made the program an enthusiastic success. Luncheon speaker was a native of Westfield, Brenda Curtis, USDA Washington DC Radio Reporter/Producer whose programs are aired nationwide.

The afternoon session focused more on technical 'what and how to do' topics: Andrew Nixon, Chautauqua County Visitors Bureau on 'Networking and Packaging for Success'; Beth Reed, Small Business Development Center on 'Discussion of Business Assistance and Planning', Monika Roth, 'Assessing the Opportunities and Developing an Agritourism Strategy for the Region' and Mark Lancaster, Chautauqua Wine Trails, "Developing a Promotional Effort for Chautauqua Wineries".

Farmer participation:

We had a small five member organizing committee of which two were farmers/agritourism operators. There were approximately 100 participants in the workshop of which I would estimate 50 – 60 were farmers. The other participants were agency and local government personnel and tourism industry people.

The farms involved in the Agritourism Workshop included:

Small fruit and vegetable farms
Green house businesses
Maple syrup production business
Horse stables & riding businesses
Farm wineries
Apple cider businesses

Other participants:

Approximately 40 non-farm people participated in the program. The other participants were agency and local government personnel and tourism industry people.

Outreach & media:

A nice brochure announcing the program was prepared and mailed by Cornell Cooperative Extension of Chautauqua, Cattaraugus, and Allegheny Counties. Press releases were sent to all the local newspapers, radio and TV stations. The Chautauqua County Visitors Bureau included an announcement in its newsletter to 2,000 recipients.

Farmer evaluation:

An evaluation form was used at the end of the workshop to help evaluate participants' feelings about the program. (see attachment) Eighty five percent of the respondents reported that the topics presented exceeded their expectations of the workshop. The farmers particularly liked the presentations from experienced, successful agritourism operations.

Farmer impacts:

Farmers indicated that they would be doing more business planning in the future. They have improved skills for hospitality and customer relations and applied them to their businesses. They are networking more closely together and promoting one another's businesses.

Project leader's evaluation:

I would rate the outcome of this effort as very successful. We wanted to host a quality workshop to bring together parties interested in agritourism in the southwest region of New York State. This occurred thanks to the Small Farms Grant support.

Follow-up activities, spin-off effects:

- Development of a closer working relationship between Cornell Cooperative Extension and the Chautauqua County Visitors Bureau
- Input into an AIDER agritourism study underway for Chautauqua County
- Plans for future Agritourism Workshops
- Co-sponsored with Chautauqua County Visitors Bureau and BOCES the hosting of an October 2002 Familiarization Tour of Chautauqua County including agritourism stops and a tourism workshop on hospitality held at our agricultural center

Other comments:

I took pictures of two of the case studies' businesses last fall in anticipation of their involvement in the workshop. I prepared power point presentations with the photos for the presenters' use. This was greatly appreciated and was very helpful in making their presentations to the audience. (see CD as part of supporting materials attached).

Tools For Profit On Small Dairy Farms

Project leader(s) and contact information:

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Partner organizations (on *this* project):

Background situation:

Like other agricultural enterprises, Oneida County dairy farms have felt severe financial strains and hardships. Unfortunately, the county has experienced a decline in dairy farm numbers of about 5% per year. The majority of the farms that are lost are small, family dairy farms that find it increasingly difficult to remain profitable and competitive in today's economic environment.

At the same time, the future of agriculture in Oneida County depends on the success of small dairy farms. Land characteristics, topography, and existing farm make-ups favor small farm production. Currently, Oneida County is home to several very profitable and successful small dairy farms. These farms are made up of owners and managers with a variety of management styles utilizing an array of tools and techniques on their farms. By informing and exposing small dairy producers to some of these ideas and practices that are working on dairies similar to their own, hopefully will improve the profitability and success of the small dairy farm sector.

Expected outcomes of project:

Cornell Cooperative Extension of Oneida County's small dairy farm initiative seeks to address the need to "tool" small dairy farmers with the information, ideas, and resources they need to improve their farms. "Tools For Profit On Small Dairy Farms" was the first step in this process. The goal of the program was to brainstorm and get producers "thinking outside of the box" in terms of profitable management schemes, tools, and practices that might be instituted on their farms. Tours of successful, local small dairy farms allowed producers to see first hand some of the practices and techniques that are being used successfully. Most importantly, they were able to talk with each other about what is working on farms and gained the information they need to decide what might work on their own farms.

Project activities:

"Tools For Profit On Small Dairy Farms" was essentially a 3-day program. The first two days were spent touring successful, small dairy farms in Oneida County. One day was spent touring two farms in the northern part of the county; day 2 was spent on two farms in southern Oneida County, making it feasible and accessible to producers from the entire county. Participants were able to attend one or both days of the tours, but all participants were strongly encouraged to participate in day 3, which was held at the Cooperative Extension office in Oriskany. On day 3, participants had the opportunity to look closely at profitability, how it's defined and what determines profitability on a dairy farm. Then participants broke up into 4 smaller working groups where they discussed and brainstormed answers to the following 3 questions: "How can

small dairy farms increase profit growth by: 1) Reducing input costs?, 2) Increasing milk production through minimal increase (or decrease) in input costs?, 3) Increasing profit through significant investments?.

Groups recorded their ideas on flip chart paper and then individually reported back to the larger group. Ideas were discussed and farms provided comments or shared their experiences related to the ideas that were presented.

Twenty-three dairy producers attended the northern tour (Day 1), twenty-three attended the southern tour (Day 2), and nineteen attended Day 3.

Farmer participation:

Forty (40) individual dairy farmers were involved in this program overall. Three small dairy producers were involved in a planning meeting that was held in November 2001. At that meeting issues such as challenges facing small dairy farms and how best to address the needs of small dairies were discussed. It was at that meeting that it was decided that the "Tools For Profit On Small Dairy Farms" program would be the first step in this small dairy farm initiative.

The four tour farms were key to the success of this program. These farms were Tom Cassidy, Barneveld, NY; Ray Paddock, Remsen, NY; Rob Williams, Waterville, NY; and Scott Kenny, Sauquoit, NY. These four farms not only allowed us to visit their farms, but shared financial information, as well as their experiences, ideas and philosophies on successful small dairy farm operation.

All participants (19) on Day 3 completed a program evaluation and provided feedback on the program itself, as well as ideas on future small farm initiatives. See the compiled evaluation enclosed.

Other participants:

Farm Service Agency was involved in promoting this program to small dairy producers through their borrower training program.

Outreach & media:

- 400 brochures mailed out to all dairy farmers in Oneida County
- 100 brochures sent to key agri-business personnel for distribution
- Newsrelease distributed to media outlets
- Posted in "Upcoming Events" in Crossroads newsletter and on CCE of Oneida County website.

Farmer evaluation:

The highlight of this program was the farm tours. Participants clearly enjoyed visiting the farms and seeing first-hand what other farmers are doing, and being able to discuss with each other what tools and ideas they are utilizing on their farms. Participants also indicated that they enjoyed the open discussion format of both the tours, as well as the Day 3 discussion. The opportunity for them to talk freely, ask questions amongst each other, and share ideas and experiences was very successful.

Please refer to question #4 on the compiled farm evaluation (#4. The best thing about this program was….) for additional farmer feedback.

Farmer impacts:
Question #2 on the evaluation asked "As a result of this program, I plan to…..". The following are responses from participants:

- *Re-evaluate long term goals*
- *Re-evaluate my costs & put some other ideas to work*
- *Rethink my plans*
- *Make adjustments*
- *Try to do everything cash if I can.*
- *Budget more*
- *Re-evaluate some of my goals for the next few years.*
- *Keep better financial records.*
- *Continue to farm with an eye on profitability.*
- *Improve record keeping.*
- *Try to adjust and adapt new ways and ideas to improve.*
- *Do intensified rotational grazing.*
- *Find out about rotational grazing and try to improve our feed program.*
- *Reduce herd size, improve feed quality and address cow comfort.*

Project leader's evaluation:

I feel that we accomplished our goal of getting small dairy producers to explore different ideas and "think outside of the box" in terms of options and tools that may enable their small farm to remain competitive and profitable. The open discussion format was key to getting producers to share their experiences and ideas. Farm tours are also very appealing to farmers and may have helped get more producers involved in this program.

As mentioned, the four farm visits were keys to the success of this program. Having small dairy farmers directly involved not only in planning, but also in implementing this program gave it a lot of credibility among other producers.

One thing that would have been helpful would be to have more complete financial information on the 4 tour farms. A complete financial analysis, such as a Dairy Farm Business Summary, or an enterprise or partial budget would have helped prove the financial effects of what we were talking about on each farm.

Follow-up activities, spin-off effects:

Question #6 on the evaluation asked participants about follow-up to this program. The following were their responses:

#6. I am interested in some type of follow-up to this program. 14-Yes No - 1
If yes, what type of follow-up are you interested in: (check all that apply)

__7___ Dairy Farm business Summary for my farm

__12__ Participation in a discussion group of small dairy producers

__5___ More specific workshops or discussions on things such as

__3___ Custom harvesting __9___ Rotational Grazing

__4___ Purchasing all feed __2___ Specialization

__2___ Other ideas: ___Keeping loans down_____

___Balancing rations by computer____

___Improving return on investment___

___Record keeping and approaching lenders___

The 7 farms that indicated they wanted to complete a DFBS will be contacted shortly to begin that process. The other follow-up requests will be addressed through various formats such as a discussion group or topical workshops over the next year.

Increasing Produce Sales at Farm and Farmers' Markets in Wyoming County

Project leader(s) and contact information: Rosemary Hartman, Cornell Cooperative Extension - Wyoming County, 401 North Main Street, Warsaw, NY 14569.
Phone 585-786-2251, FAX 786-786-5148, rhw5@cornell.edu.

Partner organizations (on *this* project): CCE Family Life Program (ESNY), CCE Agriculture Program.

Background situation:

There are three farmers' markets and about 12 roadside stands in Wyoming County. The CCE Family Life Program provides educational materials at one of the farmers' markets, but because of staff limitations do not go regularly to the other markets. The county Office for the Aging and WIC provide their clients with coupons to spend at farmers' markets through the Farmers' Market Nutrition Program (FMNP). The coupons bring people to the market that might not come otherwise. Fewer people are learning to cook in school or at home. They don't always know what to do with the produce available at the farmers' markets and roadside stands.

Expected outcomes of project:

Small farm operators selling their produce at farmers' markets or farm stands would increase the amount of produce sold.

Project activities:

March 21, 2002 – FMNP pre-season meeting where feedback was gathered from agencies/markets participating in the FMNP

March 28, 2002 – Project introduced at the meeting of the Wyoming County Marketers Link, a group set up by the CCE Agriculture department to bring together marketers of horticulture products in the county. The suggestion to use point of purchase recipe cards came out of this meeting.

June 24, 2002 – Available resources were displayed with feedback gathered on farmers' preferences.

July 3, 2002 – Letter sent with order form and leaflet samples to produce marketers in the county.

July 15, 2002 – Orders tabulated and arrangements made for printing. Search for recipe card holders was started.

July and August – 21 recipe cards were developed as well as a plastic holder that would display one packet of recipe cards at the point of purchase. The recipe card was sized to fit into standard recipe boxes. It was folded double so there would be room to put buying, storing, and using information in the middle.

Throughout the season – Leaflets, recipe cards and recipe card holders were distributed to farmers and the Family Life Program for their table at the farmers' market.

End of Season – Evaluation of program done with phone calls to participating farmers.

Farmer participation:

At the Farmers' Market Nutrition Program pre-season meeting there were 5 attendees, one of which was a farmer. There were 49 people at the two marketers meetings that I attended (may have been duplication). 20 were sent the leaflet/recipe order forms. Five choose to participate in the program

Other participants:

Through the Farmers' Market Coupon Program, representatives of WIC, OFA, and two non-farmer market managers were involved (not counting the market manager who is a farmer) for a total of 6. The CCE Family Life Programs and Agriculture Programs were also involved which included 5 people for a total of 11.

Outreach & media:

Because of the small size of the county, media use was not necessary. I was able to reach all of the produce farmers through a direct mailing, in addition to the meetings listed above.

Farmer evaluation:

I conducted a post-season questionnaire of the five farmers involved. Almost all of the feedback was positive.

They felt the content of the recipe cards and the way they looked was attractive enough for people to pick them up. Four used them at one or more farmers' markets, but only two used at their on-the-farm stand. One did not use them at her farm stand because flies were a problem there. She would like them to be laminated or be printed on some kind of washable material. They felt the rack design worked well, though there was disagreement on whether it worked well outdoors when it was windy.

Market patrons did pick up the recipe cards and liked them. A few of the customers made comments so that the farmer could tell that they bought the produce because of the recipe. Most felt the recipe cards did boost sales, either the day the recipe was picked up or later sales.

All five of the farmers indicated that they might buy them in the future depending on the price (and whether they were laminated or not for one). They all had some left for next season, and some felt they could better make a decision after another season of use.

Farmer impacts:
As a result of the project, farmers offered point of purchase recipes. They feel this did increase purchase of produce or would increase future purchase of produce.

Project leader's evaluation:

I hadn't intended on developing any new materials for this project. The suggestion came at one of the meetings that people would buy food items they knew how to fix, and that recipes at point of purchase are helpful in grocery stores. I felt that recipe cards that could be offered at point of purchase would be worth developing. As a result of the project, there are now 21 different recipe cards available to farmers and educators. So, one of the keys to success is to listen to the produce vendors.

One of the pitfalls was not knowing what the printing costs would be up front. That cost depends so much on the number printed, that it was hard to predict ahead of time. Point of purchase literature also took a different kind of holder. I could not find one ready made, so I had to have them custom made. I was disappointed that only 5 farmers participated, but in the end, I wouldn't have had enough money for more.

Follow-up activities, spin-off effects:

Some of the farmers indicated that they would buy recipes cards in the future. Depending on the interest, I can either take orders and coordinate the printing to get bulk prices, or I can provide masters and let the farmers print their own. I may develop several more for other types of produce like cherries, rhubarb, and some of the less well known berries.

Other comments:

The recipe cards have the Wyoming County name on them, but could be easily changed for broader distribution, which would help bring the price down.

Farm Ponds: Ensuring Functional Quality

Project leader(s) and contact information:
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Clifford Kraft, Assistant Professor, Dept. of Natural Resources, Extension Fisheries Management, 206D Fernow Hall, Cornell University, Ithaca, NY 14853 607-255-2772
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Background situation:

Farmers have little current information about pond management for agriculture operations. Fluctuating weather patterns have prompted some small farm operators to irrigate crops during critical production stages. Ponds are a common source of irrigation water, in addition to myriad other on-farm functions. This project is attempting to provide the updated, factual pond information requested by small farm operators

Expected outcomes of project:

- Three regional workshops focusing on commercial farm pond management.
- Five detailed fact sheets describing agricultural water resources and farm pond management.
- Prototype program and packaged materials for education and outreach throughout New York State
- Report of evaluation components and documentation of behavior change.

Project activities:

- February 21, 2002 (Arnot Forest): Farm pond workshop for small farm operators. Sixteen attendees learned about pond maintenance, construction, fire suppression, and fish management from a Soil and Water Conservation District Manager, an Emergency Management Coordinator, and a fisheries biologist, respectively. Survey distributed during workshop to determine farm operators' pond management priorities.
- March – September: Through questionnaires, surveys, telephone calls, and person-to-person contact, we gathered information about priority concerns related to pond use on farms. Most farm operators reported little, if any, information immediately available to make decisions. Many decisions were made by asking other pond owners about their practices. Many small farm operators did not know whom to ask and often waited until a problem was severe to take action.
- September 9, 2002 (Reisinger's Apple Country): Small Farm Pond Evening Tour. Twenty-four farm operators spent two hours at two farm ponds that are used for agriculture operations (fruit). Questions, observations, answers, and demonstrations.
- September – November: Creation of fact sheets addressing priority issues (fish, volume, safety/liability, agriculture use, weed management, maintenance of water quality).
- November – December: Editing and revising fact sheets, selecting distribution media. Development of Small Farm Pond CD-ROM to make information easily accessible and transferable.

Farmer participation:

At initial workshop, farm operators reported on current and expected uses of ponds and priority concerns. At second workshop, content was loosely defined to allow participants to direct content to their farm operation needs. Farm operators called with problems during the summer and were asked to describe their additional concerns.

Two months after the evening tour, the farmer participants were asked to complete a mail-in questionnaire about their lasting impressions of the small farm pond tour. Return rate was 60 percent and the exact wording is summarized and attached in the Supporting Materials section of this report.

Survey participants: 16 farm operators
Phone contacts: 20 farm operators
Personal contacts: 15 farm operators
Tour follow-up questionnaire respondents: 8 farm operators

Farms involved in this project tended to be very small and part-time, with diverse commodities (dairy, livestock, fruit, vegetable, organic). Many were experienced farmers, though some were in the start-up phases. This information was collected in the surveys and phone contacts.

Other participants:

Some non-farm rural landowners participated in the tours.

Outreach & media:

Workshop / tour publicity through newspapers, flyers sent to directly to agriculture operators, and weekly rural life magazines. Most farm operators found out about the opportunities through Country Folks magazine and commodity newsletter calendars distributed by Cornell Cooperative Extension.

Farmer evaluation:

Reading through the follow-up questionnaire and workshop evaluations, many farm operators reported that our workshops met or exceeded their expectations. Some indicated that the workshops provided crucial information for them to make decisions or start planning for future farm changes.

- *I want to let you know that this pond tour was one of the most informational workshops I have been to. Thanks so much.*

Farmer impacts:
The follow-up questionnaire provided valuable insights about the impact:
What have you done differently?

- *Have stocked the ponds with catfish since workshop. Ponds helped us survive a drought this summer.*
- *Our interest in building a pond to source water to irrigate the 17 acres gravel cornfield below the barn has waned.*
- *I'm going to be building a pond Spring 2003 and the tour has influenced my design criteria and has given me lots of information concerning maintenance.*
- *Pulled poplar trees around pond. Planning the pump 220 vs. 110 from information shared from tour. Planning adequate size pipe from info shared. Cattails. Capacity for pond / water.*

What do you remember most from the tour?

- *How much more complicated pond management is than I imagined. I came away from the tour, however, realizing it is very do-able.*
- *The opportunity to interact with other farmers especially with Mr. Reisinger and being able to see up close his farming operation.*
- *Overall verbal information passed on by the farm extension agent concerning the overall operation.*
- *Irrigation and increasing its importance.*
- *Irrigation drip system and weed control.*
- *It was so informational to myself and partner I brought along. It has helped in us figuring out other ponds to be place on the farm.*

Project leader's evaluation:

We have been able to complete most of the deliverables originally proposed. We were not able to host all three tours, just the two. Changes in our team composition delayed the fact sheet publication process, but as of December 30, the written and electronic resources have been prepared to go to print at the Geneva Experiment Station. The materials will be distributed to Cornell Cooperative Extension offices across the state upon request through the Extension list serves.

The final deliverables will include:

- Two well-received pond workshops for farm operators.
- Four hundred copies each of five new Cornell Cooperative Extension fact sheets about farm pond management to be distributed throughout 2003.
- Forty CD-ROM's encoded with farm pond management recommendations for Extension Educators and interested farm operators.

We found as we went along that we budgeted for things that did not cost as much as we anticipated or were not charged for as a professional courtesy. We solved that by shifting our deliverables to a more user-friendly product (e.g. CD-ROM) that had not been proposed in the original budget.

Follow-up activities, spin-off effects:

During 2003, the fact sheets will be distributed at Extension farm pond workshops throughout the state. The CD-ROM's will be in perpetual use. We expect they will be lent to farm operators or made part of electronic libraries in Extension offices throughout the state.

Though not part of the grant, the small farm pond information will be permanently housed on the Department of Natural Resources Extension web site, and hopefully linked from the Small Farms Program web pages.

Cattle Handling Systems

Project leader(s) and contact information: Martha A Wright, Area Extension Educator, Livestock Specialist, NWNY Dairy, Livestock, & Field Crops Team,
e-mail maw32@cornell.edu phone: 585-394-3977 ext. 36

Partner organizations (on *this* project):

Background situation:

More marketing opportunities are afforded to beef producers that vaccinate their cattle prior to weaning and that precondition cattle to feed-bunks and stored feeds. To accomplish these tasks, producers need adequate facilities to prevent injuries to operator and animal. In producer surveys, lack of facilities and time are given as the primary reasons producers do not vaccinate or participate in collaborative marketing programs.

With proper facilities, the time to vaccinate is minimal. Developing handling facilities would allow a producer to do regular health checks, AI, pregnancy exams, and whole herd vaccinations. The new NY Beef Quality Assurance program certifies beef producers as BQA compliant if they pass specified standards. The program requires producers to have a way of safely handling cattle. Commercial handling facilities are available through many equipment dealers, but are often deemed too expensive. Homemade facilities can be built much more inexpensively.

Many producers do not have the capability to build facilities on their own. By working together with other local producers, proper handling facilities can be constructed in a team effort on each farm. With support from this grant, producers will visit the Cornell Beef Teaching and Research Center to study a wooden corral, squeeze alley, holding chute, and a purchased head catch—all constructed for less than $1500. This is equivalent to the cost of three feeder calves or two fed steers, a reasonable expense for most farmers.

Expected outcomes of project:

Producers will develop and implement the construction of a handling system for their livestock. They will learn humane handling techniques for working with livestock. Producers will then share that experience with other farmers through dialogue during farm tours. With a proper handling system in place, producers will utilize vaccination programs, improve herd health, increase marketing options, and see increased profits.

Project activities:

The initial program participants were selected from an established discussion group of beef producers that helped develop the project proposal. Additional participants were recruited through articles in *Livestock Ledger*, *Country Folks* and by word of mouth.

The core group of eight producer-participants held regular meetings in conjunction with a monthly Seneca County beef producers discussion group. Meetings rotated through different farms so that producers could evaluate existing facilities and plan a course of action for new facilities.

Producers interested in the project who could not attend meetings were provided with printed materials and/or on-site visits.

A paid laborer was hired to help construct facilities.

Sixteen producers toured the Cornell Beef Teaching and Research Center on July 11, 2002. Producers visited the main beef unit and a satellite working facility and participated in an interactive cattle-handling demonstration at both sites.

Producers also toured the Ontario, Canada "Outdoor Farm Show" on September 10, 2002, where they met with four cattle handling equipment manufacturers and observed demonstrations of those handling systems. Six people participated in this tour.

As the producers began to compile materials needed for making handling facilities, it became apparent that fence posts were an item that the group could purchase together to reduce the individual cost to each person. A tractor trailer-load of posts was ordered for seven different producers at a substantial savings to the group. Positive collaborative buying experiences builds trust and confidence with each member of a group.

Farmer participation:

The Seneca County beef discussion group gave input into the original grant idea and remained active throughout the project with meetings, farm visits, and collaborative efforts among its members. Five producers gave an oral evaluation to the larger Seneca County group regarding the impact of this project on their farms.

Of the thirteen farms that participate in the Seneca County beef discussion group, seven were directly involved in improving their cattle handling systems. An additional fifteen farms requested written materials on cattle handling systems, designs, and layout. Two grant-purchased book references were sent to those farms building a facility. These materials are still available at my office. (Small Farms Program has a sample.)

All of the farms involved were small beef farms; the majority of the farms are part-time or have at least one partner that is working an off-farm job. The number of years' experience raising cattle varies from two years to a lifetime. Most if not all of the farms knew about Cooperative Extension but many had limited past involvement.

Other participants:

As each farm developed their action plan, other issues related to farm operations came up; thus other agencies such as the Soil and Water Conservation Districts were consulted during the course of the project.

Outreach & media:

The initial stage of this project could accommodate only ten farms. These participants were sought from farms that had expressed interest in the past—including some members of the Seneca County beef producers group—and from producers recommended by other farmers.

The second stage of this project provided written materials and consultation to beef farms across the NWNY region and neighboring counties. Outreach took place through short articles in *Livestock Ledger*, *Ag Focus*, and *Country Folks*, and written materials were also provided at beef meetings.

Farmer evaluation:

The discussion group concept worked very well because producers were “clumped” in an area that allowed convenient local meetings. Walt Prouty, Seneca County producer, said, “The meetings helped me very much in developing my system and my veterinarian likes working here much more now.” Other comments related to the value of learning from other farmers and garnering the “shared” knowledge of the group.

The toughest challenge was to get plans down on paper and move forward while still maintaining the farming operation and working off-farm jobs. The timeline needs to allow for more processing time and for work to occur on weekends, holidays, and vacation times.

Producers recommend cost sharing of materials in future projects and would like to see other related components developed, such as fencing and water. (See Ros Parks farmer testimonial)

Farmer impacts:
Eight farms have made improvements to their cattle handling systems, ranging from equipment modifications to improve cattle flow to building a brand-new facility from scratch. Five additional farms are in the planning phase and will build or renovate their systems this coming spring. A spring beef tour is planned to tour the participating sites and to talk with producers about the improvements they made.

There is considerable ongoing interest by farmers in cattle handling facilities. I believe this project could serve as a model for efforts across the state.

Project leader’s evaluation:

I believe this project was very successful in achieving the desired outcomes. The challenges include the time limitations that farmers face in making desired improvements and the financial outlay for materials. The key to success is the discussion group format for meetings, where producers encourage each other in moving forward on making plans and setting up work days.

Follow-up activities, spin-off effects:

I will continue consulting with those producers who are in the process of building cattle handling facilities. I am compiling resources on cattle handling and will continue to act as a resource person for anyone interested in this topic.

I would like to apply for additional grants to expand this collaborative working model across the state.

Other comments:

It is very satisfying to see concrete results from a project. Thank you very much to the Cornell Small Farms Project for the support that made this project possible.

Using Solar for Livestock Watering: Workshop/Demonstration

Project leader(s) and contact information:
Carl Albers, Cornell Cooperative Extension – Steuben County

Partner organizations (on *this* project):
Sullivan Trail RC&D Council

Background situation: Using pasture to feed livestock given the combination of small farms, soils, and topography in Steuben County makes sense. Fresh, clean water is important for grazing livestock, however, it often is not available or readily accessible in remote areas. Using solar powered pumps is one option for moving water in remote locations away from electric power lines.

Expected outcomes of project: Our goal was to assist with the concept development of a livestock watering system and its construction, and then host a workshop to let others view the system and learn more about the use of renewable energy on small farms.

Project activities: We worked with Four Winds Renewable Energy and the Sullivan Trail RC&D Council on development of a solar powered livestock watering system on Windy Dale farm in Avoca, NY. Once the system was installed we held a Small Farm Workshop where the major topic of discussion was Using "Solar Power to Pump Water for Livestock."

Farmer participation: Over thirty area farmers were involved in the project, most of them attending the Small Farm Workshop. Dick Bossard, the owner/operator was intimately involved with the design and layout of the watering system. We also held an initial planning meeting with area farmers to see what they thought about the concept of using solar power for pumping water in remote pasture locations.
Other participants: Also involved in the project was Roy Butler and Denis Oliver, Four Winds Renewable Energy, Dick Winnett, Sullivan Trail RC&D Council, John Wildeman, Grazing Advocate, Sullivan Trail RC&D Council, David DuPont, USDA-NRCS Bath, NY, and Kerri Bartlett, CCE-Steuben County.

Outreach & media: The Small Farm Workshop was advertised in our monthly Steuben County Agricultural News, via news releases to local newspapers and radio stations, and through paid ads in local papers.

Farmer evaluation: There were a lot of questions during the workshop about how the system, primarily the solar components, worked and what happened under cloudy conditions. Roy Butler did an excellent job of explaining how the system components work and strategies that can be used to overcome cloudy conditions. The workshop was conducted on a beautiful sunny day, and Mr. Bossard had his herd grazing in the paddock right next to where the program was held. We also served a hotdog lunch back at the farmstead. The combination seemed to provide an ideal setting for an educational workshop, followed by a nice exchange of ideas between participating farmers. After the grazing season was over, Mr. Bossard indicated that the system had performed well except for the fact that he now has to come get the cows when it is time to milk them.

Farmer impacts: The farmers who attended this workshop got a chance to see the first solar-powered livestock watering system installed in Steuben County, and see it fill the 1,100 reserve tank that acts as a buffer during cloudy weather. They also got to see how a watering system can be designed to utilize gravity flow and which will supply water to every paddock. Participants heard from a Grazing Advocate who talked about the merits of system planning. They learned about alternative strategies for fly control on pasture and received an update about the Federal Farm Bill, and how graziers might benefit from the conservation programs it contains.

Project leader's evaluation: The CCE staff involved with this project thought it went well. It was our initiative that helped to get the project rolling. We have had good luck holding pasture workshops starting at 11:00 a.m. with a lunch served at twelve noon. Having a topic of interest to focus on and advertising in the local papers seems to help get a crowd out.

Follow-up activities, spin-off effects: Several more solar-powered livestock watering systems are being planned for installation on farms in Steuben County. The Sullivan Trail RC&D Council has secured a NYSERDA grant that will provide cost-share funding to help with the construction of several of these systems.

Other comments: Those farmers that attended the Small Farm Workshop will be telling others what they thought of this system, good or bad. The system is visible from a town road and will continue to be an informal teaching tool for years to come. It's kind of neat to think that two solar panels, surface area about the size of a sheet and a half of plywood, supply enough energy to pump between 800 and 1,000 gallons of water a day – all the while doing so with no additional draw on the local power grid.

Improving Communication Channels within Cayuga County

Project leader(s) and contact information:
Kathy Scholl, Jude Barry
Cornell Cooperative Extension of Cayuga County
248 Grant Avenue Suite 1
Auburn NY 13021

Partner organizations (on *this* project):

- Cayuga County Small Farmers
- Ward W. O'Hara Agricultural Museum, Auburn, NY
- Auburn Farmers Market
- Moravia Farmers' Market

Background situation:

CCE of Cayuga County has identified a need for better communication channels within the county as a valuable tool necessary to empower and sustain our small farmers. The farms may be small in comparison with others, but as a group the small farm population is large and could be a very powerful body of people. Certain business demands (such as new legislative issues (e.g. CAFO), changing market requirements and the search for new markets) require proportionally more time from small farms than from large farms. Good communication can aid the transfer of information amongst all involved, enable experiences and solutions to be shared, and assist with a proactive approach to controlling challenges.

CCE of Cayuga County has recognized a need for better communication within the small farmer population

To improve the marketing of their produce, improved communication between the farmer and the consumer is imperative. As was indicated during the Cornell small farm focus groups in 2001, more leadership is required from CCE programs to facilitate groups that promote local produce.

Expected outcomes of project:

- Establish a networking/learning group within the county with the necessary resources to provide stimulating and useful information to maintain this group.
- Provide a regular newsletter and small farm directory for the county
- Initiate a marketing initiative to encourage communication from farmer to consumer
- Initiate educational programs and better communication to the public using opportunities available with different audiences.
- Fulfill healthy eating cooking demonstrations (using local produce) to the general public audience at Auburn and Moravia Farmers Markets
- To establish a good communication network within the small farm group to be proactive in a holistic food systems approach to the economic vitality of the county.

Project activities:

We held 4 Cayuga County Small Farm Groups. Attendance was good. At the meetings:

- We discussed potential opportunities for the group,
- Established areas that small farmers in Cayuga County need assistance
- Had a class on pricing products
- Discussed grant opportunities
- Had a farm tour to discuss future AFO requirements.
- Had a farm tour of the North East Center for Food Entrepreneurship

From the Small Farms group, a sub-group formed which came up with a marketing initiative called the Cayuga Country Passport. The Passport was designed as a customer incentive promotional activity and was the idea of the farmers. On visiting 7 of the 10 farms in the passport the customer receives a free "Cayuga Country Passport" t-shirt.

A monthly Small Farms newsletter was mailed during 2002. Farmers contributed to the newsletter with information they wanted to share with others. In addition this newsletter was used to provide educational information, provide events information and to make small farmers aware of resources available (for example, food safety information)

The Auburn Ward O'Hara Agricultural Museum has a number of school districts that attend the museum for educational purposes. In addition they have a number of weekend events, which attract a wide local audience. Cornell Cooperative Extension of Cayuga County had a display with an "eat local" theme to support the promotion of local producers. In addition, tourism representatives from across the Finger Lakes region were present at an event at the museum and CCE of Cayuga County provided a breakfast using local produce from Small Farmers. All the representatives received a packet containing promotional materials for local tourism attractions. Small farmers were invited to include promotional materials in these packets. Some did take advantage of this opportunity.

A large display using the "eat local" theme was also presented at the "Made In Auburn and Cayuga Event". The display included a small farms theme, the Dairy Promotion Council, The Agriculture Promotion Council, the Ward O'Hara Agriculture Museum and NY Farms! There were approximately 700 attendees. Food samples were offered and local small farmers had the opportunity to promote their businesses on the displays. Wines, honeys, fruits, vegetables and other products were on display.

The Cayuga Agriculture Promotion Council was started in June 2002. The council is made up of farmers, Cayuga County tourism, county and city planning, farm credit, BOCES and others. The work of this council has also supported communication between small farmers and promotional outreach of county products to the consumer with brochures at county events.

The display unit promoting the "eat locally" theme was also placed in a school-dining hall, at the farmers market and at the Extension building to reach other audiences.

Farmers Market Demonstrations were carried out at both the Auburn Farmers Market (twice weekly) and at the Moravia Farmers Market. The "eat locally" theme was presented at these markets both through displays and through brochures. We used both brochures that we designed specifically to promote the Farmers Markets and also used brochures from the Department of Nutritional Sciences for promotion of specific produce. Farmers were given these brochures to assist in their promotion. Farmers with roadside stands were given these

brochures to support their product marketing. Coloring books that were made available through USDA were also made available at the farmers market to assist in the market's promotion.

A Fall Fun at the Farmers Market was held on a Saturday in October. Promotion went out through schools, in the media and through the farmers market. Games (pumpkin painting, fishing for apples, Halloween greeting cards with vegetable prints) and food demonstrations were made available for the children attending the market.

Farmer participation:

Approximately 125 farmers were involved directly with the project throughout.

During the small farms group farmers were asked what they would like to get from the group and assistance they required from CCE of Cayuga County (see attached document, as a summary). Programming for the year was planned accordingly. The group evaluated the meetings after each one and the general consensus was that the meetings were worthwhile. They requested more specific information for future meetings.

The Cayuga Country Passport effort was led by 10 farmers and facilitated by CCE of Cayuga County. The project is ongoing through June 2003 and has not yet been fully evaluated.

The small farm newsletter has transferred information that farmers have requested be placed in the newsletter. Positive feedback is received for this newsletter.

The Agriculture Promotion Council has small farmers in the group who are directly involved in planning and evaluating promotional activities that were organized on this project.

Farmers at the Farmers Market were directly involved in the brochure planning promotions and also in planning the Fall Fun at the Farmer's Market.

Other participants:

On the Agriculture Promotion Council in addition to small farmers, there are representatives from:

- Cayuga County Tourism (x1)
- Cayuga County and City Planning Departments (x2)
- Farm Credit of Western New York (x1)
- Private Marketing consultant (x1)
- NY Farms! (x1)
- Machinery Dealer (x1)

Cayuga County Tourism were involved in providing the Finger Lakes Tourism event where we were offered the opportunity to promote local small farmer products. (about 30 tourism officials attended the event)
The Ward O'Hara Agriculture Museum was also involved in a number of events (x3)

Outreach & media:

Outreach was carried out through local press releases, mailings to the whole agriculture list in Cayuga County, the small farms newsletter, visits to the farmers markets and roadside stands.

Farmer evaluation:

The Small Farms group met with some success. Farmers in evaluations after the meeting reported that the meetings were extremely useful and had a number of ideas of information they would like to receive. This was subsequently transmitted through the newsletters. Verbally however, some farmers struggled with time for the meetings, particularly as they entered the growing season. In addition, there were some conflicts of interest with participants.

All work carried out at the farmer's markets were reported verbally by the farmers to be successful. Products that were promoted through food demonstrations generally sold out and customers returned on the basis of customer appreciation.
The Displays put around the county were considered a success. They received a great deal of visibility and interest. This was reported by both farmers visiting events at the Ward O'Hara Agriculture Museum and by farmers on the Agriculture Promotion Council.
The Cayuga Country Passport has had limited success, although approximately 10 t-shirts have been given away. Farmers have reported some interest, but perhaps not enough to do the same thing next year. Promotion of the passport was limited and the production of them required significant time, energy and resources. Some suggestions have proposed using the same theme, but an alternative method having the limitations in mind.

Farmer impacts:
Farmers at the Auburn Farmers Market are now doing their own cooking demonstrations using a grill facility they have obtained with a grant. They are also organizing more customer appreciation days to promote and see customers.

Small Farmers now have a very active Agriculture Promotion Council as a result of this project with which they are now able to organize a number of promotional activities. They are also using this as a base to raise funds from the farming community so that their promotion is self-sufficient. This council is working at connecting local producers as a group with local buyers – an initiative in its early stages. Discussions have taken place with the New York State Correctional Facilities Department of Nutritional Services to sell product to this market as a group. With this project farmers are more aware of the group possibilities.

Farmers are communicating more with CCE of Cayuga County as a result of this project. There is a greater outreach to small farmers (including through email) and word of mouth now is increasing this further.

Project leader's evaluation:

We achieved our outcomes in this project effectively although we did learn a great deal along the way.The Cayuga County Small Farms group had many enthusiastic participants, which provided a forum for good discussion. Some conflict of interest meant that not all farmers were engaged and interested all of the time. Specific programming for specific commodities is potentially more effective than "small farms programming" per se. Forming the Agriculture Promotion Council has been extremely effective in getting things done. Some of this success can be attributed to having a diverse range of people on the council in addition to farmers allowing a broader perspective for promotional techniques. Action groups have also been formed within this council (smaller groups), which has been more effective in getting things done.

One thing we did not complete in our outcomes was the development of a small farmer directory. While some farmers were happy to participate in this the use of it was questioned.

The Cayuga Country Passport Marketing initiative has reported limited success with reasons mentioned previously. One pitfall in this was that some farmers were prepared and able to do more than others. In addition, promotion of this event was limited. The idea is a good one and once an effective and cheap implementation process and promotional process is in place, the program is relatively low maintenance for a full of incentive to the customers.

Follow-up activities, spin-off effects:

Communication to the small farms audience has now and will continue to improve between small farmers and between their consumers. In addition communication has improved between small farmers and Cornell Cooperative extension. This project has enabled a number of activities to be pursued with these groups. Many of these are being encouraged through the Agriculture Promotion Council.

The Agriculture Promotion Council has several missions with which they intend to proceed forward. One of the areas that came out of the small farms groups was the difficulty in finding labor for farm work and agriculture related employment. The agriculture Promotion Council now has an active Agriculture to Schools action group which is organizing a number of activities to improve the accessibility of agriculture to school children.

Other areas that the small farms group highlighted that they need assistance are with finding new markets. The Agriculture Promotion Council is has a small group that is trying to connect local producers with local buyers. We have also organized a business planning class, which provides marketing training.

The Farmers Market has now become a place where the farmers are active in customer appreciation events. Events seem to be a good draw on customers and a good opportunity to educate consumers about health and economic benefits of buying from local (small) farmers. Further events are likely to be coordinated with the farmers, extension and health authorities to support education. For example one effort that was considered too late for last year was having the Dairy Promotion Council's Dairy Princess and ambassadors to offer dairy samples to farmers market customers. This could serve many purposes. Highlighting job opportunities in agriculture, promoting farmer products and awareness and supporting the farmers market.

Farm Transfer Education for Small Farms

Project leader(s) and contact information:

- Steve Richards (NY FarmLink, Cornell AEM Department) 607-255-9854
- Zaid Kurdieh – (CNY Team: Herkimer, Otsego, Montgomery, Chenango, Fulton) 334-2457
- Joan Petzen – (Cattaraugus County, Allegany County CCE) 585-699-2377
- Sandy Buxton – (Washington County CCE) 518-746-2560
- Cathy Wickswat – (Rensselaer County CCE) 518-272-4210
- Jen Siira – (Saratoga County CCE) 518-885-8995
- Andy Dufresne – (Chautauqua County CCE) 716-664-9502
- Molly Ames – (Jefferson County CCE) 315-788-8450
- Jackie Hilts – (Oneida County CCE) 315-736-3394
- Bill Van Loo – (St Lawrence County CCE) 315-379-9192
- Joe Walsh – (Sullivan County CCE) 845-292-6180
- Mariane Kiraly – (Delaware County CCE) 607-865-6531

Partner organizations (on *this* project):

- NY FarmLink
- NY FarmNet
- First Pioneer Farm Credit – (Cortland, Cobleskill, Sangerfield, and Sullivan Co.)
- Paul Gallagher, Attorney at Law
- Jeff Fetter, Attorney at Law
- Practical Planner (Financial Planners in Argyle, NY)
- Elwyn Voss and Associates (Insurance and Planning Agency in Norwich, NY)
- CZR Consulting (Chuck Radick)
- Jeff Sullivan, Attorney at Law

Background situation:

Farm transfer is one of the most important challenges faced by small New York farms. Farm transfer is something that takes careful planning and a long period of time to implement. Owners of small farm businesses, with their limited time for both management and daily tasks are particularly challenged. Cornell Cooperative Extension farm management educators from across the state have requested that this issue be addressed. For at least 2 years, a top priority of the CCE Farm Management annual retreat was to produce more materials to aid in farm transfer education. Aside from this anecdotal evidence, here are some convincing trends that have emerged through data that have been collected. More information is available upon request.

1. The Dairy Farm Business Summary (DFBS) collects data from more than 1 out of 20 farms in New York State. The demographic data collected by the DFBS reveals that the average age of the principal operator is 50 years old. When data are sorted for owners of small farm, the average age is also 50.
2. At the New York FarmNet, a farm information help-line, 1 out of every 3 calls is a request for information regarding farm transfer. 85% of all calls to FarmNet in 2001 were from small farms.
3. In 1996, the New York FarmLink program was created to bring exiting farm owners into contact with interested farm-seekers. A database was created to keep track of both owners and seekers in the farm transfer process. This database shows that 93% of participants are

small farms. Two recent surveys of participants showed, without fail, that all parties were interested in further education on farm transfer topics.

Expected outcomes of project:

1. Farm owners and farm seekers will be brought together for joint education
2. Seekers will be better prepared to write a business plan
3. Seekers will be better prepared to create a resume
4. Seekers will be better prepared to complete a loan application
5. Owners will be better prepared in presenting their farm to seekers
6. Owners will be know the options in farm transfer that are available to them
7. Both owners and seekers will be linked with local resources for farm transfer
8. Cooperative Extension Educators will be linked with on-campus resources for farm transfer (FarmLink).

Project activities:

Phase I: Materials Development

The purpose of the materials was to make the small farmer a better consumer of professional services. By presenting the material in a step-wise fashion with additional resources available through a facilitator, it broke down the process into its separate parts and identified where additional help could be sought. These materials are:

- Senior business transfer guide
- Junior business transfer guide
- Facilitator's guide

These materials have already been given to R. David Smith. The funding for creation and publication of these materials did not come from this grant.

Phase II: Regional Program Planning (Outcomes)

A training was held 9/10-9/11 2002 at the Wyndham Hotel in Syracuse. All Farm Management educators involved in the regional programs attended. The materials were reviewed prior to publication at this meeting. In addition, there was a planning session for the regional programs at this conference. The planning session set agreed upon outcomes for the regional programs. Notice that these outcome differ slightly from the stated grant outcomes. However, the end goal stayed the same.

Agreed upon outcomes for Regional Programs

- Recognize that there is a process and a workbook to help with farm transfers
- Show that there are people to help with their transfers (CCE, FarmNet, Other Professionals)
- Recognize the value of a process rather than simply an agreement (importance of all steps)
- Recognize that personal issues need to be discussed prior to an agreement
- Recognize that there are personal consultants and facilitators available to help with discussions
- Convincing senior generation that there is life after farming.
- Convince the junior generation that they need the three E's (4 E's; Energy?)
- Having realistic expectations and working together will produce better results.

Phase III: Regional Program Implementation

11/5: Saratoga Springs, Sandy Buxton, Cathy Wickswat, Jen Siira

11/7: Little Falls, NY: Zaid Kurdieh, Herkimer CCE

11/13: Gouvernour, NY: Bill Van Loo, Molly Ames, Peggy Murray

11/14: South Dayton, NY: Joan Petzen, Andy Dufresne

11/15: Belmont, NY: Joan Petzen, Jim Grace

12/4: Oriskany, NY: Jackie Hilts

12/5: Johnstown, NY: Zaid Kurdieh

12/12: Cooperstown, NY: Zaid Kurdieh

Phase IV: Evaluation
Evaluations were obtained from each program. When an evaluation form was not used, a statement from the local county agent has been included (or is forthcoming). The follow up phone calls from Herkimer County are included as well.

Farmer participation:

Phase I (materials creation): Farm families were involved in reviewing the materials before publication.
Phase II (program planning): Times, dates, locations, and speakers were decided in accordance with the schedules of farm families in each region of New York State.
Phase III (program implementation): Farmers decided the agenda based on their questions and their situation (what stage of farm transfer they were in).
Phase IV (program evaluation): Follow up phone calls were made to farmer participants in the Herkimer County program. Other results are forthcoming from local county agents.

How many farmers were involved in the project overall?
Phase I: At least five farm families were involved in the "pilot testing"
Phase II: Local agents polled farm families on their needs as well as the best time and location for their programs. The number of farmers contacted is undetermined.
Phase III: Attendance at the programs was the following:
11/5: Saratoga Springs, NY: 8 families (30 people)
11/7: Little Falls, NY: 16 families (30 people)
11/13: Gouvernour, NY: 4 families (12 people)
11/14: South Dayton, NY: 6 families (19 people)
11/15: Belmont, NY: 5 families (10 people)
12/4: Oriskany, NY: 4 families (8 people)
12/5: Johnstown, NY: 2 families (10 people)
12/12: Cooperstown, NY: 6 families (18 people)
Total: 51 families, 137 people
Phase IV: Follow up phone calls were made to farmer participants in the Herkimer County program. Other results are forthcoming from local county agents. Total 16 families.

Audience was predominantly dairy and predominantly small—although the advertising was targeted to a more general audience than this.

- Saratoga Springs: All dairy, all except one dairy were "small".

- Little Falls, NY: All dairy, all small
- Gouvernour, NY: All dairy, all except one dairy were “small”
- South Dayton, NY: All dairy, all except 2 were “small”
- Belmont, NY: 4 were small dairy, one was vineyard (new audience). 2 beginning farmers Oriskany, NY: All dairy, all larger dairies (>80 cows). One beginning farmer.
- Johnstown, NY: All dairy, all small.
- Cooperstown, NY: All dairy, all small

Other participants:

- NY FarmLink—Steve Richards, Karin Jantz
- NY FarmNet—George Conneman, Don New, John Adams, Tom Weeks
- First Pioneer Farm Credit – Paul Vandenburgh and other tax specialists
- Paul Gallagher, Attorney at Law
- Jeff Fetter, Attorney at Law
- Practical Planner (Financial Planners in Argyle, NY) – Marge Randles
- Elwyn Voss and Associates – Bruce Erath
- CZR Consulting – Chuck Radick)
- Other Cornell Cooperative Extension Personnel – David Cox, Otsego CCE
- Farm Bureau Chenango County

Outreach & media:

- Country Folks newspaper
- Direct Mailings & CCE newsletters
- Direct Phone Calls from CCE agents (the most effective, it seems!)
- Media lists – email or otherwise
- Radio spots
- Web sites, email

Farmer evaluation:

- Zaid Kurdieh: Farmers seemed happy with the content and the panels. Review summaries are forthcoming (are being mailed in January). The Little Falls, NY meeting summaries and individual follow up reports are attached.
- Molly Ames: Producer Vern LaFave: “I liked the workbooks. I liked the program. We are going to use the workbooks. I am glad that we came.”
- Joan Petzen: No formal evaluations were used. However, the feedback from the participants was that the material provided will give them a way to get started on the farm transfer. The informal discussion teaching methods were a key to success for these workshops. Participants indicated that they gained a lot of insight from other participants. In South Dayton, splitting the group into different generations help both realize that their goals were similar (which they hadn’t realized prior to the seminar). In Belmont, the informal way we used a young couple seeking to take over the family farm served as a focal point for the discussion—the group shared ideas while working to help this young couple develop a strategy for moving the transfer process forward.
- Sandy Buxton: Meeting Evaluations are attached.

Farmer impacts:

- Zaid Kurdieh: Farmers are attempting to start the process as evident by phone calls from program participants.

- Joan Petzen: One participant decided to sell his dairy herd, another family decided to put a farm transfer agreement in place in 2003, and a third participant has sought the help of a grazing expert to make the operation more viable for transfer to his son. Two requests for workbooks have been made from farm families who haven't been able to make the meetings.
- Sandy Buxton: a number of farmers received the workbooks and have notified me that they are moving forward in the process.

Project leaders' evaluation:

- Zaid Kurdieh: Many of the attendees are relatively far along in the planning and execution process. Turnout has been fair to good and is reasonable given the subject matter.
- Joan Petzen: I think it was valuable to focus on the touchy/feely topics rather than the technical tools for transfer. Attendees were able to gain an understanding that many others are still struggling with as they work toward transferring the farm business. A primary key to success is giving people plenty of time to share ideas, discuss them, and ask questions of one another.
- Sandy Buxton: A key to success is to make sure that there are many practical parts to the discussion.

Follow-up activities, spin-off effects:

- Many small farms, for a variety of reasons, do not or are not able to attend. Zaid Kurdieh will write a short series of articles to go in newsletters and in agricultural press to reach them more effectively.
- Molly Ames plans to repeat the course offering now that she has the training and materials to present this topic.
- Sandy Buxton plans to write articles, facilitate some farm transfers, and hold another meeting.
- Joan plans on visiting every participant individually to help them fill out their transfer plans.

Other comments:

1. Joan Petzen: George Conneman's insights and personal communication style were invaluable. He made an important contribution to the success of the workshops. He also gave me confidence to know that I am approaching transfer programming with the appropriate issues in focus.
2. Sandy Buxton: the material was very well received and there was a good discussion and questions.

Enhanced Agricultural Community Support in the Southern Adirondack Region Through Access to an Agricultural Lending Library

Project leader(s) and contact information:
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Partner organizations (on *this* project):

Crandall Public Library, Glens Falls NY

Southern Adirondack Library System (SALS), Saratoga Springs NY

Background situation:

Greater Washington County area is decreasing in large farms and increasing in small, non-traditional farms. In an effort to better serve these farmers both extension and the library system wanted to work together to give farmers access to more enterprise and contact information.

Expected outcomes of project:

- Educate area librarians on agricultural resources
- Increase availability of workshops, reference materials, and CCE material resources for small farmers
- Increase access to the local support network of their local library and CCE
- Strengthen the relationship between public libraries and CCE to better serve the farming community

Project activities:

- Partially compiled a list of agricultural materials and their sources.
- Purchased 150 materials for library.
- Held a meeting on agricultural resources for SALS librarians and local agriculture educators (high school, CCE, etc.). Attendance was 15 people. Kathy Chiang and Howard Raskin from Mann Library gave the presentation.
- Developed and printed 500 spine and plate stickers for materials.

Farmer participation:

About 7 farmers were involved in the planning of the project. Farmers played a more indirect role in the actual development of the project. CCE of Washington County's ag program committee comprised of 4 farmers and 2 agribusiness people supplied feedback on the project as it progressed. Several other farmers also provided feedback on the materials and the project as a whole. Information requests made to our office recently by farmers were also taken into account in selecting some of the materials. Farmers did not participate in this workshop.

Other participants:

The before mentioned people participated as well as local extension educators and Cornell University staff. Overall the number of people in non-farmer roles who contributed to the project so far is about 20 (not including the15 workshop attendees).

Outreach & media:

Used CCE publications, CCE website, local paper, local organizations and list serves to garner participation and make people aware of the project.

Farmer evaluation:

Feedback I received from farmers was positive. They were anticipating the materials becoming available and wanted information such as materials list, workshop handouts, etc. made available and online as much as possible. They were also looking forward to upcoming workshops and excited about the possibility of youth using these materials for school projects and 4-H as well as for themselves.

Farmer impacts:
At this point the only thing I can note is referrals of people with questions to the extension office from the public library. That connection wasn't as strong before.

Project leader's evaluation:

We did not achieve as much in the time period as we would have liked but from what we have accomplished the project appears like it will exceed our expectations in the long run. A main obstacle we encountered was identifying materials. Established agricultural libraries recommended looking through their catalogs for suggestions but most of their collections were too extensive and contained dated material making it a fairly impractical suggestion. Suggestions from many people as well as evaluating what was available for purchase contributed to the beginning of a list.

One surprise was the range of information the librarians had on extension. Some were well informed but the majority were not. It would have been better to do a general "who is extension" presentation before the agricultural resources one. The librarians expressed many concerns such as:

- feeling the ag community were not coming to the reference desk making them an under served group
- having funds to purchase materials but not knowing what to buy
- ag materials they have are heavily circulated so they know there is a need but they are not sure how to address it

Fortunately this project is addressing many of their concerns with trainings, materials lists, and contacts with their local extension service.

Follow-up activities, spin-off effects:

- Librarian training on CCE
- Developed library protocols and begin circulating materials
- Workshops for farmers on accessing information
- Placement of extension workshop materials in the library for loan afterwards
- Form official committee to oversee collection and related library projects

- Continued collaboration and collection building (The library has pledged to use funds to continuing buying items off the list we develop.)

Other comments:

This small farms grant contributed to the required matching funds for a larger grant from the Growing New Farmers Project at the New England Small Farm Institute. The GNF grant is an extension of the proposal for the small farms project. Since the GNF grant had a much later approval date this project was delayed to make sure everything worked together. Though farmer participation was low for the duration of this grant I hope the committee realizes what a great impact their funds will have to farmers in our area and how they made it possible ultimately for more materials and workshops to be available in this area. We plan to make an additional report to the small farms group at the end of the larger grant project.

Increasing Marketing Opportunities for Small Farmers in South Central NY

Project leaders and contact information
Helen Howard, Nutrition Educator, ehh2@cornell.edu
Monika Roth, Agriculture Educator, mr55@cornell.edu
Mathew Griffin, Food Security Coordinator, Jan-April 2002
Lucy Garrison-Clauson, Market Coordinator, lag38@cornell.edu June-August 2002

Cornell Cooperative Extension of Tompkins County
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Phone: 607-272-2292

Background situation
In the 2001 season, CCETC facilitated the establishment of a youth-run consignment stand in Groton, NY featuring produce from 11 local, small-scale growers in Tompkins, Cortland, Cayuga, and Seneca Counties. For the 2002 season there was interest in expanding the program by operating youth-run consignment farm stands in Groton, Trumansburg, Enfield, Caroline, and Danby. The impetus for establishing community farmers' markets came from several directions: the need for rural residents, especially FMNP eligible clients-seniors and WIC families, to have better access to a farmers' market where coupons could be redeemed; the need to increase marketing opportunities for area farmers without requiring a huge additional time commitment; the opportunity for rural youth to be engaged in a summer program that introduces them to farming, local foods and food preparation; as well as, expressed community interest in having a market as a social venue for interaction. The educational response to these needs was rural community farmers markets operated by youth where farmers produce was provided on weekly consignment basis.

Expected outcomes of project
Given a critical mass of farmers connected to each community market (at least 6 growers), in addition to community support, we will decide where to proceed with the markets for 2002. Meetings will also provide valuable insights about constraints farmers face in expanding market reach. We anticipate at least three markets will be operating on consignment in 2002. This will accommodate 18 to 25 growers supplying produce on a weekly basis from July through September.

Through farm visits, at least 18 youth will learn about a nearby farm, how food is grown, the type and varieties of produce, and seasonal availability. Through the community markets, youth will become effective marketers, learn how to interact with customers and answer questions, and learn how to cook and enjoy local fruits and vegetables.

Rural residents, especially those who receive Farmers' Market Nutrition Program (FMNP) benefits, will experience enhanced access to local produce, as demonstrated by attendance, FMNP coupon redemption, and overall sales. Residents will also become more familiar with local produce through food demonstrations and sampling and flyers listing available produce at markets. Finally, food demonstrations and market flyers will attract customers and increase sales for farmers.

Project activities

Generating Community Support

In February and March, community meetings were held in Groton, Trumansburg, Enfield, Caroline, and Danby to determine these communities' interest in holding a farmers' market. The Groton Town Supervisor held two additional meetings for Groton farmers to elicit their interest and encourage their participation in the market.

Based on community and farmer interest, as well as youth program support, three weekly farmers' markets were established under the umbrella of the Ithaca Farmers' Market and operated by CCETC. Each community approved an easily accessible location for the markets to be held. The markets were held from July to the end of September from 4:00-7:00 pm: Groton on Tuesday, Trumansburg on Wednesday, and Danby on Thursday. Each of the market locations was approved by the New York State Department of Agriculture and Markets to accept FMNP coupons. Markets in Enfield and Caroline were operated independently of the CCETC effort simply because we did not have the ability to support 5 markets.

Market Operations

A Market Coordinator (Cornell Work Study Student) was hired to manage the markets, make arrangement for pick-up or delivery of produce to be sold on consignment at each market, assist youth with set-up of displays, track sales and break down after each market. The market coordinator also devised a record system to keep track of farm products contributed for consignment sales, and to record weekly feedback from customers, farmers, and teen workers. Supplies and equipment were gathered for each market (tents, tables, signs, calculators, receipt books, etc.). Additionally the coordinator was responsible for totaling the sales generated for each vendor and paying them for the products sold. Leftover produce sold at the CCE office or donated to area food pantries.

Farmer Recruitment and Involvement

Farmers and gardeners who had expressed an interest in participating either on a consignment basis or as market vendors were contacted and arrangements made for produce pick-up or delivery. Farmers participating in the Tuesday downtown Ithaca Farmers' Market were a primary source of produce for the consignment program. The products they provided were sold at the Groton Market and non-perishable items were also sold in Danby and Trumansburg. Some farmers dropped produce off for each market and others were actually present as vendors. Trumansburg had the highest number of vendors on sight, and Danby was second. Only one farm family actually set up at the Groton market separately from the consignment stand.

Youth and Nutrition Program Involvement

CCETC's Rural Youth Program Managers in each town recruited teens to be involved in the youth-run farm stands. Teens participated in a nutrition education program that introduced them to the importance of produce in the diet, methods of preparing various vegetables, and included farm visits, working with a farmer at the Ithaca Farmers' Market, vegetable identification, and mock markets to become more familiar with produce, where it comes from, and how to sell it. We had hoped to have two farm visits for each group of youth, but August and September were very busy for farmers and coordinating with teens got very complicated once fall sports started. The one farm visit gave the teens a good head start with learning the produce, and with continual supply of new items and updates from farmers; the second visit didn't seem so crucial. Teens and CCETC nutrition staff prepared recipes, samples, and simple demonstrations for each market to encourage people to cook and eat more fruits and vegetables.

Market Promotion
The market locations were promoted to the WIC and county Senior Programs as the starting point for attracting customers to each market. FMNP eligible clients were informed of all market locations and hours of operation. Community members who were involved in supporting market development were informed about market operations. Media stories helped to make community residents aware of the markets. Posters were also put up in some community locations. In Danby, the market was announced via a sign on the main road. Other locations also had temporary signs.
The Village of Groton put notices about the market in the water bills. The local phone company in Trumansburg put notices about the market in its bills.

Farmer Participation
Farmers involved in this project in 2001, were invited to participate again in 2002. Additional farmers were recruited via community meetings and through word of mouth. Farmers provided feedback and suggestions throughout the summer on ways to increase sales and improve each market. More than 20 farms and gardeners participated as consignment vendors and 10 sold at markets independent of the consignment stand. Farmers ranged from part time hobby growers to full time farmers with several employees. Fruit and vegetable growers were involved as well as growers of herbs, flowers, garlic, meat, and eggs. Several were new to farming and farmers' markets and hence benefited from the opportunity to test their products and hone their selling skills. Everyone involved in markets in 2002 plans to continue next year (except two farmers that will no longer be in business).
Other Vendors
Five non-farm vendors participated in the markets this year. Their products included arts, crafts, music, and preserves. Approximately 20 middle and high school students were involved as well as parents, community members, town officials, Cooperative Extension employees, and customers.

Partner organizations (and roles they played)

- The Ithaca Farmers' Market offered organizational support in accepting FMNP coupons. IFM farmer members provided a critical mass of produce for consignment throughout the season.
- Cornell Cooperative Extension of Tompkins County's Rural Youth Services provided staff to coordinate activities with teens and provide supervision. This work is supported by the Tompkins County Youth Commission and the Town Youth Commissions. This collaboration also provided funding for teen workers.
- Tompkins County WIC Program, Foodnet and Office for the Aging distributed Farmers Market Nutrition Program coupons and publicized the markets to their clients. They were assisted by the CCETC nutrition education staff of the Eat Smart NY program. In Groton and Trumansburg the senior housing coordinators were involved in the project. The Groton's farmers' market was held on the front lawn of the senior housing facility, and the Trumansburg market was within walking distance of senior apartments.
- In Trumansburg the Fire Department loaned us tables each week, and the Cornerstone residential treatment center built beautiful signs and helped with taking down tents, tables, and signs and loading everything into vehicles each week. Additionally, the Trumansburg Village Board gave official approval to operate the market in a village park that meant that the Village provided liability coverage for the market.
- Danby town officials were especially supportive, including the planning department, the code enforcement officer, and the community council. The Fire District allowed us to

hold the market under their covered pavilion, adjacent to the park & ride parking lot on Route 96B.

Farmer evaluation
We conducted a survey of Farmers involved for evaluation purposes at the end of the season (see attached supporting materials). Although sales were not large this year, vendors are willing to continue next year, indicating that the system for handling consignment is working well and that these markets have potential for growth.

Farmer impacts
The major impacts to participating businesses were extra money, moving product, and community exposure. All those that filled out the surveys will be selling at next year's markets, and several are seeking membership at the Ithaca Farmers' Market (see enclosed survey results for details).

Project evaluation
Community meetings were successful in revealing the need for some type of community farm market in each village and in organizing people towards that end. We were able to work with three of those villages and provide a new retail outlet for close to 30 small farmers and gardeners.
Farm visits and food demonstrations were effective in introducing new vegetables of new ways of using standard produce items in season. They also helped teen workers be more confident explaining products to customers.
These markets provided a place where rural residents could come to get fresh local produce and where recipients could use their FMNP vouchers during the week and without traveling all the way to Ithaca.
The markets generated close to $3,500 for consignment vendors and an unknown amount for market vendors. This amount can be expected to grow next year, especially at the Danby and Trumansburg markets.

What worked well:
-central visible location, near bus stop and parking
-one person involved in every market and related event
-strong youth leadership and coordination
-4-7 pm, convenient weekday time for teen workers and customers
-straight forward consignment process

Suggestions for future:
-large, legible signs
-more advertising and publicity
-market coordinator needs at least 7 hours per market per week
-better layout of vendors—more professional appearance

Follow-up activities, spin-off effects
All five communities were very receptive, and all had some kind of farmers' market operating during the 2002 season, two of them without our direct support. The Enfield market was held once each month for 3 months and was coordinated by the Town Supervisor and the Caroline Market was a youth project coordinated by the Rural Youth Services Manager. The Village of Trumansburg is looking into building a pavilion to house the market in the future. All 2002 market participants are interested in continuing in 2003. Some evidence exists that there may

be leadership provided by the Trumansburg vendors to coordinate their own market in the future.

Supporting materials
-list of satellite farmers' market members
-farmer survey summary
-youth run farmers' market mid August update
-thank you letter to Laurie and Anton from youth for farm visit
-sample focus questions for Caroline community meeting (same questions used at all 5 community meetings)
-sample Trumansburg Farmers' Market flyer (similar flyers were prepared for other markets)
-newspaper articles

How funds were spent
-employ a work study student Market Coordinator (in September we had to also hire additional help to complete the season once Lucy went back to school)
-supplies for market operations
-posters
-pay farmers for farm visit with youth
In-kind support provided by CCETC
-phone
-mileage to markets
-misc. office supplies
-project supervision/coordination

Pastured Poultry: Production, Processing and Nutrient Management on Grass Based Farms

Project leader: Bill Henning, Small Farms Specialist, ProDairy and NWNY CCE Team, CCE of Yates County, 315-536-5123, wrh6@cornell.edu.

Background situation: At the end of the 2001 grazing season the Finger Lakes Graziers requested of CCE an informational meeting to be held the winter of 2001-02. Two topics of particular interest were pastured poultry and nutrient management on grass based farms.

Pastured poultry allows small farms to enter the poultry business with minimum capital outlay. This type of production can produce a superior product, either eggs or broilers. It has been documented that feed conversions, as compared to industrial type confinement housing, can be significantly more efficient. Not only is this production environmentally sound, it compliments ruminant production readily through a reduction of fly populations and pasture fertilization. It is a natural fit for the small farms of the Finger Lakes, especially when we consider the cottage people and the tourists. This offers small farms a diversity that can be lucrative.

From conversations with local small scale farmers in Seneca and Yates Counties there appears to be an interest pastured poultry production that is currently at the "tip of the ice burg" stage. The major source of income in pastured broiler production is in the on-farm processing. On-farm processing is also one of the major obstacles in starting pastured poultry due to the initial equipment investment and the lack of knowledge relevant to processing. When Central RC&D initiated their processing trailer rental enterprise pastured poultry production flourished.

Expected outcomes of project: Participants would gain knowledge in pastured poultry production and processing. This would motivate people to begin or expand poultry production. Concerns about nutrient management would be addressed. Knowledge would be gained on concerns pertaining to nutrient management.

Project activities: Please see brochure for the workshop.

Farmer Participation: Twenty Four farmers participated in the workshop. The workshop came about at the request of farmers. They listened, observed, and asked questions. The file containing the list of attendees has been misplaced.

Other participants:

- Nate Herendeen, NWNY Team
- Jean Bonhotal, Cornell Waste Management Institute
- Jim McClaughlin, Cornerstone Farm Ventures
- Central RC&D
- New York Pasture Association
- Sullivan Trail RC&D

Outreach & media:

- Direct mail
- Country Folks

Farmer evaluation: Based on follow up phone conversations with participants not much was said about nutrient management. Interest was expressed in composting, carcass and manure. By far, the greatest response came from those interested in pastured poultry. This probably resulted from the fact that it was the topic that offered them the most direct benefit. The evaluation on poultry production is best reflected in the impact.

Farmer impact: 88% of the attendees indicated they would be interested in participating in an informal production group that would meet twice annually to share concerns and experiences. An improved processing trailer was built by David Hoover, a local dairy farmer, that is now being rented out. This trailer has been used 15 times since July 4th. Three of those occasions were educational classes involving the New York Pasture Association and Allegany CCE. Perhaps the most telling impact lies in a note that David Hoover wrote to be read to the Yates County Legislators.

Project leader's evaluation: I know of no specific impact as a result of these efforts on nutrient management and composting. On the other hand, interest in pastured poultry production has taken off. David Hoover reports that people who had discontinued pasture poultry, due to the drudgery of processing, have indicated that they are going to start again.

I feel that the success of this project has to be credited to a topic that farmers wanted to learn more about, a topic they could readily relate to, and a local dairy farmer who was willing to take a bold/innovative step toward fulfilling a community shared goal. If CCE were to implement more of a "partnership in effort" with farmers toward the achievement of **their goals**, not ours or agri-business's, I would predict a much higher level of valuable impact.

Follow-up activities: Implementation of a pastured poultry production group is planned for this winter. Pastured poultry, as a 4-H project, has been introduced in Yates County.
There has been talk of a "cheese processing trailer" – the details of which remain to be developed. A brochure has been developed to promote pastured poultry and it will be expanded upon as more commercial production evolves (a copy will be mailed). Plans are in the works for "Farm Walks" – a Q&A session where farmers can look at what lies ahead for them in 2008 concerning nutrient management.

Supporting materials:

- Note from David Hoover – in body of this report
- Brochure for workshop
- Pastured poultry promotional brochure
- News release
- Photo – below

Baleage Workshops

Project leader(s) and contact information: Martha A Wright, 480 North Main Street, Canandaigua, NY 14424. 585-394-3977 ext. 36, maw32@cornell.edu

Partner organizations (on *this* project):

- Sunfilm AEP Industries – financial support
- National Bank of Geneva – financial support
- Bob's Equipment – display equipment
- Carl Acome – custom operator
- John Deere – display equipment

Background situation:

Stored winter feed is the biggest expense for dairy and livestock producers in NY. The use of round bale silage (baleage) dramatically improves forage quality and yield for some producers, which in turn improves animal production and decreases outside feed purchases. Thus use of baleage can improve farm profitability through cost reduction and increased animal performance. As a low-cost storage unit for long-stemmed grasses and legumes, baleage is especially attractive to the small or part-time farmer.

There are several key factors to consider when producing baleage to avoid feed spoilage and reduced feed quality. Novice producers need information and education on the subject of baleage production practices.

Expected outcomes of project:

This Small Farms Grant would allow for an outside expert, Barnard Adams, Ontario, Canada, to be brought in to teach the various aspects of baleage production at two on-farm workshops in March/April 2002. Other speakers would include NWNY DL&FC Team members, County Cooperative Extension personnel and agriservice representatives.

At these workshops, farmers will learn the pros and cons of baleage production and find out whether baleage has a place in their operation. Those for whom baleage is appropriate can expect larger yields of higher quality forage and more efficient milk and meat production.

Project activities:

Two farm-based programs were held in April 2002—the first in Niagara County at Ken & Mary Gamear's beef operation, and the second in Ontario County at Andrew Hoover's dairy farm. The host farms gave follow-up demonstrations to any participants that wished to learn more during the actual baleage making process.

A baleage resource notebook was developed and given to all participants. Producers unable to attend the workshop also have the opportunity to obtain the baleage resource by contacting my office. (sample has been given to Joanna Green)

Farmer participation:

Farmers were involved in program development, hosting the field days, and program marketing, including inviting local agribusiness people with whom they work. The two host farmers also

served as mentors throughout the season to baleage novices, who were encouraged to visit each host farm and ask questions. Of those that attended, I have reports of five producers that followed up in this manner.

Two farmers served as hosts and over 80 participated in the field days. Attendees included dairy, beef, and sheep producers; all were, to my knowledge, from small farms. A handful of agribusiness and extension personnel attended as well. Andrew Hoover is a Mennonite farmer, and approximately half of the participants (25) at his farm were Amish or Mennonite. One-third of the participants were livestock producers,
two-thirds were dairy producers. The majority of producers have been farming for many years and were looking to improve their current forage harvesting techniques.

Other participants:

Five agribusinesses brought machinery to the field days. Two more agribusinesses gave financial support. One custom operator, Carl Acome, assisted at the field day in Niagara County, acting as a resource person. Sunfilm AEP Industries sponsored a majority of the cost for the invited speaker.

Outreach & media:

The workshops were advertised in *Country Folks*, local *Pennysaver* newspapers and individual flyers that were mailed to over 500 farms. Dealers that displayed equipment at the field days sent more than 400 flyers to farms on their mailing lists. Mennonite producers were encouraged individually at meetings and at Tag team gatherings.

Farmer evaluation:

The on-farm presentation was well received by producers because they felt more comfortable in the farm environment than at a meeting hall. The on-farm presentation also allowed for machinery display, baleage sampling technique lessons, and farmer-to-farmer communication.

One challenge encountered was that of calving season for many beef operations, where producers could not leave the home farm at this critical time. The meetings were also held during the week and during the day, which was inconvenient for those producers that work off the farm.

Testimonials from producers include comments from Kathy LeBar, as quoted in the newspaper article “Baleage: An Opportunity for NY’s Small Farms.” Other producers have commented to me that the invited speaker, Bernard Adam, was very knowledgeable and a valuable resource for them. They reported that they enjoyed his presentation style and learned a great deal from his talk.

Farmer impacts:
Many farmers have contacted me on the heels of the field days with questions about testing for moisture content, timing of cuttings, names of custom operators, forage testing, and proper wrapping procedures.

Interest from farmers has grown in trying baleage, hiring custom operators to harvest their first cutting, or purchasing baleage for their herds. The Mennonite communities in Ontario and

Yates counties work together through a Mennonite custom operator to harvest forage in a timely manner. More Mennonite farmers are using or considering using baleage in the future.

Project leader's evaluation:

Two successful field days were held with strong participation and increased interest in baleage demonstrated through the fall and winter months. I continue to have requests for the baleage resource and answer questions regarding baleage. I have had other extension educators inquire about my workshops because of baleage interest in their areas.

The keys to success were finding a knowledgeable speaker, hosting on-farm field days, involving local agribusiness representatives and producers in the planning, and appropriate timing of the field days (early spring before first cutting).

Follow-up activities, spin-off effects:

Other extension educators (e.g., Karri Bartlett, Steuben County) are going to facilitate baleage field days. The NWNY Team will develop more information about baleage for producers, such as a photo guide of good and bad examples of bale wrapping and storage. Resource baleage information is also going to be made available on our website:
http://www.cce.cornell.edu/programs/nw-ny-dairy-fieldcrops/

Grass Based Livestock Production Seminars for Growers and Consumers

Project leader(s) and contact information:

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Partner organizations (on *this* project):

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Seneca Trail Resource Conservation and Development
PO Box 756
Ellicottville, NY 14731

Background situation:
Allegany, Cattaraugus and Chautauqua Counties have hundreds of acres of grassland that are under utilized. Many local people are interested in using the land they own more effectively. Grass-based livestock production systems are one way to capitalize on this resource and desire. Local consumers are looking for quality locally grown food as evidenced by the rapid growth of a local community supported vegetable farm and the formation of local organic food buying clubs. Several local producers have gotten started growing grass-based livestock. These producers business are growing rapidly. There is potential for more grass-based livestock enterprises in the local region.

Expected outcomes of project:
Producer Workshops
1. Local livestock, poultry and dairy producers will learn about Joel Salatin's proven grass-based techniques for growing quality meats, milk and eggs.
2. Give local growers a chance to reflect on the summer's grazing season and begin, early, to make plans for the next year.

Consumer Seminars
3. Generate local consumer interest in purchasing grass raised livestock products.

4. Give local dieticians, families, wellness center staff and physicians an opportunity to learn more about the differences between grass raised and conventionally produced meat and milk products.

Project activities:
Two all day producer workshops and two evening consumers seminars were organized by a local planning committee including three extension educators, RC&D grassland specialist and 4 local grass-based farmers.

The producer workshops featured a slide overview of Mr. Salatin's operation including his growing and marketing practices, and plenty of time for discussion and questions in an interactive format. It also included a lunch featuring locally grown products.

Consumer seminars were previewed with an hour of local grass-based livestock and poultry producers sampling their products. A directory of local grass-based livestok producers was developed and distributed to participants. Salatin talked with consumers using slides to illustrate his growing practices. He answered questions about ethics in agriculture and the nutritional benefits of grass based products.

Farmer participation:
Planning Committee
Janice Brown, Birds All Dairy, 3642 Worden Road, Canaseraga, NY 14822
Jane Burlingame, Stoney Creek Farm, RD 2, Box 2708, Russell, PA 16345
Keith Freeman, Freeman Homestead, 8301 Kelly Hill Road, Stockton, NY 14784
Patrick Lango, Blue Hill Farm, 8567 Reed Hill Road, East Otto, NY 14729

Product Sampling at Consumer Seminars
See attached Directory of Local Producers of Grass-Based Food Products. The farms that sampled products at the consumer seminars are highlighted in the directory. Five farms sampled products at the Fredonia Seminar and eight farms sampled at Allegany.

A total of 283 people participated in the workshops and seminars:

Producer Workshops:	Consumer Workshops:
Randolph - 79 participant	Fredonia - 65 participants, 13 representatives of sampling farms
Alfred - 63 Participants	Allegany - 52 participants, 11 representatives of sampling farms

Other participants:
Planning Committee - Don Wild, Seneca Trail R,C&D, Grassland Specialist
Food Sampling - Allice Arlow, The General Store, Owner
Display - Jennifer Franz, Weston Price Foundation

Outreach & media:
The producer workshops were marketing using direct mailing and news releases in local and regional media. Consumer seminars were marketing using posters mailed to members of the women's health network in Allegany, Cattaraugus and Chautauqua Counties. These posters along with flyers were provided to known grass-based producers and community supported farms for distribution to their customers. News releases and feature articles in our local Cornell Cooperative Extension News and local newspapers that included overviews of grass-based enterprises were also used in the marketing effort. Interviews with local radio stations were also employed. Paid advertizing was taken in local penney savers and farm publications. The posters and direct mail flyers were provided to county agents across the state using list serves.

Farmer evaluation:
At the wrap-up meeting of the planning committee the farmers reported that they felt the meetings were a great success. They have all had inquiries about their products from participants in the consumer seminars. We have received both telephone calls and notes from participants in the consumer workshops encouraging us to do more workshops along these lines.

People really liked the informal nature of the producer workshops. Even though there was a fairly large crowd, people asked lots of questions. The tone during the workshops was very conversational. People appreciated the local grown, grass-based lunch.

Farmer impacts:
Producer Workshops:
We asked two questions in the post-workshop evaluation to get at this. Here is a summary of the answers to those questions. Please see attached evaluations for more details.

1. How useful was this workshop to you?

The optimism of Joel Salatin infected the group. - 8 comments
Gave me ideas on: production - 10 marketing - 7 diversification - 5
Affirmation of grass-based farming - 8

2. Please describe any ideas you picked up today that you might consider implementing in the future at your farm.

Most often mentioned concepts:
Improved direct marketing techniques - 13
Diversification to multiple species - 11
Compost/bedded pack - 11
Poultry grazing - 9
Rotational grazing/adding paddocks - 7
Using pigs for aerating compost and tillage - 4

Consumer Seminars:

83 people indicated the directory of grass-fed livestock producers provided to participants would be useful to them while only 2 indicate it would not be useful. We asked consumers to answer the following questions with respect to their knowledge prior to and after the seminar:

1. Describe your knowledge of the health benefits of grass fed meat, livestock, and poultry products…

Before Seminar	After Seminar
12 Casually interested	0 Casually interested
22 Had done a little reading or research	5 Had done some reading or research
35 Fairly good understanding but needing to know more	35 Fairly good understanding but needing to know more
17 Clearly understand the nutritional attributes	44 Clearly understand the nutritional attributes

2. Describe your knowledge of where to purchase grass fed products locally…

Before Seminar	After Seminar
40 Have a working relationship with grower(s)	31 Have a working relationship with grower(s)
39 Not sure where to look for grass fed products	46 Met a grower I am interested in purchasing from at seminar
	4 Not sure where to look for grass-fed products

3. Describe your satisfaction with availability of grass fed products locally

Before Seminar	After Seminar
20 Able to find all of the products I want	37 Able to find all of the products I want
44 Able to find some of the products I want	37 Able to find some of the products I want

Project leader's evaluation

Attendance at the workshops was more than double the number we had predicted in our proposal. Both seminars have generated a lot of local enthusiasm among both producers and consumers about the grass-based food. Generally, 25 percent of participants at seminars taught by Mr. Salatin purchase his books or videos. Sixty-seven percent of our producer workshop participants purchased his materials. This indicates they were willing to make a personal investment to learn more about his philosophy and production techniques.

If we are to offer a local grown meal in the future, we would ask the growers to bring their products to a central drop off point and then take the food to the caterer rather that try to pick everything up at the farm. Picking up the products at each farm was very time consuming and costly.

Producer involvement from the beginning, a huge coordinated marketing effort and strong teamwork among the professionals and farmers involved in planning and delivery were critical to the success of this effort.

Follow-up activities, spin-off effects:
At our wrap-up meeting the planning committee encouraged our extension team to pursue bringing Registered Dietician, Jo Robinson, author of “Why Grass Fed Is Best” to the area to do consumer seminars and a training for nutrition and medical professionals about the health qualities of grass-based livestock products. A second suggestion was to get involved in helping producers improve their direct marketing skills. Perhaps this can be done with local discussion groups focused on developing marketing plans for the participants. Cornell Cooperative Extension and RC&D were encouraged to continue to do local pasture walks, making certain to include livestock and poultry among the grazing farms we visit.