



The Market Basket

*A Quarterly Update on Agricultural Marketing in Broome County
Winter, 2008*

ANNOUNCEMENTS

FARM DAYS AT THE MALL 2009 APPROACHES!

Farm Days at the Oakdale Mall is right around the corner – March 13-15th, 2009. Don't miss this opportunity to market your farm and agricultural products to the thousands who visit this event each year. If you would like free display space at the event, or would like to volunteer at the event as a helper or running an activity for the families, please contact Laura Biasillo at (607) 584-5007 or lw257@cornell.edu

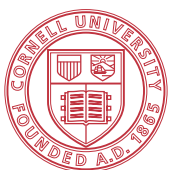
CCE-BROOME TRANSITIONS TO E-MAILING NEWSLETTERS

Starting in January 2009, CCE-Broome will start emailing newsletters and information on workshops received from other agricultural agencies. Due to rising postage costs and reduction in support staff hours, all newsletters and workshop notices that can be emailed will be. Please contact Carol at (607) 584-9966 or clf62@cornell.edu with your email address. Expect to be contacted if you do not email your address by mid-January. Thank you in advance for your understanding.

CCE-BROOME CAPITAL CAMPAIGN CONTINUES

There is still time to get involved in the capital campaign for Cornell Cooperative Extension-Broome County. This campaign will help bring some much needed renovations to the existing building and allow for more meeting rooms, technology upgrades and an agricultural service center including: Broome County Farm Bureau, Broome County Farm Service Agency & Natural Resources Conservation Service, NOFA-NY Licensing LLC, Inc., and Broome County Soil & Water Conservation District.

To give to the campaign, please contact Lorraine Kemak at (607) 772-8953.



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WORKSHOPS

HOW TO BECOME A 20C - EXEMPT KITCHEN TO PRODUCE PROCESSED GOODS, JANUARY 13TH, 7PM

Cornell Cooperative Extension of Broome County is offering a workshop in conjunction with the Broome County Health Department and NYS Department of Agriculture and Markets on the procedures for becoming a 20C exempt kitchen in order to sell processed goods at a farmers' market, such as baked goods (for human or animal consumption) or bagged mixed produce. The workshop will be held January 13th @ 7pm. The cost is \$10/farm or family. Please contact Carol at (607) 584-9966 to register or for more information.

MEAT PROCESSOR PANEL JANUARY 26TH, 7PM

Cornell Cooperative Extension of Broome County is offering a workshop in cooperation with CCE-Chenango Co. for meat producers. This workshop will consist of a panel of local meat processors who will speak on the differences between USDA and custom slaughter, how they evaluate the quality of meats they process, hanging weight versus live weight, and other issues. This workshop is for you if you have never taken your animals to a slaughterhouse, or if you are looking for a different processor. The workshop will be held January 26th @ 7pm and the cost is \$10/farm. To register or with questions, please contact Carol at (607) 584-9966.

IDENTIFYING MARKETING CHANNELS FEBRUARY 16TH, 7PM

Are you interested in learning how to utilize the internet to promote your business? Come to a workshop on February 16th, 2009 from 7-9 p.m. at Cornell Cooperative Extension-Broome County to learn about these topics and marketing channels such as MarketMaker.com, LocalHarvest.org, buyfromthebackyard.com, and Eatwild.com. The instructor will be Laura Biasillo, Agricultural Economic Development Specialist with Cornell Cooperative Extension-Broome County. The cost is \$10/farm and pre-registration is requested. For more information, or to register, please contact Carol at (607) 584-9966.

CREATE A WEBSITE IN A FEW HOURS, MARCH 7TH @ 9AM & 11AM, MARCH 11TH @ 7PM

Explore a quick and easy way to build a web site in a few hours yourself. This two-hour learning demonstration and workshop helps you identify your action steps to create your online marketing presence and allows you to explore

all-in-one 1&1 packages starting at \$4.99/month for a web site address, hosting and simple steps and templated selections through an online account you can access from anywhere. If you know how to use basic word document software, this course is great for you — entrepreneurs and small businesses — who want to launch and maintain a very cost-effective, professional-looking web site yourself. If you already have a web site address and but nothing else, you can take advantage of this class, too! No html, asp or other web site coding programming knowledge or experience is needed. Come with some of your initial thoughts and ideas. Come to a workshop on Saturday March 7th, 200 at 9a.m. or 11a.m., or Wednesday March 11th @ 7p.m. at Cornell Cooperative Extension-Broome County, to get these and more questions answered. The instructor for this workshop will be Cheryl Fabrizi, owner of FabIdea. The cost will be \$15/business and pre-registration is requested. Please call Carol at (607) 584-9966 if you have any questions or would like to register.

EXPLORING CREDIT/DEBT MANAGEMENT ISSUES

Cornell Cooperative Extension of Broome County is offering a free Exploring Credit/Debt Management Issues workshop. This workshop provides information on selecting and using credit wisely, strategies for paying down debt, obtaining and reviewing a credit report, and understanding a credit score. Participants receive free credit management tools. Advance registration required. Please call (607) 584-5016 for available dates and locations.

SAVE ENERGY, SAVE DOLLARS

Cornell Cooperative Extension of Broome County is offering a free Save Energy, Save Dollars workshop to assist participants reduce their energy bills, discover low-cost/no cost energy conservation methods and learn of community resources to financially assist residents in making home improvements. Each household will receive a free energy savings tool kit. Advance registration is required. Please call (607) 584-5016 for available dates and locations.

MAKING ENDS MEET

Cornell Cooperative Extension-Broome County is offering a free money management workshop called Making Ends Meet. Participants will set financial goals, develop spending plans, and learn ways to manage their debt. Each household will receive a free money management tool kit. Advance registration is required. Please call (607) 584-5016 for available dates and locations.

BEGINNING FARMING 101 - ONLINE FARM PLANNING COURSE

These online courses are presented by the NY Beginning Farmer Project and Cornell Cooperative Extension (CCE):

- Part I- Evaluating Yourself and Your Land and Choosing an Enterprise
- February 18 to March 25, 2009 (5 weeks)
- Part II- Markets and Profits Online Course
- March 18 to April 29, 2009 (6 weeks)

Registration is \$100 for either short course or \$150 for the full 10 weeks (Note: there is a week of overlap between the two, so that both courses together add up to 10 weeks). Call the CCE Chenango office at 607-334-5841 for a registration packet, or visit the CCE Chenango website to register.

Course Outline

Part I - Evaluating Yourself and Your Land and Choosing an Enterprise

February 18 to March 25, 2009

Evaluating what you want to do and what you have to work with are key elements to a successful new farm enterprise. Part I of the Spring 2009 Beginning Farm On-Line Course will steer participants through:

- Farm goal-setting
- Evaluating physical resources of your farm
- Choosing an enterprise
- Starting the development of a personal plan

This course is for you if you are new to farming in New York! Course participants will be required to work through the assignments and will be using the <http://beginningfarmers.cce.cornell.edu/> website. Each participant will be gathering information about their own enterprise and will create a Personal Plan.

Week 1: Welcome and Introduction
February 18 to February 24, 2009

This first week we will introducing you to Moodle (our on-line “classroom”) and orienting you with the goals and format of the Beginning Farmer Course.

- Special On-line Adobe Connect Meeting: Thursday 2/19 at 7:30 pm repeated Friday 2/20 at noon on how to use Moodle.

Week 2: Goals, Skills and Resources
February 25 to March 3, 2009

This week we will be evaluating what you would like to do and what resources you have available to you. We will be working on creating a goal statement and identifying skills and resources. Then begin site evaluation.

Week 3: Site Evaluation - March 4 to March 10, 2009

In week three, we will move into site evaluation full swing. Certain crops are suited for particular soils and sites, and it’s much easier to match crops to your site than to modify your site to suit what you’d like to grow. We’ll evaluate what you have, or would like to have, at your site.

- Adobe Connect Meeting: Wednesday 3/4 at noon repeated at 7:30 pm on on-line resources to help with site evaluation.

Week 4: Enterprise Evaluation
March 11 to March 18, 2009

Now that you know a little about your site, or future site, and what you’re goals are, you’ll need to find the best crop for you and your land. This week we’ll look at the different crops that are suitable.

- Adobe Connect Meeting: Wednesday 3/11 at noon repeated at 7:30 pm on the Beginning Farming web tools.

Week 5: Wrap-Up and Evaluation
March 18 to March 25, 2009

In the final week of Part I we’ll wrap-up goals, site evaluation, and enterprises and compile everything into the start of a Personal Plan.

At this point you’re ready to start working, or consider taking Part II!

Part II- Markets and Profits Online Course March 18

Educational objectives

- Identifying farm goals and timelines for an enterprise
- Understand the potential for profitability with selected agricultural products
- Start to prepare a marketing plan
- Understand that everything in farming is inter-connected- Holistic point of view.

Week 1 – Introduction and Orientation to Moodle
March 18 to March 24, 2009

This is a chance for those in the class to get to know each other and get some tips on using the course content software, Moodle. (For students carrying on from the first course, this week is a chance to keep researching questions about your site and what you want to produce)

- On-Line Adobe Connect meeting- Wednesday, March 18 there will be a webinar on how to use Moodle.

Week 2 – Farm Goals- March 25 to March 31, 2009
This week will be spent helping participants identify what

goals they may initially have for their farm business. For example, is the farm going to be the only source of family income or just supplement it?

Week 3 and 4 – Marketing Discussion and Plans
April 1 to April 14, 2009

Week three will be spent exploring the topic of marketing in regards to a farm business. Week four will be spent helping participants to start preparing a marketing plan? for their farm.

Week 5 and 6 – What Will it Take to be Profitable?
April 15 to April 29, 2009

Week five is spent discussing ways to measure profitability for a farm business and other related issues. Week six is the last week of the course and will help participants learn if an agricultural crop they are interested in can be produced profitably.

Registration

Call the CCE Chenango office at 607-334-5841 for a registration packet, or visit the CCE Chenango website to register.

TECHNICAL ASSISTANCE ARTICLES

FOOD SAFETY: ITS EFFECT ON MARKETING

Kristen S. Park, *Extension Associate*

Debra Perosio, *Lecturer*

Food Industry Management Program, Cornell University

The subject of food safety has never been so publicized and so sustained. In the last 24 months we have lived through e. coli in packaged spinach; e. coli at Taco Bell; dog food contaminant (found later in other sectors of the animal industries); the pest-icide aldicarb found in imported ginger from China; the e. coli beef recall that shuttered Topps meat processor; and the list goes on.

The associated food safety recalls have drawn attention to weaknesses in food security. Individual food industries and the government are working to improve certification programs, testing programs, production practices, and traceability practices. Consumers are asking for transparency and results. But as the industry supply chains become more complex, encompassing greater geographies, farms, suppliers, product formulations, etc., the problems—and the solutions—also become more complex. Outside of very real changes needed in production through retail, what marketing practices can we use now to help our business?

Consumer Perceptions

First, it is useful to know what consumers think about food safety. In a national shopper survey in June 2007, the Food Industry Management Program at Cornell asked shoppers their perceptions about some food safety issues specifically in fresh fruits and vegetables (since this study surveyed shoppers specifically about produce, caution is needed before assuming that the results apply to other industries). A table summarizing some of the results is presented below.

- A large majority respondents are concerned about pesticides, 83.4% agreed to the question (Table 1).
- About half, 50.2%, of respondents are concerned about germs.
- We also asked a question about imports, and almost 73% of respondents agreed or strongly agreed that they were concerned about imports. We might guess that the impact of the numerous recalls for products produced in China will last quite a while and that these recalls have shaded opinions about imports from other countries as well. One consumer responding to the Cornell survey said, “Imported produce makes me nervous to the point where I will not buy anything from China for me or my animals.”
- Some consumers, 73.3%, say they are willing to pay more for produce certified as “safe”.
- Almost 54% of all respondents say they believe organics are safer than regularly grown produce. And some consumers perceive they are paying for “safety certification” in the form of price premiums for certified organics.
- At least some consumers, 66.4%, correlate food safety and the distance food has traveled and feel that “local” is safer. One shopper commented that they feel that anything shipped is somehow “preserved” or treated with hormones. One shopper said she preferred “local” produce because it wasn’t “gassed”. A focus group participant in the study said, “I feel local produce is safer. It is not packaged with chemicals to make it last longer.”

Marketing PRO-actions

Many companies in the supply chain have acted swiftly in response to the recent food safety challenges—most of these efforts are focused on changes in production practices and monitoring and testing for contamination along the supply chain. Traceability needs to be improved significantly.

In general, all efforts are totally opaque to the general public and there is a significant opportunity to tell con-

sumers about efforts made to ensure a safer food supply. THIS is your marketing opportunity.

- Retailers receive their point of sale information primarily from suppliers. Actively engage with your own promotion/advertising group or trade association to provide a well-researched statement of industry actions in providing consumers with safe food. Pro-active information provided in supermarkets — AND OTHER PLACES—about pesticide safety and judicious use might help alleviate or reduce consumer concerns. Certified grower programs such as Integrated Pest Management could be highlighted proactively by retailers to inform consumers about efforts to reduce pesticide usage. At the very least, providing consumers with more information about current food safety practices could not hurt. It could be that reassurance and information is really what the consumer is looking for.
- Major U.S. growing regions, with arguably the best technology and safe growing programs in the world, need major help in communicating this to the consuming public. They are losing the confidence of consumers to local establishments.
- Whether from the farm down the road or halfway around the world most consumers are interested in knowing where their produce is grown. In addition, as people no longer grow what they eat nor have a close connection with where their food comes from, they may feel a loss of control over what they eat. Imported food is a concern for 72.6% of shoppers surveyed, AND “local” is sought by almost 70% of shoppers.

Since consumers embrace local programs and feel that local is “safer”, NYS producers should take advantage of this opportunity to work with markets to establish or expand local, in-store programs. Simultaneously, retailers should only be working with local producers that employ the safest production and distribution practices from farm to store.

- Give consumers the certification that they have asked for. It is up to you to do your best to provide a safe food supply, and there are certification programs available that can help you do this. You can contact Elizabeth Bihn, National GAP (Good Agricultural Practices) program coordinator, at:

Cornell University, Department of Food Science
9 Stocking Hall Ithaca, NY 14853
Ithaca phone: 607-254-5383
Geneva phone: 315-787-2625
Fax: 607-254-4868
E-mail: eab38@cornell.edu
<http://www.gaps.cornell.edu/contacts.html>

Increasing consumer perception of the relevance of local or regional foods and shorter supply chains and the desire to know the source of their food represents a major opportunity for NYS agriculture. The challenge for NY’s agriculture sector will be to seize the opportunity by delivering food with the quality and security that the State’s consumers expect.

“Smart Marketing” is a marketing newsletter for extension publication in local newsletters and for placement in local media. It reviews elements critical to successful marketing in the food and agricultural industry.

Please cite or acknowledge when using this material.

HOOP HOUSES HELP MEET DEMAND FOR LOCALLY GROWN FOOD

David S. Conner, Ph.D.
C.S. Mott Group for Sustainable Food Systems
Michigan State University

The growing demand for locally grown foods provides a niche marketing opportunity for farmers, as well as an array of potential benefits to society at large. In states such as New York and Michigan, however, the ability to supply locally grown produce is greatly limited by growing season length. One potential solution is the use of passive solar greenhouses, also known as high tunnels or hoop houses, which can extend the season of almost any vegetable or small fruit crop and permit year round production of certain cold tolerant species. Using hoop houses brings farmers greater opportunity for productive labor and income in cold months, and may keep consumers in the habit of buying local.

With USDA funding, we are testing the potential economic contributions of hoop houses for small and medium sized farms. Each of nine farmers in Michigan is collecting data to create enterprise budgets. Analysis of first year data shows farmers earning up to \$7,900 gross (\$5,400 net) in their first year of production, implying a two year pay-off of initial investment. Additionally, we are conducting market research at three farmers markets where these farmers sell their products. The key research questions are: will consumers patronize farmers markets early and late in the season if fresh local produce is available? Will they pay a premium for locally grown produce? What attributes are most important to consumers?

The research was conducted at three Michigan farmers markets using four complementary methods: dot poster surveys (where consumers place sticky dots on flip charts containing questions with simple categorical responses), written surveys, focus groups and experimental auctions. The dot posters asked consumers the earliest and latest

months they actually attended the markets, and the earliest and latest months they would attend if fresh local produce was available. Written surveys asked about willingness to pay for local produce and desired attributes. Focus group participants discussed consumers' motivations and behaviors at the markets. Finally, experimental auctions provided another measure of willingness to pay which requires tradeoffs with real money.

The results overwhelmingly show that consumers will attend both late and early season markets. While 23% actually attended markets in January-February, 68% indicated willingness to do so. Similarly, 61% last attended in November or December, but 91% would be willing to do so. Full results are presented in Table 1.

Table 1. First and Last Month of Market Attendance, actual and willingness, measured by dot posters (number of shoppers giving each response)

	January or February	March or April	May or Later
Earliest Actual	95	88	235
Earliest Willing	300	114	28
	July or Aug	September or October	November or December
Latest Actual	17	118	209
Latest Willing	1	37	402

On the written surveys, consumers were presented with the choice of a \$2.00 bag of organic salad greens which were not grown locally, and asked the most they would pay if local. More than 90% would pay some premium: the mean premium was 41%. Furthermore, 52% stated they would pay the stated premium for local on most or all their produce purchases.

Focus group participants expressed great loyalty to these markets, many attending every week and buying most or all their produce, meats and other goods there. The market is the only place where they can buy the quality of foods they desire. One stated only extremely inclement weather (an "ice storm") would prevent her from coming to shop.

Experimental auction subjects, bidding on bags of local and non-local organic salad greens, paid an average premium of 31% for local. On average, auction subjects

would repeatedly pay their bid amount on 64% of produce purchases. Auction participants also filled out an exit survey which repeated questions from the earlier written survey. The participants of the written survey and auctions rated a set of attributes on a 1-10 scale (1 being not important, 10 being most important). For each group, grown in Michigan and with organic methods were the two most important attributes (Table 2).

Table 2. Mean and Median rating of Selected Attributes (10 point scale)

Participant group	Attribute	Grown less than 20 miles away	Grown less than 100 miles away	Grown in Michigan	Knowing the farmer who grew it	Organic methods
Farmers market shoppers	Mean	6.62	6.59	7.88	4.79	7.39
	Median	8	8	10	5	9
Auction participants	Mean	5.11	5.65	6.89	5.22	7.17
	Median	5	7	7	5	8

The results of this research suggest a viable market, with potential for growth, for local, hoop house grown produce at farmers markets; these markets can provide niche marketing opportunities for farmers. Several participating farmers expressed that having fresh produce drew consumers to their stands where they bought other items (e.g., eggs and meat) at that time or continued to buy through the season. While our results are preliminary and only reflect the views and results of participating farmers and of consumers, we believe that hoop houses can enhance the profitability of farmers.

For more information, see: <http://www.mottgroup.msu.edu/ProgramsActivities/HoopHousesforSeasonExtension/tabid/133/Default.aspx>

or contact:

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This research was supported by the National Research Initiative of the USDA Cooperative State Research, Education and Extension Service, grant number 2006-55618-16922. Professor Michael W. Hamm, Ph.D. is the project co-director.

October 8, 2008 NY Times article

UNITING AROUND FOOD TO SAVE AN AILING TOWN

By *MARIAN BURROS, HARDWICK, Vt.*

This town's granite companies shut down years ago and even the rowdy bars and porno theater that once inspired the nickname "Little Chicago" have gone.

Facing a Main Street dotted with vacant stores, residents of this hardscrabble community of 3,000 are reaching into its past to secure its future, betting on farming to make Hardwick the town that was saved by food.

With the fervor of Internet pioneers, young artisans and agricultural entrepreneurs are expanding aggressively, reaching out to investors and working together to create a collective strength never before seen in this seedbed of Yankee individualism.

Rob Lewis, the town manager, said these enterprises have added 75 to 100 jobs to the area in the past few years.

Rian Fried, an owner of Clean Yield Asset Management in nearby Greensboro, which has invested with local agricultural entrepreneurs, said he's never seen such cooperative effort.

"Across the country a lot of people are doing it individually but it's rare when you see the kind of collective they are pursuing," said Mr. Fried, whose firm considers social and environmental issues when investing. "The bottom line is they are providing jobs and making it possible for others to have their own business."

In January, Andrew Meyer's company, Vermont Soy, was selling tofu from locally grown beans to five customers; today he has 350. Jasper Hill Farm has built a \$3.2-million aging cave to finish not only its own cheeses but also those from other cheesemakers.

Pete Johnson, owner of Pete's Greens, is working with 30 local farmers to market their goods in an evolving community supported agriculture program.

"We have something unique here: a strong sense of community, connections to the working landscape and a great work ethic," said Mr. Meyer, who was instrumental in moving many of these efforts forward.

He helped start the Center for an Agricultural Economy, a nonprofit operation that is planning an industrial park for agricultural businesses.

Next year the Vermont Food Venture Center, where producers can rent kitchen space and get business advice for adding value to raw ingredients, is moving to Hardwick from Fairfax, 40 miles west, because, Mr. Meyer said, "it sees the benefit of being part of the healthy food system." He expects it to assist 15 to 20 entrepreneurs next year.

"All of us have realized that by working together we will be more successful as businesses," said Tom Stearns, owner of High Mowing Organic Seeds. "At the same time we will advance our mission to help rebuild the food system, conserve farmland and make it economically viable to farm in a sustainable way."

Cooperation takes many forms. Vermont Soy stores and cleans its beans at High Mowing, which also lends tractors to High Fields, a local compositing company. Byproducts of High Mowing's operation — pumpkins and squash that have been smashed to extract seeds — are now being purchased by Pete's Greens and turned into soup. Along with 40,000 pounds of squash and pumpkin, Pete's bought 2,000 pounds of High Mowing's cucumbers this year and turned them into pickles

For the past two years, many of these farmers and businessmen have met informally once a month to share experiences for business planning and marketing or pass on information about, say, a graphic designer who did good work on promotional materials or government officials who've been particularly helpful. They promote one another's products at trade fairs and buy equipment at auctions that they know their colleagues need.

More important, they share capital. They've lent each other about \$300,000 in short-term loans. When investors visited Mr. Stearns over the summer, he took them on a tour of his neighbors' farms and businesses.

To expand these enterprises further, the Center for an Agricultural Economy recently bought a 15-acre property to start a center for agricultural education. There will also be a year-round farmers' market (from what began about 20 years ago as one farmer selling from the trunk of his car on Main Street) and a community garden, which started with one plot and now has 22, with a greenhouse and a paid gardening specialist.

Last month the center signed an agreement with the University of Vermont for faculty and students to work with farmers and food producers on marketing, research, even transportation problems. Already, Mr. Meyer has licensed a university patent to make his Vermont Natural Coatings, an environmentally friendly wood finish, from whey, a byproduct of cheesemaking.

These entrepreneurs, mostly well educated children of baby boomers who have added business acumen to the idealism of the area's long established hippies and homesteaders, are in the right place at the right time. The growing local-food movement, with its concerns about energy usage, food safety and support for neighbors, was already strong in Vermont, a state that the National Organic Farmers' Association said had more certified organic acreage per capita than any other.

Mr. Meyer grew up on a dairy farm in Hardwick and worked in Washington as an agricultural aide to former Senator Jim Jeffords of Vermont. “From my time in Washington,” Mr. Meyer said, “I recognize that if Vermont is going to have a future in agri-culture we need to look at what works in Vermont, and that is not commodity agriculture.”

The brothers Mateo and Andy Kehler have found something that works quite well at their Jasper Hill Farm in nearby Greensboro. At first they aged their award-winning cheeses in a basement. Then they began aging for other cheesemakers. Earlier this month they opened their new caves, with space for 2 million pounds of cheese, which they buy young from other producers.

The Vermont Institute for Artisan Cheese at the University of Vermont is helping producers develop safety and quality programs, with costs split by Jasper Hill and the producers. “Suddenly being a cheesemaker in Vermont becomes viable,” Mateo Kehler said.

Pete Johnson began a garden when he was a boy on his family’s land. Now his company, Pete’s Greens, grows organic crops on 50 acres in Craftsbury, about 10 miles north of here. He has four moveable greenhouses, extending the growing season to nine months, and he has installed a commercial kitchen that can make everything from frozen prepared foods and soup stocks to baked goods and sausages. In addition he has enlarged the concept of the C.S.A. by including 30 farmers and food producers rather than just a single farm.

“We have 200 C.S.A. participants so we’ve become a fairly substantial customer of some of these businesses,” he said. “The local beef supplier got an order for \$700 this week; that’s pretty significant around here. We’ve encouraged the apple producer who makes apple pies to use local flour, local butter, local eggs, maple sugar as well as the apples so now we have a locavore apple pie.”

“Twelve years ago the market for local food was lukewarm,” Mr. Johnson added. “Now this state is primed for anything that is local. It’s a way to preserve our villages and rebuild them.”

Like Mr. Johnson, Mr. Stearns of High Mowing Organic Seeds in Wolcott, who is president of the Center, knew he wanted to get into agriculture when he was a boy. His company, which grew from his hobby of collecting seeds, began in 2000 with a two-page catalog that generated \$36,000 in sales. Today he has a million-dollar business, selling seeds all over the United States.

Woody Tasch, chairman of Investors Circle, a nonprofit network of investors and foundations dedicated to sustainability, said: “What the Hardwick guys are doing is the first wave of what could be a major social transform-

ation, the swinging back of the pendulum from industrialization and globalization.”

Mr. Tasch is having a meeting in nearby Grafton next month with investors, entrepreneurs, nonprofit groups, philanthropists and officials to discuss investing in Vermont agriculture.

Here in Hardwick, Claire’s restaurant, sort of a clubhouse for farmers, began with investments from its neighbors. It is a Community Supported Restaurant. Fifty investors who put in \$1,000 each will have the money repaid through discounted meals at the restaurant over four years.

“Local ingredients, open to the world,” is the motto on restaurant’s floor-to-ceiling windows. “There’s Charlie who made the bread tonight,” Kristina Michelsen, one of four partners, said in a running commentary one night, identifying farmers and producers at various tables. “That’s Pete from Pete’s Greens. You’re eating his tomatoes.”

Rosy as it all seems, some worry that as businesses grow larger the owners will be tempted to sell out to companies that would not have Hardwick’s best interests at heart.

But the participants have reason to be optimistic: Mr. Stearns said that within one week six businesses wanted to meet with him to talk about moving to the Hardwick area.

“Things that seemed totally impossible not so long ago are now going to happen,” said Mr. Kehler. “In the next few years a new wave of businesses will come in behind us. So many things are possible with collaboration.”

January

2009

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5	6	7	8	9 NY State Maple Conference Verona, NY www.cornellmaple.com	10 NY State Maple Conference Verona, NY www.cornellmaple.com
11	12	13 Becoming a 20C-exempt kitchen 7pm, CCE-Broome \$10/farm (607) 584-9966	14	15 Annual Catskill Regional Dairy, Livestock and Grazing Conference, 10am-3:30pm, Evenden Tower, SUNY-Delhi Judy Morse at 607-865-6531 or jam49@cornell.edu	16	17 Introduction to Berry Growing CCE-Cayuga (Auburn, NY) 9am-11:30am \$10/farm or family (315) 255-1183 NOFA-Mass 22nd Annual Winter Conference 2009 – 9:00 am to 5:30 pm www.nofamass.org or contact Jassy Bratko at 978-928-5646 or jassy.bratko@nofamass.org
18	19	20 Popcorn & a Movie: Silence of the Bees CCE-Broome 6pm, \$6/person (607) 584-9966	21	22	23 NY Feeders Conference & Winter Management Mtg, Waterloo, NY, mjb28@cornell.edu NOFA-NY Annual Conference, Rochester http://www.nofany.org or 585-271-1979	24 NY Feeders Conference & Winter Management Mtg, Waterloo, NY, mjb28@cornell.edu NOFA-NY Annual Conference, Rochester http://www.nofany.org or 585-271-1979 CCE-Broome 9am-noon: Fiber Workshop (607) 584-9966 Maple Syrup Production for Beginners, 9am-2:30pm, Baker's Maple Products, Bainbridge, \$15/farm 334-5841
25 NOFA-NY Annual Conference, Rochester http://www.nofany.org or 585-271-1979	26 Meat Processor Evaluation Panel 7pm, CCE-Broome \$10/farm (607) 584-9966	27	28	29	30	31 9:30 a.m. - 12:30 p.m. Horse Nutrition & Basic Vet Skills Profits from Pastures: Genetic Selection, Management & Marketing for Grass-fed Beef in the Northeast, The Century House, Latham, NY (518) 765-3500

February

2009

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6 NYS Farmers' Direct Marketing Conference Waterloo http://www.nysfdma.com/	7 "Raising Products, Raising Profits" 9am-1:30pm CCE-Broome \$15/individual, \$25/farm (607) 584-9966 NYS Farmers' Direct Marketing Conference Waterloo http://www.nysfdma.com/
8 2/7 & 2/8 Modular Permaculture Design Course www.hancockpermaculture.org for more information \$175/weekend	9	10	11 Empire State Fruit & Vegetable Expo Liverpool Holiday Inn and OnCenter, Syracuse, NY http://www.nysaes.cornell.edu/hort/expo/	12 Empire State Fruit & Vegetable Expo Liverpool Holiday Inn and OnCenter, Syracuse, NY http://www.nysaes.cornell.edu/hort/expo/	13 Empire State Fruit & Vegetable Expo Liverpool Holiday Inn and OnCenter, Syracuse, NY http://www.nysaes.cornell.edu/hort/expo/	14
15	16 Identifying Marketing Channels CCE-Broome 7pm, \$10/farm (607) 584-9966	17 Registration Deadline for Philadelphia Flower Show \$64/person (607) 584-9966	18 February 18 to March 25, 2009 (5 weeks) Part I - Evaluating Yourself and Your Land and Choosing an Enterprise	19	20	21
22	23	24 Popcorn & a Movie: The Seedy Side of Plants CCE-Broome 6pm, \$6/person	25	26	27	28

March

2009

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3 Philadelphia Flower Show: Bella Italia! Bus Leaves at 7am \$64/person	4	5 Farmers' Market Federation of NY Market Manager Training, Schenectady, NY http://www.nyfarmersmarket.com	6 Farmers' Market Federation of NY Market Manager Training, Schenectady, NY http://www.nyfarmersmarket.com	7 How to Create a Website in a Few Hours 9am & 11am CCE-Broome \$15/farm (607) 584-9966 Shearing School, Cornell Teaching & Research Center, \$150pp (320) 587-6094 Forest Income Opportunities, 8:30am-noon, CCE-Broome, \$15pp, (607) 584-9966
8 3/7 & 3/8 Modular Permaculture Design Course www.hancockpermaculture.org for more information \$175/weekend Shearing School, Cornell Teaching & Research Center, \$150pp (320) 587-6094	9	10	11 How to Create a Website in a Few Hours 9am & 11am CCE-Broome \$15/farm (607) 584-9966	12	13 Farm Days at the Oakdale Mall	14 Farm Days at the Oakdale Mall
15 Farm Days at the Oakdale Mall	16	17 Becoming a farmers' market vendor 7pm, CCE-Broome \$10/farm (607) 584-9966	18 March 18 to April 29, 2009 (6 weeks) Part II - Markets and Profits Online Course	19	20	21
22	23	24 Ethnic Group Fair CCE-Broome 7pm	25	26	27	28
29	30	31				



Cornell Cooperative Extension
Broome County

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