



Taking Catskill Business to New Peaks

M-ARK Project Launches Economic Development Showcase September 23

The M-ARK Project is hosting a Tri-County Trade Show on Friday, September 23 at Belleayre Mt. Ski Center. The show, one of M-ARK's new economic development initiatives, will run from 11 am to 6 pm at Belleayre's Discovery Lodge and is open to all businesses seeking new opportunities or customers. "Taking Catskill Business to New Peaks" is the theme of the trade show, which is expected to attract exhibitors and attendees from Ulster, Greene and Delaware counties.

The Watershed Agricultural Council will have a booth featuring local farm and wood products to promote the *Pure Catskills* branding campaign. It is the objective of the WAC to work with the M-ARK project in an effort to market local products. Joan Lawrence Bauer, executive director of M-ARK, said that agricultural and forestry products are one of the four legs of their economic development program. She noted that the trade show is particularly important for non-Main street businesses because they are the ones that need exposure. Farmers and wood products manufacturers looking for ways to increase business are encouraged to register for booth space by calling (845) 586-3500 or contacting the M-ARK Project online at mproject@catskill.net.

Farmers' Field Day September 23

Farmers' Field Day on Pasture-Raised Livestock and Value-Added Marketing.

This one-day workshop will explain how to successfully pasture raise livestock during a morning tour of the Stone & Thistle Farm in East Meredith, NY. The tour will be followed by a lunch featuring local products. A discussion on marketing your farm and its products lead by Tom & Denise Warren, successful entrepreneurs of value-added goods, will round out the Field Day in the afternoon. There is a \$15 fee to participate in this one-day workshop, which includes lunch. The day will start at 9am with the Farm Tour, Noon will be Lunch and 1:00 will be the Discussion on Marketing. Stone & Thistle Farm is located at 1211 Kelso Road, East Meredith, NY 13757

Certified Humane at Resort September 25

Sullivan County hosts the next *Pure Catskills* dinner titled "Certified Humane" on Sunday, September 25 at Resort, a new restaurant at 87 Debruce Road in Livingston Manor. The dinner will feature food from four local farms while educating the public about a new label for animal care standards under the Certified Humane Raised and Handled Program. Diners will have an opportunity to speak with the farmers providing the locally grown and raised food and to learn about a new slaughterhouse slated to open in Sullivan County next year that stipulates in its covenants "the humane treatment of animals." Dinner is \$40.00 per person and reservations can be made by calling (845) 439-3400. The farmers will be present to meet the public at 4:30 PM and dinner will be served in two seatings at 5:30 pm and 8:00 pm.

Cauliflower Festival October 1

The Cauliflower Festival in Margaretville will be held on Saturday, October 1 from 10:00 am to 4 pm behind the A & P in Margaretville. Historians will be on hand to educate us about the days when cauliflower blanketed our hillsides and served as an important part of the agricultural economy. For nearly 50 years, from the early 1900's until the 1950's, cauliflower was trucked and shipped by rail to markets in New York, Philadelphia and Boston. It disappeared as a result of increased competition from large agribusinesses on Long Island and in California.

While cauliflower may not ever become the cash crop that it once was, it sets precedence for our ability to develop a strong agrarian economy. The Cauliflower Festival in conjunction with *Pure Catskills* will have a tent where local farmers can sell their produce and show how they are preserving our farming heritage. Come to sample farm products like Ives Cream, maple from Vly Maple, Promised Land Farms wonderful Swedish wool hats, mittens and grass-fed beef, plus more wide ranging items "made on the farm," like handmade soaps and this year's garlic crop! And don't forget, you can always buy some cauliflower and try recipes - old and new - that will be distributed throughout the Festival.

Slow Food Honors *Pure Catskills* with Table at Urban Harvest 2005 October 2

The Watershed Agricultural Council is proud to feature local producers at Slow Food's "Urban Harvest 2005" on October 2 from 10:00 am to 2:00 pm. It will take place in the beautiful Beaux Arts arcade of the New York Municipal Building located at 1 Center Street downtown Manhattan. This event is Slow Food USA's festive tribute to the farmers, food artisans and chefs who are working to change the way food is grown, produced, and consumed in New York City and its region.

Slow Food is a non-profit, eco-gastronomic organization that supports a bio-diverse, sustainable food supply, local producers, heritage foodways, and rediscovery of the pleasures of the table. Carlo Petrini founded Slow Food as a response to the opening of a McDonald's in Rome's historic Piazza di Spagna in 1986. Since then, Slow Food has grown into an international movement with more than 80,000 members in 100 countries worldwide.

Farmers within the six county region represented by *Pure Catskills* have shown through their continuous efforts to promote responsible farming as a means to providing quality food and a better way of life that they are excellent examples of what it means to carry out Slow Food's mission. As a Slow Food advocate, one agrees to support and promote:

- Educational events and public outreach that encourage the enjoyment of pure foods that are local, seasonal, and sustainably grown
- Caring for the land and protecting biodiversity for today's communities and future generations
- Identification, promotion, and protecting biodiversity for today's communities and future generations
- Identification, promotion, and protection of fruits and vegetables, animal breads, wild foods, and cooking traditions at risk of disappearance
- Respect and advocacy for artisans who grow, produce, market, prepare, and serve wholesome food
- The revival of the kitchen and the table as centers of pleasure, culture, and community
- A slower, more harmonious rhythm of life

For more information about the Slow Food movement, call (718) 260-8000 or visit the website at www.slowfoodusa.org.

Vendors Sought for Harvest Festival Oct 29 and Oct 30

The Ashokan Field Campus of Olivebridge, NY is seeking vendors for the Harvest Festival to be held on Saturday and Sunday, October 29th and 30th, 2005. The festival will consist of activities and events for children and adults with an old-time theme. Activities include broom making, blacksmithing, schoolhouse re-enactments, Indian village, walks to a covered bridge and a 19th century cemetery, barnyards with live animals, and much more.

- The event is expected to draw 750-1000 participants each day.
- The vendor fee will be \$30 for the weekend.
- Vendors must commit to the full weekend between the hours of 10 and 5.
- Vendors are encouraged to bring their own covering as pavilion space is limited.

If interested, please contact Jonathon Duda at (845) 657-8333 or afcsprog@newpaltz.edu.

Waste Not

On a recent visit to John Janiszewski's farm where I was going to look at his new crop of fingerlings, I had no idea that they might be swimming. John not only raises fingerling potatoes, but fingerling tilapia and sunfish as well. Tilapia is the fastest growing aquaculture crop in the United States and around the world. It is the sixth most popular seafood consumed in the United States. And that's not all. It can be farmed indoors in such a way as to provide its own heat throughout one of our frigid Catskill winters that would otherwise be unsuitable for a fish that requires water temperatures from 76-84 degrees Fahrenheit. Heat is generated from the waste product of the fish to heat the room that houses the tank. Raising fish indoors is also a way to prevent contamination from the mercury ingested by the fish through acid rain.

Tilapia is a native fish of the Middle East where it was first cultivated in Israel over 2,500 years ago. It is also known as St. Peter's fish because it is said to be the same fish that was served at the Last Supper. It is a vegetarian and grows to a weight of 1.5 to 1.75 within six to eight months. For more information on aquaculture, visit www.cropking.com.

Farm to Market Update is published by the Watershed Agriculture Council with funding from the New York City Department of Environmental Protection and the W.K.Kellogg Foundation.