

**Promotion and Distribution of Local Agricultural Products
Through Bed and Breakfasts
FY 2011**

There are approximately 1,100 bed and breakfast inns and guest houses in New York State. Of these, close to 65% are members of the ESBBA, the Empire State Bed and Breakfast Association, and its regional chapters. ESBBA estimates that the average bed and breakfast in all of New York has four bedrooms, and approximately 20% of the group has fewer than 5 rooms. The average occupancy rate is approximately 400 rooms per year, most of which are double occupancy accommodating families. By definition, these establishments serve breakfast, and many packing lunches and serving additional meals and snacks. With the state's total bed and breakfast occupancy estimated at 250,000+ people per year, the potential for marketing New York-produced farm products and services to innkeepers is large and growing.

The goal of this project was to enlist bed and breakfast owners in the promotion of New York State agricultural products to their customers. It was intended that owners and their customers would become strong ambassadors for these products within their communities. Implicit in this goal was the effort to enlist producers and processors, together with their affiliated organizations. These business relationships can provide a foundation for developing more aggressive advertising and marketing campaigns now and in the future both regionally and statewide.

FINAL REPORT

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Promotion and Distribution of Local Agricultural Products
Through
Bed and Breakfasts

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FINAL REPORT

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Promotion and Distribution of Local Agricultural Products Through Bed and Breakfasts

The goal of this project is to enlist bed and breakfast owners in the promotion of New York State agricultural products to their customers. It is designed so that owners and their customers will be strong ambassadors for these products within their communities.

Implicit in this goal is the project's effort to enlist producers and processors - together with the organizations with which they are affiliated, thus creating opportunities to forge strong business connections between innkeepers and farm producers/farm product processors. These business relationships provide a foundation for developing more aggressive advertising and marketing campaigns now and in the future both regionally and statewide.

The focus of the project is to feature New York farm products in the food served and gifts given to bed and breakfast guests. Also included in the "product mix" are experiential opportunities for guests including farm tours, U-pick farm visits, soap or cheese-making classes, petting zoos, etc. It is expected that bed breakfast guests will taste New York cheeses, syrup, wines, meats and produce used in the most flattering recipes and then take some home. Or they and their families may take part in a farm activity they've never experienced before.

The Issues

Business Capacity of NY Bed & Breakfast Inns: There are approximately 1,100 bed and breakfast inns and guest houses in New York State. Of these, close to 65% are members of the ESBBA, the Empire State Bed and Breakfast Association, and its regional chapters. ESBBA estimates that the average bed and breakfast in all of New York has four bedrooms, with approximately 20% of the group having ≥ 5 rooms. The average occupancy rate is approximately 400 rooms per year, most of which are double occupancy accommodating families. By definition, these establishments serve breakfast with many packing lunches and serving additional meals and snacks.

With the state's total bed and breakfast occupancy estimated at 250,000+ people per year, the potential for marketing New York-produced farm products and services to innkeepers is large and growing. That estimation is extrapolated from the following statistics: New York State's Tourism sector grew 8.3% in 2011 and 6.2% in 2012. In 2012, direct tourism employment grew 2.8%, while personal income of innkeeper owners grew 4.6% (from Governor Cuomo's Office: *The Economic Impact of Tourism in New York, 2012*, Oxford Economics Company, 2013).

Although bed and breakfast inns make up a small percentage of all commercial-type inns and hotels in the state, their unique charm, quintessential small town atmosphere, and the personal touches from their owners and managers make them well-suited for promoting local agricultural products and services grown and produced in New York State.

Buy Local Phenomenon and Locally-Produced Food: The “buy local” phenomenon is a household word to many food customers who faithfully act on its message. Indirectly, the state’s vibrant fresh and processed food sectors have also benefited from the buy local movement, giving New York ag business leaders like Wegmans Food Markets or Agro Farma aka Chobani a marketing advantage in sourcing local New York food products and using that message in their ads. Moreover, it’s easy to see the “buy local” appeal playing out at farmers markets, roadside stands, and through a myriad of marketing channels where individual consumers meet face-to-face with farmers. These channels can also include schools, hospitals, universities, and other institutions. Generally these channels operate on the local or regional levels.

Additionally, New York farms tending to sell locally include those having total agricultural product sales between \$1,000 and \$99,999 per year. This economic classification accounts for 81% of all New York farms. They also account for 46% of all farmland used in New York. (Taken from [New York Agricultural Statistics Annual Bulletin for 2012-2013](#).)

Background for the Bed and Breakfast Concept – in the United Kingdom and the U.S.: The concept of marketing farm products and services to New York bed and breakfast innkeepers – or, for that matter, innkeepers anywhere in the U.S. - is not unique to North America. For years, the United Kingdom has been a leader in forging these kinds of partnerships. *Local Breakfast* (localbreakfast.co.uk) and *Farm Shop* (farmshop.uk.com) are two examples. They promote the unique added value of the foods in various regions in the UK. Local Breakfast's mission is to specifically promote bed and breakfast inns that feature locally sourced foods. Their members must follow a strict code of practice that includes how they source and serve their food. The Farm Shop promotes local producers of all types, but has a special page for bed and breakfast inns that serve local foods.

In 2010, there were several more modest initiatives in the U.S. The Appalachian Sustainable Agriculture Project had a website www.buyappalachian.org/filter/typeibcd+and+breakfast) that promoted breakfast inns that serve locally sourced foods as part of their overall campaign to promote local agriculture producers in the region. In Rhode Island they, too, had a similar campaign called Farm Fresh. Their website, <http://www.farmfresh.org/food/inns.php?zip=02905%29>, also promoted local bed and breakfast inns featuring local foods.

The Bed and Breakfast industry itself recognized the potential and value of connecting with local food producers. For instance, the Professional Association of Innkeepers International (PAII) in 2010 featured a workshop entitled **Food Sourcing** described here:

Bed and Breakfast Innkeepers more than ever are working to purchase locally and serve local grown organic food to their guests, but this is not in every case the most cost effective and realistic option for us as conscious as we are for the need to do so. This is an opportunity to raise the bar for your inn without breaking the bank. Learn what is and isn't as important to buy locally for quality. Discover resources to help you purchase bulk dry goods at wholesale prices and how to work with your local food purveyors.

Current Situation in 2013: Since this project began, initiatives promoting food and farm product sales to breakfast and breakfast inns have grown exponentially throughout the U.S. Many professional workshops are designed by bed and breakfast innkeepers, restaurant chefs, and farm producer groups, featuring advice and guidance on building mutually beneficial business relationships promoting locally produced products and services.

As evidenced by a simple Google search today of “local foods and bed and breakfast inns,” 487,000 “hits” were from at least 15 different states describing events, clearinghouse mechanisms, or farm promotions in California, Connecticut, Colorado, Hawaii, Illinois, Maine, Massachusetts, Michigan, South Carolina, Texas, and Wisconsin. Most of these were from small scale producers who market almost exclusively to individual firms e.g. restaurants, bed and breakfast inns, and through farmers markets and other direct marketing channels.

How the Project Addressed the Issues

Identify the Audience: ESBBA and its regional chapters make up approximately 65% of all New York State bed and breakfast innkeepers/owners. As they were the most cohesive group from which to gather information, conduct surveys, and widely dispersed throughout the state, the project manager worked with this group as its main audience.

On two occasions, the project coordinator met with ESBBA’s membership at their 2011 annual meeting and also visited members of the Mohawk Valley chapter. These events provided an opportunity to explain how the project would be conducted, extend an open invitation to the workshops being planned, describe the benefits to ESBBA members in terms of better access to local farm products and services, and finally to ask for their help with an electronic survey.

Survey: Twenty-nine questions in the survey tool were developed by the project coordinator, the project’s administrative assistant, and with advice from ESBBA leaders. The survey was organized using Cornell University’s Qualtrix survey platform which tabulates responses in a

statistical format. It was sent to approximately 700 ESBBA members. There were 189 responses, giving a 27% response rate. (See pages 11-33).

Workshop Development: Based on the survey results, seven workshops were organized in collaboration with Cornell Cooperative Extension (CCE) educator colleagues who had volunteered to host workshops in their respective counties. They were recruited during CCE's November 2012 Ag & Food System In-service Training. (An eighth workshop was added in April to cover Central NY.) Workshops were held in Kingston, Ithaca, Canandaigua, East Aurora, Cooperstown, Warrensburg, Canton and Cazenovia.

Workshop locations were identified using the concentration of ESBBA respondents as indicated on the map. (See page 24 in the Survey). In many cases, we used Cooperative Extension meeting centers, but also included unique workshop venues like the Wine and Culinary Institute in Canandaigua, The Farmer's Museum in Cooperstown, and Critz Farm in Cazenovia.

To acquaint innkeepers with local products at each workshop, they received a market basket of food products, gift samples, shelf-stable products like jams and jellies, eggs, meat products, and soaps which we sourced from producers attending each workshop or those who'd responded to our inquiries for local products. We always kept extra supply of products on hand to fill in as needed. This activity took some coordination in advance, but worked well and was very well received. It also provided the starting point for one-on-one discussions between producers and innkeepers and an exchange of business cards and information.

The agenda for each workshop provided ample time for informal discussions, but also included a more structured overview of the project, a review of survey results, a short list of where to source local products, a prospective on how the project could be expanded to meet the needs of all innkeepers throughout New York State, and an evaluation.

After each workshop, we created a list of innkeepers and farmers/processors attending, complete with mailing and email addresses and phone numbers. Each attendee indicated the products they needed for their inn or in the case of farmers, the products they had or would have for sale. These lists were emailed 1-2 weeks after each workshop.

Contributions from Public and Private Agency Cooperators

Project collaborators included ESBBA and its regional chapters, New York Small Scale Food Processors (NYSSFP), New York's chapter of the Northeast Organic Farming Association (NOFA-NY), New York State Department of Agriculture and Markets, Cornell Cooperative Extension, and in 3 instances local tourism offices.

ESBBA played a pivotal role in this project. Belinda McElroy, ESBBA Executive Director, and their board members provided a variety of in-kind support in the form of publicity e.g. web site notices, regular newsletter announcements about upcoming workshops, and evaluation and programming advice for the project coordinator throughout the workshop season. Several ESBBA board members attended each of the workshops.

New York Small Scale Food Processors, another important collaborator, provided extensive marketing and promotion of the workshops, while many of their members provided products at no cost to be included in the basket give-away. The project coordinator was a guest at their annual meeting held in conjunction with NOFA-NY conference in January 2013. Also, board members Andy Dufresne, Alison Clarke, and Carol Murphy among others attended workshops or helped facilitate publicity notices to their membership via the web site, emails, and many, many phone calls.

NOFA-NY, with the blessing of executive director Kate Mendenhall and its board of directors, had a staff member deliver 600 copies of the 2012 NOFA-NY Directory for workshop attendees. They also sent an additional 30 copies of the 2013 edition for workshop participants in Ithaca and Kingston. They announced workshops on their web site and provided space for us to handout program fliers at their annual meeting.

Tourism officials from Madison, Ontario, and Otsego counties helped with workshop promotion, as did the Chamber of Commerce staff in Cooperstown. We also relied on at least 6 members representing regional food initiatives, such as [Adirondack Harvest](#), [Finger Lakes Culinary Bounty](#), and [Pure Catskills](#) who attended workshops and helped with workshop promotion.

Summary of Results, Conclusions, and Lessons Learned

The Value of Networking Opportunities: Networking among participants was a feature at each workshop. The project coordinator scheduled a double round of introductions – in the beginning and, again, at the end of each workshop, giving attendees a chance to reiterate or include something they missed during their first introduction to the group. Innkeepers mentioned the kinds of products they needed or in the case of producers, described the products they have for sale. Ninety percent of all attendees valued this feature.

We've collected at least 10 anecdotal reports of innkeepers meeting and "connecting" with new farmers or small scale processors. For instance, an Ithaca innkeeper has already set up soap-making classes for her guests visiting later this summer and next fall. At all the workshops, we confirmed the fact that many bed and breakfast innkeepers are already, to some degree, buying local farm products. This was documented in the survey questions 18 and 19.

Need for a Balanced Mix of Innkeepers and Farmers/Processors: The better attended workshops were in Kingston (21), Ithaca (15), Canandaigua (29), Cooperstown (21), and Warrensburg (24). While 83% of participants at these 5 locations felt the workshop met their expectations, the rest were a bit disappointed that there weren't more innkeepers in attendance. Or they would have like to have seen more farmers on attendance.

The Market Basket of Products: This program feature was a resounding success as was referenced positively on over 50% of all evaluations. Although it took some coordination prior to each workshop, innkeeper recipients were pleased with the variety of products in their baskets. However, some would have liked more product information.

Affinity of Innkeepers to ESBBBA: As noted in a previous report, we noticed a significant difference among B&B innkeepers and their close affinity to their regional group vs. their more tepid allegiance to the Empire State Bed & Breakfast Association. This factor should be kept in mind in designing future efforts to promote local products to all bed and breakfast inns.

Promotion of Farm Services: Tours, hayrides, and anything experiential needs to be included as a farm "product" when marketing to innkeepers. This issue came up in 7 of the 8 the workshops. Perhaps it's a matter of coordinating and distributing the directories of farm products and services that many CCE associations already have. Or it might require a centralized point, like a web site that's promoted widely and recognized both regionally and statewide.

Sourcing farm products for breakfast menus: Innkeepers stressed that they have regulatory restrictions, especially if they run a certified kitchen. That's why many of them offer only breakfast, which has fewer regulatory requirements. Consequently, farm products that fit with breakfast menus are the ones most requested; breakfast sausages and ingredients in baked goods – eggs and flour, along with jams, jellies, maple products, fresh fruits and potatoes.

Evaluations: The evaluation is on page 35. Most attendees reacted positively to the networking opportunities, but expressed dismay at the uneven mix of innkeepers and/or farmers or the shortage of information about particular products in the baskets.

From the evaluations, attendees made the following requests. These requests are listed in order of frequency i.e. #1 was requested most often and so on: 1) Ways to identify and contact local farmers in my immediate area – both conventional and certified organic; 2) More product tasting and sampling; 3) Recipes, price lists from farmers; 4) Samples of B&B menus; 5) Places to source ALL these products in one place; 6) More sources for cheese, fruit, meat products, snack foods; 7) How can I connect w/ other groups that promote B&Bs – tourism, chambers of commerce, etc.; 8) What do B&Bs need?; 9) What practices are used on farms selling products?

Thirty-eight workshop attendees responded positively to question #5: *Would you be willing to serve of a steering committee that develops the next steps in forging a permanent relationship between B&B innkeepers and farmers?* They provided their email addresses, which are listed on page 36.

What didn't work well: Timing is everything. The project coordinator scheduled one final workshop in Central New York in May to accommodate a number of local requests. Although the workshop hosts, Matt and Juanita Critz, were most accommodating, innkeepers were preparing for college graduation guests, while farmers were out in their fields, beds, or greenhouses.

Similarly, in scheduling the wrap-up webinar, set for late June, we encountered the same issue. Innkeepers were getting ready for the upcoming 4th of July holiday, and farmers were at least trying to plant and harvest crops. Only 6 people from the list on page 37 “attended” and the audio wasn't working properly, so attendees couldn't hear what was being said.

Discussion of Current or Future Benefits to Be Derived from the Project

Overall, most people attending or helping organize the workshops were pleased with this first attempt to organize one-on-one conversations between innkeepers and farmers/small scale food processors. It provided a good start in discussing and understanding – from the innkeepers' point of view – the size of their businesses, the kinds of clientele they serve, and all kinds of issues relating to the kinds of food products, gifts, and services they need for guests.

Attendees were enthused about this “first step” in bringing key participants together, but enthusiasm waned as spring and summer arrived. Innkeepers and farmers/processors alike were getting ready for their busy seasons.

Nevertheless, the upcoming fall and 2013/2014 winter seasons will be prime time to begin again from where this project left off. Attendees are expecting that.

Recommendations for Future Research/Next Steps that might Advance Project Goals

Here is a list of recommendations to help further the groundwork established:

1. Develop a website that acts as both a clearinghouse and source of contact information on bed and breakfast innkeepers and farmers/small scale food processors.
 - a. Could be as simple as the private “hay exchange” website listing individuals with hay for sale and those needing it.
 - b. Make sure is regionalized, since innkeepers or farmers won't travel great distances to source or deliver products.
 - c. Encourage mail order businesses with shelf-stable products.
2. Showcase individual innkeeper/farmer collaborations in prime tourist areas like Cooperstown, Canandaigua or other regions.
 - a. Ideally, would be ones with some history behind them.
 - b. Review the kinds of products used, payment arrangement, delivery, etc.
 - c. Their advice on building lines of communication.

- d. What strategies have worked/not worked?
 - e. Prospects for the future.
3. Research funding streams from public and private sources that could be offered to “local” groups of innkeepers or farmers/small scale food processors.
- a. Local groups organize their own “Marketing NY Farm Products to Bed and Breakfast Innkeepers.”
 - b. Funding applications would be in response to a broad RFP.
 - c. Local innkeeper or farmer groups apply.
 - d. Baskets of local products would be given to innkeepers.

Descriptions of Project Beneficiaries

Innkeepers: Sixty-three innkeepers/staff members attended all workshops. Of these, 90% ran bed and breakfasts similar in size to the state average; four bedrooms with double occupancy. Most had been in business for more than 5 years, and therefore had an established reputation and catered to many returning guests.

Marketing NY Farm Products to Bed & Breakfast Innkeepers									
Participant Breakdown									
	Kingston (Feb.)	Ithaca (Feb.)	Canandaigua (March)	E. Aurora (March)	Cooperstown (March)	Warrensburg (April)	Canton (April)	Cazenovia (May)	TOTAL
B & Bs	7	4	11	3	7	12	2	3	49
B&B Owners/ Staff	9	4	17	3	7	17	2	4	63
Farms/ Small Scale Companies	9	10	8	3	10	5	2	1	50
Farmers/ Producers	10	10	9	3	13	6	3	3	57
Organizational Reps	2	1	3	1	1	1	1	1	11

Farmers/Small Scale Food Processors: Fifty different farms and/or food processing businesses attended. Three in this group were also breakfast innkeepers. Approximately 65% of the farmers/producers were small, part-time operators that were just getting started. At least 9 of them were certified organic. The rest were fairly well-established farm businesses with a variety of different enterprises on their farms; beef, poultry, eggs, maple syrup, etc. There were also 5 entrepreneurial business owners providing products like gourmet coffee, chocolates, snack crackers, grass based butter, ice cream toppings, and salsas.

Organizational Representatives: Besides collaborator reps i.e. ESBBA, NOFA-NY and NY Small Scale Food Processor reps, county tourism officials, a NYS Assembly staff person, and at least 4 representatives from Adirondack Harvest, [Finger Lakes Culinary Bounty](#), and [Pure](#)

Catskills attended the Kingston, Ithaca, Canandaigua, and Warrensburg workshops.

SURVEY RESULTS

The following contact information from ESBBA members is organized on **legal size paper**. The survey results are on pages 12-29.

1. Name of Business Total Responses 184	2. Contact Person	3. Business Address, Zip	4. Email	5. Phone Number
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Name of Business:	Contact Person:	Business Address:	ZIP	Email:	Best number to reach you:
River Edge Mansion Bed & Breakfast	Anne Hutchins	1 County Route 10, Pennellville, NY 13132	13132	innkeeper@riveredgemansion.com	315-695-3021
Landon Hill Bed & Breakfast	Judy Johnson	10 Landon Hill Road, Chestertown, NY 12817	12817	landon@bedbreakfast.net	518-494-2599
Drover Hill Farm	Stephanie Lipsey	1014 Earlville Rd, Earlville NY 13332	13332	Droverhill@aol.com	3156912327
Cherry Creek Inn Bed and Breakfast	Sharon Howe	1022 West Road, Cherry Creek, New York 14723	14723	innkeeper@cherrycreekinn.net	716 296 5105
A White Rose B&B	Melissa Brown	105 Reid St. Fort Plain Ny 13339	13339	stay @awhiterosebb.com	518-993-3339
A White Rose B&B	Melissa Brown	105 Reid St. Fort Plain, NY 13339	13339	stay@awhiterosebb.com	518-993-3339
Asa Ransom House	Bob Lenz	10529 Main St, Clarence, NY 14031	14031	rwlenz@aol.com	716-759-2315
Old Duck Inn Bed and Breakfast	Rebecca and David Odell	1062 Tyre Road, Clyde, NY 14433	14433	darebod1@verizon.net	315-923-7891
Through the Grapevine Bed and Breakfast	Mike and Joan Smith	108 Virginia Street, Waterloo, NY 13165	131465	info@throughthegrapevinebnb.com	315-539-8620
Halcyon Place Bed and Breakfast, Herbs and Antiques	Yvonne Allen	11 Maple Lane, Campbell, NY 14821	14821	halcyonplbb@gmail.com	607-583-4311
Catskill Maison Bed and Breakfast	Lea Moffett	11080 State Rt 23 Windham, NY 12496	12496	info@catskillmaison.com	518-734-3232
MapleShade Bed And Breakfast	Jo Ann or Tom Malatesta	112 Wilbur Road, Stillwater, NY 12170	12170	tommalo@yahoo.com	518 587 9235
New Vines B&B	Todd Eichas	1138 Travis Rd. Penn YAN, NY. 14527	14527	Info@newvinesbb.com	315-536-4087
The Starry Night Bed & Breakfast	Marcia Kozubek	115 Collins Dr Oneonta NY 13820	13820	mkozubek@hotmail.com	607-432-7560 evenings

Fisk house bed and breakfast	Roxanne Liddle	116 Fisk road Delhi NY 13753	13753	fisk116@gmail.com	607-832-4544
Hemingway Lane B & B	Johanna Bard	12 Hemmingway Lane, Milan, New York 12571	12571	johanna.bard@gmail.com	845.901.2445
The INN of LAKE GEORGE	Barbara	12 McGillis Ave Lake George, NY 12845	12845	schwemba@hotmail.com	none
The Inn in Westport	Alexandra Wheeler	1234 Stevenson Rd Westport, NY 12993	12993	innmail@hotmail.com	5183351966
Adirondack Pines B&B	Nancy or Dan Freebern	1257 Valentine Pond Rd, Adirondack, Ny 12808	12808	stay@adirondackpines.com	518-494-5249
The Phoenix on River Road	Vicki Gates	1270 Co. Hwy. 33 Cooperstown, NY 13326	13326	thephoenixinn@gmail.com	607.547.1943
Country Cabin Manor B&B	Judy Burdick	1289 St. Rt. 244, Alfred Station, NY 14803	14803	jaburdalburd@juno.com	607-587-8504
Day Dreams Bed & Breakfast	Roberta Day & Christine Barber	13 Lake Street, Box 602, Hammondsport NY 14840	14840	daydreamsbb@yahoo.com	607-224-4032
Borland House Bed & Breakfast	William & Caol Freeman	130 Clinton Street Montgomery NY 12549	12549	carolfreeman@hvc.rr.com	845 457-1513
Yellow House Bed & Breakfast	Sandra Salisbury	132 Peakville Rd. Catskills, NY 13756	13756	sandy@yellowhouseny.com	917-270-7255
Cedarwood B&B	Sharalee Falzerano	140 school house rd.(po box 75) North River, NY 12856	12856	sassyaf@aol.com	518-251-5575
Honeyville Manor Bed & Breakfast	Marlene Norfolk	14245 Fuller Rd, Adams Center, NY 13606	13606	fredmar@frontiernet.net	315-583-5597
Anchor Resort and marina	Linda Drogi	14424 West Bay Road Sterling, New York 13156; mailing address: PO Box 6 Fair Haven, New York 13064	13064	anchorrersort@twcny.rr.com	315 947-5331
Bountiful Blessings Bed and Breakfast	Terry Donlick	147 Lick Street, Freeville, NY 13068	13068	tdonlick@odyssey.net	607 898 3370
Los Gatos Bed & Breakfast	Susan and Burney Baron	1491 State Route 14A, Penn Yan, NY 14527	14527	info@LosGatosBandB.com	315-536-0686

Shetland Meadows Bed & Breakfast	Roger Miller	15096 SR 54. Dundee. 14837	14837	shetlandmeadows@aol.com	607-292-6861
Big Moose Inn	Dave Thompson	1510 Big Moose Rd Eagle Bay, NY 13331	13331	orangefannn@yahoo.com	315-357-2042
Schroon Lake Bed and Breakfast	Sharon Piper	1525 U.S. 9 Schroon Lake, NY 12870	12870	info@schroonbb.com	518-532-7042
Monier Manor Bed and Breakfast	Donna Scott	154 N Main St Naples, NY 14512	14512	monierma@rochester.rr.com	585-490-1339
The Fox Inn	Cliff Orr	158 Main Street, Penn Yan, NY 14527	14527	foxinnbandb@aol.com	315-536-3101
Stockbridg Ramsdell House on Hudson	Nancy Russell	158 Montgomery Street, Newburgh, NY 12550	12550	sbramsdell@gmail.com	845-562-9310
Mariaville Lake B&B	Lorrie Runnels	176 Batter St Pattersonville , NY 12137	12137	innkeeper@mariavillelakebb.com	518-864-5252
Inn at Silver Maple Farm	Jodie	1871 State Route 295, East Chatham, NY 12060	12060	info@silvermaplefarm.com	
The Engelwood Guest House	Olivia Barone	19 Roberts Ave. , Chautauqua, NY 14722	14722	englewood@hotmail.com	518-495-6808
ECCe Bed & Breakfast	Alan Rosenblatt	19 Silverfish Rd Barryville, NY 12719	12719	eccebandb@frontiernet.net	845-557-8562
Captain Visger House Bed & Breakfast	Catheyn A Munna	2 Church St. Alexandria Bay NY 13607	13607	captain.visger.house@ gmail.com	315-681-3422
1899 Lady of the Lake	Sandra Rademacher	2 West Lake St., Skaneateles, NY 13152	13152	sandra@ladyofthelake.net	315-685-7997
Silver Spruce Inn	Phyllis W Rogers	2005 U.S. 9, Schroon Lake, NY 12870	12870	rrogers358@aol.com	Evenings
On The Way B&B	Amy Baugh	2021 State Route 28, Wevertown, NY 12886	12886	admin@onthewaybandb.com	518-251-2900
Cider Mill Inn B&B	Robert Lipinsky	207 Glenwood Road, Pine Island, New York 10969	10969	info@cidermillinn.com	347 756-0173
Acorn Hollow Bed & Breakfast	Mary Ann Skoblicki	2110 Oaklawn Ave., P.O. Box 1688, Southold, NY 11971	11971	acrnllw@optonline.net	631-765-1234

North Fork Bed and Breakfast/Gifts	Lisa B Gardner	219 Baker Rd. Lisbon, NY 13658	13658	northforkbedandbreakfastgifts@gmail.com	315-528-0175
Churchill House Bed & Breakfast	Laura L Lappies	228 Churchill Road, New Lebanon, NY 12125	12125	laura@churchillhousebb.com	518-766-5852
24 East Main Street Bed & Breakfast	Brooke James	24 East Main Street, Canton NY 13617	13617	relax@24eastmain.com	315-379-9757
Warwick Valley Bed and Breakfast	Loretta Breedveld	24 Maple Avenue, Warwick, NY 10990	10990	loretta@warwick.net	845-987-7255
BERRY HILL GARDENS	JEAN FOWLER	242 Ward Loomis Rd, Bainbridge, NY 13733	13733	pjfowler@frontiernet.net	607-967-8745
The Ginger Cat Bed & Breakfast	Gita Devi	2475 Altay Road, Rock Stream, NY 14878	14878	info@gingercat-bb.com	607.535.9627
Bed & Breakfast at Oliver Phelps	Jack & Donna Delehanty	252 N Main Street, Canandaigua NY 14424	14424	Oliverphelpsbb@aol.com	585-396-1650
Orient Inn	Joan Turturro	25500 Main Road, Orient, NY 11957	11957	orientinn@earthlink.net	631-323-2300
Stone Quarry House	Nancy Norton	26 Quarry Rd., Ithaca, NY 14850	14850	nnorton@mac.com	(607) 272-0556
The Pine Grove B&B	Anne McElroy	2707 Pine Grove Road, Skaneateles, NY 13152	13152	mcelroys71@gmail.com	315-673-2558
Merritt Hill Manor B&B	Marc Hyser	2756 Coates Rd, Penn Yan, NY 14527	14527	info@merritthillmanor.com	315.536.7682
Diastole Bed & Breakfast	Brigitte Priem	276 Van Yahres Road, Cooperstown, NY 13326	13326	diastole@hughes.net	
Carriage House Bed & Breakfast	Kathy and Rudy Schwoeble	2797 Elmira Road Newfield, NY 14867	14867	carriagehousebb@aol.com	607-564-7239
Foxglove Bed and Breakfast	Suzanne Hoback	28 Main Street Freeville, New York 13068	13068	info@foxglovebnb.com	607-229-0295
Lynne Parks '68 SUNY Cortland Alumni House	Rich Coyne - GM	29 Tompkins St. Cortland, NY 13045	13045	richard.coyne@cortland.edu	607-753-1561

Bella Rose B&B	Renee Scorsone	290 N Main St Canandaigua, NY 14424	14424	rcmiller290@rochester.rr.com	
Country Comforts Bed and Breakfast	Brenda and Gary Bonisteel	2915 E Valley Road, Branchport, NY 14418	14418	bgbon@linkny.com	315-595-2532
SUNSET/SUNRISE "the B & B with a view"	Marcia A. Peteroy	297 East Main Street , Copake, NY 12516	12516	map@fairpoint.net	518-329-2915
The Looking Glass B&B	Cari Meltzer	30 Chestnut St, Rhinebeck, NY 12572	12572	stay@thelookingglassbandb.com	845-876-8986
The William Henry Miller Inn	Lynnette Scofield	303 North Aurora Street Ithaca New York 14850	14850	millerinn@aol.com	607 256 4553
the Golden Guernsey Barn & Breakfast	Amy Miller	31 Mitchell Pond East, Cohecton, NY 12726	12726	amy@thegoldenguernsey.com	845.932.7994
Vintage Gardens Bed & Breakfast	Kimberlee Meeks	310 High Street, Newark NY 14513	14513	info@vintagegardensbandb.com	315-331-6045
Better Farm	Nicole Caldwell	31060 Cottage Hill Road, Redwood NY, 13679	13679	info@betterfarm.org	(315) 482-2536
The inn at Hudson bed and breakfast	Windle Davis	317 Allen street Hudson new York 12534	12534	Theinnathudson@gmail.com	518-822-9322
Inn the Woods	Valarie Losey	32 Howard Boulevard Extension Hyde Park, New York 12538	12538	innthewoods@optonline.net	8452299331
Millbrook Country House	Lorraine Alexander	3244 Sharon Turnpike, Millbrook, New York 12545	12545	info@millbrokcountryhouse.com	845 677 9570
Grand View Bed and Breakfast	JoAnna Emerson	32579 Route 26, Great Bend, New York 13643 (PO Box 201, Great Bend, NY 13643)	13643	gvbandb@aol.com	315-493-1089
the clark house bed and breakfast	Christine Clark	3292 route 23A PO BOX 465 Palenville NY 12463	12463	theclarkhousebb@yahoo.com	518 678 56 49
Ca' Mea Ristorante	Bridget-Manager	333- 335 Warren St, Hudson NY 12534	12534	cameainhudson@yahoo.com	518.822.0005
Thousand Islands Inn	Allen Benas	335 Riverside Dr., P.O. Box 69, Clayton, NY 13624	13624	tiinn@westelcom.com	315.686.3390 til May 18th, 686.3030 after we open
The Carriage House	Agnes Makay	3351 State Route 97, Barryville NY 12719-5912	12719	magnesny@citlink.net	845-557-0400

The Grant House	Sharon Koomler and Jerry Grant	3367 County Route 9, East Chatham, NY 12060	12060	thegrighthouse@aol.com	518-392-4433
The Manor Bed and Breakfast at Castel Grisch	Richard Pazar	3390 County Route 28, Watkins Glen, NY 14891	14891	manorbedandbreakfast@verizon.net	607-535-5437
Country Hearts B&B	Jill Nilles	3459 Frederick Rd., Madison, NY 13402	13402	jjnilles@frontiernet.net	315-893-7376
Opossum Hollow Bed & Breakfast	Helen C. McHale	3468 Kelpytown Rd., Port Leyden, New York 13433-0146 (PO BOX 146)	13433	hmchale@frontiernet.net	315-348-8205
Hungry Ghost Guest House	Petra Trunkes	35 Cragwood Rd New Paltz NY 12561	12561	hungryghostguesthouse@yahoo.com	845.255.1702
Wagener Estate Bed & Breakfast	Cathy Wenzel	351 Elm Street Penn Yan NY 14527	14527	wagener-estate@wagenerestate.com	315-536-4591
Buck's Homestead B&B	Joan Buck Smith	364 Goodwill Rd. Montgomery, NY 12549	12549	jbucksmith@frontiernet.net	845 457 3457
Brookside Manor Bedand Breakfast	Andea Andrews or Dale Mirth	3728 Route 83 Fredonia, NY 14063-9740	14063-9740	brookbnb@yahoo.com	716-672-7721
Interlaken Inn	Kevin	39 Interlaken Ave Lake Placid, NY 12946	12946	placidinnchefs@aol.com	518-523-3180
Rose Garden Bed and Breakfast	Cindy Rossi	4 Fairview Heights, Rochester, N.Y. 14613	14613	info@rosegardenbedandbreakfastny.com	585-723-9938
Brasher Falls Bed and Breakfast	Judy Hilbig	4 West Main St., Brasher Falls NY 13613 (P.O. Box 371 mailing)	13613	(rhilbig@twcny.rr.com) or (info@brasherfallsbedandbreakfast.com)	3158427120
Sunny's Roost Bed and Breakfast	Sunny Matthews	421 Plain Street P O Box 8 Lewiston NY 14092-0008	14092	sunny@sunnysroost.com	716-754-1161
Adams Basin Inn Bed & Breakfast	Pat Haines	425 Washington Street, P. O. Box 830, Adams Basin, NY 14410	14410	hainespat@gmail.com	585-352-3999
Black Walnut Bed & Breakfast	Jack Moore	4278 East Covert Road, Interlaken, NY 14847	14847	blackwalnutbnb@att.net	607-387-5111
Mount Merino Manor B&B	Rita Birmingham	4317 New York 23 Hudson, NY 12534	12534	info@mountmerinomanor.com	518-929-1593
Top of the World Inn	Kimberly Feeney London	441 Lockhart Mtn Road, Lake George, NY 12845	12845	kim@topoftheworldgolfresort.com	

The Inn at Pheasant Run	Donna Sample	4483 Mahanna Road Bemus Point, NY 14712	14712	theinnatpheasantrun@yahoo.com	716 386-4174
The Fern Lodge	Sharon Taylor	46 Fiddlehead Bay Road, Chestertown, NY 12817	12817	sharon@thefernlodge.com	518-494-7238
The Lake George Bed & Breakfast	Marilyn Holmes	47 Montcalm St., Lake George, NY 12845	12845	innkeepers@lakegeorgebb.com	518-668-5477
Keepers of the Flag B and B	Elaine Anderson	474 Thorpe Road, Sidney NY 13838	13838	keepersoftheflag@yahoo.com	607-563-2554
The Stone House Bed and Breakfast	Sam or Nadia Scoggins	476 Old Route 209, Hurley, NY 12443	12443	host@hurleystonehouse.com	845 339 4041
Fox Ridge Bed & Breakfast	Marge Sykes	4786 Foster Rd. Elbridge, NY 13060	13060	foxridge@windstream.net	315-673-3691
The Sheldon Mansion, an Historic Inn	Stephen Lynch	48 North Street, Granville, NY 12832	12832	Stephen @SheldonMansion.com	518-642-0000
Amsterdam Castle Bed & Breakfast	Susan Phemister	49 Florida Avenue, Amsterdam, NY 12010	12010	events@amsterdamcastle.com	518 843 5201
Bartlett House Inn	Diane Gilmore	503 Front St. Greenport, NY 11944	11944	info@bartletthouseinn.com	631-477-0371
Heritage Meadows Farm B & B	Judith Mihal	510 County Hwy 140, St. Johnsville, NY 13452	13452	heritagemeadowsfarm@frontiernet.net	518-568-2997
Heritage Meadows Farm B & B	Judith and/or Stephen Mihal	510 County Hwy 140, St. Johnsville, NY 13452	13452	heritagemeadowsfarm@frontiernet.net	518-568-2997
The Willows Bed & Breakfast	Lee N. Fraitag	52 Travis Road Hyde Park, N. Y. 12538	12538	stay@willowsbnb.com	845-471-6115
Magnolia Place Bed & Breakfast	Theresa Kelly-Remmers	5240 Rt. 414, Hector, NY. 14841	14841	magplace414@aol.com	607-546-5338
1907 Bragdon House Bed and Breakfast	Jennifer Foe and Diana Wenz	527 S Main St Geneva, NY 14456	14456	bragdonhousebb@yahoo.com	315-781-6320

1907 bragdon house bed & breakfast	Diana Wenz	527 S Main St. Geneva NY 14456	14456	Bragdonhousebb@yahoo.com	315 521-1017
Simmons' Way Village Inn	Jay Reynolds	53 Main St. PO Box 484 Millerton, NY 12546	12546	info@simmonsway.com	518-789-6235
The Mountain Brook Inn	Gary Simmons	5333 County Hwy. 6, Bovina, NY 13740	13740	mountainbrookinn@aol.com	607-832-4662
Willkommen Hof B&B	Bert Yost	5367 NYS Route 86, Wilmington, NY 12997	12997	willkommenhof@whiteface.net	518-946-7669
Moondance Ridge B&B of New Paltz	Kathy Drew	55 Shivertown Road, New Paltz, NY 12561	12561	innkeeper@moondanceridge.com	845.255.4161
Barrister's Bed & Breakfast	Ken McConnell	56 Cayuga Street, 13148	13148	innkeeper@sleepbarristers.com	315-568-0145
Small Graces B&B	Jennifer Whitmore	56 Lathrop Rd., Candor, NY 13743	13743	jenebece@aol.com	607 659-5630
A Wicher Garden B&B	Gail Wichers	5831 Dunning Ave, Auburn, NY 13021	13021	info@wichergardeninn.com	315-252-1187
Kilburn Manor	Suzanne Hogan	59 Milwaukee Street Malone, NY 12953	12953	suzanne@kilburnmanor.com	518-483-4891
Portobello Inn	Roland S. Randall	5989 Route 5 (PO Box 169) Herkimer N.Y. 13350	13350	stay@portobellobinn.com	(315) 823-8612
The Sheeley House Bed and Breakfast	Sue Ellen Sheeley	6 Fairview Avenue High Falls NY 12440	12440	sue@thesheeleyhouse.com	845.687.4360
The Edge Of Thyme, A Bed and Breakfast	Eva Mae Musgrave	6 Main Street, PO Box 48, Candor, NY 13743	13743	innthyme@twcny.rr.com	607 659 5155
Whispering Pines B&B	Celia Seupel	60 Cedar Hill Road High Falls NY 12440	12440	whisperingpinesbb@gmail.com	845 687 2419
Lake and Vine B&B	CAROL MALONE	61 LAKE ST, PO BOX 72 HAMMONDSPORT NY 14840	14840	lakeandvinebb@roadrunner.com	16075693282
The Parker House	Paula Parker	61140 St Rt 415, Avoca NY 14809	14809	paulajparker@hotmail.com	607/566-2369
The Golden Shamrock B& B	patricia Dietrich	6205 Blue Street, Glenfield, NY 13343	13343	pdietric@twcny.rr.com	315-376-6689

Changing Times B&B	Loretta Hoffmann	624 Old State Route 82 West Taghkanic, PO Craryville, NY 12521	12521	changingtimesbb@yahoo.com	518-851-3510
River Hill Bed and Breakfast	Ellen Mann	64 Sands Ave, Milton, NY 12547	12547	riverhillmann@msn.com	845-795-5706
Cobblescote on the Lake	Addison Bissell	6515 State Hwy 80, Cooperstown, NY 13326	13326	cobblescote@yahoo.com	607-437-1146
Taylor Farm B&B	Kathleen Taylor	6554 Cook School Rd., Prattsburgh, NY 14873	14873	txsrose@empacc.net	607 522-6462
The Wild Rose Inn	Ms. Marti Ladd	66 Rock City Rd, Woodstock, NY 12498	12498	WildRoseBB@aol.com	845-679-8783
Bonnie Castle Farm Bed and Breakfast	Georgia Pendleton	6603 Bonnie Castle Rd Wolcott NY 14590	14590	gpendleton3@rochester.rr.com	315 587 2273
THYME IN THE COUNTRY Bed and Breakfast	Mary Koch	671 Fish and Game Road, Hudson NY 12534	12534	wkoch21@gmail.com; Mary@thymeinthecountrybandb.com	518 567-6503; 518-672-5623
Bostwick House Bed & Breakfast	Maryrose Savino	677 Bostwick Road, Ithaca, NY 14850	14850	maryrose @bostwickhouse.com	607-279-3287
Lant Hill Farm B&B	Sue Kowaleski	679 McEachron Hill, Argyle, NY 12809	12809	sue@lanthill.com	518-932-8909
Bristol Views Bed and Breakfast	Henry Owens	6932 County Rd. 12, Naples NY 14512-9724	14512	Innkeeper@bristolviews.com	585-374-8875
The Artful Lodger	Susan Sweetland	7 East Park Row, Clinton, NY 13323	13323	artful@dreamscape.com	315-853-3672
Bed and Breakfast Wellington	Wendy Wilber	707 Danforth Street, Syracuse, NY 13208	13208	innkeepers@bbwellington.com	315-474-3641
Harren Brook Inn Bed & Breakfast	Keith Brookins	738 Route 9P Saratoga Springs, NY 12866	12866	hbinn@nycap.rr.com	518-583-4009
The Lodge Bed and Breakfast	Nancy Fusco	7415 County Road 49, Caneadea, NY 14717	14717	thelodgebnb@aol.com	716-472-5876
Mountain Horse Farm B&B	Suzanne Vullers	7520 West Hollow Rd., Naples NY, 14512	14512	info@mountainhorsefarm.com	585-374-5056
The Milkhouse Bed and Breakfast	Theresa McFadden	7537 East South St., Clinton, NY 13323	13323	tmstyle@adelphia.net	315-723-1760

Maxwell Creek Inn Bed & Breakfast	Belinda McElroy	7563 Lake Rd, Sodus, NY 14551	14551	mcinnbnb@gmail.com	(315) 483-2222
Brick House Bed & Breakfast	Randy	7573 East Route 20, Westfield, NY 14787	14787	brickhousebnb@roadrunner.com	716-326-6262
Deer Watch Inn B & B	Jo-Ann M Rascoe	76 Route 27, East Durham NY 12423	12423	info@deerwatchinn.com	518-239-4332
Raked South Garden Bed and Breakfast	Dorothy Howland	7826 Jay Street, Pultneyville, New York 14538-0209	14538	peridot@rakedsouthgarden.com	315-589-8012
The Fairlawn Inn	Chuck Tomajko	7872 Main Street, Hunter NY 12442	12442	finn1@hvc.rr.com	518 263 5025
Vinewood Acres Sugar Shack	Gail L. Black	7904 Route 5, Westfield, N.Y. 14787	14787	This return one	716-326-3351
The Cabins in Hope	Donna Terry	791 NYS Hwy 30, Northville, NY 12134	12134	thecabinsinhope@frontiernet.net	904 910 1701
Pickle Hill Bed and Breakfast	Leslie A. Kiersted Rossi or Tom Rossi	795 Chenango St , Binghamton NY 13901	13901	trossi@stny.rr.com	607 723-0259
Pleasant Valley inn	Thomas Simons	7979 Route 54 Bath, NY 14810	14810	Tpsssi@aol.com	6075692282
Turquoise Barn	Michelle premura	8052 county highway 18 bloomville ny 13739	13739	turquoisebarn@yahoo.com	607-538-1235
The Woodruff House Bed & Breakfast	Kristen Hardman	8219 River Street, PO Box 385, Elizabethtown, NY 12932	12932	kbhardman@charter.net	518.873.6788 B&B / 518.569.7992 mobile
Black Sheep Inn	Deb Meritsky	8329 Pleasant Valley Road, Hammondsport, New York 14840	14840	debmychef1@gmail.com	607-569-3767
Another World Bed and Breakfast	Lynda Draper	8404 French Hill Road, Naples, NY 14512	14512	anotherworldbb@frontier.com	585-374-8413
Lucky Dog Inn Bed & Breakfast	Donnalee Dodson	8686 Depot Street Three Mile Bay, NY 13693	13693	dodson.donnalee@gmail.com; donnalee@luckydoginn.com; innkeeper@luckydoginn.com	315 783-5135
River Run Bed & Breakfast	Benjamin Fenton	882 Main Street, Fleischmanns, NY 12430	12430	info@riverrunbedandbreakfast.com	845-254-4884

Lakeview Bed & Breakfast	Doug Crandall	8831 Lake Rd, Caneadea, NY 14717	14717	douglasecrandall@gmail.com	585-437-2079
Inn at Green River	Deborah Bowen	9 Nobletown Road, Hillsdale, NY 12529	12529	info@innatgreenriver.com	518-325-7248
Captain Schoonmaker's Bed & Breakfast	Judy Klock	913 State Route 213, High Falls, NY 12440	12440	schoonmkr1@aol.com	845-687-7946
Genesee Country Inn Bed and Breakfast	Deborah Stankevich	948 George Street, Mumford, NY 14511	14511	deborah@gcinn.com	585-538-2500
Hazen Manor	Jennifer TeWinkle	9582 Hazen Road Sherman, NY 14781	14781	Reservations@hazenmanor.com	7167616814
Iroquois Farm	Mahlon Clements	Box 213, 912 Main St., Morristown, NY 13664	13664	mclements@cariorganic.org	315-323-1905
Namaste Inn Bed & Breakfast	Gail Testa	P.O. Box 145, Elizabethtown, NY 12932	12932	info@NamasteInnNY.com	518-873-2332
Book & Blanket B&B	Kathleen Recchia	P.O. Box 164, Jay, NY 12941	12941	bookinnjay@aol.com	518-946-8323
1805 House	Tom Benton	P.O. Box 836 ????		1805house@gmail.com	518.929.5923
The Barstow House 1888	Maureen Christensen	PO Box 146, 485 E. Main Street, West Winfield, NY 13491	13491	info@thebarstowhouse.com	3158225162
Grand View B&B	JoAnna Emeson	PO Box 201, Great Bend, NY 13643 (32579 route 26)	13643	gvbandb@aol.com	315-493-1089
Adirondack Rock and River Guide Service and Lodge	Nancy B0th	po box 219 Keene NY 12942	12942	davisboth@yahoo.com	518 576 4382
Stoney Lonesome Bed and Breakfast	John or Namcy Ockrin	PO Box 33 Crown Point NY 12928	12928	Info@stoneylonesomebb.com	518-597-3754
A&BB&B	Aida Brockway	PO BOX 437- 47 Maple Ave. Cherry Valley NY 13320	13320	brockod@capital.net	607 264 3061
Alpine Homestead Bed & Breakfast	Peg or Barry Mix	PO Box 44 Olmstedville, NY 12857	12857	alpinehomestead@frontiernet.net	518-251-4697
Breezy Hill Inn	Michelle Sidrane	PO Box 592, Fleischmanns, NY 12430	12430	infor@breezyhillinn.com	845 254-5615

Saugerties Lighthouse	Patrick Landewe or Anna Berkheiser	PO Box 654, Saugerties, NY 12477	12477	info@saugertieslighthouse.com	845-247-0656
Hitchcock House B&B	Virginia DeLano	PO Box 823 New Lebanon, NY 12125-0823	12125-0823	hitchcockhouse@taconic.net	518-794-8826
Lazy Pond Bed and Breakfast	Jeanne Tulp	POB 884 Liberty NY 12754	12754	lazypondbandb@aol.com	845 988 7061
Balcony View Bed & Breakfast	Val Dorn	5549 State Route 89, Romulus, NY 14541	14541	dorn@balconyviewbb.com	315-549-7673

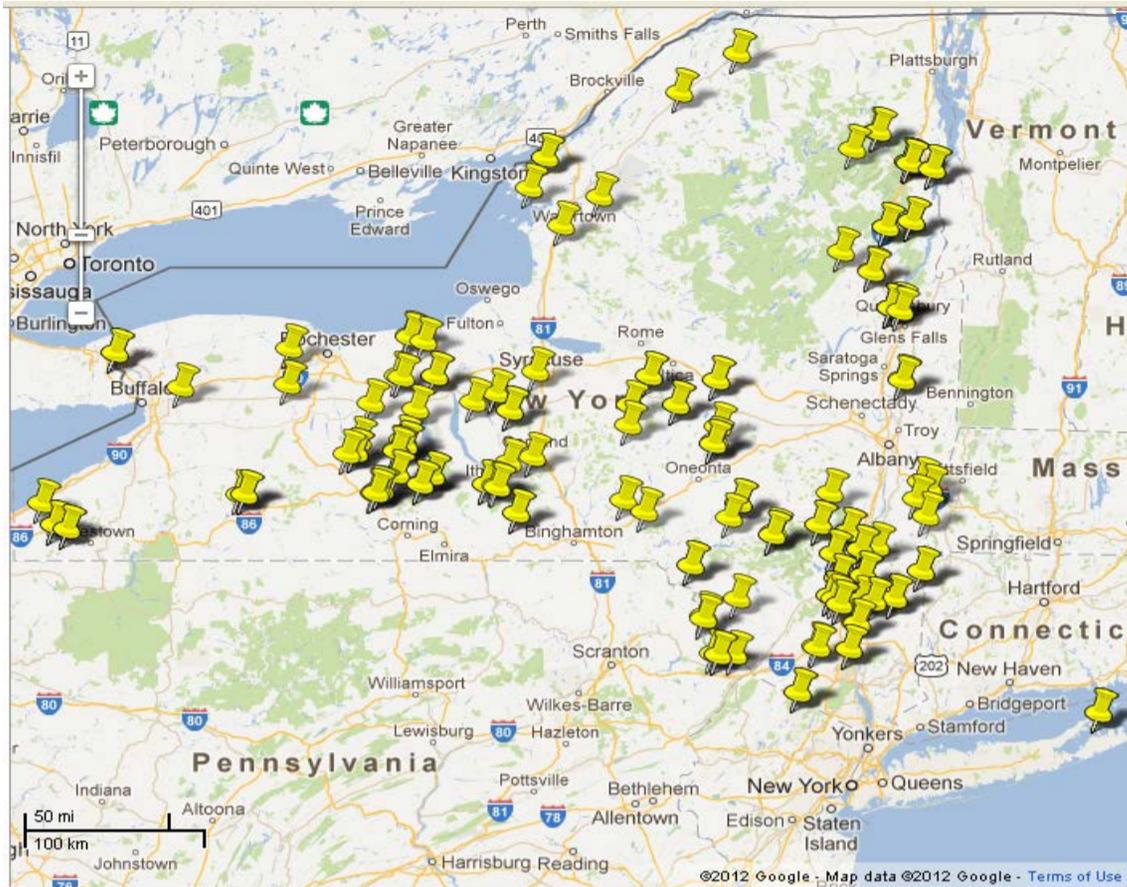
6. What county is your B&B or Inn located in?

Allegany	3	2%	Greene	4	2%	St. Lawrence	4	2%
Broome	1	1%	Hamilton	1	1%	Saratoga	2	1%
Cayuga	2	1%	Herkimer	3	2%	Schuyler	3	2%
Chautauqua	7	4%	Jefferson	7	4%	Seneca	5	3%
Chenango	1	1%	Lewis	2	1%	Steuben	8	4%
Columbia	15	8%	Madison	3	2%	Suffolk	3	2%
Cortland	1	1%	Monroe	4	2%	Sullivan	5	3%
Delaware	7	4%	Montgomery	3	2%	Tioga	2	1%
Dutchess	5	3%	Niagara	2	1%	Tompkins	6	3%
Erie	1	1%	Oneida	2	1%	Ulster	9	5%
Essex	11	6%	Onondaga	4	2%	Warren	7	4%
Franklin	1	1%	Ontario	9	5%	Washington	2	1%
Fulton	2	1%	Orange	6	3%	Wayne	6	3%
			Oswego	1	1%	Yates	7	4%
			Otsego	7	4%			
			Rensselaer	1	1%			

Total 185
Mean 33.58

Variance 338.24
Standard Deviation 18.39

Total Responses 185



Push Pin Map of all ESBBA respondents to the survey.

7. Is your business classified as a B&B or Inn?

1 Bed & Breakfast 172 91%

2 Inn 17 9%

Total 189

Min Value 1

Max Value 2

Mean 1.09

Variance 0.08

Standard Deviation 0.29

Total Responses 189

8. How many years have you operated your B&B or Inn?

1 2 years or less 9 5%

2 3-9 years 102 54%

3 10 years or more 78 41%

Total 189

Min Value 1

Max Value 3

Mean 2.37

Variance 0.33

Standard Deviation 0.57

Total Responses 189

9. Approximately how many rooms do you fill per year?

1 Less than 100 43 23%

2 100-500 90 49%

3 501-1,000 44 24%

4 More than 1,000 7 4%

Total 184

Min Value 1

Max Value 4

Mean 2.08

Variance 0.62

Standard Deviation 0.79

Total Responses 184

10. In what season is your B&B or Inn the busiest? (Please check no more than 2)

1 Winter 16 9%
2 Spring 19 10%
3 Summer 175 94%
4 Fall 111 59%
Min Value 1
Max Value 4
Total Responses 187

11. What percentage of your guests visit from outside of New York State?

1 0-25% 26 14%
2 26-50% 85 45%
3 51-75% 65 35%
4 76-100% 11 6%

Total 187
Min Value 1
Max Value 4
Mean 2.33
Variance 0.62
Standard Deviation 0.79
Total Responses 187

12. Approximately how many meals to you serve to guests/year?

1 less than 200 62 34%
2 200-500 67 36%
3 501-1,500 43 23%
4 More than 1,500 13 7%

Total 185
Min Value 1
Max Value 4
Mean 2.04
Variance 0.85
Standard Deviation 0.92
Total Responses 185

13. How important is food quality to you for your business?

1 Very 178 95%
2 Moderately 10 5%
3 Minor 0 0%
4 Not important 0 0%

Total 188
Min Value 1
Max Value 2
Mean 1.05
Variance 0.05
Standard Deviation 0.23
Total Responses 188

14. How important is food quality to your guests?

1 Very 145 78%
2 Moderately 37 20%
3 Minor 0 0%
4 Not important 0 0%
5 Unsure 5 3%

Total 187
Min Value 1
Max Value 5
Mean 1.30
Variance 0.54
Standard Deviation 0.73
Total Responses 187

15. How important is "local" food to your business?

1 Very 125 66%

2 Moderately 53 28%
3 Minor 8 4%
4 Not important 2 1%

Total 188
Min Value 1
Max Value 4
Mean 1.40
Variance 0.39
Standard Deviation 0.63
Total Responses 188

16. How important is "local" food to your guests?

1 Very 57 30%
2 Moderately 107 57%
3 Minor 16 8%
4 Not important 9 5%

Total 189
Min Value 1
Max Value 4
Mean 1.88
Variance 0.56
Standard Deviation 0.75
Total Responses 189

17. How often do you include locally produced foods in the meals you serve to your guests?

1 Every meal 96 51%
2 Several times/week 73 38%
3 A few times per month 16 8%
4 Rarely 5 3%

Total 190
Min Value 1
Max Value 4
Mean 1.63
Variance 0.56
Standard Deviation 0.75
Total Responses 190

18. What proportion of your total business food budget is spent on locally produced foods?

1 0-25% 65 35%
2 26-50% 78 42%
3 51-75% 30 16%
4 76-100% 12 6%

Total 185
Min Value 1
Max Value 4
Mean 1.94
Variance 0.77
Standard Deviation 0.88
Total Responses 185

19. Is it difficult for you to find local food products to use in your business?

1 Yes 69 37%
2 No 117 63%

Total 186
Min Value 1
Max Value 2
Mean 1.63
Variance 0.23
Standard Deviation 0.48
Total Responses 186

20. What food group is it most difficult to source locally? (Check no more than 2)

1 Dairy 45 26%
 2 Meat 89 51%
 3 Grains 89 51%
 4 Fruit & Vegetables 42 24%
 5 Processed/Condiments (jams, syrups, etc) 15 9%
 6 Baked Goods 11 6%
 Min Value 1
 Max Value 6
 Total Responses 176

21. Do you currently sell or gift any shelf stable food products to your customers?
 1 Yes 45 24%
 2 No 144 76%

Total 189
 Min Value 1
 Max Value 2
 Mean 1.76
 Variance 0.18
 Standard Deviation 0.43
 Total Responses 189

22. Which shelf stable products do you sell or gift? (Check all that apply)

1 Jams, jellies, syrups, etc. 40 89%
 2 Sauces, condiments 9 20%
 3 Packaged dry mixes (pancake mix, flour, etc.) 8 18%
 4 Other--Please describe 15 33%
 applesauce, individual organic oatmeal packets, cereals.oatmeal
 Soap
 honey
 fresh eggs
 maple syrup, locally made body and bath products, locally produced teas and coffees
 tea
 tea related items
 Bounty of the County gift box
 honey
 beef, eggs
 pop corn, candy
 Scented candles
 Coffee
 Personal Care Products (i.e. soap)
 Eggs

Min Value 1
 Max Value 4
 Total Responses 45

23. When searching for local food products for your B&B or Inn, do you: (Please rank with 1 being most used and 6 being rarely used)

1 Use your own foods? 65 43 35 15 6 4 168
 2 Rely on word of mouth 22 51 56 32 5 1 167
 3 Visit farmers' markets 81 56 27 13 4 1 182
 4 Do internet searches 5 10 19 46 49 17 146
 5 Refer to agencies like your Cooperative Extension office or NYS Dep't. of Ag & Markets 1 4 11 29 65 30 140
 6 Other--Please describe 16 16 16 7 9 33 97

Total 190 180 164 142 138 86 -
 local farm
 Wegman's -often carries local food.
 local availability
 ?
 availability in grocery store or supermarket
 supermarket/bake sales
 local producers and farms
 local milk is delivered and we use a local butcher
 Grocery Store
 go to stores that sell local foods
 recommendations
 buy local items from the grocery store

local farms, farmers, health food stores
 shop at grocery stores
 CSAs often found through Local Harvest.com
 Convenience
 I have a CSA share
 local gardens
 local stores feature some local products, mostly fruit in season
 eggs, maple syrup
 local health food stores
 Friends produce, local apple orchard
 csa, local farms, local health food store
 local grocery store
 Wegmans
 time
 Local Grocery Chain-buys local
 local farms
 catalogues
 I don't search for local foods.
 pick our own from local growers
 Farmers stop by the restaurant with products to sample
 Foods from relatives' farms
 recently joined a CSI
 we belong to a 'csa'
 roadside stands
 my own garden herbs
 Family
 local farms
 wegmans
 local purveyors
 Wegmans

Buy from neighbors
 neighbor farms
 I use commercial supplies in my area and choose their local offerings
 use our neighbors foods
 local supermarkets often carry local goods
 Friends provide
 store
 Wegmans
 our large garden
 Friends
 local food fairs
 road side stand
 Luck
 Relative's syrup
 local stores
 neighbor's gardens

Min Value 1 1 1 1 1 1
 Max Value 6 6 6 6 6 6
 Mean 2.20 2.70 1.93 4.20 4.74 3.78
 Variance 1.62 1.11 1.17 1.48 1.04 3.75
 Standard
 Deviation 1.27 1.06 1.08 1.22 1.02 1.94

Total
 Responses 168 167 182 146 140 97

24. When you think of local foods, what distance do you consider to be "local"?

- 1 Within my county 68 36%
- 2 Within 50 miles 92 48%
- 3 Within 100 miles 15 8%
- 4 Within New York State 13 7%
- 5 Within the Northeast 2 1%

Total 190
Min Value 1
Max Value 5
Mean 1.89
Variance 0.80
Standard Deviation 0.89
Total Responses 190

25. Would you like to be able to use more local ingredients?

- 1 Yes 178 94%
- 2 No 11 6%

Total 189
Min Value 1
Max Value 2
Mean 1.06
Variance 0.06
Standard Deviation 0.23
Total Responses 189

26. What is the biggest impediment for you as a business owner to incorporate local foods in your B&B or Inn? (Choose no more than 2)

- 1 Cost 86 46%
- 2 Quality 10 5%
- 3 Consistency 50 27%
- 4 Difficulty in Sourcing 84 45%
- 5 Transportation 36 19%
- 6 Lack of knowledge of what is available 54 29%

Min Value 1
Max Value 6
Total Responses 185

27. Are you familiar with any agritourism opportunities near your B&B or Inn?

- 1 Yes 107 57%
- 2 No 81 43%

Total 188
Min Value 1
Max Value 2
Mean 1.43
Variance 0.25
Standard Deviation 0.50
Total Responses 188

28. Do you currently offer printed info about these opportunities to your guests?

- 1 Yes 84 45%
- 2 No 104 55%

Total 188
Min Value 1
Max Value 2
Mean 1.55
Variance 0.25
Standard Deviation 0.50
Total Responses 188

29. Thank you for taking the time to answer this brief survey. Regional meetings will be held around New York State to introduce B&B and Inn operators to food producers and their products, would you want to to be invited?

- 2 No 10 5%
- 1 Yes 180 95%

Total 190

Survey Results – Presentation Format

1. 189 B&B Business Contacts
2. Top 3 counties w/B&Bs that responded to survey
 - Columbia 8%
 - Essex 6%
 - Ontario 5%
 - Ulster 5%
3. Is your business a B&B or an Inn?
 - 91% - B&B
 - 9% - Inn
4. How many years have you operated by B&B or Inn?
 - ≤ 2 years 5%
 - 3-9 years 54%
 - ≥ 10 years 41%
5. How many rooms do you fill per year?
 - < 100 23%
 - 100-500 49%
 - 501-1,000 24%
 - > 1,000 4%
6. In what season is your B&B or Inn the busiest?
 - Winter 9%
 - Spring 10%
 - Summer 94%
 - Fall 59%
7. What percentage of your guests visit from outside New York State?
 - 0-25% 14%
 - 26-50% 45%
 - 51-75% 35%
 - 76-100% 6%
8. How many meals do you serve to guests per year?
 - < 200 34%
 - 200-500 36%
 - 501-1,500 23%
 - >1,500 7%
9. How important is food quality to you for your business?
 - Very 95%
 - Moderately 5%
 - Minor 0%
 - Not important 0%

10. How important is food quality to your guests?

Very	78%
Moderately	20%
Minor	0%
Not important	0%
Unsure	3%

11. How important is "local food" to your business?

Very	66%
Moderately	28%
Minor	4%
Not important	1%

12. How important is "local food" to your guests?

Very	30%
Moderately	57%
Minor	8%
Not important	5%

13. How often do you include locally produced foods in the meals you serve to your guests?

Every meal	51%
Several times/week	38%
A few times per month	8%
Rarely	3%

14. What proportion of your total business food budget is spent on locally produced foods?

0-25%	35%
26-50%	42%
51-75%	16%
76-100%	6%

15. Is it difficult for you to find local food products to use in your business?

Yes	37%
No	63%

16. What food group is it most difficult to source locally? Check no more than 2.

Dairy	26%
Meat	51%
Grains	51%
Fruit & 'Vegetables	24%
Processed/Condiments	9%
Baked Goods	6%

17. Do you currently sell or gift and shelf-stable food products to your customers?

Yes 24%
No 76%

18. What shelf-stable products do you sell or gift? (check all that apply.)

Jams & jellies, syrups, etc. 89%
Sauces & condiments 20%
Packaged dry mixes (flour, pancake mixes) 18%
Others (applesauce, soap, eggs, popcorn, 33%
Coffee, candles, tea, spices, candy)

19. When searching for local food products for your B&B or Inn, do you:

Use your own foods
Rely on word of mouth
Visit farmers markets
Do internet searches
Refer to agencies
e.g. CCE, NYSA&M
Others
Supermarket sales
CSAs, health food
Stores, roadside stands

20. When you think of local foods, what distance do you consider to be "local"?

Within my county 36%
Within 50 miles 48%
Within 100 miles 8 %
Within NYS 7%
Within the Northeast 1%

21. Would you like to be able to use more local ingredients?

Yes 94%
No 6%

22. What is the biggest impediment for you as a business owner to incorporate local foods in your B&B or Inn (choose 2)

Cost 46%
Quality 5%
Consistency 27%
Difficulty in sourcing 45%
Transportation 19%
Lack of knowledge of what's available 29%

23. Are you familiar with any agritourism opportunities near your B&B or Inn?

Yes 57%

No 43%

24. Do you currently offer printed info about these opportunities to your guests?

Yes 45%

No 55%

25. Interest in attending these workshops. Would you attend?

Yes 95%

No 5%

PowerPoint Slides



MARKETING NY FARM PRODUCTS TO BED & BREAKFAST INNKEEPERS



Marketing NY Farm Products to Bed & Breakfast Innkeepers

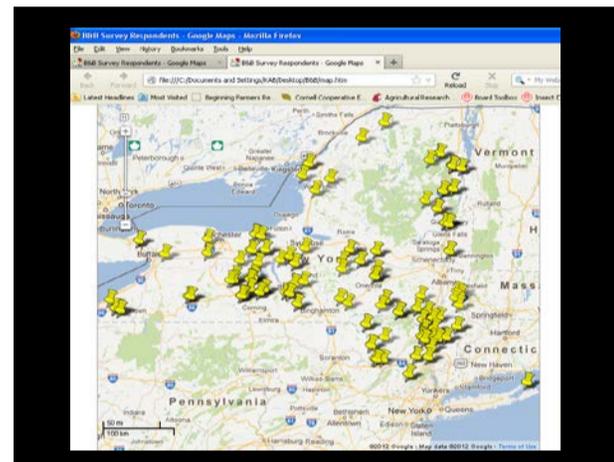
Collaborators
Empire State Bed & Breakfast Association
NOFA-NY
NY Small Scale Food Processors

New York State Dept. of Agriculture & Markets
Federal State Marketing Improvement Program (USDA)

"State funds for this project were matched with Federal funds under the Federal-State Marketing Improvement Program of the Agricultural Marketing Service, U.S. Department of Agriculture."

Marketing NY Farm Products to Bed & Breakfast Innkeepers

Survey of B&Bs - close to 200 responses
Mapping responses
Set up 7 workshops
Collaborated w/ CCE associations & unique venues to host workshops



Marketing NY Farm Products to Bed & Breakfast Innkeepers

Final Goal:
Once the workshops are completed, we'd like to reconvene key leaders from each region - farmers, small scale food processors, B&B innkeepers - and strategize as to how to organize the "next step" in these collaborations.

It could include organizing a leadership group, accessing additional funding through grants, setting up goals and objectives, etc.

Product Sources

Whole Share - Buy as a group
<http://www.wholeshare.com>

Meat Suite
<http://meatsuite.com>

Side Hill Farmers
<http://www.sidehillfarmers.com>

Local Harvest
www.localharvest.org

New York State Dept. of Ag & Markets
www.agmkt.state.ny.us

Thank You for Attending

Call us at
(315) 684-3001
if you have any questions.

Marketing NY Farm Products to B&B Innkeepers

Evaluation

1. Overall, did today's workshop meet your expectations?

Yes No Somewhat

Explain _____

2. Name one thing you'd like to see or hear more or/less of:

3. For B&B Innkeepers:

Did the Baskets and the variety of products and information provide enough incentive for you to explore other local food product sources? Yes No

Why or why not? _____

What kinds of products would you have preferred? _____

4. For Farmers and Small Scale Food Processors:

Do you feel you had adequate time to make the kinds of acquaintances needed to bolster your business?

Yes No

Explain _____

5. Would you be willing to serve of a steering committee that develops the next steps in forging a permanent relationship between B&B innkeepers and farmers?

Yes No If yes, please provide your name here:

Other comments: _____

Email Addresses of Workshop Attendees Who'd be Willing to discuss the Next Steps for this project.

shughes@madisontourism.com
locallivingventure@gmail.com
thesmithfarm@hotmail.com
bmf9@cornell.edu
acompost@gmail.com
Tanya@shimmeringlightfarm.com
rochesterhoney@gmail.com
jao14@cornell.edu
cmurphy@murphyorchards.com
schauman24@aol.com
bragdonhousebb@yahoo.com
whitecornproject@gmail.com
denmar528@yahoo.com
innkeeper@sleepbarristers.com
twinbrooksmple@gmail.com
taawhalen@yahoo.com
cherishnaturalsoap@gmail.com
tumbleinn@hotmail.com
Hiddenhollowmaplefarm@aol.com
AJRichards27@gmail.com
innatcamea@gmail.com
nnlmcgov@frontiernet.net
berni@theortensifarm.com
mosdelicious@gmail.com
leslie@lemaraischocolat.com
diastole@hughes.net
thephoenixinn@gmail.com
ckach14@stny.rr.com
thelodgebnb@aol.com
oasisbnb@aol.com
goodgreenthumbs@gmail.com
barber.rita@gmail.com
dsunner47@aol.com
trossi@stny.rr.com
debbie@stayblacksheepinn.com
alanna.georgia@gmail.com
mary_koch@hotmail.com
amystakeaway@gmail.com
tamar@crownmaple.com
wrg56@cornell.edu

Local Foods and B&B's & Country Inns

Q1 Name of Business:

Q2 Contact Person:

Q3 Business Address:

Q4 Email:

Q5 Best number to reach you:

Q6 What county is your B&B or Inn located in?

- Albany (1)
- Allegany (2)
- Bronx (3)
- Broome (4)
- Cattaraugus (5)
- Cayuga (6)
- Chautauqua (7)
- Chemung (8)
- Chenango (9)
- Clinton (10)
- Columbia (11)
- Cortland (12)
- Delaware (13)
- Dutchess (14)
- Erie (15)
- Essex (16)
- Franklin (17)
- Fulton (18)
- Genesee (19)
- Greene (20)
- Hamilton (21)
- Herkimer (22)
- Jefferson (23)
- Kings (24)
- Lewis (25)
- Livingston (26)
- Madison (27)
- Monroe (28)
- Montgomery (29)
- Nassau (30)
- New York (31)
- Niagra (32)

- Oneida (33)
- Onondaga (34)
- Ontario (35)
- Orange (36)
- Orleans (37)
- Oswego (38)
- Otsego (39)
- Putnam (40)
- Queens (41)
- Rensselaer (42)
- Richmond (43)
- Rockland (44)
- St. Lawrence (45)
- Saratoga (46)
- Schenectady (47)
- Schoharie (48)
- Schuyler (49)
- Seneca (50)
- Steuben (51)
- Suffolk (52)
- Sullivan (53)
- Tioga (54)
- Tompkins (55)
- Ulster (56)
- Warren (57)
- Washington (58)
- Wayne (59)
- Westchester (60)
- Wyoming (61)
- Yates (62)

Q7 Is your business classified as a B&B or Inn?

- Bed & Breakfast (1)
- Inn (2)

Q8 How many years have you operated your B&B or Inn?

- 2 years or less (1)
- 3-9 years (2)
- 10 years or more (3)

Q9 Approximately how many rooms do you fill per year?

- Less than 100 (1)
- 100-500 (2)
- 501-1,000 (3)
- More than 1,000 (4)

Q10 In what season is your B&B or Inn the busiest? (Please check no more than 2)

- Winter (1)
- Spring (2)
- Summer (3)
- Fall (4)

Q30 What percentage of your guests visit from outside of New York State?

- 0-25% (1)
- 26-50% (2)
- 51-75% (3)
- 76-100% (4)

Q11 Approximately how many meals do you serve to guests/year?

- less than 200 (1)
- 200-500 (2)
- 501-1,500 (3)
- More than 1,500 (4)

Q12 How important is food quality to you for your business?

- Very (1)
- Moderately (2)
- Minor (3)
- Not important (4)

Q13 How important is food quality to your guests?

- Very (1)
- Moderately (2)
- Minor (3)
- Not important (4)
- Unsure (5)

Q14 How important is "local" food to your business?

- Very (1)
- Moderately (2)
- Minor (3)

Not important (4)

Q15 How important is "local" food to your guests?

Very (1)

Moderately (2)

Minor (3)

Not important (4)

Q16 How often do you include locally produced foods in the meals you serve to your guests?

Every meal (1)

Several times/week (2)

A few times per month (3)

Rarely (4)

Q17 What proportion of your total business food budget is spent on locally produced foods?

0-25% (1)

26-50% (2)

51-75% (3)

76-100% (4)

Q18 Is it difficult for you to find local food products to use in your business?

Yes (1)

No (2)

Q19 What food group is it most difficult to source locally? (Check no more than 2)

Dairy (1)

Meat (2)

Grains (3)

Fruit & Vegetables (4)

Processed/Condiments (jams, syrups, etc) (5)

Baked Goods (6)

Q20 Do you currently sell or gift any shelf stable food products to your customers?

Yes (1)

No (2)

If No Is Selected, Then Skip To When searching for local food product...

Q21 Which shelf stable products do you sell or gift? (Check all that apply)

- Jams, jellies, syrups, etc. (1)
- Sauces, condiments (2)
- Packaged dry mixes (pancake mix, flour, etc.) (3)
- Other--Please describe (4) _____

Q23 When searching for local food products for your B&B or Inn, do you: (Please rank with 1 being most used and 6 being rarely used)

- _____ Use your own foods? (1)
- _____ Rely on word of mouth (2)
- _____ Visit farmers' markets (3)
- _____ Do internet searches (4)
- _____ Refer to agencies like your Cooperative Extension office or NYS Dep't. of Ag & Markets (5)
- _____ Other--Please describe (6)

Q24 When you think of local foods, what distance do you consider to be "local"?

- Within my county (1)
- Within 50 miles (2)
- Within 100 miles (3)
- Within New York State (4)
- Within the Northeast (5)

Q25 Would you like to be able to use more local ingredients?

- Yes (1)
- No (2)

Q26 What is the biggest impediment for you as a business owner to incorporate local foods in your B&B or Inn? (Choose no more than 2)

- Cost (1)
- Quality (2)
- Consistency (3)
- Difficulty in Sourcing (4)
- Transportation (5)
- Lack of knowledge of what is available (6)

Q27 Are you familiar with any agritourism opportunities near your B&B or Inn?

- Yes (1)
- No (2)

Q28 Do you currently offer printed info about these opportunities to your guests?

- Yes (1)
- No (2)

Q22 Thank you for taking the time to answer this brief survey. Regional meetings will be held around New York State to introduce B&B and Inn operators to food producers and their products, would you want to to be invited?

- Yes (1)
- No (2)

Contact Information

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