

# Farm to Market Connection

MARCH 21, 2010 • CVI BUILDING, ONE CABLEVISION CENTER, LIBERTY, NY

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

## Discussion Panels

### PRODUCERS' PANEL Moderator: Chris Harmon, CADE

#### Panelists:

**Lisa Engelbert** farms 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 Bouno**, 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 latest and greatest products from a cheesemonger specializing in cheeses from small producers who farm sustainably with respect for their land and animals. Learn about approaching a retailer with your farm products.

**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.

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.

## Finding Your Market

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 such 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 2: 2:30 to 3:30 pm

### Extending the Season through Co-packing

Find out details on a new commercial kitchen recently opened in the Hudson Valley. An opportunity to have farm products co-packed or to rent an 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.

Register  
by  
Monday,  
March 15th

## Getting to Market

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 at 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.

Session 2: 2:30 to 3:30 pm

### 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.

Watershed Agricultural Council  
33195 State Highway 10 Walton, NY 13856



**Register by  
Monday,  
March 15**

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Marketing workshops  
and business-to-business networking  
of local food enterprises



# Farm to Market Connection

MARCH 21, 2010 CVI BUILDING, LIBERTY, NY

## Farm to Market Connection

March 21, 2010 CVI Building, One Cablevision Center, Liberty, New York

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 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.

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