



Watershed Agricultural Council

## Farm To Market Update

November 2005 • Issue 6

### Join Now! The *Pure Catskills* Branding Campaign Wants You!

Local produce is on the ballot this November for farmers to cast a vote for supporting local farms and farm products. The Watershed Agricultural Council is launching its *Pure Catskills* Buy Local branding campaign in six counties: Delaware, Ulster, Sullivan, Greene, Schoharie, and Otsego. If you're a farmer in one of these counties, come out and hear how your farm can take advantage of the many marketing opportunities that this campaign has to offer.

Last year, 30,000 copies of the 2005 *Pure Catskills* Guide to Farm Fresh Products were distributed throughout the six county region. The guide has become the local produce buyer's handbook and the hallmark of the *Pure Catskills* branding campaign. Come to the *Pure Catskills* meeting nearest you to receive a registration package to list your farm, farm products, or farm store in this successful publication for 2006.

Inclusion in the guide is only one of the many benefits that are offered through the campaign. *Pure Catskills* members will have access to marketing materials, advertising, sales and distribution networks, events, and workshops. Membership is an easy way to raise your business profile without significantly increasing your advertising budget.

In addition to rolling out the *Pure Catskills* campaign, the Farm To Market meeting will feature a presentation by Amy Kenyon about the producer group, Farm Catskills, and how it is working to promote farming within the region. Allison Bennett from the Watershed Agricultural Council will be on hand to talk about new sales, distribution, and marketing opportunities.

Save the date for the *Pure Catskills* Farm to Market Meeting in your county!

- **Greene County**, Thurs., Nov. 3, 6:30 pm  
Agroforestry Resource Center, 6055 Rt. 23, Acra, NY
- **Sullivan County**, Thurs., Nov. 10, 6:30 pm  
CCE, 64 Ferndale-Loomis Rd., Liberty, NY
- **Otsego County**, Tues., Nov. 15, 6:30 pm  
123 Lake Street, Cooperstown, NY

- **Delaware County**, Wed., Nov. 16, 6:30 pm  
CCE, 34570 Ste. Hwy 10, Hamden, NY
- **Schoharie County**, Thurs., Nov. 17, 6:30 pm  
CCE, 173 South Grand St., Cobleskill, NY
- **Ulster County**, to be announced.

These meetings are sponsored by the Watershed Agricultural Council and Cornell Cooperative Extension. For more information or to RSVP, please call Allison Bennett at (607) 865-7790, ext. 125.

### Cheese Making For Beginners

Linda Smith from Sherman Hill Farmstead Cheese, located in Franklin, Delaware County, will give a cheese making class for beginners at the Halcott Grange on Saturday, November 12 from 9:00 am to 4:00 pm. The class will cost attendees \$50.00 per person. Fresh milk for the cheese will be provided by the Crystal Valley dairy farm right across the road from the classroom. The class will focus on delicious fresh cheeses, such as mozzarella, feta and ricotta. The class is limited to eight participants and everyone is asked to bring a bag lunch or "dish to pass." For directions and to register, call Karen Rauter at (607) 865-7790 ext. 119 or email: [krauter@nycwatershed.org](mailto:krauter@nycwatershed.org).

### To Market! To Market!

#### "Distribution Options for Farm Ventures: Getting Your Product to Market"

On December 6 & 13, the Center for Agricultural Development and Entrepreneurship (CADE) is sponsoring a workshop in Norwich, New York on distribution entitled, *Distribution for Farm Ventures : Getting Your Product to Market*.

This workshop is a valuable tool for any farmer or individual involved in value-added products. It is designed to inform farmers of the various methods of distribution and assist in selecting the best distribution method for their venture.

The first session on December 6 will address the advantages and disadvantages of various distribution options. The second session on December 13 will be a "hands on" workshop for farmers to assess their own particular distribution needs.

The workshop will be held at the Cornell Cooperative Extension of Chenango County located at 99 North Broad Street, Norwich, NY. Both sessions begin at 6:30 pm and finish by 8:30 pm. There is a \$15.00 registration fee for this two part workshop. For more information, please call Kevin Hodne, CADE Director, at (607) 431-6034, or email him at [khodne@cadefarms.org](mailto:khodne@cadefarms.org).

### **Beautiful Beasts: Scottish Highlanders for Sale**

People say that they love them because they are gentle and beautiful. Rumor has it that the queen of England travels with her own supply of Scottish Highlander beef because of its extraordinary quality. A farmer in Greene County has ten heritage breed Scottish Highlanders for sale. For more information, please call (518) 827-4851.

### **New Farm to Market Open in Little Italy**

Plans are in motion to open the Petrosino Square Real Food Market, a specialty food market in Little Italy. The market will feature stalls selling fresh, local, and seasonal foods as well as specialty foods such as cheese, charcuterie, olive oil and coffee.

Unique in New York City, this new market will serve farmers, food producers, and specialty food vendors. It will also include co-ops in which a group of farmers and food producers may sell each others products and share expenses such as transportation and vendor fees.

Local residents are enthusiastic about the market and are looking forward to its opening next spring. It will be open for business on Saturdays from 10 am until 2 pm from June until December. Vendor fees will be based on sales.

Space is limited, so call now to find out more about this exciting new opportunity. Interested vendors should contact Nina Planck from Real Food at (212) 982-6462.

### **Farm Market in Andes Seeks Vendors**

Erica Hill of the Delaware Trading Post in Andes has taken on the challenge of rebuilding the town's farmers' market. She's looking for ideas to make the market viable such as having a freezer on site or providing vendors with sales help. Input from local farmers is essential to making this project a success. Contact Erica at [eshill11@earthlink.net](mailto:eshill11@earthlink.net) to become involved in this new exciting venture.

### **Real Good for Free**

#### **Dig This**

Invasive, beautiful and delicious. The sunchoke, also referred to as the Jerusalem artichoke, is that invasive tuber that often finds its way into corn fields where it develops a beautiful yellow flower in the fall. While it is often dreaded as something that farmers have to remove from their fields, it is overlooked as being a delicious and nutritious vegetable.

With a light brown outer skin and firm white flesh inside, the sunchoke resembles a potato or piece of ginger. It can be eaten

raw in salads where it tastes somewhat like a water chestnut, or it can be cooked much in the same way as a potato. When cooked, it tastes very similar to an artichoke whereby it derives the name, Jerusalem artichoke.

The sunchoke is unique in that its storage carbohydrate is inulin rather than starch. It converts to fructose rather than glucose in the digestive tract and can, therefore, be tolerated by diabetics. Atkins fans longing for roasted potatoes or other delectable starches can satisfy their cravings with roasted sunchoke without assuming a bit of guilt. This vegetable is also chock full of iron, almost on a par with meats, yet without any fat whatsoever.

Harvest season for the sunchoke is in the late fall generally after the first frost when it is sweeter than when dug earlier in the season. It thrives in cold climates that have soils suited for potatoes and corn. When harvesting, take care not to damage the thin outer skin as it is susceptible to rapid moisture loss. When stored properly, in 85 to 95% relative humidity and at a temperature of just above 32 degrees Fahrenheit, sunchoke can be kept for several months. Then take these tasty tubers to market where they can easily fetch \$3.50 to \$4.00 per pound! For information on where you can sell you sunchoke, please call Allison Bennett at (607) 865-7790 ext. 125.

### **Lucky Dog Does Lunch**

They're painting the walls and applying the finishing touches to the back room at The Lucky Dog Farm Store in Hamden where Holley White plans to open the doors to her new café by mid-November. She's creating a space where people can taste the difference in food that is prepared with products that are grown or raised close to home with natural, wholesome ingredients. The menu features homemade soups, salads, sandwiches and daily specials - not to mention the irresistible desserts made by Yaël Herzog. She makes the best short bread cookies this side of Edinburgh!

If you miss seeing Lucky Dog vegetables for sale at the Pakatakan market, take some time to browse the farm store. With hoop houses in the fields behind the store, Lucky Dog manages to extend the growing season through December. The farm store also sells locally raised chickens, artisanal cheeses and local organic dairy products from Evans Creamery.

The café is open from 11 am to 3 pm, Wednesday thru Saturday. For more information, please call (607) 746-8383.



Farm to Market Update is published by the Watershed Agriculture Council with funding from the New York City Department of Environmental Protection and the W.K.Kellogg Foundation.