

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



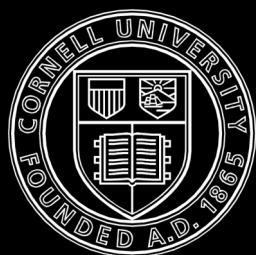
QUARTERLY HIGHLIGHTS APRIL - JUNE 2016

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.



LIVESTOCK PROCESSING & MARKETING

Beef Seminar Cuts to the Chase

Harvest NY and SUNY Cobleskill are collaborating to bring New York livestock producers seminars on meat pricing and marketing techniques, industry information and considerations, meat safety, and hands-on meat cutting demonstrations.

The Beef Cutting Seminar was held on May 25, 2016 at the SUNY campus in Cobleskill, NY, attracting 15 producers from 7 counties around New York State. Participants had the opportunity to learn meat marketing techniques from Harvest NY's own MacKenzie Waro. Carol Gillis, Executive Director of the New York Beef Council, led a discussion on the New York Beef industry and the importance of each beef producer to the checkoff program and the beef industry. SUNY Cobleskill's Meat Lab Manager Betsy Jensen led the class through cuts of beef and the importance of meat safety handling. A meat pricing lecture was led by Matt LeRoux, Ag Marketing Specialist with CCE Tompkins County. The seminar concluded with Michael Lapi, a visiting instructor at SUNY Cobleskill, leading a hands-on meat cutting demonstration.



Michael Lapi, visiting instructor at SUNY Cobleskill, demonstrates proper cutting techniques on a beef carcass. Photo: RJ Anderson, Cornell Cooperative Extension

"...I have a better plan for how I want to grow and can feel I can speak more effectively to my existing customers about the various cuts of beef," said Jefferson County livestock producer Mike Hubbard.

The event comes amidst growing consumer interest in the production and availability of locally sourced meat and meat products in New York. Harvest NY and SUNY Cobleskill will host classes for other meat producers, including lamb, pork, goat and chickens. For more information about the upcoming classes, contact MacKenzie Waro at mlw55@cornell.edu.

Workforce Development Trainings

Harvest NY team members are helping to coordinate and deliver dairy processing workforce development trainings in conjunction with the Dairy Foods Extension:

Basic Dairy Science and Sanitation covers the fundamental topics of dairy processing including milk chemistry, microbiology, sanitary design, unit operations, good manufacturing practices, food safety and finished product quality.

Food Safety and Preventive Controls for Human Food – Qualified Individual educates participants on the requirements of the Food Safety Modernization Act and how to use the training to prevent foodborne illness. Students become familiar with the concepts of hazard analysis, preventive controls, verification, validation, monitoring, correction, and corrective actions.

Science of Yogurt and Fermented Dairy Products educates cultured dairy product industry students on important concepts related to the processing of products such as yogurt, cottage cheese, sour cream, cream cheese and buttermilk.

Harvest NY Dairy Processing Specialists provided training to over 330 students during these courses between April and June 2016.

A properly trained employee, given the knowledge to excel in his/her job, often leads to a more stable workforce. Harvest NY will continue to deliver trainings across the state to aid in workforce development and facilitate growth in dairy processing.



Harvest NY Specialists Anika Zuber and Carl Moody at the Science of Yogurt and Fermented Dairy Products course in Ithaca, NY in June.

Photo: RJ Anderson, Cornell Cooperative Extension

Dairy Day Returns to the State Capital

State Senator Patty Ritchie and Assemblyman Bill Magee welcomed dairy industry leaders to the State Capitol on June 15 for “Dairy Day,” a celebration of the milk, yogurt, cheese and other processed dairy products that make New York one of the leading dairy producers in the nation. The event took place during National Dairy Month and was intended to help Ritchie’s colleagues and visitors understand the importance of New York’s dairy industry to the state’s agricultural and rural economies.

Dairy producers from across the state attended the event to showcase their products as well as representatives of various agricultural groups that support the industry, including Harvest NY. Harvest NY and Dairy Foods Extension demonstrated the process of making cheese curd and handed out chocolate milk and Cornell’s own Big Red Cheddar – which, despite the name, is a white, mild cheddar, and aged at least six months on the Cornell campus. Many questions about dairy food processing were answered as well.

This event was open to the public and provided a great opportunity to showcase the importance of Harvest NY’s programming which benefits the great dairy industry in New York State.



Anika Zuber explaining how cheese curds are made by demonstrating the process in a crockpot at Dairy Day in Albany, NY on June 15, 2016.

Photo: Julie Suarez, Cornell

LOCAL FOOD DISTRIBUTION

Double Up Food Bucks Program Expanding Across Western New York

The Double Up Food Bucks (DUFb) program is significantly expanding across Western NY. Administered by Field & Fork Network and supported by Harvest NY, DUFb increases access to fresh, healthy foods for low-income consumers, while simultaneously supporting NYS farmers. This \$1 for \$1 SNAP (supplemental nutrition assistance program) incentive will be offered in 81+ new sites spanning 11 counties and will include the cities of Buffalo, Niagara Falls and Rochester. The expansion will also diversify the program's food access points to include year-round and seasonal farmers markets, mobile markets and healthy corner stores.

In addition, the project team partnered with Applied Sciences Group to develop and test new technologies that deliver SNAP incentives at the point-of-sale. The 3-year \$1.2 million project will examine ways to remove barriers to healthy food access for low-income consumers, increase targeted nutrition education and provide for a more seamless transaction process for SNAP users when utilizing their benefits for healthy food purchases.

The expansion will also amplify its benefit to the local agriculture economy. DUFb helps redirect federal food assistance dollars to those farmers who sell at farmers markets and to other food retail, ultimately strengthening the local food and agriculture economy. More information can be found on the DUFb website at doubleupnys.com



Erie and Niagara County Farmers Market Managers gearing up to launch the 2016 Double Up Food Bucks (DUFb) season.

Photo: Cheryl Thayer, Harvest NY

FARM-BASED BEVERAGES

NYFVI Supports an Expansion of Harvest NY's Programmatic Work in the NYS Malting Barley Industry

Harvest NY was awarded a grant from New York Farm Viability Institute (NYFVI) to expand their work in the developing NYS craft brewery industry. Harvest NY's impetus for getting involved in this emerging market stemmed from hearing concerns, inconsistencies and knowledge gaps from stakeholders across the industry. As a result, Harvest NY Specialists surveyed the industry and released a malting barley supply chain analysis in 2016, which can be found online at harvestny.cce.cornell.edu.

The grant proposal funded by NYFVI will build upon the existing work created by Harvest NY, with the overarching goals of providing a better understanding of market demand, production costs and quality specifications. In partnership with CCE production experts, Cornell University, Hartwick College, and industry stakeholders, the grant allows the project team to 1) develop enterprise budgets and a malting barley best management practice guide, 2) provide opportunities for supply chain stakeholders to meaningfully engage with one another for the purpose of creating business opportunities, 3) resurvey the industry to continually update the supply chain market analysis to better ensure that as the industry's needs evolve, key stakeholders, production experts and policy makers can respond effectively, and 4) launch a statewide advanced malting barley field school, in which experts from around the country will offer training and technical assistance to malting barley supply chain stakeholders.



CCE Seneca County's Derek Simmonds stands with CCE regional agriculture Specialists Steve Miller, Mike Stanyard, and Elizabeth Newbold, Harvest NY, at the 2016 Finger Lakes Craft Beverage Conference. Photo: RJ Anderson, Cornell Cooperative Extension

Expansion of the Wine and Beer Industry in Northern New York

New York State grape and wine industry generates \$4.8 billion in economic impact while the craft beer industry generates \$3.5 billion annually (New York State Wine and Grape Foundation and New York State Brewers Association). The state has more than 400 wineries and 250 breweries. With the major economic impact that wineries and breweries have created, people have been increasingly showing interest in joining the wine and beer industry. This includes establishing nurseries, growing operations and production facilities. The state has supported the effort through its farm winery and farm brewery license that focuses on requiring the use of New York State agricultural products in the process.

Harvest New York has been working with four wineries and three breweries in Northern New York on their development, establishment, and expansion. The process includes business planning, state licensing, and federal licensing. Harvest NY also assisted with the identification of potential funding sources. The significant upfront investment and licensing tends to be the largest barrier. But, once the hurdles are cleared, those four wineries and three breweries will see a return on investment and benefit the local economy.



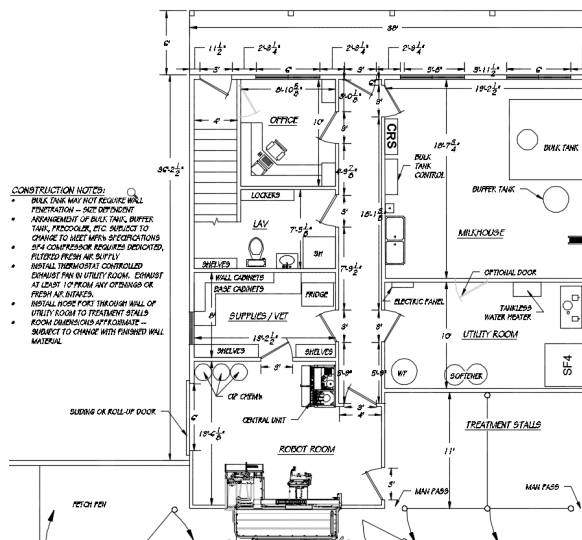
There are approximately 14 wineries and 15 breweries across NNY. This is, in part, due to the collective investment of Cornell University, University of Vermont, University of Minnesota, and Elmer Swenson. Years of research, identifying varieties of grapes and hops that survive the regions harsh winters. Photo: Lindsey Pashow, HNY

FARM STRATEGIC PLANNING

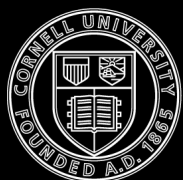
What's the Next Step for the Southern Tier Ag Industry Enhancement Program?

Last quarter a great deal of activity was reported regarding the Southern Tier Agricultural Industry Enhancement Program (STAIEP). Of the 16 or so aforementioned farms at least five qualified, and submitted applications, for funding. This represents almost \$1.2 million (estimated) of investment in the region. Unfortunately, as of this writing, no awards have been announced. However, planning still progresses with refinement of designs, as well as, the leveraging and securing of funding from other sources.

Of the remaining dozen or so farms most have continued with the long-term farmstead development planning in anticipation of the next round of funding and/or the next upswing in milk prices. For one farm this has meant some difficult, but well considered, decisions. In this case, Harvest NY assisted with the preparation of design documents and cost estimates, and with these facts and figures in hand the farm managers decided that a far less extensive refitting of the existing facility would be the most cost-effective option at this time. They would, however, reserve the construction of a new facility and ag waste storage for the next generation.



Continued refinement of the design for a new milking center has yielded a plan that is space and cost efficient. Photo: Timothy Terry, Harvest NY



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