

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



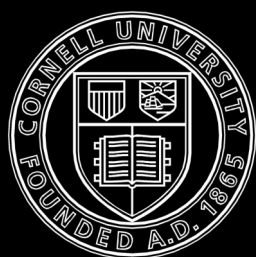
## QUARTERLY HIGHLIGHTS July-September 2016

### 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.



### FARM STRATEGIC PLANNING

#### Harvest New York Efforts Coming to Fruition

Since October of 2014 Harvest NY has been working with a number of farms, large and small, to develop long term strategic farm growth plans. Such development usually involved several iterations of design as well as much contemplation, consternation, deliberation, and debate by the farm owners and managers. This fall all of that planning, sizing, and placing of facilities and structures has become, or is becoming, a reality for four farms. It is interesting to note that these activities have focused not on expansion, but rather, on improving efficiency, sustainability, and/or implementing the comprehensive nutrient management plan. As a result

of this planning, many farms have been able to leverage additional support from the Dairy Acceleration Program, the Southern Tier Agricultural Industry Enhancement Program (STAIEP), the Ag Non-Point Source Pollution Abatement and Control Program (SWCD), and/or the Environmental Quality Incentives Program (USDA/NRCS). More specifically, for one of the farms in the southern tier this translates into a \$575,000 investment in the farm as well as the leveraging of a \$100,000 award from the STAIEP grant.



Figure 1— Initial Framing for new robotic milking barn. Canaseraga, NY (Allegany Co.)



Figure 2— Ag Waste storage under construction near Avon, NY (Livingston Co). Harvest NY efforts helped landowner leverage DAP (NYS DEC) and EQIP (USDA/NRCS) cost share funding.



## LOCAL FOOD DISTRIBUTION

### Harvest New York partners on Cornell's *Developing an Eastern Broccoli Industry* project

Cornell University was awarded \$2,019,142 in federal funding to develop broccoli production as a self-sustaining crop on the East Coast. Led by Project Director, Thomas Bjorkman, Cornell will work to develop a large grower base of broccoli, create seed of new cultivars commercially and enhance distribution channels for regional fresh produce. This project would help triple eastern production, to a farm gate value of \$100 million per year, by making eastern broccoli more profitable for seed companies, growers and distributors. The expansion would also reduce the overall cost and carbon footprint of broccoli consumed in the East, because of shipping across shorter distances meaning less transportation fuel, less irrigation water, and improved rotations on vegetable farms. Harvest NY will join the project team to work on food hub management, specifically, to develop 10 profitable business plans with new or expanding food hubs along the east coast. The potential food hubs have been identified as meeting many of the requirements for success. They have also been chosen to represent several regions and business models.



### Congratulations Elizabeth!

HNY Ag Economic Development Specialist Elizabeth Newbold was recently selected as Administrator of the Northeast Center to Advance Food Safety (NECAFS). Now working through the University of Vermont, Elizabeth and NECAFS aim only to advance the understanding and practice of improved food safety among the region's small and medium sized produce growers and processors across 12 states and the District of Columbia. This move continues her Harvest NY work in helping farmers implement Good Agricultural Practices. In her time with Harvest, Elizabeth was instrumental in researching

## FARM-BASED BEVERAGES

### Harvest New York is awarded a \$74K USDA Local Food Promotion Program planning grant to support the NYS craft beverage industry

New York State (NYS) is home to more than 800 wineries, breweries, distilleries, and cideries and over 1,000 farmers that grow a combination of grapes, hops, grains, and apples, specifically intended for use in the craft beverage industry. In recent years, NYS has passed a series of laws that spawned a massive growth in the craft beverage industry. These laws require that a certain percentage of the raw inputs needed to produce the craft beverage are grown in NYS. Given the infancy of this industry, farmers and operators do not have an effective means to identify one another for the purpose of buying and selling farm products. Inspired by the NYS Wine and Grape Classifieds, Cornell University will partner with craft beverage stakeholders and a software development firm to design an online aggregation platform that will enable farmers and businesses to more effectively transact sales; the success of which is key to the growth and viability of the NYS craft beverage industry.

This effort brings the following Cornell Cooperative Regional Teams: Harvest NY, the Lake Ontario Fruit Team and the Fingerlakes Grape Program, as well as key external partners: Hartwick College Center for Craft Food and Beverage and Applied Sciences Group. In addition to the core project team, industry stakeholders from the NYS craft beverage industry will serve as key advisors.



and advancing NYS produce auctions as well as farm-based beverage work and much more. Her professionalism will be missed, but we are glad to gain her and NECAFS as partners with Cornell in helping farmers compete in the market place with Food Safety.



### Dairy Science in Northern New York

In the 3<sup>rd</sup> quarter of 2016, there have been many dairy processing highlights. In July, Anika assisted in delivering the annual training course to the Certified Milk Inspectors in collaboration with New York State Department of Agriculture and Markets. Basic microbiology, milk quality, sanitation requirements, and regulation were covered in the course.

Anika and Carl conducted two Dairy Science and Sanitation courses in August. The first was held in Ithaca with 39 attendees, and the second was held at Kraft in Lowville, NY with 19 Kraft employees present. Also held in August was the first Advanced Fluid Milk class, led by Anika. 28 people attended the course, and it has been added to the Cornell Dairy Foods Extension Certificate Program. This course allows individuals from the dairy industry to pursue knowledge specific to producing safe and high quality fluid milk in New York State. There were 15 speakers from different sectors of the dairy and service industries, allowing for networking and optimal knowledge sharing.

In October, Anika co-led a Preventive Controls for Qualified Individuals course. This course reviews the requirements of the Food Safety Modernization Act, which is a regulation giving increased oversight of food safety to the Food and Drug Administration.

While the 3<sup>rd</sup> quarter has been full of diverse programming, all programs aided in further educating the New York State workforce in manufacturing safe, wholesome, and high quality dairy products.

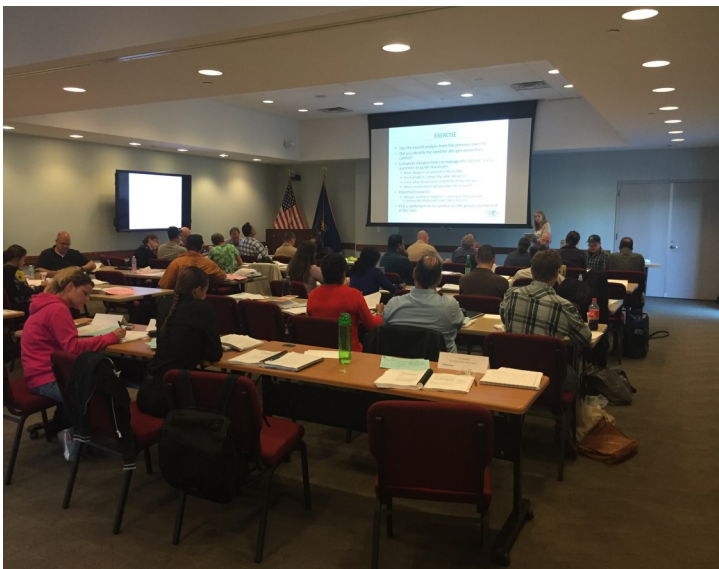
### Preventive Controls for Human Food Training Continues

On September 6<sup>th</sup>, 7<sup>th</sup> and 8<sup>th</sup> Harvest NY team members delivered Preventive Controls for Human Food training to members of the Food and Drug Administration, New York State Agriculture and Markets, and members of industry at the FDA regional field office in Jamaica, NY.

At this training, there were 23 members of the FDA, 4 members of NYS Ag & Markets, and 12 industry representatives.

At the conclusion of this training each attendee received a certificate which qualifies them to develop their product's hazard analysis and preventive controls as well as the procedures for verification, monitoring, correction, and corrective actions.

Harvest NY is planning to deliver the same training to additional industry representatives in Q4 2016.



Anika Zuber at the Preventive Controls for Qualified Individuals course in Jamaica, New York.



Carl Moody at the Preventive Controls for Qualified Individuals course in Jamaica, New York.



## LIVESTOCK PROCESSING & MARKETING

### Meat Cutting Seminar at SUNY Cobleskill

August 24, 2016 marked the second meat processing course instructed by Harvest New York and SUNY Cobleskill. These classes are helping with CCE's regional agriculture programs to spur agricultural development in the state by developing educational programs. For many current and prospective meat producers, raising the animals is the easy part; but knowing how the meat is cut and the sausage is made is not always as instinctive. CCE Harvest NY is working alongside SUNY Cobleskill to deliver much needed and requested meat marketing and processing classes. The most recent of these classes focused on pork and looked to provide greater understanding of pork cuts, pork marketing, food safety and sausage making.

Held at the SUNY Cobleskill Meat Laboratory, the one-day workshop was led by Meat Lab Manager Betsy Jensen, Harvest New York Livestock Processing & Marketing Specialist MacKenzie Waro and Culinary Arts Instructor Mike Lapi, who led a hands-on training session. It was the interactive, hands-on portion that proved to be the highlight for nearly every attendee, from novice to experienced producers.

"I went to the workshop hoping to learn more about using different cuts of the pig and figure out what might be compromised if we tried harvesting new cuts," says Riley Warren, whose family has a successful farm that sells grass-fed meats, eggs and other products in farmers markets throughout eastern New York and New York City. "The hands-on portion was so helpful in allowing me to process that information. I'm a visual learner and can

watch YouTube videos and see stuff online, but this allowed me to see the cuts being made and ask direct questions as I thought of them."

"We continue to be impressed by the hands-on class interaction between industry leaders and participants for these seminars," says Waro. "Based on the attendance as well as the post-event feedback we are getting, this is a much-needed learning opportunity."

For more information about upcoming classes and events, contact MacKenzie Waro at [mlw55@cornell.edu](mailto:mlw55@cornell.edu).



MacKenzie Waro at the SUNY Cobleskill Meat Laboratory.

## AGRICULTURAL BUSINESS DEVELOPMENT & MARKETING

### Northern New York Food Hub Initiative

In 2015, the state appropriated more than \$1 million to help with the establishment of a "food hub" in northern New York. State Senator Patty Ritchie, chairwoman of the Senate Agriculture Committee, led the funding effort. Jefferson County Cornell Cooperative Extension was then designated the lead organization, tasked with establishing the food hub in Jefferson, St. Lawrence, Lewis, and Oswego counties.

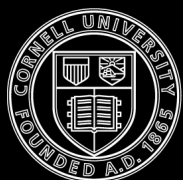
Jefferson County CCE has joined with Harvest NY to make the food hub initiative a reality. Northern New York presents many challenges to strengthen its food systems. It has a major geographical distances and minimal food processing infrastructure. A food hub can be structured in many ways and does not have to be a typical bricks and mortars building. Harvest NY will be providing support to help determine what type of infrastructure will best fit a food hub in northern New York.

In July, Harvest NY arranged a tour to Essex County to visit "Hub on the Hill," a hub established just this year. The tour included stops at farms in Essex County that tap Hub on the Hill for aggregation, storage, processing, distribution, and marketing. The Essex County model of centralization is in line with the U.S. Department of Agriculture's description of the program. The trip provided useful insight into how one upstate hub is organizing its efforts.

Since the tour, Harvest NY has helped with the hiring of two local food specialist to work on the food hub initiative in northern New York. Harvest NY also provided faculty for the CALS Summer Internship student Cassandra Kiechle, who worked on a project called "Developing a Regional Food Hub in Northern New York." Along with the food hub initiative, a variety of educational programming will be available for the farmers in the future. The Food Hub Initiative seeks to create economic opportunities for 93 farms in northern New York in participating counties.



Photo Credit: Lindsay Pashow



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