

Farm to Market Conference

APRIL 6, 2009 • SUNY-DELHI • EVENDEN TOWER

9 a.m. – 3:30 p.m. Marketing workshops and business-to-business networking of local food businesses



Cultivating Customers

SESSION I: 9:30–11a.m.

EXCITING EVENTS, PROFITABLE PROMOTIONS

Reaching out and educating customers can seem like an endless task. Holding an event can be a successful tool for building a loyal customer base. How can events and outreach be used to educate the public about your products? Which press and outreach efforts matter most? Two local farmers share their success stories.

Denise Warren is co-owner of Stone & Thistle Farm and Kortright Creek Creamery, a family-owned organic farm and goat dairy selling organic, grass-fed meats and organic goat milk and yogurt. Denise is owner, manager and chef for Fable, Stone & Thistle's on-farm restaurant. She organizes and manages on-farm educational events such as Farmer for a Day and Meet the Farmer Dinners. She is active in 4-H, Slow Food Catskills and Farm Catskills. Denise lives in East Meredith, Delaware County.

Carol Clement, with her husband John, raises meat, poultry and honey products at Heather Ridge Farm. Carol regularly holds special events at her on-farm store. Her products are sold at the farm store, and at area farmers' markets and stores. In addition to farming, Carol regularly speaks about cooking with grass-fed meats, local food and beekeeping. She lives in Preston Hollow, Schoharie County.

SESSION II: 11a.m.–12:30 p.m.

FARMERS' MARKET SUCCESS

This workshop provides guidance for farmers and farmers' market managers. Learn how to track the success and growth at your market through events and customer connections. Elements of a successful farmers' market display will be covered as well. Bringing together vendors and staff for successful events will also be discussed.

Cindy Barber, along with her family, raises produce and nursery stock at Barber's Farm. The Barber's sell at five regional farmers' market, wholesale and on-farm at their farmstand. Events on their farm include a seasonal Corn Maze and pick-your-own corn outings. Cindy lives in Middleburgh, Schoharie County.

Liz Carollo is the Greenmarket Publicity & Promotions Manager for 46 farmers' markets in all five boroughs of New York City. She trains seasonal Market Managers, runs Greenmarket's volunteer program, liaises with press and plans and oversees at-market activities and events each week throughout the growing season. Liz lives in New York City.

1:15–1:45 p.m.

KEYNOTE SPEAKER

SHANNON HAYES is the host of grassfedcooking.com and the author of *The Farmer and the Grill* and *The Grassfed Gourmet*. She works with her family on Sap Bush Hollow Farm raising pastured and grass-fed livestock in Upstate New York. Her newest book, *Radical Homemakers: Reclaiming Domesticity from a Consumer Culture*, is due out in April 2010.



From Farm to Market

SESSION I: 9:30–11a.m.

FARM TO CHEF CONNECTIONS

How does a farm build a relationship with a local or regional restaurant? What does a chef need to hear when you pick up the phone to call about your products? How do you plan to grow for a restaurant? What is a fair price for the restaurant and farmer too?

Patrick Martins is the co-founder of Heritage Foods, USA, a business dedicated to helping farmers' market their artisan foods and providing an alternative to industrial agriculture. The work of Heritage Foods has been vital in growing the market for four breeds of endangered turkeys. Patrick previously served as the founder of Slow Food, USA. He lives in New York City.

Devin Mills is the chef at the Peekamoose Restaurant and Tap Room which he manages with his wife, Marybeth. Their menu is focused on New American cuisine inspired by the regional foods available in the Catskills and Hudson Valley. A native of the Catskills, Devin returned to the Catskills after years of experience cooking in some of the country's finest restaurants. He lives in Big Indian, Ulster County.

Bob Kiley, along with his family, raises produce and nursery items at RSK Farm. The farm's products are available at the on-farm store, regional farmers' markets and restaurants. Bob transitioned to vegetable production after many years of dairy production. He lives in Prattsville, Greene County.

SESSION II: 11a.m.–12:30 p.m.

FARM TO RETAIL CONNECTIONS

How does a farm build a relationship with a retailer or distributor? What does a wholesaler need to hear when you pick up the phone to call about your products? How do you plan to grow for wholesale? What is a fair price for the buyer and farmer too?

Richard Giles, along with his family, raises produce at Lucky Dog Organic Farm. Lucky Dog markets their products at their farm store, local farmers' markets, through Community Supported Agriculture, and wholesale into New York City through Angello's Distributing. He farms in Hamden, Delaware County.

Joseph Angello is the owner and president of Angello's Distributing, Inc. Since 2003, Angello's focuses on distributing local, biodynamic, and organic farmstead products to retailers and restaurants throughout the Northeast. Joseph started his distribution business with the mission of focusing on locally produced foods. He saw the deterioration of availability of these products through national distribution channels while working as the general manager of Hawthorne Valley Farm Store. His business is currently located in Germantown, Columbia County.



The Whole Package

SESSION I: 9:30–11a.m.

LABELS AND PACKAGING

Labels that work can be one of the most cost-effective marketing tools for a farm or food-based business. When developing a label, it is important to meet the regulations for distinct packaged items. Area experts highlight the ins-and-outs of labels, packages and the presentation design of your products.

Stu McCarty, and **Lynn Thor** are partners in Grower's Discount Labels, LLC. Their business supplies labels for value-added and direct marketed products. They provide guidance on appropriate materials, adhesives, graphic design and applicators for all types of farm products. Their farm in Tunnel, Broome County once was a CSA project for 40 families. They currently raise vegetables, poultry and cows for their own homestead.

Dave Evans is the Director of Nelson Farms, a commercial kitchen that also provides entrepreneurial agri-business opportunities for specialty food processors, farmers, growers, and producers. Opportunities include: processing/co-packing, product development, dairy incubator, distribution, marketing and sales. Dave is employed by SUNY-Morrisville in Cazenovia, Madison County.

Cindy Dunne is the owner of Blue Farm Graphic Design, a graphic design firm specializing in farm logo and promotional materials. She brings years of design and agricultural experiences together to design successful images for small-scale farmers. Cindy lives in East Meredith, Delaware County.

SESSION II: 11a.m.–12:30 p.m.

FROM RECIPE TO RETAIL

This session will cover getting started as a value-added processor and expanding production for existing processors. Learn about options for where to process your products. Becoming a co-packer and getting a permit for home processing will also be discussed.

Dr. Olga Padilla-Zakour is the Director of the Northeast Center for Food Entrepreneurship at the New York State Food Venture Center. Her applied research focuses on adding value and safety to agricultural commodities with an emphasis on small-scale processing. She is employed by Cornell University in Geneva, NY.

Producer representative of the Small Scale Food Processors Association (SSFPA) of New York will speak about their experiences in value-added production. SSFPA is working to market small-scale products across the state through advocacy and education of their members.

Register
by
Monday,
March 30

SPONSORED BY THE WATERSHED AGRICULTURAL COUNCIL,
 CORNELL COOPERATIVE EXTENSION OF DELAWARE COUNTY
 AND THE CENTER FOR AGRICULTURAL DEVELOPMENT
 AND ENTREPRENEURSHIP

Marketing workshops
 and business-to-business networking
 of local food businesses

Farm to Market Conference

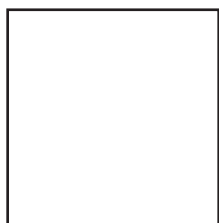


APRIL 6, 2009 • SUNY-DELI • EVENING TOWER



Register by
 Monday,
 March 30

Watershed Agricultural Council
 33195 State Highway 10 Walton, NY 13856



Farm to Market Conference

Cultivating Customers

SESSION I
 EXCITING EVENTS, PROFITABLE PROMOTIONS

SESSION II
 FARMERS' MARKET SUCCESS

From Farm to Market

SESSION I
 FARM TO CHEF CONNECTIONS

SESSION II
 FARM TO RETAIL CONNECTIONS

The Whole Package

SESSION I
 LABELS AND PACKAGING

SESSION II
 FROM RECIPE TO RETAIL

See inside brochure for details

9 to 9:30 am: Registration
 9:30 to 11 am: Session I workshops
 11 am to 12:30 pm: Session II workshops
 12:30 to 1:30 pm: Lunch
 1:15 to 1:45 pm: Keynote address
 2:00 to 3:00 pm: Business-to-business networking

Purpose: To develop connections between farmers, processors and buyers of local foods across the Catskills region. Workshops will target producers of various types and scales and help improve or increase production. The afternoon will include a business-to-business gathering, offering farmers and buyers the opportunity to meet face-to-face and make business connections just before the growing season starts.



Watershed Agricultural Council
 www.nycwatershed.org



Cornell University
 Cooperative Extension
 Delaware County

The WAC is funded by the New York City Department of Environmental Protection, U.S. Forest Service, U.S. Department of Agriculture and other federal, foundation and private sources. The Watershed Agricultural Council is an Equal Opportunity Provider and Employer.

Cornell Cooperative Extension of Delaware County provides equal program and employment opportunities. Accommodations for persons with disabilities may be requested by calling Janet Aldrich at 607-865-6531 by March 30, 2009 to ensure sufficient time to make arrangements. Requests received after this date will be met when possible.

Farm to Market Conference

SUNY – Delhi • April 6, 2009

Registration deadline: Monday, March 30, 2009

- Fee
- \$25 WAC, CCE and *Pure Catskills* members (Includes lunch)
 - \$35 non-members (Includes lunch)
 - \$25 *Pure Catskills* membership renewal
 - \$25 *Pure Catskills* new member enrollment

Name: _____

Phone: _____ E-mail: _____

Number attending: _____ Total \$ _____

Select tracks you will be attending:

- Cultivating Customers**
 - Session I: Events
 - Session II: Farmer Markets
- From Farm to Market**
 - Session I: Farm to Chef
 - Session II: Farm to Retail
- The Whole Package**
 - Session I: Labels and Packages
 - Session II: Recipe to Retail

Please make checks payable to: Watershed Agricultural Council
 Return to Watershed Agricultural Council, 44 West Street, Walton, NY 13856.

For more information, call Challey Comer at (607) 865-7090 or visit purecatskills.com.
 Contact Challey for details on tradeshow and tabling opportunities at the Conference.
 For directions, visit www.delhi.edu/about_us/directions.asp.

I hereby authorize the Watershed Agricultural Council of the New York City Watersheds, Inc. to use photographs, video recordings of my image and audio recordings of my voice, which I have voluntarily allowed to be taken by representatives of the Watershed Agricultural Council of the New York City Watersheds, Inc. Furthermore, I hereby consent that such photographs and recordings shall be the property of the Watershed Agricultural Council of the New York City Watersheds, Inc. and that they shall have the right to sell, duplicate, reproduce and make other uses of such photographs and recordings as they may desire free and clear of any claim whatever on my part. I fully understand the comprehensive nature of this release and voluntarily consent to sign it.

Signature: _____ Date: _____

Name (please print): _____