



## ***The Market Basket***

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

### ***ANNOUNCEMENTS***

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#### ***FORESTRY FIELD DAY***

***SATURDAY, SEPTEMBER 27, 2008***

***8:30 A.M. TILL 12:30 P.M.***

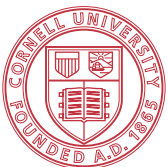
***GAIUS COOK PARK, GREENE, NY***

Learn how to manage your woodlot for firewood, timber, and wildlife at this event designed for new or inexperienced forest owners. Presenters from Cornell Cooperative Extension and the NYS Department of Environmental Conservation will lead hands-on, concurrently running outdoor sessions on tree identification, tree volume measurements, firewood harvesting, and wildlife habitat improvement. Cost is \$15 for the first person and \$5 for each additional family member. To pre-register, send checks made payable to "Cornell Cooperative Extension" to Cornell Cooperative Extension, 99 North Broad Street, Norwich, New York, 13815. For further information, in Chenango County call 607-334-5841, and in Broome County 607-584-5013.

#### ***CCE GAS LEASING FORUM NOW AVAILABLE***

The CCE Gas Leasing Forum is now available online at: <http://gasleasing.cce.cornell.edu/phpbb/>

The forum is open for users to post questions, comments, voice concerns and share resources relevant to gas leasing in New York State. The forum will be monitored by CCE staff, Cornell faculty and allied partners acting in the role of resource providers. We invite you to participate in the discussions by visiting the forum link and registering for an account.



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## ***BUY FROM THE BACKYARD WEBSITE LAUNCHED***

In July the Buy From the Backyard Website was launched. This website is a mechanism for consumers to source agricultural products in Broome, Tioga and Chenango counties. If you would like to be listed on the website, please contact Laura Biasillo, Agricultural Economic Development Specialist with CCE-Broome at (607) 584-5007 or lw257@cornell.edu.

## ***PRODUCER GROUPS FORMING***

Starting in the fall/winter of 2009 CCE-Broome will be forming several producer groups. A producer group for small ruminants will be formed under the direction of Brian Aukema, CCE-Broome Livestock Educator. A direct marketing producer group will be formed under the direction of Laura Biasillo, CCE-Broome Agricultural Economic Development Specialist. The goals for these groups are: to network, share information on successful techniques, and look at forming a marketing and distribution channel for products. Keep an eye out for these projects. If you would like to know more, or become involved, contact Laura Biasillo at (607) 584-5007 or lw257@cornell.edu and Brian Aukema at (607) 584-9967 or bja14@cornell.edu.

## ***FARMERS' MARKETING ASSOCIATION FORMING***

A group has come together in Broome County comprised of current farmers' market vendors, market managers, and other interested parties to form a farmers' marketing association for farmers' markets and vendors located in Broome County and surrounding counties. It's main goals center around marketing Buy Local opportunities and creating new marketing opportunities, training and recruiting vendors and managers, pursuing funding for member farmers' markets, and collective purchasing of goods and services such as liability insurance and vendor products such as baskets.

If you are interested in becoming involved with this initiative, or would like to learn more, please contact Laura Biasillo, Agricultural Economic Development Specialist with CCE-Broome at (607) 584-5007.

## ***NEW WEBSITE CATERS TO BEGINNING FARMERS***

"What are my marketing options?" "How can I finance my farm start-up?" "What should I grow on my land?" If you have questions about starting a farm or are

considering diversifying your farm enterprises, the new NY Beginning Farmers Resource Center at <http://beginningfarmers.cce.cornell.edu> can offer you information and inspiration to help you begin.

This interactive website offers a forum where new farmers can swap ideas and stories and ask specific questions.

It also contains lessons that walk new farmers through the steps of starting a farm business, including setting goals, evaluating land, and learning about markets and regulations. Online worksheets embedded in the farm planning lessons allow new farmers to respond to questions and apply what they learn to their own situation, then download their completed worksheets for later use in a business plan if desired.

The Frequently Asked Questions section is a treasure trove of information on the farm-start-up process, with responses to the most commonly-asked questions like "Where can I find a grant to start my farm?" and "What regulations apply to me?"

Visitors can also peruse the events calendar, get connected with agencies that can provide personalized assistance, download the Guide to Farming in NY, and find production information on our sister site at the Cornell Small Farms Program. Visitors seeking advice and inspiration will find it in the Voice of Experience section, which contains articles by and about successful farmers in NY.

The site was developed by the NY Beginning Farmer Project, which is working to build the Grow Local movement to support the Buy Local movement. The NY BFP is funded by the NY Farm Viability Institute and Cornell Cooperative Extension and is a project of the Cornell Small Farms Program. Please visit the NY Beginning Farmer Resource Center online at <http://beginningfarmers.cce.cornell.edu>.

## ***BROOME COUNTY AGRICULTURAL & FARMLAND PROTECTION BOARD REVIEWS INITIATIVES***

The Broome County Agricultural & Farmland Protection Board is currently reviewing the goals and objectives to pursue on a short and long-term basis. If you have any initiatives that you believe the board should consider for an updated plan, please contact Laura Biasillo at (607) 584-5007 or lw257@cornell.edu.

## ***FREE PUBLICATIONS AVAILABLE***

Farming & Growing Magazine (2 separate publications for fruit, nut and vegetable growers): Free monthly publications on production, marketing, new technologies, etc... <http://www.growingmagazine.com> or <http://www.farmingmagazine.com>.

## ***AGRICULTURAL ASSESSMENT CLARIFICATION***

December is annual enrollment month for Agricultural Districts in Broome County. These are often confused with an agricultural assessment. Below are some frequently asked questions.

**1)** An agricultural assessment is not automatic. Landowners must file an application with their local assessor for an assessment of their parcels. Landowners must apply annually for an agricultural assessment, and the farmland must satisfy certain gross sales and acreage eligibility requirements.

**2)** How is eligibility determined? Eligibility is determined by the assessor or board of assessors with whom the application is filed. The following eligibility requirements must be met:

**a)** Land must consist of 10 or more acres that were used in the preceding two years for the production of crops, livestock, or livestock products.

**b)** The annual gross sales of agricultural products must average \$10,000 or more for the preceding two years. If an agricultural enterprise is less than 10 acres, it may qualify if annual gross sales equal \$50,000 or more.

Subject to the approval of the county legislative body, land that supports a commercial horse boarding operation may qualify for an agricultural assessment if the following eligibility requirements are met:

**a)** At least 10 acres of land supports the commercial horse boarding operation;

**b)** The operation boards at least 10 horses regardless of ownership;

**c)** The operation receives \$10,000 or more in gross receipts annually in the preceding two years from fees generated through the boarding of horses and/or the through the production for sale of crops, livestock, and livestock products.

**3)** Can rented land qualify for an agricultural assessment? Yes. Land rented for agricultural purposes may receive an agricultural assessment. If the rented land satisfies the basic eligibility requirements described above, it is eligible for agricultural assessment.

**4)** Does the agricultural assessment program apply to buildings? No. Agricultural assessment applies only to land and any posts, wires, and trellises used to support vines or trees for the production of fruit on eligible land. Farm buildings and structures may qualify for property tax benefits under Real Property Tax Law Sections 483, 483-a, 483-b, 483-c. If you believe that your land satisfies the eligibility requirements, or if you would like more information on Agricultural Assessments or Farm Building Exemptions, please contact our office, (607) 584-9966, and we will send you information.

## ***WORKSHOPS***

### ***PACKAGING & LABELING MEAT PRODUCTS***

On Wednesday October 8th at 7 p.m., Cornell Cooperative Extension-Broome & Chenango counties will sponsor a program on packaging and labeling meat products for sale direct to customers. The speaker will be Clarence Davis, Food Inspector with NYS Department of Agriculture & Markets, Division of Food Safety & Inspection. The cost is \$10 per farm. To register, or with questions, please contact Carol at (607) 584-9966.

### ***RESTAURANT CHEF PANEL***

Look for this event to take place in the beginning of November. This will be an opportunity for producers to interact with restaurants to learn the quantity and types of products that they are interested in purchasing. There will also be discussion on HACCP considerations for food picking, preparation and transportation. The cost will be \$10/farm. To register, or with questions, please contact Carol at (607) 584-9966.

### ***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.

## ***TECHNICAL ASSISTANCE ARTICLES***

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### ***THE GENERATIONAL MARKETING GAP***

*by Diane Baedeker Petit*

Conventional marketing wisdom has typically held that retailers and product manufacturers should target younger customers in order to create brand loyalty. The rationale is that younger consumers are impressionable and forming opinions and habits that they'll carry with them for life. Older consumers, by the same reasoning, are set in their ways and attempts to change their habits are futile.

Research presented at the annual Supermarket Industry Convention in Chicago by the Mintel International Group provides a slightly different take on marketing to various generations. They studied consumer attitudes toward environmental issues and found that environmental concerns and the willingness to do something about them increase with age.

So, if you're basing your farm marketing on the environmental benefits of buying local, or organic, or energy conservation, other best management practices, then you might want to target an older demographic group.

Some experts may also argue that many older consumers have more money to spend and more time to shop. On the other hand, consumers with young families may be looking for fun and educational farm experiences.

It wouldn't be surprising to find research to support targeting every generational demographic group. It may be tempting to try to reach everyone with your marketing efforts. After all, why would you care how old your customers are, as long as they buy your products? Unless you've got an unlimited marketing and advertising budget, however, you're going to have to choose who you want to reach.

Researchers have come up with the following generational categories and associated characteristics:

***Traditionalists*** (*born before 1946*) - lived through the Great Depression, the New Deal, World War II, and the Korean War. This generation values hard work, dedication and sacrifice, respect for rules, duty before pleasure, honor.

***Boomers*** (*1947 to 1964*) - experienced the civil rights movement, the Cold War, the Vietnam War, space travel, and assassinations. Boomers value optimism, team orientation, personal gratification, involvement, personal growth

***Generation X*** (*1965 to 1976*) - remember the fall of the Berlin Wall, Watergate, women's liberation, Desert Storm, and the energy crisis. This generation values diversity, technological literacy, fun and informality, self-reliance, pragmatism.

***Millennial*** (*1977 to 1989*) - grew up during a time of school shootings, the Oklahoma City bombing, technology, and the Clinton/Lewinsky scandal. Millennials value optimism and civic duty, are confident and achievement-oriented, and respect diversity.

Armed with that information, you can decide which group you want to target and craft messages that will appeal to them. Then you have to figure out how to reach them. According to the Pew Research Center, each generation gets their news and information in different ways.

Traditionalists spend an average of 79 minutes on news daily. Some 11 percent listen to the radio regularly and 19 percent read blogs.

Boomers spend an average of 76 minutes on news daily. Eighteen percent listen to the radio regularly, 20 percent read blogs and 19 percent use official TV program websites.

GenXers spend on average of 65 minutes on news daily. Twenty-one percent listen to the radio regularly, 30 percent read blogs, 27 percent use official TV program websites.

The Millennial generation spends an average of 49 minutes on news daily. Fifteen percent listen to the radio regularly, 41 percent read blogs, and 33 percent use official TV program websites.

Once you understand your target audience, have crafted your message based on audience values, and identified which media channels are most frequented by your target audience, pay attention to who responds to your marketing efforts.

There are plenty of people who don't fit into these neat categories – particularly those on the cusp of two generations – and there is certain to be cross-over among who uses which media outlet. Your messages might be reaching more than just your intended audience. If someone else responds, you can tailor future messages and efforts to your newfound demographic.

## **EAT (AND GROW) YOUR ANTIOXIDANTS**

*By Vern Grubinger*

Selling your customers on healthful alternatives is relatively easy now. People are more conscious on what's in their food; if they're buying from your farmstand, they're already a captured audience. So, how about another marketing tool to sell those fruits and veggies: antioxidants.

Antioxidants are a group of phytochemicals, which are compounds found in plants that can help prevent disease. According to an Ohio State University Extension fact sheet, there are more than 900 phytochemicals that have been identified as components of food, and more are likely to be discovered. It's estimated that there are may be more than 100 different phytochemicals in just one serving of vegetables.

Antioxidants include vitamin A, vitamin C, vitamin E and the mineral selenium, as well as a host of unpronounceable chemical compounds found naturally in plants. Many of the compounds that are high in antioxidant activity also lend color to the crops we grow. Carrots and pumpkins are orange as a result of their beta-carotene. Lutein is abundant in leafy green vegetables. Lycopene is present in tomatoes and other red fruits and vegetables.

The following list of some antioxidants and the local crops in which they can be found is adapted from a Oregon State University fact sheet.

- Beta-carotene: apricots, cantaloupe, carrots, collard greens, fennel, kale, mustard greens, peaches, pumpkins, red pepper, romaine lettuce, spinach, sweet potatoes, Swiss chard and winter squash.
- Vitamin C: broccoli, Brussel sprouts, cantaloupe, cauliflower, peppers, peaches, strawberries and potatoes.
- Lycopene: apricots, peaches, tomatoes and watermelon.

- Lutein/zeaxanthin: kale, broccoli, Brussel sprouts, celery, dill, kale, leeks, green onions, peas, squash and spinach.

- Lipoic acid: dark leafy green vegetables, especially spinach and broccoli.

- Flavanoids: apples, blueberries, cranberries and currants.

- Polyphenols: grapes and strawberries, along with chocolate and coffee, too!

There's another category of phytochemicals called glucosinolates that act indirectly to activate the body's defenses. They're found in broccoli, Brussel sprouts, cabbage and cauliflower, and they help stimulate the body to make its own antioxidants.

## **HOW THEY WORK**

Antioxidants are important because they fight free radicals, which are molecules that oxidize, or break down, other molecules. Free radicals have an unpaired electron that makes them highly reactive. They want to replace that missing electron by stealing it from other molecules, and when they do, it can cause damage to the other molecules and thus cells in the body. If the DNA in a cell is damaged, it can lead to disease.

A normal body is always generating as well as destroying free radicals. They are produced in small quantities by normal cell activities, and kept under control by antioxidants that are also produced naturally by the body. The problem comes when we are overexposed to external toxins that cause the body to generate a lot of free radicals. There are things like certain chemicals, cigarette smoke, air pollution or excessive alcohol. One way to fight back against such exposure is to eat foods that can supplement the natural supply of antioxidants.

In recent years, scientists have devised several methods for measuring the antioxidant content of foods. This is a tricky business. You get one list of rankings when simply comparing the antioxidant concentration in different foods. If you adjust the serving size, this list changes. For example, some spices are very high in antioxidants, but we don't eat much of them. To make matters more complicated, the total antioxidant capacity of a given food doesn't necessarily reflect the potential health benefit of eating the food. That depends on how well the antioxidants it contains are absorbed and then used in the body.

The good news is that selling your customers on a healthy dose of antioxidants in their diets is easy.

## ***YOUR TURKEY IS ON THE CHOPPING BLOCK***

*By Shannon Hayes, host of grassfedcooking.com.*

***June 2008***

Last Thursday was meat cutting day at the farm. Usually, processing days are pleasurable. Cutting and wrapping requires that we have extra hands on duty, and the long hours spent breaking down a couple beef carcasses inevitably results in a steady flow of bawdy humor and happy camaraderie. But on this particular morning, as I pull into the farmyard, the mood is black. Clint, who runs the saw in the cutting room, hurries by. “Look out,” he mutters, as I shuttle my daughters toward the house to see Grammie, “It’s bad in there.”

I find Grammie (a.k.a. my mom) in her office, staring at the farm spreadsheets, one hand on her forehead as she clicks through the numbers.

“What’s wrong?”

“The price of broiler mash went up \$20.”

“What else is new?” My tone was sarcastic.

“In one week. It went up \$20 per ton in just one week.

The feed mill says there’s no end in sight.”

Price hikes are a grim reality for everyone. The cost of transporting our meats to farmers’ markets has doubled since 2005. So have the costs for heating the brooders and hauling the livestock. The week prior, the price of casings for our handmade sausages tripled. And in only one year’s time, the price of grain has doubled.

We’ve grown used to it. We are a diversified, pasture-based livestock farm, which means we are in a far better position than most folks when it comes to surviving rising fuel costs and a global food crisis. Grazing ruminants — cows, sheep and goats, can convert forage into good food. And they can make use of our hilly, rocky, frost-prone hillsides that simply can’t grow crops. Poultry and pigs are not ruminants. They are omnivores, and require grain to supplement their diet if we are to produce enough to sell. Because we keep them out on pasture, our grain requirements are minimal compared to producers managing concentrated feeding operations. Still, feed costs make up a good portion of the farm budget. The survival of our family business is like plate spinning, where we focus simultaneously on several elements of the family farm equation: greater diversification, stepped-up marketing, cost cutting, and increased self-reliance.

In truth, we find plate spinning rather enjoyable. Today’s small farmer must be into such a game, willing to assume some risks and to be creative with business management. Generally, we are stimulated by the challenges, forever

ready to sit down with calculators, pens and pads to hash out whatever confronts us. If this didn’t hold appeal, we’d all have 9-5 jobs. So I am surprised at the gravity in my mother’s voice.

“Mom. Stop seeing the glass half-empty. We’ll figure out something.”

“Damn it, the glass is half-empty, Shannon!” And her eyes fill with tears. “It’s the turkeys. I can’t control the costs on the turkeys! What are people going to do for Thanksgiving?”

But, I think to myself, the glass is still half-full. The hard times we all face are marked by a generosity of spirit within our community. Daily, I am inspired by the little things folks are willing to do with the understanding that we all need to pull together: The feed mill faces fuel surcharges on all its products. It passes none of them along to the farmers, figuring the increased grain prices are too great a burden already. Many of our expenses have doubled, yet our grassfed meat prices remain steady. Our poultry and pork prices have only gone up 11% in two years’ time. Neighbors call before driving to town to see if anyone on the road needs something. Interns offer to take reductions in pay.

My mother, however, isn’t wrong. The glass is half empty, because the generosity stops with the common man. Like the big oil companies, agribusiness is getting fatter and fatter while the common folks’ bank accounts grow lean. Last year, neglecting to mandate conservation measures, Congress mandated a five-fold increase in the use of biofuels. According to a story in *The New York Times*, one fifth of our national corn crop is now used for ethanol production. Increasingly, farmers are planting more and more corn, which cuts the acreage available for other crops, like soybeans, thus driving up those prices as well (1). Next, take a disaster, like the flooding in Iowa, and add it to the mix. I called our local feed mill to find out why our broiler mash prices went up \$20 a ton.

“It’s the floods in Iowa,” explained our account manager. “But those crops weren’t even close to harvest! The prices you are quoting me are for crops that were already harvested. Those expenses have come and gone.”

“Well, you know what they say: investors can kill a crop three times and still make money on it.” The feed mill has no control over the grain prices. They have to pay the going rate as determined by the Chicago Board of Trade, whether the feed they buy is local, or brought in from the Midwest. Thus, the price of grain isn’t actually determined by the farmers who grow it. It’s determined by the investors. The results? Staggering profits for a few multinational agribusiness corporations. According to a May report on

Marketplace Radio, in their last quarter, Bunge (a major soybean processor) increased their net earnings by 1,964%; Cargill netted over one billion dollars (an 86% jump over one year ago), ADM's profits were up 42%, and Monsanto's net income more than doubled (2). It bears repeating – All these profits are from one quarter only.

The real cost of foods, in which fair wages are paid and environmental stewardship is assured, is a price we willingly pay. But when food costs are inflated by greedy speculation on uncertainty, it is the masses who either pay the price, or go hungry.

Back at the farm, Mom shuffles through her turkey orders. Everyone who placed their order by May first was quoted a set price on their Thanksgiving bird. We made the same deal with customers who pre-ordered their chickens. Ordinarily, our return to labor for the annual chicken production is \$10,000. As of last week, it was down to \$4,000. We have already begun wildly cutting back the number of chickens we will produce for the season in efforts to prevent further financial loss. We consider whether the same must now be done for the turkeys, which ordinarily would be arriving on the farm in the next few weeks. At this point, we will have to drop our turkey production by half and ask our customers to pay a higher price to stem our losses.

This is a seemingly simple business decision, easily made in hard times. But there sits my mother at her desk, tears falling on her calculator as she runs the numbers. My daughters, ages four and one, scrambled up to her lap. My eldest daughter earnestly brushes her Grammie's hair out of her eyes. And then I understand.

Sap Bush Hollow Farm has been in business since my family moved to West Fulton in 1979. To keep it afloat, my mother has learned to be a shrewd businesswoman. But she is also a grandmother. And Thanksgiving is her favorite holiday, where we celebrate abundance, family, community, generosity, and love. Those turkeys have come to symbolize all of that. My mom is not fretting over the dollars we will inevitably lose. She is thinking about the families who will not have enough food this year, and the corporations, not held accountable, who will reap a great harvest.

1. Martin, Andrew, "Fuel Choices, Food Crises and Finger-Pointing," *The New York Times*, April 15, 2008.
2. Gardner, Sarah, "Corporate Giants Get Fat on Food Crisis," *Marketplace*, May 8th, 2008.

Shannon Hayes is the host of [grassfedcooking.com](http://grassfedcooking.com) and the author of *The Farmer and the Grill* and *The Grassfed Gourmet*. She works with her family on Sap Bush Hollow Farm in Upstate New York.

## ***AGRARIAN DOMESTICITY***

*By Shannon Hayes*

"Farmers are the new rock stars." That's the word in the papers and on the street. Chefs slip us their business cards, customers bring their children to meet us. Reporters schedule interviews six weeks out. As our nation trembles under the burdens of climate change, credit card debt, home foreclosures and fuel costs, farmers are 'the new cool.'

We exist in harmony with the earth, grow our own food, live within our means, don't try to earn the big bucks, and we're keeping the local economies alive. So the next generation digs us. Heck. They dig more than us. They dig our compost and our potatoes, too. After years of lamenting "there's no good help anywhere," bright, enthusiastic, hard-working twenty-somethings are breaking down our fences for a chance to learn to be a farmer. It's a good thing, too. In a recent article, farmer and Food and Society Policy Fellow Zoe Bradbury reminds us that farmers comprise 1.6 percent of the U.S. population right now; and less than 6 percent of us are under the age of 35. We seriously need young folks to take an interest in our work.

Within weeks on our land, these kids are evaluating pasture, doing chores, milking, building shelters, pounding fence posts, boning out pork butts and castrating livestock. They walk shoulder-to-shoulder with my dad in the fields, growing strong, confident and capable. Meanwhile, I, his daughter, after 30 years on the land, share few of their skills. I don't know the chore routine by heart, I'm lousy with a hammer, its been ages since I've castrated anything.

Growing up, my brother was directed to feed the sheep after school. My job was to tend the chickens and wash the dishes from breakfast. On weekends, he helped trim hooves and de-worm the flock. I learned how to speed-clean. While I did a share of pitching manure, wrestling livestock and stringing fence, there was a definite division of labor along gender lines.

As a teenager, unsure whether I was too fragile or too incapable to do "the real farm work," I directed my attention instead to learning to cook pork chops so they didn't dry out. I took elderly farm neighbors to the grocery store and to their doctors' appointments. I helped in their gardens, scavenged for wild blackberries, then stood in the kitchen to make jam.

Today we have as many female interns come to the farm as male. They work in harmony with my folks, all equals in strength and skill. I hold a share in the family business and invest many hours into its well-being, but I still don't share the intern's skills with the livestock. Should I call myself a farmer?

Perhaps the division of labor while growing up was an expression of the innocent sexism that existed within the old farm culture. Maybe it was a personal choice regarding how I contributed to the family. Either way, today I am not exactly a farmer. I prefer to think of myself as a Commanding Officer of Agrarian Domesticity (a.k.a. “farm wife”). And while the twenty-somethings are signing up for university sustainable agriculture courses and applying for internships to become farmers; I wonder how long it will take them to learn the skills they need not just to work the land, but to run a farm as a way of life. If farmers are the rock stars out in the fields, then we Commanding Officers are more like the drummers, base players, back-up vocalists, agents, and business managers. We keep the music going at a steady beat using a set of skills that are nearly obsolete in this culture. If anyone out there is interested in a Commanding Officer internship, below is a job description:

Job Title:

*Assistant to the Commanding Officer  
of Agrarian Domesticity*

Description: Gain valuable experience putting the “quality” into a quality of life. Learn to complete a series of daily tasks essential to maintaining your family farm as a home and business\*:

- Review bank statements, medical, fuel and feed bills for accuracy; maintain precise paper trails when discrepancies must be disputed. Develop communication skills to argue effectively in person, on paper or over the phone. Learn to do so tactfully, because these folks might be neighbors or cousins.
- Monitor the family budget and expenses, know where to stash money for a rainy day and how to negotiate with farmers to keep business expenditures in line.
- Identify socialization and learning opportunities for farm children or grandchildren that minimize expenditure of cash and gasoline. Protect non-farm playmates from typical agricultural hazards: protective sows, aggressive rams, guard dogs, watering holes, electric fences, rusty nails, etc.
- Cultivate relationships with benefactors of high-quality hand-me-down clothing.
- Befriend thrift shop operators; train them to identify and hold items you feel the family could use.
- Generate a hot meal using fresh, local and seasonal ingredients for the family, other farm interns, and any extra help that happens to be present. Be prepared to generate additional meals for individuals the farmer invites in at the last minute, including neighbors, friends, family members or customers who drop by at meal time. Afterward, clear the table, wash dishes, store food, identify

creative ways to make use of leftovers. Repeat every four hours.

- Secure learning materials for school-age children or grandchildren, find time for instruction if home-schooled.
- Change diapers, do laundry, pay bills, check in on neighbors, particularly the elderly and infirm.
- Oversee family bath time, story time, and bedtime, then pick up any toys, wipe down the kitchen and bathroom, tidy the house.
- Maintain a feeling of serenity and welcome throughout the home and business at all times.

In addition to daily chores, the intern can participate in myriad seasonal and weekly activities including:

- sewing patches on Carhartts and refastening buttons on flannel shirts;
- bringing farm products to market;
- pickling, canning, freezing and lacto-fermenting enough fruits and vegetables to last through the winter;
- rendering animal fats for lard and tallow; making soaps;
- identifying other farmers with whom to barter for essential items such as maple syrup, honey or cheese;
- coordinating trips to town for supplies to minimize fuel costs;
- weeding the vegetable patch;
- nurturing new customers and seeking new markets;
- stepping in to assist in any duties the farmer may need help accomplishing; such as setting up the brooder, killing chickens, mowing hay, loading cattle, and on occasion, performing castrations.

Hours are flexible. Typical work days are about 12-14 hours, six days per week, you decide which hours to work. Only 8 hours required on Sundays. Come be a part of something great. This is work you will truly love. With more folks like you, we can generate great food, live within our means, create vibrant communities, raise joyful children, enjoy happy marriages, heal the planet and build a secure, sustainable future. Without you, the beat can't go on. All applications will be accepted on an ongoing basis.

\* Once you've mastered the above skills, please be sure and teach me.

Shannon Hayes is the host of <http://grassfedcooking.com> and the author of *The Farmer and the Grill* and *The Grassfed Gourmet*. She works with her family on Sap Bush Hollow Farm in Upstate New York. Her newest book, *Radical Homemakers: Reclaiming Domesticity from a Consumer Culture*, is due out in September 2009.

# October

# 2008

<i>Sun</i>	<i>Mon</i>	<i>Tue</i>	<i>Wed</i>	<i>Thu</i>	<i>Fri</i>	<i>Sat</i>
			<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b> The Yen of Apple Growing Workshop V: Late Season Apple Varieties Stone Ridge Orchard, Stone Ridge, NY. \$125 for one day, \$200 for 10/4 & 10/5 845-687-2587 or mike@stoneridgeorchard.com
<b>5</b> 3rd Annual Potato and Herb Festival Millbrook, NY Cost \$20 845-868-7273 10/4 & 10/5	<b>6</b>	<b>7</b> Hay workshop 7pm (607) 584-9966	<b>8</b> 7pm: Packaging & Labeling Meats \$10/farm CCE-Broome (607) 584-9966	<b>9</b> NY Beef Producers Tour 10/9-10/12 Mike Baker, Cornell Beef Extension Specialist, 607-255-5923, mjb28@cornell.edu	<b>10</b>	<b>11</b>
<b>12</b>	<b>13</b>	<b>14</b>	<b>15</b>	<b>16</b>	<b>17</b>	<b>18</b>
<b>19</b>	<b>20</b> CCE- Chenango. Farm Transfer Workshop given by FarmLink, 7pm, \$10/farm	<b>21</b>	<b>22</b>	<b>23</b>	<b>24</b> Cornell Sheep & Goat Symposium Livestock Pavilion & Morrison Hall (Cornell University)	<b>25</b> Cornell Sheep & Goat Symposium \$75 for 2 days, \$50 for Friday only, \$30 for Saturday only 607-255-7712 vb65@cornell.edu
<b>26</b>	<b>27</b>	<b>28</b> A Night with the Three Sisters 6 p.m.	<b>29</b>	<b>30</b>	<b>31</b>	

# November

# 2008

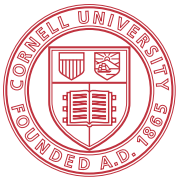
<i>Sun</i>	<i>Mon</i>	<i>Tue</i>	<i>Wed</i>	<i>Thu</i>	<i>Fri</i>	<i>Sat</i>
						<b>1</b>
<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b> 9am & 11am How to Create a Website in a Few Hours, \$15/farm, CCE-Broome  Fiber Informational Sessions, \$10/farm 12:30-5pm (607) 584-9966
<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>	<b>13</b>	<b>14</b>	<b>15</b>
<b>16</b>	<b>17</b>	<b>18</b> Popcorn & a Movie for Kids - The Story of Johnny Appleseed, 6 p.m., \$6/family	<b>19</b>	<b>20</b>	<b>21</b>	<b>22</b>
<b>23/30</b>	<b>24</b>	<b>25</b>	<b>26</b>	<b>27</b>	<b>28</b>	<b>29</b>

# December

# 2008

<i>Sun</i>	<i>Mon</i>	<i>Tue</i>	<i>Wed</i>	<i>Thu</i>	<i>Fri</i>	<i>Sat</i>
	<b>1</b>	<b>2</b> Make Your Own Wreath Workshop, 6:30 p.m., \$15pp	<b>3</b> CCE-Broome, CSA Panel 7 p.m. \$10/farm or family	<b>4</b>	<b>5</b>	<b>6</b> 9am & 11am How to Create a Website in a Few Hours, \$15/farm, CCE-Broome
<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>	<b>13</b>
<b>14</b>	<b>15</b>	<b>16</b>	<b>17</b>	<b>18</b>	<b>19</b>	<b>20</b>
<b>21</b>	<b>22</b>	<b>23</b>	<b>24</b>	<b>25</b>	<b>26</b>	<b>27</b>
<b>28</b>	<b>29</b>	<b>30</b>	<b>31</b>			

**\*\* December is the annual enrollment month for Agricultural Districts in Broome County. If your parcels are not currently enrolled, please contact Carol at (607) 584-9966 for an enrollment form. \*\***



Cornell Cooperative Extension  
Broome County

840 Upper Front Street Binghamton, New York 13905-1500

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