

HARVEST NEW YORK GROWING NEW YORK'S AGRICULTURE & FOOD ECONOMY



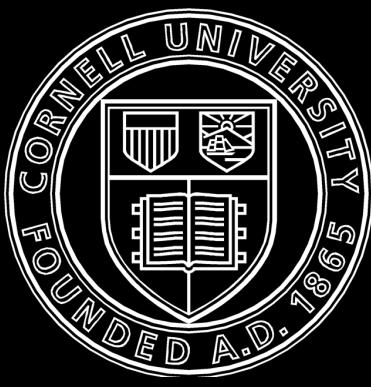
QUARTERLY HIGHLIGHTS January- March 2018

HARVEST NEW YORK

An innovative Cornell Cooperative Extension team that focuses on workforce development and business expansion projects that increase profitability and investment in key sectors of New York's agriculture industry.

MAXIMIZING CONNECTIONS

Harvest New York Specialists respond to emerging issues and develop new opportunities using the research of Cornell University, the resources of Cornell Cooperative Extension and relationships with partnering organizations statewide.



DAIRY FOOD PROCESSING & MARKETING

2018 Quarter 1 Report

Harvest New York Dairy Processing and Marketing Specialists participated in 7 trainings in the first quarter of 2018. These workshops were held in various locations including Western New York, Northern New York, Cornell University and directly in dairy manufacturing facilities.

Value-Added workshops were held in Northern New York in order to provide insight into what it takes to create a value-added product at the farmstead and artisan level.

In Genesee County, HP Hood was recently welcomed into the Industrial Park. Harvest New York coordinated the first of several on-site trainings for HP Hood on March 28th. Harvest New York, Cornell Dairy Foods Extension, Industry Suppliers and New York State Agriculture and Markets conducted an on-site training pertinent to the products HP Hood will be manufacturing in their Batavia, NY facility.

Dairy Processing Specialists continue to conduct Preventive Controls for Qualified Individuals courses. These courses provide participants with knowledge to create and maintain FDA compliant food safety plans. Food safety plans are critical for the success of major food businesses for both regulatory consideration and market access.

In the first quarter of 2018, Harvest New York Dairy Specialists trained 117 individuals and had over 1,000 contact hours. For more information on our first quarter, please turn to page 3.



Figure 1. Dairy Science and Sanitation Class-Participants learning about environmental sampling to take back knowledge to commercial processing plants.



Figure 2. HP Hood Batavia, NY. Employees learning about the equipment they will be utilizing in their facility.



Figure 3. Anika Zuber, Harvest New York (L) and Sue Verduin of North Country Dairy (R) in North Lawrence, NY. Sue earned a Dairy Foods Certificate by taking courses and proving her industry knowledge.

FARM-BASED BEVERAGES & MARKETING

A Craft Beverage Industry that Continues to Impress, from the Top on Down!

In late January, Harvest NY Specialist Cheryl Thayer was invited to present on the current state of the New York craft beer supply chain at the Farm Brewery Roundtable, hosted by Senator Pam Helming for the 54th District, and also the Chair of the Legislative Rural Resources Commission. The roundtable served as an excellent opportunity for elected officials and agency representatives to engage in a meaningful dialogue with brewers, farmers, maltsters, CALS researchers, CCE Specialists, and industry associations about the successes and challenges inherent in the New York craft beer supply chain. It was evident that elected officials and agency representatives consider themselves vested partners in this nascent, but a rapidly growing industry. Their support of and interest in the continued development of this important economic industry was echoed by all. Harvest NY was grateful to be invited to the table and afforded the opportunity to present to a very receptive audience. Only great things to come with this flourishing industry!

Following the roundtable, a few key resources have been made publicly available.

1. Governor Cuomo's office released a listing of all craft beverage operators in New York, by region and sector, which can be found at this [link](#). This is a tremendous resource for farmers that are looking for potential buyers of apples, hops, grains, grapes, and other agricultural inputs.
2. The Harvest NY Brewery Supply Chain Analysis is now posted online at this [link](#). This report serves as a detailed analysis of the current state of the NY craft beer supply chain, with a strong emphasis on malting barley.
3. Cornell Field Crops updated their list of active New York malt houses buying grain, which can be found at this [link](#). This is a great resource for growers, brewers, and distillers looking to make supply chain connections.



Pictured from Right to Left: Assemblywoman Carrie Woerner, District 113; Jeff Williams, NY Farm Bureau; Paul Leone, NYS Brewers Association; Senator Pam Helming, District 54; Julie Suarez, Cornell College of Ag and Life Sciences; Kevin King, NYS Department of Ag and Markets; Cheryl Thayer, Cornell Cooperative Extension.

LOCAL FOOD DISTRIBUTION & MARKETING

Exciting New Resources for Local Food System Professionals

Harvest New York is excited to share a few new resources that have been made available from some leading food system professionals from around the country.

MarketSizer® and HubSizer® Toolsite

[New Venture Advisors](#) just released a MarketSizer® and HubSizer® Toolsite. This [online portal](#) contains six free widgets that help food system planners and entrepreneurs conduct preliminary assessments of some of the most common types of local food infrastructure: food hubs, commercial kitchens, frozen processing facilities and more. Visit the [NVA Toolsite](#) and read the article on their [blog](#) to learn more.

Also, beginning on April 2nd, they will host a [microblog series](#) focusing on each of the six different tools on the [NVA Toolsite](#). Over six weeks, these short posts will dig deeper into the functionality and uses for each tool to illustrate what they can do, and how easy to use and helpful they can be. Look for them on their [blog](#). Their first post will be on the Local Food MarketSizer® and how it can help determine local food supply and demand in your region.

The timing to explore and possibly utilize these new tools is quite opportune for those that may be putting in an application for either the LFPP or the FMPP grant that's due in May.

Delivering Community Benefit: Healthy Food Playbook



Created with support from the Robert Wood Johnson Foundation, [Health Care Without Harm's "Delivering community benefit: Healthy food playbook"](#) supports hospital community benefit professionals and community partners in developing initiatives to promote healthy food access and healthy, local and sustainable food

systems. The playbook and events throughout the year offer inspiration and tools to address food and diet-related community health needs throughout the community health engagement process.

DAIRY FOOD PROCESSING & MARKETING

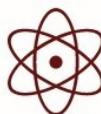
2018 Quarter 1 Report Continued

Cornell Cooperative Extension | Harvest New York

Dairy Processing First Quarter Trainings



01



Science of Yogurt & Fermented Products

Byrne Dairy, Cottlandville, NY

19 employees

02



Dairy Science & Sanitation

Ithaca, NY

17 attendees representing 12 NYS counties



03



Value Added Meat & Dairy Workshop

Lowville, NY

15 attendees representing 3 NYS counties

04



Preventive Controls for Qualified Individuals

East Aurora, NY

12 attendees representing 10 counties



05



Value Added Dairy Workshop

Plattsburgh, NY

14 attendees representing 2 counties

06



UHT Fluid Milk Workshop

HP Hood, Batavia, NY

28 employees

07



Food Safety

Sorrento Lactalis, Buffalo, NY

12 employees

Team Updates

Congratulations and thanks to Carl Moody. Carl has taken a position as Manager of Quality Assurance Compliance for Sorrento Lactalis in Erie County. Carl played an integral role in developing the processing workforce in Western New York and supported dozens of plants' economic success with trainings on sanitation and cheese making. Filling his vacancy is Dairy Processing and Marketing Specialist Anika Zuber. Raised on a dairy farm in Western New York, Anika graduated from Cornell University with a degree in Food Science and was most recently the Dairy Processing and Marketing Specialist in Northern New York. We are now moving forward with filling the Northern position. Congrats to both Carl and Anika on their career moves!



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URBAN AGRICULTURE PROGRAM

2018 Q1 Report

In the first quarter of 2018, Harvest New York's Urban Agriculture Program significantly increased its visibility among key New York City urban agriculture stakeholders and provided new educational resources and technical assistance. Urban Agriculture Specialists led several educational sessions, including:

- "Bridging the Gaps," a session on resources for urban and rural farmers, covering both hydroponic and soil-based systems, for beginning growers and staff at Square Roots in Brooklyn (10 participants, 20 contact hours).
- Two sessions of "State and Federal Resources to Support Your Farm" at the Green Thumb Grow Together conference in Manhattan (37 total participants, 28 contact hours) in collaboration with USDA and NYSDAM staff.
- A guest lecture at Brooklyn Law School, educating students on the future of indoor farming and engaging in a discussion about what regulations or policies are relevant, where there might be policy gaps, and factors to consider when crafting regulations for innovative practices (30 participants, 30 contact hours).



Visiting Farm.One, an underground farm growing high-value herbs, with CCE Director Chris Watkins (second from left)

Requests for individual technical assistance began coming in this quarter, and specialists provided more than 10 hours of one-on-one TA on crop production issues, access to resources and funding, food safety, and regulatory questions – with many more TA requests expected in the months ahead.

Also expected in the months ahead: New partnerships and programming. In the first quarter, specialists designed new programs on urban food safety and analysis of productive soils in urban settings, with work on both programs beginning this spring.

In order to raise their profile in key communities and increase Harvest NY and CCE presence in NYC, specialists participated in events held by the food justice community (Just Food Conference) and ag tech community (Fresh in February), as well as several private meetings with leaders of ag tech, food justice, and community gardening in NYC. Both specialists also attended the University of Arizona CEAC Short Course on greenhouse and indoor growing, substantially boosting their ability to provide technical assistance for hydroponic growers and making connections with greenhouse experts and growers from Arizona, California, Oregon, Wyoming, Ohio, New Jersey, and New York.



Touring the future site of the Javits rooftop farm

A Rooftop Farm at the Javits Center

In January and February of 2018, the Urban Agriculture Specialists worked closely with the CEO and management team of the Javits Center, the busiest conference center in the United States, located on the Manhattan waterfront. As part of a new addition to the center, Javits' CEO personally oversaw a proposal to include a 1.5-acre rooftop farm. The Javits team issued an RFP to contract design and management of the future farm, and Harvest NY's Urban Agriculture Specialists were recruited to provide technical assistance during the review process, particularly crop

production and farm business planning expertise, to help the team assess the feasibility of proposals. Specialists provided clarification and recommendations on yield projections and overall feasibility, and met with Javits' CEO and executive team three times to present new information and answer questions. Javits decided on the winning bid ahead of their original timeline, and the farm is scheduled to begin operation in 2020. The Javits team gave high marks for the Urban Agriculture Specialists' contribution and expressed their intent to continue working with the specialists as the farm is planned, constructed, and launched; and Alan Steele, the Javits Center CEO, personally suggested that the specialists lead future rooftop farming research projects at the Javits farm once it is completed.



Harvest NY specialists with State Senator Leroy Comrie and Cornell Cooperative Extension NYC staff during a visit to Albany.

FARM STRATEGIC PLANNING

Harvest New York Equips Veterans

Several retired and active military veterans mustered on the campus of SUNY Alfred in mid-March for a two-day boot camp on Farm Animal Safety and Management. Unlike the common military Basic Training, however, graduates were not equipped with armament and ordinance, but with the knowledge and skills necessary to undertake a new, or ramp up an existing, farm enterprise. The event was sponsored by CCE of Allegany County, SUNY Alfred, and the Cornell Small Farms Program – Farm Ops.

Harvest NY was on hand as well, conducting a session on the subject of designing and setting up safe and affordable animal handling facilities. Discussions drilled on the components, their sizing and placement, priority of purchases, and their proper operation. Additional focus was given to safe animal restraint and Beef Quality Assurance (BQA) protocols. Multiple on-farm follow-ups have been scheduled.



Figure 1- Attendees learn how to properly restrain a calf for dehorning.

LIVESTOCK PROCESSING & MARKETING

North County Meat Series

February 3rd marked the first workshop in the Harvest Kitchen Meat Series at CCE St. Lawrence County. A full house of participants learned about permits, labeling requirements, preservation methods, and food safety. Bruno Xavier, Ph.D. at the Cornell Food Venture Center Processing Authority, spoke to participants about the importance of food safety in meat processing.

March 10th was the second workshop in the series. Participants fabricated four different types of sausages, making bratwurst, breakfast sausage, Italian sausage and learning how to smoke sausage. Guest presenter was Larry Althiser, formally of Larry's Custom Meats from Cooperstown, NY. Numerous participants requested that Larry return for a part-two sausage workshop and gave him glowing reviews.

Participants were asked to rate their experience before the start of the workshop and rate their understanding and knowledge after the workshop on the topics that were covered. During the first workshop, 75% of participants came in with little to no experience with permits, licensing, inspections as well as the experience with the processing authority. By the end of the workshop, 100% increased their work knowledge. During our sausage workshop, none of the participants stated they were experienced coming to the sausage workshop in making breakfast sausage, Italian sausage, bratwurst, or smoked sausage; but 100% of workshop participants found that their knowledge

of sausage production increased from when they started the workshop earlier that day.

A few participants left these comments; "This seminar was very helpful!" "Happy to have these resources available through Extension" "Liked that we could ask questions at any time" "Well organized workshop, and lots of hands-on interaction with participants and presenters."



Pictured: Participants fabricating sausage at CCE St. Lawrence on March 10th.

AGRICULTURAL BUSINESS DEVELOPMENT & MARKETING

Hard Cider Supply Chain Report and Industry Presentations



New York state has more hard cider operations – with 82 -- than any other state and is the second largest apple producer in the U.S. Traditionally, hard cider relies on high tannin or acid apples, which add an inherent dryness to the beverage. Currently, the vast majority of New York apples are sweet varieties.

Over the past year, Harvest NY has been working on a hard cider supply chain analysis. Hard cider producers and apple growers throughout the state were surveyed. Ultimately, the goal of the analysis is a determination of whether market conditions are right

for a transition from sweet varieties to more cider-friendly apples. The final report, which is on Harvest NY's [website](#), was produced through a collaboration with Cornell University (School of Integrative Plant Science-Horticulture Section), Cornell Cooperative Extension Field Specialists, New

York Cider Association, New York Apple Sales, and New York Apple Association.

Harvest NY has presented the data at the Empire State Producers Expo, New York Cider Association General Meeting, and Finger Lakes Beverage Conference. A total of 136 current and potential hard cider producers and apple growers were in attendance. Ian Merwin owner of Black Diamond Cider provided the below feedback after attending the presentation.

"Hard cider in NY is a nascent industry undergoing rapid expansion and diversification. Ciders could provide a much-needed boost to NY's apple industry, by creating demand and adding value to processing grade apples. About 60% of the apples grown in NY are destined for processing use; these apples are usually oversupplied relative to demand, and thus marketed for little more than production costs. The critical lack of basic economic and production data about potential sources of high-value fruit for hard cider poses major challenges to commercial cider makers, and to the NY Cider and NY Apple Associations as they promote the expansion of this industry. The Hard Cider Supply Chain survey and research of CCE Harvest NY and others is an important effort to provide this vital information in support of apple growers and cider makers in NY." --- Ian Merwin owner Black Diamond Cider.

Cornell Cooperative Extension Harvest New York

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