

Cornell University
Cooperative Extension
Sullivan County

the ultimate **GUIDE BOOK**
for **FARMERS** *in the*
CATSKILLS REGION



A GUIDE JUST FOR FARMERS...

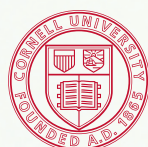
You don't sit in a cubicle all day – you're out in the field. You don't wear a pinstripe suit – you're in coveralls and boots. You don't report to a corporate executive – you answer to the land and weather.

But as a farmer, you mean business.

That's why Cornell Cooperative Extension Sullivan County created this guide. You'll find every local, regional, and national resource you need to run your farm like a successful business. Consider us your personal networker, connecting you with need-to-know organizations: from funding sources to food hubs – and everything in between.

Whether you're a 3rd generation farmer or new to the field, this guide book was made just for you.

Here's to managing your farm...like a boss.



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Cooperative Extension
Sullivan County

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Monday-Friday
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- [YouTube: bitly/ccesullivan](https://youtube.com/bitly/ccesullivan)

Cornell Cooperative Extension Sullivan County is an employer and educator recognized for valuing AA/EEO, Protected Veterans, and Individuals with Disabilities and provides equal program and employment opportunities.

NOTICE: Official endorsement of organizations listed in this guide and their products is not intended by their inclusion in this resource.

This guide is for informational purposes only. Please seek your own professional and legal consultation where appropriate.

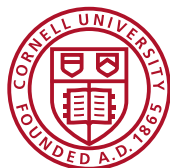
Guide Book For Farmers Published February 2018

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START HERE: CORNELL RESOURCES FOR FARMERS

Your first action in improving or starting your farm business should be reaching out to Cornell Cooperative Extension Sullivan County (CCE Sullivan). CCE Sullivan can tell you which resources are right for your needs. CCE Sullivan is a link to Cornell and land grant university agriculture and food systems sciences and information, with professional staff who serve as a source of farm-specific business and production information and support. Most programs are free or available for a nominal fee, and partial scholarships are typically available for Sullivan County residents when needed.



CORNELL COOPERATIVE EXTENSION SULLIVAN COUNTY

Website: www.sullivanccce.org

Email: sullivan@cornell.edu

Phone: 845-292-6180

Part of a statewide network, Cornell Cooperative Extension Sullivan County offers programs in agriculture, natural resources, horticulture, community and economic vitality, financial education, food safety, caregiving, and youth development. Extension efforts in agriculture and natural resource management focus on providing outreach, education, and research-supported technical assistance to farmers and landowners.

Specifically, CCE Sullivan provides technical assistance and information on:

- Food Businesses
- Livestock and Vegetable Production
- Soil Testing
- Navigating Regulations
- Farm Start Ups
- Agriculture Districts and Assessments
- Ag Business and Funding Resources
- Marketing and Technology



CCE Sullivan is home to the Catskills Kitchen Food Business Incubator program. The program provides the technical assistance you need to start a food business, expand an existing business, or develop new value-added products. You can produce food products in this licensed kitchen facility which serves farmers, restaurateurs, bakers, caterers, and specialty food entrepreneurs. The Kitchen offers educational programs and resources for beginner and expert food-based entrepreneurs, including:

- Business Planning
- Marketing and Multi-Media
- Financing Resources
- Food Processing Rules and Regulations
- Training in Value-Added Production
- Food Labeling Requirements
- Packaging and Distribution
- Certifications
- Food Safety Classes
- Assistance Navigating the Licensing and Permitting Process
- Assistance Accessing Markets and Purchasing from Local Farms
- Master Food Preservation



CORNELL SMALL FARMS PROGRAM

Website: www.smallfarms.cornell.edu

Email: smallfarmsprogram@cornell.edu

Phone: 607-255-9227

CORNELL FOOD VENTURE CENTER

Website: www.cfvc.foodscience.cals.cornell.edu

Email: shp47@cornell.edu

Phone: 315-787-2273

NORTHEAST BEGINNING FARMERS PROJECT (THROUGH CORNELL)

Website: www.nebeginningfarmers.org

Email: bfproject@cornell.edu

Phone: 607-255-9911

NORTHEAST CENTER FOR FOOD ENTREPRENEURSHIP (THROUGH CORNELL)

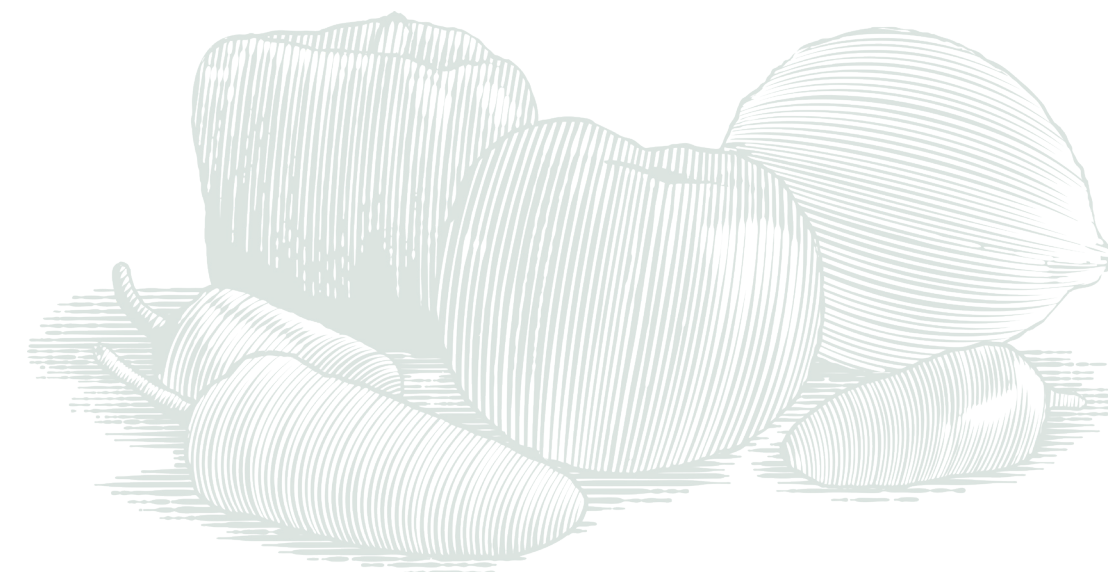
Website: www.necfe.foodscience.cals.cornell.edu

Email: gah78@cornell.edu

Phone: 315-787-2273

GUIDE TO FARMING IN NEW YORK STATE

Are you looking to start a farm? Then check out the **Guide to Farming in NYS**, available for download at www.sullivanccce.org



BUSINESS RESOURCES FOR FARMERS

In addition to CCE Sullivan, there are many regional and local organizations that can assist you with business development. Some resources are agriculture-specific while others provide general business support. It's important to view your farm as a business and to take advantage of resources available to help you make it a success.

HUDSON VALLEY AGRI-BUSINESS DEVELOPMENT CORPORATION

Website: www.hvadc.org
Phone: 518-432-5360

Hudson Valley Agri-Business Development Corporation (HVADC) offers technical assistance, access to grants, business development services, and the coordination of financial and other resources to agriculture-related businesses.

NY FARMNET

Website: www.nyfarmnet.org
Email: nyfarmnet@cornell.edu
Phone: 1-800-547-FARM

The mission of NY FarmNet is to provide New York farm families with free, confidential consulting services to develop skills that improve financial and production efficiency, and overcome business and family challenges. NY FarmNet accomplishes this via personalized education, business and personal planning, and referrals. Services offered include:

- Business Planning
- Retirement and Estate Planning
- Financial Analysis
- Stress Management
- Personal Wellbeing
- Farming with the Family
- Business Transfers
- Conflict Management

NEW YORK STATE

Website: www.businessexpress.ny.gov
Email: nylovessmbiz@esd.ny.gov
Phone: 1-800-782-8369

Access resources on starting a business in New York State (NYS), including a how-to guide for starting a business in NYS, support, programs, and custom business checklists.

MID-HUDSON SMALL BUSINESS DEVELOPMENT CENTER

Website: www.mid-hudson.nyssbdc.org
Email: sbdc@sunyulster.edu
Phone: 845-339-0025

If you or your business resides in New York, the SBDC can maneuver you around the obstacles to success. Among other things, they help their clients:

- Develop a Business Plan
- Discover Sources of Funding
- Prepare for e-Commerce
- Develop Marketing Plans
- Assess an Invention's Viability
- Comply with Licensing and Regulations
- Identify Avenues for Exporting



SULLIVAN COUNTY DEPARTMENT OF PLANNING MICROENTERPRISE PROGRAM

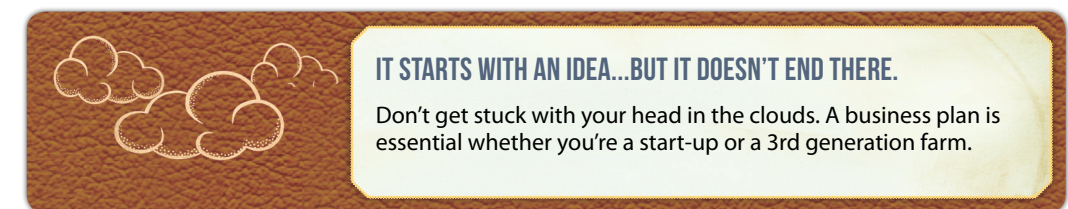
Email: planning@co.sullivan.ny.us
Phone: 845-807-0527

The program provides entrepreneurial training to help small businesses start up, survive, and grow, along with low interest loans, subsidies, and other forms of support. This program aims to improve the chances of small business survival by offering an eight session Entrepreneurial Training Program, covering such topics as small business basics; taxes, permitting, and licensing; market research and analysis; preparing a business plan; financing; customer service; and finding and managing employees. The training is typically held once a year in the fall and participants are walked through how to complete a business plan that can be used to apply for funding.

SULLIVAN COUNTY SCORE

Website: www.sullivancounty.score.org
Phone: 845-343-1515

SCORE is a non-profit association dedicated to helping small businesses get off the ground, grow, and achieve their goals through education and mentorship. One-on-one assistance is available to help you complete a business plan.



WHAT TO KNOW BEFORE STARTING A BUSINESS

There are a number of different options for setting up your business structure. Below is a list of the different types of businesses in NYS.

- Business Corporation
- Not-for-Profit Corporation
- Limited Liability Company
- General Partnership
- Limited Partnership
- Sole Proprietorship

BUSINESS CERTIFICATE

If you plan on conducting for-profit business through a sole proprietorship or general partnership under any name other than your own, you are required by law to file a Business Certificate (also called a Certificate of Assumed Name) in the office of the Sullivan County Clerk. Corporations, limited partnerships, and limited liability companies must also file a Certificate of Assumed Name if they are operating under any name other than the name they were incorporated or formed under. These organized businesses must file the form with the NYS Department of State. To obtain a business certificate in Sullivan County, visit the Sullivan County Clerk's office at:

100 North Street, Monticello, NY 12701 **Website:** www.co.sullivan.ny.us **Phone:** 845-807-0411

BUSINESS PLAN OUTLINE

Business plans are important road maps to help you to lay out your goals and decide if you have a viable business. Follow this sample business plan outline to get started!

EXECUTIVE SUMMARY

Elevator pitch or abstract that distills the business idea down to a short paragraph. Provide the name and contact information for the business. What is the focus of your farm operation?

MISSION & GOALS

Mission statement that expresses the values of the operation in a few sentences. List your business goals, which are short, intermediate, and long term SMART goals. Also, provide strategies for accomplishing these goals.

BACKGROUND

Provide a description of the operation, location, history, and how the business fits in today's market structure.

ORGANIZATION

What type of organizational structure will the business be? An LLC, Partnership, Sole Proprietor? Who are the key personnel involved and what is their background and responsibilities?

OPERATIONAL PLAN

Provide a few details about how the product is made, the quality upheld, and how the process is sustainable.

MARKETING PLAN

Provide a description of exactly what products or services you are providing. Also, provide detailed market research results, market strategy, marketing budget, information about your competition, and what is unique about your business. Also provide a SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats). For the marketing plan, you want to answer the following questions:

- The product/service will be sold in the following geographical areas...
- The targets of our marketing efforts are (describe potential customers) ...
- Competitors for this product/service include...
- The business, goods/services will be promoted through (describe marketing methods)...

FINANCIAL STATEMENTS

This is the portion of the business plan where you provide your income statement, balance sheet, and cash flow projections. You should put together a minimum of 3 years' worth of projections that show growth in the business. When developing your financial plan, you should answer the following questions:

- What is the amount of capital needed to carry out this business plan?
- In what ways will the funds be used?
- How much personal equity and cash are you able to contribute?
- When will I make a profit?

OTHER

Include anything else that supports your plan: estimates, quotes, resumes, site plans, agreements and leases, menus and list of services, etc. You should also include an exit plan in case the business dissolves.

SUMMARY

Provide a synopsis of your ideas in a concise summary.

BEGINNING FARMER & FARM EXPANSION RESOURCES & TRAINING

Before you plant that first seed or purchase your first heifer, pause – and plan! There are extensive local resources and training programs available for beginning farmers. If you're looking to expand your farm, the following organizations, research institutes, and agencies can help as well. The key is to think like an entrepreneur and strategically start or grow your farm.



PLANT YOUR SEEDS OF SUCCESS EARLY!

If you're new to farming, or want to take a fresh approach to your existing farm, don't try to do it alone! Learn and grow with help from the best...



HUDSON VALLEY AGRIBUSINESS DEVELOPMENT CORPORATION

Website: www.hvadc.org

Phone: 518-432-5360

The Hudson Valley Agribusiness Development Corporation (HVADC) offers technical assistance, business development services, and the coordination of financial and other resources to agriculture-related businesses. HVADC's Incubator Without Walls program allows qualified agricultural businesses to tap into a wide array of services, including comprehensive business assistance, value-added services, financing, and networking, to accelerate their growth.

THE CENTER FOR AGRICULTURAL DEVELOPMENT AND ENTREPRENEURSHIP

Website: www.cadefarms.org

Phone: 607-433-2545

The Center for Agricultural Development and Entrepreneurship (CADE) is a non-profit organization with a mission to increase the number and diversity of successful farm enterprises and related businesses in New York.

NEW ENGLAND SMALL FARM INSTITUTE

Website: www.smallfarm.org

Phone: 413-323-4531

The New England Small Farm Institute (NESFI) helps to promote small farm development by providing information and training for aspiring, beginning, and transitioning farmers. NESFI has an extensive resource collection.

NORTHEAST SUSTAINABLE AGRICULTURE RESEARCH AND EDUCATION

Website: www.nesare.org

Phone: 802-656-0471

Northeast Sustainable Agriculture Research and Education (SARE) offers competitive grants to projects that explore and address key issues affecting the sustainability and future economic viability of agriculture. SARE has a searchable database of past research projects.

GLYNWOOD CENTER — HUDSON VALLEY FARM BUSINESS INCUBATOR

Website: www.glynwood.org/incubator
Phone: 845-265-3338

Provides tools and resources for aspiring agricultural entrepreneurs to develop and manage viable farm enterprises. It offers access to land, housing, shared equipment and infrastructure, farm and business mentoring, technical classes, peer learning opportunities, and working capital.

HEROIC FOOD FARM

Website: www.heroicfood.org
Phone: 917-806-5055

Hands-on training program to prepare military veterans for careers in sustainable farming, agricultural trades, and food entrepreneurship in a veteran-supportive environment.

HUDSON VALLEY FARM HUB

Website: www.localeconomiesproject.org/initiatives
Phone: 845-331-5500

A project in Hurley, Ulster County, the Hudson Valley Farm Hub serves as a regional center for farmer training, agricultural research, and the demonstration of innovative farm technologies.

NATIONAL YOUNG FARMERS COALITION

Website: www.hvfarmhub.org
Phone: 518-643-3564

The National Young Farmers Coalition (NYFC) represents, mobilizes, and engages young farmers to ensure their success.

CATSKILLS CRAFT (COLLABORATIVE REGIONAL ALLIANCE FOR FARMER TRAINING)

Website: www.catskillscraft.org
Phone: 607-267-0184

Catskills CRAFT provides opportunities for beginning farmers to connect to and learn from existing farmers through farmer-to-famer learning.

SULLIVAN COUNTY FARM BUREAU

Website: www.nyfb.org
Phone: 845-866-6433

The Sullivan County Farm Bureau is the local affiliate of the New York Farm Bureau, a membership-supported organization that serves as an advocate for the agricultural industry.

SULLIVAN COUNTY SOIL AND WATER CONSERVATION DISTRICT

Website: www.sullivanswcd.org
Phone: 845-292-6552

The Soil and Water Conservation District (SWCD) is a natural resource management agency that coordinates and implements programs at the local level in cooperation with federal and state agencies. SWCD also coordinates funding, regulatory permits, and site supervision for local environmental projects. SWCD is an active participant in NYS Agricultural Environmental Management. SWCD assists farms with the NYS Grown & Certified program, the Agriculture Assessment Application, and Environmental Quality Incentives Program. SWCD also rents a no-till seeder to farmers.



NEW YORK STATE GOVERNMENTAL RESOURCES

When it comes to supporting farmers, New York State is truly open for business. From providing guidelines and best practices for complying with agriculture-related regulations, to offering funding opportunities. If you're unsure of where to start, contact CCE Sullivan for advice!

NYS DEPARTMENT OF AGRICULTURE AND MARKETS

Website: www.agriculture.ny.gov
Phone: 1-800-554-4501

NYS Department of Agriculture and Markets (NYSDAM) offers programs to promote NYS agriculture such as farmland preservation through funding programs, agriculture districts, and agriculture assessments. NYSDAM has resources on direct marketing, farmers markets, beginning farmers, farm-to-school, and programs to help farm and food businesses.

NYS ENERGY RESEARCH AND DEVELOPMENT AUTHORITY

Website: www.nyserda.org
Phone: 518-862-1090

NYS Energy Research and Development Authority (NYSERDA) offers energy-related programs and funding opportunities for the agricultural sector.

NYS DEPARTMENT OF LABOR

Website: www.labor.ny.gov
Phone: (888) 4-NYSDOL (888-469-7365)

The NYS Department of Labor is a state agency with information on farm labor, minimum wage, unemployment insurance, and workers' standards.

NYS DEPARTMENT OF TAXATION AND FINANCE

Website: www.tax.ny.gov
Phone: 518-457-5735

The Office of Real Property Tax Services handles taxation matters concerning farming. See NY State's property tax forms for Agricultural Assessment: www.tax.ny.gov/forms/orpts/agri_assessment.htm

NYS DEPARTMENT OF ENVIRONMENTAL CONSERVATION

Website: www.dec.ny.gov
NYS DEC Lower Hudson Valley (Region3) Headquarters 21 So. Putt Corners, New Paltz, NY 12561

NYS Department of Environmental Conservation (NYSDEC) is a state agency that has information to assist the agricultural community in complying with environmental requirements in a variety of areas such as:

- Animal Feeding Operations
- Composting and Land Application
- Water Management
- Pesticide Use and Chemical Storage
- Forestry Management
- Air Quality
- Mineral Resources
- Maps and Geographic Information

FOLLOW THE RULES

Provide a quality product and keep your farm business safe by following NYS regulations. Regulations and rules change often. Contact CCE Sullivan to ensure you're following the latest guidelines.





FEDERAL RESOURCES

The United States Department of Agriculture (USDA), is a rich source of up-to-date information for farmers. From marketing and funding resources to crop management, the USDA offers high-quality tools and data to both beginning and experienced farmers.

USDA AGRICULTURAL MARKETING SERVICE

Website: www.ams.usda.gov

Phone: 202-720-8998

The program provides the agricultural sector with tools and services to help create marketing opportunities including: information on grading, inspection, local food research, market research and analysis, pesticide data, market and facility design, import/export, audit and accreditation programs, and grants.

USDA AGRICULTURAL MARKETING RESOURCE CENTER

Website: www.agmrc.org

Phone: 866-277-5567

The center provides marketing and business planning for US agricultural producers including information on different products and commodities, markets and industries, business development, renewable energy, and information on value-added agriculture.

USDA NEW FARMERS WEBSITE

Website: www.newfarmers.usda.gov

Phone: 202-720-2791

The website has information on starting a farm including: business planning, marketing, access to land and capital, and other resources to help get you started.

USDA FARM SERVICE AGENCY

Website: www.fsa.usda.gov/FSA

USDA Farm Service Agency offers a variety of farm loans, energy, disaster assistance, farm bill, dairy margin protection, and organic certification cost share programs. The following FSA offices serve Sullivan County:

NYS FARM SERVICE AGENCY OFFICE

441 South Salina, Street Syracuse, NY 13202-2450

Phone: 315-477-6303

DELAWARE COUNTY FSA (SERVES SULLIVAN COUNTY)

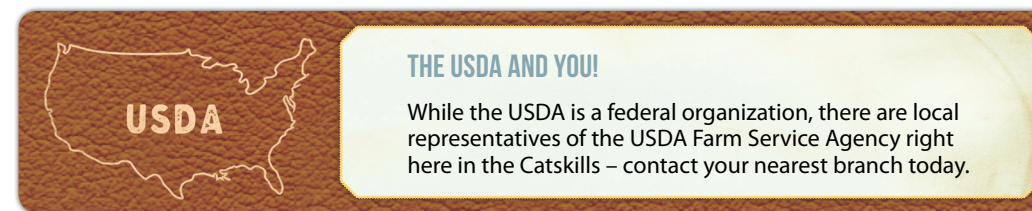
44 West Street, Suite 2, Walton, NY 13856-1041

Phone: 607-865-4005

ORANGE COUNTY FSA (SERVES ROCKLAND, ORANGE, & SULLIVAN COUNTIES)

225 Dolson Avenue, Suite 101, Middletown, NY 10940-6539

Phone: 845-343-1872



USDA RURAL DEVELOPMENT, NEW YORK OFFICE

Website: www.rurdev.usda.gov

Phone: 845-343-1872

225 Dolson Ave, Suite 104, Middletown, NY 10940-6569

The USDA Rural Development Office offers a variety of programs for farmers. These include the Value-Added Producer Grant program and the Rural Energy for America Program (REAP).

USDA NATURAL RESOURCES CONSERVATION SERVICE

Website: www.nrcs.usda.gov

Phone: 888-526-3227

Walton Field Office, 44 West Street, Suite 1, Walton, NY 13856

The USDA Natural Resources Conservation Service (NRCS) assists farmers with a variety of programs including the Agricultural Management Program (AMP), the Conservation Stewardship Program (CSP), and the Environmental Quality Incentives Program (EQIP).

AGRICULTURAL MANAGEMENT PROGRAM

The Agricultural Management Program (AMP) provides financial and technical assistance to agricultural producers to address issues such as water management, water quality, and erosion control by incorporating conservation into their farming operations.

CONSERVATION STEWARDSHIP PROGRAM

The Conservation Stewardship Program (CSP) helps farmers build on their existing conservation efforts while strengthening their operation, including improving grazing conditions, increasing crop yields, or developing wildlife habitat.

ENVIRONMENTAL QUALITY INCENTIVES PROGRAM

The Environmental Quality Incentives Program (EQIP) is a voluntary program that provides financial and technical assistance to agricultural producers to plan and implement conservation practices that improve soil, water, plant, animal, air, and related natural resources on agricultural land and non-industrial private forest land. EQIP may also help producers meet federal, state, tribal, and local environmental regulations.

ACCESSING & PRESERVING FARMLAND

Maybe you already own farmland, but you're not using it all. Should you rent it? What preservation options are available so that your farmland stays farmland? Are you thinking of buying farmland – but having sticker shock? The following resources can help you make an informed decision and get the lay of the land from organizations right here in the Catskills.



TO RENT OR OWN, THAT IS THE QUESTION

Many farmers choose to rent land to farm, instead of buying it. If you own a farm, and are thinking of renting it, CCE Sullivan can provide you with current lease rates, lease templates, and more. Also, check out the USDA farm ownership loan programs!

DELAWARE HIGHLANDS CONSERVANCY

Website: www.delawarehighlands.org

Phone: 845-583-1010

The Delaware Highlands Conservancy is a land trust that works with private landowners in Sullivan County and the Upper Delaware River Region to protect their lands using conservation easements and other tools. *Shop Local Save Land* connects consumers to local farm and forest products and educational information.

WATERSHED AGRICULTURAL COUNCIL

Website: www.nycwatershed.org

Phone: 607-865-7790

The Watershed Agricultural Council (WAC) works with farm and forest landowners in the New York City Watershed region to protect water quality through land conservation, while supporting the economic viability of agriculture and forestry.

HUDSON VALLEY FARMLINK NETWORK

Website: www.hudsonvalleyfarmlandfinder.org

Phone: 518-581-0078

The Hudson Valley Farmlink Network (HVFN) offers a farmland finder website, trainings, and events. HVFN supports farmers searching for farmland or transitioning into management, farmers developing succession plans or seeking a successor, and agricultural landowners who want their land to be farmed.

CATSKILLS FARMLINK

Website: www.catskillsfarmlink.org

Phone: 607-865-7090

Catskills Farmlink connects landowners in the Catskills with people interested in farming. Catskills Farmlink also provides a classified section for posts on employment, hay, and equipment.

DIRT CAPITAL PARTNERS

Website: www.dirtpartners.com

Dirt Capital Partners invests in farmland through partnership with sustainable farmers across the northeastern US, promoting land access and security for farmers while keeping farmland in productive use. Dirt Capital works with farmers to secure long term leases, facilitate farmland transitions, and helps to provide defined pathways to ownership.

AGRI-TOURISM RESOURCES

There are many farms that participate in agri-tourism activities as a source of additional income. However, before you jump into agri-tourism, you must decide if it's right for your farm. Cornell Cooperative Extension has put together a guide to help you assess the feasibility and walk you through the steps to starting your own agri-tourism operation.

The guide **"Getting Started in Agri-Tourism"** can be accessed at www.sullivanccce.org or through this link: www.ccetompkins.org/resources/getting-started-in-agritourism

SULLIVAN COUNTY FARM NETWORK

Website: www.facebook.com/SullivanCountyFarmNetwork

Founded in 2010, its mission is to increase farming activities in Sullivan County and to strengthen communication between those who grow food and those who consume it.

SULLIVAN COUNTY VISITORS ASSOCIATION

Website: www.sullivancatskills.com

Phone: 845-747-4449

The Sullivan County Visitors Association (SCVA), actively promotes agriculture as part of its overall marketing program. Available online and in print, the travel guide lists working farms, farmers' markets, breweries, distilleries, farm tours, and other agriculture-related attractions. The SCVA also publishes a "Made in the Sullivan County Catskills" brochure featuring products that are locally-grown or produced, with an associated website.

US FARMSTAY ASSOCIATION – STARTING A FARMSTAY

Website: www.farmstayus.com/for-farms/starting-a-farm-stay

Phone: 841-487-4966

The US Farmstay Association website is designed to connect guests with farm and ranch stays throughout the US.



SCARED? FEELING JUMPY ABOUT AGRI-TOURISM?

Many farmers avoid agri-tourism due to fears of liability and logistics – but they miss out on potential profits. Instead, be proactive and confront those (healthy!) fears by getting the right insurance, permits, and a sound business plan that addresses risks. Contact CCE Sullivan on how to get started.

FOOD HUBS, DISTRIBUTION & MARKETING RESOURCES

Let's say you grow the juiciest, tastiest heirloom tomatoes in the Catskills. But you only sell them at your farm stand. You may be missing out on more profitable, less time-consuming sales channels. Make sure your product gains the visibility it deserves by being in the right place – with the right product marketing. The resources below can help!

It's an exciting time to be an agricultural producer. There are more avenues open for selling your product than ever before: from farmers' markets to local retailers, wholesale buyers to restaurants, and food hubs to food distributors. The key is to create a distribution plan for your product that meets your personal and financial needs.



CATSKILLS REGIONAL FOOD HUB

Website: www.catskillsfoodhub.org

This new online marketplace is geared toward matching growers and producers with commercial and institutional buyers in Sullivan County and the southern Catskills region. The Catskills Food Hub provides a streamlined way for producers to sell items to a larger customer base. The online market will be integrated with professional aggregation and distribution options, so producers can focus on their core farm and food business, reducing time and energy spent on marketing and distribution logistics.

LUCKY DOG LOCAL FOOD HUB

Website: www.luckydogorganic.com

Phone: 607-746-8383

The Lucky Dog Local Food Hub is a grassroots effort to fill the farm's weekly truck to NYC Greenmarkets by transporting neighboring farmers' products to buyers seeking high-quality, source-identified farm products in Delaware, Sullivan, and surrounding counties.

LACKAWAXEN FARM COMPANY

Website: www.lfcfresh.com

Phone: 267-907-5166

Lackawaxen Farm Company (LFC) is a business based in Honesdale, PA that connects farmers who are working together with the people and businesses in their community. LFC helps people, families, and businesses easily source their food from local family farms that use sustainable growing practices.

SULLIVAN CATSKILLS FARMERS' MARKETS

Website: www.homegrownwithheart.com

This is a marketing collective of the Sullivan Catskills Farmers' Markets. Farmers' Markets are a great opportunity to sell direct to consumers. Visit the website for a list of farmers' markets in Sullivan County.



HUDSON VALLEY BOUNTY

Website: www.hudsonvalleybounty.com

Phone: 518 432-5360

Hudson Valley Bounty (HVB) is a regional initiative designed to promote local foods and support connections between local agricultural producers and culinary businesses; farmers can join through the website for \$50 per year. Benefits include a listing in the HVB directory, a listing on their website and in marketing materials, discounted training sessions, discounted price of participation in events, newsletter, and HVB logo use.

PURE CATSKILLS

Website: www.purecatskills.com

Phone: 607-865-7090



A "buy local" branding campaign for the Catskills region, Pure Catskills offers a membership kit which outlines membership requirements, use of logo, and detailed member benefits. Benefits include being part of a known regional identity, a listing in the Guide to Catskills Regional Products, a dedicated webpage for your business and affiliation with the Pure Catskills webpage, marketing efforts on your behalf, print advertising in various magazines, special promotions, educational opportunities, and Catskills Food Guide advertising.

The Pure Catskills Marketplace provides Pure Catskills farm, food and forest business members an e-commerce portal through which members can market products to millions of online shoppers. Membership is open to farmers in any of the six counties that the Watershed Agricultural Council represents, whether or not the farm itself is in the NYC watershed, including Sullivan County.

NEW YORK MARKETMAKER

Website: <https://ny.foodmarketmaker.com/>

An interactive platform that seeks to foster business relationships between producers and consumers of food industry products and services. Producers can list their products for sale and buyers can search for farm and food products to purchase.

LIST YOUR HARVEST

Website: www.listyourharvest.com

An online marketplace where you can post or browse locally grown or made products currently available in your area, through a searchable database.

FARMERSWEB

Website: www.farmersweb.com

An online marketplace connecting buyers with local farms and producers, FarmersWeb helps chefs and purchasing managers order fresh produce, meat, poultry, dairy, and other products from local farms. Buyers can join for free. Farmers can manage orders, records, and coordinate payment and delivery logistics online.

LOCAL DIRT

Website: www.localdirt.com

A national website connecting local sellers (farms, farmers' markets, cooperatives) with buyers (individuals, businesses, distributors).

LOCAL HARVEST

Website: www.localharvest.org

An online market and website connecting “people looking for good food with the farmers who produce it,” Local Harvest lists over 30,000 family farms and farmers’ markets along with stores and restaurants that feature local food. It includes a map and zip code search to find farms by location.

NYS GROWN & CERTIFIED FOOD PROGRAM

Website: www.certified.ny.gov

NYS Grown & Certified Food program is the first statewide, multi-faceted food certification program designed to strengthen consumer confidence in New York products, address food product labeling, and assist New York farmers so they can take advantage of the growing market demand for foods locally grown and produced to a higher standard.

TASTE NY

Website: www.taste.ny.gov

Phone: 518-457-4383

A NYS Department of Agriculture and Markets initiative to boost the sales and heighten profiles of NY-based produced foods and beverages.

FARMERS’ MARKET FEDERATION OF NEW YORK

Website: www.nyfarmersmarket.com

Phone: 315-400-1447

For information on selling at a farmers’ market and a listing of all NYS farmers’ markets, information on vendor insurance, and other resources for farmers selling at farmers’ markets.

FRESH FOOD NY

Website: <http://www.nyfarmersmarket.com/fresh-food-ny/>

Phone: 315-400-1447

An initiative of the Farmers' Market Federation of New York, Fresh Food NY is an online farmers market platform. Customers can pre-purchase products, then pick them up at the farmers market. If you sell at farmers markets, check with the market managers to see if they are participating.

FARMER VETERAN COALITION

Website: www.farmvetco.org

Phone: 530-756-1395

Homegrown By Heroes (HBH) is the official farmer veteran branding program of America. The HBH logo serves to inform consumers that products donning the logo were produced by military veterans. The program is available to farmers, ranchers, fishermen, and value-added producers of all branches and eras of military service.

ADIRONDACK GRAZERS COOPERATIVE

Website: www.adkgrazers.com

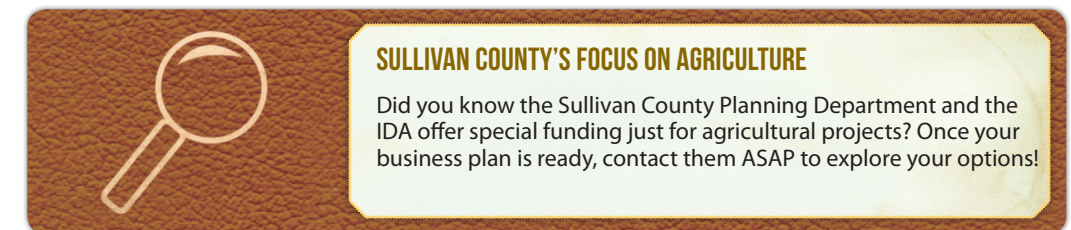
Phone: 518-409-5599

A group of beef producers who naturally raise and finish beef, the cooperative provides members with full service sales and marketing and regular slaughter slots at multiple USDA inspected processors. They have high end, regular customers with butchers, markets, restaurants, and Community Supported Agriculture (CSAs).

FINANCIAL RESOURCES*

**Other than the USDA. See page 12 for more information on the USDA loan program.*

The good news is there are grants out there for beginning and existing farmers. The bad news? Grants are highly competitive. You cannot solely rely on grants for funding. With careful planning, loans with low interest rates can be your friend! Many of the resources listed below offer agriculture-specific loans for various aspects of your farm business with a forgivable aspect. Don't limit yourself to just one funder. You can mix and match different funding sources to create a custom financial plan. Need guidance? CCE Sullivan can help.



SULLIVAN COUNTY DIVISION OF PLANNING AND COMMUNITY DEVELOPMENT

Website: www.co.sullivan.ny.us

Phone: 845-807-0527

Sullivan County Planning supports the local agricultural industry through the implementation of the County's Agricultural and Farmland Protection Plan helping agricultural producers diversify and expand. Sullivan County Planning administers low interest, revolving loan funds for agriculture and can partner with agribusinesses on grants requiring a local government sponsor.

SULLIVAN COUNTY INDUSTRIAL DEVELOPMENT AGENCY

Website: www.sullivanida.com

Phone: 845-295-2603

Sullivan County Industrial Development Agency (SCIDA) administers revolving loan funds for agriculture businesses and assists farmers and food businesses with access to grants.

SULLIVAN COUNTY PARTNERSHIP FOR ECONOMIC DEVELOPMENT

Website: www.scpartnership.com

Phone: 845-794-1110

The Sullivan County Partnership for Economic Development is a private, not-for-profit economic development agency that serves as the one-stop resource for business development in the county. It also supports small business development and expansion by providing technical and financial assistance.



**STOP AND TAKE ACTION FIRST!**

Before you approach a potential funder, make sure you have a business plan. Business plans show funders you're serious about your success and they may be more likely to fund your project and offer you assistance along the way.

SULLIVAN RENAISSANCE

Website: www.sullivanrenaissance.org

Phone: 845-295-2445

Sullivan Renaissance assists the agricultural community with both business assistance grants and mini grants. The mini grants can be utilized by farm businesses for landscaping and signage. The business assistance grants are designed to provide targeted financial and technical assistance to businesses aimed primarily at improving their curb appeal and customer experience. In addition to grants for façade renovations and exterior improvements, the program also offers business mentoring and customer service training.

FARM CREDIT EAST

Website: www.farmcrediteast.com

Farm Credit East is part of the Farm Credit System, a nationwide agricultural network providing credit and affiliated services to those in agriculture and related industries across the United States.

FARMER VETERAN COALITION

Website: www.farmvetco.org

Phone: 530-756-1395

The Farmer Veteran Fellowship Fund provides direct assistance to veterans in their beginning years of farming or ranching.

EQUITY TRUST

Website: www.equitytrust.org

Phone: 413-256-6161

Equity Trust works with farms to promote alternative ownership structures for farms who need affordable farmland. The Equity Trust Fund is a revolving loan fund enabling socially conscious lenders and donors to support projects that are creating new ways of owning, using, and stewarding property.

FARMER RESOURCE NETWORK

Website: www.farmaid.org

Phone: 617-354-2922

Farm Aid is a nonprofit organization whose mission is to keep family farmers on the land. Farm Aid's online [Farmer Resource Network](#) connects farmers to an extensive network of organizations across the country that help farmers find the resources they need to access new markets, transition to more sustainable and profitable farming practices, and survive natural disasters.

KIVA LABS

Website: www.borrow.kiva.org

Kiva offers 0% interest free loans for up to \$10,000.

RODALE INSTITUTE: YOUR TWO CENTS FUND

Website: www.rodaleinstitute.org/assets/TwoCentsRFP-20Acres+.pdf

Offers grants of up to \$5,000 to farmers who are transitioning to certified organic production or have recently obtained organic certification.

SLOW MONEY DELAWARE RIVER

Website: www.slowmoney.org

To catalyze the flow of capital to local food systems, connecting investors to the places where they live and promoting new principles of fiduciary responsibility that "bring money back down to earth." Through national gatherings, regional events, and local activities, Slow Money works with investors to fund small farm and food enterprises around the US. Slow Money Delaware River is the local chapter in the Catskills region.

NYS AGRICULTURE & MARKETS NEW FARMER GRANT PROGRAM

Website: www.esd.ny.gov

This grant program helps beginning farmers to expand and diversify agricultural production and extend the agricultural season. The program is advancing innovative agricultural techniques that increase sustainable practices including organic farming, food safety, and the reduction of farm waste and water usage.

LABOR RESOURCES

You may be outstanding in your field – but don't stand alone! Like any business owner, farmers are at risk for burnout. That's where farm labor comes in. CCE Sullivan and the Sullivan County Center for Workforce Development provide resources on hiring the best workers – from farm managers to field hands – and hire them in compliance with labor laws.

CENTER FOR WORKFORCE DEVELOPMENT – SULLIVAN WORKS ONE-STOP CENTER

Website: www.co.sullivan.ny.us

Phone: 845- 807-0620

The Sullivan County Center for Workforce Development (SCCWD) is part of the Sullivan Works One Stop System. The Sullivan Works One Stop System is comprised of a variety of community partners, whose primary mission is to support the growth of the local economy by meeting the employment needs of job seekers, current workers, and employers. The SCCWD also provides On the Job Training programs.

NYS AGRICULTURE LABOR PROGRAM

Website: www.labor.ny.gov/immigrants/agriculture-labor-program.shtm

NYS DEPARTMENT OF LABOR

Website: www.labor.ny.gov

Phone: 888-4-NYSOL, 888-469-7365

LOOKING FOR WORKERS?

The New York State Department of Labor offers many free services to businesses, including assisting employers with the recruitment of qualified workers on a temporary, seasonal, or year-round basis. The mechanism for doing this is posting a free job order in its job matching system. NYS has Agriculture Labor Specialists who can provide job seekers and business customers access to the services available at New York State Career Centers and other services of the Department of Labor. The Agriculture Labor Specialist can connect a business with workers and help that business gain access to all other Department of Labor services. In addition, the Agriculture Labor Specialist can educate business owners about New York State's labor laws and regulations.

COLUMBIA, DELAWARE, GREENE, SULLIVAN, ULSTER

Agriculture Labor Specialist: Contact the office to find out who your agriculture labor specialist is.

Sullivan County Location: 50 North Street, Monticello NY 12701

Office phone: 845-807-0590

Mobile phone: 845-701-0432

Fax: 845-791-6851



AG RULES STAY ON THE FARM

It's important to know that ag rules only apply to ag labor...that does not include: value-added, farmers' markets, processing, agri-tourism, and any other commercial activities.

NYS OFFICE OF THE ADVOCATE FOR BUSINESS

Phone: 1-800-628-3331

The Advocate for Business:

- 1) Assists individual businesses with coverage questions and compliance with the workers' compensation law;
- 2) Educates business owners and government personnel on how the workers' compensation system works and the role that each participant plays in the system; and
- 3) Hears the concerns of business associations and employer groups regarding workers' compensation, reports those concerns to the chair of the Workers' Compensation Board, and offers possible solutions to address the issues.

THE HIRING PROCESS

AGRICULTURAL EMPLOYER'S CHECKLIST

<http://blogs.cornell.edu/smallfarms/files/2014/08/2014-Employer-Checklist-2dazazm.pdf>

Publication by Anita Deming which goes through the employee hiring process step by step.



THERE IS NO SUCH THING AS "FREE" LABOR!

Federal law treats farm interns, trainees, and apprentices as employees. Therefore, the employer is required to pay minimum wage. Please refer to NYS wage requirements for interns at for-profit and not-for-profit businesses for specific information.

WORKERS' COMPENSATION INSURANCE

Employers are required to have workers' compensation insurance on their workers if cash wages exceeded \$1,200 in the preceding year. Coverage must be obtained effective April 1st of the year immediately following the year where the farm had \$1,200 of payroll. **Unpaid interns and apprentices on your farm must be covered by workers' comp (the training and/or room and board you provide them is valued in lieu of wages).** The only exception to this is if your farm is a 501(c)3 non-profit organization. To learn more, download the Employers' Handbook:

https://www.goer.ny.gov/Employee_Resources/employee_handbook/2011Employee_Handbook.pdf

Insurance can be purchased from the New York State Insurance Fund (<http://ww3.nysif.com/>), private insurers, or an employer can form/join a self-insurance group if they meet various requirements and post bond.

DISABILITY BENEFITS

State law requires that employees be covered by a disability benefit if they are disabled off the job. Most workers' compensation insurance will also include this. Family members (spouse or child) and farm laborers are exempt from this requirement. Farm corporate officers and office workers need disability benefits coverage. If the farm is held as a corporation or LLC then the family member exemption does not apply because no one is related to a business entity.

MINIMUM WAGE

The minimum wage is set to change over the next few years. Below is a chart showing the schedule.

LOCATION	12/31/17	12/31/18	12/31/19	12/31/20	2021*
NYC - BIG EMPLOYERS (11 OR MORE)	\$13.00	\$15.00			
NYC - SMALL EMPLOYERS (10 OR LESS)	\$12.00	\$13.50	\$15.00		
LONG ISLAND & WESTCHESTER	\$11.00	\$12.00	\$13.00	\$14.00	\$15.00
REMAINDER OF NEW YORK STATE WORKERS	\$10.40	\$11.10	\$11.80	\$12.50	

MINIMUM WAGE STANDARDS FOR FARM WORKERS

The Minimum Wage Order for Farm Workers applies only to farm workers employed on farms where the total cash remuneration paid to all persons employed on the farm exceeded \$3,000 in the previous calendar year.

The Minimum Wage Order for Farm Workers provides that all workers, with certain exceptions, must be paid at least \$13.00 per hour as of December 31, 2017. Please check the most recent labor laws for the **most up to date amount. This does not include:** Members of the employer’s immediate family.

For more information and forms, visit: <https://labor.ny.gov/formsdocs/wp/CR142.pdf>

The wage order permits employers to deduct specified allowances from the minimum wage for:

- Meals
- Lodging (except for seasonal migrant workers)

Payments-in-kind must cost no more than the fair market value.

Employers must post these items in a visible place in their establishment:

- A summary of the wage order
- A copy of the general work agreement

INSURANCE

If you are currently in business or deciding to begin an agricultural business, insurance should be part of your risk management strategy. Risk management can include many different forms, including insurance, production diversification, and business structure. Insurance can enable the risk to be shifted from the business to the insurance carrier.

There are a number of national and local insurance providers. For an up-to-date listing of insurance providers, visit the Sullivan County Chamber of Commerce website or the NYS Farm Bureau website.

CALLICOON COOPERATIVE INSURANCE

Website: www.callicooncoop.com

Phone: 845-887-4210

FARM FAMILY INSURANCE

Website: www.farmfamily.com

NATIONWIDE INSURANCE

Website: www.nationwide.com

STATE FARM

Website: www.statefarm.com

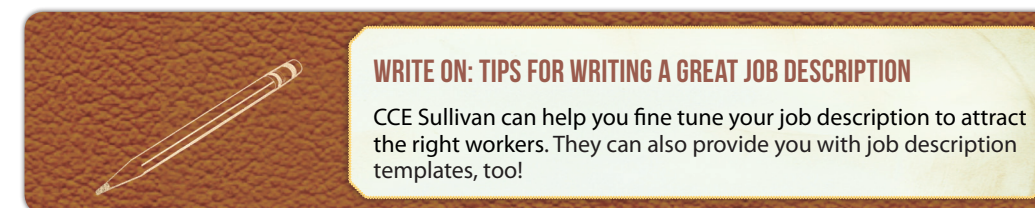
WHERE TO FIND FARM WORKERS

You’ve written your perfect job description, and you’re ready to hire! The next step is figuring out where to place your job opening. From local colleges to newspaper “help wanted” sections, and agricultural publications to specialized resources, below you’ll find ideal places to post your job!

CORNELL SMALL FARMS PROGRAM

Website: www.smallfarms.cornell.edu/resources/beginning-farmer

Need tips for writing a great job description? Start here, first!



COLLEGE JOB POSTING OPPORTUNITIES

SUNY COBLESKILL Knapp Hall 223, 106 Suffolk Circle, Cobleskill, NY 12043

Website: www.cobleskill.edu/academics/student-success-center

Phone: 518-255-5624 Email: studentsuccess@cobleskill.edu

RUTGERS UNIVERSITY 46 College Ave., New Brunswick, NJ 08901

Website: www.careerservices.rutgers.edu

Phone: 812-335-1260

PENN STATE Nittany Lion Career Network, Job Postings, 100 Eisenhower Rd, University Park, PA 16802

Website: www.studentaffairs.psu.edu/career

Phone: 814-865-2377 Email: oci@sa.psu.edu

CORNELL UNIVERSITY 103 Barnes Hall, Ithaca, NY 14853

Website: www.career.cornell.edu

Phone: 607-255-5221 Email: career@cornell.edu

MORRISVILLE STATE COLLEGE 80 Eaton Street, Morrisville, NY 13408

Website: www.morrisville.edu/careerplanning

Phone: 315-684-6615 or 866-607-1572 Email: barshaab@morrisville.edu

UNIVERSITY OF VERMONT Living and Learning, Building E 140, 633 Main St. Burlington, VT 05405-0390

Website: www.uvm.edu/~career/?Page=about.html

Phone: 802-656-3450 Email: career.services@uvm.edu

UNIVERSITY OF CONNECTICUT 368 Fairfield Way, Unit 2051, Storrs, CT 06269-2051

Website: www.career.uconn.edu

Phone: 860-486-3013

DELAWARE VALLEY COLLEGE 700 East Butler Ave., Doylestown, PA 18901

Website: www.delval.edu/pages/career_life

Phone: 800-233-5825 Email: Careers@DelVal.edu

JOB POSTING RESOURCES

COUNTRY FOLKS

Website: www.countryfolks.com

Phone: 800-836-2888

LANCASTER FARMING

Website: www.lancasterfarming.com

Phone: 717-733-6397

E-mail: farming@lancasterfarming.com

NE DAIRY BUSINESS

Website: www.dairybusiness.com

Phone: 315-703-7979

Email: webcontact@dairybusiness.com

NY FARM LINK

Website: www.newyorkfarmlink.org

NORTHEAST ORGANIC FARMING
ASSOCIATION OF NEW YORK

Website: www.nofany.org/resources/classifieds

NATIONAL YOUNG FARMERS COALITION

Website: www.youngfarmers.org/land-and-jobs

TIPS FOR WRITING A GOOD JOB DESCRIPTION

**Excerpt from Iowa State University. For additional articles and resources, visit:
<https://www.extension.iastate.edu/agdm/wdhumanresources.html>*

1. JOB TITLE

Make sure the job title accurately describes the job being performed. Remember, a typical agricultural production operation has different needs from what you might have seen 30 years ago.

2. JOB SUMMARY

Immediately after the title, give a concise definition or description of the major job responsibilities. This is the type of short description that may be used for recruitment purposes.

3. JOB QUALIFICATIONS

List the knowledge, education, experience, or training necessary to perform the job. Include realistic physical requirements essential to perform the job such as an ability to stand for long hours at a time or lift and carry a certain weight. Do not make statements that are discriminatory on grounds of race, gender, age, or national origin.

4. JOB DUTIES OR TASKS

List all the job activities that the worker performs in that position. Start with the most frequently performed duties and proceed to the least frequent duties. The degree to which the position is specialized will impact the number of job tasks on the list. It may be helpful to include an approximate percentage of the time that duty is performed. At the end of the list, it is common to include “other duties as assigned by supervisor” to allow for flexibility.

5. WORK RELATIONSHIPS

In this section, describe who supervises the position and whether the position includes any supervisory duties. Describe how this position relates to other positions in the organization.

6. TIME OF WORK DESCRIPTION

This section is not intended to be a specific work schedule, but rather a description of the range of hours worked each week and whether the position includes night and weekend work.

Other information about the job such as compensation plans, benefit plans, and housing are generally not included in a job description. This would normally be included in a separate document for that specific purpose.

FOOD SAFETY GUIDELINES

No matter how small your farm is, food safety is a big deal! You’ll find basic regulations outlined below. It’s not just about prevention – it’s also about *opportunity*. For example, some institutions, like colleges and hospitals, seek out producers based on whether they are certified in food safety and Good Agricultural Practices (GAP). CCE Sullivan offers training and resources to help you obtain and maintain compliance with specific regulations based on your farm size.



GOOD AGRICULTURAL PRACTICES

Website: www.gaps.cornell.edu

Good Agricultural Practices (GAP) reduce the risk of microbial contamination of fruits and vegetables in the field and during harvest, packing, and transport. Growers are charged with recognizing common risks and implementing practices to mitigate them. Crucial areas include worker hygiene, safe use of manure, wildlife management, post-harvest water use, packinghouse sanitation, traceability, and transportation. The cornerstone of GAP is an individual farm’s food safety plan tailored to the operation as third-party audits may be required by purchasers to verify GAP. Certifications may be required for producers. CCE Sullivan offers GAP and FSMA training.

FOOD SAFETY MODERNIZATION ACT

Website: www.producesafetyalliance.cornell.edu

The Food and Drug Administration (FDA) Food Safety Modernization Act (FSMA), signed into law on Jan. 4, 2011, enables the FDA to protect public health by strengthening the food safety system.

As a key element of this preventive approach, FDA was mandated under FSMA to establish science-based, minimum standards for the safe growing, harvesting, packing, and holding of produce on farms to minimize contamination that could cause serious adverse health consequences or death. Certifications and compliance dates may be required for producers, dependent on farm gross income.

AGRICULTURE ENVIRONMENTAL MANAGERMENTS

Website: www.nys-soilandwater.org/aem/

Agriculture Environmental Managements (AEM) is a voluntary, incentive-based program that helps farmers make common-sense, cost-effective, and science-based decisions to meet business objectives while protecting and conserving the state’s natural resources. Farmers work with local AEM resource professionals (the Sullivan County Soil and Water Conservation District can also assist) to develop comprehensive farm plans using a tiered process:

- **Tier 1** – Inventory current activities, future plans, and potential environmental concerns
- **Tier 2** – Document current land stewardship; assess and prioritize areas of concern
- **Tier 3** – Develop conservation plans to address concerns/opportunities tailored to farm goals
- **Tier 4** – Implement plans utilizing available financial, educational, and technical assistance
- **Tier 5** – Evaluate to ensure the protection of the environment and farm viability



LICENSING & PROCESSING REQUIREMENTS

CCE Sullivan is host to the Catskills Kitchen, a food business incubator program. As part of the program, you can access technical assistance and educational programming for food businesses, ranging from navigating regulations and business planning to marketing and food safety. You can also utilize the certified commercial kitchen at CCE Sullivan. The Catskills Kitchen coordinator can provide additional information on the two types of licensing below:

1. Article 20-C License

2. Home Processors License

Producers of home processed foods who sell or offer for sale such foods may be exempted from the licensing requirements of Article 20-C, provided certain conditions are met.

For more information visit: www.agriculture.ny.gov/FS/consumer/FSI-898D_Home_Processor.pdf

SULLIVAN COUNTY DEPARTMENT OF PUBLIC HEALTH

Website: www.co.sullivan.ny.us

Phone: 845-292-5910

The Sullivan County Department of Public Health (SCDPH), also known as Sullivan County Public Health Services, works to prevent illness and disease, and to protect and promote public health. The department has been involved in efforts to encourage large consumers, such as school districts, prisons, and other institutions, to purchase local farm products.

SMALL SCALE FOOD PROCESSORS ASSOCIATION OF NEW YORK

Website: www.nyssfpa.com

Supports and informs small-scale food processors through education, mentoring, marketing, and connections to the industry, and provides the resources to manage the challenges faced by processors in establishing and growing their food business

NORTHEAST CENTER FOR FOOD ENTREPRENEURSHIP (CORNELL UNIVERSITY FOOD VENTURE CENTER)

Website: www.necfe.foodscience.cals.cornell.edu

Provides educational materials, workshops, direct assistance, and referrals to appropriate organizations, in product process development, product safety evaluation, and guidance in local, state, and federal Regulatory Compliance.

NYS DEPARTMENT OF AGRICULTURE AND MARKETS

Website: www.agriculture.ny.gov

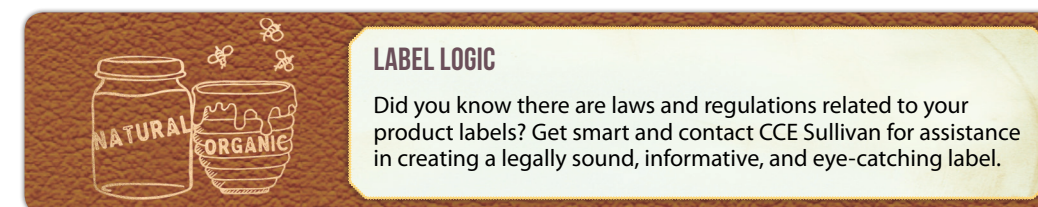


COOK UP SUCCESS IN THE RIGHT SPACE

Let's say you grow cucumbers, garlic, and dill. Your next move might be your farm's very own line of pickles! Start smart by contacting the CCE Sullivan Catskills Kitchen, a food business incubator program. Don't get in a pickle by processing food in your home without proper licensing. In fact, it may be better to rent space at the Catskills Kitchen!

PRODUCT CLAIMS

Every claim you make, every promise you take – a legal entity is watching you! A claim such as “chemical free” is policed by the USDA, and you could land in hot water for using it. Plus, you may confuse and mislead customers. On the other hand, many other claims are legal but you’ve got to prove that you have the right to use it. In the next section, you’ll find organizations that offer third-party certifications to bolster your claims!



LABEL LOGIC

Did you know there are laws and regulations related to your product labels? Get smart and contact CCE Sullivan for assistance in creating a legally sound, informative, and eye-catching label.

OVERVIEW OF COMMON CLAIMS

Information below provided by Cornell Small Farms:

www.smallfarms.cornell.edu/2012/07/16/certification-programs-and-product-claims/

ANTIBIOTIC FREE is not an approvable USDA claim. “No antibiotics administered” or “raised without antibiotics” is permitted. This claim implies the animal has not had any antibiotics administered within the course of its lifetime. There is currently no verification system in place. No meat sold in the U.S. is allowed to have antibiotic residues, therefore it is all “antibiotic-free”. Because the USDA regulates language only on food labels, many companies get away with using unapproved terms in advertising and on their websites. Sufficient documentation must be provided by the producer to the USDA demonstrating the animals were raised without antibiotics.

CHEMICAL-FREE is expressly prohibited by the USDA as a label on any meat product including poultry. **“No Chemicals Added”** is not an official marketing claim, as it lacks a standardized definition and a certifying agency. This term creates confusion in the marketplace, as antibiotics are not considered chemicals.

FREE RANGE, FREE RANGING, OR FREE ROAMING implies the animal lived its life out of doors, in the open air, and was free to roam about, grazing, foraging and running about. There is no standard definition as it applies to amenable meat such as beef or pork. For poultry the term “free ranging” is regulated and requires the bird have access to the outdoors, but for an undetermined period each day. That means the door to the coop or stall could be open for five minutes a day and if the animal(s) did not see the open door or chose not to exit it could still qualify as “free range”. Eggs, like beef and pork, are not regulated. Producers must demonstrate to the USDA that the poultry has been allowed access to the outside.

GRASS FED is not an official marketing claim. The USDA Agricultural Marketing Service (AMS) has attempted for several years to come up with a standard for this marketing claim. Raising livestock on a forage diet with little or no grain supplementation may increase the amount of beneficial fatty acids (Omega 3 and CLAs) in their meat. Originally, AMS suggested that livestock whose primary energy source throughout their lifecycle consisted of at least 80% grass; green or range pasture, or forage could be labeled grass fed. Some producer associations have argued that this level should be as high as 99%.

HORMONE-FREE is not an official marketing claim. The USDA has defined the use of the term and can hold manufacturers accountable for using “hormone-free” on all meat products. Do not use this term. Pork and poultry producers cannot use hormones when raising these animals. “No hormones administered” would be the proper way to make this claim, and then only on beef products. While there is no certifying agency for this claim, a producer can be held accountable to the USDA for improper use.

MEAT THAT IS CERTIFIED AS “HUMANELY RAISED AND HANDLED” is from farms that have enrolled in a private certification program such as that of the Humane Farm Animal Care (www.certifiedhumane.com), a consumer certification and labeling program based on standards established by a scientific animal welfare committee. Private certification programs often require that a livestock producer signs an affidavit indicating their livestock was raised under the agency's standards. “Free Farmed” is the certification program of the American Humane Association.

NATURAL is a food label that does not refer to how the animal was raised, but rather to how it was processed. Natural products can contain no artificial ingredients, coloring agents, or chemical preservatives and must be minimally processed. Meat can be ground, smoked, roasted, dried, or frozen as long as these procedures do not fundamentally change the raw product. The USDA has defined the use of the term and can hold manufacturers accountable to the proper use of the claim, but does not have a verification system in place. The label must explain the use of the term natural (such as no added colorings or artificial ingredients; minimally processed.)

NO ADDITIVES has no government definition behind this term, nor is there any certifying agency. “No additives” is a general claim that may imply a product has not been enhanced with the addition of natural or artificial ingredients. There is no guidance for the use of the claim “no additives” from the US FDA or the USDA. However, additives are defined and regulated by these agencies.

NO ANIMAL BY-PRODUCTS implies that no animal parts from slaughtering or rendering were used to raise or manufacture the product. There is no clear, standard definition of the term and no certifying agency. Its use should be carefully considered, as one could be liable if a complaint were acted upon by the Federal Trade Commission under truth in labeling as many products are made with animal by-products. Traceability is essential if making this claim.

PASTURE RAISED, SUSTAINABLY RAISED, AND LOCALLY GROWN are very loose claim terms. For example, farmers’ markets handling only “local” product may require that the product be raised within 30 miles while supermarkets may consider products to be local if it can be transported to the store within a set number of hours.

RESOURCES FOR CERTIFICATIONS

Certifications can help your farm products stand out with third party approvals for the claims you make. Plus, many certification programs also provide valuable marketing exposure by listing – and even featuring – your products! Looking for additional certification resources for livestock? Contact CCE Sullivan today.

NYS GROWN AND CERTIFIED FOOD PROGRAM

Website: www.certified.ny.gov

New York State Grown and Certified is the first statewide, multi-faceted food certification program designed to strengthen consumer confidence in New York products, address food product labeling, and assist New York farmers so they can take advantage of the growing market demand for foods locally grown and produced to a higher standard.



BECOMING ORGANIC CERTIFIED

Organic production offers many advantages for small farmers including ecologically friendly production methods, strong consumer demand for organic products, and higher prices. Regardless of whether you use organic practices, if you have farm sales of more than \$5,000/year you cannot legally sell your products as *organic* unless your farm has been officially certified. If you sell less than \$5,000/year of product and would like to use the word “organic” in your marketing, you must adhere to organic practices even though there is no certification process required.

The term “certified” implies that the USDA’s National Organic Program (NOP) and the Agriculture Marketing Service have officially evaluated a product for class, grade, or other quality characteristics (e.g., “Certified Angus Beef”). When used under other circumstances, the term must be closely associated with the name of the organization responsible for the “certification” process (e.g., “XYZ Company’s Certified”). The two located in New York are:

NOFA - NEW YORK, LLC

840 Upper Front Street Binghamton, NY 13905

Website: www.nofany.org

Email: certifiedorganic@nofany.org

Phone: 607-724-9851

Scope: crop, livestock, handling

NATURAL FOOD CERTIFIERS

119 S Main Street, Spring Valley, NY 10977

Website: www.nfccertification.com

Email: nfccertification@gmail.com

Phone: 888-422-4632

Scope: crop, livestock, wild crop, handling

SMALL SCALE ORGANICS

Website: www.kerrcenter.com/publications/small-scale-organics.pdf

A guidebook for the non-certified organic grower. The guidebook includes guidelines and an organic system plan for your use.

USDA ORGANIC PROGRAM

Website: <http://www.ams.usda.gov/AMSV1.0/nop>

At this website, you'll find the list of all certifying agencies by going to the USDA's National Organic Program website. Click “List of Certifying Agents”; you can use any agency listed.

MEAT & POULTRY LICENSING REQUIREMENTS

The New York Farmers' Market Federation and Cornell Small Farms have put together resources to help you understand and implement rules pertaining to red meat and poultry. Below you'll find a summary of that information, but don't stop there. Do your homework and hit the books before you begin processing – the safety of your customers, and your livelihood, depends on it!



MEAT MATTERS: PAY ATTENTION!

Cornell compiled a guide packed with specific information, exemptions, and laws for selling red meat and poultry. It's a must-read if you're selling meat! <http://smallfarms.cornell.edu/resource-guide-to-direct-marketing-livestock-and-poultry/>

MEATS — LICENSE IS REQUIRED IF GRINDING OR PROCESSING. SEE EXEMPTIONS BELOW:

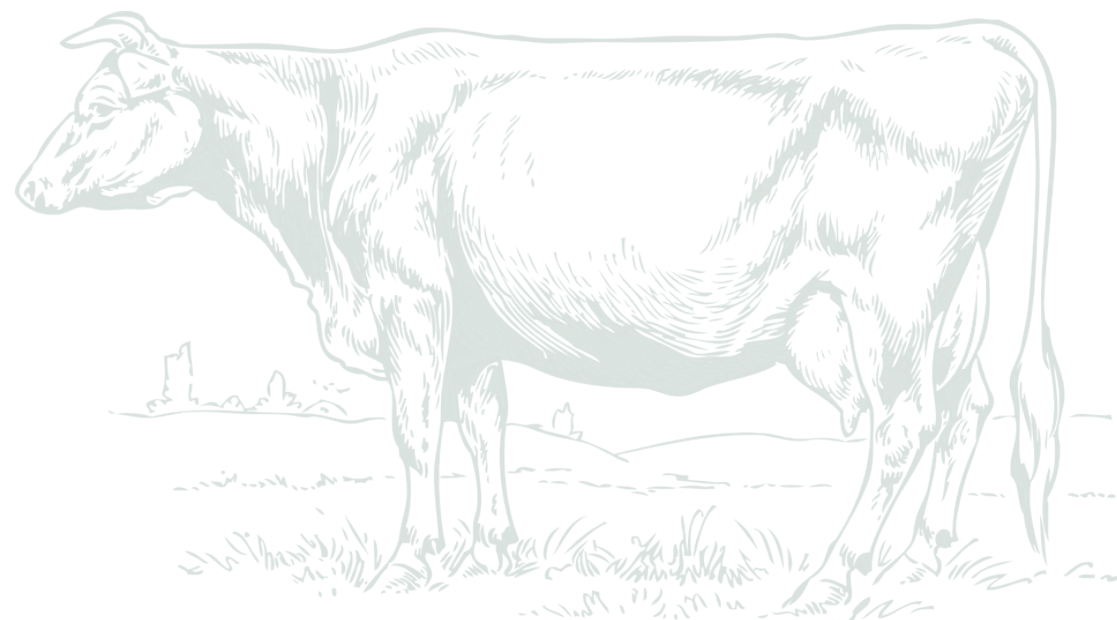
RED MEAT (BEEF, LAMB, GOAT & PIG) EXEMPTIONS

- USDA slaughtered and/or processed must have an approved USDA stamp.
- Custom Processing- sold to end user only, not for resale.
- Must be maintained at 0°F or below if sold frozen. If sold fresh, at 40°F.

POULTRY EXEMPTIONS*

- On-farm exemptions allows the slaughter of up to 250 turkeys or 1000 birds of other species, whole birds only on grower's premises, in a calendar year.
- No certification required if USDA/ 5A State Certified slaughtered.
- If slaughtering over 250 turkeys or 1000 birds of other species in a calendar year, these birds must be slaughtered at a USDA or 5A State Certified facility.

***PLEASE CONTACT CCE SULLIVAN FOR THE MOST UP-TO-DATE RULES AND REGULATIONS ON POULTRY EXEMPTIONS.**

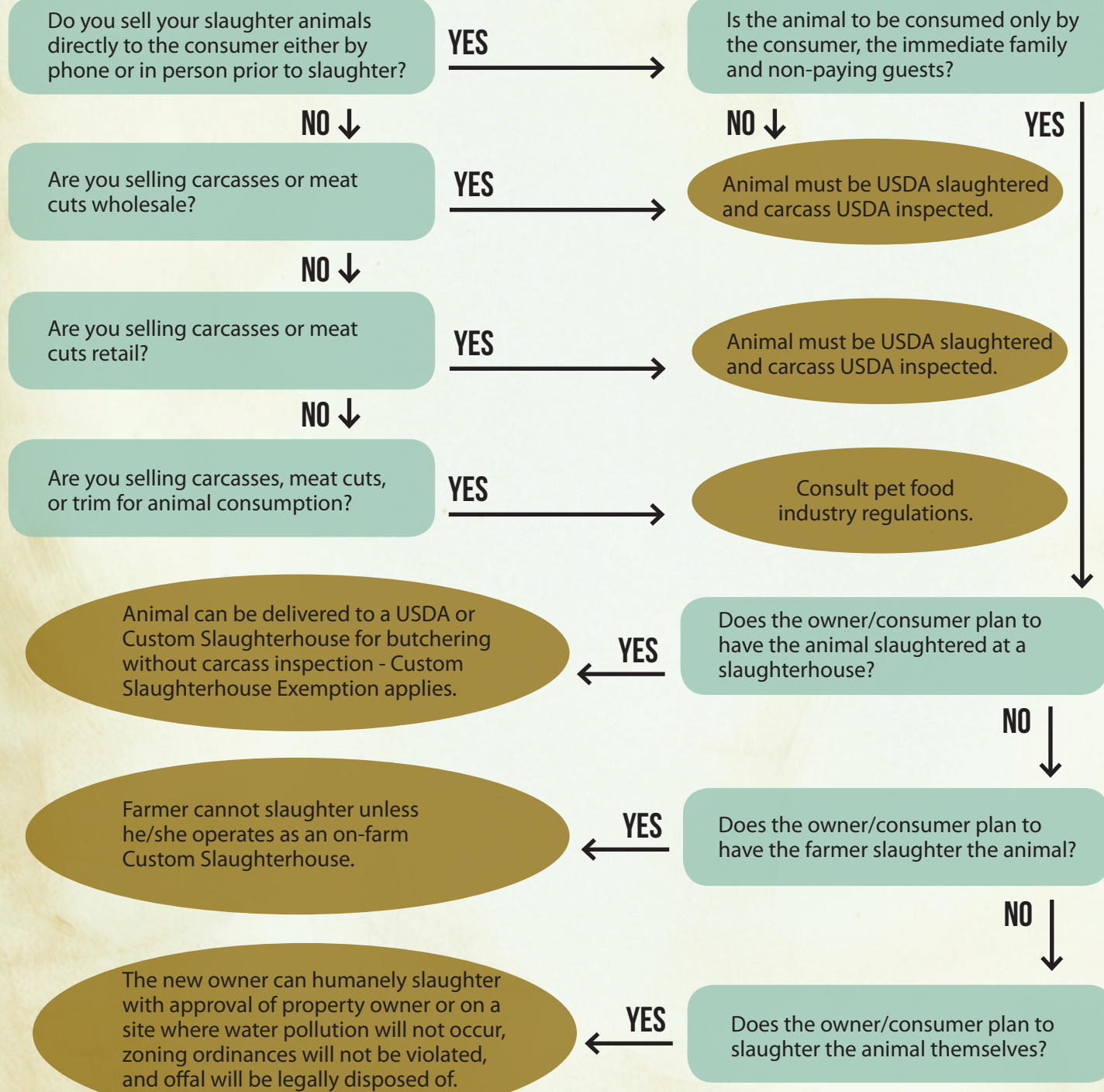


DECISION FLOW CHART FOR AMENABLE LIVESTOCK SLAUGHTER

Ask yourself the question in each box and follow the YES or NO response arrows to determine where your amenable livestock can be slaughtered and processed.

Amenable livestock include cattle, sheep, goats, and swine.

START HERE ↓

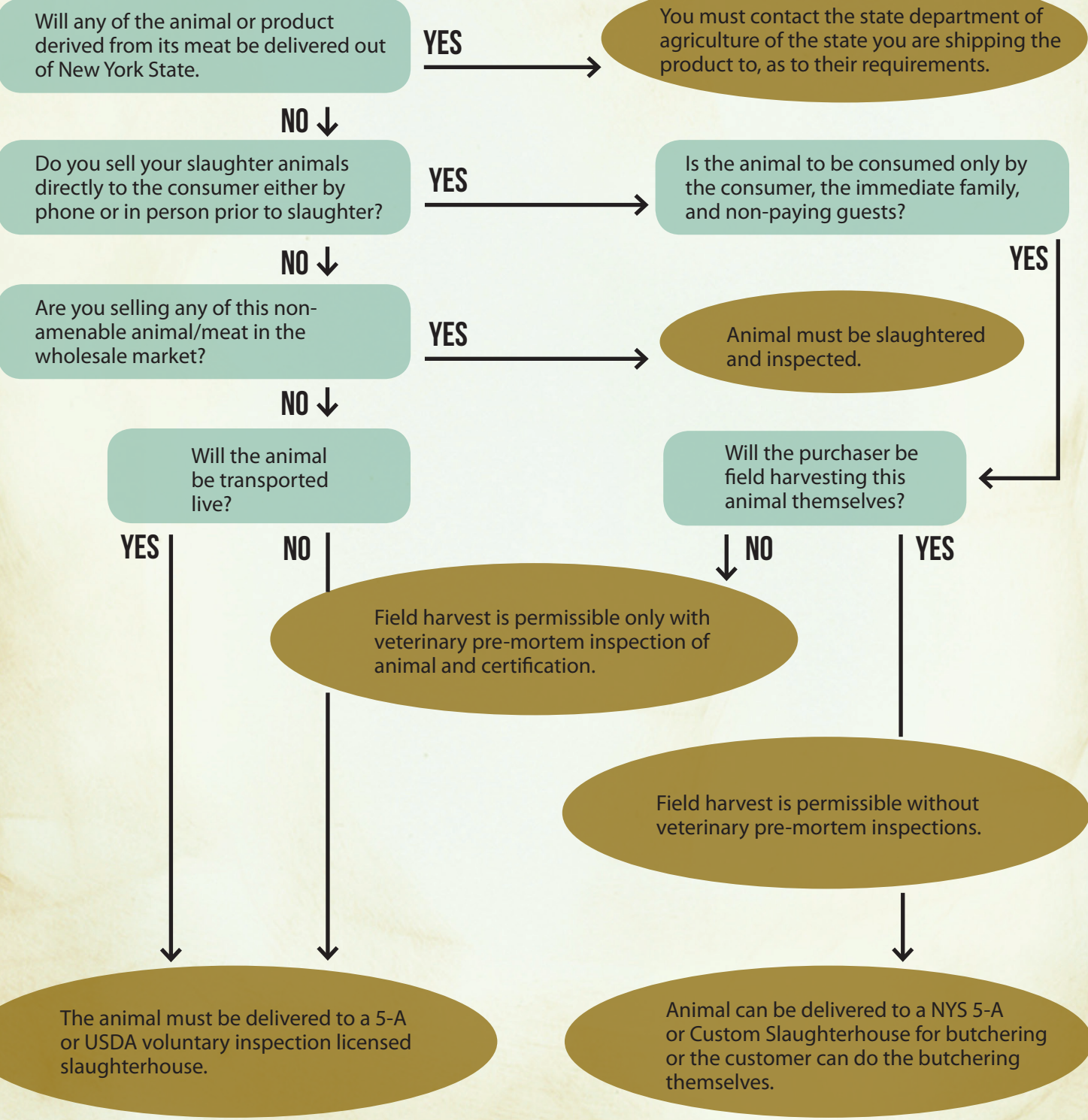


DECISION FLOW CHART FOR NON-AMENABLE LIVESTOCK SLAUGHTER

Ask yourself the question in each box and follow the YES or NO response arrows to determine where your non-amenable livestock can be slaughtered and processed.

Non-amenable livestock include deer, bison, rabbit, pheasant, and quail.

START HERE ↓



DIAGNOSTIC & ANALYTICAL TESTING

Did you know different crops require different nutrient contents in the soil? Performance and growth of your corn, lawn, lettuce, alfalfa, apples, or even pumpkins rely on the soil. Over or under application of essential plant nutrients is very costly in terms of lost yield or quality. The environmental impact from over application or misapplication of plant nutrients can have significant and costly consequences as well. Soil testing should be the start of any crop management plan to make sure costly mistakes are avoided. Contact CCE Sullivan to get your soil and forage samples tested!

THE DIRT ON...DIRT!

Healthy soil means healthy crops. Test your soil often and accurately and you'll reap the rewards. Can you dig it?

Contact CCE Sullivan to get your soil and forage samples tested.

CCE SULLIVAN

Website: www.sullivanccce.org

Phone: 845-292-6180

Address: 64 Ferndale Loomis Rd, Liberty, NY 12754

Contact CCE Sullivan to get your soil and forage samples tested. CCE Sullivan can walk you through the process and explain the results and recommendations to you.

CORNELL UNIVERSITY PLANT DISEASE DIAGNOSTIC CLINIC

Website: www.plantclinic.cornell.edu

Phone: 607-255-7850

Address: 334 Plant Science Building Ithaca, NY 14853

The clinic provides fast and accurate plant disease diagnosis and up-to-date pest control recommendations for anyone from home owners to commercial growers. Services include analysis of plant material and soil for bacterial, fungal, viral, and nematode pathogens.

NEW YORK STATE SEED TESTING LABORATORY

Website: www.agriculture.ny.gov/PI/PISeedTestingLab.html

Phone: 315-787-2242

Address: NY State Seed Testing Laboratory: 6 Harriman Campus Rd. Albany, NY 12206

The NYS Seed Testing Laboratory (NYSSTL) is the official seed testing facility for New York State. Seed testing services are offered to residents, growers, food processors, seed companies, and government agencies on a fee basis. Some tests performed on certified grains are purity, germination, and pre-chill.

DAIRY ONE

Website: www.dairyone.com

Phone: 800-496-3344

Address: 730 Warren Road, Ithaca, NY 14850

This website has sources for soil testing, forage testing, manure testing, feeding, and water analysis. A routine analysis is essential to determine that nutrients are supplied and diets are being properly formulated to meet daily nutrient requirements. Their mission is to create and deliver data and information that can be used to make profit enhancing decisions for members of the agricultural community.


STEPS FOR TAKING A SOIL SAMPLE TO BRING TO CCE SULLIVAN

HOW TO TAKE A SAMPLE

1. The best time to take a sample is during the spring, summer, and fall.
2. The area you are testing should be no larger than 15 acres. In a zig-zag pattern take 15 to 20 random samples throughout the field and place in a clean bucket. These samples should only be a handful. In the end you will mix together all of the soil and obtain a sample to go into a container that is no larger than a sandwich bag.
3. Avoid old fence rows, dead furrows, and other spots that are not representative of the whole field.
4. Take separate samples from problem areas if they can be treated separately.
5. In cultivated fields, sample to plow depth.
6. Take two samples from no-till fields: one to a 6-inch depth for lime and fertilizer recommendations, and one to a 2-inch depth to monitor surface acidity.
7. Sample permanent pastures to a 3- to 4-inch depth.
8. Collect the samples in a clean container.
9. Mix the samplings, allow to air-dry, and remove roots and stones.
10. Drop off your samples to CCE Sullivan for shipment to lab.
11. Complete the information sheet, giving all of the information requested. Be sure to include the soil name, what kind of crop has been planted in the past 3 years, and what kind of crop you are looking at planting in the next 3 years. Remember, the recommendations can be only as good as the information supplied.

FINDING YOUR SOIL NAME/TYPE:

1. Visit: <http://websoilsurvey.nrcs.usda.gov/app>
2. Hit the Green button labeled START WSS.
3. Under the Quick Navigation bar on the right hand side select ADDRESS.
4. Type in the address of the property you are testing. Be absolutely correct with spelling, spaces, and do not abbreviate (use Drive not Dr.).
5. Hit VIEW. Use the magnify class to zoom in and out of your property.
6. Above the map there is a legend. Click on the box with a red square labeled AOI or Area of Interest.
7. Draw a box around property you are looking at testing and wait for blue lines to appear and the map to change scale. This may take a moment.
8. Use the tabs at the top and click on the tab labeled Soil Map. The Map Unit Legend provides the soil name (in blue) with the abbreviation.



HEY...DON'T FORGET ABOUT HAY!

Hay quality needs to be tested just like soil; don't overlook it!

SERVICES & SUPPLIES

The Catskills region is home to high-quality agricultural services and supplies. This list is just a start as new resources are constantly popping up! You can also ask for service and supply recommendations from existing farmers or call CCE Sullivan for additional referrals. Please note: CCE Sullivan does not officially endorse businesses. This list is for reference only.

SUPPLIES

TRACTOR SUPPLY COMPANY

1939 NY-52 #1, Liberty, NY 12754
www.tractorsupply.com
845-292-0712

LIBERTY AGWAY

11 Bon Jovi Ln. Liberty, NY 12754
www.libertyagway.com
845-292-7220

DELAWARE VALLEY FARM & GARDEN

30 Viaduct Rd. Callicoon, NY 12723
845-887-5100

MONTICELLO FARM, HOME & GARDEN

420 Rt. 1713 Monticello, NY 12701
845-794-6457



KEEP IT LOCAL

You're a local farm business. Why not support other local businesses in the Sullivan County area? Contact CCE Sullivan if there is another business that should be included in this listing.

EQUIPMENT

MULLALLY TRACTOR SALES

4510 NY-52, Jeffersonville, NY 12748
www.mullallytractor.com
845-482-5222

FOSTERDALE EQUIPMENT CORPORATION

3137 NY-17B, Cohecton, NY 12726
www.fosterdaleequipment.com
845-932-8611

RENTAL CENTER OF MONTICELLO

150 Bridgeville Road, Monticello, NY 12701
www.rentalcentermonticello.com
845-794-0100

SCHMIDT'S RENTALS

146 Jefferson Street, Monticello, NY 12701
www.schmidtsrentals.com
845-794-7368

FEED/SEED

COHECTON MILLS INC.

30 Depot Road, Cohecton, NY 12726
www.cohectonmills.com
845-932-8282

NARROWSBURG FEED AND GRAIN

845-252-3936

LIGHTNING TREE FARM (ORGANIC FEED)

www.lightningtreefarmproducts.com/index.html
845-677-9507

HARRIS SEEDS

www.harrisseed.com

HERITAGE FEED & SUPPLY

www.heritagefeedsupply.com

JOHNNY'S SELECTED SEEDS

www.johnnyseeds.com

STOKES SEED

www.stokeseeds.com/home.aspx

FERTILIZERS/CHEMICALS

FERTRELL COMPANY

Website: www.fertrell.com

COCHECTON MILLS INC.

30 Depot Road, Cochection, NY 12726

www.cochectonmills.com

Phone: 845-932-8282

NARROWSBURG FEED AND GRAIN

845-252-3936

CROP PRODUCTION SERVICES

900 Pulaski Highway Goshen, NY 10924

www.cpsagu.com/Regions/East

845-651-5303

COMPOSTING/RECYCLING/MANURE

BREYS EGG FARM

Screened/Aged Manure and Topsoil

845-482-5464

CRYSTAL FALLS FARM

Topsoil, Vegetable Mix, Lawn Mix

845-985-7866

CROSWELL INDUSTRIES

Organic (NOFA) Compost,Topsoil, Dynagrow

845-331-4232

GARY MYERS

Topsoil (mixed w/compost), Mulch

845-292-8309



