

SCHOLARSHIP RECIPIENTS ANNOUNCED

In this second round of the Pure Catskills Education Scholarship Program, eight awards were offered to Pure Catskills members on a competitive basis for educational expenses related to developing new products or improving production methods. The average award was \$350 with funding offered toward registration and travel expenses. Recipients will share written reports on their events in return for sponsorship.

- Paula Allen, Thornwood Farm, 2010 Annual Conference, American Livestock Breeds Conservancy
- Brett Budde, Majestic Farm, Young Farmers' Conference—Stone Barns Center
- Mark Harvey, Good Fields Farm, Nutrient Dense Crop Production Training
- Terry Hannum, Abundance Farms, 2011 Annual Conference—Northeast Organic Farming Association of NY
- Joseph Lennon, Sullivan County Farmers' Market Association, Professional Farmers' Market Manager Training Program—Farmers' Market Federation of New York
- Loren Pola, Rusty Plough Farm, Online Courses for Beginning Farmers: Financial Record Keeping and Evaluating Land Resources—Cornell University Small Farms Program
- Michelle Premura, Turquoise Barn, 2011 Annual Conference—Northeast Organic Farming Association of NY
- Abby Wilson, Maple Shade Farm, Annual Conference and Convention—North American Farmers' Direct Marketing Association

UPCOMING WORKSHOPS

COMPOSTING MARKETING WORKSHOP/FIELD DAY

January 12, 2011

Cornell University, 135 Emerson Hall, Ithaca

Free • Lunch and refreshments provided

Marketing and technical information will be presented by experts from the northeast. Learn tips on developing a marketing plan, how to position your product, bulk sales versus bagged, distribution strategies, and making money on tipping fees. To register, contact Athena Lee Bradley at (802) 254-3636 or athena@nerc.org.

CATSKILL DAIRY, LIVESTOCK AND GRAZING CONFERENCE

January 13, 2011 • SUNY Delhi, Delhi

\$25, includes lunch

Full day conference with workshops on small grain production, animal health, cow comfort, winter feeding for beef producers, marketing grass-fed beef, fencing systems and planning grazing systems. Contact Kim Holden at kmh19@cornell.edu or (607) 865-7090.

BUSINESS OPPORTUNITIES

SPENT GRAIN FOR LIVESTOCK PRODUCERS

Six Point Brewery in Brooklyn has spent grain available that is suitable for livestock feed and compost. It is free to producers willing to pick up at the brewery. The volume is roughly 12 cubic yards per week weighing approximately 8,000 lbs. The grain is corn free and composed of mostly 2-row barley malt with the occasional wheat or rye malt mixed in, depending on what beer is being brewed. The brewery has a forklift and self-dumping dumpsters to unload the grain. For more information, contact Craig Frymark at craig@sixpoint.com or (917) 696-0438.

FIBER, SPINNERS AND CROCHETERS NEEDED

Seeking local producers of Merino wool and Angora fur for small garment business located in Sullivan County. Processing services also needed from spinners, crocheters and knitters. For more information, contact Ambika Conroy at ambika@ambikabikini.com.

PROMOTE YOUR BUSINESS ON WIOX

Tara Collins, Communications Director at the Watershed Agricultural Council, hosts a weekly radio program on WIOX in Roxbury. "Watershed Wednesday", which airs from 1 to 2 pm, features local and regional guests working on farm and forest issues that align with the working landscape mission of WAC. Numerous Pure Catskills members have been featured in the six months since the program debuted. If you are interested in promoting your business on the show, contact Tara at taracollins@nycwatershed.org or (607) 865-7090. Tune in to the program at 91.3 FM in the Roxbury area or visit wroxradio.org for online streaming.

PURE CATSKILLS

UPDATE WINTER 2010



A plentiful stall of Catskills wool products at the New Amsterdam Market in New York City. A dozen member businesses were represented in November and December.

Photo courtesy of Tabitha Gilmore-Barnes

HAPPY NEW YEAR FROM PURE CATSKILLS!

Thank you for your support of our programming in 2010. Business membership and community involvement has grown over the past year. A few other key accomplishments include:

- Expanded online content including regular blog posts and a Facebook page with nearly 700 followers
- Redesign of the annual Pure Catskills print guide and an expanded circulation of 50,000 copies
- Sold-out attendance at the annual Farm to Market Connection with over two dozen lasting sales relationships made

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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DEP APPROVES 50TH AGRICULTURAL PROJECT ALLOWING FARMERS' USE OF CITY-OWNED LAND

Milestone Represents 100% Increase in Farming Agreements in Past Year

Last month, Environmental Protection Commissioner Cas Holloway announced the approval of the 50th Agricultural Use Project on City lands in the Catskill/Delaware watershed. An Agricultural Use Project is an agreement that allows a farmer to continue agricultural use on land that the city has acquired for water supply protection purposes. DEP has added 25 new projects in 2010, which doubles in one year the number of agricultural projects for the program, which started in 2003. DEP allows agricultural uses of City-owned watershed lands that are compatible with water quality protection. Agricultural uses include tapping maple trees for sap, harvesting hay, and harvesting row crops such as corn, and pasturing livestock.

Farmers who wish to use city land submit proposals to continue agricultural use on the property under city ownership. The farmers pay a yearly fee and agree to follow certain practices to ensure the farming activities do not pose a risk to the water supply. Farmers can continue to use the land as long as potential risks to the water supply are identified and addressed through careful structural planning to reduce or avoid the transport of agricultural runoff into farm streams. This is important because this water eventually flows into New York City's water supply reservoirs. The 50th Agricultural Use Project is a 20-acre haying operation in the town of Conesville, in Schoharie

County. The owner will continue to cut hay on the land while under City ownership, while agreeing to maintain a 25-foot buffer between agricultural work and the Manorkill Creek, a tributary of the Schoharie Reservoir.

Watershed protection is considered the best way of maintaining drinking water quality over the long term. New York City's program, one of the most comprehensive in the world, has been so successful at protecting the integrity of its water supply that the Environmental Protection Agency awarded the City a 10-year Filtration Avoidance Determination in 2007. Since 1997, the City has invested more than \$1.5 billion in watershed protection programs, including nearly \$55 million to help homeowners repair or replace failing septic systems, and nearly \$125 million to construct new wastewater infrastructure in communities with concentrated areas of substandard septic systems. The success of these programs is a main reason why New York City remains one of only five large cities in the country that is not required to filter the majority of its drinking water.

For more information on Agricultural Use projects, contact Charlie Laing of the New York City Department of Environmental Protection at (845) 340-7218 or claing@dep.nyc.gov. Legal notices of available land are posted in regional newspapers as lease opportunities become available.

EASEMENTS ELIGIBILITY REQUIREMENTS ADOPTED

New eligibility requirements were adopted by the WAC Easement Program in November 2010, including:

1. Applicant's property must have (or be covered by) an active and current Whole Farm Plan (WFP).
2. Property's producer must be farming in accordance with the WFP.
3. Applicants may not have a suspended or inactive WFP.
4. Property must be a minimum of 50 Acres in size (exceptions considered as per the Applicant Selection Guidelines).
5. Applicant's property is not located in a hamlet designation area or a Proposed Hamlet Expansion Area where a municipality has adopted a resolution estab-

lishing a hamlet area.

6. Applicant or applicants must own the property (tax parcels) listed on the application.
7. The proposed property to be eased must be wholly or partially located within the jurisdictional boundaries of the New York City Watershed.
8. If an applicant already has a WAC Conservation Easement, the applicant must be in good standing with the Easement Program.

For more detailed information on program guidelines, contact Suzie Seymour at (607) 865-7790, ext. 100 or sjseymour@nycwatershed.org. Policies and meeting materials are also available at nycwatershed.org.

TERRA MADRE THOUGHTS AND IMAGES

In October, a third delegation of Catskills farm and food producers attended Terra Madre, an event held biannually in Turin, Italy. Over 6,000 delegates from over 150 countries participated in workshops, tastings, regional meetings and a marketplace of sustainably produced foods. Slow Food USA selected our delegation through a competitive application process. Slow Food International provided housing, meals and transportation to the delegates during their time in Italy. Partial funding for travel from New York to Italy was provided by the New York City Department of Environmental Protection through the Watershed Agricultural Council.

In selecting this year's delegation, we called upon the twelve past delegates to nominate and select peers they felt would most benefit from the experience. The group did an excellent job selecting a diverse group from three counties including Paula Allen of Thornwood Farm, Kendall Craig of the Masonville General Store, Sonja Hedlund of Apple Pond Farm, Marybeth Mills of the Peekamoose Restaurant and Tap Room, and Mary Tonjes of Tonjes Farm Dairy. Delegates shared the following thoughts and images.

"As I stepped off the bus, the realization sank in, what an immense undertaking to nurture and coordinate such an event. And people the world over had responded, showing up, standing together in common-unity for a positive declaration of good, clean and fair food. People had journeyed long and far, proudly representing their regions and sharing their wares at this global, yet intimate convergence. It is a powerful thing to witness and recognize, the potential of looking forward together in this good way. Living on the 'frontier' of rural New York has an element of isolation, so the sheer numbers of Terra Madre is a memory that will sustain me."

Kendal Craig—Masonville General Store, Masonville

"A special encounter with young American farmers and old farmers (like me!) was organized by Slow Food USA. About 100 new farmers gathered for small group sessions. Twelve of us old timers from all over the USA had a chance to describe our farms, what worked and did not. I was the only farmer that had expanded into on-farm renewable energy systems. My suggestion to the new farmers was to make personal pleasure and play a regular day of their farm work."

Sonja Hedlund—Apple Pond Farm, Callicoon Center

"We attended a seminar, geared towards the educators in attendance—about living and teaching the principles of the Slow Food movement. Teachers from around the globe got up and shared their stories about how to bring this manifesto to life for their students. Many of these dedicated professionals told amazing stories about their commitment to interacting with children—helping the children learn about their cultural roots in food production. Many of the students in their classrooms heralded from different regional groups within their country. Since we've been back, Devin and I have visited Phoenicia Elementary School and have spent the day in their 'Community Garden'—their very own edible schoolyard. Each grade was asked to come in and harvest crops for us to cook. The children would bring their bounty to Devin, wash it, and Devin would prepare salads, grilled vegetables, soups for the children to sample. We were even impressed with how many children were excited about a kale salad—not often considered an exciting vegetable—at least from the under-10-year-old crowd."

Marybeth Mills—The Peekamoose Restaurant and Tap Room, Big Indian

All photos courtesy of Marybeth Mills.



TOP: Panelists discuss Farm to School sourcing. BOTTOM: Delegates Kendall Craig (second from left) and Paula Allen (fourth from left) gather with fellow producers outside Terra Madre.