

PURE CATSKILLS MARKETPLACE

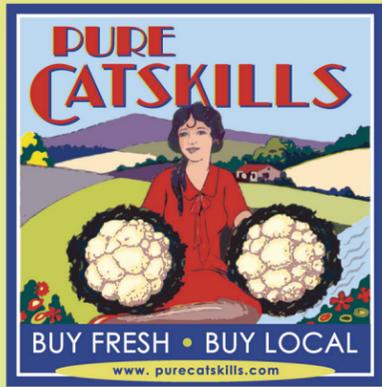
Are you a farmer interested in expanding your market through online outlets?

Pure Catskills Marketplace (PCM) is an Internet-based opportunity that will allow farm and forest businesses from the Catskills region to market their products to the expanding universe of online shoppers throughout the state, country and world. *Pure Catskills Marketplace* provides consumers the opportunity to purchase Catskills farm and forest products with the simple click of a button, providing these businesses with a cost-effective opportunity for tapping into the growing national and global e-commerce trade.

Building on the successful Pure Catskills buy local campaign, the Marketplace is an extension of the Watershed Agricultural Council's mission and a reflection of its recent Economic Viability Strategic Plan. In the coming months, the PCM team will develop the website and vendor content for the Marketplace. At first, we will work with a small pilot group of Pure Catskills members this fall, then expand the producer and product list over the next year. We anticipate a full launch of the website on June 1, 2013, featuring Pure Catskills' farm and forest businesses and their products. If you would like more information about selling your farm products through the Marketplace, contact Sonia Janiszewski at sjaniszewski@nycwatershed.org.



PURE CATSKILLS UPDATE FALL 2012



Fall has arrived and despite difficult growing conditions throughout the region this summer, the harvest is bountiful. Visit PureCatskills.com to find farmers' markets, u-pick farms, farm stands, giveaways, tips on buying fresh and local, recipes and more!

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

CALLING ALL.

BEGINNING FARMERS

ON-FARM TRAINING
WORK PARTIES
NETWORKING & SOCIAL EVENTS



For a full schedule of events, visit www.CatskillsCRAFT.org or email info@CatskillsCRAFT.org

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Looking over his first-year fields of organic produce, Steve Burnett of Burnett Farms in Bovina shares his pitfalls and unexpected successes as a beginning farmer at the June Catskills CRAFT event.



Stony Creek Farmstead's Dan Marsiglio shares the biology of rotational grazing with the Catskills CRAFT group in July.

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www.CatskillsCRAFT.org

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TUFF-A-NUFF FARM FINDS A NEW HOME THROUGH CATSKILLS FARMLINK

LANDOWNER AND FARMER CONNECT THROUGH FREE ONLINE RESOURCE

Catskills FarmLink celebrated a successful landowner-farmer match resulting through www.CatskillsFarmLink.org this July. A previously idle 500-plus acre Bovina farm listed by Andrew Ebenstein is now being leased by June Wright of Tuff-a-Nuff Farm and her family.

For several years Ms. Wright has been building a small herd of heifers while looking for the right opportunity to rent a farm at which she could begin living her life-long dream of starting a small dairy. She also raises sheep, goats, chickens, ducks and horses, and is interested in bringing a few beef cattle to the land.

"We expect to be milking within a year," she said. "The barn is in great shape but there is work to be done. We will have to check milk lines and get the gutters moving. Since we arrived, we've been focused on fencing issues and are really still just moving in."

Named after their first cow, Tuff-a-Nuff Farm is becoming a reality. However, beginning farmers throughout the country face steep challenges. Ms. Wright and her family are leasing the farm and related agricultural property as well as a three-bedroom house, as part of a five-year lease. The first year is a trial year. During the first 12 months either party may terminate the agreement.

Partner organizations such as Cornell Cooperative Extension of Delaware County and Farm Catskills are providing support and resources to the farm as it sets its roots on this new land.

Ms. Wright's son-in-law found the property listing on Catskills FarmLink through an Internet search. As the listing reads, "The property has been an active dairy farm for over a century, and we are looking for a responsible individual or family who is willing and able to carry on that tradition." After a few conversations with Ms. Wright, Mr. Ebenstein felt he'd found the right farm tenant.

Catskills FarmLink serves beginning farmers looking to transition to independent farm management, existing farmers looking to acquire or access more land, like Ms. Wright, and landowners interested in making property available for agricultural use, like Mr. Ebenstein.

The need for this service is affirmed by the Watershed Agricultural Council's Executive Director, Craig Cashman, "Farming and working landscapes in the watershed is our preferred land use. Everyone in the watershed wins when land either stays in production or can be placed back into production. It is wonderful for the regional economy and sustains the culture of our region."

Visit www.CatskillsFarmLink.org today to explore land and classified listings or submit your own, and to learn more about farming and land access in the region.



Where June Wright goes, her heifers follow. June's 16 heifers are enjoying room to roam on the 500-acre farm she's leasing as a result of a free Catskills FarmLink ad.



It's not all about heifers at Tuff-a-Nuff Farm. The farm is also home to a flock of nine sheep, two goats, three horses and numerous chickens and ducks.



Catskills FarmLink

www.catskillsfarmlink.org

MEET SONIA JANISZEWSKI

We are pleased to announce the hiring of Sonia Janiszewski as the Farm to Market Manager for the Watershed Agricultural Council. Sonia brings to the position an exceptional combination of professional experience and a passion for agricultural economic development and local food systems. Sonia's background includes extensive marketing, communications and public relations experience in the private sector and as an independent consultant regionally.

A Delhi native, Sonia has actively been involved in agriculture both personally and professionally. She remains involved with her family's farm and has taken the lead to develop new initiatives as a Farmhearts fellow. Such projects include Catskills FarmLink which provides a mechanism for connecting Catskills land with those interested in farming

it, and Catskills CRAFT (Collaborative Regional Alliance for Farmer Training) which provides the opportunities for beginning farmers to connect and learn from existing farmers who offer up their time, talents and experience.

Sonia will continue the council's effort to provide production and marketing education of local farm products, offer regional technical assistance, and spearhead a new economic viability initiative to enhance the Pure Catskills buy local campaign through the development of an on-line store, *Pure Catskills Marketplace*.

Sonia can be reached at sjaniszewski@nycwatershed.org or (607) 865-7090.



A PURE CATSKILLS TEAM ADDITION

To better integrate the Council's agricultural and forestry economic viability efforts, Joshua VanBrakle, Wood Products Utilization and Marketing Specialist is joining Sonia in working with members to raise the profile of the Pure Catskills buy local campaign. "I grew up on a dairy farm in central Pennsylvania," says Josh. "I learned many of my greatest life lessons on that farm (such as hay and straw are not the same thing). My first memories are of wandering the fields and spending time in the barn with the cows. It's on that farm that I came to love and appreciate the outdoors and those who work in it."

Since 2010, Josh has been promoting the economic

viability of the local forest products industry through projects such as Catskill WoodNet and the Watershed Woody Biomass Program. "I also assist with the Council's Watershed Forest Management Plan initiative, reviewing plans submitted by consulting foresters and evaluating the program's impacts," continues Josh. "I look forward to working with our members, Sonia and the Pure Catskills campaign on a variety of activities, including the *Pure Catskills Marketplace*, an online store for Catskills farm and forest products."



SEARCHING FOR A FELLOW

Farmhearts is again sponsoring a fellowship in collaboration with the Farm to Market Program of the Watershed Agricultural Council. The Fellow will focus on beginning farmer programming, Catskills FarmLink and the Catskills CRAFT group. Eligible candidates include apprentice farmers, proprietors of recently established agricultural businesses, and emerging professionals in the local food marketplace. To apply, submit a resume and one-page personal statement addressing agricultural experience, communications skills, familiarity with the Catskills agricultural community, and individual future goals related to agricul-

ture. Resumes will be accepted until October 31, 2012; position start date is mid-November. Salary range is \$16-18 per hour. Work schedule is flexible, allowing for part/full-time employment based on seasonal availability; this is a temporary position. Direct all applications and inquiries to Amy Hawk, Administrative Services Director at amyhawk@nycwatershed.org. No phone calls please.

Fiscal sponsorship for Farmhearts is provided by the Sullivan Alliance for Sustainable Development (www.sadonline.org). For more information about Farmhearts, visit www.farmhearts.org.

