

Farm to Market Connection

MARCH 27, 2011 • CVI BUILDING, ONE CABLEVISION CENTER, LIBERTY, NY

9 am – 5 pm Marketing workshops and business-to-business networking of local food enterprises

Discussion Panels

GROWERS' PANEL Moderator: Sally Fairbairn

Panelists:

Deborah Kavakos farms at Stoneledge Farm in South Cairo, Greene County. The farm organically produces fruit and vegetables and has been selling their produce through the CSA (Community Supported Agriculture) model for the past 16 years. Their products are marketed through 18 CSA groups in New York City, the Hudson Valley region and Connecticut.

Shannon Mason farms at the Danforth Jersey Farm in Jefferson, Schoharie County. The farm produces specialty butters and non-fat yogurt through their Cowbella brand and markets their products through retail and direct sales.

John Verhoeven farms at JJF Farm in East Jewett, Greene County. The farm raises Black Angus beef for on-farm sales of cuts and livestock sales to regional customers.

BUYERS' PANEL Moderator: Allison Bennett

Panelists:

Martin Butts of Small Potatoes Sales & Marketing in Syracuse helps food producers connect with the marketplace through sales, consulting, and advocacy work. He also works with retailers, restaurants, and institutions to help them source and promote locally produced foods.

Christina Jurgens is the Executive Chef at the Beaverkill Valley Inn in Lew Beach, Ulster County. Along with management of this historic inn and country club, her work involves daily menus and special event planning with an emphasis on sourcing products from local farmers and businesses.

Tamara Terr is co-owner of Red Barn Produce in New Paltz, Ulster County. Her distribution company provides local and specialty produce to restaurant and institutional customers throughout the Hudson Valley.

Connecting with Communities

MODERATOR: JANET ALDRICH

Session 1: 1:30 to 2:30 pm

Marketing through consumer buying clubs

Groups of consumers across the state are growing relationships with farmers through buying clubs focused on local foods. Learn about the start-up process for these groups, how to build and maintain relationships as a farmer and the secrets behind growing collaborations.

Shulamis Giordani is the founder of the Foodshed Buying Club in Utica, NY and **Melissa McEwen** is the organizer of NYC Meatshare in New York, NY.

Session 2: 2:30 to 4:00 pm

Strive don't just survive at the Farmers' Market

This extended workshop session will cover methods to increase sales at farmers' market through effective product presentation, professional packaging, attractive displays and communications. Please note, this session will end at 4 pm.

Bruce Baker is a nationally recognized marketing specialist located in Middlebury, Vermont. He speaks on a variety of direct marketing related topics such as display, sales and customer service. Bruce has a special talent for making his workshops relevant to the audience's needs.

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.

Meeting the Demand

MODERATOR: DAN FLAHERTY

Session 1: 1:30 to 2:30 pm

Local grain production

The interest in locally produced grains and flours has been expanding with support from urban and rural organizations. Greenmarket has helped grow demand among consumers and food professionals in the urban marketplace. Meanwhile, production and processing capacity has been scaling up upstate.

June Russell is the Farm Inspection Manager for Greenmarket in New York City. In this role, she has played a leading role in the local grains revival in New York. **Elizabeth Dyck** has supported the development of grain production in her recent role in the Northeast Organic Farming Association of NY - Northeast Wheat Project.

Session 2: 2:30 to 3:30 pm

Whole animal marketing to restaurants and retailers

Business relationships with restaurants are built on consistency and collaboration. An increasing number of farmers are marketing a wider range of cuts of meat but this step requires education of consumers and buyers alike. Learn about in-house butchery programs, developing a market for whole animal utilization and providing a consistent product.

Ken Jaffe farms at Slope Farms in East Meredith, NY. He produces grass-finished beef and markets it to retailers and restaurateurs upstate and in New York City.

Andrew Tarlow is the co-owner of Diner restaurant, Marlow & Sons and Marlow & Daughters butcher shop in Brooklyn, NY. His businesses have been leaders in growing the demand for sustainable local products.

**Register
by
Monday,
March 21st**

Of Growing Interest

MODERATOR: TARA COLLINS

Session 1: 1:30 to 2:30 pm

**People are talking—
why producers should be
interested in food policy**

Food is becoming an increasingly important political player in city, state and federal policies. Learn about recent developments and how they will impact the local food landscape for farmers and food producers. Workshop leaders will discuss urban policies such as "Foodworks" and national issues arising in the 2012 Farm Bill.

Hilary Baum produces educational conferences and special events focusing on critical issues in food and farming. She is president of Baum Forum/ Public Market Partners, and was the founding coordinating director of Food Systems Network NYC and The Public Market Collaborative. Hilary has been involved in the development of farmers' and public markets, agricultural marketing programs, and community supported agriculture, and is co-author of *Public Markets and Community Revitalization*.

Fern Gale Estrow, A leader in her profession, Founder of The FGE Food and Nutrition Team, is a registered dietitian out of New York City. She consults with agencies, organizations, educational institutions and communities to improve health and quality of life through integration of food programs, nutrition education, clinical support, media literacy, and policy development. Using an environment and food systems approach she works to establish awareness regarding the intersection of health, agriculture and hunger relative to policy.

Session 2: 2:30 to 3:30 pm

Financing local food

Seeking to grow your business with some outside capital? This workshop will cover refining business plans, creating financial models, raising outside capital, developing and maintaining distribution channels, and other transactional, regulatory and litigation needs.

John Friedman is an attorney specializing in corporate development for entrepreneurial and emerging businesses in the sustainable agriculture and technology industries. He represents farms, software companies, telecommunications carriers, food processors and packagers, and restaurants throughout the US from his law offices in Hudson, NY.

SPONSORED BY THE WATERSHED AGRICULTURAL COUNCIL
AND THE NORCROSS FOUNDATION

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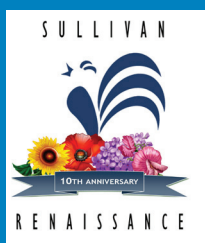
Farm to Market Connection

March 27, 2011 CVI Building, One Cablevision Center, Liberty, New York

The Farm to Market Connection brings together local food producers and buyers to make business connections and share information about building and maintaining strong sustainable food networks. The day will offer opportunities to meet with growers 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 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 9:45 am Welcome Address
- 9:45 to 10:45 am Q & A with Growers
- 10:45 to 11 am Break
- 11 am to 12 pm Buyers' Panel
- 12 to 12:15 pm Q & A with Buyers
- 12:30 to 1:30 pm Lunch
- 1:30 to 2:30 pm Workshop session 1
- 2:30 to 3:30 pm Workshop session 2
- 3:30 to 5:00 pm Tradeshow and value-added foods tasting



Thank you to
our host,
Sullivan
Renaissance

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

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 1/2 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

