

2011 GRANT FUNDS AWARDED

Once again, strong member interest in the Agricultural Development Grant Program resulted in over 40 competitive proposals submitted, requesting assistance totaling over \$165,000.

The 12 grant awards—ranging between \$2,486 and \$5,000 for a total of \$50,000—were awarded for product development, marketing and educational activities. Recipients of the 2011 grant program include:

- Back Willow Pond Farm**, Cobleskill – \$5,000 for on-farm poultry and rabbit processing
- Cowbella Dairy Productions**, Jefferson – \$4,500 for dairy processing equipment enhancements
- CYRE, Inc. (dba, Pika's Farm Table)**, Big Indian – \$3,500 for nutritional fact labeling
- Delaware Phoenix Distillery**, Walton – \$3,450 for labeling and packaging diversification
- Diehl's Maple Syrup**, Callicoon – \$4,675 for granulated maple sugar equipment
- Heather Ridge Farm**, Preston Hollow – \$4,155 for marketing and signage enhancements
- Horton Hill Farm**, Jefferson – \$2,486 for honey and bee's wax processing equipment
- Maggie's Krooked Café**, Tannersville – \$4,000 for storage and distribution enhancements
- Majestic Farm**, Mountaintale – \$5,000 for on-farm livestock processing equipment
- Neversink Farm**, Claryville – \$5,000 for post-harvest produce handling equipment
- R & R Farm**, Bovina – \$3,234 for poultry production equipment
- Stoneledge Farm**, South Cairo – \$5,000 for product and online marketplace development

Funding for this program was provided by the New York City Department of Environmental Protection.

JOB OPPORTUNITIES

Line cook

Peekamoose Restaurant & Tap Room, Big Indian, NY
 Busy Fine-Dining Restaurant seeks full-time line cook for summer and beyond. Dinner service only, 4-5 nights per week. Competitive wages and benefits. Please call (845) 254-6500 to arrange an interview.

Field hand

Neversink Farm, Claryville, NY
 Two field hands are needed to support the management of this diversified vegetable operation. Support needed a couple days per week. Contact Conor at conor@neversinkfarm.com for more information.

SALES OPPORTUNITY

K. Cee's Catering, a new restaurant and caterer in the village of Liberty, is seeking local foods for their menu. The cuisine offered will focus on "American neighborhood food." Their chef has previously operated restaurants in the region. For more information, contact Mike Stoddard at (845) 295-3375 or info@KC-Catering.com.
 The facility is located at 106 Aden Road in Liberty.

REMINDER!

Please submit your registration form for our new Business-to-Business Directory by July 20th!
 Look for the B2B materials included in the mailing of 2011 Pure Catskills guides.

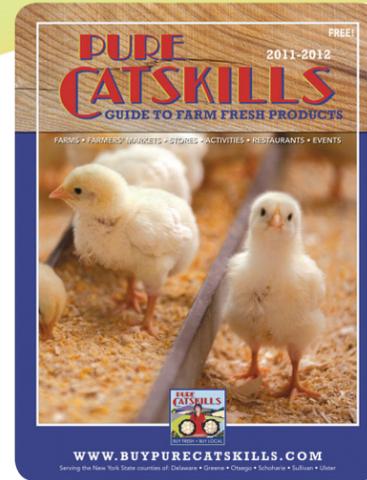
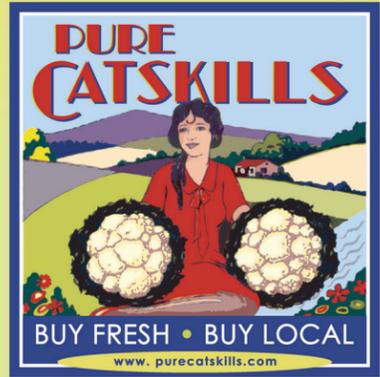
NEW BUMPER STICKERS AVAILABLE!

Still sporting one of the original "Buy Fresh. Buy Local." bumper stickers? Ready for a replacement? We'll happily replace stickers for business members as part of your membership fee. Contact Challey Comer at ccomer@nycwatershed.org or (607) 865-7090 to request one.



PURE CATSKILLS

UPDATE SUMMER 2011



Did you receive your Guides in the mail yet? Copies of this year's farm guide were mailed and distributed earlier this month! Call us at (607) 865-7090 if you need additional copies for your business or organization.

What's inside:

- Grant awards announced
- New bumper stickers!
- Sales and job opportunities
- Online store survey results
- New online business promotion resources
- Beginning farmer program updates

Pure Catskills is a Buy Local campaign and economic initiative of the Watershed Agricultural Council. The WAC is funded by New York City Department of Environmental Protection, U.S. Department of Agriculture and other federal, foundation and private sources. The WAC is an Equal Opportunity Provider and Employer.

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GET PLUGGED INTO THESE NEW ONLINE PROMOTIONAL TOOLS

Trying to connect with more consumers using mobile devices? There's an App for that!

By Neil Miller, Farmshed CNY creator
neil@farmshedcny.com (315) 560-1580

Farmshed CNY is a technology startup located in New Woodstock, NY. Founded in 2010, Farmshed CNY has developed the Farmshed app for iPhone, released in July 2010, and Farmshed 2.0, a web and mobile application, scheduled for release in June 2011. All data listed in the Farmshed applications is researched, verified and updated in-house, to ensure that the directory is comprehensive and up-to-date.

Farmshed 2.0 is a directory of 1200+ direct-market farms, farmers' markets, CSAs, wineries and other local food-related businesses in Central New York, the Finger Lakes and the Catskills. Building on the success of the Farmshed iPhone app, Farmshed 2.0 will work on PCs and laptops, smartphones (including iPhones, Droids, and BlackBerrys), and Internet-capable devices like iPads and other tablets.

In addition to developing and updating the Farmshed



applications, Farmshed CNY also publishes the Farmshed Nation blog, which features stories on local farms and food producers, promotes local events, and publicizes farming and food policy and environmental issues affecting our region. Farmshed also hosts farm-to-table and other local food events throughout the region to promote local farming.

Pure Catskills members can contact me (Neil Miller) directly to provide information about their farms or local businesses and to confirm their listing in the Farmshed directory. Farmshed is free to producers and consumers. There is no charge to be listed in the Farmshed directory or to use the Farmshed apps. Our goal is to provide the most complete, accurate and up-to-date resource for local food producers in upstate New York.

New farms, CSAs, farmers' markets and related local food producers are being added all the time. If you are interested in helping Farmshed CNY develop its presence in the Catskills or in writing pieces on local farms, businesses and events for the Farmshed Nation blog, shoot me an email at neil@farmshedcny.com.

THANK YOU FOR YOUR INPUT!

In May we mailed an online store survey to over 400 farm and forest product businesses. We heard back from 103 of you (55 wood businesses and 48 farm/food businesses) for a response rate of 25%. We learned:

- Of the 103 respondents, 83 indicated interest in participating in the Pure Catskills online store.
- Forty-four companies indicated that if a Pure Catskills store opened tomorrow, they would join right away, and another 26 indicated they would join within six months.
- Despite being knowledgeable about the Internet and having adequate access, only 36% of respondents indicated they currently had any means of selling their products online.
- Eighty-two percent indicated that they believed a market existed online for their products.
- More than half (53%) of local food business respondents indicated their products could be shipped for a reasonable price, indicating that shipping is not a barrier for many businesses.
- Online sales are not limited to shelf-stable or non-perishable products. Farms are using online sales for CSA membership, selling wholesale volumes of cheese and large meat purchases.

In the coming months, we will continue to explore the potential for a store of this nature. Your feedback is essential in our development of the plan!

BEGINNING FARMER GROUP OFF TO AN EXCITING START

By Sonia Janiszewski Persichilli, Catskills CRAFT Coordinator

The 2011 Catskills Collaborative Regional Alliance for Farmer Training (CRAFT) kicked off on June 13th at Willow Wisp Organic Farm, growers of a diverse mix of organic vegetables, herbs and cut flowers for the Upper Delaware River Valley and the Catskills. Host farmers Greg Swartz and Tannis Kowalchuk lead 30 beginning farmers on a field tour of their 12-acre farm in Abrahamsville, PA. Participants buzzed with interest and excitement throughout the evening that ended with a potluck social.

Sharing his experiences and passion for farming, Greg took the CRAFT guests on a walking tour of his greenhouse and produce fields, providing tips, tricks and advice to the many inquiring farmers in attendance. Having spent seven years as an apprentice before purchasing and beginning his own farm in 2007, he offered a unique understanding for his audience, highlighting the challenges that have led Willow Wisp Organic to its successes. In addition to explaining how and what was growing beneath their feet, Greg provided vendor and supplier preferences; how specialized equipment has increased efficiencies in sowing and weed control; and how to identify and increase production of trend crops.

A short hike to a side-hill field overlooking the valley opened discussion of Greg's personal transition to full-time farming. His adventure began with what he thought would be a six-month farm program and turned into apprenticeships at three different farms. Internships taught Greg how to learn by doing and provided numerous opportunities to manage and experiment with cropping systems. With each new project and experiment, Greg's passion for farming grew. Thoughtfully, Greg and Tannis developed their farm business plan, purchased their farm and are investing in its future.

Attendees left with full stomachs, a good deal of information to digest, and a hunger for the next Catskills CRAFT farm tour. Direct access to mentor farmers is a necessary resource for any developing farmer. Catskills CRAFT brings that access right to the farm.

Willow Wisp Organic Farm products are sold in equal parts at farmers' markets, through their on-farm CSA and to local retailers and restaurants, all within 50 miles of the fields. Greg and Tannis are committed to supporting future farmers as their mentors have done for them. For more information about their farm or products, visit www.willowwisporganic.com.

CRAFT visits are scheduled at a different farm each month through November. Visit www.catskillscraft.org for details.

