

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



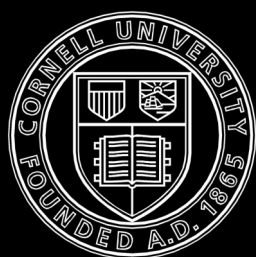
QUARTERLY HIGHLIGHTS April-June 2017

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

Efficiency Over Expansion

With many regional and national commodity stocks high and farm gate prices low many farms are looking to maintain a healthy bottom line through improvements in efficiency versus expansion of the business. In other words, they are looking to reduce production costs per unit by doing things better rather than strive for an economy of size. For example:

Friendship, NY
(Allegany Co.) – A young couple with a young family recently purchased a non-working farm. This formerly mothballed farm has a great deal of unrealized potential. Unfortunately, the farmstead itself has several outdated, labor intensive



Long Term Farmstead Development Plan

structures, as well as, a number of environmental resource concerns. Through the use of a detailed topographic survey, Harvest NY was able to create a scaled, long-term farmstead development plan. The plan is modular. That is to say, each component is independent of all the others and can be installed as the need arises and finances allow. Moreover, the farm can be effectively operated by two full-time people, and the resource concerns are mitigated as part of the development process.

Partnering with NRCS and the Allegany Co. SWCD, Harvest NY was able to provide earthwork and construction estimates to begin the application process for various cost-share programs. Additionally, since the existing natural resource lends itself to intensive grazing rather than cropping, Harvest NY was able to connect the couple with a grazing advocate who could develop a grazing plan for the farm fields. Since this grazing advocate is a recognized Technical Service Provider (TSP), the grazing plan is also eligible for cost share programs. Many of these programs will pay up to 75% of the construction expenses of these projects.

Efficiency Over Expansion Continued

North Java, NY (Wyoming Co.) – One of the fruits of good husbandry is a barn full of livestock. Unfortunately, too much of a good thing can have a negative impact on cow comfort and, ultimately, productivity. Such was the case for a 400-cow dairy in the hills of Wyoming County. The farm owner noted that the early lactation cows were not coming into production as quickly or peaking as high as their genetic potential would indicate. After some analyses, it was determined that overcrowding (too many cows, too few stalls) was the issue. Judicious culling was instituted, but the farm still needed ~400 cows to maintain cash flow – especially payroll. Working with Harvest NY the owner was able to run several scenarios of extended facilities, new facilities, and/or which groups to move out of the existing facilities.

A potential site on the farmstead was located and surveyed, however, during the design it was discovered that the animals would have to negotiate an 8½% grade to get from one barn to another (6% is considered maximum). This presented a cow comfort and worker safety issue. Additional earth could be brought in to raise the building site, but this would amount to more than 25,000 yds³. More specifically, a minimum of \$150,000 in additional project costs to haul, place, level, and compact the earthfill.

An alternate site was suggested and surveyed, but it was unclear whether or not the facility would fit between existing structures, and/or would compromise any future expansion. Through the use of the survey data and CADD software Harvest NY was able to shoehorn the facility into the existing farmstead without impacting future growth or any underground facilities. Access lanes were now less than 3% grade, and the earthwork requires no extra fill.



First Lactation Group Freestall

Once constructed and populated the owner expects to see a production increase of 8 – 10 lbs. per cow per day. Over the course of a year that can be more than \$125,000 in gross revenue at \$15/cwt.

Cohocton, NY (Steuben Co.) - Caring for 800 heifers from neonates to springers is a full time job for a staff of five. Having approximately 250 more at a satellite facility further complicates things.

Moving these ~250 heifers home would eliminate several man-hours each week in travel time alone. Add to this a reduction in fuel expenses, wear and tear on the vehicles, as well as, the headaches of managing a remote facility. This move will also eliminate the need to maintain a second line of equipment and the investments necessary to bring this second facility into environmental compliance which could have encumbered annual cash flow an estimated \$7,500 - \$10,000.

Working with the landowner and environmental planner Harvest NY was able to develop a site plan for a new 254-stall freestall as well as size and place two new ag waste storages on the existing farmstead. Once constructed, the farm will have fully implemented its Comprehensive Nutrient Management Plan and avoided any fines and/or penalties levied by the NYS Dept. of Environmental Conservation. Furthermore, the plan facilitates the use of the \$100,000 STAIEP grant awarded last year.



Barn Expansion and Proposed Ag Waste Storages

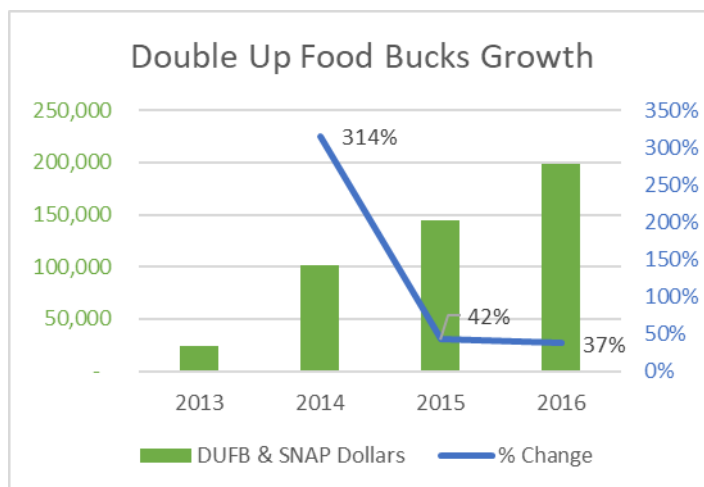
Harvest NY Successfully Completes Developmental Role in Double Up Food Bucks

In the winter of 2013 at a local food systems conference, Co-Founder and Executive Director of Field and Fork Network, Lisa Tucker-French and Harvest NY Specialist, Cheryl Thayer, were inspired by the words of Oran Hesterman, CEO and President of Fair Food Network, and activated by the tremendous success of the Double Up Food Bucks program in Michigan. Driven by passion and a belief that Double Up could truly affect positive change in the Western NY food system, Tucker-French and Thayer began the quest to bring the Double Up Food Bucks program to Western NY. Countless hours were spent surveying and assessing need; researching and writing grants; and engaging community stakeholders to garner support. The program officially launched in 2014, at seven farmers' markets and under the adept leadership of Tucker-French, has since grown exponentially.

In the beginning of its fourth programmatic year, Harvest NY bids a proud, albeit sad, farewell to our continued involvement in program operations; as attributed to the program's tremendous success, Field and Fork Network has been able to hire dedicated program staff to take Double Up to the next level. These words serve as our formal farewell to the program, and to provide an opportunity to express our gratitude for being able to develop and shape the program over the past four years. We are so proud of the impact we've helped create and of the program's growth trajectory in the coming years.



Double Up Food Bucks is a nutrition incentive program that matches SNAP purchases \$1 for \$1 at participating sites across Western NY. The Double Up incentive can only be used to purchase fresh fruits and vegetables, thereby promoting healthy eating habits and redirecting federal food assistance dollars into the local food and agriculture economy.



DUF & SNAP Dollars

- **Serving 90+ unique sites throughout 11 counties**
- **4,500 new customers shopping at farmers' markets**
- **282,000 pounds of healthy food purchased with SNAP & DUF & SNAP Dollars**
- **185 Farmers participating in the program**
- **90% of Double Up shoppers report an increase in fruit and vegetable consumption**
- **61% of Double Up farmers report making more money as a result of program participation**

Preventive Controls for Human Food Training Continues

Harvest NY continued to conduct training in Preventive Controls for Human Food in the 2nd quarter of 2017. Forty-seven individuals representing 11 companies located in Western New York as well as members of the Food and Drug Administration attended and at the conclusion of this 20-hour 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.

The trainings were held at the Cornell Cooperative Extension of Erie County on May 3rd – 5th and at the Irondequoit Library in conjunction with the Cornell Cooperative Extension of Monroe County on May 23rd – 25th.

Harvest NY also held a 4-hour Preventive Controls for Human Food Seminar at the Cornell Cooperative Extension of Saratoga County in Ballston Spa, NY. There were 22 individuals in attendance at this training representing 10 companies from the surrounding area.

Harvest NY will continue to offer this much-needed training in Q3 of 2017. Additional Preventive Controls for Human Food Qualified Individual courses are being offered in Erie County August 1st-3rd and 3 courses in Jamaica, NY is scheduled in August and September. An additional 4-hour Preventive Controls for Human Food Seminar is being held in Erie County on July 14th.



Photo Credit: Carl Moody

North County Dairy Plant Training Course

Harvest New York conducted a specialized training course at North Country Dairy plant in St. Lawrence County in June. North Country Dairy ships approximately 5.4 million pounds of milk, and 32 plant employees attended the training where they learned about a variety of topics that contribute the production of safe, healthy and wholesome dairy products in New York State. The training covered dairy science background information including dairy microbiology, dairy chemistry, the science behind cultured products (i.e. yogurt) and the importance of proper cleaning and sanitizing. The course also included background on the Food and Drug Administration's newly enforced regulation, the Food Safety Modernization Act. The participants learned about the regulation itself, and how they as individual employees can help contribute to compliance under this regulation. Reviews of the course including comments such as, "The enthusiasm and interaction was nice and kept me wide awake. I gained knowledge and came out smarter. Thank you."

Harvest New York also conducted a Hazard Analysis Critical Control Point (HACCP) food safety workshop at the Jefferson County Cornell Cooperative Extension Office in April. Six people attended the training. Five of the six participants will return to their plants as members of a food safety team, where they will be able to help create a system to produce food that is as safe as possible and prevent food recalls. The average recall will cost the food industry approximately \$10,000,000. These trainings were designed to engage the participants in a way that will translate to a more complete understanding of the importance of each person's role in the New York Dairy Industry.

Harvest New York is continuing to work with several farmstead creameries on their food safety plans and procedures.



Pictured: Anika Zuber and Carl Moody at the North Country Dairy Plant Training on June 3rd, 2017.

LIVESTOCK PROCESSING & MARKETING

Second Quarter Update

May 31st marked the first Cured Meats Workshop for Harvest NY and Cornell Dairy Foods Extension Program. The course was taught by Kevin McCann, a craft butcher and Culinary Institute of America-trained chef who is the owner of McCann's Local Meats located in Rochester, NY. The first day started with the history of charcuterie, how the whole hog breaks down and hands-on fabrication, knot tying, and closed out with preliminary steps of cured meat production. The second day was filled with grinding, and the production of Coppa, Lonza, Pancetta, and Speck, just to name a few products. This provided participants hands-on learning experience and valuable networking opportunities. Participants got to learn in the CALS state-of-the-art food science facility located in Stocking Hall.

"Working with Harvest New York is really exciting," said Jason Brooks, an attendee from Lake George, NY. "I was really happy to have found a home where I could get informative classes and really expand not only my knowledge but my ability to develop a business plan, my ability to incorporate professional techniques and access a network of people to help me along the way as I develop my business." Jason has participated in other HNY events.

During the event, CALS's RJ Anderson was able to shoot photos along with a video to help promote the program, and HNY. Fourteen cured meat enthusiasts participated in the workshop, with a few of the participants having participated in other HNY livestock processing and marketing events in the past.

The Cured Meats Workshop is the first in a line of ideas to grow the value-added meat side.

Harvest New York is partnering with Cooperative Feed Dealers to bring Preventive Control Qualified Individual (PCQI) for Animal Feeds training to animal feed dealers

and manufacturers. The first collaborative course was taught on May 23-25 in Stocking Hall at Cornell University. Thirteen industry leaders participated in the workshop, and by the end of the 2.5 days, all received certificates that signified they were now PCQI trained. Two additional trainings will be offered in August and November of 2017.

The final Backyard Butcher workshop was held in May at SUNY Cobleskill. Sixteen participants received hands-on experience breaking down a hog carcass, learning about marketing and labeling regulations, as well as how to utilize the whole hog carcass when cooking.



Photo Credit: RJ Anderson

AGRICULTURAL BUSINESS DEVELOPMENT & MARKETING

Winery Establishments in Northern New York

Northern New York currently has 19 wineries across the six counties and is slowly growing but not as a recognized tourist destination specifically for wine as other parts of New York State (Finger Lakes, Long Island, etc..) or the world. By hopefully increasing the number of wineries, it will bring in more tourist to the area to specifically visit wineries. According to the New York State Wine and Grape Foundation in 2012 the wine tourism industry has increased "13-fold since 1985 from 384,000 to 4,986,000 in 2008 and 5.29 million in 2012." With this significant increase, it has also increased the number of sales in the wine industry.

Harvest New York and Cornell University College of Agriculture and Life Science summer intern Ryan Graff have been working on a project to determine the establishment and expansion cost of a winery using cold climate grapes in northern New York. The outcome of this project is that more people will be able to determine if starting a winery is economically viable to their goals and to increase the number of wineries across northern New York.

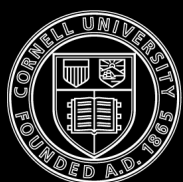
The information collected from this project will help to determine the establishment costs and challenges of the wine industry in northern New York. This project is intended to help people considering investing in a

winery, established wineries, and wineries considering expanding have a better understanding of cost, equipment, and space needed for a winery.

In November 2017, we will be offering a vineyard establishment and winery establishment workshop in St. Lawrence County. This workshop will help people interested in starting a vineyard and/or winery.



Photo Credit: Ryan Graff



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