



The Market Basket

*A Quarterly Update on Agricultural Marketing in Broome County
Summer, 2009*

ANNOUNCEMENTS

STILL LOOKING FOR A FARMERS' MARKET

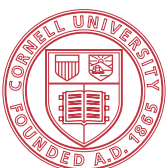
Are you still looking for a farmers' market to sell your farm fresh products? There are still farmers' markets in Broome County looking for vendors. Below are the markets and their contact information. Farmers' markets are a great opportunity to let the public know about the products you have for sale on-farm.

Downtown Binghamton, Eric Denk (607) 778-2130
Cider Mill, Endicott, Wayne Davison (607) 785-9398
Deposit, Dorothy Crantz (607) 467-2956
Endicott, John Purdy (607) 642-8439
Northside of Binghamton, Lea Webb (607) 723-0110
Whitney Point, Niechelle Wade (607) 692-7911

LOOKING TO SHOWCASE YOUR ORGANIZATION TO BINGHAMTON UNIVERSITY AND THE LOCAL COMMUNITY?

Now is your chance! Again this September, the streets of Downtown Binghamton will be closed down for an early-semester celebration that will bring the University and community together. In addition to performers and information booth providers, event coordinators are also seeking volunteers and event sponsors. Last fall, as a first-year event, more than 2,000 attendees gathered for an evening of food, tours, activities, demonstrations, performances, and fun. New and creative ideas are welcome; this is an event for the community and university by representatives from both the community and university.

- *More information is available at:* www.h2innovations.net/BCF2009InfoPacket.pdf
- *To register, please visit:* www.h2innovations.net/BCF
- *Direct any questions to:* CommuniversitFest@gmail.com or 607-723-8572



Cornell Cooperative Extension Broome County

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HOW MUCH DO WE KNOW ABOUT THE FOOD WE BUY?

In *Food, Inc.*, filmmaker Robert Kenner lifts the veil on our nation's food industry, exposing the highly mechanized underbelly that has been hidden from the American consumer with the consent of our government's regulatory agencies, USDA and FDA. Our nation's food supply is now controlled by a handful of corporations that often put profit ahead of consumer health, the livelihood of the American farmer, the safety of workers and our own environment. We have bigger-breasted chickens, the perfect pork chop, insecticide-resistant soybean seeds, even tomatoes that won't go bad, but we also have new strains of E. coli—the harmful bacteria that causes illness for an estimated 73,000 Americans annually. We are riddled with widespread obesity, particularly among children, and an epidemic level of diabetes among adults.

Featuring interviews with such experts as Eric Schlosser (*Fast Food Nation*), Michael Pollan (*The Omnivore's Dilemma, In Defense of Food: An Eater's Manifesto*) along with forward thinking social entrepreneurs like Stonyfield's Gary Hirshberg and Polyface Farms' Joel Salatin, *Food, Inc.* reveals surprising—and often shocking truths—about what we eat, how it's produced, who we have become as a nation and where we are going from here. Visit <http://www.foodincmovie.com> for more information.

ONLINE RESOURCES TO LIST YOUR FARM/PRODUCTS

Local Harvest: <http://www.localharvest.org>

Culinate: <http://www.culinate.org>

FarmFoody: <http://www.farmfoody.org/>

MarketMaker: <http://ny.marketmaker.uiuc.edu/>

Eat Wild: <http://www.eatwild.org>

NY Food Trader: <http://nyfoodtrader.org/>

Buy from the Backyard:

<http://www.buyfromthebackyard.com>

Pride of NY: <http://www.prideofny.org>

Farm to Chef: <http://www.farmtochefexpress.org/>

Chenango/Madison Bounty:

<http://www.chenangobounty.com> or

<http://www.madisonbounty.com>

(if you live in either county)

Faces of Agriculture: <http://www.facesofag.com>

BUY FROM THE BACKYARD INITIATIVE RE-LAUNCHES

On July 11th, the Buy from the Backyard initiative will re-launch at the Otsiningo Park Farmers' Market. This initiative provides for marketing of farms and their products located in Broome, Chenango and Tioga counties. There is a website dedicated to helping the public locate local, farm-fresh products. Please visit the website, <http://www.buyfromthebackyard.com> and search for your farm. If it is not listed, please contact your local CCE office to get listed. There are other sections for recipes, food safety and a blog. If you would like to have a blog, please register on the site. If you have an existing blog, you can simply link this site to your blog. This is a great, free, way to get the word out about your products and farm. Any questions can be directed to Laura Biasillo, Agricultural Economic Development Specialist, CCE-Broome, lw257@cornell.edu or (607) 584-5007.

CALLING ALL POTENTIAL FARMERS' MARKET VENDORS

Are you interested in selling at a farmers' market in 2010? Are you unsure what types of products you should grow or livestock you should raise? There will be several new farmers' markets opening in the spring/summer of 2010 and new vendors will be needed to help these markets become a success. Keep your eye out for an informational meeting in the late fall of 2009.

NEW WEB SITE OFFERS RESOURCES FOR SMALL, MID-SIZE NICHE MEAT PROCESSORS

By Ann Bagel Storck on 5/11/2009, Meetingplace.com

A new Web site from the Niche Meat Processor Assistance Network, nichemeatprocessing.org, aims to provide resources for small to mid-size meat processing facilities that provide market access for niches such as local, grass-fed and organic.

The site provides research, news and learning modules from land-grant universities nationwide. It pulls together information including processing rules and regulations; business development and workforce management; mobile processing units; profiles of successful niche processors; and more than 100 frequently asked questions.

WORKSHOPS

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



Choosing the Right Marketing Channels for Small-Scale Vegetable Producers

Matthew N. LeRoux and Todd M. Schmit, Department of Applied Economics and Management, Cornell University

Growing demand for local foods is presenting new opportunities for small-scale agricultural producers, but understanding the relative costs and benefits of different local foods channels is important to maximize farm performance. Wholesale channels typically move larger quantities quickly, but usually at a lower price. Direct channels often have higher prices, but require more customer interaction. Farmers are faced with the decision of whether to move larger volumes of produce through wholesalers at relatively lower prices or seek higher prices in direct markets and run the risk of lower sales and unsold leftovers. In addition, for many producers, lifestyle preferences weigh as much or more in decision-making than profitability.

This article summarizes the results of a case study involving four small-scale diversified fruit and vegetable producers in central New York. We compare the performance of alternative marketing channels:

- wholesale (restaurant, retail/grocery, and distributor)
- direct
- community supported agriculture (CSA)
- farm stand (unstaffed)
- u-pick (staffed)
- farmers' market

Channel-specific marketing labor and travel costs and sales data were collected during a typical peak-season week. A channel ranking system is used to weigh the factors of labor requirements, gross sales, net returns, and risk and lifestyle preferences across channels to provide insight into the collection of marketing channels that best fits a firm's objectives and preferences.

Important Factors

Gross Sales: To compare the volumes of multiple products moved through each channel, gross sales were evaluated (i.e., price x quantity). Despite lower prices, high volume channels offer the benefit of increased efficiencies in harvest and reduced odds of spoiled or unsold product. Gross sales are reported in Table 1 (column 2) as a ratio relative to farmers’ markets sales (the lowest sales channel). Wholesale had the largest sales, about 3.4 times as much as farmers’ markets, even with the lowest prices. CSA was a distant second and offered the same or slightly higher prices as wholesale.

Net Returns: Net returns focus on the price-cost differential for each channel. Here, net returns are calculated as gross sales less labor and travel marketing costs (Table 1, column 3). Expressed as a percentage of gross sales, the CSA was shown to have the highest net return percentage (i.e., net returns per sales dollar), followed closely by the unstaffed farm stand. As expected, percentage net returns were lowest for the wholesale channel.

Labor Requirements: While our participating farmers perceived that wholesale channels were more labor intensive than direct, the data showed otherwise. Labor hours per sales dollar are reported in Table 1 (column 4) as a ratio relative to the CSA channel (the lowest labor intense channel). Labor requirements for the wholesale channels were about in the middle of all channels evaluated, while the farmers’ market and staffed farm stand had the highest labor requirements – over three times as high as the CSA.

Risk/Lifestyle Preferences:

The two main reasons mentioned for avoiding channels were lifestyle preferences and stress. Wholesale channels created stress because of product consistency requirements, higher volume requirements, and risks of buyer rejection. Direct channels were perceived as relatively low stress, but concerns over poor sales and customer turnout risks were mentioned for all except the CSA. The risk rankings for our surveyed farmers are shown in Table 1, column 5.

Identifying Your Marketing Channel Strategy

Choosing the appropriate marketing mix includes consideration of all (or more) of the factors discussed above, and the relative importance of each factor is farm-specific. To address this, we estimate final channel scores by assigning scaled rankings across channels for each factor and then averaging them across all factors. The rankings are from 1 to 5, where 1 can be thought of as the ‘best’ and 5 as the ‘worst’ channel for that factor. Since some factors may be more important than others, we also compute weighted final scores based on weights assigned by the farmer. The final results are shown in the last two columns of Table 1. The lowest overall score is defined as the top performing channel; however, channels scoring low and close to each other provides some indication of preferred multi-channel strategies.

For our general case, the top performing channel was the CSA, including top rankings for net returns percent, risk, and labor requirements. Wholesale channels ranked in the middle. The farmers’ market had the lowest overall ranking, although not the least profitable. That said, farmers’ markets can still be a useful resource for farmers in terms of enhancing farm exposure and advertising for other channels utilized.

Table 1. Market Channel Evaluation and Ranking (4 case study farms).

| Table 1. Market Channel Evaluation and Ranking (4 case study farms). | | | | | | | |
|--|-------------|------------|-------|-------|-------------|----------|--|
| Market Channel | Gross Sales | Net Return | Labor | Risk | Final Score | | |
| | Index | Percent | Index | Index | Unweighted | Weighted | |
| CSA | 1.7 | 87 | 1 | 1 | 1.7 | 2.1 | |
| Farm Stand (unstaffed) | 1.3 | 82 | 1.5 | 3 | 2.8 | 3 | |
| Wholesale | 3.4 | 58 | 1.9 | 5 | 3.4 | 2.8 | |
| U-pick w/ Farm Stand (staffed) | 1.5 | 62 | 3.4 | 2 | 3.9 | 4.2 | |
| Farmers’ Market | 1 | 67 | 3 | 4 | 4.3 | 4.4 | |
| | | | | | | | |

Changes in the rankings are evident when we assume differing weights across factors. In the example presented, more weight is placed on sales volume and less on perceived risks. In this case, wholesale improves its ranking, more readily suggesting a strategy that incorporates both CSA and wholesale channels. While the CSA appears to be the 'best' for these growers, optimizing sales of perishable crops requires the flexibility of combining different channels, and can be an effective way to have a ready market for all produce.

Note: Gross Sales Index represents gross sales relative to the farmers' market channel. Net Returns Percent represents gross sales less marketing costs, as a percent of gross sales. Labor Index represents labor hours per sales dollar and relative to CSA. Risk Index is based on farm responses, from 1 (least risky/stressful) to 5 (most risky/stressful). Final scores are averaged scaled rankings across factors, either unweighted or factor-weighted.

The simple tool illustrated here will be made available for interested producers and educators. Look soon for the AEM Extension Bulletin with all the details!

FROM KINDERGARTEN TO COLLEGE, SCHOOL CAFETERIAS BECOME ECO- FRIENDLY BY BANISHING TRAYS, GROWING VEGGIES, AND COMPOSTING WASTE.

By Yvonne Zipp | Correspondent of The Christian Science Monitor/ May 29, 2009 edition

At a private school in Newark, N.J., students dine daily on ingredients grown on the building's roof. In Baltimore, city schools have their own 33-acre organic farm, while in Riverside, Calif., elementary school students trundle wheelbarrows of lettuce and buckets of strawberries from a community garden behind the playground directly to their own salad bar.

Across the United States, efforts to make school lunches more environmentally friendly have paired with the local food movement, as educators try to reconnect children with the growing season. School lunchrooms are also getting revamped to cut water and energy use and lessen food waste.

Although not every college can get all its milk, yogurt, and sour cream from its own herd of cows (as does the University of Illinois at Urbana-Champaign), or cage-free eggs from its own hens (as does Vermont's Green Mountain College), dozens of universities are doing away with that rectangular symbol of the cafeteria: the tray.

It's a simple change, but one that school administrators say can dramatically reduce waste.

For example, the University of Illinois studied the environmental impact of eliminating trays in a dining hall that served an average of 1,300 students per day. "Not having trays saves 516 gallons of water a day – that's 110,940 gallons in an academic year," says Kirsten Ruby, assistant director of housing for marketing.

In addition to the water saved, the dining hall also used 473 pounds less dishwashing detergent that year. Even more interesting, Ms. Ruby adds: "We also noticed a 40 percent reduction in the amount of food waste." Because students couldn't carry as much, she explains, they didn't take more than they could eat.

ARAMARK, a food-service provider for some 600 institutions of higher education, conducted a survey of 25 schools that found that trayless dining reduced waste by an average of 25 to 30 percent. When it asked 92,000 students at 300 colleges about getting rid of trays in cafeterias and dining halls, 75 percent said they were in favor of the change.

But the range of initiatives is as varied as the institutions. "We're at the pioneering stage," says David Krueger, codirector of the sustainability program at Baldwin-Wallace College in Berea, Ohio. "All of these bottom-up local initiatives [on college campuses] mimic the larger sustainability movement. It's a carbon copy of trends across the spectrum."

The University of Illinois, which already has its own apple orchard, is breaking ground on a 10-acre farm this summer – complete with frost protection to extend the growing season – that it hopes will be able to supply up to 50 percent of its vegetable needs. The school is also moving forward with other ecofriendly efforts: A composting program will be started at the same time as the vegetable garden. And for the past three years, facilities management vehicles have run on cooking oil collected from dining halls.

"I don't think we're done," says Ruby, noting that the university plans to roll out trayless dining in more of its halls. "Sustainability is definitely a continuing work in progress."

At the University of California, San Diego, each student is given a reusable water bottle at the beginning of

the school year. Also this year, dining services eliminated styro-foam and plastic utensils. If students want takeout, it comes with real plates and silverware.

“This system has been successful because Housing and Dining Services teamed up and created drop-spots at each dorm and apartment complex where students can leave their dirty dishes and utensils,” explains Christine Clark, a communications specialist for the university, in an e-mail. “Dining Services picks up the used dish ware daily.” Also, the dining halls all serve Fair Trade sugar, coffee, tea, and chocolate.

While no one is saying that fast food has lost its place as a staple of college all-nighters, the impact from green initiatives have the potential to continue years after graduation day, says Dr. Krueger. “In the sense that colleges and universities are incubators for ideas and forming the next generation of minds and lives, modeling practices that they can take with them is the most important thing we can do.”

Some students may already have been introduced to more sustainable lunchrooms long before they arrive at college. “There is huge variety in how schools are approaching this,” says Michal Ann Strahilevitz, an associate professor of marketing at San Francisco’s Golden Gate University, who studies “green” behavior, in an e-mail.

“The key is not just giving [students] greener choices, but teaching them as well,” she explains.

At St. Philip’s Academy in Newark, students used to bring fast food and Lunchables for their midday meal. “Before, what came out of here as a result of three lunch periods to the dumpster was just incredible,” says Miguel Brito, the head of the Episcopal academy, which prepares low-income children for college prep schools.

To improve its students’ eating habits and teach the 350 K-8 children about growing seasons and farms, St. Philip’s radically redesigned its cafeteria program two years ago, when it moved into its new LEED-certified building, a converted chocolate factory. It arranged to buy local produce from two nearby farms and created a mandatory lunch program that would take advantage of the fresh fruits and vegetables.

One of the building’s most eye-catching environmental features is the gym’s green roof – 4,500 square feet of

teaching gardens, complete with rain barrels to recycle water. The program costs \$750 a school year, which administrators says works out to less than \$4 per meal, or roughly the cost of a Happy Meal.

“We thought we would hear that ‘We hate this food, we want to go back to McDonald’s,’ ” says Jennifer Kotkin, ecospace coordinator and seventh-grade science teacher. Instead, administrators say, the kids really enjoy eating what they have grown and are piling hummus and tzatziki on their plates along with PB&J.

The cafeteria also switched from speed lines with trays to family-style dining. “If you compare a normal school cafeteria to a family-style system, the percentage of waste significantly drops,” says Ralph Walker, the architect who designed the school’s new building. “Every individual student can control [his or her] own portions. You can make closer to the exact amount of food [needed], wash less, and do less.”

The students now eat off real china, and each one is assigned a task to help set or clear the table. Food waste goes either to a composter in the kitchen, which turns it into fertilizer for the garden, or to bins in the classrooms, where worms happily munch on leavings.

These days, “we use paper napkins that are [made from] recycled material. Other than that, we have no waste,” says Frank Montesana, ecospace facilitator. Mr. Brito estimates that trash has been reduced by up to 90 percent.

“We even recycle the food that’s left over,” adds Ms. Kotkin. “We have a charity across the street ... and we bring them our leftover food to feed the homeless.”

For public schools, practical considerations weigh equally with idealistic ones. It costs about \$1,500 a year for Emerson Elementary in Riverside, Calif., to run the school’s portion of a two-acre community garden. Principal John McCombs pays for the costs out of the lettuce he sells the district for 50 cents a head.

He has a little tougher time maximizing profits from the school’s 1,000 strawberry plants, because his pint-sized pickers enjoy sampling the wares. “It’s a fun problem to have,” he says. “One good thing, [the farming program] helps the students reduce waste and not pile their plate full of food. They know how much work it took to grow the food, know how much water it takes.”

Pioneers of the farm-to-school movement, such as Rodney Taylor, say that such programs have proven economical as well as environmentally viable. In Santa Monica, Calif., where he instituted school composting and recycling programs along with salad bars heaped with locally grown produce, the cost of the meals went from 70 cents to 58 cents after three years, thanks to, among other things, a big reduction in garbage costs.

It's all a matter of introducing this way of eating while kids are young, says Mr. Taylor, now the director of nutrition services for the Riverside Unified School District, about 60 miles east of Los Angeles. "If we get them early and teach them, we've got a chance."

FOR FARMING, THE JOURNAL OF NORTHEAST AGRICULTURE

June 2009 issue

By Diane Baedeker Petit

Is it time to give up on traditional media?

There's been much news coverage lately about the demise or potential imminent demise of major daily newspapers around the country. Most pundits point to the growing dominance of web-based news sources and new media such as blogs, YouTube, Twitter and the like. So, is it time to delete newspaper advertising and publicity from your farm marketing plan?

Not so fast. Print publications aren't dead yet and they do offer advantages over electronic media. While the advantage of social media is that it offers the chance to reach targeted, mostly younger, audiences who have a particular interest in your product, there may be times, however, when you want to reach a wider audience. Having a sale or special event? Advertising or publicity in a local paper is a way to reach a large number of homes in a geographic community.

Are there any other advantages? According to an article by Mike Brassil on WebsiteMarketingPlan.com, newspapers offer a number of advantages to advertisers. But how do those advantages compare to new media? Let's take a look at a few:

- *Most daily and weekly papers reach the majority of homes in their primary city or town. And, almost every home in the United States receives a newspaper, either at the newsstand or by home delivery.*

According to recent news reports, this is becoming less true as time goes on. That's why so many newspapers are struggling. As of 2004, more than 75 percent of U.S. homes had Internet access and last year 57 percent of American homes had high-speed Internet access. That's not necessarily a direct comparison because it doesn't mean that all of those homes get their news on-line, but they do have that capability.

- *The printed advertising message has both permanence and desired obsolescence. A reader can refer back to, or even clip and save, a particular ad, yet tomorrow's edition is new and fresh and as eagerly sought by the same reader.*

This is a good point. While it is true that Internet users can print out an ad or news story that they view on-line to save for future reference, content on some sites seems to change minute-by-minute. Web managers pride themselves on keeping content fresh, but it's frustrating when you try to find something that piqued your interest earlier on a site and now it's gone. Once you have a newspaper in hand, it's yours until you throw it in the recycle bin.

- *The newspaper offers a predictable frequency of publication: once, twice or up to seven times a week.*

Even broadcast news has predictable newscast times, with the exception of breaking news. Internet news sites, blogs and social media have even greater frequency of publication: hourly or as it happens. Content updates are not always predictable, though. On-line, all news is breaking news.

- *Newspapers have immediacy. You can place an ad on Monday and be getting results before the week is over. Short deadlines permit quick responses to changing market conditions.*

Same can be said for new media, and then some. Ads can be placed and appear moments later.

- *People expect to find advertising in their newspapers. In fact, many people buy newspapers just to read the ads from the restaurants, movies and discount stores.*

Another good point. The genesis of newspaper Wednesday food sections ago was to coincide with grocery store circulars that were timed to when most people did their food shopping. Advertising has driven the food-related

editorial content and vice versa. Although advertising is present on news and social media sites, people probably don't go to those sites for the advertising. Someone looking for a product or service is more likely to go to a site dedicated to advertising such as e-Bay or Craig's List, or directly to a company website.

- *You can reach certain segments of your market by placing your ads in different sections of the paper such as: sports, comics, crosswords, news, classifieds, etc.*

True, though new media lets you focus your message even further. Overall, newspaper advertising offers the ability to reach a broad audience, the ability to reach an older demographic, and the semi-permanence of a hard copy that the reader doesn't have to print himself or herself.

Newspapers – and the advertising and news they contain – also have a certain credibility that new media have yet to achieve. The very nature of new media, with anyone and everyone having the ability to generate content, can leave readers questioning the validity of the information or the agenda of the writer.

On-line advertisements can also cause viewers to be concerned about the consequences of clicking on an ad or sponsored link. Will it lead to an objectionable website? Will it install adware or malware on my system?

So, is it time to give up on traditional media in favor of new and social media outlets? Not yet; maybe not ever. Both serve a purpose and both can be part of a well-rounded marketing plan.

July

2009

| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|--|--|--|---|---|--|--|
| | | | 1 | 2 | 3 10am-11:15am Farming with Kids, Apple Pond Farm & Renewable Energy Education Center http://www.applepondfarm.com | 4 10am-11:15am Farming with Kids, Apple Pond Farm & Renewable Energy Education Center http://www.applepondfarm.com |
| 5 2-3:30pm Family Farm Tour, Apple Pond Farm | 6 | 7 | 8 4pm-7pm Organic Field Day - Organic Potato Production and Vegetable Crop Breeding! Cornell Freeville Research Farm, 133 Fall Creek Rd, Freeville, NY (Tompkins Co) 607-652-NOFA | 9 3pm-6pm How Wheat It Is, Growing Wheat Organically! Cornell E.V. Baker Research Farm, 48 Sayward Lane Willsboro, NY (Essex Co.) 607-652-NOFA | 10 10am-11:15am Farming with Kids, Apple Pond Farm & Renewable Energy Education Center http://www.applepondfarm.com July Fest, 10am-8pm, Downtown Binghamton | 11 10am-11:15am Farming with Kids, Apple Pond Farm & Renewable Energy Education Center http://www.applepondfarm.com 9am-5pm Summer Tasks for the Veggie Garden \$95 http://www.pfeiffercenter.org |
| 12 2-3:30pm Family Farm Tour, Apple Pond Farm | 13 4pm-7pm Organic Field Crops Milling and Marketing Options! Cayuga Pure Organics, 18 Banks Rd, Brooktondale, NY (Tompkins Co.) 607-652-NOFA | 14 6pm Build a Wattle Fence Cutler Botanic Garden Gazebo \$10pp (607) 584-9966 July 14-16: Plasticulture 2009 www.plasticulture.org Hudson Mohawk Grass Masters \$25 (518) 828-4385 x105 elizabeth.marks@ny.usda.gov | 15 1pm-4pm Go Organic with Sheep & Goats! Kortright Creek Creamery/Stone & Thistle Farm, 1211 Kelso Rd, East Meredith, NY, (Delaware Co.) 607-652-NOFA 6pm-8pm Twilight Pasture Walk - The ABC's of Pastured Poultry Cobblestone Valley Farm, Preble (607) 753-5078 | 16 10am-2pm Organic Dairy Farming & Raw Milk Marketing! Sunny Cove Farm, 1444 Randolph Rd, Alfred Station, NY (Allegany, Co.) 607-652-NOFA | 17 10am-11:15am Farming with Kids, Apple Pond Farm & Renewable Energy Education Center http://www.applepondfarm.com | 18 10am-11:15am Farming with Kids, Apple Pond Farm & Renewable Energy Education Center http://www.applepondfarm.com 1pm-4pm Woods Walk, Lisle, NY kjm8@cornell.edu, (607) 584-5013 |
| 19 2-3:30pm Family Farm Tour, Apple Pond Farm | 20 | 21 1pm-4pm The "How To" of Pastured Poultry Processing Cobblestone Valley Farm, Preble, NY (607) 753-5078 | 22 | 23 10am-2pm Organic Dairy Farming and Raw Milk Marketing! Scheffler Organic Farm, 643 Cobb St., Groton, NY (Tompkins, Co.) 607-652-NOFA | 24 10am-11:15am Farming with Kids, Apple Pond Farm & Renewable Energy Education Center http://www.applepondfarm.com | 25 10am-11:15am Farming with Kids, Apple Pond Farm & Renewable Energy Education Center http://www.applepondfarm.com 9am-6pm Summer Organic Beekeeping \$95 http://www.pfeiffercenter.org |
| 26 2-3:30pm Family Farm Tour, Apple Pond Farm | 27 | 28 6pm Making Garden Marker Stones Cutler Botanic Gardens Gazebo \$7pp (607) 584-9966 | 29 | 30 | 31 10am-11:15am Farming with Kids, Apple Pond Farm & Renewable Energy Education Center http://www.applepondfarm.com | |

August

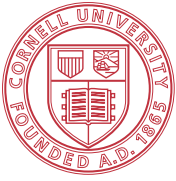
2009

| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|---|---|--|---|--|--|--|
| | | | | | | 1 2pm-5pm Organic Field Crops: On Farm Seed Cleaning and Processing! Oxbow Organic Farm, 126 Bailey Rd, Hunt, NY (Livingston Co.) 607-652-NOFA |
| 2 2-3:30pm Family Farm Tour, Apple Pond Farm | 3 Journey Level IPM Lab Id http://www.easternapiculture.org Cornell University, Master Beekeeper Program | 4 Journey Level IPM Lab Identification http://www.easternapiculture.org August 3-7 Cornell University, Master Beekeeper Program | 5 Journey Level IPM Lab Identification http://www.easternapiculture.org August 3-7 Cornell University, Master Beekeeper Program | 6 Journey Level IPM Lab Identification http://www.easternapiculture.org August 3-7 Cornell University, Master Beekeeper Program | 7 8am-5pm NOFA 5 th Annual Organic Lawn & Turf Course MA \$150 http://www.organiclandcare.net/L&T/LawnandTurf.php | 8 |
| 9 2-3:30pm Family Farm Tour, Apple Pond Farm | 10 | 11 6pm Trees & Shrubs for Wet Sites Cutler Botanic Gardens Gazebo \$7pp (607) 584-9966 | 12 | 13 | 14 10am-11:15am Farming with Kids, Apple Pond Farm & Renewable Energy Education Center http://www.applepondfarm.com | 15 Apprentice Level Workshop - Cornell University, Master Beekeeper Program, Dyce Laboratory http://www.masterbeekeeper.org/masterbeekeeper.htm |
| 16 2pm-6pm Small-Scale Grain Growing and Weed Biology! Crimson Clover Farm, 1124 County Rd 38, Bainbridge, NY (Chenango Co.) 607-652-NOFA | 17 | 18 8am-5pm NOFA Annual Organic Lawn & Turf Course NJ http://www.organiclandcare.net/L&T/LawnandTurf.php \$150pp | 19 Creative Agriculture Approaches to Sustainability on the Farm, Inn on the Lake Canandaigua www.fingerlakessusainablefarming.org | 20 8am-5pm NOFA Annual Organic Lawn & Turf Course CT http://www.organiclandcare.net/L&T/LawnandTurf.php \$150pp | 21 10am-11:15am Farming with Kids, Apple Pond Farm & Renewable Energy Education Center http://www.applepondfarm.com | 22 10am-11:15am Farming with Kids, Apple Pond Farm & Renewable Energy Education Center http://www.applepondfarm.com Apprentice Level Workshop - Cornell University, Master Beekeeper Program, Dyce Laboratory |
| 23/30 August 23 rd 1pm-4pm Hay's for Horses and Organic Sheep Too! Northland Sheep Dairy, 3501 Hoxie Gorge Freetown, Marathon, NY (Cortland Co.) 607-652-NOFA | 24/31 | 25 | 26 | 27 | 28 10am-11:15am Farming with Kids, Apple Pond Farm & Renewable Energy Education Center http://www.applepondfarm.com | 29 10am-11:15am Farming with Kids, Apple Pond Farm & Renewable Energy Education Center http://www.applepondfarm.com |

September

2009

| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|--|-----|---|--|-----|---|---|
| | | 1 | 2 10am-2pm Targeted Dairy Cattle Grazing for Fall and Winter! Raindance Farm, 2454 County Hwy 35, Schenevus, NY (Otsego Co.) 607-652-NOFA | 3 | 4 10am-11:15am Farming with Kids, Apple Pond Farm & Renewable Energy Education Center http://www.applepondfarm.com | 5 10am-11:15am Farming with Kids, Apple Pond Farm & Renewable Energy Education Center http://www.applepondfarm.com |
| 6 2-3:30pm Family Farm Tour, Apple Pond Farm | 7 | 8 1pm-4pm Put Some Poultry in Your Pasture! Stony Creek Farm, 1738 Freer Hollow Rd., Walton, NY (Delaware Co.) 607-652-NOFA | 9 | 10 | 11 Binghamton Communiiversity Fest, Downtown Binghamton | 12 |
| 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| 20 | 21 | 22 1pm-4pm Multi-Species Grazing of Organic Livestock! Herondale Farm, 90 Wiltsie Bridge Rd., Ancramdale, NY (Columbia Co.) 607-652-NOFA | 23 | 24 | 25 | 26 6 th Annual Long Island Garlic Festival \$6pp |
| 27 6 th Annual Long Island Garlic Festival \$6pp | 28 | 29 6pm An Ornamental Grass Primer Cutler Botanic Garden Gazebo \$7pp (607) 584-9966 | 30 | | | |



Cornell Cooperative Extension
Broome County

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