



The Market Basket

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

ANNOUNCEMENTS

THE FARMER & THE GRILL

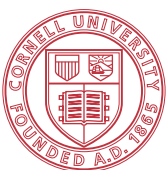
On Thursday July 10th and July 24th Shannon Hayes, of Sap Bush Hollow Farm, will conduct her grass-fed meats grilling and tasting demonstrations. She will be utilizing local meats and this will be an opportunity for you to interact with potential customers. If you would like some more information, or would like to become involved, please contact Laura Biasillo at (607) 584-5007 or lw257@cornell.edu.

FARMERS' MARKETS OPEN FOR 2008 SEASON

The Broome County Farmers' Markets are now open for the 2008 season. For a schedule of the markets and events taking place at the market this summer, contact Laura Biasillo at (607) 584-5007 or lw257@cornell.edu.

BUY FROM THE BACKYARD PROGRAM LAUNCHED

Recently Senator Tom Libous (R-52nd District) secured a \$100,000 member item to fund a Buy Local campaign for the 52nd District in NYS. This district includes Broome, Tioga, and southern Chenango counties. This grant will fund an advertising and promotions campaign for the three county region, in addition to county specific activities to encourage local purchasing decisions. Keep a look out for activities in your county and if you see Senator Libous thank him for providing the opportunity to strengthen farmer-consumer purchases.



Cornell Cooperative Extension Broome County

840 Upper Front Street
Binghamton, New York 13905-1500
t. 607.772.8953
f. 607.723.5951
<http://counties.cce.cornell.edu/broome>

Brian Aukema
Livestock Agricultural Educator
607-584-9967
bja14@cornell.edu

Laura Biasillo
*Agricultural Economic
Development Specialist*
607-584-5007
lw257@cornell.edu

Renee Schloupt
Resource Educator
607-584-5012
rms34@cornell.edu

Kevin Mathers
*Resource Educator/ Water
Quality/Solid Waste Mgmt./
Recycling/Composting/
Household Hazardous Waste*
607-584-5013
kjm8@cornell.edu

***BROOMETIOGASMALLBUSINESS.COM
WEBSITE OFFERS INFORMATION
& TRAINING CALENDAR***

Welcome to the one-stop calendar for upcoming Broome Tioga small business programming and networking opportunities. Using this calendar and centralized contact list will connect you to resources that are readily available to assist you in making your new and expanding small business a success.

Finding the appropriate source of funding and meeting the criteria for that funding can be a challenge. Our list of local resources will put you in touch with those who can assist you with this process. These agencies will work with you in order to help you develop a business plan, hire and train a dependable workforce, put together a cost-effective marketing plan, give advice on mandatory permitting and licensing, and learn about setting up an efficient accounting system.

These regional small business assistance partners are working together to provide essential programming and networking opportunities. They are available each step of the way to insure your success in our region.

***BUY LOCAL, SUPPORT FARMS
AND SAVE MONEY!***

Farm Bureau launches discount program for all

ALBANY, N.Y.-With a new program launched by New York Farm Bureau, consumers across New York State looking to buy local produce from nearby farms can do it and get a discount. “We have more than forty farms offering discounts on everything from apples to sweet corn to jams and jellies, “ says program coordinator Alan Knight. “The only catch is that you first have to join Farm Bureau to get the discount, and that’s both easy and a very good deal.”

Knight says it’s a great way for the public to “buy a piece of agriculture” by supporting the organization that has supported agriculture since 1911. You don’t have to be a farmer to join Farm Bureau.

“Not only do you become immediately eligible for a discount-typically ten percent-on fresh, wholesome, farm products without the cost of shipping from California, but you become eligible for many of the great benefits farmers get when they join Farm Bureau: eligibility to apply for Farm Family auto and property insurance at “members only” rates, a five-hundred dollar rebate on many new Dodge trucks and cars,

discounts on Grainger tools and supplies, propane, and hotels-to name just a few.

You can get in on the discount program by buying a membership at many of the participating farms, by visiting www.nyfb.org, or by calling 800-342-4143, Monday through Friday 9:00 a.m. to 4:00 p.m.

To find the list of participating farm markets and roadside stands, or to become a participant, visit www.nyfb.org and click on “marketplace,” or call 800-342-4143 Monday through Friday, 9:00 to 4:00.

***JOIN THE GRASS FED
COOKING NEWSLETTER***

Are you looking for better information to market your grassfed meats? Join Dr. Shannon Hayes’ email newsletter (also offered in a print version). Shannon Hayes is the host of grassfedcooking.com, and the author of *The Farmer and the Grill* and *The Grassfed Gourmet*. She holds a Ph.D. in sustainable agriculture and community development from Cornell University. Her family farm is Sap Bush Hollow, it is located in Upstate New York.

If you’d like to get on her newsletter list, then send an email to info@grassfedcooking.com with the word “subscribe” in the subject heading. If you’d like to get the extended paper version with more stories and longer articles, put your snail mail address in the text of your message.

***“NATURAL” CERTIFICATION AVAILABLE
TO FARMERS***

Certified Natural New York is a certifying group that ensures the following: Animals are free from antibiotics, added hormones, being fed animal by-products (the farm feed tags are checked twice per year); The raising and producing of animals under humane practices, (certified and audited once per year by the Animal Welfare Institute); Animal identification program that is documented to the customer; A meat grading system to present to your customers (a score based on flavor, color, p.h., marbling, and texture); A source to network animal numbers, for needs, or over supply; A network of family farms to share in markets, genetics, management, husbandry, and overall sustainable farming practices.

Certified Natural New York is NOT a co-op, or a buyer or seller of your products.

There are currently 3 different regional Whole Foods Markets interested in purchasing products under this program. Steve Winkler is working to compile a listing of pork, beef, and lamb farmers who are interested in taking part. But it is a multi-species program and will include poultry and meat goats as it progresses.

If you would like more information on the Certified Natural New York Program contact Steve Winkler at lucki7@gisco.net.

THE NEW YORK MARKETMAKER WEBSITE GOES LIVE

The New York MarketMaker website went live and you can find it at <http://nymarketmaker.cornell.edu/>.

This site promises to become a major resource for all NY producers, processors and food entrepreneurs. We've already registered the producers on the Pride of NY database, along with NOFA-NY and many growers contacted during off-season conferences. In fact, our New York producer database is presently equal in size to the other states in the network! Producers who aren't listed can self-register, either by clicking 'Register Your Business' or emailing us at Extension/NYC nymarketmaker@cornell.edu.

JUST FOOD CONNECTS UPSTATE FARMS TO NYC

The interest in buying local food in New York City is growing rapidly, and farmers are needed! Just Food, a NYC based non-profit organization, helps to create marketing opportunities in NYC for farmers.

Through Just Food, there are three innovative programs that are looking for more farmers:

- The **City Farms** program is currently looking for farmers to sell all kinds of products to vibrant, community run markets for the 2008 and future seasons! These independent, non-profit markets support their farmers and their communities. Farmers work with experienced and knowledgeable market managers.

At these markets there is the flexibility to: sell as vendors, drop off products to be sold by community members, or arrange to have products picked up by the market.

- In the **Community Supported Agriculture** program (CSA in NYC), regional farmers sell shares in their harvest to New York City community-based groups. The urban CSA group members pay their farmer in the spring and manage all out-reach, administrative and distribution logistics. Each week, from June through November, the CSA farmer delivers the week's share to a neighborhood distribution site in NYC where members collect their food. Some CSA's also provide opportunities for farmers to provide additional products like eggs, cheese, fruit, honey and more! We are currently accepting applications for the 2008 season!

- In our **Fresh Food for All** program, Just Food helps NYC food pantries or other institutions buy produce from local farmers. Like the CSA program, the farmer delivers a variety of produce to a food pantry in an urban neighborhood from June to November. Farmers are paid in full at the beginning of the season. This is a possible market for farmers transitioning to CSA because it focuses more on quantity than variety.

CSA and Fresh Food for All offers farmers:

- Knowledge of how many shares he/she will sell at the beginning of the season
- Payment at beginning of the season (at least half of payments before the first distribution)
- Choice of what veggies to give each week
- Interaction with the wonderful people and vibrant communities that eat their food
- Extra time because farmers drop off to member run distribution sites
- Possibility to partake in markets while transitioning to organic
- Interested farmers may contact Just Food for more information and applications. The contact is Emily Gunther, Farmer Outreach Associate, Just Food, Emily@justfood.org, (212) 645-9880 x231.

NEW AGRICULTURAL WEBSITE LAUNCHED

A new agricultural website focusing on Broome County has been launched. <http://www.farmbroome.com>. This website was a collaborative effort between multiple agencies devoted to the sustainability and profitability of agriculture in our county. It features technical information, an events calendar, production information, natural resources information and forums for producers. Information on the website will be continuously updated so visit often.

Please visit the website and click on the “Contact Us” link to sign up for information in your interest area. If you would like to add your farm to the website please send an email through the “Contact Us” link. There is also an area to leave comments.

See Events Calendar for activities planned for July through September



PERISHABLE PRODUCT DISTRIBUTION: MARKETING OPPORTUNITY OR ALBATROSS?

Part One

Angela Gloy, Extension Associate

FarmNet/FarmLink, Cornell University

For most producers, product distribution decisions may seem a continuous challenge. And for producers of perishable products, that challenge may seem even more daunting in the face of higher product maintenance requirements such as climate-controlled conditions and expedited transit times. For New York perishable product producers though, proximity to so many mid-Atlantic and Northeast metropolitan markets, is an attractive lure. On the other hand, navigating the distribution process can appear complex enough that producers may turn towards other market choices.

In response to this sentiment, a research project was undertaken to better understand perishable product distribution dynamics in nine select East Coast markets. The study was designed to first, highlight the fundamental

dynamics of perishables distribution and second, look at how a handful of New York businesses (distributors) are working to find novel strategies for dealing with key distribution challenges. In addition to a distributor survey, the project team also interviewed individual distributors to better understand the finer nuances such as cost structure and operational processes. This latter effort resulted in the development of several case-studies. Following is a synopsis of study results from which five key talking points emerge. Three are presented below. The remaining two points are highlighted in a follow-up Smart Marketing article.

● **Key Point Number One:**

Minimize Marketing Your Risk

Every effort you make as a producer to minimize your marketing risk works to your benefit. And when we talk about minimizing marketing risk, we're really referring to ways that you, the farmer can make your products as desirable as possible to the buyer. In this case, the buyer is the distributor. So, every effort to increase the distributor's interest in buying your product(s) is essentially a step towards minimizing your marketing risk.

For example, producers that (1) offer high quality product and (2) are consistent and reliable in communicating information about product volume and quality, product traceability records, necessary product packaging, up-to-date post-harvest handling practices, and customer service greatly enhance buyer appeal because this data better helps them market product more efficiently in turn.

For farmers wanting to use shippers of perishable product, finding a buyer in advance is a necessity. If working with a distributor however, the farmer's interest in helping to identify potential future buyers demonstrates farmer interest in finding a win-win marketing situation. One of the side benefits may be that the farmer receives a discounted shipping rate for having assisted in finding the next buyer down the line. In general, distributors appreciate the producer who is familiar with both production and marketing costs, conveying a sense of marketing savvy at the negotiation table.

● **Key Point Number Two:**

Sleuth out the Distributor

Distributors surveyed indicate that they rely on farmer-initiated calls and word-of-mouth promotion almost to the same extent, 75% and 72% respectively, to identify new suppliers of perishable product. Though time-consuming, farmers can yield positive benefits from

taking the time to call potential distributors. It also suggests that making yourself as distributor-friendly a farmer as possible (by providing high quality product and informing the distributor about your product volume, quantity, and harvest schedule), that you increase the chances of those you're already working with passing along a positive referral.

In terms of local distribution opportunities, the feedback suggests that there are smaller, local shippers/distributors with whom many farmers may not be familiar since these shippers may not advertise in the national directories. Keep in mind also that this group may not have a traditional distributor/shipper profile. The FoodLink program (Rochester, NY) is one example of a non-traditional shipper. They are a food bank that happens to offer economical shipping rates to subsidize their already-existing fleet of trucks.

- **Key Point Number Three:**
Distribution is a Symbiotic Relationship

It is tempting to look suspiciously upon a distributor's rates, especially as one stands at the edge of the farm gate. There are two points worth noting however. First, supplying larger, more distant markets is more expensive. Additional expense is incurred for obvious reasons like longer transit times and increased fuel usage to get to the market. But buyers in larger, metropolitan markets may also impose more demanding specifications on the distributor in terms of number of deliveries, product volume, and packaging specifications, all of which will increase the cost to the distributor. The hope is that the retail price will also increase by more than the increase in marketing costs for the benefit of farmer, distributor, and retailer. In short, farmers that are well-versed in all marketing costs are better able to evaluate the trade-offs of supplying different market types.

Second, distributors need suppliers too. Not only do they need product, but they are always looking to keep trucks at full capacity to lower the fixed cost per delivery. Survey feedback indicates that 70% of distributors use contracted trucking services to supplement their own fleet which translates to a large numbers of trucks with available cargo space on the road.

And finally, despite anecdotal evidence from producers, the respondent distributors indicate overwhelmingly that they do not impose minimum volume requirements. Of the small group that do, most noted that their volume requirements vary by product or that they work with pallet-increments. Especially for smaller volume, higher-

value perishable product, this is encouraging. But really, the only way to verify is to come full circle and contact individual distributors till you find a good business fit.

In conclusion, the project team found that distributors are equally as anxious to identify solutions to the distribution challenge as are producers. Despite the full-time effort that is allocated to production alone, making yourself more market-savvy is a critical investment. The enormity of your production effort is compromised if you can't effectively market your product. Second, distributors still rely heavily on farmer-initiated contact. Without question, this involves greater time commitment than if distributors called you. On the other hand, distributors note that they also depend heavily on word-of-mouth referrals. To the extent that you worked hard up front on production and early marketing efforts, word of mouth referrals are actually a return on earlier effort investment. Third, for a variety of reasons, distributors need farmers as much as farmers need distributors. The challenge lies in both parties finding a good economic fit. **"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.

CULINARY DELIGHTS WITH LOCAL FARMER'S PRODUCTS

North Country Grown Farmers 'Cooperative makes it easy
By Gerard F. Monnat

Can the small farmer find local markets, beyond the usual roadside stand or farmers' market, to bring in needed income? Can these farmers have year round markets, even up here in Northern New York State? What about the "local foods movement" and the possibility of supplying local schools, restaurants, and grocery stores?

Here's how one local restaurant works with farmers, uses their products, supports local agriculture, and offers their dining patrons delicious fare made with local and regional foods.

THE 1844 HOUSE RESTAURANT

In the simple yet elegant setting of a colonial tavern that later became a farmhouse, Brian and Janny Walker have created the 1844 House Restaurant, an American bistro located in Canton, NY right in the middle of St. Lawrence County's farm country. Open year round,

six evenings a week, the Walkers astound their dinner guests with sumptuous meals, using as much local food in as possible in everything from appetizers to desserts.

Beginning in 2006, the Walkers started buying local produce using a farmers buying guide and by going to the farmer's markets. Today, chef Brian Walker says he procures most of his farm products through North Country Grown Cooperative in Massena, N.Y. This cooperative is a New York State corporation, owned by its producers and growers, which is implementing the farm-to-school program in St. Lawrence County, as well as selling produce and other farm products to local restaurants and grocery stores.

NORTH COUNTRY GROWN COOPERATIVE

The purpose of this co-op is to be a marketing agency for its farmer members, and a local supplier for food service institutions, like 1844 House. For Chef Brian, the advantage of buying through the co-op versus a local farmers' stand or pickup truck, is the convenience, quality and consistency of the farm products the co-op supplies. Brian deals directly with the Director of the co-op, Sue Rau. Sue and her husband live on a small farm near Massena.

Haggling over prices with a farmer is a thing of the past, says Brian, and restaurant owners and chefs don't have time to play that game. Dealing through the co-op, Brian knows the price up front. "If local farmers want to tap into this very lucrative and wide open market," says Brian, "they need to organize into marketing groups, such as the co-op."

"The co-op sorts the produce, assures quality and consistency, and delivers," which Brian says makes his job much easier. He can then concentrate on the food preparation end of his business. Chef Brian buys 90% of his perishable food products through the co-op. He changes his menu every three months, as the seasons change, to better use the produce growing at the time. He wants to educate people about learning to eat local with the seasons. He does not serve hot-house California or imported tomatoes in Mid-Winter, or other such out of season produce, just to keep up with other restaurants. He is very dedicated to keeping the 1844 House known for its' local foods menu.

WHOLESALE IS NOT RETAIL

In selling to food institutions such as restaurants and grocery stores, Brian says that price really matters. "Farmers should not expect to get retail price when they sell wholesale — the profit margin in the food service business is too small to pay retail prices."

As far as health regulations go, Brian says, "as long as local farmers are organized into a co-op or other marketing group that can assure quality, cleanliness of product, safe organically grown produce, the county health department will have no problem with it." When he started out on this venture of using local farm products in 1844 House, Chef Brian thoroughly checked with both NYS Department of Agriculture and Markets, and the County Health Department.

A LOCAL COMMITMENT

"This is what supporting the local and regional farmer is all about," says Brian. "Bringing locally produced farm products to consumers, whether at restaurants or grocery stores, is a great boost to agriculture, and helps sustain the family farms in their communities."

For more information about the North Country Grown Co-op, check out their website, www.northcountrygrown.com, or contact Sue Rau at drumlins@northnet.org. Gerard Monnat farms and writes at Emmanuel Farm in Winthrop, N.Y. You can reach him at (315) 265-0206 or gfmfarm@verizon.net.

DOES YOUR MARKETING PROGRAM HAVE A GPS?

Debra Perosio, Ph.D., Lecturer

Applied Economics and Management, Cornell University

Now a-days, most people don't travel far from home without a GPS precariously stuck to the front windshield with that rather annoying monotone voice guiding them from turn to turn and, at times, "recalculating the route" to get you back on track!

Like a GPS that guides you into foreign territory and coaxes you back on track, a marketing plan can do the same for your business. Too small to go to all of the fuss?? Think you can do it by the seat of your pant?? Well think again, no matter how small or large a business is marketing plan is a necessary tool for every business that can be an interesting and informative document to prepare.

Every business at one time or another does some type of marketing. Marketing can be as informal as a hastily placed road sign advertising sweet corn or a more complicated marketing campaign developed to create brand awareness for a new variety of apples or onions. Whether you are a seasonal business, part-time business or a large business every business needs to develop a roadmap to guide them through the marketing process. That road map is a marketing plan.

A marketing plan is a fluid document. It provides a guide that you follow, at times wandering off course due to changing conditions in the market (that's then the GPS tell you it is "recalculating the route!"). However, despite changes in your product, your customers or the economy, you keep plugging along, changing and modifying the document as you go, but keeping your eye on the goal of the plan all of the time. I always tell people to put their plan in a three-ring binder...take pages out replace others as circumstances dictate, all of the time trying to keep the document up to date and relevant.

This article will cover the first third of a marketing plan. Subsequent articles will focus on the remaining portions of the plan.

The first part of your marketing plan really focuses on the business as it stands today. What type of business is it? What is its mission, vision? What are the businesses strengths and weaknesses? Who is your competition? What is the industry like that your business is part of...growing, declining?? By answering the following questions you will have the start of your business plan.

Company Description

1. Introduction

- What is the business? What is its history?
- Product definition – Include a general description of the various products. What benefit is it providing?
- Problem definition – what, specifically, does the business need help doing?

2. Market Summary

- Target market/s – Which is they and what are their specific wants and needs?
- Does your business currently have multiple target markets - each with distinctive needs and wants? Please describe them.
- Why have these been chosen as the appropriate target markets?
- Is there evidence of target market growth/decline? If so, what are the projections for growth/decline within each target market?

- Target market profiles: What characteristics best describe each of your business's current target markets?

3. Market Needs

- What is the specific market need your business hopes to fulfill for each of its current target markets? What value/benefit are they providing to each?

Strategic Focus and Plan

1. What is the mission/vision for the business?
2. What are the goals of the business?
3. What are the core competencies of the business?
4. What is the sustainable advantage of the business?

Situation Analysis

1. SWOT Analysis

Internal strengths and weaknesses

- *Strengths* – positive attributes of your business
- *Weaknesses* – what are the weaknesses of your business?

External opportunities and threats

- *Opportunities* – the potential that can be realized by a well-executed and well-timed strategy, what opportunities exist for your business?
- *Threats* – Are there any unfavorable trends or developments that will negatively impact your business's revenue/ability to provide the intended benefit.

You can use the grid below (Chart 1, page 8) to guide you through your SWOT Analysis.

2. Industry Analysis *Note: this section should be well researched and very comprehensive*

- What are the current trends in the industry? (This helps you uncover possible areas that you may want to pursue for your business)
- Is the industry in a growth or decline phase?

3. Competitors

- Who are your business's competitors? Please identify them.
- What are their strengths and weaknesses – size, market share, etc.?
- How is your business perceived by its target markets relative to these competitors in terms of comparative quality, image, reputation, price, awareness, etc.?

Feel free to use the grid below (Chart 2, page 8) to guide you through the competitor analysis. You can indicate whether or not the competitor is on par, better, worse than your business or put more specific information into each box to help explain each parameter.

Next time I will discuss the second part of the marketing plan. This component focuses on drawing out the opportunities and needs for the business and articulating them into an objective that will guide your marketing plan and future marketing efforts.

“**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.

Chart 1

INTERNAL FACTORS	STRENGTHS	WEAKNESSES
Management		
Product mix		
Marketing Strategy		
Quality		
Distribution		
Facilities		
Location		
EXTERNAL FACTORS	OPPORTUNITIES	THREATS
Current Customers		
Prospective Customers		
<i>Economic Environment</i>		

Chart 2

FACTOR	COMPETITOR 1 (please identify)	COMPETITOR 2 (please identify)	COMPETITOR 3 (please identify)
Price			
Quality			
Product Line			
Service			
Location			
Advertising			
Reputation			
Business Strategy			

SEEKING PARTICIPANTS

NYS Thruway Authority Tailgate Farm Market Program
 Since 1996, the NYS Thruway Authority has operated a Tailgate Farm Market Program at selected travel plazas with the assistance of NYS Department of Agriculture and Markets.

Program objectives include:

- Promoting public awareness of New York State’s agricultural products.
- Providing fresh farm produce to Thruway travelers at selected travel plazas.
- Providing farmers with the opportunity to sell their products at selected travel plazas.
- Promoting agri - tourism in the region where the travel plaza is located.
- Increasing business activity at Thruway travels plazas.

The farm markets operate from Mother’s Day through November 1st depending upon the availability of fresh

produce. Products sold must include fresh fruits and vegetables, edible herbs, horticultural and other products by special arrangement.

In addition to selling their farm products at farmers markets, farmers distribute agri-tourism promotion materials provided by the NYS Department of Agriculture & Markets.

To promote the Tailgate Farm Market Program, signage preceding the travel plaza is erected to identify the farmers market.

Tailgate farm markets are sponsored by organizations such as local chambers of commerce and county cooperative extension offices that operate farm markets in areas adjacent to the Thruway.

For further information regarding the Authority’s Tailgate Farm Market program, contact Ellen Fogarty, Office of Travelers Services at (518) 436-2831.

July

2008

<i>Sun</i>	<i>Mon</i>	<i>Tue</i>	<i>Wed</i>	<i>Thu</i>	<i>Fri</i>	<i>Sat</i>
		1	2	3	4 Office Closed	5
6	7	8 Trees & Shrubs for Wet Conditions \$6pp 6PM (607) 584-9966	9 HomeGrown Heroes: What is "grassfed" meat? Panel discussion 6:30pm \$10/family (607) 584-9966	10	11	12 The Yen of Apple Growing Workshop III: June Drop, Fruit Set, & Growth Stone Ridge Orchard, Stone Ridge \$125 for one day, \$200 for 7/12 & 7/13 845-687-2587 or mike@stoneridgeorchard.com
13 Local Foods Brunch & Live Music 10Am-11:30 \$10(Adults) Cayuga Nature Center	14 Outwit Weeds (Grain Crop edition) 4pm-7pm Cornell's Musgrave Farm (607) 895-6913	15	16 NY Weed Science Field Day & Strawberry Herbicide Demonstration Trial \$8pp 607-255-7889 or SDT1@cornell.ed	17 The Farmer & the Grill @ 5:30PM \$25 for individuals, \$40 for couples. Space limited (607) 584-9966	18	19 Empire State Meat Goat Producers Association Production Sale Bath Fairgrounds, Bath, NY Elizabeth Ziemendorf ziebaer@aol.com
20	21 Organic Berry Growing & Farm Tour 5pm-7pm Suffolk Co.	22 Salt-Tolerant Woody Plants \$6pp 6PM (607) 584-9966 Diverse Organic Livestock Production, Kingbird Farm, Berkshire, NY 4pm-7pm \$5/\$10	23	24 The Farmer & the Grill @ 5:30PM \$25 for individuals, \$40 for couples. Space limited (607) 584-9966	25 Pre-registration deadline for Hershey Bus Trip on 8/2 \$80pp (607) 772-8953	26 Urban Permaculture Weekend 9AM-4PM (Sat & Sun) \$75-\$200 (sliding scale) 607-273-6260 info@fingerlakespermaculture.org Growing Bread Locally 1pm-4pm Dutchess Co. (607) 895-6913 Free
27	28 Farm Visit to grassfed meat operation 6:30pm (607) 584-9966 to register & directions	29 Organic Crops & Dairy Field Day 10am-1pm St. Lawrence Co. 1190 Factory Rd, Hammond, NY \$5/\$10	30			

August

2008

<i>Sun</i>	<i>Mon</i>	<i>Tue</i>	<i>Wed</i>	<i>Thu</i>	<i>Fri</i>	<i>Sat</i>
					1	2 CCE-BC 4-H Hershey Park Bus Trip \$80pp (607) 772-8953 Bee Fabulous Organic Beekeeping 11am-2pm Hamlet Organic Garden
3	4 HomeGrown Heroes: Organic vs Sustainable 6:30pm \$10/family CCE-BC (607) 584-9966	5 Invite Hummingbirds to Your Home & Garden 6pm \$8pp (607) 584-9966	6	7	8 CCE-Broome Master Gardener Reunion SUMMER INTENSIVE PERMACULTURE DESIGN COURSE 8/8-8/24 \$1150 607-273-6260	9 CCE-Broome 4-H Reunion in Cutler Botanic Garden (607) 772-8953
10	11	12	13	14 Book Recycling Fair Book Drop-Off 9AM-3PM CCE-BC	15 Book Recycling Fair Book Drop-Off 9AM-3PM CCE-BC	16 Book Recycling Fair Book Drop-Off 9AM-3PM CCE-BC
17 Organic Cooking Workshop 1pm-5pm 585-394-7070 or www.nywcc.com \$45pp	18 Farm Visit to Sunny Hill Farm (Certified Organic Veg Farm) Whitney Point (607) 584-9966 to register & directions	19 HortShort: Drying & Storing Herbs 6PM \$3pp (607) 584-9966 Veg Varieties for Organic Systems Long Island Hort Research Center 631-727-7850 Free	20	21 Organic Crops & Dairy Field Day 10am-1pm 4955 Nelson Rd, Cazenovia \$5/\$10	22 Book Recycling Fair Book Giveaway 9AM-3PM CCE-BC Organic Dairy Field Day 721 Akron Rd, Akron, NY Free	23 Book Recycling Fair Book Giveaway 9AM-3PM CCE-BC Cornell Sheep Farm Lambing Field Day 9AM-3PM Cornell Teaching & Research Center
24/3 1 Local Foods Brunch & Live Music 10Am-11:30 \$10(Adults) Cayuga Nature Center (8/24)	25	26	27	28	29	30

September

2008

<i>Sun</i>	<i>Mon</i>	<i>Tue</i>	<i>Wed</i>	<i>Thu</i>	<i>Fri</i>	<i>Sat</i>
	1 Office Closed	2 Pre-registration deadline for Bus Trip to Longwood Gardens on 9/16 \$68pp (607) 584-9966	3 Growing Health Forum @ Binghamton Regency 6pm \$30pp in advance (607) 692-7669	4	5	6 Yen of Apple Growing Workshop IV: Early Apple Season Varieties Stone Ridge Orchards, Stone Ridge \$125 for one day, \$200 for 9/6 & 9/7 845-687-2587 or mike@stoneridgeorchard.com
7 Family Day in the Garden 1PM-4PM Farmscape Ecology Workshop 3pm-6pm 327 County Rte 21C, Ghent, NY \$5/\$10	8 HomeGrown Heroes: Canning/ Preserving 101 (How To) CCE-BC 6:30pm (607) 584-9966	9 Organic Diary Field Day 10am-1pm Willow Creek Farm 3161 State Rte 244, Belmont, NY \$5/\$10	10	11	12	13 Urban Agriculture=Added Value 1pm-3pm Red Hook Community Farm Columbia St & Beard St, Brooklyn, NY \$5/\$10
14	15 No Grain Organic Dairy 10am-1pm Moore Farm 2083 Moore Hill Rd, Nichols, NY \$5/\$10	16 Bus Trip to Longwood Gardens \$68pp Bus leaves at 6:30AM	17	18	19	20
21 Family Day in the Garden raindate	22 HomeGrown Heroes: Canning & Preserving CCE-BC 6:30pm (607) 584-9966	23 The Science of Saving Seeds 6PM \$7pp (607) 584-9966	24	25	26	27
28	29	30				



Cornell Cooperative Extension
Broome County

840 Upper Front Street Binghamton, New York 13905-1500

Non Profit Organization
U.S. Postage
PAID
Binghamton, NY 13905
Permit No. 81
