PRODUCERS’ PANEL Moderator: Chris Harman, CADE
Panelists:
Lisa Engelbert at Engelbert Farms in Nichols, Tioga County. She raises certified organic meat and dairy products for farm and retail outlet sales.
Michael Kokas of Upstate Farms in Red Hook, NY grows vegetables for wholesale and CSA sales. In addition to farming, Michael has spent more than 20 years distributing produce, cheese and meat from as many as 25 small family farms to many of New York City’s most well-known chefs.
Greg Swartz farms at Willow Wisp Organic Farm in Abrahamsville, Wayne County, PA. He produces mixed vegetables, cut flowers and eggs for farmers’ market, CSA and retail sales.
Michael Yezzi farms at Flying Pigs Farm in Shushan, Washington County. He raises heritage breed pork for on-farm, restaurant and farmers’ market sales.

BUYERS’ PANEL Moderator: Allison Bennett, CADE
Panelists:
John Rota and John Bounce, managers at Foodtown PSK, are helping to create a new vision for the stores to include more local and organic meats, cheeses and produce. Foodtown PSK is a supermarket chain of 15 stores located throughout NYC, Long Island and Upstate New York.
Al Higley is the owner-operator of the Hanover Farm Stand on Route 28 in Mount Tremper, Delaware County. As a roadside stand, Hanover Farms seasonally supports local/regional produce and value-added products.
Gary Redmond founded Regional Access in 1989. Regional Access distributes local produce, dairy, meats, wines and specialty products throughout the Empire State, creating a sustainable statewide distribution system.
Anne Saxelby is co-owner of Saxelby Cheesemongers in New York City. Her shop offers a premier selection of American farmstead cheese, focusing on cheeses produced in the northeast.

Quality: The Bottom Line
Session 1: 1:30 to 2:30 pm
Getting a Foot in the Back Door
Gain an understanding on how to make positive connections with restaurants and chefs. Approach quality processing tailored to restaurant needs. Hear about how Flying Pigs Farm conveys the premium quality of their products to customers.

Michael Yezzi and Jennifer Small raise heritage breed Tamworth, Gloucestershire Old Spot, Large Black pigs for pork in the Battenkill Valley of Washington County. Their products are marketed through farmer’s markets, restaurants and at the farm.

Session 2: 2:30 to 3:30 pm
The Great American Cheese Tasting
American farmstead cheese production has exploded in the past decade. Join us at this tasting of cheeses produced in the northeast. Focusing on cheeses produced in the northeast.

Find out details on a new commercial kitchen recently opened in the Hudson Valley. An opportunity to have farm products co-packed or on a new incubator kitchen will be discussed. The presenter will explain winter vegetable CSA model.

Luc Roels is the co-owner of Farm to Table Co-packers in Kingston, Ulster County. His is also the owner of Pika’s Farm Table, a line specialty foods available at retail and farmers’ markets including quiches, soups and pesto all using local ingredients.

Find out how The Piggery has added value to their pork through on-farm processing of charcuterie. The Piggery’s products are available for sale through CSAs upstate and in NYC.

The Nuts and Bolts of Local Distribution
Learn about working with locally-based food distributors from two industry entrepreneurs. Hear their perspectives about improving sustainable regional infrastructure and their visions for the growth of grower-buyer networks in the northeast.

Gary Redmond, founder and owner of Regional Access, will discuss his experience creating and expanding a distribution company focused on local products.

Michael Kokas of Upstate Farms in Red Hook, NY grows vegetables for wholesale and CSA sales. In addition to farming, Michael has spent more than 20 years distributing produce, cheese and meat from as many as 25 small family farms to many of New York City’s most well-known chefs.

Find out how the City Farms Market Network is working with an estimated 100 CSA drop-off points in 2010. As the movement is growing, Just Food is looking for creative ways to incorporate more farmers as well as meat producers in New York City’s CSA community.

Learn about the development of this market operating in the Bronx. This market facilitates sales between small grocers, institutions, restaurants, and distributors with small- and medium-sized growers.

Session 1: 1:30 to 2:30 pm
Meat Marketing through Community Supported Agriculture (CSA)
A new outlet for local meat products is developing through the CSA model. In this workshop, the presenters will discuss their partnership to bring local pork to New York City CSA customers. Find out how The Piggery has added value to their pork through on-farm processing of charcuterie.

Jen Griffith is the Farm Network Coordinator at Just Food, supporting the farmers that work with Just Food’s three programs: CSA in NYC, Fresh Food for All (farm to emergency food provider), and the City Farms Market Network. The organization’s most widespread program, CSA in NYC, will work with an estimated 100 CSA drop-off points in 2010. As the movement is growing, Just Food is looking for creative ways to incorporate more farmers as meat producers in New York City’s CSA community.

Heather Sanford farms at The Piggery in Trumansburg, Tompkins County. She raises heritage breeds of pigs on pasture and specializes in on-farm processing to turn pastured pork into world class charcuterie. The Piggery’s products are available for sale through CSAs upstate and in NYC.

Session 1: 1:30 to 2:30 pm
New Opportunities through the NYC Greenmarket
As the only wholesale farmers’ market in New York City, the Greenmarket Wholesale Farmers Market offers a unique opportunity to increase access to local foods. Representatives from the Greenmarket and NYS Department of Agriculture and Markets will discuss the development of this market operating at the New Fulton Fish Market, Hunts Point in the Bronx. This market facilitates sales between small grocers, institutions, restaurants, and distributors with small- and medium-sized growers.

Tom Strumolo is the Director of Planning & Policy of Greenmarket in New York City. As one of the largest farmers’ market networks in the world, Greenmarket operates community-based markets that range from four to 75 farmers, in all types of neighborhoods.

Bob Lewis is Special Assistant for Market Development for the NYS Ag & Markets. Bob’s work in planning and developing New York State’s regional and local food systems has greatly expanded opportunities for the production and distribution of locally grown food through the re-establishment of the farmers’ market infrastructure.

12:30–1:30 pm
LUNCHEON OF LOCAL FOODS
Enjoy a lunch featuring local products while meeting farmers and business owners from across the region. The dining room will be set up with opportunities to sit with attendees from your home county, find business people to connect with or to meet the speakers. The cost of the meal is included with a full event registration.

Register by Monday, March 15th
The Farm to Market Connection brings together local food producers and buyers to share information about building and maintaining strong sustainable food networks. The day will offer opportunities to meet with producers and buyers from across New York State. Scheduled workshops will suit the interests of those involved in all sectors of the marketplace — from farmers’ markets and community supported agriculture (CSA) to working with distributors and wholesale buyers. Our aim is to amplify the support of regional and local food systems through education, sustainable production and business practices, and business relationships.

**SCHEDULE FOR THE DAY:**

- **9 to 9:30 am** Registration
- **9:30 to 10:30 am** Producers’ Panel
- **10:30 to 10:50 am** Q & A with Producers
- **10:50 to 11 am** Coffee Break and Set Up for Second Panel
- **11 am to 12 pm** Buyers’ Panel
- **12 to 12:20 pm** Q & A with Buyers
- **12:30 to 1:30 pm** Luncheon with Local Foods
- **1:30 to 2:30 pm** First Group of Breakout Sessions
- **2:30 to 3:30 pm** Second Group of Breakout Sessions
- **3:30 to 5:00 pm** Trade Show and Reception

**DIRECTIONS**

From the N.Y. Metropolitan Area:
- Take NYS Thruway 87 North to Exit 16
- Go through toll to Route 17 West
- Route 17 West to Exit 101 – Ferndale
- Make right off exit
- Go approximately 100 yards to CVI sign
- Make left and proceed up hill

From the Hudson Valley:
- NYS Thruway 87 South to Exit 19 – Kingston
- Take the exit for Ellenville – Route 209
- In Ellenville turn right onto Route 52 West
- Take Route 52 West to Liberty approximately 20 miles
- Continue past Shoprite (on left)
- At next traffic light, make a left
- Approximately ½ mile, look for CVI sign on left
- Make left and proceed up hill

From Binghamton and northern Catskills:
- Take Route 17 East to Exit 101 – Ferndale
- At the end of ramp, make a left
- At the “T”, make another left through underpass
- Look for CVI sign on the right
- Make right and proceed up hill

**Thank you to our host, Sullivan Renaissance**

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