

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



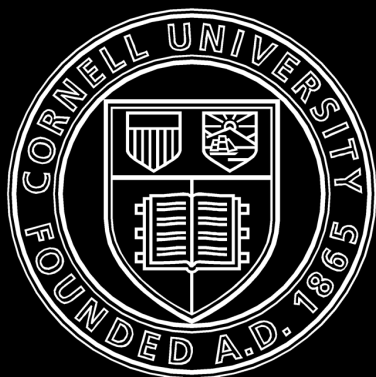
QUARTERLY HIGHLIGHTS April-June 2018

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.



FARM STRATEGIC PLANNING

Phoenix Rising

North Boston, NY– An overnight fire on March 16th of this year destroyed the main barn of a maple producer located in south central Erie County. Gone with it were several pieces of farm equipment, numerous tools, thousands of feet of sap tubing, and dozens of sap buckets, in addition to the entire inventory of syrup packaging supplies.

Determined to rise from the ashes, the owners contacted Harvest NY through Megan Burley, Ag Educator with Cornell Cooperative Extension of Erie County. Working with Harvest NY a site plan was developed that would control surface runoff and improve traffic flow. The new facility would have a spacious and inviting storefront, along with a commercial kitchen for bottling syrup and preparing various maple confections. The new storage room allows for easy rotation of supplies and inventory. The larger space also affords the opportunity to purchase and handle materials in pallet lots --potentially saving time, labor, and money. A walk-in cooler safely stores perishable products, and with its state-of-the-art insulation, it will be energy efficient, too.

Working through the design process, the owners were better able to determine what they wanted in a facility as well as visualize what it would look like and how it would be situated on the farmstead. Moreover, with the preparation of planning documents the owners have been able to secure a zoning variance (pending), a Farm Credit Structure Grant (\$5,000), and a SARE Small Business Grant (\$15,000). They have also applied for an NYS Ag & Markets Ag Accessibility Grant. Construction is slated to start later this summer.

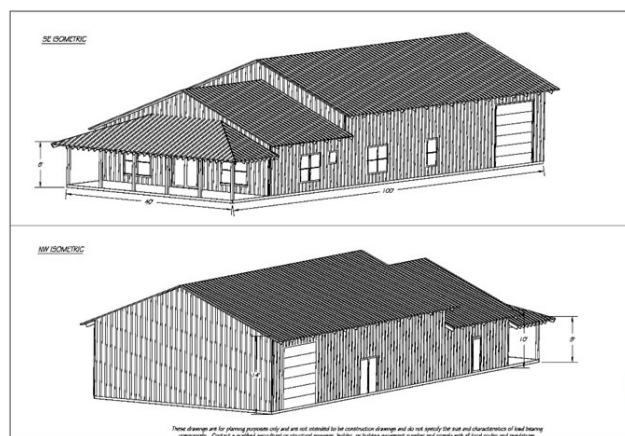


Figure 1– Front and rear views of the new facility

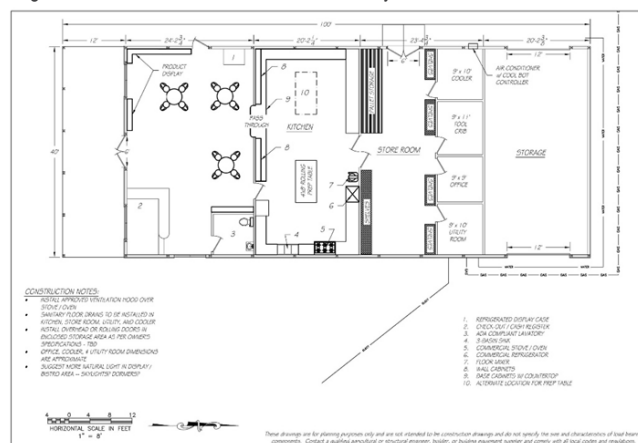


Figure 2– Floor plan of the new facility. Entrance on the left.

Upcoming Craft Beverage Events

Twilight Field to Pint Tour, Batavia NY

On Wednesday, July 18th, there will be a Twilight Field to Pint tour. This event will follow the life-cycle of a pint of New York craft beer, with educational opportunities at each stop. The itinerary is as follows:

- 6:00 pm: Tour Cornell malting barley variety trials. Guest speakers include Mike Stanyard, Field Crops Specialist with Cornell Cooperative Extension Northwest New York Dairy, Livestock, and Field Crops team and Dr. Gary Bergstrom, Plant Pathologist & Dr. Mark Sorrells, Plant Breeder, with Cornell College of Agriculture and Life Sciences.
- 7:00 pm: Tour & tasting at New York Craft Malt. Guest speaker includes Ted Hawley, Owner and Head Maltster at New York Craft Malt.
- 7:45 pm: Tour, taste, and dine at Eli Fish Brewery Company, Batavia's first brewery since prohibition! Guest speaker includes John Mager, Head Brewer at Eli Fish Brewing Company. One free "drink chip" is graciously being provided by Eli Fish, and participants are responsible for their own dinner and drink purchases thereafter.

Registration info can be found [HERE](#). There is no charge for this event, so please consider joining us for education, insight, and networking!

Empire State Barley and Malt Summit, Liverpool, NY

In partnership with Cornell Field Crops, we're excited to announce that we're going to host our 2nd *Empire State Barley and Malt Summit* this December 2018 at the Holiday Inn, Liverpool. The Summit will bring together leaders in the New York State malting barley supply chain to provide:

- Research-based technical updates
- Best practices for success
- Supply-chain networking opportunities

The event will kick off Wednesday, December 12th, with a tasting, featuring several breweries pouring samples of craft beer that highlight the use of New York State-grown hops and barley. Following will be a series of educational sessions featuring researchers, extension specialists and industry experts, as well as ample networking opportunities. Prospective attendees could include:

- New York State malting barley growers and malt house operators
- Small grains growers interested in malting barley as a new crop
- Brewers and distillers that wish to better understand the growing and malting processes
- Industry support providers that work with growers, maltsters, and brewers

More information to follow on the program, but for now, **SAVE THE DATE!**



Pictured: Jason Sahler of Strong Rope Brewery (Brooklyn, NY) at the 2017 Empire State Barley and Malt Summit

Photo Credit: RJ Anderson

LOCAL FOOD DISTRIBUTION & MARKETING

Increased Access of CSA shares to Low-Income Communities in Buffalo

Using a novel approach, [Harvest New York](#), in partnership with [Cornell Cooperative Extension of Erie County](#) and [Field & Fork Network](#), is launching a new project targeted at expanding access to community supported agriculture (CSA) shares to low-income consumers in Buffalo. This innovative program is cutting edge in Buffalo, and if successful, will be a model for communities across the country that are interested in community food systems development that does not require revenue generation and/or continued philanthropic support.

Funded by the United Way of Buffalo and Erie County, and the General Mills Foundation, the project team's primary goal is to develop an interdependent relationship between three key groups: (1) low-income consumers in Buffalo, (2) local CSA farmers, and (3) cost-offset providers, which could be health insurance companies, employers, and/or Medicaid providers. The concept of a cost-offset, in this case, can be likened to the type of wellness perk often offered by insurance companies, for example, a discount on the cost of a fitness membership. What this project is proposing to do is offset the cost of healthy, whole food from Western NY farmers. If successful in garnering participation from the three key groups, the project can offer the following impacts:

- Increasing healthy food access and consumption for low-income residents in Buffalo.
- Supporting local farmers by increasing CSA shares sold and/or providing them with new customers, which can contribute to a stronger local economy.

It is important to clarify that the grant funds are not going towards the CSA cost-offset itself, but will support developing the relationship between consumers, farmers and cost-offset providers, as well as supporting nutrition education and budget-friendly menu planning to ensure consumers are comfortable and able to use the diversity of crops provided in a typical CSA box.

Existing research from the University of Kentucky supports that participation in a CSA leads to improved health, particularly for consumers with poor health prior to CSA participation. Improved health outcomes include: reduced consumption of processed snack foods and meals, increased consumption of fruits and vegetables, more attention to health and nutrition, less need for medical care, and improved beneficial lifestyle changes, such as cooking at home. Likewise, in a program offered in Madison, Wisconsin, one partner health insurance company noted that participating in a similar program resulted in high member satisfaction and recognition as being an innovative leader in the field. And, participating farmers indicated that the program increased awareness of CSAs and created business and visibility for their farms.

In the coming months, the project partners will be engaging consumers, farmers, and potential cost-offset providers in targeted discussions and focus groups to encourage project participation and to determine the potential barriers to participation, with the hope of launching a pilot of the project in 2019.

DAIRY FOOD PROCESSING & MARKETING

2018 Quarter 2 Updates



New Specialist:

Barbara Williams joined the Harvest NY team on June 1st as the Northern NY Dairy Processing Specialist. Barbara earned a B.S. in Biological Sciences from Siena College in Loudonville, NY. She received her Certificate in Fluid Milk Processing for Quality & Safety from Cornell University in 2014. She is currently working towards her Masters of Science in Food Safety through

Michigan State University.

Previously, Barbara worked for HP Hood LLC for over 20 years. During her time with Hood, Barbara worked her way from part-time lab technician to SQF Associate. Her responsibilities included being the plant SQF Practitioner, ensuring regulatory compliance, writing and maintaining both the Food Safety and Food Quality Plans, and maintaining the pre-requisite programs. She was also responsible for developing and implementing plant-wide food safety training for all employees. Barbara will be able to use her food safety expertise and training experience to assist dairy plants in Northern New York.

Outreach:

On June 6, Dairy Processing specialist Anika Zuber and Barbara Williams represented Harvest NY at the NYS Dairy Day at the Capitol. While they were there, the specialists shared with hundreds of individuals how much impact agricultural businesses, specifically dairy, have on the NYS economy.

On June 27th and 28th, Barbara worked with Chobani to deliver a Food Defense training to 15 corporate personnel. The training included delivering information on Federal requirements for Food Defense plans. By the conclusion of the training, Chobani staff had begun to write their plans, under the guidance of the Cornell team.

Dairy Processing Workshop Updates

In addition to regular Western & Northern New York Dairy Plant visits, Harvest New York Dairy Processing Specialists conducted 6 workshops for dairy processing plant personnel in 2018's second quarter. These trainings include a Hazard Analysis Critical Control Point Workshop, 2 Basic Dairy Science and Sanitation workshops, a Food Safety Modernization Act workshop and overview seminar, and a Food Defense workshop.

These workshops all touch on food safety topics, and some also include information on how to produce high-quality products.



Figure 1. Harvest New York Dairy Processing Specialists conducting a cheese tasting and cheese curd demonstration at Agriculture Dairy at the New York State Capitol. L: Barbara Williams. R: Anika Zuber.



Figure 2– Harvest New York Dairy Processing Specialists conducted a food defense training at Chobani

Food safety is a key component to dairy processing economic development. Many retailers demand advanced food safety systems from their suppliers. Food facilities that are compliant with these food safety requirements and train their personnel have improved access to retail outlets. Therefore, food safety programs are critical to marketing over 14 billion lbs. of milk produced in New York.

Dairy Processing Specialists

Workshops & Activities

Harvest New York Specialists Barb Williams and Anika Zuber worked throughout New York to deliver workshops to dairy plants



Cornell Cooperative Extension
Harvest New York

harvestny.cce.cornell.edu



[dairyprocessing.harvestny](https://www.instagram.com/dairyprocessing.harvestny)



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2018 Quarter 2 Report

In the second quarter of 2018, Harvest New York's Urban Agriculture Program launched two new programs, provided over 27 hours of direct technical assistance to 47 producers, and expanded our presence through meetings with urban agriculture practitioners and service providers from Buffalo, Detroit, Cleveland, Baltimore, Indianapolis, Tucson, and the Bay Area in California.

New projects launched this quarter include:

Food Safety

Commercial urban farmers in New York City sell through an array of marketing outlets, from restaurants and grocery stores to farm stands and CSAs. Many small and mid-sized urban growers have questions about food safety requirements, and most do not have a written food safety plan. Harvest New York's Urban Agriculture Program has launched food safety programming, with initial work focusing on general food safety best practices and clarifying confusion around food safety rules, such as differences between buyer-imposed programs, especially GAP certification (Good Agricultural Practices), and government-enforced food safety regulations, such as FSMA (Food Safety Modernization Act). In the second quarter, specialists consulted with controlled environment agriculture producers on GAP certification requirements and food safety plans, taught a practical food safety course for farmers-in-training through Farm School NYC, and planned additional direct technical assistance with producers in the third quarter.

Survey of Urban Soils

Many of the urban farms in New York City -- perhaps most -- grow in imported soils rather than native soils, owing to the underlying soil being either inaccessible (e.g. when growing on a rooftop or paved lot) or potentially contaminated. These imported soils -- usually purchased topsoil, compost, or a combination of the two -- behave differently than the native soils for which most growing recommendations are written, and both producers and service providers lack information on best practices for maintaining fertility in these soils.

With all of this in mind, the Urban Agriculture Program launched the NYC Survey of Productive Soils, focusing in 2018 on imported soils used for vegetable production at 11 sites in New York City. Initial soil samples were collected from all sites in May and June and soil nutrient analysis was obtained and shared with producers, along with any relevant recommendations. Leaf samples will be collected for tissue analysis in July and August from 8 to 10 sites, and a second round of soil nutrient analysis will be obtained in the fall. Throughout the project, specialists work closely with producers to interpret results and discuss soil management strategies.



Figure 1- Urban Agriculture Specialist Yolanda Gonzalez eschews protective gear to get photos of beekeeping at New Roots Community Farm in the Bronx.



Figure 2- A Grower at KCC Urban Farm in Brooklyn takes soil samples with Urban Agriculture Specialist Sam Anderson.

Northern New York Marketing

Over the last six months, Harvest NY has helped to support and provided trainings on marketing education in northern NY. This support included teaching a variety of marketing programs across the region. The educational program provided included market assessment, wholesale channel communication, collaborative marketing, digital marketing, and general marketing. These programs reached around 70 farmers across northern NY and has led to farmers finding additional markets inside and outside of northern NY.

Dr. Todd Schmit (Associate Professor, Cornell University) and CCE Harvest NY secured funding to host a Strategic Marketing Conference in northern NY for later this year. These Strategic Marketing Conferences have been occurring around NY over the past couple of years but haven't been hosted in northern NY. These conferences have brought together farmers across the state to learn about finding new markets, buyer expectations, and market demand. The speakers for the conference are usually farmers, buyers, and educators. The intent of the conference is to help prepare farmers for new markets and for farmers to find new markets.



Pictured– Fresh Local Produce
Photo Credit: Lindsey Pashow

Northern New York Craft Beverage Cost Establishment Project

Currently northern NY has around 30 craft beverage operators over the six counties. Harvest NY and Cornell University College of Agriculture and Life Science summer intern Tyler Baisi have been working on a project to determine the cost of establishing a brewery, distillery, and/or hard cider operation. The intent of the project is to help people determine the overall cost of establishing a craft beverage operation. Currently, Harvest NY and Tyler Baisi are meeting with existing breweries, distilleries, and hard cider operations to this information. From this, Harvest NY will create a report on the present status of the industry and develop an interactive spreadsheet for would be entrepreneurs. Last year a similar report and interactive spreadsheet were created for the wine industry. Last year's report can be found on the [Harvest NY website](http://HarvestNYwebsite).



Pictured– Brewery Equipment