



Small Farms Update

April 2006

Small Farms Update is intended as a resource for farmers and agricultural service providers in New York, and is provided to you by Cornell's Small Farms Program. Our mission is to foster the sustainability of diverse, thriving small farms that contribute to food security, healthy rural communities, and the environment.

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ANNOUNCEMENTS

Cornell Sustainability Partners Host Successful Planning Meeting

On March 23 a group of 50+ Cornell faculty, staff, students, farmers, Extension educators, and others met for a day-long meeting on *Promoting More Sustainable Agriculture and Food Systems for Healthier Communities*. The meeting was part of an emerging effort to better connect Cornell research, teaching, and outreach activities with local community needs and opportunities in the food/agriculture system. Our goal is to foster innovations in agriculture and food systems that enhance the health of individuals, communities, and ecosystems.

The meeting highlighted successful examples of Cornell-community collaboration, such as the Small Farms Program's Extension Mini-Grants Program, which fosters community-building among farmers via farmer-to-farmer mentoring and discussion groups; the Community Food and Agriculture Program's collaboration with western NY communities to establish the Heritage Grape Belt; and the Growing Home Certification Program which connects local agriculture development practitioners with Cornell resources and with each other. We then explored options for reorganizing Cornell programs and other resources across the state to become more effective in *promoting sustainable agriculture and food systems for healthier communities*.

For more information about this initiative contact Anu Rangarajan, Small Farms Program Director, at ar47@cornell.edu, or 607-255-1780.

***Small Farm Quarterly* Spring Issue Coming April 10!**

Look for the Spring issue of *Small Farm Quarterly* magazine in the April 10 edition of *Country Folks*. As always, it's packed with great articles. This issue features two exciting additions: a new regular column by David Kline, well-known farmer-author from Ohio, as well as the first in a series of photo essays by Berkshire County, MA photographer Jason Houston. If you don't get *Small Farm Quarterly*, it's easy to subscribe and costs only \$5 for a full year -- just call Tracy Crouse at 888-596-5329.

REGISTER NOW for Facilitation Skills Training: Building an Effective Team

Tues May 9, 1PM - Wed May 10, noon. Syracuse, NY.

How can your results-oriented team get results? Learn how to build a stronger, more effective team effort, whether you are working with a farmer group, CCE staff team, ag development project, farm-to-school initiative, organization Board of Directors, or multi-agency project team. This intensive workshop will combine theory with hands-on practice. Come prepared to work hard and have fun. If possible, register with other team members to learn and work together. **Open to non-CCE groups and individuals**. This workshop is presented by professional

trainers Laura Branca and Kirby Edmonds of TFC Associates, and sponsored by Cornell CALS Sustainability Partnership, including the Small Farms Program; Community, Food and Agriculture Program; Community Food Systems; Community and Rural Development Institute, Local Government Program, Agricultural Community and Economic Development Program Work Team and the Northeast SARE Professional Development Program. This training is part of the 2006 ACCEE (Association for Cornell Cooperative Extension Educators) Conference but is open to the public.

TO REGISTER: For registration information, contact Joan Lewis at 607-255-2118 or jl154@cornell.edu. COST: \$60 commuter (\$95 after April 7). \$155 overnight single (\$190 after April 7) Double, triple rooms also available. MORE INFO: For program information, contact Heidi Mouillesseaux-Kunzmann, Community, Food and Agriculture Program, 607-255-0417, hmm1@cornell.edu.

Sustainability Partners ACCEE 2006 Workshops – May 9-12

In addition to the Facilitation Skills Training (above), the Small Farms Program and our partners are offering several other professional development opportunities at the 2006 Association for Cornell Cooperative Extension Educators (ACCEE) conference “Shaping Our Destiny” in Syracuse, NY. See <http://conferences.cce.cornell.edu/accee> for full conference schedule and registration details.

Working with Beginning Farmers-Networking Session

Time: Friday May 12, 10:30-12:00

What kinds of programs, resource materials, and other supports work best with beginning farmers and wanna-be farmers? How might you incorporate farmer-to-farmer mentoring into your program? Share your suggestions and questions with other experienced educators. Hear about extension farmer mentoring projects sponsored by the Small Farm Grants Program. Provide input to the Small Farms Program's new Beginning Farmer/New Enterprise Training Project as to what support you need to serve this audience. Presenters: Monika Roth, CCE Tompkins, Erica Frenay, Small Farms Program, Bernadette Logozar, CCE Franklin County, Heather Sweeney, CCE Oneida County Anita Deming, CCE Essex County Rebecca Hargrave, CCE Chenango County.

Introduction to Holistic Management

Time: Friday, May 12, 8:30-10am

The Holistic Management decision making process will be presented with a discussion of how it can be used to make better decisions in the family, business, organization, or farm. Presenters: John Thurgood, Delaware County CCE -- NYC Watershed Agriculture Program, Erica Frenay, Cornell Small Farms Program

Small Farms Strategies for Success

Time: Thursday May 11, 10:30 - noon

Share your successes, challenges in serving the small dairy audience. Hear progress reports and provide input on current Cornell-based research and extension projects targeting small dairies. Help identify some BEP's (best extension practices!) for working with small dairy operators. Presenters: Anu Rangarajan and Joanna Green, Small Farms Program, Fay Benson, CCE Cortland County.

Farm to Cafeteria: Extension Educators as the Local Link

Time: May 10th from 2:30-4:00PM

Extension educators in a broad range of program areas are well-positioned to create successful links between local farms, schools and colleges. Indeed several educators across the state are already making such strides. Participants will: increase their understanding of farm to school and its multiple benefits; develop skills needed to assess local needs and make recommendations; increase awareness of resources available to extension educators for farm to school work. Presenters: Jennifer Wilkins and Meredith Graham, Community Food Systems Program, Betsey Bacelli, NYS School Food Service Association, Bill Jordan, William. NYSDAM.

Writing for Newsletters and Websites

Time: Thursday, May 11, 8:30 to 10

Big ideas. Short sentences. Small words. That's just one of the tips you'll consider as you explore ways to reach your audience more effectively through newsletters, websites and other electronic media. Bring a pencil and pad or laptop so you can practice what you learn. Craig Cramer was former editor for the New Farm Magazine (Rodale Press) and has a wealth of information and experience to share. Presenter: Craig Douglas Cramer, Small Farm Quarterly Editorial Team member.

Improving Farmers' Markets.

Thursday, May 11, 8:30 - 10:00 AM

We will focus on positioning local farmers' markets to take advantage of Farmers' Market Nutrition Coupon shoppers, and to provide tools for field staff to use to work with farmers, farmers' market managers, and community partners. Ideas for helping expand markets and attract more farmers will be a main focus. A thriving farmers' market can have a very positive impact on the community and offer increased food security to all residents. Presenters: Rosalind Cook and Steve Miller.

Agriculture Industry Clusters in NY: Opportunities in Agriculture-Based Community and Economic Development.

Thursday, May 11, 8:30 - 10:00 AM.

Black dirt regions, Phelps Area Sauerkraut region, Finger Lakes Viticultural Areas, Lake Ontario Apple Belt, and the St. Lawrence Cheese Area: these are traditional place-based agriculture industry clusters, characterized by the agglomeration of input, production, processing, distribution, and other allied business functions around a single uniform agricultural crop. Agricultural clusters

are being studied for their community and economic development potential – including building strategic alliances, joint ventures and training, and the identification of new value adding and marketing opportunities. Some have potential for tapping their rich history, culture and traditions through the establishment of "agricultural heritage areas." This session will describe agricultural cluster opportunities and challenges in New York State, and give participants the opportunity to explore this strategy in their own communities and regions. Presenter: Duncan Hilchey

The *Growing Home* Certification Program

Thursday, May 11, 10:30 – NOON

Growing Home, a two-year Northeast SARE-funded professional development program for agricultural developers, was completed in 2005. Program staff and participants will provide an overview of the program, describe the ongoing, community-based projects supported through the program, and explain why participants call it an "ag development incubator." Presenters: Heidi Mouillesseaux-Kunzmann and a panel of Growing Home Participants

NY FARMS! CALENDAR OF AGRICULTURAL EVENTS

www.nyfarms.info/calendar.html

The Calendar of Agricultural Events is produced by NY Farms! in cooperation with the Cornell Small Farms Program; Cornell Community, Food and Agriculture Program; Regional Farm and Food Project, and other organizations. NY Farms! is a broad based statewide coalition of organizations, individuals, businesses, agencies and institutions, committed to the future of New York's farms and families. The calendar is online at www.nyfarms.info/calendar.html.

OPPORTUNITIES

Four Positions Available at Cooperative Extension of Tompkins County

CCE of Tompkins County is looking to fill four half-time positions:

- Assistant Program Coordinator for the Rural Youth Services program - this is a half-time, benefits eligible, grant funded position
- Program Educator to implement the 4-H L.I.F.E. Youth in Governance grant - this is a half-time, benefits eligible, grant funded position
- Ithaca Children's Garden is looking for a Development Director (half-time, benefits-eligible, grant funded), and a
- Ithaca Children's Garden Temporary Youth Horticulture Coordinator (May - Sept).

To apply, see <http://counties.cce.cornell.edu/tompkins/employment/index.htm> for details.

Position Available with CCE Saratoga County -- Equine Economic Development Educator

Extension Resource Educator responsible for the Equine Economic Development Program in Saratoga County including the education, promotion, marketing, funding and coordination of new and existing equine businesses including farms and equine service related operations. Provide leadership in planning and implementing new and existing and innovative equine educational programs. Work effectively with all staff, including marketing and technology staff, to increase the visibility of the Equine Industry and Cornell Cooperative Extension in Saratoga County. This position is responsible for fulfilling the policies and priorities of the Agricultural Economic Development Program and Cornell Cooperative Extension.

To apply, visit <http://hosts.cce.cornell.edu/admin/careerops/pa396.htm>.

Position Available with CCE Broome County – Agricultural Economic Development Specialist

This extension educator will promote and develop programs that will enhance the economic viability of agricultural enterprises in Broome County. The focus of extension efforts will be educational leadership for agricultural marketing, business development, tourism, and public relations issues.

The primary target audience for programming will include agricultural producers and service providers, new entrepreneurs, processing and ag-related businesses including ag tourism and community members. Work with county economic development staff as well as existing business planning and economic incentive programs. Educational efforts should lead to impacts including product diversification, direct marketing strategies, promotion of local product labels, value-added opportunities by linking with available expertise, and understanding access to local, state, national, and international market channels.

To apply, visit <http://hosts.cce.cornell.edu/admin/careerops/pa402.htm>

Farm Manager/Educator at Camp Earth Connection – Hammond Hill State Forest, Ithaca, NY

Description: Camp Earth Connection is a children's day camp located in the Hammond Hill State Forest in Dryden, NY. The Farm Manager-Educator will reside at the camp and be responsible for designing and implementing a small organic farm. The farm will include a variety of poultry, a pony, and a vegetable garden along with other projects which enhance the farm including rainwater collection and composting. The farm will be operated using sustainable methods and principles of permaculture. Farm activities will be incorporated into the day camp program during July and August.

Responsibilities: The Farm Manager-Educator will

- Assist with the design and maintenance of a vegetable garden
- Assist with the design and care of the animals and their facilities
- Design and teach experiential lessons to children at the day camp, using the garden and animal program as teaching tools

Position Qualifications:

- Experience and Knowledge working with and supervising children
- Experience and Knowledge in organic farming with plants and animals and/or with Permaculture Principles
- Current Certification (or willing to acquire certification) in First Aid (Responding to Emergencies) and CPR for the Professional Rescuer. (Courses are offered by the American Red Cross and do not have pre-requisites)

Dates and Hours of Employment

- Half time May, early June and September
- Full time June 19th – September 1st, 2006
- Primarily Monday – Friday, 8:30am – 5pm

Salary

Room and Board - Meals are primarily organic and vegetarian with shared cooking responsibilities. Camping is available in tent, camper, or cabin with washing facilities available.

Salary – commensurate with experience

Contact Susan Rausch at Camp Earth Connection for more information at:

director@campearthconnection.com or (607)844-31788 or visit website at www.campearthconnection.com

FUNDING OPPORTUNITIES

Risk Management Agency 2006 Request for Applications for Community Outreach and Assistance Partnerships – due May 1

The Risk Management Agency (RMA) announces the availability of approximately \$5 million for partnership agreements that will fund outreach projects to provide information and training to women, limited resource, socially disadvantaged and other traditionally under served producers.

See www.rma.usda.gov/news/2006/03/06outreachapkit.html for application kit.

Farmers Market Promotion Program Grants – Due May 1

USDA's Agricultural Marketing Service (AMS) will award new competitive grants, authorized by the Farmers Market Promotion Program (FMPP), to help expand opportunities for direct producer-to-consumer marketing. The FMPP was included in the 2002 Farm Bill, but this is the first year for which Congress has appropriated funding \$1 million.

Purpose:

The grants are targeted to help improve and expand domestic farmers markets, roadside stands, community-supported agriculture programs, and other direct producer-to-consumer market opportunities.

Eligibility:

Entities eligible to apply include: nonprofit corporations, agricultural cooperatives, local governments, public benefit corporations, economic development corporations, regional farmers market authorities and tribal governments. Individuals are NOT eligible to apply.

Funding Limits:

Approximately \$1 million is allocated for fiscal year 2006, with no single proposal allowed to receive more than \$75,000.

Deadline:

By May 1, close of business, AMS must receive applications and proposals.

For more information, guidelines, and federal register notice, go to:

www.ams.usda.gov/farmersmarkets/FMPP/FMPPInfo.htm

<http://www.ams.usda.gov/tmd/MSB/index.htm>

Call for Pre-proposals for Grants from Northeast SARE – Due May 31

The Northeast Region Sustainable Agriculture Research and Education (SARE) program, which funds research and education grants and professional development grants, is calling for pre-proposals for the next SARE funding cycle. A pre-proposal is a brief, one-page summary of key project themes and results, and is part of the SARE grant selection process. Only those whose pre-proposal has been approved can go on to develop a full proposal.

Pre-proposals are submitted on line, and potential applicants can look at the pre-proposal requirements by going to www.uvm.edu/~nesare and following the "grants" link. Here you will find information about the pre-proposal process and, for the Professional Development Grant program, a description of the priority project requirements for the coming year. The deadline for the online submission of pre-proposals is May 31, 2006.

Northeast SARE also offers grants to farmers, community groups, and agricultural professionals who work directly with farmers. These grant programs do not require a pre-proposal. To learn more about the SARE program and the different grants offered, go to <http://www.uvm.edu/~nesare>, or call 802/656-0471.

RESOURCES

New Website Resources from the Biodynamic Farming Association

With the aim of creating a mechanism for quickly disseminating information on legislation and regulations affecting food safety and quality, issues of agricultural policy, event notices, farmer training, internship and employment opportunities, etc., the Biodynamic Farming and Gardening Association has set up three e-mail announcement lists on the Biodynamic Association website at www.biodynamics.com.

To subscribe, go to www.biodynamics.com/announce.html. Once there, you can sign up separately for each list – Action Alert, Calendar, and Classified – using the appropriate subscription forms. Please direct questions or suggestions about this service to Bruce Bumbarger at bbumbarg@haverford.edu.

Farmers Market Resource Guide

A list of grants, programs, and other financial and information resources available from public and private organizations, published by the Farmers Market Consortium (FMC), a new collaborative effort between USDA and government agencies, the Project for Public Spaces, and private foundations.

The Resource Guide is the first document of its kind to promote a free flow of information about and between the programs and agencies that support farmers markets. It is available online at:

www.ams.usda.gov/farmersmarkets/Consortium/ResourceGuide.htm

“How to Direct Market Your Beef” – new publication from the Sustainable Agriculture Network

When Jan and Will Holder took over the family's ranch in 1992, they thought that if they just managed things a little more efficiently, the ranch would become instantly profitable. Slowly, the realization hit them. "It took us a few years to learn," says Jan. "No matter how hard we worked, the ranch was never going to make it on its own. The beef industry had changed. How could we possibly compete?"

"How to Direct Market Your Beef," the newest title from the Sustainable Agriculture Network (SAN), portrays how the Holders launched a profitable,

grass-based beef operation focused on direct-market sales. From slaughtering to packaging, through labeling and advertising, they share their real-life experiences in a compelling narrative rich with practical tips.

Download a free copy of "How to Direct Market Your Beef" at www.sare.org/publications/beef.htm. To order print copies (\$14.95 plus \$5.95 s/h) visit www.sare.org/WebStore, call 301/374-9696, or return the order form at www.sare.org/publications/SAN%20Books.pdf.

Discounts are available on orders of 10 or more.

"How to Direct Market Your Beef" is one in a series of resources available to you through SAN, the outreach arm of SARE, a national sustainable agriculture competitive grants program. For more information about grants and other resources available through SARE, visit www.sare.org.

FEATURE

Opening Season for Farmer's Markets: Focus on the Farmer's Market Nutrition Program

The Farmers' Market Nutrition Program (FMNP) was established by Congress in 1992 to promote improved nutrition for low-income New Yorkers through increased consumption of locally grown fresh fruits and vegetables. The program is also intended to expand sales at farmers' markets statewide.

Almost 6 million dollars worth of FMNP checks are issued New York State annually to support two vulnerable populations: seniors on fixed incomes, and low-income women with infants and children who qualify to receive WIC benefits. FMNP checks can only be used to buy produce at local markets directly from the farmers who grew it! This provides an appealing incentive for farmers to sell through an authorized farmers' market or start a new market in a low-income area.

Program Goals

The overall goal for Cornell Cooperative Extension (CCE) FMNP staff is to improve the coupon redemption rate for WIC and senior clientele. The FMNP staff work with CCE Educators statewide as well as farmers' market managers and agency personnel. Information is disseminated through the Department of Nutritional Sciences website as well as through emails to cooperating staff in each county office. A resource book is being produced to aid staff in working with farmers and market managers. Most managers have expressed a need for additional farmers to sell at their markets.

Summer Events Not to Be Missed!

Several exciting events will be held this summer and fall at farmers markets around NY, with the goal of involving WIC and senior coupon customers, to increase the intake of fresh fruits and vegetables in their diet. A cabbage (coleslaw) promotion will be held in conjunction with the Leafy Greens Council, and a statewide potato variety taste test will engage CCE staff with thousands of consumers at 50 farmer's markets across the state.

The project will engage multiple agencies and groups to make this all happen. Cornell Cooperative Extension offices and farmers market managers will provide both paid staff and volunteers to produce three types of events at these participating farmers markets. The main event will be a potato variety taste test of at least 4 New York grown varieties, one each of red, white, blue and yellow. Some of these varieties are releases from Cornell's plant breeding program. The potatoes, over a ton, will be produced at the Uhlein Farm in Lake Placid. Other events will include unique potato cooking demonstrations and fun events for kids like potato decorating and coloring projects. The New Potato Growers Association will help provide contacts where consumers will be able to purchase these varieties and others. This project is being put together by Steve Miller, FMNP Coordinator for Cornell Cooperative Extension. For further information or to participate in this event, contact Steve Miller at Cornell Cooperative Extension of Madison County at 315-684-3001.

New Program Staff

There are 3 new faces on the FMNP team this year. Jennifer Wilkins, the principle investigator, is a senior extension associate in the Division of Nutritional Sciences at Cornell University. Steve Miller, who formerly worked for CCE of Oneida County as an agricultural agent, is now the coordinator for the project and works out of CCE of Madison County. Rosalind Cook, currently an extension educator in Jefferson County, coordinates the nutrition and community food security portions of the program.

For more information, please visit the FMNP site at www.fnec.cornell.edu/FMNP.cfm. To participate in the events planned through the Farmer's Market Nutrition Program, please contact Steve Miller at 315-684-3001. For information on other aspects of the program, call Rosalind Cook at 315-788-8450.

For additional ag-related news and events by email:

- Agricultural community and economic development news and events: Community Food and Agriculture Program, hmm1@cornell.edu
- Consumer and public education news and events: NY Farms! News To Share, NYfarms@baldcom.net
- Eastern NY, MA and VT news and events: Regional Farm and Food Project, billie@farmandfood.org
- Policy-related news and alerts: National Campaign for Sustainable Agriculture, campaign@sustainableagriculture.net

Cornell Small Farms Program

135C Plant Science Building

Cornell University, Ithaca, NY, 14853

www.smallfarms.cornell.edu

Anu Rangarajan, Director, ar47@cornell.edu, 607-255-1780

Joanna Green, Extension Associate, jg16@cornell.edu, 607-255-9227

**Working Together to Promote Sustainable Food and
Agriculture Systems for Healthy Communities**

The following programs are actively working together to help develop new agriculture and food system opportunities for NY. **Small Farms Program** enhances research and extension support for New York's smaller farms. **Community, Food and Agriculture Program** conducts research, education and training for community-based and regional agricultural economic development. **Community Food Systems Program** is a resource for consumer education and farm-to-school marketing systems development. **Community and Rural Development Institute Program** conducts research, education and training for local government leaders, community organizations, policymakers. You can access these programs at www.smallfarms.cornell.edu.