

## MARCH 2023 AG REPORT

## Cornell Cooperative Extension Sullivan County

### PAST WORKSHOPS

**Broiler Grant Farmer Discussion Circle: March 30th:** Farmers who participated in year 1 of the NE SARE funded Feed Efficiency for slow growth and conventional broiler production grant received an overview and presentation of the data.

### CURRENT WORKSHOPS

**Farm & Food Business Planning Series:** Launched in March and continues through April, with 35 participants between both training cohorts. Participants reviewed topics ranging from zoning, licensing, operations, staffing, marketing and how to develop their financial workbook. Participants heard from Cornell University experts, National Resources Conservation Service staff, local funders, business and marketing professionals, farmers and food business entrepreneurs. All cohort members receive the opportunity for one-on-one consulting support to complete their business plans for access to funding.

**(Part 2) Agricultural Zoning Training Series: Wednesday April 26th 5:30-7:30pm.** Learn about different farm friendly zoning and farmland preservation techniques and how to implement them in your municipality. This workshop is open to municipal officials as well as the general public who would like to learn more about land use and agriculture.

#### **Social Media Marketing Series:**

- **April 27th:** Branding Basics + 23 Social Media Strategies for 2023
- **May 4th:** Get Reel: Today's Best Photography & Video Tips
- **May 11th:** How to Create Pics and Videos with Canva.com

**FSMA Health and Hygiene Farm Worker Training: May 24th, 12-1pm:** Fruit and Vegetable Producers were able to complete their yearly FSMA/GAPs training requirement for Farm Worker Health and Hygiene by attending this webinar

**Youth Gardening Series: April-June:** Youth will learn about microgreens, herbal tea and how to propagate houseplants in a 3 part series.

### TECHNICAL ASSISTANCE:

**Farm Visits: 4    Technical Assistance/Inquiries: 216    Soil Tests: 19    Hay Tests: 0**

Business and Marketing Plans, Sales Channels, Ag Districts, beginning farmer, soil tests, field crops, poultry production, Ag Assessments, plant pests, disease, and ID, vegetable production, whole farm planning, farmers markets, Farm to School, Dry and Cold Storage, Grant and Funding sources, agricultural jobs.

**Horticulture Program:** Technical Assistance was provided to 30 contacts. Topics consisted of soil testing, fertilizer, deer proofing and tree planting. Staff are also working on starting garden planning & support for both Evergreen community garden and a Sleepy Hollow planting day. May will start a social media campaigns on Spotted lantern fly awareness.

**Catskills Kitchen Program:** We currently have 7 renters using the kitchen. We provided technical assistance to 9 inquiries on licensing and permitting for Dept of Health Commissary, NYSDAM 20c licensing, testing, shelf stable products, starting a food truck, running a hot dog truck, selling to grocery stores, starting a catering business, and utilizing our kitchen.

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### PROJECTS/UPDATES

- **Agricultural Jobs Promotion:** Cornell Cooperative Extension Sullivan County wants to connect farms and agribusinesses to the hard-working people seeking employment opportunities in and around the Sullivan Catskills. Check out the jobs posted on the website link on the right. Job postings are updated monthly. Contact Taylor Adam, Beginner Farmer Program Manager, to post a job. CCE Sullivan also attended the SUNY Sullivan Job Fair to help to promote Ag Jobs in the County.
- **Beginner Farmer Program:** We are in the beginning steps for creating the structure of program and advisory committee, which will include site visits, workshops and hand on learning at local farms. We are also in the process of updating our Farmers Guidebook.
- **Farm to School:** SNAC Leadership team is currently meeting monthly to discuss & access continued barriers to local purchasing and possible solutions. This group of stakeholders lead through Sullivan 180 includes A Single Bite/ The Catskills Food Hub, CCESC, Superintendents and Food Service Directors.



<http://sullivancce.org/agriculture/agriculture-jobs>



### TRAININGS:

#### **Bridging the GAPs: Approaches for Treating Preharvest Agricultural Water On-Farm-**

**March 6-7th.** Staff attended a 2 day training and learned different approaches to treating water on-farm, how to implement these systems to meet requirements of the Produce Safety Rule, and how to verify that the system is operating as intended. Fruit and vegetable growers are continually assessing their operations to determine where they can limit risk and increase productivity. As a result, many have expressed interest in learning more about how on-farm preharvest water treatment systems work and how they may fit within their current setup, which is why it is important for staff to stay up to date on this type of training.