

NY Farms!

Building Farmer-Consumer Connections in the Empire State

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NY Farms! in an effort to increase networking among those in the farm and food industry is pleased to share the following with you. There is no subscription fee and at any time **you can subscribe or unsubscribe through an email to: nyfarms@nyfarms.info** Information that you would like to share should also be sent to this address. News will be compiled on a monthly basis. Articles are posted for informational purposes and do not necessarily reflect the opinions/stance or unanimous consent of the Board of Directors of NY Farms! and its members. To learn more about NY Farms!, become a member or sponsor an issue of News to Share, contact us via this same email or visit our website www.nyfarms.info

NEWS TO SHARE

December 17, 2007

NEWS FROM NY FARMS

Ghostwriters named as NY Farms! new management team.

Watkins Glen, NY, November 20, 2007

NY Farms!, a non-profit organization that works toward a sustainable future for agriculture in New York State, has turned to a firm with deep roots in agriculture and natural resources to handle its management services.

Ghostwriters Communications, Inc., of Watkins Glen will work with the members of NY Farms! in accomplishing their mission to better connect the people who grow the state's food with the people who consume it. Ghostwriters will represent NY Farms! at statewide events to introduce the organization and its mission, and recruit new members. Mary Jeanne Packer, Ghostwriters' President, will serve as the new executive director of NY Farms! She replaces Martha Goodsell, who was the previous director for a number of years.

Ghostwriters works with clients throughout New York, New England, and the rest of the U.S., providing an array of association management and other services. Ghostwriters also has an office in Rutland, VT. The firm's client list includes the New York State Maple Producers Association, New York Forest Owners Association, the Moosalamoo Association, the Vermont Woodlands Association, and the Vermont Wood Manufacturers Association.

"Ghostwriters has the experience and tools NY Farms! needs to progress as an organization," said Gene Pierce of Glenora Wine Cellars, who serves as president of the NY Farms! board of directors.

"We're very excited to have Mary Jeanne and her team with us. She is well-known, has hit the ground running, and is providing a smooth transition." Among Packer's staff members is Pam Bianco-Dennis, a former restaurateur whose experiences in the food industry and expertise with association management services will enhance Ghostwriter's work for NY Farms!

"NY Farms! offers services to inform, educate and facilitate connections among all sectors that produce, process, sell and consume New York State products. The organization also provides a framework for connecting members to each other through its informative website, online newsletter News to Share, meetings and programs," Packer said.

"NY Farms!, which has been in existence nearly 10 years, has a broad-based, statewide membership of organizations, individuals, businesses, agencies and institutions, all committed to the future of New York's farms and families," Pierce said.

"Through collaborative relationships we are working toward a shared vision to strengthen NY's farm and food systems and the public's awareness of the importance of local agriculture," Packer said.

NY Farms Survey

NY Farms!, in an effort to "Build farmer-consumer connections in the Empire State" and increase networking among those in the farm and food industry, publishes *News to Share*, a monthly eNewsletter that highlights information about the farm and food industry. NY Farms! wants to know how we can improve the content and format of *News to Share* to better meet the needs and serve the interests of farmers, members of farm organizations, interested consumers, and other stakeholders. Please take a few minutes to visit the survey link and answer the simple, seven questions:

<http://www.zoomerang.com/survey.zgi?p=WEB2279SRX6TRU>.

Your input is greatly appreciated. **Deadline to complete survey: Wednesday, December 26th, 2007.**

FARM TO SCHOOL

Local Carrots With a Side of Red Tape

By KIM SEVERSON, NY Times October 17, 2007

The New York City schools serve 850,000 meals a day. Some of them contain carrots. But the carrots come from other states. So Mr. Ball, a local farmer, and a group of people dedicated to getting local food into cafeterias had an idea: Why not feed New York City schoolchildren New York State carrots? "I thought, here we are two and half or three hours away from the largest appetite in the country," Mr. Ball said. "Let's connect the dots."

It seemed so simple. But after nearly two years of meetings, tests and negotiations, local carrots have yet to hit the lunch table. "The logistics are very complicated," said David

Berkowitz, who runs the city's school food program. "While we have every intention of moving forward to purchase these carrots, there are no guarantees."

<http://www.nytimes.com/2007/10/17/dining/17carr.html>

MARKET TRENDS

Coping With the Uncertainties of Agricultural Labor; The Empire State Fruit and Vegetable Expo's Becker Forum Will Focus on the Labor Challenges Facing the Agriculture Industry

Agricultural labor has presented difficulties, challenges and questions for many growers over the last several growing seasons. The 2008 Becker Forum will address these challenges as the invited speakers explore the many concerns that hiring and retaining agricultural labor present to agricultural employers. The Becker Forum is a part of the Empire State Fruit and Vegetable Expo and will be held on Tuesday, February 12, 2008 at the Holiday Inn Liverpool. This in-depth meeting is the traditional kick-off event to the Expo and promises to be an informative and thought provoking start to the Expo experience.

Registration information for the Becker Forum will be available with the Empire State Fruit and Vegetable Expo program. Participants must be pre-registered to attend the Becker Forum (January 31, 2007 deadline, \$50 registration fee). Lunch is included in the registration. Registration for the Becker Forum will begin at 8:00 a.m. and the meeting will adjourn at 4:15 p.m.

The Empire State Fruit and Vegetable Expo is sponsored by the New York State Vegetable Growers Association, Empire State Potato Growers, New York State Berry Growers Association, New York State Horticultural Society, Cornell University and Cornell Cooperative Extension. For complete story please visit:

<http://www.nysaes.cornell.edu/hort/expo/assets/2008BeckerForum.pdf>

Locally Grown Foods Niche Cooks Up at \$5 Billion as America Chows Down on Fresh!

PRNewswire, New York, June 20, 2007

Food safety issues and America's awakening "green" culture are just a couple of the factors driving the surge in fresh and locally grown food sales, with locally grown foods expected to jump from approximately \$4 billion in 2002 to \$5 billion in 2007, according to Local and Fresh Foods in the U.S., a new report from market research publisher Packaged Facts.

Based on the exponential growth of farmers' markets, as well as retail and foodservice initiatives to add more local products to their merchandise mix and menus, Packaged Facts estimates that locally grown foods could turn into a \$7 billion business by 2011. Consumers, equating freshness with higher quality, are increasingly looking toward the perimeter departments of their local supermarkets for fresh foods, which not only include locally grown and organic fruits and vegetables, but fresh meats, seafood, dairy, and baked goods as well.

According to the report, retail sales of fresh foods totaled \$230 billion in 2005 and in 2006 fresh produce surpassed fresh meat as the top-selling department in perishables. Not surprisingly, the success of local and fresh foods is reaching far beyond the aisles of the local supermarket.

For complete story please visit:

<http://www.packagedfacts.com/about/release.asp?id=918>

NATIONAL NEWS

New York to Canada: Stop Illegal Milk Production; Spitzer Administration Tells President Bush's Trade Representative to Enforce Fair Trade Agreement

NYS Department of Agriculture & Markets News Release- Jessica Chittenden
November 13, 2007

New York State Agriculture Commissioner Patrick Hooker last week wrote to United States Trade Representative Susan Schwab to ensure swift and appropriate enforcement of Canadian dairies that refuse to abide by the provisions of NAFTA related to exporting milk. He also wrote to Ontario Premier Dalton McGuinty to applaud the efforts of the Canadian government in stopping the illegal production of milk, but also to encourage prompt enforcement against those who refuse to comply with Canada's required supply management system.

In his letter to Schwab, Hooker stated, while I applaud the current legal efforts by Canadian authorities to stop this illicit milk production, this matter has continued for far too long. In the nearly ten years that have elapsed since the initial complaint, Canadian dairy producers continue to benefit from a system that does not conform to WTO requirements. This situation continues to harm dairy farmers in New York State and across the United States.

For the complete story please visit:

<http://www.agmkt.state.ny.us/AD/release.asp?ReleaseID=1654>

The Food Citizen: Eating local is first step toward food citizenship

By JENNIFER WILKINS, Special to the Journal, November 26, 2007

"Citizenship" brings to mind different things to different people. Recently, debates about citizenship have myopically centered on immigrant worker visas and who should and shouldn't have access to driver's licenses. But citizenship is much more than a legal term. It also embraces actions we choose (or choose not) to take to make our communities, and the environment beyond, better. Citizenship requires asking questions about the world around us, thinking critically and daring to have a vision about how things could be.

"The Food Citizen," initiated with the Albany Times Union, will explore issues that grow from the question, "What should I eat?" For most, this is a simple matter of opening the fridge or ordering what sounds good on a menu. But when eaters start taking an interest

in food beyond what's available and affordable, the answer gets complex in a hurry. This no-brainer suddenly makes the brain hurt!

For the complete story visit

<http://www.theithacajournal.com/apps/pbcs.dll/article?AID=/20071126/LIFESTYLE03/711260309/1024/LIFESTYLE>

Locavore!

Oxford University Press: Word of the Year, November 12, 2007

"The past year saw the popularization of a trend in using locally grown ingredients, taking advantage of seasonally available foodstuffs that can be bought and prepared without the need for extra preservatives.

The "locavore" movement encourages consumers to buy from farmers' markets or even to grow or pick their own food, arguing that fresh, local products are more nutritious and taste better. Locavores also shun supermarket offerings as an environmentally friendly measure, since shipping food over long distances often requires more fuel for transportation.

"The word 'locavore' shows how food-lovers can enjoy what they eat while still appreciating the impact they have on the environment," said Ben Zimmer, editor for American dictionaries at Oxford University Press. "It's significant in that it brings together eating and ecology in a new way."

"Locavore" was coined two years ago by a group of four women in San Francisco who proposed that local residents should try to eat only food grown or produced within a 100-mile radius. Other regional movements have emerged since then, though some groups refer to themselves as "localvores" rather than "locavores." However it's spelled, it's a word to watch."

NEW YORK STATE NEWS

Commissioner Announces Creation of Wine Grape Task Force; Task Force to Address Regulations, Research and Promotion of State's Wine Industry

NYS Department of Agriculture & Markets News Release- Jessica Chittenden
November 14, 2007

New York State Agriculture Commissioner Patrick Hooker today announced the creation and members of the New York State Wine Grape Task Force. The Task Force will be charged with examining the needs of the wine grape sector and identifying any programmatic and regulatory measures necessary in order to enhance the vitality of New York States wine grape industry.

The Commissioner appointed fifteen leaders from the State's wine grape industry to serve on the Wine Grape Task Force. Kareem Massoud of Paumonok Vineyards on Long Island has agreed to chair the Task Force. Chair of the Wine Grape Task Force, Kareem

Massoud of Paumonok Vineyards, said, I am pleased to see the creation of this task force that will bring together much experience and expertise in the wine industry. This group will allow us to assess our current situation and provide the Commissioner with recommendations that will aid in the growth and prosperity of New York's wine industry. I look forward to leading the Task Force as we collectively work to enhance New York's wine industry as a whole.

For complete news story please visit:

<https://readme.readmedia.com/news/show/Commissioner-Announces-Creation-Of-Wine-Grape-Task-Force/15277>

Commissioner Gathers Pride of NY Advisory Committee; Announces New Committee Members; Holds First Meeting

NYS Department of Agriculture & Markets News Release- Jessica Chittenden
November 30, 2007

New York State Agriculture Commissioner Patrick Hooker today announced his appointments to the Pride of New York Advisory Committee, which held its first meeting in Albany this week. The Advisory Committee will provide advice and guidance to the Commissioner, as well as support for the goals of the Pride of New York program.

The Pride of New York is the States marketing and promotion program that generates interest and demand for New York food and agricultural products. Currently, the program has over 2,000 members statewide that include growers, wineries, food processors, foodservice and retail outlets, agri-tourism initiatives and other organizations that support New York agriculture.

The Advisory Committee is made up of 24 individuals who represent a broad range of New York State food commodities, industries, and services. The committee will be asked to examine the current activities of the Pride of New York program, particularly as they relate to the changing and diverse needs of the food and agriculture industry, and provide the Department with guidance for the Program's further development and future direction. The Advisory Committee met on Wednesday, November 28 in Albany for their first meeting. At the meeting they discussed opportunities to maximize the growing interest in the buy local movement, increasing consumer awareness and recognition of the Pride of New York logo, and building the Program as a resource for buyers interested in sourcing New York products. The Department plans to have this committee meet on a biannual basis. For more information on the Pride of New York Program, visit www.prideofny.org.

For complete story please visit:

<http://www.agmkt.state.ny.us/AD/release.asp?ReleaseID=1661>

News from the Small Farms Program at Cornell

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, Livestock Processing-L, for communication amongst interested livestock farmers, small-scale processors, extension staff, and agency representatives in New York and bordering states. Livestock Processing-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 Livestock Processing-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.

Thank You Farmers

That is the message that Agriculture Commissioner Patrick Hooker encourages people to say not only on Thanksgiving, but every day. He notes that New York's 35,000 farm families produce the food that we all enjoy, and often take for granted, and says, Please join me in serving New York products at your holiday dinner and give thanks to the deserving farm families and the entire food and agricultural industry in New York State. Indeed.

RECOMMENDED READING

Building Community Food Security: Lessons Learned from Community Food Projects, 1999-2003

By Kami Pothukuchi, October 2007, 60 pages.

This first of its kind research project was conducted by Dr. Kami Pothukuchi with support from Jeanette Abi-Nader of the CFSC Evaluation Program. *Building Community Food Security* research is based on analysis of CFP project narrative reports from 1999-2003, CFP focus groups, and relevant literature. It outlines a summary of activities for

which these projects engaged and include characteristics of successful community food security projects (see below), factors for success, challenges CFP grantees faced, and, lessons learned.

For a free download in PDF format go to:

<http://www.foodsecurity.org/pubs.html#building> or contact CFSC at (310) 822-5410 to request a printed copy.

Beginning Farmer Project Publishes "[Guide to Farming in NYS](#)"

"Do I need a permit to start farming?"

"How should I structure my business?"

The above questions, and a slew of others, are on the tongues of an increasing number of rural landowners that are exploring how to use their land for economic return. Those questions are also the genesis behind a new guide published by Cornell Cooperative Extension and Cornell's Small Farms Program, "Guide to Farming in NYS: What Every Ag Entrepreneur Needs to Know."

The guide and individual fact sheets can be downloaded for free at www.smallfarms.cornell.edu (click on "Guide to Farming in NY" under Quick Links on the homepage).

For information about the New York Beginning Farmer Project, contact Frenay at (607) 255-9911 or ejf5@cornell.edu, or Anu Rangarajan, Small Farms Program Director, ar47@cornell.edu, (607) 255-1780.

WHAT'S IN SEASON?

We're glad you asked. This month we're featuring NUTS. If you are a producer and not listed on this website please send us your contact information.

<http://www.nyfarms.info/whatsinseason.html>

LETTERS TO THE EDITOR

Remarks by Governor Eliot Spitzer

Washington, DC, November 14, 2007

Over the last two months, I have been advancing a proposal that I believe would improve the safety and security of the people of my state by addressing the fact that New York is home to one million undocumented immigrants, many of whom are driving on our roads unlicensed. After serious deliberation and consultation with people I respect on all sides of this issue, I have concluded that New York State cannot successfully address this problem on its own. I am announcing today that I am withdrawing my proposal.

Here in our nation's capital, I wanted to talk briefly about the failed federal immigration policy and what that has meant for states like New York.

I suggest to you what everyone already knows. The federal government has lost control of its borders, has allowed millions of undocumented immigrants to enter our country, and now has no solution to deal with it.

For complete Letter to the Editor please visit:
<http://wnyt.com/article/stories/s256510.shtml>

CALL FOR ACTION

Request for Applications: Vegetable and Strawberry IPM Educator Exchange Program. Apply now for winter 2008 conferences!

Would you like to learn more about integrated pest management for vegetables or strawberries, but can't afford to travel to a meeting? Do you have an interest in sharing what you know with others? The Northeast Vegetable IPM Working Group, funded by the Northeastern IPM Center, offers an Educator Exchange Program that will pay up to \$800 for qualified expenses to help agricultural professionals in the Northeast learn about and share IPM practices in vegetables and strawberries.

The program is open to vegetable and/or strawberry specialists, Cooperative Extension educators or county agents, growers, crop consultants, government agency staff, agricultural professionals in nonprofit organizations, or anyone who will be in contact with many vegetable or strawberry growers. All applicants must reside in a northeastern state. Travel must occur before September 1, 2008.

Applications will be accepted and reviewed on a rolling basis; those received before November 20, 2007, will be reviewed at the end of November. For complete information about the very simple application process, download the Request for Applications at <http://NortheastIPM.org>.

RESOURCES

New York MarketMaker Web site links farms and businesses across the state

By BILL STEELE, September 4, 2007

New York State now can find one another with just a few clicks, thanks to an interactive Web service spearheaded by Cornell Cooperative Extension/New York City (CCE/NYC).

New York MarketMaker <http://nymarketmaker.cornell.edu/> is part of a growing national network of Web sites hosted by state land-grant universities to provide access to databases of growers, wineries, food processors, wholesalers and retailers, farmers' markets and restaurants across the state, as well as demographic data from the U.S. census.

Users can search a variety of categories, and then see the results on a map, statewide or by county. Clicking on blips on the map will bring up detail about the farms or businesses found.

Take, for example, a farmer growing jalapeno peppers who knows the product has a largely Hispanic market. Using MarketMaker, the farmer can identify neighborhoods where the census reports high concentrations of Hispanics, then identify and locate small retailers in those neighborhoods and contact them directly. At the other end, small grocers might use the system to locate producers of products requested by customers. Such schools as Cornell that are committed to buying local produce for their dining halls can use the site to find more local sources.

For the complete story please visit:

<http://www.news.cornell.edu/stories/Sept07/MarketMaker.ws.html>

The fall 2007 edition of Empire Educator is now on-line. Please check it out at <http://www.nyaged.org/aitc/newsletter.html>.

The winter edition of the Farmers Market Forum, the quarterly newsletter of the Farmers Market Federation of NY, is now available on the web.

The link to the Winter 2007 Farmers Market Forum is

<http://www.nyfarmersmarket.com/pdf2007/newsletterwinter07.pdf>

The winter edition of the Farmers Market Forum is brought to you in partnership with the NYS Department of Agriculture and Market's Pride of New York program. Visit their website at www.prideofny.com

The 1st Annual Report of the Council on Food Policy has been released and is available on the New York State Agriculture & Markets web site www.agmkt.state.ny.us in both Executive Summary and full PDF versions (look under "What's New").

SAVE THE DATE

For an updated calendar of events, visit: <http://www.nyfarms.info/calendar.html>