

NY Farms!

Building Farmer-Consumer Connections in the Empire State

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NY Farms! publishes News to Share to provide information about food and farming to a wide range of interested individuals, organizations and businesses. It is a compilation from a variety of sources. Articles do not necessarily represent official positions of NY Farms! For more about NY Farms! Visit www.nyfarms.info. We would appreciate receiving your information and announcements for News to Share, at nyfarms@nyfarms.info. **Please also use this address to subscribe or unsubscribe.**

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Update on New York Farmers Market

In July, Morrisville State College and New York Farms! announced their collaboration in a new on-line farmers market – www.newyorkfarmersmarket.com. New York Farms! staff and contractors will be assisting NewYorkFarmersmarket.com with marketing and outreach. We have rack cards available for fairs and farmers markets to begin announcing the project to the public, with initial release of the cards taking place at the Pride of NY sales and exhibit areas at the New York State Fair in August 2008. Consider listing your products with us – we will provide the web technologies and storefront features that can bring your products to thousands of customers. Your products will be promoted on the storefront and through our marketing partnerships, and customers can place their transactions through a secure third party credit card provider.

Producers and farmers from five regions of New York State (Long Island, Hudson Valley, Adirondacks, Mohawk Valley, and Finger Lakes) were contacted and invited to attend informational workshops this summer where they learned how to participate in the on-line market and in the Taste the Regions of NY™ sampler box, another project of New York Farms!, being done in partnership with members of the NYS Small Scale Food Producers Association.

Producers are excited to hear about Taste the Regions™ and are joining the project wholeheartedly. If you or a producer you know would like to get involved, it's not too late. Have them contact Andrea Nichols, project manager **607-535-9790** or anichols@gwriters.com. The idea of a Regional product showcase coupled with marketing assistance appeals to the small scale food processor. Funding for this project was received by NY Farms! through a grant from the NY Farm Viability Institute.

See participating producers and their products on-line at:
www.newyorkfarmersmarket.com

Some of the products showcased in the project include:

Beth's Farm Kitchen Strawberry Rhubarb Jam
A large variety of herbs from Healing Spirits
North Fork Celebrate the Chef Gift Basket
Renegade Pit Bull Hot Sauce
Renner's Creative Cuisine Smoked Red Pepper Puree
Rick's Picks Phat Beets
Swisser Sweet Maple Candy

Update from NYS Dept. of Agriculture and Markets-Crop Insurance Education Program

To read about crop insurance and to review the schedule of meetings please visit <http://www.agmkt.state.ny.us/AP/CropInsurance.html>

Upcoming Events Calendar

Please check the calendar at <http://www.nyfarms.info/calendar.html> for many exciting & upcoming events.

Join NY Farms! Download membership application at <http://www.nyfarms.info>.

Support NY Farms! Check out this page <https://www.mountain-air.com/secure/nyfarms/becomeamember.html> to see the several ways that you can offer your support. You can also download a hard copy of our support form here: <http://www.nyfarms.info/NYFarmsBrochure08.pdf>