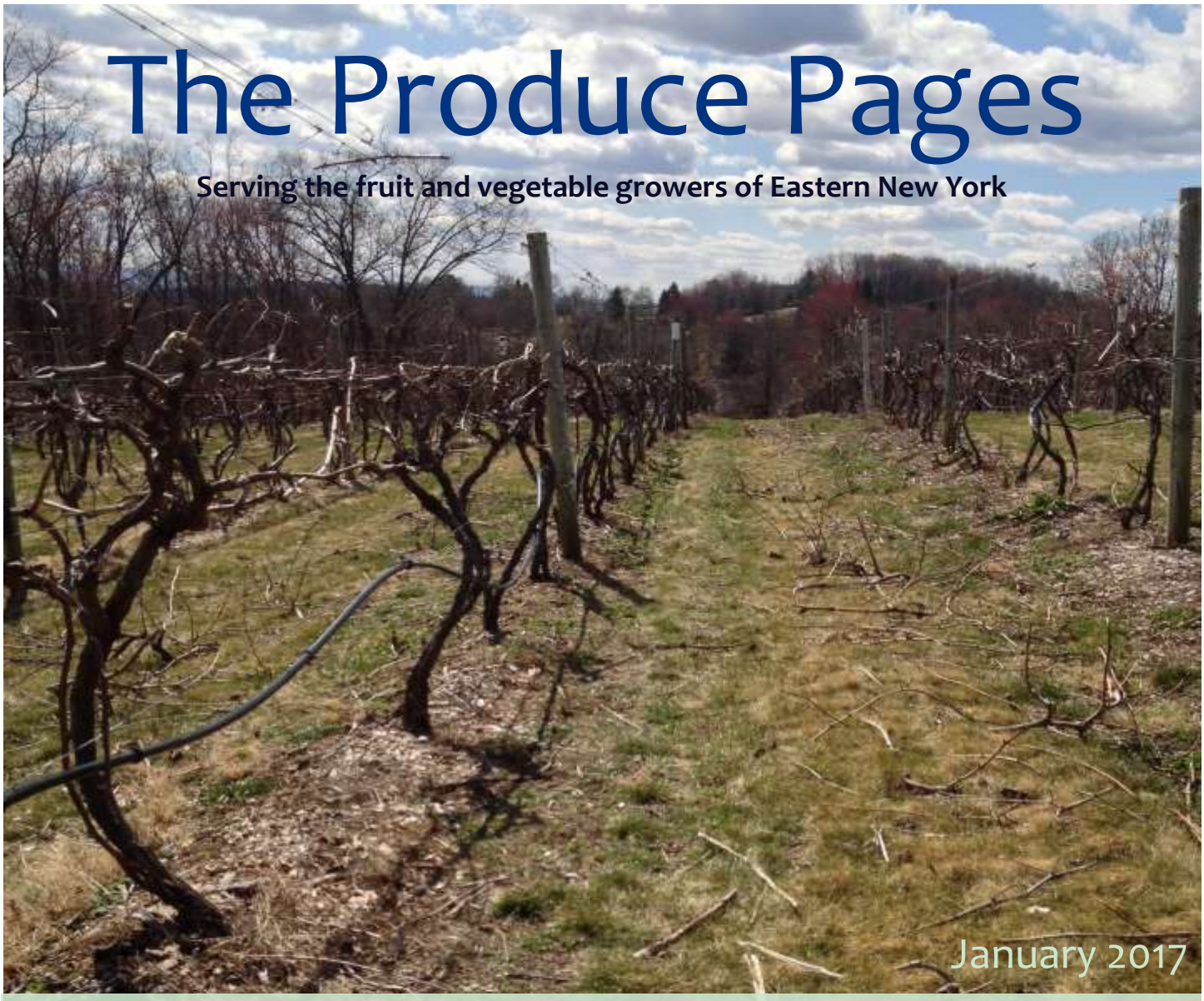
The Produce Pages

Serving the fruit and vegetable growers of Eastern New York



January 2017

New York Ranks in Top Five of Total Direct Food Sales

NATIONAL AGRICULTURAL STATISTICS SERVICE

HARRISBURG, PA – More than 167,000 U.S. farms locally produced and sold food through direct marketing practices, resulting in $8.7 billion in revenue in 2015, according to Blair Smith, State Statistician of the U.S. Department of Agriculture's National Agricultural Statistics Service (NASS), New York Field Office. The results are from the first Local Food Marketing Practices Survey released on December 20th. The report results cover both fresh and value-added foods, such as meat and cheese.

Farms selling food directly to institutions and intermediates, such as wholesalers who locally branded the product or food hubs, brought in the most revenue at $3.4 billion. The next category, at $3 billion in sales, was from approximately 115,000 operations with direct-to-consumer sales, such as on-farm stores and farmers markets. Sales directly to retailers were $2.3 billion from over 23,000 operations nationwide.

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Cornell University
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The Produce Pages

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The *Produce Pages* is a monthly publication of the Eastern New York Commercial Horticulture Program. For more information about the program, please visit our website at http://enych.cce.cornell.edu/.

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Serving the Educational and Research Needs of the Commercial Small Fruit, Vegetable and Tree Fruit Industries in Albany, Clinton, Columbia, Dutchess, Essex, Fulton, Greene, Montgomery, Orange, Putnam, Rensselaer, Saratoga, Schoharie, Schenectady, Ulster, Warren and Washington Counties

The top five states by value of total direct food sales were:

- California, $2,869 million
- Michigan, $459 million
- New York, $441 million
- Pennsylvania, $439 million

Wisconsin, $431 million

Most farms selling directly to consumers sold through outlets such as farmers markets and on-farm stores. Pennsylvania led the U.S. in the number of farms selling directly to consumers, with more than 6,000 operations engaged in direct to consumer sales. California led in sales, earning $467 million. Only 8 percent of farms selling directly to consumers across the nation did so via online marketplaces, though 73 percent of all farms using direct marketing practices had internet access last year.

The survey also concluded that more than 80 percent of all direct market food sales occurred within 100 miles of the farm, and that most farms selling to consumers were less than 20 miles from their largest grossing marketplace.

Approximately 300,000 people were involved in making decisions for the farms that sold directly in 2015. Of these, 62 percent were men and 38 percent were women – a higher proportion of women than among all farms, according to data from the 2012 Census of Agriculture. The survey also found that 77 percent of farms who direct marketed were established farmers, having farmed 10 or more years, and that 14 percent were U.S. military veterans.

For additional survey results, visit www.agcensus.usda.gov/Publications/Local_Food/index.php or the Quick Stats database at https://quickstats.nass.usda.gov/.

Using LEDs for Starting Vegetable/ Flower Seedlings

NEIL MATTSON, SCHOOL OF INTEGRATIVE PLANT SCIENCE, CORNELL UNIVERSITY

Many growers use indoor light shelves for growing vegetable/flower starts in the winter. Traditionally these shelves have used fluorescent lights but some are looking to make the switch to LEDs to take advantage of greater electrical efficiency. In general LEDs can be used to replace fluorescent grow lights as long as there is sufficient light quantity. I will discuss this and light color (spectrum) below.

For fluorescent lights, the original fixtures were T12 ("T12" refers to the bulb diameter, i.e. 12/8 of an inch) these are the least electrically efficient, newer T8 and especially T5 lights are more efficient (in terms of how much light they deliver per watt of electricity consumed). To achieve sufficient plant lighting for early seedling growth a decent target light level at plant height is 100 $\mu mol/m^2/s$ (this is the units used for measuring light in terms of plant photosynthesis – photosynthetic photon flux density [PPFD]). With lights on for 16 hours a day, the plants would receive a total daily light integral (DLI) of would be 5.8 mol/m2/day. This is sufficient light for seedling growth, but only half to one-third of the DLI needed for optimum production of mature plants (for example, mature lettuce, herbs, or other leafy greens).

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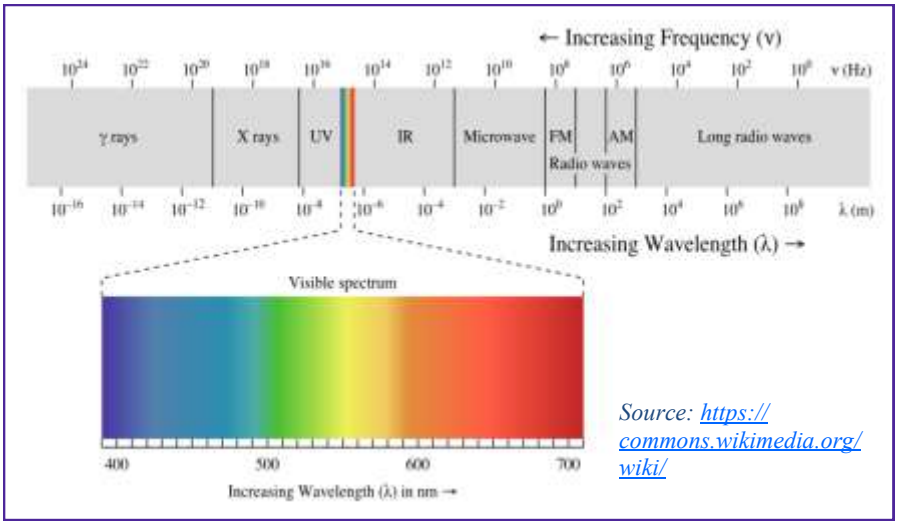
Unfortunately PPFD can only be measured with special (i.e. expensive $300-1000 light meters). Also note that units for plant lighting (PPFD) are different than the units used for human vision (lux) because plants perceive light differently than humans. For an in-depth discussion of light units and examples of light efficiency from different lamps see: http://www.greenhouse.cornell.edu/structures/factsheets/Greenhouse%20Lighting.pdf

If we know the approximate electrical efficiency of lights we can estimate about how many watts are needed to cover a given area. Aim for about 10, 12, or 15 watts of lighting per square foot, respectively, for T5, T8, and T12 fluorescent lights. For example, if you have a 2' x 4' growing shelf (8 square feet) and you use 46-inch T5 lights: using four standard output 28W bulbs (or two high output 54 W) bulbs would give you 108 watts divided by 8 square feet = 13.5 watts per square foot. Which should be quite good for seedling growth. The light fixture height is often adjusted so as to be a few inches above the crop (to avoid high temperatures) and raised up over time as needed. Note that light output will decline over time. After 10,000 hours of use light output may be about 80% of the original light output. In the absence of a good light meter, your own observations on plant growth will tell you if plants are getting adequate light – tall, spindly seedlings with poor branching are signs of insufficient light. A difficulty with selecting LEDs is they vary greatly on how efficient they are. In a 2014 paper (Nelson and Bugbee, summarized in my article linked above) several LED fixtures were tested and they varied from having similar efficiency to T8 lights for the worst LED lamps to twice the efficiency of T8 for the best LED lamps. This makes it difficult for you as the purchaser to know what you are getting. Some of the more reputable LED manufacturers will tell you the wall-plug efficiency/efficacy for plant lighting (with a unit of µmol/J). In the 2014 paper, the wall-plug efficacy for a T8 fluorescent light was 0.84 µmol/J and for LEDs was 0.89 to 1.70 µmol/J. Unfortunately the cheapest LEDs to purchase sometimes have the worst electrical efficiency. Therefore switching to LEDs does not automatically guarantee you will having savings in electricity.

With LEDs you also have the ability to choose different colors (spectra) of light. Some LED lights for plants come in red and blue (which makes them look pinkish/purple when broadcast across plants). Other LEDs, especially those designed for human vision come in white. You may wonder which spectra is best for you to use in your light-shelves. A short answer is the vegetable starts will do well with pretty much any of these lights (fluorescent, red and blue LED, white LEDs) so long as they are applied at a similar light intensity. White LEDs actually do pretty good job. They are actually blue LEDs diodes with a phosphor coating that spreads the light over a wide range (thus making it white). So white LEDs would typically have a peak in blue and then another peak spreading across green to orange and reaching into red – the relatively amount of blueness vs. redness is indicated by the color temperature – a higher color temperature such as 5,000 K means it has relatively more blue light and a lower color temperature such as 2,700 has more yellow/orange/red. In general orange/red light can give slightly better photosynthesis and growth and promote flowering. A blue light would give more compact, stockier plants. So while it won't make a huge difference, you might want a higher color temperature (more blue light) if you want stockier seedlings.

Good luck this spring and hopefully this sheds some light on the situation.



Source: https://commons.wikimedia.org/wiki/

Pruning for Productivity

AMY IVY, ENYCHP

Tomatoes are one of the most valuable crops for high tunnel production in New York State and they are by far the most commonly grown high tunnel summer crop here. We have given talks and prepared fact sheets and resources on how to grow and train slicing tomatoes in tunnels (available at http://enych.cce.cornell.edu/greenhouse_tunnels.php) but until last summer we had not given much attention to understanding how to prune cherry tomatoes in high tunnels. Cherry tomatoes are notorious for their rampant growth and early and sustained production. They are usually ready for market before the slicers and sell quickly in pint boxes. Many growers begin the season trying to keep their cherry tomatoes at least somewhat pruned and contained but often give up by mid-summer. In an effort to help growers learn the best way to tame their high tunnel cherry tomatoes we conducted a pruning and training trial last summer at the Cornell Willsboro Research Farm. The project was funded by the Northern New York Agricultural Development Program. Our Cornell summer intern, Lauren Fessler was very helpful in performing much of the training and data collection through early August. The project team consisted of Amy Ivy, Judson Reid and Michael Davis, Willsboro Farm Manager.

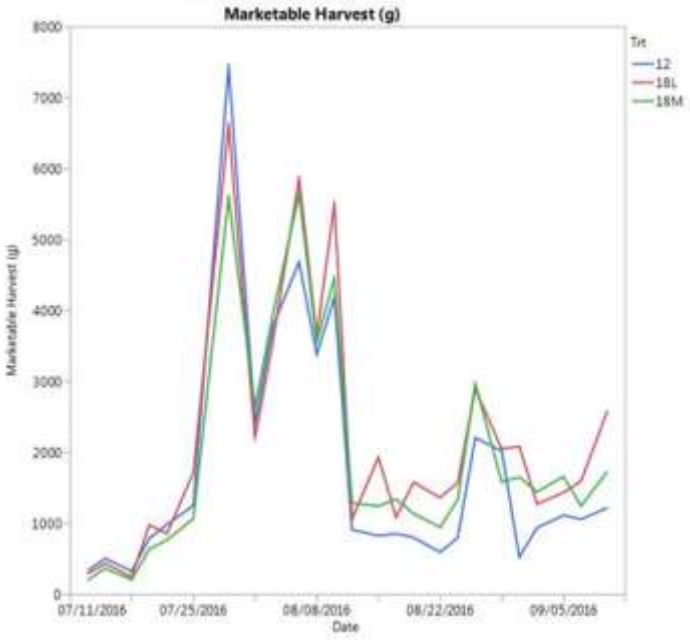
We used the variety Supersweet 100 for our trial and compared 3 different pruning and training treatments, replicated 4 times in beds 11 feet long.

- Treatment A was the most intensive, training each plant to a single leader and removing all suckers. Plants were 12" apart in a single row, with 9 plants per row.
- Treatment B was moderately intensive, training each plant to a double leader. Plants were 18" apart in a single row, with 5 plants per row.
- Treatment C was meant to be the least intensive. We started by training the plants to 4 leaders and then let them go with minimal pruning. Plants were 18" apart in a single row with 5 plants per row.

Many growers feel intensive training takes too much time to bother with but we found the easiest group to prune was the single leaders. By far the most time consuming group to prune early on and then harvest was Treatment C with many leaders. See the bar graphs and charts below and on the next page.

Double leader treatment on left, four leader treatment on right, on July 29.

photo by A. Ivy



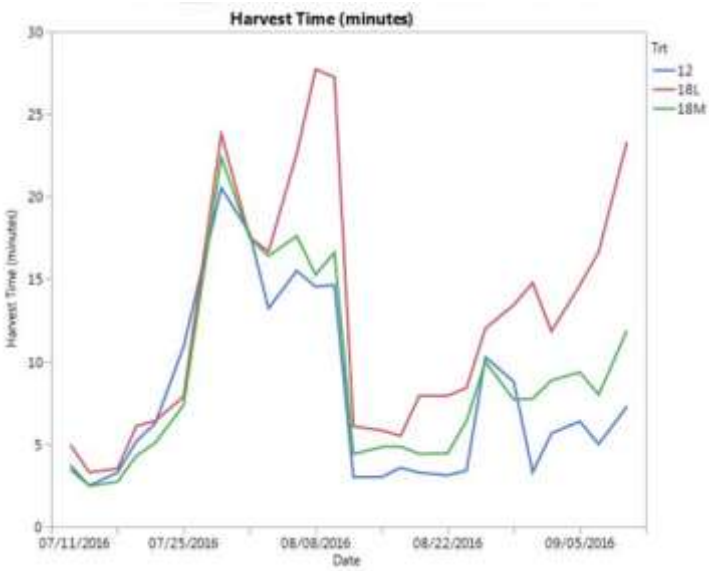
Marketable Harvest over Time

This graph (above) shows that the single leader (blue line) yielded more than the other treatments earlier in the season (when prices are highest) and then less by the end. This may have been due in part to the rampant growth of the multiple leader blocks which began to overgrow and shade the single

Time Spent for Pruning and Training, Time Spent for Harvesting

The 2 graphs (below) show that from the beginning and throughout the trial, the single leader treatment (blue line) took less time to prune and harvest even though it had 4 more plants per treatment at 12" spacing. The 4 leader treatment (red line), with 5 plants at 18" spacing,

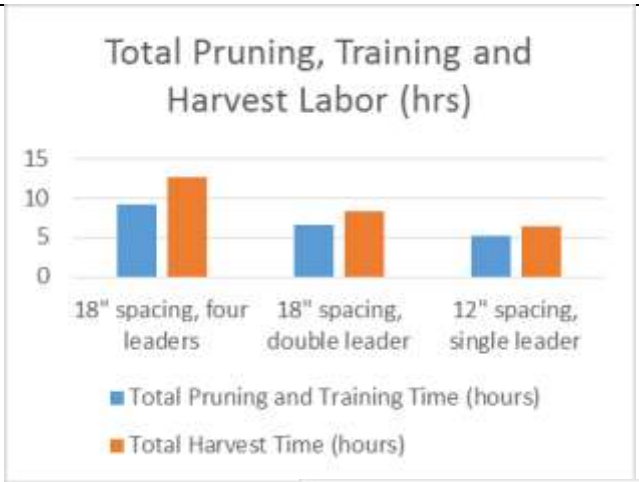
Key:
blue line - single leader
green line – double leader
red line – 4 leaders

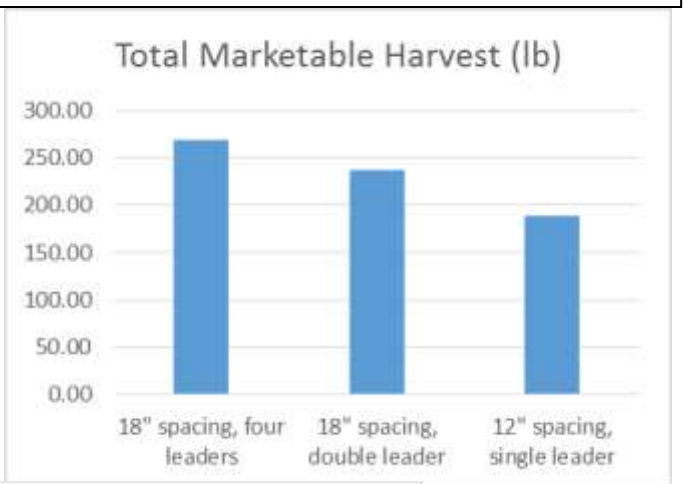


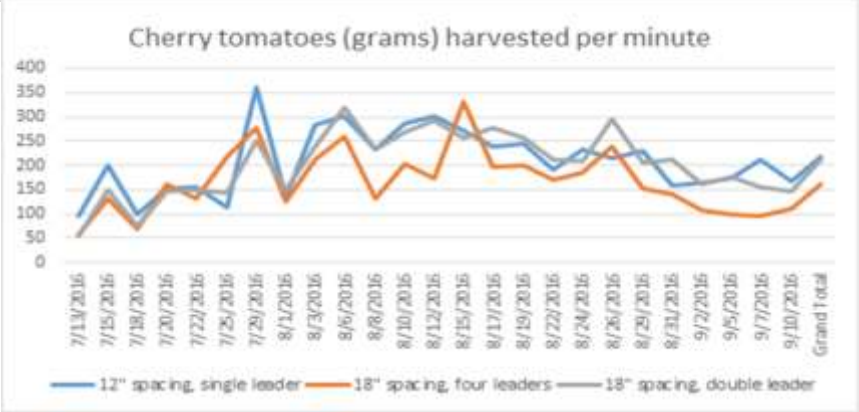
Efficiency of Harvest

The graph at the bottom of the page shows that the single leader treatment took less time to harvest per minute all season, so that even late in the season, when the tangled 4 leader plants yielded slightly more overall, the efficiency of gathering that harvest was less. This corroborates with the experience and comments from the harvesters as well.

The 2 graphs below show the total time for training and harvesting each treatment (left), and the total harvest (right). It took more time to harvest the 4 leader treatment but the yield was not statistically better than the double leader treatment which took less



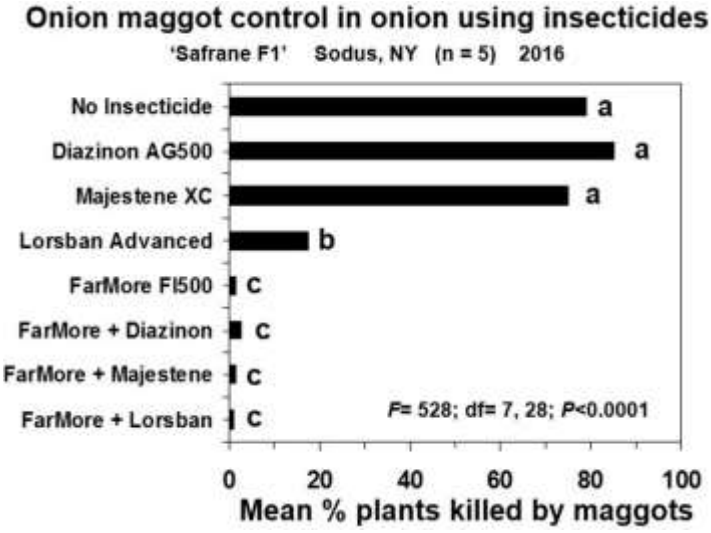




Losing Lorsban? Finding Alternatives for Onion Maggot Management

ETHAN GRUNDBERG, ENYCHP

The Environmental Protection Agency (EPA) is currently considering a proposal to revoke all food residue tolerances for *chlorpyrifos*, the active ingredient in Lorsban®. The EPA is expected to issue a final decision on the proposal by March 31, 2017, but it is anticipated that all agricultural uses of Lorsban® will be prohibited. Since Lorsban® is the only insecticide listed in the Cornell Guidelines for in-furrow application for onion maggot control, some growers have expressed concern about what their management options will be for next season.



Dr. Brian Nault, professor with the Cornell University Department of Entomology, conducted research in 2016 to test the efficacy of a number of potential products that could replace Lorsban®. Dr. Nault compared the percent of plants killed in plots treated with an in-furrow drench of Lorsban® Advanced, a broadcast application of Diazinon® AG500, and an in-furrow drench of Majestene® XC. These three insecticides were also tested in combination with the use of FarMore® FI500 seed treatment. Finally, the study included an analysis of plots with no chemical treatment as well as FarMore® FI500 seed treatment without a supplemental in-furrow or broadcast insecticide application.

As can be seen in the graph the FarMore® FI500 seed treatment used alone provided the best onion maggot control of all of the treatments. Even adding Lorsban® as an in-furrow drench to FarMore® FI500 seed treatment did not provide a statistically significant difference in control from using FarMore® FI500 alone. Neither Diazinon® AG500 nor Majestene® XC was more effective than the untreated control. While Lorsban® Advanced performed better than the other non-FarMore® treatments, it is notable that the plots treated with just Lorsban® still suffered around 20% plant loss.

Though not included in this study, Dr. Nault did communicate that other seed treatments, especially Trigard®, are also effective at managing onion maggot and should be used in rotation with FarMore® FI500 for better resistance management. Unfortunately, Trigard® does not provide control of seedcorn maggot, whereas FarMore® FI500 and Sepresto® 75 WS do. While the use of Sepresto® 75 WS as an insecticidal seed treatment for onion maggot and seedcorn maggot control has shown mixed results so far in New York state (especially on pelleted seed), there is some preliminary research to indicate that its efficacy may be improved by changing the way in which it is applied to the seed.

To learn more about onion maggot management options and more, be sure to register for Onion School in Orange County to be held Tuesday, February 28th! Presenters will provide information on

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herbicide, insecticide, fungicide, and bactericide trials conducted in 2016, plus provide updates on EPA Worker Protection Standards and the Food Safety Modernization Act. You can register for the event online at https://enych.cce.cornell.edu/event_preregistration.php?event=661. Contact Ethan at eg572@cornell.edu with questions.

Pink Onions????

MAIRE ULLRICH, ENYCHP

Recently at a trip to my local Shop Rite I saw these onions. They were priced at $2.49 for the 3 of them. That is $2.00/pound! Imported from England they featured subtlety and cooking flexibility. We have these here. Let's get selling them too!

Photos by M. Ullrich

New I-9 Forms

MAIRE ULLRICH, ENYCHP

Form I-9 is used for verifying the identity and employment authorization of individuals hired for employment in the United States. All U.S. employers must ensure proper completion of Form I-9 for each individual they hire for employment in the United States. This includes citizens and noncitizens. Both employees and employers (or authorized representatives of the employer) must complete the form. On the form, an employee must attest to his or her employment authorization. The employee must also present his or her employer with acceptable documents evidencing identity and employment authorization. The employer must examine the employment eligibility and identity document(s) an employee presents to determine whether the document(s) reasonably appear to be genuine and to relate to the employee and record the document information on the Form I-9. The list of acceptable documents can be found on the last page of the form. Employers must retain Form I-9 for a designated period and make it available for inspection by authorized government officers. NOTE: State agencies may use Form I-9. Also, some agricultural recruiters and referrers for a fee may be required to use Form I-9.

Starting 01/22/17, USCIS will only accept the 11/14/16 edition. Until then, you can use the 03/08/13 edition. You can find the edition date at the bottom of the page on the Form and Instructions.

New forms, rules & regulations can be found at: https://www.uscis.gov/i-9

CSA Pricing – 2016 Price Study of CSA Farms in CT and some ENYCH data

ELIZABETH HIGGINS, ENYCHP

Setting a price for a profitable CSA share can be a challenge. Studies in Iowa and Massachusetts found that many growers set share prices more on what they perceive to be their members' willingness to pay rather than market price of produce provided or their production costs plus a retail markup (Lass et al., 2001; Tetmeiger et al., 2005). They found that many CSA farms were not able to cover their full costs of production and marketing with this pricing strategy.

UConn Cooperative Extension has been collecting CSA price data for the past five years and sharing that data with growers. They monitor the prices that CSAs charge for a standard summer vegetable full share, typically offered for 16-20 weeks from July to October, that featured vegetables, herbs, and sometimes flowers or small fruit. UConn did not attempt to compare the contents of CSA shares, nor did they evaluate pricing for add-on items such as flower shares, fruit shares, meat shares, egg shares, etc. They found pricing data for 110 farm businesses offering CSAs in 2016, 17 of which are USDA Certified Organic. The average weekly price in CT was $31.06 and the average weekly price for a USDA Certified Organic share was $32.37

I thought it would be interesting to compare the prices of CT CSA farmers with the prices offered by CSAs in the ENYCH region. With a limited amount of time, I was only able to collect 2016 data from 24 CSAs, primarily in the Hudson Valley, 13 of which were USDA Certified Organic. I followed the same procedure as the CT study (full share price, no add-on fees). I also compared prices for all CSAs with CSAs that are USDA Certified Organic. The average weekly price for our NY sample was $29.28 and the average price for USDA Certified Organic was $29.99.

	Average Weekly CSA Share Price	Max Price	Min Price	Average Weekly Share Price, USDA Certified Organic
CT	$31.06	$50.00	$15.00	$32.37
ENYCH	$29.28	$47.00	$20.50	$29.99

In both CT and ENYCH there was not a large difference between the average price for CSAs that are USDA-Certified Organic compared to CSAs that are not. Although the highest priced CSAs in ENYCH were Certified Organic, most of the Certified Organic farms charged about the same as the non-certified farms. When the non-certified farms were considered alone, the average weekly price in 2016 in ENYCH was $28.45. Therefore, either USDA Organic Certified farmers are underpricing their CSA shares or unless you have an additional market reason to seek USDA Organic Certification, it might not make a significant difference on CSA share price.

Finally, unlike the CT study, I looked at the differences in prices charged by CSAs for different drop-off sites to see if farmers were charging a different price for NYC drop-off sites vs local CSAs. 16 farms had multiple sites, only 6 of these had differential pricing. The average difference was only $2.70 per week. I did not find a consistent price difference between NYC drop-off CSAs and on-farm or local CSAs. 8 of the 24 ENYCH-farms only offered an on-farm pick-up CSA, and these were the highest priced CSAs, on average, at $33.04 per week. This indicates that farmers are possibly not including added costs of transportation and time for out of region CSA drop-offs or they are able to get a higher price from local members or there is some other difference between CSA farms price setting beyond local/non-local or organic/non-organic that is a factor. For example, I did not consider size of a CSA (# of members or number of sites) or the amount of produce given at a local vs non-local site.

Because the CSA model makes it difficult for consumers to accurately compare the differences among different CSA farmers, growers have a lot of

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flexibility in setting share content and prices. Although consumers participate in CSAs for a variety of reasons, they are likely to use prices of other CSA's shares in their region as a primary benchmark, with grocery store prices of goods received as a secondary price point to estimate the value of their membership. Growers therefore need to use this CSA pricing data strategically in planning what they offer in the CSA share, and consider both costs of production and value of goods provided in a share to offer a profitable CSA. For example, one risk of giving members too much product in a good year, as part of the share, risks setting a bad precedent in future "normal" years. CSA members in a normal year may feel disappointed by the amount provided, even if it is a reasonable amount given the price they paid. It is more strategic to sell or donate excess produce through a different marketing channel or, at a minimum, making it very clear through communications to CSA members which product is "bonus" product that year, rather than what would be expected in their share.

Our NY sample size for 2016 was small and I plan to add on to it for 2017. The obvious questions that come to mind about CSA share pricing are – How much of total CSA costs is the time and travel costs to travel out of the region for a CSA drop-off? Are the costs of travel into NYC fully included in CSA share pricing and, if so, why are local prices, on average, higher? I would be interested in getting feedback from CSA farms as to what type of pricing and marketing data they would be interested in, in the future. I can be reached at emh56@cornell.edu.

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Migrant Farm Labor Housing: Allowances, Deductions and Standards

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Please Note: This topic is very complicated and what follows is a summary only. Please consult the full regulations for a complete picture of the regulatory requirements.

Allowances for Lodging and Utilities

Lodging and utilities may not be considered as part of the minimum wage for a migrant or seasonal employee. However, for all other employees when an employer provides an agricultural employee with a room and utilities, the amounts of $18.95 per week per employee for single occupancy or $12.65 per week per employee for multiple occupancy may be considered part of an employee's minimum wages. When an employer furnishes an agricultural employee with a house or apartment and utilities, a fair and reasonable amount may be allowed for such facilities. However, the total amount for such house or apartment shall not exceed the lesser of either the reasonable value of comparable facilities in the locality, or $5 per day for an individual employee or $8 per day when the employee's family resides with the employee. Housing and utilities provided to migrant and seasonal farm workers must be free.

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Allowances for Meals

Under both New York Labor Law and the Fair Labor Standards Act (FLSA) employers are allowed a credit toward minimum wages paid to an employee for meals provided under certain circumstances. The amount of $1.70 per meal may be considered part of an employee's weekly minimum wages. However, an employer cannot consider an allowance for meals as part of the minimum wage of any migrant or seasonal employee who earns less than $254 in a two-week period (other than by reason of voluntary absence).

Permitted Deductions From Employee Wages

The New York Labor Law prohibits an employer from making any deduction from the wages of an employee, except deductions which: (1) are required by any law or any rule or regulation issued by any governmental agency, such as social security and payroll taxes; or (2) are expressly authorized in writing by the employee and are for the benefit of the employee (such as payments of insurance premiums, pension or health and welfare benefits, contributions to charitable organizations, payments for United States bonds, payments for dues or assessments to a labor organization, or similar payments for the benefit of the employee). The written authorization for any deduction from wages must be kept on file at the employer's premises.

For farm employees who receive wages greater than minimum wage, an employer may not deduct lodging, meals, or other "extras" from the employees agreed wage rate. Extras should be added to the agreed wage rate, not deducted from total wages earned. Further, an employer may not deduct from wages the cost of breakage or spoilage of materials; nor may an employer make wage deductions in any indirect manner, such as requiring a worker to pay for shortages by means of a separate transaction.

Housing Standards

Requirements for migrant farmworker housing facilities in New York are governed by the New York State Department of Health (NYSDOH) and the United States Department of Labor Employment and Training Administration (ETA).
Any person who owns or controls a facility or real property which is used as housing for any migrant agricultural workers must ensure that the facility or real property complies with all federal and State safety and health standards made applicable to that type of housing.

The requirements listed under Part 15 of the State Sanitary Code (SSC) apply to migrant farmworker housing facilities occupied by five or more persons, one or more of whom are employed to perform farm activities. The property owner or other persons occupying the property on a continuous annual basis are not included in computing the number of persons occupying the property.

The state and federal requirements for migrant and seasonal farmworker housing are specific and numerous, and it is not possible to thoroughly discuss them here. Some of the highlights follow.

- Regulations provide that farmworker housing be located in an area that is well-drained and not near hazards such as sewage. Regulations regarding the structure of farmworker housing include structural soundness of the foundation, roof, exterior walls, doors, skylights and windows, as well as porches, landings, stairs, railings, floors, walls, doors, and ceilings. Farmworker housing must also be adequate in size and easy to keep clean. There are also regulations regarding flooring and screening.

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- At least 50 square feet of floor area is required for each occupant of migrant and seasonal farmworker housing over the age of two years. In housing constructed after May 1, 1997, where occupants are required to cook, live, and sleep in the same room, a minimum of 100 square feet of floor area is required for each occupant. Other requirements include adequate mattresses, springs, and bedding, as well as clothing rods and shelves.

- Adequate light and ventilation must be provided in each habitable rom and common use area of migrant worker housing. Regulations govern the number and placement of electric outlets. All habitable rooms used or occupied between Sept. 1 and June 1, including bathrooms, shower rooms and washrooms, must have heating facilities that are properly installed and maintained, and are capable of maintaining a minimum temperature of 68 degrees Fahrenheit in each room. In housing constructed after May 1, 1997, all habitable rooms must have heating equipment that is capable of maintaining a minimum temperature of 70 degrees Fahrenheit, and a minimum temperature of 70 degrees Fahrenheit must be maintained as required. Regulations are specific regarding type and placement of heaters Potable water, shower and sink facilities, and toilet and laundry facilities are all governed by regulations. Potable water must be adequate in quantity and quality and readily available to occupants of the property during all times of operation. Shower facilities that are separate for each sex must be provided unless the facilities are located in individual dwelling units. Facilities must provide an adequate supply of tempered water or both hot and cold running water at every shower head. Laundry facilities supplied with hot and cold water under pressure must be provided for the use of all the occupants. There must be at least one toilet for each 15 occupants or fraction thereof for each sex, and toilets must be constructed, located and maintained so as to prevent any nuisance or public health hazard.
- Facilities must be provided and maintained for the satisfactory disposal or treatment and disposal of sewage. Regulations discuss the process for submitting plans and obtaining permits for proposed new or modified sewage treatment facilities.
- When meals are not furnished or sold to the occupants, adequate cooking and dining facilities must be provided by either: (a) a common cooking area consisting of a separate well lighted and ventilated room which is adequately equipped for cooking and dining; OR (b) facilities for cooking and dining within each individual dwelling unit. Regulations cover type of cookstove or hot plate, refrigeration of food, and proper seating for meals.
- An adequate number of covered storage receptacles must be provided and used for the storage of garbage and refuse. Regulations cover the type and placement of storage receptacles. The permit holder is responsible for maintaining all dwelling units in a structurally sound condition which prevents infestation by rodents and insects and is also responsible for providing or obtaining any required extermination.

As you can see, regulations regarding migrant farmworker housing are specific and numerous and it is not possible to discuss them in depth here. More complete information on regulations governing farmworker housing can be found in NYFB's publication Farmer's Guide to Labor & Employment Laws, 2nd Ed., available to members for $40. Call the Legal Affairs Department at 1-800-342-4143 to order your copy today.

The New York State Department of Health makes available the regulations regarding migrant farm worker housing at https:// www.health.ny.gov/ regulations/ nycrr/title_10/part_15/

The information contained in this article is provided for informational purposes only. It is not intended to be, nor should it be considered, a substitute for legal advice rendered by a competent attorney. If you have any questions about the application of the issues raised in this article to your particular situation, seek the advice of a competent attorney.

Dear Betty
with Betty Van Pacht

Agriculture Business and Relationship Advice

Dear Betty,
I have a commercial orchard that my father started about 30 years ago. I am just taking over the business and, unfortunately, am doing it at the same time that several of the property owners around us have sold parcels off for subdivisions around my farm. Some of our new neighbors are friendly, but I am also getting a lot of calls and complaints about normal farming practices. My dad tells me to just ignore the calls – that we are in an ag district, we aren't doing anything wrong –in his opinion, the new neighbors can "go jump in a lake". I know he is right, but it is really stressful. My kids have to ride the same bus as a lot of these families and I see my neighbors at the school and around town. What should I do?
—Stressed

Dear Stressed,

Although your dad is right that your practices are legal, protected, and necessary for your business, there may be better strategies for managing the long term relationship with your neighbors than telling them to go jump in a lake or ignoring them when they call with concerns. It is increasingly recognized in the business research literature that having a reputation for trustworthiness is one of the key factors in a business's success. Your new neighbor's concerns are an opportunity for you to build your personal reputation for trustworthiness. Numerous experiments and studies have found that how a business handles problems and complaints can either lead to increased trust and loyalty – building a stronger business relationship - or decreased trust and conflict.

As a strategy, I recommend reaching out to your neighbors before doing something that would reasonably be annoying, or of concern to people unfamiliar with farming practices (spraying your orchard at night, for example), explaining to them why you will be doing it, letting them know how long you expect the inconvenience to them to last, apologizing for the inconvenience and thanking them for their patience. Apologizing, in this case, is not admitting fault on your part, but is demonstrating empathy for the other person's situation. In a recent article in the *Journal of Social Psychological and Personality Science,* "I'm Sorry About the Rain! Superfluous Apologies Demonstrate Empathic Concern and Increase Trust", researchers from the Harvard Business School and Wharton School of business found that superfluous apologies (apologies issued by a person who is not admitting fault to a situation, but is acknowledging empathy for the recipients suffering) represented a powerful and easy-to-use tool for social influence. Another strategy you can use to increase trust and empathy is to invite your surrounding neighbors to an "open house" on your farm where you show them your business and invite them to ask questions. Many people do not have a good understanding of how a commercial farm operates and would be interested in learning more. By bringing them onto your farm you are also helping them to empathize with you and the challenges you face as a local farm business.

Should you encounter a neighbor who, despite your best efforts, continues to complain about how you farm, you can always fall back on your rights, but you will also have the confidence of having developed other supporters in the community. Good luck!

Do you have an ag business relationship problem?

Write to Betty Van Pacht (also known as Elizabeth Higgins).

Contact "Dear Betty" at
emh56@cornell.edu
or
c/o ENYCH Team, P.O. Box 727, Highland, NY 12528.
Confidentiality respected.

TIME TO RENEW YOUR ENYCHP ENROLLMENT!

Attention Growers: If you have not done so already, it is time to re-enroll in CCE ENCYHP!
Enrollments are due by January 31st.

As always, as an enrolled member you will receive access to cutting edge research and Extension Educators with expertise in their field. You will be eligible for discounted meeting fees, and will receive timely reports of pest outbreaks in your area.

Enrollment also includes your choice of publications below. With your enrollment, you may choose as many email versions as you like, but you will be limited to only 2 print versions as part of your enrollment. Additional print copies will be $40 per publication.

Continue to receive our Produce Pages and seasonal Vegetable, Berry, Tree Fruit and Grape Newsletters in 2017...Enroll today!

Please return pages 14-15 by January 31st to Enroll in ENYCHP

Return Address:

CCE ENYCHP
CCE Washington County
415 Lower Main Street
Hudson Falls, NY 12839

Cornell University
Cooperative Extension
Eastern New York Commercial Horticulture

Farm Name: _____

First Name:_____ Last Name: _____

Address: _____

City: _____ State:____ Zip: _____

County:_____

Phone :_____Cell:_____ _____

Preferred E-mail: _____

Additional E-mail(s):_____

_____

_____

Publication Selection:

Please check which format you would like to receive your publication (s):

☐ **Print** ☐ **Email**

__X_ The Produce Pages (part of your enrollment—please choose delivery method)

_____**The Vegetable Weekly Update**

_____ **Tree Fruit Updates**

_____ **Small Fruit Bi-Weekly**

_____ **Grape Updates**

Notice: Due to this year's reduced fee, ENYCHP Enrollment does not include a free Cornell PMEP Guideline. These guidelines are a valuable tool for every farm, and we encourage you to purchase a current copy this year. Orders will be shipped in Jan/Feb when the latest 2017 editions become available. All prices include shipping and handling.

2017 CORNELL PEST MANAGEMENT GUIDELINES	PRICING		
	PRINT	*ONLINE*	*BUNDLE (PRINT + ONLINE)*
Berry Crops	$36.00	$31.00	$48.50
Field Crops	$35.00	$30.00	$47.00
Grapes	$36.00	$31.00	$48.50
Greenhouse Crops and Herbaceous Ornamentals	$42.00	$37.00	$57.00
Hops	$36.00	$31.00	$48.50
Tree Fruit	$46.00	$41.00	$62.50
Tree and Shrub	$36.00	$31.00	$48.50
Vegetable Crops	$46.00	$41.00	$62.50

2016 Organic Vegetable Guidelines (includes Beans, Peas, Lettuce, Spinach, Potatoes, Carrots, Cucumbers, Squash, Cole Crops & Storage Guide for Organic Fruit & Vegetables)	$20.00	Free download at: http://nysipm.cornell.edu/organic_guide/veg_org_guide.asp
2016 Organic Fruit Guidelines (includes Apples, Blueberries, Grapes, Straw-berries & the Storage Guide for Organic Fruit & Vegetables)	$15.00	Free download at: http://nysipm.cornell.edu/organic_guide/fruit_org_guide.asp
2013 Resource Guide for Organic Insect and Disease Management	$25.00	Free download at: http://web.pppmb.cals.cornell.edu/resourceguide/pdf/resource-guide-for-organic-insect-and-disease-management.pdf

1 year ENYCHP Enrollment **$ 65 .00**

Additional payment for additional printed newsletters
(first 2 are free, $40 per additional one after that) **$_____**

Cornell PMEP Guideline Order (See Above) **$_____**

Special Contributions can be made to the CCE ENYCH Program **$_____**

Note: ENYCHP Enrollment Fees and Donations are Tax Deductible

TOTAL *(Make checks payable to:* ***CCE ENYCHP****)* **$ _____**

Please make checks payable to CCE ENYCHP. Enrollment Deadline : 1/31/2017

Online Enrollment is available at https://enych.cce.cornell.edu/enrollment.php

Reducing Risk through Crop Insurance - Crop Insurance Basics

ELIZABETH HIGGINS, ENYCHP

Farmers face risk every day. Barns can burn, employees can get hurt, and crops can be wiped out by disease. When you buy an insurance policy you trade having the risk of a significant loss for a set payment amount (premium) with a guarantee by the insurance company to pay you for the insured loss if it occurs. Some losses are more likely than others and some events, should they occur, would be more catastrophic to a farm business than others. Premium rates are set by insurers based on the likelihood of the insured event happening during the period of the policy and the expected amount of the payment. Higher likelihood events = more frequent pay-outs. More expensive events = more expensive pay-outs. Both scenarios are likely to result in higher premiums to farmers. Therefore, the decision as to whether or not to purchase insurance, and the amount of coverage you purchase, should be based on the cost of the premium and the value of the coverage offered to your business, should you have a loss.

Buying a crop insurance policy is a risk management tool available to agricultural producers to help farmers meet their financial obligations in the event of a crop loss or a significant price reduction for the crop. Crop insurance can be used to pay back operating loans, cover business expenses and living expenses to help a farm business stay solvent. Most crop insurance policies are subsidized by the federal government; such that premium costs are lower than would be expected at market rates. Some groups of farmers, like beginning farmers, may have even higher subsidies available for their policies. Although most growers in the Northeast will pay out more in premiums than they will collect, those payments, if affordable, can help a grower ensure that they can stay in business during a bad year.

An important aspect of buying insurance is understanding exactly what is covered, what is not covered and how value of the crop is established and how losses need to be documented. Knowing this information can help you determine whether or not the specific coverage will make sense for your business. Crops with high input costs, high value, or that are highly perishable with potential for poor market conditions at time of sale are logical to consider for insurance.

RMA provides a variety of policies for many crops. Policies typically consist of general crop insurance provisions, specific crop provisions, policy endorsements and special provisions. Policies are available for most commodities but availability varies by region. The USDA Risk Management Agency has expanded crop insurance options in the past few years, improving options for small and diverse farm operations, organic producers, beginning farmers and ranchers, and those struggling with years of repeated drought. For fruit and vegetable growers in Eastern NY the following types of coverage is currently available: Actual Production History (APH) coverage for apples, fresh market sweet corn, grapes (Ulster), onions (Orange), and peaches (Columbia, Dutchess, Ulster); Nursery Commodity Insurance; and Whole Farm Revenue Protection. If you grow a crop that is not eligible for insurance, USDA-FSA offers Non-insured Crop Disaster Assistance Program (NAP) that provides financial assistance to producers of noninsurable crops when low yields, loss of inventory, or prevented planting occur due to natural disasters. If you would like to request insurance on a crop that is not insurable in your county, but is insurable in other counties, you may complete and submit a **Request for Actuarial Change** through a crop insurance agent. It can also be used to modify the existing terms and conditions in the crop insurance policy when specifically permitted by the policy. Please see the fact sheet on **Requesting Insurance Not Available in Your County** (link below). These written agreements require individual approval by USDA RMA. Now that NAP

continued on next page

coverage is available for up to 65% of a crop for which crop insurance is not available, it is likely to be easier to get risk protection via NAP rather than Requesting Insurance Not Available in Your County.

Producers should consider how a policy will work, in conjunction with their other risk management strategies, to insure the best possible outcome each crop year. Crop insurance is sold through a network of private insurance agencies. Also, most crops insurance programs have very specific annual enrollment periods. It is critical to keep on top of deadlines if you are planning to insure your crops.

Crop Insurance Enrollment Deadlines for Fruit and Vegetable Crops 2017

- APH Insurance for Onions – Feb 1
- NAP Application Deadline for: beets, burdock, chicory, greens, herbs, leeks, lettuce, onions, radicchio, radishes, scallions, shallots, and turnips - Feb 1 (contact FSA State Office for other crop deadlines)
- APH Insurance for Vegetables (except onions) – March 15
- Whole Farm Revenue Protection – March 15
- APH Insurance for Apples, Grapes, Peaches, Tart Cherry Pilot – November 20
- Nursery and Greenhouse: Monthly enrollment for new applicants, 5/1 Renewal

Resources:

1. Crop Insurance Resources for NYS (NY Ag and Markets) – overall information and links to USDA and other Resources http://www.agriculture.ny.gov/ap/CropInsurance.html
2. Find a Crop Insurance Agent http://www.rma.usda.gov/tools/agent.html
3. Factsheet on Requesting Insurance Not Available in Your County http://www.rma.usda.gov/pubs/rme/requestinginsurance.pdf

Attention Grape Growers!

The Eastern NY Commercial Horticulture Team of Cornell Cooperative Extension needs your input to help us better understand the education, research, and technical assistance needs of grape growers and the wine industry in Eastern NY. We will use information from the linked survey below to help us allocate our program's resources in the near future. As our primary stakeholders, your input is extremely important! All information that you share is confidential and greatly appreciated. We will share the summary results of this survey with growers at our berry and grape schools this winter.

This survey will take less than 5 minutes to complete. Pleas click here to begin:
https://cornell.qualtrics.com/SE/?SID=SV_8AHGTmJbzW9zbRb

ENYCHP Regional Vegetable Schools: Production and Business management Issues that Affect your Farm

TERESA RUSINEK, ENYCHP

Don't miss out! This is a great opportunity to attend a one day local event where you learn about topics important to you (remember those great surveys we ask you to fill out?) and network with farmers and industry professionals at the mini trade show.

This year we have Dr. Gordon Johnson, Assistant Professor and Extension Specialist at the University of Delaware speaking on the topic of crop stress. *"In troubleshooting vegetables in the summer months, we see fields where the major symptom is an overall lack of vigor and this poor vigor is due to one or more stress factors. Hot weather makes this stress more pronounced. Pests such as root and crown rot fungi, bacterial and fungal wilt organisms, and insects such as squash bugs can damage plant roots, stems, and vascular systems, limiting water uptake, and causing excess stress. However, there are many stresses that don't involve diseases or insects."* Dr. Johnson will share is insights in recognizing and mitigating environmental stress in cucurbit and tomato crops.

"Ensuring seed is not a source of pathogens causing diseases is an important first step in management. Some pathogens can be on or in seed." Learn how to avoid seed borne diseases from Dr. Margaret McGrath of Cornell University, and how growers are successfully lowering risk of disease losses by using resistant varieties. Also, Dr. McGrath will update us on bio-pesticides for management of vegetable diseases.

Interested in growing microgreens? Dr. Neil Mattson also from Cornell will share his research findings on optimizing seeding rates, fertility, temperature, and light conditions. Note that his Microgreen talk will only be presented at the school on the 7th in Kingston. And if you grow your own transplants, you will not want to miss his talk on vegetable transplant production including water quality considerations, media selection, fertility management and how they affect overall plant quality.

If you need to "bone up" on soil science, Dr. Steve Reiners of Cornell University will be at the Capital district location on Feb. 8th only. He will cover nutrient requirements for various veg crops and pH levels in soils for optimum vegetable production. Your ENYCHP specialist will be on hand as well and several of us will be presenting results from trials we conducted this past season. Amy Ivy, will discuss research she is conducting in high tunnels for producing cherry tomatoes. Her research is evaluating different pruning and training systems for production to not only maximize fruit productivity, but also how these different systems can impact air flow around plants and reduce disease incidence. Crystal Stewart, will discuss the cultural and disease aspects of the second year of variety trials of beets and carrots. Chuck Bornt will provide an overall review of the top 5 cover crops found in his trial (out of a possible 40 different species or mixes) and the benefits of using these cover crops.

We will also be providing important updates. Maire Ullrich will keep you on top of changes to NYS DEC Pesticide Handler /Applicator rules and the new regulations for EPA's Worker Protection Standard rules. She also has an important update on New Municipal Building Codes that will impact farm structures. Elizabeth Higgins, our new business management specialist will provide a quick update on "What's New with Cop Insurance". And Teresa Rusinek will keep you ahead of some of the new and emerging pests in our region. Hint…if you grow alliums or spinach, you will definitely want to know about this!

Hear from experts in the field and other farmers, ask questions and share your experiences. We hope at the end of the day, you will walk away with knowledge that you can put to work on your farm.

"Ensuring seed is not a source of pathogens causing diseases is an important first step in management. Some pathogens can be on or in seed."

Cornell University
Cooperative Extension
Eastern New York Commercial Horticulture

Presents:

Hudson Valley Commercial Vegetable Growers' School

Tuesday, February 7, 2017, 8:00 am to 4:00pm

Best Western Plus Kingston

503 Washington Ave. Kingston, New York 12401

8:00 **Registration, DEC Recertification Sign-up, coffee and visit with our sponsors!**

8:50 **Introduction and Announcements** – *Teresa Rusinek, CCE Eastern NY Commercial Horticulture Program*

9:00 **Year 2 of Our Beet and Carrot Variety Trials** - CCE Crystal Stewart, CCE ENYCHP**:**

9:20 **Cover Crop Tour - See What You Missed This Fall at our Cover Crop Meeting** - Chuck Bornt, CCE ENYCHP

9:40 **DEC, WPS Changes and a New Municipal Code** - Maire Ullrich, CCE Orange County/CCE ENYCHP

10:00 **Look out! for New and Emerging Pests in Our Region** - Teresa Rusinek, CCE ENYCHP:

10:30 **Industry Updates & Coffee Break**

11:00 **What's New with Crop Insurance?** - Elizabeth Higgins, CCE ENYCHP

11:15 **What's New with Bio-Pesticides?** - Dr. Margaret McGrath, Cornell University

11:45 **Minimizing Disease Risk Using Resistant Varieties and Seed Disinfestation** – Dr. Margaret McGrath, Cornell University

12:15 **Hot Buffet Lunch, Visit with Sponsors**

1:15 **Vegetable Transplant Production: Media, Fertility and Other Factors that Affect Your Transplant Quality** Neil Mattson, Cornell University

1:45 **Mitigating Environmental Stress in Tomatoes** - Dr. Gordon Johnson, University of Delaware Dr. Gordon Johnson, University of Delaware

2:15 **Optimizing Microgreens** Production- Neil Mattson, Cornell University:

2:45 **Break**

3:00 **Recognizing and mitigating stress in Cucurbit crops** - Dr. Gordon Johnson, University of Delaware

3:30 Training and Pruning Systems for Cherry Tomatoes in High Tunnels - Amy Ivy, CCE ENYCHP

4:00 **Evaluations, pick up DEC Sheets and Adjourn**

Cornell University
Cooperative Extension
Eastern New York Commercial Horticulture

USDA This institution is an equal opportunity provider.

Capital District Commercial Vegetable Growers' School and Mini Trade Show!

Wednesday, February 8, 2017, 8:00 am to 4:00 pm

Albany Ramada Plaza Hotel
3 Watervliet Ave Ext. Albany, NY 12206

8:00 **Registration, DEC Recertification Sign-up, coffee and visit with our sponsors!**
9:00 **Introduction and announcements** – *Chuck Bornt, CCE Eastern NY Commercial Horticulture Program*

9:05 **Back to the Basics of Vegetable Transplant Production: Media, Fertility and Other Factors that Affect Your Transplant Quality** - Neil Mattson, Cornell University

9:40 **Mitigating Environmental Stress in Tomatoes** - Dr. Gordon Johnson, University of Delaware

10:20 **DEC, WPS Changes and a New Municipal Code to Be in the Know About** - *Maire Ullrich, CCE Orange County/CCE ENYCHP*

10:40 **Industry Updates & Coffee Break**

11:10 **Recognizing and mitigating stress in Cucurbit crops** - Dr. Gordon Johnson, University of Delaware

11:45 **What's New with Crop Insurance?** - Elizabeth Higgins, CCE ENYCHP

12:00 **Hot Buffet Lunch, Visit with Sponsors & Fellow Growers!**

1:00 **Back to Soil Basics - Liming Requirements and other Basic Nutrient Needs for Vegetable Crops** - Dr. Steve Reiners, Cornell University

1:30 **Training and Pruning Systems for Cherry Tomatoes in High Tunnels** - Amy Ivy, CCE ENYCHP

2:00 **New and Emerging Pests to be on the Lookout for in Our Region** - Teresa Rusinek, CCE ENYCHP

2:25 **Year 2 of Our Beet and Carrot Variety Trials** - CCE Crystal Stewart, CCE ENYCHP

2:50 **Break**

3:00 **Cover Crop Tour - See What You Missed This Fall at our Cover Crop Meeting** - Chuck Bornt, CCE ENYCHP

3:30 **What's New with BioPesticides?** - Dr. Margaret McGrath, Cornell University
4:00 **Evaluations, pick up DEC Sheets and Adjourn**

Cornell University
Cooperative Extension
Eastern New York Commercial Horticulture

2017 Eastern NY Commercial Vegetable Growers' Schools
Pre-Registration Form

You Must Be Pre-Registered to Attend!

Pre-Registrations Are Due by Monday, January 30, 2017!

NAME: _____ FARM/BUSINESS NAME: _____

ADDRESS: _____ TOWN: _____ STATE: _____ ZIP _____

TELEPHONE*: _____ E-MAIL: _____

***Please give us the phone number that would be mostly likely to contact you at incase of bad weather and cancelations!**

Please indicate which school(s) and the number of people attending each location:

2017 Hudson Valley Commercial Vegetable Growers' School
Tuesday, February 7, 2017
Best Western Plus of Kingston, 503 Washington Avenue, Kingston, NY 12401

Enrolled Member of the ENYCHP # attending_____ x $40 (includes lunch & meeting materials) = $_____

If **not** enrolled in the Eastern NY program, # attending ____x $60 (includes lunch & meeting materials) = $_____

NAMES OF ADDITIONAL ATTENDEES: _____

_____

2017 Capital District Commercial Vegetable Growers' School
Wednesday, February 8, 2017
Albany Ramada Plaza, 3 Watervliet Ave Ext, Albany, NY 12205

Enrolled Member of the ENYCHP # attending_____ x $40 (includes lunch & meeting materials) = $_____

If **not** enrolled in the Eastern NY program, # attending ____x $60 (includes lunch & meeting materials) = $_____

NAMES OF ADDITIONAL ATTENDEES: _____

_____

Total = $_____

To pre-register, complete this form and return to: Abby Henderson, CCE Washington County, 415 Lower Main St, Hudson Falls, NY 12839. Please make checks payable to "CCE ENYCHP".
For more information contact Abby Henderson at 518-746-2553 or email aef225@cornell.edu

NYS DEC Pesticide Recertification credits have been applied for at each location!

YOU MUST BE PRE-REGISTERED TO ATTEND EITHER OF THE LOCATIONS!

2017 Winter Fruit School Agendas & Registration Available

Registration and Agendas are now available for the 2017 Eastern NY Winter Fruit Schools. As usual, they will be held in the second week of February.

Northeastern NY Commercial Fruit School
Monday February 13, 2017
Fort William Henry Conference Center, Lake George
http://enych.cce.cornell.edu/event.php?id=631

Hudson Valley Commercial Fruit School
Tuesday-Thursday, February 14-15, 2017
Best Western, Kingston, NY (same location as last year)
http://enych.cce.cornell.edu/event.php?id=475

The fruit schools offer an excellent opportunity for industry members to hear the latest in research and industry and to interact with faculty from C ornell and other institutions, as well as peers.

Produce Safety Alliance Grower Training Course

Date: Tuesday, January 31, 2017

Time: 8:30 – 4:30
Location: Beekmantown Town Hall, 571 Spellman Rd, Beekmantown, NY

http://enych.cce.cornell.edu/event.php?id=642

Call: Anna Wallis

Grape Grower Potluck Dinners

Please join us for a series of educational pot luck dinners over the winter and into early spring. Jim O'Connell and Anna Wallis are reaching out to growers, trying to get to know them in a less formal setting. Jim and Anna are regional fruit educators with Cornell Cooperative Extension's (CCE) Eastern NY Commercial Horticulture Program (ENYCHP).

Meetings will typically be held monthly. Tentative schedule as follows:

Tuesday 2/7/17 @ 5:30pm
Champlain Valley – Clinton County
Vesco Ridge Vineyard, 167 Stratton Hill Rd, West Chazy, NY 12992
Guest speakers: Kelsey O'Shea, NNY CCE & Lindsey Pashow, NNY CCE
Topic: Labor, Businesses Management, & Winery Establishment

March – Hudson Valley
TBD

Wednesday 4/5/17 @ 5:30pm
Capital Region
Victory View Vineyard, 11975 NY-40, Schaghticoke, NY 12154
Guest speaker: Tim Weigle, NYS IPM
Topic: Insect Pest Management: focus on Grape Berry Moth and the NEWA System

The events are free, but please sign up in advance. Please contact:
Jim O'Connell at 845-943-9814 or jmo98@cornell.edu
Anna Wallis at 518-410-6823 or aew232@cornell.edu

Include the event you will be attending, your name and your farm's name, as well as what dish you will bring. It's a pot luck after all!

Log-Grown Shiitake: Viability for Small Farms

The Cornell Small Farms Program is offering this one-day workshop, this winter, in five counties around New York State. The cultivation of shiitake offers farmers and woodlot owners a good opportunity to utilize their forested lands while turning a profit. Anyone who a resident of New York State and growing commercially, starting up, or considering commercial production is welcome to attend. The workshop content will cover post-production aspects including safety, sanitation, marketing, and regulations.

NOTE: *Participants should be versed in the basics of how to produce log-grown shiitake mushrooms prior to attending the workshop. Take a class, or view our free online resources.*

On the day following the workshop, current and prospective farmers can schedule FREE one-on-one consultations with extension educators to review their farm goals, resources, and discuss challenges and opportunities for their own production.

See the schedule at: www.cornellmushrooms.org/viability

DATES & LOCATIONS:

- Sunday, January 29 at the Paul Smiths VIC in Paul Smiths, NY co-sponsored by Franklin County Cooperative Extension
- Sunday, February 5 at the Wyoming County Cooperative Extension in Warsaw, NY
- Sunday, February 26 at the Schuyler County Cooperative Extension in Montour Falls, NY
- Friday, March 3 at the Greene County Cooperative Extension in Acra, NY
- Friday, March 10 at the Clearpool Model Forest in Carmel, NY co-sponsored by Putnam County Cooperative Extension

To Register: visit www.cornellmushrooms.org/viability

Cost: $30/person

Funding for this project is provided by the USDA Specialty Crop Block Grant and administered through the New York Farm Viability Institute.

Source: wikimedia

FARMERS' MARKET FEDERATION OF NY

Winter 2017 Webinar Schedule

SNAP for Farmers and Farmers Market

Enrolling in SNAP: is it the right move for you?

The SNAP program (formerly known as the Food Stamp Program) holds potential for farmers to increase their customer base and their farm revenues. This workshop will focus on enrolling SNAP for farmers and farmers markets: why you should participate, what USDA is offering to encourage participation, and how you can apply to be a farmer SNAP retailer. Each date/time is the same program. Choose one

Wed, Feb 1 or Tues, Feb 7 or Thurs, Feb 16
Noon – 1:00pm
Wed, Mar 1 or Tues, Mar 14
6:00pm – 7:00pm
Thurs, Mar 23 Noon – 1:00pm

To Register:

http://www.nyfarmersmarket.com/enrolling-in-snap/

Operating SNAP at a NY Farmers Market

Farmers Markets all across NYS have stepped up to operate a SNAP program in the markets, bringing new customers to the market and adding revenue to their farmers. This system operates on a central terminal system with one terminal in the market and tokens used as SNAP currency. This workshop will provide key information on operating the central terminal system and tokens in the marketplace. Learn what your rights and responsibilities are, what NYS can provide to help you with your program and some basic promotions for your SNAP program. Each date/time is the same program. Choose one.

Tues, April 4 or Thurs, April 20 or Wed, May 3
Noon – 1:30pm
Mon , May 15 Noon – 1:30pm

To Register:

http://nyfarmersmarket.com/snap-for-farmers-markets

NEW YORK STATE OF OPPORTUNITY. Agriculture and Markets

Calendar of Events

January 24, 2017 ***Nursery/Greenhouse School.*** *Lots on fertility, pests and other greenhouse topics suitable for non-ornamental producers. DEC Credits have been applied for.* CCE Middletown. Contact Rose Baglia rsb22@cornell.edu or call 845-344-1234 for more.

January 31, 2017. ***Produce Safety Alliance Grower Training Course.*** See p.66 for more. *Open to Fruit and vegetable growers and others interested in learning about produce safety.* Beekmantown Town Hall 9[1]5 Spellman Rd., Beekmantown, NY . 8:30AM-4:40PM. No fee. E-mail or call Anna at aew232@cornell or 518-570-5991

February 7, (March & April too) 2017. ***Grape Growers' Pot Luck*** Best Western, Kingston. See p. 66 for more.

February 7, 2017. ***ENYCHP Regional Vegetable School: Hudson Valley.*** Best Western, Kingston. See p. 19& 21 for more.

February 8, 2017. ***ENYCHP Regional Vegetable School: Capital Region.*** Ramada Albany Plaza. 8:00AM-4:00PM. See p. 20& 21 for more.

February 13, 2017. ***ENYCHP Northern NY Fruit School.*** [2]:44AM-4:00PM Ft. William Henry Hotel & Conference Center, Lake George, NY

February 14&15, 2017. ***ENYCHP Hudson Valley Tree Fruit.*** Best Western, Kingston, NY

February 15, 2017. ***Organic Grower Farmer-to-Farmer Conference.*** *This day-long conference will feature farmer presentations on topics like precision cultivation, biocontrol, cover crops for weed suppression, and more. A catered lunch is included.* [3]:44AM-4:00PM , The Barn at Pougkeepsie Farm Project, 51 Vassar Farm Ln. Poughkeepsie, NY 12603. $25 enrooled/$30 non-enrolled

February 16, 2017. ***Berry & Grape School.*** Best Western, Kingston, NY

February 17&18, 2017. ***Farm Business Succession Retreat Day 1 &2.*** Two days of working facilitated time for your family or business partners to build a strong business succession strategy. Hudson Valley Lab, NY. Contact Liz Higgins emh56@cornell.edu

February 22, 2017. ***Effective Orchard Spraying.*** Hudson Valley Lab, 3357 US Rt. 9W, Highland, NY 12528. Contact Dan Donahue djd13@cornell.edu.

February 28 (Portland NY) & March 7 (Riverhead, NY) . ***Growing Berries Under Cover—NYS Berry Growers Association Workshop.*** For workshop details and agendas visit: www.hort.cornell.edu/grower/nybga/ or contact: Cara Fraver, NYS Berry Growers Association, (646) 284-7762, nysbga@gmail.com

February 28, 2017. ***Orange County Onion School.*** *Updates on pest and disease management in onions, EPA Worker Protection Standard changes, GAPs and FSMA, and more. Program includes a catered lunch. Pesticide recertification credits will be available.* 8:45AM-4:00PM, Middletown, NY. Enrollees: $50 before Feb 10, $65 after Feb 10. Non-enrollees $80 before Feb 10, $95 after Feb 10. Contact Ethan eg572@cornell.edu

March 14, 2017. ***Northern Vegetable School .*** Whallonsburg Grange, 1610 NYS Rt. 22, Essex, NY 12936. 8:45-3:00. Contact Amy at adi2@cornell.edu

March 28, 2017. ***Effective Orchard Spraying and NEWA Training.*** Miner Institute, 9[20] Ridge Rd. Chazy, NY 12921.

See the Website to register for many of these programs
http://enych.cce.cornell.edu/events.php