



The Market Basket

A Quarterly Update on Agricultural Marketing in Broome County
Winter, 2007

ANNOUNCEMENTS

GUIDE TO DIRECT MARKETING LIVESTOCK & POULTRY AVAILABLE

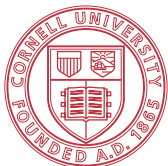
This 95 page guide to Direct Marketing Livestock and Poultry will help New York farmers to better understand the current regulations governing the slaughter, processing and marketing of meat animals. One way for farmers to realize higher returns for their farm products is by taking over some of the traditional roles of middlemen or by shifting completely to direct marketing. However, meat regulations are complex. Accurately interpreting the statutes governing the processing and sale of meat animals and their products is more formidable for us than for our counterparts in the fruit and vegetable production. Even experienced farmers can be confused by the regulations. Without a clear understanding of what is and is not permitted under certain laws, many meat producers are hesitant to participate more directly in the marketing of their product. Instead, farmers may be confined to 1) contract growing livestock for large corporate packers, or 2) selling slaughter animals through a shrinking number of local auctions and dealers. Both alternatives offer limited recourse to competitive pricing. This resource guide explains the complex meat laws in layman terms and clarifies the legal logistics of direct marketing livestock and poultry. Ultimately, this should lead to a more direct market chain from farm to consumer in New York and hence, more dollars circulating in local communities. The guide may be downloaded for free from the NY Farms! website <http://www.nyfarms.info/whatnyfarmsdo.html> or may be purchased from Cornell Cooperative Extension of Franklin County for \$5. Contact Bernadette Logozar at 518-483-7403 ext. 312 or bel7@cornell.edu

FREE FARM ENERGY AUDITS AVAILABLE FOR DAIRY FARMS

By Dick Peterson, Northeast Agriculture Technology Corp.

When was the last time you had an energy audit conducted on your farm? More than five years ago? Never? If you answered yes to either of those questions, its time to consider an energy audit. Most farm energy audits identify numerous, easy, low-cost ways to reduce energy consumption and save money. Qualified farm energy analysts can identify the best ways to save energy on your farm. A Farm Energy Audit Report will provide extensive details about your farm energy use, patterns of use, opportunities for reductions in use, and the cost to install energy conservation measures.

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Need to buy equipment to save energy? The Farm Energy Audit Report will tell you where funds are available to help you buy the necessary equipment to improve your energy efficiency. But often, no purchase is necessary. Sometimes, just following some simple maintenance procedures can improve energy efficiency. The audit report will make maintenance suggestions that can reduce your energy bills.

Northeast Agriculture Technology Corporation (NATC) is a Flex Tech contractor for the New York State Energy, Research and Development Authority (NYSERDA). Under the Flex Tech program, NATC can perform farm energy audits and NYSEFDA will cover all or most of the cost of an audit on your farm. NATC is working with Cornell Cooperative Extension in several counties across the state to encourage farm owners to request an energy audit. It's a simple, painless process, and we encourage you to take advantage of this opportunity to find out just how energy is used on your farm.

To complete an audit, we need some basic information:

- Farm name & Farm owner
- Address & Phone number & FAX number (if you have one)
- Milking herd size
- Number of youngstock
- Annual milk production
- Type of facility (tie-stall, freestall with parlor, etc.)
- Your electric utility (delivery)
- Your electricity supplier (if different from your delivery company)
- Total annual electricity cost for the farm
- Total annual kilowatt-hour use on the farm
- Total non-field fossil fuel use (fuel oil, propane for water and/or space heating)

We also need to see your monthly electricity bills for the last 12 months to analyze energy use profiles. All of this information provides a basis for a complete energy audit. While we are at your farm, we inventory all electrical and other non-field energy-using equipment and determine daily operating times. All of the information is used to develop a very detailed audit report that shows you how energy is used on your farm, how you compare with other similar farms, and how you can improve energy efficiency and save money.

If you want an energy audit for your dairy farm, just call NATC at 607-266-9007 or e-mail us at natc244@verizon.net. This is an opportunity you shouldn't pass up.

NEW YORK BEGINNING FARM LOAN PROGRAM

New York State is making it easier for beginning farmers to acquire agricultural land and equipment by offering low-cost financing through the New York Beginning Farmer Loan Program (BFLP). Through the BFLP, beginning farmers can borrow up to \$250,000 to help start a farming business or facilitate inter-generational transfer of a farm business.

To obtain BFLP financing, the beginning farmer works with a Lender to arrange the terms of a loan. The interest rate is based on the applicant's credit rating, the type of loan, etc. The BFLP acts as a conduit by issuing and selling a tax-exempt bond (aggie-bond) to the lender with the funds being loaned to the farmer and the loan assigned back to the bank. With the loan being tax-exempt, the bank can give a better interest rate to the farmer, usually around 1 to 2 percentage points less than the usual taxable interest loan.

To be eligible for BFLP financing the Beginning Farmer must:

- Be engaged in farming or wish to engage in farming in NYS.
- Be a NYS resident at least 18 years old.
- Not have previously owned farmland with a value greater than \$125,000 and acreage greater than 30% of the median farm size in the county where the parcel of land is located.
- Possess adequate education, training and experience in the type of farming to be financed
- Perform the farm labor or management, or delegate these duties to his or her spouse/fiancé and/or minor children.

The BFLP is administered by the NYS Environmental Facilities Corporation (EFC) in partnership with the NYS Department of Agriculture and Markets.

For more information on the BFLP, call 800.200.2200 (NYS). Visit www.nysefc.org and click on "Programs" and "Beginning Farmer", or e-mail: beginningfarmer@nysefc.org.

FARMER'S GUIDE TO TRUCK & FARM IMPLEMENT LAWS & REGULATIONS

New York Farm Bureau is pleased to announce that it has recently published the "Farmer's Guide to Truck & Farm Implement Laws & Regulations - Third Edition". Since the printing of the first such publication in 1997, this book has proven to be a valuable resource for farmers. The Farm Family insurance companies have joined us in making this resource possible by underwriting some of the costs of producing the guide.

This guide provides an overview of the myriad of New York State and federal laws and regulations related to farm vehicles and implements. Sections include: Licensing; Registration of both Farm Plate and Agricultural Vehicles; General Vehicle Regulations; and Farm Implements and Equipment. Although this guide is a comprehensive tool, it is not intended to be all-inclusive and is published as an informational resource only.

The "Farmer's Guide to Truck & Farm Implement Laws & Regulations - Third Edition" for NYFB members and law enforcement personnel price is \$20.00 per copy, and to other non-members the price is \$40.00 per copy. To get a copy of this publication, please contact the NYFB Legal Affairs Department at 1-800-342-4143.

NEW MARKETING LITERATURE AVAILABLE AT CCE-BC

New marketing literature is available through the Agricultural Department at CCE-BC in the area of direct marketing. We now have Growing For Market (journal for market gardeners), Southern Tier Produce News (a monthly newsletter for those in commercial horticulture), Market Farming Success, Grassroots Marketing, The New Farmers' Market, and The Legal Guide For Direct Farm Marketing. These books and other publications are available to borrow and we can make copies of specific articles or information from the books or newsletters upon request. For more information, please contact Laura at (607) 584-5007 or lw257@cornell.edu.

The request for comments will be published in the Nov. 28, 2007, Federal Register. Comments must be received on or before Jan. 28, 2008, and should be submitted through the Web site at <http://www.regulations.gov>. Written comments should be mailed to: Naturally Raised Marketing Claim, Room 2607-S, AMS, USDA, 1400 Independence Avenue, SW., Washington, DC 20250-0254; or faxed to (202) 720-1112. All comments should reference docket number LS-07-16. Copies of the notice are available through the above physical address or by accessing the Web site at http://www.ams.usda.gov/lsg/stand_naturalclaim.htm.

PRODUCERS, PROCESSORS AND OTHERS: JOIN LIVESTOCK PROCESSING-L

Thanks to funding from the Cornell Small Farms Program, New York now has a statewide Work Team on Livestock Processing Issues. The goal of this team for 2008 is to come up with a plan of action to improve processing infrastructures and regulations for NY livestock farmers. The LPI Work Team includes farmers, Cornell Extension faculty, NGO and agency representatives.

As a first step, team members have created a list serve, LivestockProcessing-L, for communication among interested livestock farmers, small scale processors, extension staff, and agency representatives in New York and bordering states. LivestockProcessing-L will serve as a forum for 1) sharing processing resources, 2) discussing barriers to effective processing and potential solutions, 3) publicizing regional efforts to improve or expand slaughter and processing facilities, and 4) sharing news and Action Alerts pertaining to livestock slaughter and small scale processing of animal products. The list is open to members of bordering states in part to find out how they deal with similar issues and situations within their respective states. If you are interested in keeping abreast of slaughter and processing issues and want a chance to share your own views, we urge you to join LivestockProcessing-L.

To join this list, contact the list moderators, Tatiana Stanton at TLS7@cornell.edu or Martha Goodsell at deerfarm6@frontiernet.net, asking to be put on the list and indicating the email address you want to send and receive list messages from. Another option is to send an email to LivestockProcessing-L-request@cornell.edu leaving the subject line blank. The body of

the message should be a single word: Join. Send this message in plain text - no formatting or fonts - and remember to send it from the e-mail address where you want to receive and send messages posted to the e-list.

COME GROW WITH US CAPITAL CAMPAIGN

Many of you have asked to learn more about Cornell Cooperative Extension of Broome County's Come Grow With Us Capital Campaign. Others have asked for donor cards to contribute to this worthy project, and I am pleased to respond to your inquiries and interest.

It was a collective community spirit that built the existing Education Center on Upper Front in 1958. The five million dollar Come Grow With Us campaign developed because of growing demands on our aging facility, building space, community needs, and to address problems related to our aging facility. A professional assessment of the building in 2006 determined the most cost-effective and long-term solution is to renovate the nearly fifty-year old structure and add an addition.

I will be sending updates and welcome your questions or your input. I can be reached by phone at 607 773-1236 or email mew64@cornell.edu.

With sincere appreciation for your interest and support, I remain gratefully yours,

Marcia Waffner

Marketing/Development/Public Affairs Coordinator
Cornell Cooperative Extension of Broome County

USDA PROPOSES NATURALLY RAISED MARKETING CLAIM STANDARD

WASHINGTON, Nov. 27, 2007 – The U.S. Department of Agriculture is seeking comments on a proposed voluntary standard for a naturally raised marketing claim for livestock and meat. The standard will be published as a Notice and Request for Comments in the Federal Register and is titled the U.S. Standards for Livestock and Meat Marketing Claims, Naturally Raised Claim for Livestock and the Meat and Meat Products Derived from such Livestock.

USDA's Agricultural Marketing Service (AMS) works with representatives of the various agricultural commodity marketing chains and others to establish or revise U.S. standards for nearly 240 agricultural products. The standards are used in the marketplace to specify the quality of commodities. Standards facilitate commerce by providing a common language for trade and a means of measuring value in marketing agricultural products.

Increasingly, livestock and meat producers are using production or processing claims to distinguish their products in the marketplace. AMS, through its voluntary certification and audit programs, verifies the accuracy of these claims. The proposed standard will establish the minimum requirements for those producers who choose to operate a USDA verified program involving a naturally raised claim. The naturally raised marketing claim will also be a voluntary program.

CARROT PROJECT SEEKS INPUT ON FARM FINANCING NEEDS

Help address financing gaps for beginning farmers, farmers transitioning to more ecologically friendly practices, farmers looking to expand their businesses, and farmers working to maintain the viability of their farms. If you are a farmer, your response to a 10 minute confidential survey is greatly appreciated. Check it out at:

www.thecarrotproject.org/farmer_survey. Questions? Contact farmersurvey@thecarrotproject.org or call Dorothy at 617-666-9637.

AG CENSUS GIVES SMALL FARMS A VOICE IN THEIR FUTURE

Attention small-scale farmers - you'll soon have the opportunity to stand up and be counted, and help shape the future of agriculture for years to come. That opportunity will come to your mailbox in the form of the 2007 Census of Agriculture.

"Regardless of how large or small their operation is or what kinds of products they produce, New York farmers will help themselves and their communities by filling out the Census of Agriculture and returning it promptly," said Steve Ropel, Director of the New York Field Office of USDA's National Agricultural Statistics Service (NASS).

NASS will mail out Census forms on December 28, 2007 to collect data for the 2007 calendar year. Completed forms are due by February 4, 2008. Producers can return their forms by mail or, for the first time, they have the convenient option of filling out the Census online via a secure web site.

"We're committed to making this Census the best count ever. It's about the future of agriculture and rural communities in our state," Ropel said.

"We want farmers and ranchers to know: the Census of Agriculture is their voice, their future and their responsibility."

For more information about the 2007 Census of Agriculture, please contact the NASS New York Field Office at 800-821-1276 or visit www.agcensus.usda.gov online.

WORKSHOPS

TOUR OF SUNY MORRISVILLE'S AGRI-BUSINESS CENTER

Do you have an idea for a dairy or juice product, but lack the tools or facility to produce it? The Agri-Business Center at Morrisville State College is a full-service incubator designed with you in mind. Fully equipped with state-of-the-art machinery and tools, it is managed by master technicians to help bring your innovative ideas to the marketplace. Their production capabilities include: soft & hard cheeses, yogurts and other cultured products, cheese spreads and dips, dairy spreads and dips, ice creams, milk and flavored milk varieties and juice, cider and wine products.

CCE-BC will host a tour of the Agri-Business Center at Morrisville State College on Saturday February 23rd, 2008. We will meet at the ABC building at 10am. Please call to register and get directions.

FARMER-TO-FARMER NETWORKING SESSIONS

In the coming months Cornell Cooperative Extension of Broome County will host farmer-to-farmer networking sessions for the following groups of producers: those interested in grass-based systems of production, those interested in diversifying their on-farm operation and those interested in the production of value-added goods from their livestock (whether it be from sheep, goats, or dairy cows). Groups will meet several times during the coming months at extension and also out in the field. Check the calendar for meeting dates for each group to meet and engage with your fellow producers.

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.

BECOMING A FARMERS' MARKET VENDOR

Cornell Cooperative Extension of Broome County will be offering a 3-part series this spring on becoming a farmers' market vendor. In response to this past spring's successful workshop we will be offering a 3-part series which will focus on all aspects of selling at a Farmers' Market, including permits and insurance, marketing and displays, planning to weekly harvesting, harvesting techniques, and much more. The cost will be \$15/farm for the whole series. Please look at the calendar for dates and times.

Contact Susan at (607) 584-9966 to register or for more information.

MARKETING YOUR PRODUCTS TO ETHNIC COMMUNITIES

Have you ever wondered how you could start marketing your products, be it meat, produce or baked goods to the various ethnic communities? On March 3rd and March 10th, 2008, Cornell Cooperative Extension of Broome County will offer a workshop, and networking opportunity for producers to interact with the various ethnic communities to learn what types of products they are looking for, the time of year they are looking for it, and the best method of delivery. The March 3rd session will focus on meats, while the March 10th session will focus on produce and baked goods. Contact Susan at (607) 584-9966 to register or for more information.

LEGALITIES & LOGISTICS OF ON-FARM SLAUGHTER

Have you been approached by an individual or group wanting to slaughter a live animal on your farm? Are you unsure of the legalities and logistics of this activity? Come to a workshop on Tuesday March 4th at Cornell Cooperative Extension of Broome County and learn about these issues and more. Presenters include Professor Joe Regenstein, Food Science Department at Cornell University, and John Arnold, Supervising Food Inspector with NYS Department of Agriculture & Markets. Contact Susan at (607) 584-9966 to register or for more information.

GROWING & MARKETING BERRIES FOR U-PICK OPERATIONS

Have you tried to grow berries and can't seem to get the hang out it? Would you like to start a U-pick berry operation during the summer months but don't know much about it? Come to a workshop on March 26th at 7pm at Cornell Cooperative Extension - Broome County. A representative of the NYS Berry Project will be on-hand to discuss production & growing techniques for all types of berries. There will also be a discussion on marketing a u-pick berry operation. The cost will be \$10/farm for this workshop. With questions, or to register, please call Susan at (607) 584-9966.



MARKETING ARTICLES

SELL VALUE – NOT PRICE

by: Bob Weybright

*Extension Support Specialist New York Agricultural
Innovation Center, Cornell University*

Given the current “market winners” in the selling world, one would think that price is the primary reason people buy a product or service. Some evidence of this would be the phenomenal growth of such chains as Wal-Mart, Home Depot, Dollar Store, etc. To be able to sell at the lowest price, these chains are continually pushing, if not demanding, that their suppliers give them lower prices as well. Under this situation, one might conclude that selling at the lowest price is required to be successful in today’s market.

I would argue that unless you are without a doubt the lowest cost provider or producer, you cannot and should not sell merely based on price. This then raises the question of how can one expect to survive in today’s environment if an increasing number of potential market outlets for our products and services are squeezing to get the lowest price possible? The premise of my argument is that all organizations and people will buy, and continue to buy, if they believe that value has been received as a result of the transaction. What this means is that in addition to price, there are other benefits, both tangible and intangible, which must be present in order for a buyer, whether a corporation or an individual, to feel they have received value. The purchase must contain an appropriate level of total benefits to satisfy the needs that drove the purchase in the first place.

To illustrate the concept, let’s apply the concept with a simple, real life situation. Let’s look at two different types of coolers widely used in the summer. When identifying what value is being delivered in a cooler, the obvious one is that it keeps food and drink cold when used as directed with ice or ice packs. More subtle is the unique and/or specialized value being delivered by the respective coolers beyond initial purchase price. It is this deeper value that is a key element to identify and incorporate into the selling and pricing decision.

For example, a widely available low-cost foam cooler does not cost much more than a couple of dollars, and buyers usually only expect them to last one, maybe two uses before they are ready for the trash can. A unique value is that when there is high risk of losing or damaging a cooler, a relatively low-cost cooler that is expected to be thrown away very soon will provide ad-

equate value for the money spent. For basis of comparison, one could state that a \$2 foam cooler used once and then thrown away would result in a \$2 per use transaction fee.

Now consider a high-end Coleman cooler with metal housing at a price range of \$80-90. Who would ever buy an expensive cooler like that? This type of cooler has a much longer life expectancy. In fact, I have had one in use for over 19 years, with perhaps 45 uses total (a conservative 2.4 uses per year). This particular cooler has a per use transaction cost of approximately \$1.66, based on a purchase price of \$75 in 1985. Even at today's cost of \$90, it would match the per use transaction cost of the lower cost foam cooler at \$2. If one believes that low price is the only basis upon which buying decisions are made, it could be stated that I would not or should not ever consider using the foam cooler with its per use transaction premium of more than 30 cents.

So what does this comparison exercise tell us, since both types are widely sold today? To sell simply by price, one would first need to define low price because, as in this example, it could be initial cost or per use transaction cost. An interesting paradigm is that while the foam cooler has a lower initial cost, its per use cost ends up being higher than that of the metal-clad Coleman. To make the comparison even more interesting is the fact that the Coleman cooler with its lower transaction cost also keeps items colder for a longer period of time because of its superior insulation and construction. So, based on per use price and basic function, one could question why anyone would buy the lower-cost foam cooler. What becomes evident in this example is that there are different aspects of non financial attributes that contribute to the value proposition for a particular product. Therefore, selling based on price alone would be a flawed tactic.

While this is a simple example, there is evidence throughout the country that demonstrates this concept. Brands such as Rolls Royce, Jaguar, Lincoln, Ford, and Hyundai all demonstrate the ability to satisfy a broad range of value propositions in the transportation industry. More relevant might be an example from the food industry's coffee category. Folgers, Maxwell House and Hills Brothers are working hard to maintain their sales, yet companies like Starbucks and Green Mountain Coffee are growing their sales leaps and bounds. The value being sold and delivered by Starbucks and Green Mountain Coffee, in addition to a quality coffee, is pampering in a complex and difficult world, cult membership, mental links to a scenic location (Vermont), and images of vacation and relaxing fun times. While the other national brands have a price advantage, their value is not equivalent to that of the newer premium brands in the eyes of the consumer.

While this might be a simplified example, the bigger question remains: How can I compete in today's environment? Simply stated, it means that one must look carefully at their product and service. Marketers need to assess the competitive climate in the region, country, and world to determine how it might affect the value of what they have to offer; learn to identify what the purchaser needs to see or experience that supports their sense of value while satisfying the needs that drove the purchase initially; and finally, apply what is learned when making a decision as to where products or services are to be sold, who (in the case of large organizations or commodity products) to sell to, and at what price.

The key to success is that price and value must be a conscious decision on the part of the company. Wherever the price and value position is for your product or service in the market right now, it can be changed. An example of a large company working to move its products up the price and value scale is Subaru. They are actively and carefully working to change the value proposition of the brand. The Subaru Company has accepted that they will most likely alienate some of their existing customers, in fact losing them to competitors, but still believes the changes in value proposition and price is where they want the company to be to maximize its sales and viability.

Is this concept easy to state on paper? Most certainly yes. Is this concept easy to implement? Most certainly no. It takes time and practice to develop an accurate picture of the value proposition. It is, however, a concept that can be worked on and applied over time to slowly improve the selling price and business position. While the examples I have cited are not specifically from the food or agriculture sectors, they can be learned from. Sales, buyers, and customers share common attitudes across all aspects of business sectors. Looking to other industries to learn from their success and mistakes can shorten the learning curve and help us to improve our business practices in a shorter time period. "Smart Marketing" is a monthly marketing newsletter for extension publication in local newsletters and for placement in local media. It reviews the elements critical to successful marketing in the food and agricultural industry. Articles are written by faculty members in the Department of Applied Economics and Management at Cornell University.

BOOTSTRAP MARKETING: HOW TO KEEP YOUR MARKETING BUDGET FROM GOING THROUGH THE ROOF

By Bernadette Logozar

I can hear the chant in my head, it's all about marketing, marketing, marketing. This seems to be the one area where farmers—whether they are trying to sell cheese, yogurt, vegetables, flowers, meat products or value-added agriculture products—will say they have the biggest learning curve. Growing, raising, and making the product generally is NOT the challenge for experienced farmers, but marketing what they grow, raise and make IS a challenge. There are folks who spend their whole lives focusing on marketing other peoples stuff. So how does someone who is busy trying to grow, raise or make the product get an edge in this fast-paced savvy world we have? Well as agricultural products have a few things going that other products don't have and by banking on these features you, the farmer can reap the benefits—in this case it is sales. That said let's dig in.

Signage—Marketing Your Farm Stand!!

Be sure to let folks know well in advance that you're open for business. Although some say a little goes a long way, bigger is definitely better when trying to pull traffic from a main road to your farm stand. Cheryl Gnade-McGrattan from NYS Department of Ag & Markets states you should have "Signs, Signs, everywhere." Announce what you have ready or coming in so that travelers know what to expect when they stop by. If you have some road frontage have several signs posted along the way to tantalize potential customers as they get closer to your

location. Signs should be placed at a suitable distance from the stand so that drivers have time to turn into the market. Generally, signs are placed at the market site and at least a quarter of a mile from the stand in either direction. However, doing the “count down” towards your location works well. For Example: Cherries! 3 miles, 2 miles, 1 mile, next left. Your signs should be simple and easy to read, with few words in bright colors. Consider also using the shape of the product you are selling to tell people what is in. For example: If you are selling brown eggs, your sign might be a brown egg-shaped sign. So how big should the letters be? Rule of thumb for making roadside signs is that the letters should be 1/5th as wide as they are high. Information about sign ‘readability’ is in Table 1.

Distance (feet)	Letter Width (inches)	Letter Height (inches)
50	3/8	1 3/4
100	3/4	3 1/2
200	1 3/8	7
300	2 3/16	11
400	2 7/8	14
500	3 1/2	17 1/2

Number of Words at Speed:			
30 mph	40 mph	50 mph	60 mph
4	2	1	0
8	5	4	3
15	11	8	6
22	16	13	10
30	22	17	14
38	28	22	18

Gnade-McGrattan recommends you ‘fall in love with the sandwich board’. These are great ways to keep your name out on the main road and keep the advertising fresh. Changing your signs frequently keeps the loyal customers coming back for the new things that are in. Another tip is that specificity trumps broad statements. For example announcing that “Pink and yellow throated petunias just in!” says something different than “Hundreds of annuals”. Materials used for signs can vary. You can use plywood and paint to do much of your roadside signage. If you want to make a bit of an investment you can purchase pre-made signs with the produce on them. These can be plastic, metal or wood. More recently more and more people have been using ‘election’ signs. Those firm plastic signs that have a metal stand that can be set up with ease and stored in minimum space. Be sure to check with your local muni-cipality for any regulations regarding roadside signage. Whatever your choice of signage remember to use your signage to your advantage and look for ways to maximize your exposure without breaking your wallet.

Once folks are at your farm stand use this opportunity to market what you’ve got. At your farm stand or farmers market be sure to tell your farm story. If you have other farmers supplying some products share their stories too. Have recipes available for items that might be a little different—such as garlic scape pesto or pasta bean salad. Share how you serve a particular product to your family. For those regular customers have a VIP bag (which can be simple brown paper lunch bag, with their name) include a little something to say ‘thank you’ for their patronage. It might be that fresh ripe tomato or the pint of raspberries they missed out on last week. Announce what is coming in. It might be a simple sign by the door that says “Come back next week for _____.” Another way to creatively market your products without adding cost is to bundle items together either for convenience or experience. For example: “Asian Supper Basket” or “Pick a Pizza Pie”.

Do a marketing collateral audit: “Marketing collateral” refers to all the items or ways you connect with your customers. These might include brochures, business cards, signs, folders, website, on-hold messages etc. Take some time to review what your collateral is saying about you. It can be surprising when you gather all the bits that you have been handing out to folks in one location (like the kitchen table) and look at it critically.

The review won’t cost a thing, but streamlining your materials so you that you send out a consistent message may bring more customers to your door. Being consistent with your marketing materials will help people to identify your farm and your products from all the others that are out there—which will keep them coming back for more.

On printed materials things to look at are: 1) font (pick one or maybe two and stay with them); 2) choose your color carefully and finally 3) avoid Word Art. Consider creating a template for your advertising and use that consistently throughout all the ways that you might touch your customers. And if you’re on the web, create an email signature that has how to contact you as well as regular update on your business.

An email signature might include:

Best regards
Bernadette

B’s Market Stand
bmarket@anyserver.com
www.bsmarketstand.com
Open May – September, M-Thurs 10-5
Major Road, Anytown, USA
1-800-000-0000

This week just in Fresh Sweet Corn! Stop by to pick a dozen on the way home.

You should also use what you have to ‘up sell’. If you have an email signature, when was the last time you updated it? You can use different signatures for maximum marketing effect in various situations. And if you have several product lines, you should have a signature for each.

Other ways to up sell is by using your on-hold messages or Voice mail messages to update customers on products, sales and specials. Be sure to use your Fax Cover sheets and Bills or

invoices as a way to continue to up sell. These are points of contact with your existing customer base. Keep them coming back by keeping the anticipation of new items you will be offering and when.

When they call...

When people ask for sales literature from your company they're probably asking several of your competitors for their literature at the same time. Some tips to remember to help you stand out from the rest are:

- Email within 24 hours
- Get the response in the mail within 2 days after receiving the inquiry, one day is better.
- Print: "Here is the information you requested" on the envelope
- Print: "First Class Mail" on the label or the envelope, again to make sure everyone who handles it understands that this is not mass, 'junk mailing'. Or use Priority Mail envelope for extra impact.
- Clip a personalized thank-you note to the front of your literature package. Reference the exact nature of the literature request:

"Thank you for stopping by B's Market Booth and chatting with us at the NextYearFood Show in NYC. Here is the information you asked we send you about our Fall Product line."

- Send EXACTLY what the customer asked for. Sending your complete set of literature wastes money (for printing and postage) and makes it more difficult for the customer to find what he or she is looking for.
- Log the inquiry and place a follow-up call a week after it was mailed.

In closing: Update Your Marketing Strategy

Some things you can do to update your marketing strategy:

1. Conduct a marketing collateral audit
2. Build a competitor file –for marketing
3. Learn to love the sandwich board
4. Explore ways to 'bundle' your products for either convenience or experience.
5. Create and update your email signature
6. Update your on-hold and voice mail messages regularly
7. Enjoy your market season!

Bernadette Logozar is the Rural & Ag Economic Development Specialist with Cornell Cooperative Extension Franklin County, 355 West Main St, Suite 150, Malone, NY 12953. Phone: 518-483-7403 Email: BEL7@CORNELL.EDU.

This article was taken from the Fall 2007 edition of Small Farms Quarterly.

ON-FARM MARKETING OF LAMBS AND SLAUGHTER GOATS

Adapted from an article originally written for the Goat Farmer May 2000 by tatiana Stanton

There are several ways you can market lambs and slaughter goats in the Northeast US. One method is to forgo middlemen and market your animals directly from your farm to consumers. Before you attempt this market, you need to determine what size and age lamb or goat kid makes the most sense for you to raise based on 1) what consumer demand is in your area and 2) what the costs of production and expected returns are to grow animals out for each category. You also need to understand what responsibilities you undertake when selling animals on-farm. The following article outlines some of these duties.

Direct on-farm marketing can be time consuming and stressful depending on how many of its inherent responsibilities you end up assuming. However, it's also a great chance to meet new folks and learn about a diverse range of cultures and ethnic groups. By "direct on-farm marketing" I refer to two scenarios, 1) a private buyer planning to consume the goat or lamb themselves purchases one at your farm and either slaughters it there or loads it in their vehicle to slaughter elsewhere, and 2) a consumer contacts you directly to arrange delivery of an animal to a butcher without necessarily laying eyes on said animal.

Depending on the clientele in your local area, you may not have much choice as to which of these scenarios you get involved with. Rather, your clientele may have a strong preference for only one of these methods of direct marketing. Your ability to conform to their needs may determine how many sheep or goats you sell. However, prior to getting involved with either scenario, it's a good idea to form some plans for managing either situation on your particular farm. Here are some considerations:

Scenario 1 – *the consumer comes to your farm and may or may not slaughter there.*

A) Clientele – Your clientele can range from recent immigrants (possibly refugees) to your country to well established citizens whose families pride themselves on keeping alive ethnic traditions of doing their own selection, slaughtering and preparing of goat for family celebrations. In either case you may find an extended family descending on your farm. Keep in mind that the visit to your farm may be considered a special outing. If you farm for the isolation, this family outing can be a little disconcerting though likely beneficial for your mental health! It can also be time consuming depending on how you organize the visit.

B) Advertising – If you live near a city with a large refugee community, you can advertise in refugee newsletters and at government offices and religious centers that offer refugee services. However, refugee communities can be close-knit and wary of business that doesn't involve a personal touch. If possible, arrange to talk to a gathering in person about your business. In reality though, many goats and lamb producers who market large quantities of animals directly have found that the refugee community seeks them out and no further advertisement

is necessary. More aggressive advertisement can be accomplished by writing short articles accompanied by photos about your farm and farm produce and submitting these to magazines, radio shows, TV stations, newspapers and associations that cater to ethnic groups that historically consume lamb or goat meat.

C) The farm visit – newly arrived refugees may not have easy access to cars and phones. This translates to “ they may show up unannounced to purchase an animal any time they can arrange a ride out”. The timing of this visit often immediately precedes specific holidays. If you want to limit on-farm purchases to specific days, try to find out what times of the week are convenient to both you and your clientele and then come up with a plan to publicize these times to the refugee community. Customers who are long time citizens are generally quite willing to phone ahead to make an appointment to pick out animals. However, particularly the first time they come to your farm, they may wish to bring the whole family. This means it is generally convenient for them to visit on a weekend. Keep in mind that many families do not have large refrigeration or freezer capacities hence they may need to slaughter on the day preceding or morning of a specific holiday. On-farm marketing may not be ideal for your family if weekends and holidays are your only private times together.

D) The farm dog – no matter how friendly your farm dog is, it is often best to be prepared to offer to confine him when customers arrive. Folks from the city may not be comfortable around an unrestrained dog. Immigrants may come from countries where dogs are trained by private owners or the military to attack people. A refugee who has had family members hunted down by dogs is not going to be cured of his or her dog phobia on the basis of your saying “ Don’t worry, she won’t bite.”

E) Location of your “for sale” livestock – Try to have your slaughter kids separated from kids you are not offering for sale. This way you don’t have buyers pointing at kids you are retaining as breeding stock only to have you say repeatedly, “oh sorry, that one is not for sale”. Remember, customers may not readily understand that the best animals are kept for breeding future generations. Instead they may get the impression you are attempting to shortchange them. If it is not possible to separate slaughter kids from the rest of the herd, have them clearly marked in advance so buyers have an easy time grasping what pool of animals they can select from. Try to have slaughter animals located at easy access and in an area where it is easy to catch up individual animals. It will save you time if you do not have to walk out to a far pasture or bring in the whole herd to corral a selected animal.

F) Bargaining – Unless you love to bargain, try to have a fixed price you offer all on-farm customers. If you allow the price to vary from customer to customer, the word will get around in the close knit communities you may be selling to. Consequently, you may find your on-farm transactions taking forever because you and the customer are bickering over prices. I have had customers who I have grown close to suffer major economic reversals or family tragedies. In these situations, I have made them a gift of a part or whole carcass rather than lowered my

prices. This does not mean that you can’t have a range of prices depending on the quality, age, size of the goats or lambs you are selling. Just make sure that your customers can easily identify why an animal is being assigned to a certain group and what your fixed price is for that group.

G) Slaughter arrangements – The easiest situation here is if the customer loads the animal in their vehicle and slaughters it elsewhere. Otherwise you need to decide how much you want to accommodate them to make slaughtering on-farm convenient.

At bare minimum you will need to provide a tree or beam with a hook affixed to it for hanging carcasses and a clean 5 gallon plastic bucket of water. In New York state you are required to supply a three sided, roofed slaughter shed. There are several ways to restrain small ruminants for slaughter that are more humane than simply hoisting them up by their hind legs. To get an idea of humane restrainers you can build for your own farm, study the basic principles of humane restraint outlined by Dr. Temple Grandin (<http://www.grandin.com>).

In the United States, it is illegal for a farmer to slaughter for a customer unless you are also a licensed state, federal or custom slaughter plant. Therefore, your customers need to slaughter for themselves without your participation. Make sure that your customers are experienced butchers and that you are comfortable with the slaughter practices of a wide range of ethnic groups. If you provide a table for cutting up carcasses, you also need to provide provision for sanitizing the table between customers. Same goes for any equipment and utensils you lend out. Some farms go as far as providing a fire pit for cooking the meat, searing the hair off goat heads, etc. or even a picnic area for the resulting feast. However, these facilities will increase the time families spend on your farm. Before you provide them, consider how much interruption of your private life you are comfortable with. Depending on the time of year, your butchering area may need protection from rain, cold and snow.

Many cultures consume most of the animal. In this case, disposal of the remains is relatively simple. If people are washing stomachs and intestines, providing extra water or a hose is helpful. You can then direct them to empty rumen contents, etc. into a wheelbarrow for you to properly discard later. Hides can be salted and either tanned by your family or stacked for shipping to a professional tannery. However, if you have lots of customers or customers who do not want the “innards”, you need to make more sophisticated provisions. These can range from having a pre-dug trench for customers to wheelbarrow the remains to, to paying a rendering company to pick up the offal weekly, to composting the remains on farm. Composting of offal is legal in some countries and in parts of the U.S. United States residents should contact local representatives of the Department of Environmental Concerns to find out their state’s legal guidelines or recommendations for proper burying, burning and/or composting of offal. In New York, on-farm disposal of materials like offal that are generated on-farm does not require a solid waste permit and is exempt from DEC regulations. However, you must conform to local ordinances and not pollute water sources, etc. If you are composting lots of bones

and offal you need to mix them with a low nitrogen, high carbon medium to obtain the right carbon to nitrogen ratio for rapid composting. Wood chips, sawdust or straw are more suitable as a medium than are soiled bedding, manure or lawn clippings. Jean Bonhotal at the Solid Waste Management Center at Cornell University can provide you with the current recommended procedures for dealing with on-farm disposal of offal.

Scenario 2 – the consumer contracts to purchase a goat or lamb for delivery to a slaughterhouse without necessarily viewing the animal.

A) Clientele – Customers in this case are often busy people. They may come from an ethnic group with a history of goat or sheep consumption or may be trying them out to see how they fit into their diet as low-fat red meat. If they are new to this kind of meat, be sure to provide them with some excellent, convenient recipes and cooking tips.

B) Advertising – A common mistake here is to advertise your slaughter animals in the same farmer newspapers you would advertise breeding stock. Instead, it works best to advertise them in the classified ads of general public newspapers in nearby metropolitan areas. You want to use terms that emphasize the finished product. However, unless the meat is to be slaughtered by a USDA slaughterhouse rather than a custom plant, you cannot advertise that you are selling meat. Remember that legally you are selling the live animal. Lamb producers will often state that they are selling freezer lamb. There really is not a similar term for goats. Often the best you can do is state that you have slaughter goats for sale, delivery to butcher included. Some other ways to advertise are 1) send off articles to magazines, newsletters, radio and TV stations that represent specific ethnic groups, 2) post flyers at religious and social centers preceding specific holidays, 3) ask to speak to various ethnic associations or clubs, 4) advertise on college campuses with a large foreign student population, 5) leave your brochure or business card with nearby custom and/or USDA inspected slaughterhouses, 6) hand out free samples of a lamb or goat meat dish (shish kebab is perfect for this) at local farmers' markets or community festivals, etc. In the U.S., meat used thus must be USDA inspected. Usually the event will have rules as to whether the meat must be cooked by a caterer or by a farm with a specified amount of liability insurance.

C) Price setting – Again, have a set price for all your customers unless you love to bargain. If you are selling the animal by its live weight, be sure the customer understands how much packaged meat they will likely receive from the animal. Many people are no longer familiar with livestock rearing and may expect an 80 lb. live weight animal to yield 80 lbs of meat.

D) Butchering arrangements – If at all possible, have the licensed butcher and customer talk together to determine the cost and specific instructions for butchering. This way, there is less chance of confusion as to how the meat should be cut up and any problems that arise are not your responsibility. However, I find that more and more of my customers insist on having me take care of all business transactions for them. This trend has resulted in these transactions taking more of my time. A reliable butcher who is tolerant of the needs of various ethnic

groups is a must for this kind of on-farm marketing. It is important that you and the customer understand clearly who is responsible for instructing the butcher, paying the slaughter bill, and picking up the packaged meat or carcass.

On-farm marketing is a great way to eliminate the extra costs associated with a middleman and realize more return on your product. In exchange, it is often time and labor consuming because you may deal with several customers wanting a sole goat or lamb each. It requires a commitment to aggressively market your animals and a responsibility to reliably satisfy customer needs. It is an excellent option for farm families who enjoy socializing and/or have several on-farm products to sell.

DOWN TIME IS THE PERFECT TIME TO CREATE MARKETING PLAN

By Jane Eckert

Eckert Agri Marketing

Although you're tired and probably want to hibernate this winter, there are two important tasks to undertake. This is the time of the year that growers plan for their crops by reading seed catalogs, ordering trees and other spring plantings. For similar reasons, growers need to plan how to market their farms in order to take the business to a new level. In fact, we often spend more time planning our family vacation than planning the marketing of our family farms!

MARKETING PLANS

A marketing plan is different from a business plan. A business plan maps out the major direction of your farm: What kind of enterprises you will add, expand or close down. You determine whether to put your money into new buildings, new equipment or new attractions. After the business is determined, a marketing plan is designed to attract customers to your farm so there are sales all season long. It is a strategic roadmap where every street leads to the same destination: growing revenue by getting the public to visit you and spend money with you. The plan guides you month-to-month, keeps you on budget and gives you a reference point to evaluate your marketing choices next winter.

MARKETING PLAN CONTENTS

A marketing plan is a written document that describes your business, your target customers, your competition, the marketing strategies you'll pursue and a budget for those activities. *Step one:* Describe all of your "products," which are our farm enterprises. These include u-pick, county store or fruit stand, bakery, restaurant, garden center, cut-your-own Christmas trees, pumpkin season, corporate picnics and parties, school tours, haunted hayride, mega-corn mazes, outdoor recreation, hunting and fishing, etc. *Step two:* Define the target customers you are trying to reach. This is critical because 20% of your existing customers constitute 80% of your sales! Knowing who these folks are will make your marketing strategies effective. *Step three:* Analyze your competition from the obvious (other farms and fruit stands) to the far-range (other entertainment venues in the city, etc.) You'll also look at the competition from the standpoint of quality, price, reachability, and attitude. *Step four:*

Determine the amount of budget you will allocate to marketing strategies. Usually this is done as a percentage of sales, based on each enterprise. You put the most money where you can affect the most sales. *Step five:* The meat of your marketing plan is choosing which marketing strategies to pursue, so we've expanded this step.

MARKETING STRATEGIES

In the list of marketing strategies below, notice how I've put advertising at the bottom. When most farm direct marketers think about marketing, they think advertising. Advertising is the most obvious choice because it's concrete and it's fairly easy to do (thanks to all those "helpful" sales reps!). While advertising can be very effective, with a limited budget, advertising buys have to be made very wisely. There are a variety of other approaches that can be simple (*and inexpensive*) that will generate increased sales without breaking the budget. Here are the choices: Public relations: Using simple techniques to send out press releases to the media, you let them spread the word about what's happening at your farm. This costs virtually nothing from the budget. Promotions: This is a huge category designed to promote the farm including couponing, contests, and partnerships with other businesses, early bird specials, and public events or consider becoming a local expert. Website: Today, consumers turn to the Internet first when they want information. An updated, easy-to-navigate site for your farm is critical and can be developed for relatively little money. Newsletters: Whether by e-mail or snail mail, a newsletter gives you constant contact with your customers so you keep them excited about your farm and aware of everything that's happening all season long. Sales techniques: Once you've succeeded in attracting customers to your farm, how they are treated and what happens on your farm site will determine sales. Advertising: Includes newspapers, television, radio, magazines, billboards and yellow pages. It's important to understand what audiences each of these media deliver, and whether these are your target customers. Do your research and make your sales reps do their homework and explain things clearly. Once you've chosen where to advertise, the quality of your ad will also affect its ability to deliver customers. There is a lot to consider and you might even feel overwhelmed. But, an effective marketing strategy doesn't just happen. It takes thought and planning. Use the down time this winter to evaluate your past performance and write your 2008 Marketing Plan so you can reap the benefits all season long.

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TECHNICAL ASSISTANCE ARTICLES

LIABILITY INSURANCE FOR FARMERS

by Anita Deming

One of the goals of risk management and insurance is to protect your assets from claims and lawsuits that may result from injury to people or damage to property when an accident or event occurs on your premises. In today's society, liability claims and lawsuits are frequent occurrences. Effective risk management depends on the combined efforts and close communication between you and your insurance company. Many farmers are hiring employees, inviting customers onto their property, offering value added products, selling directly to consumers, keeping large livestock, or finding "attractive nuisances" on their farm. Each of these requires attention to mitigate the potential for and impact of an accident. According to Dave Ferris of The Wood Office, P W Wood & Son, Inc., "Experience is something you get right after you need it." Your insurance company has the benefit of studying accidents for a living. They know the risks and should have recommendations for reducing your exposure. Talk to them, listen and implement their recommendations. Look for an agent you are comfortable with, that you can talk to, who is well known and respected in your community, who understands agriculture and businesses, and who will work with you to reduce your potential for risk. What are your risks? How much can you afford to lose? How much can you afford to pay? Any risk can be covered if you are willing to pay for it — just call Lloyds of London! However, as a business you also need to balance your risks with the cost for protection. You can "shop" for coverage to compare policies. However, be sure you are comparing apples to apples for coverage.

WHAT INSURANCE DO YOU NEED?

When considering your risks, be sure to review the list below and describe your risks completely to your agent. **General Liability Insurance** covers injuries to people while they are on your property. It protects you from losses due to lawsuits. This may be part of your "Farmowners" package policy. **Home Owners Insurance** typically covers: fire, theft, personal property, lightning, riot, aircraft, explosion, vandalism, smoke, theft, windstorm or hail, falling objects, volcanic eruption, snow, sleet, and weight of ice. Usually flood and earthquake insurance needs to be purchased separately. It will also include liability protection for you and your family. **Farm Owner's Insurance** - For a farm owner we recommend that you have a "Farm Owners" insurance policy instead of a Homeowner policy. It will also cover barns, rental housing, equipment, animals, and other farm property. **Product Liability Insurance** for damages that may arise from the handling, use of or condition of products manufactured, sold hand-led, or distributed by your business. This may be part of your "Farm Owners" insurance. **Automobile Insurance** covers damage to your vehicle and liability and "no fault" insurance required by state law. Do other people drive your vehicles? How big are your vehicles? **Contract Liability**

Insurance covers the assumption of the liability of another party through a contract or facility use agreement. For instance: If you are selling at a grocery store you will likely need \$1 million in product liability and additionally insured insurance. This coverage should be discussed with your insurance agent. **Crop Insurance** for weather, market, fire, pests, and other disasters. A variety of insurance products is available including Multiple Peril Crop Insurance (50% yield loss), Adjusted Gross Revenue (50% income loss), or Non-insured Crop Disaster Assistance. **Health insurance** for yourself and family in case you are hurt and need medical care. **Life Insurance** to help your family in case something happens to the bread winner. **Workers' Compensation Insurance** is required if you have employees. Health insurance may be provided for employees as well. **Unemployment Insurance** is required for farms that have 10 or more agricultural employees on the farm in any day, or that have \$20,000 in quarterly payroll. It is also required for all other employees if the payroll is over \$1500 in any calendar quarter. **Disability Insurance** will provide living expenses if you are hurt or sick and cannot work. **Vendor's Insurance** will cover your liabilities if you are selling at a farmers' market or trade show. **Environmental Pollution Insurance** covers clean up of manure, or pesticide spills. Be sure to describe your operation fully to your agent, so that they can find a package that will help you protect your assets. You should also implement standards of practice for your type of operation. Remember your liability extends to: What would a "prudent" person do? By demonstrating that you have taken precautions and implemented best management practices, you will do a lot to reduce your risks.

WAYS TO REDUCE YOUR LIABILITY

There are basically three strategies for reducing your liability. Use them as you can to meet your goals.

- Risk avoidance - Don't do it! Example: Don't ride horses
- Risk reduction - Modify. Example: Use helmets.
- Risk protection - Buy insurance to cover risk and protect your assets.

Negligence is when you don't do what a "prudent" person would do, or you do something you should not do. Spend some time thinking about risk and ways to reduce it in your operation. Read up about the best management practices in your industry so you what is considered "prudent."

Remember you have a higher duty of care to children and invitees. Keep your property in good repair. Watch for those things that are so likely to hurt someone that you will likely lose a lawsuit, such as: raw food products, blasting, dangerous animals - a dog that has bitten even once before, stallions or bulls, or a horse that has ever bucked. If possible, remove these dangerous risks from your operation.

Making false statements or publishing incorrect information that may damage a person's reputation can result in liable suits. Be careful of advertising claims or comparing your operation to others in a negative way. Manage your production techniques according to recommended best management

practices. This will increase the likelihood of success and decrease risk. Biosecurity is recommended. Provide booties and hand wipes for visitors that enter barn areas.

Remember, this article is for general information only and should not be considered a substitute for consultation with a qualified insurance agent. Always read your policies carefully and discuss your actual coverage with your agent.

Anita Deming is the Agriculture Educator and Executive Director of Cornell Cooperative Extension of Essex County. She can be reached at 518-962-4810.

Small Farms Quarterly, Summer 2007.

January			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 13th Annual NY Maple Producers Winter Conference, Verona, NY. http://www.nysmaple.com	5 13th Annual NY Maple Producers Winter Conference, Verona, NY. http://www.nysmaple.com
6	7	8	9	10 NYS Ag Society Annual Mtg & Ag Forum. Holiday Inn, Syracuse/Liverpool http://www.nysagsociety.org/	11	12
13	14	15 Enterprise Evaluation for Ag – Business Planning 6:30-9pm, CCE-BC \$10/farm	16	17	18	19
20	21 Farmer-to-Farmer Networking (grass-based systems), 7pm, Free, CCE-BC, (607) 584-9966	22 Enterprise Evaluation for Ag – Pricing & Promotion 6:30-9pm, CCE-BC \$10/farm	23	24	25 NOFA-NY Organic Farming & Gardening Conference, Saratoga Hotel & Conference Center. http://www.nofany.org NY Winter Convention, Christmas Tree Farmers' Assoc. of NY. Turning Stone Convention Center (315) 754-8132 or bnorris@usadatanel.net Beef Cattle Feeders Conference, Syracuse mjb28@cornell.edu or (607) 255-5923	26 NOFA-NY Organic Farming & Gardening Conference, Saratoga Hotel & Conference Center. http://www.nofany.org NY Winter Convention, Christmas Tree Farmers' Assoc. of NY. Turning Stone Convention Center (315) 754-8132 or bnorris@usadatanel.net Beef Cattle Winter Management meeting Syracuse mjb28@cornell.edu or (607) 255-5923
27 NOFA-NY Organic Farming & Gardening Conference, Saratoga Hotel & Conference Center. http://www.nofany.org	28 Farmer-to-Farmer Networking (value-added for dairy), 7pm, Free, CCE-BC, (607) 584-9966	29 Beef Calving workshop, Free, 7pm, CCE-BC, (607) 584-9966 & Pressed Flower workshop, 6pm, CCE-BC, \$10 (607) 584-9966	30 Farmer-to-Farmer Networking (Farm Diversification), 7pm, Free, CCE-BC, (607) 584-9966	31		

February			2008			
<i>Sun</i>	<i>Mon</i>	<i>Tue</i>	<i>Wed</i>	<i>Thu</i>	<i>Fri</i>	<i>Sat</i>
					1	2 Agricultural Tax & Accounting Session 9am-1pm, \$25/farm CCE-BC
3	4 Ag District #4 8 Yr Review mtg – Town of Chenango Hall, Rt 12. 10am-2pm	5 Becoming a Farmers' Market Vendor 7pm, \$15 for series, CCE-BC Ag District #4 8 Yr Review mtg - Windsor Community House, Main St, Windsor. 10am-2pm	6 Ag District #4 8 Yr Review mtg - Town of Union Bldg, 17C/Main St, Endwell. 10am-2pm	7 Plant Propagation – Guest Lecturer Horticulturalist Lee Nelson, \$15 7pm, CCE-BC (607) 584-9966 PASA's 17th Annual Farming for the Future Conference, Penn State Conference Center, State College, PA	8 NYS Farmers' Direct Market Association Conference Holiday Inn – Waterloo PASA's 17th Annual Farming for the Future Conference, Penn State Conference Center, State College, PA	9 Beginning & Diversifying Farmers Workshops & Resource Fair 9am-3pm \$20/farm CCE-BC PASA's 17th Annual Farming for the Future Conference, Penn State Conference Center, State College, PA
10	11 Ag District #4 8 Year Review meeting, 6:30-9pm, CCE-BC (607) 584-9966	12 Ag District #4 8 Year Review meeting, 6:30-9pm, CCE-BC (607) 584-9966 Empire State Fruit & Vegetable Expo. Holiday Inn, Syracuse/Liverpool & On-Center Convention Center (315) 687-5734 or http://www.nysaes.cornell.edu/hort/expo	13 Empire State Fruit & Vegetable Expo. Holiday Inn, Syracuse/Liverpool & On-Center Convention Center (315) 687-5734 or http://www.nysaes.cornell.edu/hort/expo	14 Enterprise Evaluation for Ag – Internet Promotion 6:30-9pm CCE-BC\$10/farm Empire State Fruit & Vegetable Expo. Holiday Inn, Syracuse/Liverpool & On-Center Convention Center (315) 687-5734 or http://www.nysaes.cornell.edu/hort/expo	15	16 Encouraging Wildlife on Your Property, 9am-noon, CCE-BC, (607) 584-9966
17	18	19 Registration deadline for Philadelphia Flower Show Trip on 3/4/07 \$65, CCE-BC, (607) 584-9966.	20	21 So You Want a Farmers' Market 7pm, Free CCE-BC	22	23 Tour of SUNY Morrisville's Agri-Business Center, 10am, Free, CCE-BC, (607) 584-9966
24	25	26 Becoming a Farmers' Market Vendor 7pm, \$15 for series, CCE-BC	27	28 Enterprise Evaluation for Ag – Insurance, Permits & Licenses 6:30-9pm CCE-BC \$10/farm Growing New York Farms Conference. Saratoga Springs. (716) 652-0100 or dheld@farmland.org	29	

March**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 Marketing your products with Ethnic communities - Meats 7pm, Free CCE-BC	4 Philadelphia Flower Show - Jazz It Up!, 7am-11pm, \$65, CCE-BC, (607) 584-9966 (reg. deadline - 2/19) Legalities & Logistics of On-Farm Slaughter, CCE-BC, 7pm, \$5/farm, (607) 584-9966	5 Get Your "Green" Marketing Together, 7pm, \$10/business, CCE-BC, (607) 584-9966	6 Pastured Poultry - 7pm, CCE-BC, \$5, (607) 584-9966; Perennials & Landscaping – Guest Lecturer Horticulturalist Lee Nelson, \$15 7pm, CCE-BC, (607) 584-9966	7 Farmers' Market Manager Professional Training, Rochester, NY	8 Farmers' Market Manager Professional Training, Rochester, NY Advanced Soapmaking Using Goat's Milk, 9am-noon, \$50/person, pre-payment and pre-registration required CCE-BC (607) 584-9966 Sheep Shearing School, Cornell Teaching & Research Center Sheep Farm, \$135, (320) 587-6094
9 Sheep Shearing School, Cornell Teaching & Research Center Sheep Farm, \$135, (320) 587-6094	10 Marketing your products with Ethnic communities – Produce & Baked Goods 7pm, Free CCE-BC	11 Hort School II - Herbs, 6pm, CCEBC, \$10, (607) 584-9966	12	13 Enterprise Evaluation for Ag - Roundtable 6:30-9pm, CCE-BC \$10/farm	14	15
16	17	18 Maintaining Your Fallow Fields 7pm, \$5/farm CCE-BC	19 Farm to Market With Successful Marketing Messages & Strategies, 7pm, \$10/business, CCE-BC, (607) 584-9966	20 Extending the Season, Guest Lecturer Horticulturalist Lee Nelson, \$15 7pm, CCE-BC, (607) 584-9966	21	22
23	24	25 Hort School II - Trees & Shrubs, 6pm, CCEBC, \$10, (607) 584-9966	26 Growing & Marketing A U-pick Berry Operation 7pm, \$5/farm CCE-BC	27	28 Grasstravaganza 2008, Holiday Inn-Binghamton	29 "How To Build A Web Site In A Few Hours", 11:00 a.m. to 1:00 p.m. or (B) 1:00 to 3:00 p.m. , \$15.business, CCE-BC, (607) 584-9966



Cornell Cooperative Extension Broome County

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Agricultural District #4 - Towns of Binghamton, Chenango, Colesville, Conklin, Fenton, Kirkwood, Maine (south of Pollard Hill Rd), Union and Windsor, 8 year Review is currently taking place. If you live in District #4, you need to attend a landowner session on either February 4th at the Town of Chenango Hall, February 5th at the Community House in Windsor, or February 6th at the Town of Union Hall. All meetings take place from 10am-2pm. There will also be meetings at Cornell Cooperative Extension of Broome County on February 11 & February 12 from 6:30-9pm. All landowners with parcels in the district must show up during that time period and point out your parcel otherwise it will be taken out of the district. If you have any questions please feel free to contact Laura Biasillo at (607) 584-5007.