

SULLIVAN CATSKILLS FARMERS MARKETS

The Sullivan Catskills Farmers Markets marketing has entailed purchasing a billboard located on NYS Route 17, social media promotion, newspaper ads and printed brochures. Over 3,500 Farmers Market brochures have been distributed to date. We are in the process of promoting the Senior Farmers Market Nutrition Program and SNAP/EBT at the markets.



SULLIVAN FRESH MARKETS

The Sullivan Fresh Markets kicked off in July. The program has a farmers market located on Monticello and mobile markets at the County buildings in Liberty, Woodridge, Loch Sheldrake, South Fallsburg, Wurtsboro and Garnet Health Medical Center. We have once again launched our Sullivan Fresh Wellness Program, where participants receive \$10 in Sullivan Fresh Bucks to spend at the markets after attending a wellness program, and a new Produce Prescription Program in partnership with Garnet Health. We are currently working with over 10 different farms to purchase local vegetables, fruits, meat, dairy and eggs.



BEGINNER FARMER PROGRAM

Staff have been busy preparing to launch the educational workshop portion of the program. To date, the Beginner Farmer Advisory Committee has met and have planned the following programs for the summer/fall:

- **Beginner Farmer Meet Ups.** This is an opportunity for new and beginner farmers in the County to mingle and get to know each other. CCE Staff and the Beginner Advisory Committee will be there to network and support.
 - **August 11th:** Basha Kill Vineyards, a vineyard and agri-tourism farm in Wurtsboro, NY.
 - **September 13th:** Majestic Farm, an organic orchid and livestock farm in Mountandale, NY.
 - **October 11th:** Sprouting Dreams Farm, a vegetable farm in Liberty, NY.
- **Beginner Farmer Workshops**
 - **August 29th: Growing Healthy Soils with Cover Crops on Small Farms at Bobolink Farm** - Attendees will learn first hand from farm owner Brenda Miller how she evaluates the soil on her farm and how she utilized cover crops to grow health, resilient soil.
 - **September 30th: The Nuts and Bolts of High Tunnels at Sprouting Dreams Farm** - Attendees will learn first hand from Sprouting Dreams Farm on how to fund a high tunnel, why high tunnels can be beneficial for a farm operation, and "the nuts and bolts of high tunnels" and construction.

Agricultural District Program

The Public Hearing for the Ag District #4 Eight Year Review and 30 Day Window was held on June 1st. Staff are in the process of finalizing the report for NYS Agriculture and Markets and preparing the resolutions for adoption in August. From there, the report will be submitted to NYS for certification from the Commissioner of NYS Ag and Markets.

TECHNICAL ASSISTANCE:

Farm Visits: 4 Technical Assistance/Inquiries: 86 Soil Tests: 10 Hay Tests: 0

Business and Marketing Plans, Sales Channels, Ag Districts, beginning farmer, soil tests, field crops, poultry production, plant pests, disease, and ID, vegetable production, whole farm planning, farmers markets, Farm to School, Grant and Funding sources, Beginner Farmer Program, Smoke with Livestock, Orchard spraying schedule, liability with leases, Farm employee wages, advertising farm jobs.



Catskills Kitchen: Currently there are 5 kitchen renters. 9 inquiries for June on starting food businesses on nut cheese, pancake mixes, empanadas, sauces, arepas and catering, frozen soup, soda and sausage. Assistance involved resources on licensing, permitting, packaging insurance and labeling.



Helping beginner farmers create successful, resilient farm operations!

We provide technical assistance and workshops focused on essential topics.

- Direct marketing
- Wholesale marketing
- Business planning
- Farm financial management
- Farmland access
- Agricultural production
- Farm food safety plans
- Urban farming
- Compliance with laws & regulations
- Soil health
- Composting
- Rotational grazing
- High tunnel extension
- And much more!

Farmer Advisory Con

Our Farmer Advisory is helping to develop Beginner Farmer Pro provide guidance fo implementation, ar importantly, provid farmers with pers in their respectiv business experie

Learn, connect, and grow with other Catskills farmers!

The Beginner Farmer Program assists beginners farmers in the Catskills Hudson Valley Region through group trainings, one-on-one conversations, farm visits, farmer to farmer mentoring, and an intensive learning cohort.

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Cornell Cooperative Extension | Sullivan County

Turn Your Farming Dreams Into Reality

