

APRIL 2023 AG REPORT

Cornell Cooperative Extension Sullivan County

PAST WORKSHOPS

Ag Zoning for Municipal Officials, April 25th: 25 municipal officials consisting of town board, zoning board and planning board members, plus community members attended this workshop, the second part of a 3 part training series for municipal officials. Attendees learned about zoning techniques to protect and manage farmland.

Bringing the Farm to School - Producer Training - March 28th

Ashley Tully presented on growing/scaling production for the School Market. The training prepared NY farmers and producers to understand the state's unique school markets, how to develop and market products for institutional sales, and increase opportunities for New York farmers to bridge connections with local schools. The workshop was co-hosted by Harvest NY, American Farmland Trust and NYS Department of Agriculture and Markets.



NYS Agritourism Training Series – Customer Service - April 17th at 12 – 1 p.m.

Part of a year-long, monthly training series for topics concerning agricultural producers in the agrotourism space. Ashley Tully presented on Customer Service on Farms workshops and at CCE events like Mobile Farmers Markets. Other presenters including Marie Ulrich CCEOC/ENYCHP and Mellissa Monty-Provost from County Dreams Farm.

CURRENT WORKSHOPS

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

Social Media Marketing Series:

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

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

Intro to Poultry Production- May 8th 6-8pm.

Participants will learn how to raise poultry for meat and egg laying. Topics include: breed selection, nutrition, housing, processing, and health.

TECHNICAL ASSISTANCE:

Farm Visits: 7 Technical Assistance/Inquiries: 231 Soil Tests: 17 Hay Tests: 3

Business and Marketing Plans, Sales Channels, Ag Districts, beginning farmer, soil tests, field crops, poultry production, Ag Assessments, plant pests, disease, and ID, vegetable production, whole farm planning, farmers markets, Farm to School, Dry and Cold Storage, Grant and Funding sources, agricultural jobs, manure management. Staff are currently working with 3 farms on Business Plans.

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Horticulture Program: Technical Assistance was provided to 43 contacts. Topics consisted of tree care, soil amendments, tree disease, native plantings, pest management. Staff attended the Earth Day event at the Evergreen Community Garden and taught participants about growing herbs.

STAFF TRAININGS:

- Staff attended trainings on Beef Quality Assurance (train the trainer), Spotted lanternfly, Good Agricultural Practices and livestock production.

PROJECTS/UPDATES

- **Beginner Farmer Program:** The Beginner Farmer Program Manager, Taylor Adam, is organizing the Advisory Committee and planning to have their first meeting in May, at the meeting we will be discussing the summer workshop plan and the mentorship program. We are currently in the process of preparing outreach materials for the program and continuing to update the Staff Ag Resources and the CCE Agricultural Jobs page.

Agricultural District Program:

Staff are in the process of conducting the Eight Year Review for Agricultural District #4 and the 30 Day Open Window for Agricultural District #1. Over 3,000 notifications were mailed to landowners in the Agricultural District. Staff fielded over 60 inquiries regarding agricultural districts. We received requests to remove parcels from landowners and are in the process of developing the mapping, which also includes recommendations for removal from the County Ag Board.

We also received 6 requests for inclusion into Agricultural Districts #4. Staff have been busy conducting site visits and working with the County Real Property office to develop maps and information about the parcels. The County Ag Board is meeting May 10th to review the applications and the districts, are requesting a public hearing on June 1st and will make recommendations and prepare a report for the County legislature in May.

