

Final Performance Report  
Agreement #12-25-B-0847

Marketing and Promotion of Regional “Buy Local” Campaigns  
FY 2008 Specialty Crop Block Grant  
Approved Extension Date – 06/01/2012

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**Project Title:** Marketing and Promotion of Regional “Buy Local” Campaigns

**Project Summary:**

The growing demand for locally grown foods and agricultural products provides a tremendous marketing opportunity for many farmers, food producers, retailers, restaurants and other businesses in the State’s farm to table network. Consumers are seeking local produce for a variety of reasons and many are willing to pay a premium for local products.

As a result of this demand, a timely and significant marketing opportunity exists for New York’s specialty crop industry. Even with the current state of the economy, the locally grown movement continues to grow and garner interest among shoppers.

However, as consumers have become more educated in the potential benefits of buying local, many are seeking products that are produced as nearby as possible. For this reason, and to meet this increasingly more localized demand, a number of regional “buy local” campaigns have been created throughout the State in the last several years. These campaigns have defined boundaries based on working agricultural landscapes reflecting local cultural identity. They serve to provide a range of services and/or activities to help local producers market their products and to assist consumers in identifying regional products.

The purpose of this project was to provide critical resources to these regional “buy local” not-for-profit organizations to build capacity for increased sales and to meet the demands of consumers who are becoming more informed and savvy regarding local food sources. NYSDAM’s Regional “Buy Local” Campaign Development project distributed SCBG funds to market and promote organizations in each of New York State’s tourism regions (as defined by I LOVENY) to develop and promote regional brands.

**Project Approach:**

NYSDAM developed a Marketing and Promotion of Regional “Buy Local” Campaigns program whereby eleven agricultural regions within the State would have the opportunity to work with the Department to develop, market and promote “buy local” campaigns/brands that reflect each region’s geography, agricultural production, local cultural identity and other unique attributes or specialties.

In February of 2011, the Department requested and received an extension to implement this program in order to more fully develop quality regional campaigns in eight (8) of the State’s eleven (11) tourism regions. A new RFP was issued offering a total of \$18,550 available per region. Of those funds, \$2,800 was set aside for creating each region’s brand and \$2,750 per region to be used for the development of a marketing/media plan. The remaining \$13,000 was to be used for the implementation of the marketing/media plan. (Those regions that already had a brand developed and/or marketing/media plans deemed acceptable by the Department were credited such funds for the implementation of their approved marketing/media plan).

Each regional group that received grant funds was required to recruit specialty crop members/participants within their region; survey participating producers, processors and buyers to obtain baseline local sales data; develop a marketing/media plan, in coordination with the Department; implement the marketing/media plan, in coordination with the Department and track the number of

specialty crop businesses that participate in their campaign as well as their percentage increase in annual specialty crop sales.

The implementation of the regional campaign programs was a result of each region working with experienced individuals such as Board of Directors of established regional marketing/promotion groups, Cornell Cooperative Extension, NY Tourism Professionals, Marketing and Media Specialists, and Growers and Producers, who had a strong interest in increasing the consumer awareness in food and specialty crops that are locally grown.

Shortly after the execution of their contract, one of the regions withdrew their contract citing the reason that there wasn't enough time to fully implement their marketing/media plan to the satisfaction of their stakeholders. The regional marketing group was reimbursed for work completed before their decision to withdraw from their contract with the Department of Agriculture and Markets.

The 10 remaining regions used several methods to recruit specialty crop members such as presentations at meetings, emails to regional campaign membership, outreach to producers on maintained local food guides and directories as well as individual phone calls and in-person discussions. Four (4) regions developed their own survey to enable them to ask the questions they felt would be most beneficial to them. Examples of the surveys that were sent are attached. The surveys were sent via e-mail or postal service. Over 450 surveys were sent from the four (4) regions and there was a 30% response rate.

One of the newly developed regional groups surveyed 37 specialty crop producers to obtain general information on the importance of the logo development and the marketing/media plan. They felt it was very important to receive their feedback as they were the core group of stakeholders who would be implementing the program. Several of their findings were: 40% felt it was important to have a colorful logo that consumers can quickly identify, 38% felt it was important to have a logo that identifies the county of origin for the specialty crop, 36.1% felt it was important to conduct marketing and promotion training and workshops for specialty crop producers, 48% felt it was very important to be able to identify local foods at farmers' markets and grocery stores, and 44% felt it was important to have a marketing/media campaign to build awareness of the local specialty crops that are available.

An established Regional "Buy Local" program reported an estimated increase of 19% of specialty crops members joining their Regional "Buy Local" Program from February 2012 – August 2012. Another established regional group surveyed their specialty crop producers and there was a 61% increase in sales this season from the 11 out of 18 producers surveyed and if they extrapolate to the rest of the survey list, then 137 out of 225 producers that were part of the campaign experienced an increase in sales. They also reported that 4 out of 11 (36%) producers experienced an increase in sales this season and indicated it was from the sale of local foods. This region also surveyed consumers and discovered that 36 out of 40 (90%) consider that buying local is rather important or extremely important whereas only 10 out of 18 (55%) of specialty crop producers rated buying local as rather important or extremely important. This regional group concluded that these results represent a missed marketing opportunity and that the producers should be capitalizing more on consumer interest in local foods through more consistent and widespread promotion using all types of media.

Six (6) regions chose to not survey their participating producers, processors and buyers at the time of this report because they wanted to have an executed contract in place before starting work, thus delaying the implementation of their marketing plan. If these regional groups moved forward with the implementation of projects before having a fully executed contract, they would have done so at their own risk and may not have been eligible for reimbursement of their expenses under New York State procurement law and procedures.

All 10 of the regional groups had fully executed contracts in place by the end date of the grant period. The costs submitted for 9 regional groups were for projects approved according to the terms of their contracts. The project costs for the 10<sup>th</sup> regional group will not be reimbursed with USDA Specialty Crop Block Grant Program funds.

There were very creative and innovative marketing activities that were used to implement the various projects such as: web development, public relation activities, print advertisements, radio and television spots, a farmer's market token program, brochures, tote bags and signage. Examples of projects are attached. In each case specialty crops were the focus of the marketing activities.

Several regional groups were able to promote events and increase consumer awareness of the availability of specialty crops by utilizing the marketing/media materials that were produced, there was an increase in the use of social media on their websites and the preliminary online traffic and social media statistics were showing that their campaign was having a positive impact.

### **Goals and Outcomes Achieved**

This project offered a valuable opportunity to initiate or expand marketing efforts for regional groups throughout the State. Regional marketing campaigns were enhanced in six (6) of New York's eleven (11) regions and four(4) new regional "buy local" campaigns were developed.

It was difficult for the regional groups to achieve the 12% increase in annual specialty crop sales because the majority of the regions didn't begin their projects until late September to early October and therefore a comparison from last year to this year wasn't possible.

The six (6) regional groups that had a campaign in place were able to have a professional independent marketing firm evaluate their current marketing strategy and provide constructive comments and suggestions on methods to increase consumer awareness of the specialty crops grown/produced within their region, to drive traffic to local farms and markets, resulting in increased sales of local specialty crops. This was very helpful for the regions and specialty crop producers. In many instances, the funds were not available to have the regions' current marketing strategies evaluated.

The four (4) regional groups which developed a "buy local" campaign for their regions were able to contract with marketing firms of their choice to provide them with customized business/marketing plans delineating how their regional programs could be structured and how to promote and support networking connections between local agricultural producers consumers. The outcomes achieved were the creation of regional logos to be utilized in the branding campaign, the creation of marketing plans, and the support of regional producers and other community stakeholders into the project.

There were seven (7) regions that received initial funding. Five (5) of the regions had an existing regional branding program in place. Two (2) regions did not have a program. There was a delay

in the implementation of the program as well as the execution of the contracts with each region after a program decision was made that the regional groups had the option to either utilize an agency of their choice for the development of their marketing/media plan, or to utilize the services of the professional advertising agency on retainer with the Department of Agriculture and Markets.

The four regions either did not submit a proposal or had a plan that did not fit with the criteria delineated in the Request for Proposals. Therefore, to meet the measurable outcome to develop a regional program in eight of the State's eleven tourism regions, the Department contacted organizations in each of the four regions that had a branding program asking if they would consider partnering together to submit an application to develop a regional branding program. This resulted in an additional delay in the implementation of the programs and the execution of the contracts in the four regions.

There were approximately 1,000 specialty crop members/participants from eight (8) of the regions who participated in the Regional "Buy Local" Program as of the time of this report. Examples of successful outcomes to date as a result of this campaign are:

*"...Media coverage and advertising results thus far have initiated a high level of interest, cooperation and positive forward movement across the tourism and agricultural industries..."*

*"...a goal was set of increasing consumer membership by 10% which translated into 30 new members. To date, we have achieved that goal by signing on 64 new consumers..."*

*"...we were successfully able to promote several local specialty crop events this fall and were able to distribute our promotional items....early feedback indicates that the items are being well received..."*

*"...use of the website to search for specialty crops has increased....new content has been added to the site about purchasing and preparing specialty crops..."*

*"...the program is helping to coalesce a county-wide market coalition that we have been trying to create for several years. This coalition will help our struggling direct-market producers work together to share resources and ensure best practices for small markets in rural areas..."*

*"...11 out of the 18 farms (61%) experienced an increase in sales this season....4 out of 11 (36%) producers experienced an increase in sales this season....."*

*"...we held a farmers' market at the end of August which featured products and farmers specializing in specialty crops. We estimate that with the funding we received that over 2,500 people attended this event which is almost 1,000 more than last year...."*

As a result of this funding, the regional groups were able to educate the community about local specialty crops available in their region, focus on creating awareness for the consumer about the benefits of local foods, the promotion of farms who are direct selling, assisting chefs in sourcing local ingredients, and the promotion of restaurants serving local foods. This was accomplished by the development of websites, print, radio and television advertisements, production of marketing materials such as rack cards, banners, aprons and tote bags.

## **Beneficiaries**

This regional branding project was designed to offer assistance to all 11 regions in New York in order to influence consumers and provide significant sales benefits to specialty crop producers in each region.

We estimated that at least 500 New York specialty crop stakeholders would directly benefit from this project by participating in a regional “buy local” campaign. Eight (8) of the ten (10) participating regional groups have reported that an estimate of over 400 specialty crop members are participating in the campaign and as the projects continue to be implemented we anticipate this number will increase significantly. In addition, the campaigns to date, have benefited not only the active participants in each program but all of the State’s specialty crop producers from the generic promotional aspects and consumer education/awareness activities related to “buy local” that these project offered.

## **Lessons Learned**

NYSDAM staff learned several lessons as a result of this program. One of the most important lessons we learned was to have future project start dates correspond with the growing season for the specialty crop producers. It was difficult for the regions to report the increase in sales and economic development because their projects did not begin until late September to early October and their completion date was November 2012.

We also learned that gathering measurable outcomes from several regional groups proved to be challenging. Given the delays in finalizing contracts and commencing projects some groups were able to progress further than others with respect to developing and administering surveys. Although the grant is formally terminating we plan to continue to follow up with the regional groups with respect to the surveying of their specialty crop producers. In the future, a template of an appropriate survey should be provided to each region to make the process less daunting and to collect consist core information from each region. This issue was compounded by the complex structure of the funding and contracts with each region. Even with this emphasis project requirements were not sufficiently met. A simpler structure for funding and contracting would be in order in the future.

Finally, we learned that for all of the regional programs to flourish, additional funding needs to be provided to them. This funding would also provide the Capital District Region an opportunity to develop a regional program.

## **Additional Information**

Examples of the marketing materials that were produced through this project are attached.

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**Adirondack Region – “Adirondack Harvest”**

1. Please enter your survey ID number \_\_\_\_\_

2. Please check all specialty crop categories in which you grew, produced or processed a crop FOR SALE in 2011 (please note that this refers to LAST year, not 2012. Do not include crops for personal non-sales use). If you are uncertain about if one of your crops is in a category please contact Adirondack Harvest or write it in.

- Fruits
- Tree nuts
- Vegetables
- Culinary herbs and spices
- Medicinal plants
- Honey, maple, hops, turfgrass
- Annual bedding plants
- Potted flowering plants or herbaceous perennials
- Cut flowers or cut cultivated greens
- Foliage plants
- Christmas trees
- Landscape trees & shrubs
- Other (please specify) \_\_\_\_\_

3. Consider all the specialty crops you checked in question 2. Please estimate the combined total acreage you used in 2011 for production of these crops. \_\_\_\_\_

4. From the categories you checked in question 2, please estimate your TOTAL specialty crop 2011 sales (Note, again, that this refers to LAST year, not 2012. For confidentiality purposes, this sales estimate will not be associated with your name or farm. Please do not include other farm sales, such as crafts, or sales of non-eligible products such as commodity crops, meat, dairy and eggs.)

- \$0 - \$1,000
- \$1,000 - \$5,000
- \$5,000 - \$10,000
- \$10,000 - \$15,000
- \$15,000 - \$20,000
- \$20,000 - \$30,000
- \$30,000 - \$50,000
- \$50,000 - \$75,000
- \$75,000 - \$100,000
- \$100,000 - \$150,000
- \$150,000 - \$200,000
- Over \$200,000

5. Where did you sell your specialty crops during the 2011 and 2012 seasons? (Please check all that apply)

- On-farm market or farmstand
- Farmers market(s)
- CSA (Community Supported Agriculture)
- U-Pick
- Directly to stores
- Directly to restaurants
- Directly to institutions (schools, colleges, hospitals, etc.)
- Other (please specify)

6. Would you like to receive the results of this survey? \_\_\_\_\_

Finger Lakes Region – “Finger Lakes Culinary Bounty”

**Finger Lakes Culinary Bounty Producer Survey**

Responses collected September/October 2012

18 surveys returned from Luce Farms, Indian Creek, Farmers' Choice, L. Hoover, Gillie Farms, Bill Anderson Farm Market, Everson's Pure Maple Products, Red Jacket Orchards, Beak and Skiff, Early Bird, Horsford, and 7 anonymous businesses.

**1. Circle the terms that describe your average customers, to the best of your knowledge:**

Female –	16
Male –	12
Tourist –	11
People who live close by –	14
Parents with children –	10
Senior adults/elderly –	14
Older middle-aged –	16
Younger middle-aged –	10
College-aged –	6
Regulars –	12
New faces –	3
Other: 70% immigrants	

**2. Have you experienced an increase in sales this season?**

Yes: 11 out of 18 represents 61% that experienced an increase in sales

No: 7 --

If we extrapolate to the rest of the survey list, then 137 out of 225 FL producers experienced an increase in sales. We did not ask producers to quantify their sales increase.

If yes, has this increase of sales been a result of customers wanting to buy more local foods?

Yes: 4      Maybe, but can't be sure: 7      No: 0

**3. How much do you think your customers care about the “buy local” message?**

They do not care about “buy local”:	0
They care a little about “buy local”:	1
“Buy local” is moderately important:	6
It is rather important to them to “buy local”:	8
It is extremely important to them to “buy local”:	2

**4. What do your customers seem to care most about? What are their most frequent questions?**

How you raise/produce your products –	11
Whether your products are organic –	8
Price –	13
Weather and impacts on your crops –	10
What's in season –	9
Cooking and storing recipes and techniques –	5
Other locations where they can find your products –	3
Other: “Where the crops are grown and if they are mine” and “Good product”	

**5. Have you heard/seen any of the “Buy Local” ads produced by Finger Lakes Culinary Bounty this summer/fall? Please check all that apply:**

SavorLife, Michael Warren Thomas radio shows:	0 (perhaps because the responding farms were not from Rochester area)
Finger Lakes Radio News Stations:	2 out of 18 – (11% heard the FL Radio ads)
Edible Finger Lakes Magazine (summer, fall issues):	5 out of 18 – (28% saw the EFL ads)

6. Have customers mentioned these ads to you?

Yes: 1      No: 15      No answer: 2

7. Are there other ways that FLCB or Pride of NY can help promote farms and food in the region? We are seeking ways to create awareness of area farms and send more customers your way!

- The U-pick pamphlet that Cooperative Extension produces has been very helpful.
- Free local food guides/brochures.
- Update/more comprehensive Pride of NY website lookup with maps
- Consumers need to know how they can benefit health wise and that fruits and vegetables are important
- I wonder if there may not be too many "farmers" markets popping up
- More ads in local papers
- Not aware of what is being done already
- Many customers using web to find me. Have a search available by products and locations.

**Finger Lakes Culinary Bounty Consumer Survey**

Responses collected September/October 2012

40 surveys returned from Red Jacket Orchards, Reedland Farms, Emmi, Farms, and other individuals.

1. Circle the terms that describe your average customers, to the best of your knowledge:

Female –	32 (80%)	60+ years –	13 (32.5%)
Male –	7 (17.5%)	40-60 years –	22 (55%)
Tourist –	1 (2.5%)	25-40 years –	2 (5%)
Live in the Finger lakes Region –	19 (47.5%)	18-25 years –	4 (10%)
Parent with children –	8 (20%)		

2. Is this your first visit to this farm/market?

Yes: 7      No: 31 (77% repeat customers)

3. On average, how often do you buy/eat local, fresh foods from the Finger Lakes?

Never:	1
A couple times a week:	12
One meal a week:	6
Multiple meals a week:	15 out of 40 – 37% eat multiple meals per week with fresh local foods!!!
Daily:	5

4. How important is the "Buy Local" message to you?

You do not care about "buy local":	0
You care a little about "buy local":	0
"Buy local" is moderately important:	4
It is rather important to you to "buy local":	13
It is extremely important to you to "buy local":	23

36 out of 40 (90%) consider that buy local is rather important or extremely important!!

5. Do you find it easy to find and buy local foods?

Yes: 29      No: 11

5a. If NO, what would make it easier for you to locate and buy local foods? Circle all that apply.

Better signage and advertising:	6	More local foods in retail stores:	14
Cheaper prices:	5	More farmers' markets:	5
More selection and variety:	6	More u-pick farms and roadside stands:	2
Increased quality of products:	2	More public information about market locations and where to find local foods:	8
Other:			

- We buy mostly from an excellent little farm market in our community!
- Signs in grocery stores saying if something is local would help. If I know, I'll buy local
- Confusing messages in retail stores: say something is local but most products are from PA or NJ or Carolinas

**6. Where do you get the majority of your fresh, locally produced food? Circle all that apply.**

Grocery store:	15
Cooperative market:	4
Community Supported Agriculture (CSA):	3
Farmers' Market:	19
U-pick farms and roadside stands:	22
Your own garden:	12

**7. How do you find out about local farms and markets for direct purchasing? Circle all that apply.**

CCE "Buy Local" Guides:	2
Radio ads on:	0
Finger Lakes Radio News	
SavorLife, Michael Warren Thomas Shows	
Edible Finger Lakes Magazine:	3
Pride of New York (NYS Ag & Markets) website:	0
Friends/word of mouth:	21
Road signs:	22
Websites/other	
• Localharvest.org	
• Don't remember the name, but it had all u-pick and farm stands in NYS by region	
• Penny Saver	

**8. When you are buying fresh food, what's the most important factor? Circle all that apply.**

Price:	21
Health:	12
Seasonality:	14
Taste and Quality:	27
Where it came from:	25
How it was produced:	11

**Feel free to explain further:**

- It must be fresh, not ill-kept so it ages too soon. Eggs must be refrigerated always, I like knowing if it is chemical free or reduced chemicals
- Organic is super important
- Organic preferred
- Local economy and environment
- Organic
- We love locally grown food; preferably organic – we grow and an quite a bit of our own food & supplement from roadside stands
- We like to support our local growers – with quality and health benefits in mind
- Buy Local – supports our neighbors and communities

**9. What percentage of the food that you eat in summer is from local sources? (Your best guess!)**

1-5%	0
5-15%	2
15-20%	7
20-40%	13
40-80%	9
80-100%	5

**Finger Lakes Culinary Bounty Survey**

**Producer – Consumer comparison by Avi Miner of CCE Tompkins**

**November 7, 2012**

**Responses collected September/October 2012**

- 18 surveys returned from Luce Farms, Indian Creek, Farmers' Choice, L. Hoover, Gillie Farms, Bill Anderson Farm Market, Everson's Pure Maple Products, Red Jacket Orchards, Beak and Skiff, Early Bird, Horsford, and 7 anonymous businesses.
- 40 consumer surveys returned from Red Jacket Orchards, Reedland Farms, Emmi, Farms, and other businesses.

**Customer demographics**

The consumer survey was lopsided by gender, with 80% of responses coming from women, however, this is probably because women are the typical food shoppers. Among the 40 consumer surveys only one identified themselves as a tourist, but 11 of the producers said they routinely see tourists. This discrepancy may be due to the fact that the survey was not conducted in peak tourist season. Other than that, the demographics sections of the two surveys were roughly in agreement. On both surveys customers tended to be over 40 years old.

**Demand for local products and importance of the "Buy Local" message**

90% of consumers indicated that buying local is "rather" or "very" important to them, and yet 82% of producers said buying local is either "moderately important" or "rather important". **Consumers clearly place more value on buying local than farmers appreciate. This suggests that farmers should pay more attention to consumer interest in local foods and make more of an effort to capitalize on this trend.**

About 75% of consumers said it is easy to find local foods, indicating they have the opportunity to comparison shop for the local products they buy often. Consumers were most likely to buy local foods at u-pick farms/roadside stands, farmers' markets, with grocery stores coming in a close third. The most common consumer complaint about finding and buying local foods is that they are not sufficiently available in retail stores, indicating consumers are interested in ways of purchasing local food that fit better into their daily schedule. Also, there were some complaints about what retail stores label as local when it is not really "local".

11 of the 18 farm respondents said they experienced growth in sales this season. Four of those 11 were definitely sure this was a result of growing demand for local food, and the other seven were not sure. **Assuming that producer intuition about the effect of growing demand for local products is accurate AND that the producer survey data is representative of the larger picture, growing demand for local food resulting in increased sales this season for at least one in five businesses and perhaps as many as three in five businesses.**

**Advertising and promotion**

Advertising in magazines and on the radio reached 18% of consumers. Edible Finger Lakes magazine was commonly referenced as being the most effective individual place for advertising (12%). The vast majority of customers found out about local farms and markets for direct purchasing through an even split between of road signs and word of mouth. There was agreement between producers and consumers that more/better consumer guides would be helpful for finding out about how to buy local, even though very few consumers cited guides as a method of finding out about local farms and markets.

## Hudson Valley Region - Farmer Survey

Dear Member –

Thank you for being a member of the Hudson Valley Bounty program and for participating in the implementation of our NYS Ag & Market "Buy Local" campaign. As part of your FREE membership, you agreed to participate in a survey to help us evaluate our 2012 marketing campaign. As a token of our gratitude for taking part in the survey, we will extend you another FREE year of membership in the Hudson Valley Bounty! So please take a few minutes to complete this survey and submit by Dec. 4th.

\* Required field

Business Name (for internal tracking purposes only): \*

1. In 2011, what were the total sales of your specialty crop products?: \* \$

Important Note: Individual responses regarding sales figures will be kept confidential. Sales figures will only be reported to NYS Ag & Markets in aggregate.

2. In 2012, what is your total projected sales of your specialty crop products?: \* \$

Please note specialty crops DO NOT INCLUDE the following crops: *Alfalfa, Pod corn, Amylomaize, Primrose, Barley, Quinoa, Buckwheat, Rapeseed oil, Canola, Range grasses, Canola Oil, Rice, Clover, Rye, Cotton, Safflower meal, Cottonseed oil, Safflower oil, Dairy products, Shellfish (marine or freshwater), Dent corn, Sorghum, Eggs, Soybean oil, Field corn, Soybeans, Fish (marine or freshwater), Striped Maize, Flax, Sugar beets, Flaxseed, Sugarcane, Flint corn, Sunflower oil, Flower corn, Tobacco, Hay, Tofu, Livestock products, Triticale, Millet, Waxy corn, Mustard seed oil, Wheat, Oats, White corn, Peanut oil, Wild Rice, Peanuts.* **These should not be included in your total sales figure.**

3. How long have you been a member of Hudson Valley Bounty? : \*

- less than 1 year
- 0-1 year
- 1-2 years
- 2-3 years
- 3+ years

4. Beyond the listing on the website, are you aware of the other benefits of being a member of Hudson Valley Bounty?: \*

- Yes

No – If no, please continue to Question 6

5. Please rate the following from 1 to 5. 1 being least satisfactory and 5 being most satisfactory:

	1 - Least	2	3 - Neutral	4	5 - Most
Directory Listing with personal editing capabilities	<input type="checkbox"/>				
Opportunities to be featured on our website, HVB promotional events, marketing materials, FB & Twitter promotions	<input type="checkbox"/>				
Discounts on training sessions	<input type="checkbox"/>				
Two free tickets to HVB events	<input type="checkbox"/>				
Discount tickets to HVB events for family members	<input type="checkbox"/>				
Newsletter subscription	<input type="checkbox"/>				
HVB logo use	<input type="checkbox"/>				

6. Have you ever visited this website to find news, listings, or view your directory listing?: \*

Yes

No

7. Have you taken the opportunity to update your directory listing?: \*

Yes

No

8. Are you interested in participating in promotional events?: \*

Yes

No

9. Are you interested in contributing articles, news, or other information about your business for our newsletter and/or website: \*

Yes

No

10. What do you like most about being a member of Hudson Valley Bounty?: \*

11. What do you like least about Hudson Valley Bounty?: \*

12. Would you be interested in low cost food safety classes?: \*

Yes

No

13. Are there any other topics that you would like to suggest for HVB to explore as possible low cost courses

for Bounty members?: \*

14. Are you familiar with Hudson Valley AgriBusiness Development Corporation?: \*

Yes

No

Chautauqua-Alleghany Region

Thank you for your time to respond to this survey. Your thoughtful and honest responses will assist in the assessment of the local food landscape in the Southern Tier region and allow us to develop strategies to grow the local foods economy. Your responses are anonymous and confidential, but if you would prefer to provide your contact information for possible followup questions, you can provide that information at the end of the survey.

\*Please only complete this survey if you are a farmer, grower, or food producer.

\*Please complete only one survey per household/farm/agriculture business.

\*Paper copies of this survey are available on request.

Email: [klamendola@southerntierwest.org](mailto:klamendola@southerntierwest.org) or call Kimberly LaMendola at 7169455301 x211 to request a paper survey and a stamped return envelope.

\*Mail completed survey to:

Kimberly LaMendola, Regional Development Coordinator  
Southern Tier West RP&DB  
4039 Route 219, #200  
Salamanca, NY 14779

Thank you!

**1. In which county are you located?**

- Allegany County
- Cattaraugus County
- Chautauqua County

**2. Please enter the zipcode of the location of your farm or the place where you produce your food products**

ZIP:

**3. Please describe your farm or food production business (check all that apply)**

- Small hobby farm with a few crops and/or small livestock/poultry inventory
- Mid-size farm with moderate variety of crops and/or livestock/poultry inventory
- Large-scale farm with large variety of crops and/or livestock/poultry inventory
- Large-scale farm with commodity crops and/or large livestock/poultry inventory
- CSA (Community Supported Agriculture)
- Producer of home processed, non-refrigerated foods that are Article 20-C exempt
- Producer of food products produced in Article 20-C licensed facility
- Other description

**4. Please select all that describe what you grow, farm, and/or produce**

- |  |  |
|--|--|
| <input type="checkbox"/> Grow vegetables               | <input type="checkbox"/> Meat producer   |
| <input type="checkbox"/> Grow fruit                    | <input type="checkbox"/> Egg producer  |
| <input type="checkbox"/> Livestock farmer              | <input type="checkbox"/> Dairy producer  |
| <input type="checkbox"/> Poultry farmer                | <input type="checkbox"/> Honey producer  |
| <input type="checkbox"/> Grow specialty or niche crops | <input type="checkbox"/> Value-added products (baked goods, canned goods, dry mixes, etc.) |
| <input type="checkbox"/> Other description             |  |

**5. Is farming or food production the primary source of income for your household?**

- Yes                       No                       Prefer not to respond

**6. If you and/or other members of your household other have an occupation(s) in addition to farming or food production, choose the statements that relate to your situation (check all that apply)**

- Prefer not to respond
- Non-farming job(s) are primary source of household income
- Non-farming job(s) provide health insurance and/or retirement benefits
- Non-farming job(s) provide secondary income to build financial security/reduce debt
- Non-farming job(s) are maintained for personal interest or professional vocational growth
- Other reason

**7. Does your farm, agriculture business, or food production operation have any of the following (check all that apply):**

- |  |  |
|--|--|
| <input type="checkbox"/> Business plan, 3-5 years old        | <input type="checkbox"/> GAP (Good Agricultural Practices) 3rd-party audit/certification |
| <input type="checkbox"/> Business plan, 5 years old or older | <input type="checkbox"/> Residential kitchen exempt from Article 20-C food processing    |
| <input type="checkbox"/> Marketing plan                      | <input type="checkbox"/> Commercial kitchen with Article 20-C license                    |
| <input type="checkbox"/> Farm safety plan                    | <input type="checkbox"/> Onsite cold and/or frozen storage                               |
| <input type="checkbox"/> Naturally Grown certification       | <input type="checkbox"/> Access to high-speed internet or broadband                      |
| <input type="checkbox"/> Organically Grown certification     |  |
| <input type="checkbox"/> Other (please specify)              |  |

**8. Do you own or lease the land that you use for crop or livestock production?**

- Own
- Lease
- Both. I own land but lease additional land as needed for production
- Other (please explain)

**9. If you own land, what is the total number of acres that you own?**

Number of acres owned

**10. What percentage of the total land that you own and lease do you currently use for production?**

- 0-25%
- 25%-50%
- 50%-75%
- 75%-100%
- Other (please specify)

**11. Select a statement that gives a general idea of your production capacity or output situation**

- I am at the capacity of output that is manageable for my business
- I am at the capacity of output that is manageable for my business AND I do not want or need to "scale up" my production
- I am under the full capacity that my land or my business could produce
- I am under the full capacity that my land or my business could produce AND I would like to learn how I could "scale up" my production
- Other situation (explain)

**12. If you need additional land to increase your capacity, how many more additional acres would you need to meet your needs?**

**13. Please list the number of owned and leased acres that you most recently farmed for both crop and livestock/poultry production**

Crop production: # of owned acres

Crop production: # of leased acres

Livestock/poultry: # of owned acres:

Livestock/poultry: # of leased acres:

**14. Please list the four primary crops or food products that you grow or produce and indicate the average annual yield or output for each item. Use the last text box to list the additional items that you grow or produce (you do not need to indicate output).**

Item #1	<input type="text"/>
Annual amount	<input type="text"/>
Item #2	<input type="text"/>
Annual amount	<input type="text"/>
Item #3	<input type="text"/>
Annual amount	<input type="text"/>
Item #4	<input type="text"/>
Annual amount	<input type="text"/>
Additional crops & products	<input type="text"/>

**15. Would you be interested in learning how to diversify your production and output by trying new crops, new livestock/poultry, or new value-added food products if consumer demand identified the sales potential for those items?**

Yes

No

Undecided

**16. What seasons do you generally have products available (select all that apply)**

Year round

Spring (March-May)

Summer (June-August)

Fall (September-November)

Winter (December-February)

**17. Do you currently use season extension options such as high tunnels or greenhouses?**

Yes (please list below)

No

Season extenders that I currently use:

**18. If you DO NOT currently use season extension practices, please choose the statement (s) that describe your situation (check all that apply):**

I am not interested in adding season extension practices to my production methods

I would like to add season extension practices but need additional land/space

I would like to add season extension practices but need training and technical assistance

I would like to add season extension practices but need to secure financing

I would like to add season extension practices but need to increase my staff

Other (please state)

**19. Which statement best describes your situation with value-added food products?  
(USDA defines value-added products as "A change in the physical state or form of the product such as milling wheat into flour or making strawberries into jam.**

- I process my own raw products into value-added products packaged for sale (ex: grow own tomatoes, make salsa)
- I purchase raw products to convert into value-added products packaged for sale (ex: buy tomatoes, make salsa)
- I would like to learn how to use my raw products to create value-added products packaged for sale
- I am not interested in adding value-added products to my sales mix

**20. If you currently make value-added products packaged for sale, please list the items that you produce**

**21. Please help us understand some of the barriers that you might have to processing your food or creating value-added food products.**

**Mark the items that your farm or food production business either does not have or does not have access to (check all that apply):**

- |   |  |
|---|--|
| <input type="checkbox"/> Approved on-farm water supply            | <input type="checkbox"/> Transportation for crops/livestock to processing facility |
| <input type="checkbox"/> Certified meat processing facility       | <input type="checkbox"/> Shelf-stable product storage or warehousing               |
| <input type="checkbox"/> Residential Article 20-C exempt kitchen  | <input type="checkbox"/> Cold storage  |
| <input type="checkbox"/> Commercial Article 20-C licensed kitchen | <input type="checkbox"/> Freezer storage   |
| <input type="checkbox"/> Washing, packing, and labeling system    |  |
| <input type="checkbox"/> Other (please specify)                   |  |

**22. If the consumer demand for year round fresh local food and value-added food products was identified, how important would access to the following production or processing options be to your business:**

	Not important	Somewhat important	Important	Very important	N/A
Mobile flash freezing unit	<input type="radio"/>				
High tunnels/greenhouses	<input type="radio"/>				
Cold storage warehouse	<input type="radio"/>				
Freezer storage warehouse	<input type="radio"/>				
Shelf stable warehouse	<input type="radio"/>				
Shared-use processing facility with commercial kitchen	<input type="radio"/>				
Recipe and product commercialization assistance	<input type="radio"/>				
Food incubator program with business and market development programs	<input type="radio"/>				
Food hub facility to aggregate and distribute your products	<input type="radio"/>				

Other (please specify)

**23. Do you sell any of your products directly to the consumer?**

Yes

No

**24. Which of the following ways do you currently sell your products (select all that apply):**

Roadside stand at farm

Internet orders from customers

Retail space located at farm/business

Directly to retail outlets/restaurants

Farmers markets

Directly to institutions/schools

CSA shares

Growers/producers cooperative

Phone orders from customers

Other (please specify)

**25. What percentage of your products are sold at each of the following sales outlets?**

	0-25%	25%-50%	50%-75%	75%-100%	N/A
Roadside stand at farm	<input type="radio"/>				
Retail space located at farm/business	<input type="radio"/>				
Farmers markets	<input type="radio"/>				
CSA shares	<input type="radio"/>				
Phone orders from customers	<input type="radio"/>				
Internet orders from customers	<input type="radio"/>				
Directly to retail outlets/restaurants	<input type="radio"/>				
Directly to institutions/schools	<input type="radio"/>				
Growers/producers cooperative	<input type="radio"/>				

**26. How important do you think it is to distinguish local food and local food products from non-local products?**

- Very important
- Important
- Somewhat important
- Not important

**27. Do you have your own brand, label, logo, or other identifier that you affix to your products or use to promote your business?**

- Yes
- No

**28. Please define the term "local" as it relates to identifying local foods**

- 0-50 miles
- 50-100 miles
- County of origin
- Southern Tier (Allegheny, Cattaraugus, & Chautauqua Counties)
- Western NY (Southern Tier plus Erie & Niagara Counties)
- Western Region NY (Western NY plus Genesee, Wyoming, & Orleans Counties)
- Other (please specify)

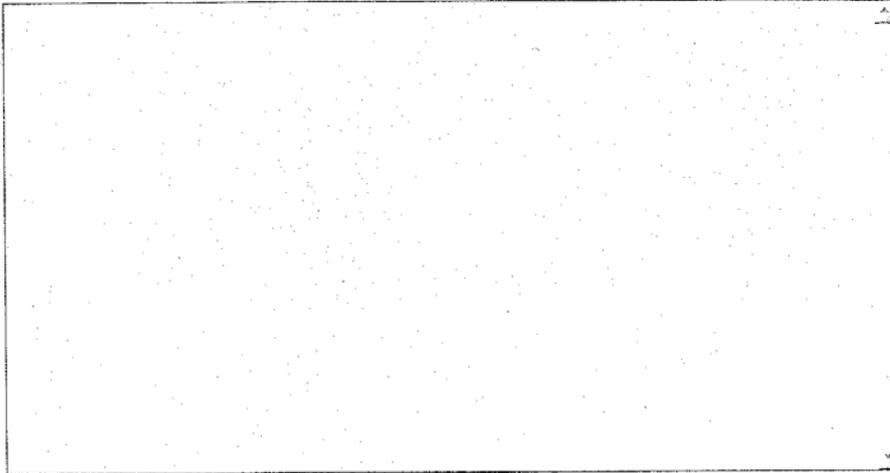
**29. Would you be interested in using a brand or logo on your local food products that would identify your products as locally grown or locally made if it would generate additional sales potential?**

- Yes
- No
- Not sure

**30. A local foods marketing program can incorporate many different activities, products, and outcomes. Rate the importance of some of the possible activities that could be incorporated in a local foods marketing and local food branding program:**

	Not important	Somewhat important	Important	Very important
Colorful logo that consumers can quickly identify	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Logo that identifies the county of origin for the product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Producer/grower certification to authenticate a local product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Marketing and promotion training and workshops for producers/growers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local food guide to direct customers to sales outlets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local foods identified at farmers markets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local foods identified on restaurant menus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local foods identified in grocery stores/retail	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local foods identified in schools/institutions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mass media marketing campaign to build awareness of local foods available	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

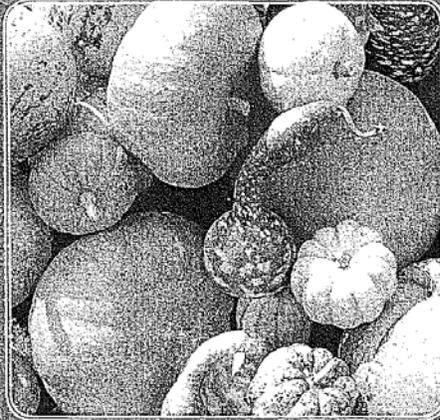
**31. Open ended response - Now it's your turn to simply tell us your thoughts, needs, input, or any other information that you'd like to share with us regarding the development of a local foods economy, developing food-to-institution connections, creating a local food branding campaign, or any other food economy related activity. Please discuss how these activities relate to your business or relate to changing social, economic, and environmental impacts.**

A large, empty rectangular box with a thin black border, intended for the respondent to provide their open-ended response to the question above. The box is currently blank.

**32. Optional: Please provide contact information if you would like us to communicate with you regarding additional and ongoing activities to build the local foods economy. Your information will not be shared. Thank you.**

<b>Name:</b>	<input type="text"/>
<b>Company:</b>	<input type="text"/>
<b>Address:</b>	<input type="text"/>
<b>Address 2:</b>	<input type="text"/>
<b>City/Town:</b>	<input type="text"/>
<b>State:</b>	<input type="text"/>
<b>ZIP:</b>	<input type="text"/>
<b>Email Address:</b>	<input type="text"/>
<b>Phone Number:</b>	<input type="text"/>

# FALL FRESH FROM THE FINGER LAKES



Shop Fresh at Finger Lakes farmers' markets,  
farm stands, and pick-your-own farms.

VISIT [www.flcb.org](http://www.flcb.org) for locations.





# FRESH

*From the Catskills*

The Catskill region abounds with fall produce, jams, jellies, maple products, honey and more for your holiday cooking and baking. Turn to PureCatskills.com as your source for finding farm-fresh products and ideas.

Our website is updated weekly with information on **Farmers' Markets - U-pick Farms - Farm Stands Giveaways - Tips on Buying Fresh and Local - Recipes and more!**



Pure Catskills is an economic initiative of the Watershed Agricultural Council. The Fresh From the Catskills campaign is a project of the USDA Specialty Crop Block Grant with additional funding from NYC DEP.



**purecatskills.com**

COLUMBIA • DUTCRESS • ORANGE • PUTNAM • ROCKLAND • SULLIVAN • WESTER • WESTCHESTER



# the Bounty of the Valley

Throughout the year, discover the bounty the Hudson Valley region has to offer, all within a 60 mile radius from you. Yes! We have produce farms and orchards (growing everything from apples to zucchini). And yes! We have vineyards and cutting flower fields. But did you also know that your home region also produces fine specialty sauces, syrups, honey, hosts winter farmers' markets, and is the best place to find the freshest Christmas tree this year? It's all right in your own backyard.

The Hudson Valley Bounty is your connection to all the Valley has to offer. Visit us; we'd like to get to know you. [www.hudsonvalleybounty.com](http://www.hudsonvalleybounty.com)

We are the pride of New York State.



**HUDSON VALLEY BOUNTY**  
*The source for all your local food needs*

COLUMBIA★DUTCHESS★ORANGE★  
PUTNAM★ROCKLAND★SULLIVAN★  
ULSTER★WESTCHESTER



Follow the river



# SAVOR

## the Bounty of the Valley

**THIS FALL**, discover the bounty the

Hudson Valley region has to offer you, all within a 60 mile radius from you. Yes! We have produce farms and orchards (growing everything from apples to zucchini). And yes! We have vineyards and cutting flower fields. But did you also know that your home region also produces

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The Hudson Valley Bounty is your connection to all the Valley has to offer.

Visit us: we'd like to get to know you. [www.hudsonvalleybounty.com](http://www.hudsonvalleybounty.com)

We are the pride of New York State.



Amy Hepworth of Hepworth Farms  
Milton, NY



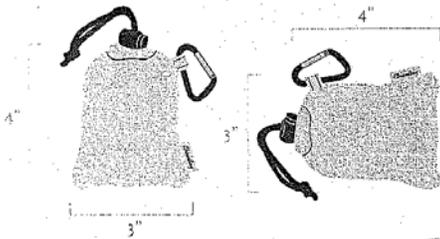
HUDSON VALLEY  
**BOUNTY**

*The source for all your local food needs*

**ChicoBag**  
ORIGINAL

GardenShare

Quick Turn



**ART DIMENSIONS:**

**Bag Print Width:** 22 cm  
**From Top of Bag:** 10 cm  
**Pouch Print Width:** N/A

**BAG COLOR:** PMS: 362C  
**STRAP COLOR:** PMS: 362C

**INK COLOR(S):**



COLOR 1:  
PMS: WHITE C

# Eating GROWN ON LONG ISLAND

Has Never Been Easier—or Tastier



*Long Island might be known for its spectacular beaches and epic traffic—but increasingly the region is garnering fame for something just as superior: its agriculture.*

In fact, Long Island bounty has never tasted so good. At roadside stands dotting Highway 27, across the North Fork and throughout the Island, shoppers can find a veritable enchanted edible wonderland that is Long Island grown. Fresh, affordable and raised by our neighbors. From the succulent strawberries of high July, to the sweet snap of summer corn kernels in late summer and early autumn, the region's maritime climate—warmed by the bays and ocean—means this bounty of crops

extends well into fall with Brussels sprouts, cauliflower, cabbage and incredible potatoes. That same climate, and impeccable soils, allows wine grapes to hang and develop character far more complex than their Mediterranean cousins, and has turned Long Island into New York's own Napa. You might say

we're in the renaissance of Long Island's 400-year farming history. There's an easy way to find Long Island's best: Just look for the *grown on Long Island* symbol at grocers, farm stands and anywhere that knows a thing or two about quality.

*"I can't think of any food that is as good as the stuff that grows here. Long Island is not just a region. The soil here is the best in the world. The weather is just what you need. The people here are friendly, hard-working and proud of their place."*

—Dan Barber, Executive Chef/Owner  
Blue Hill and Blue Hill at Stone Barns



LOOK FOR  
THIS LOGO  
AT YOUR  
FAVORITE  
FARM STAND,  
GROCER OR  
RESTAURANT.  
AND IF YOU  
DON'T SEE IT,  
ASK FOR IT.



Visit [www.grownonlongisland.com/longislandgrown](http://www.grownonlongisland.com/longislandgrown)

to find out more about the region's bounty of produce and delicious farm-to-table dining experiences. Celebrate Long Island's own

"Working with local ingredients is an important part of Rouge Tomate's culinary philosophy. They are extremely fresh, have more flavor, and have more nutrients, which are all key factors when we select items for our menu. Long Island is one of the closest agricultural areas to Manhattan, and we are fortunate to be able to work with several purveyors who can source incredible products for us, be it produce from the North Fork or wine from the South Fork."

*— Jimmy Braxton, Executive Chef, Rouge Tomate*

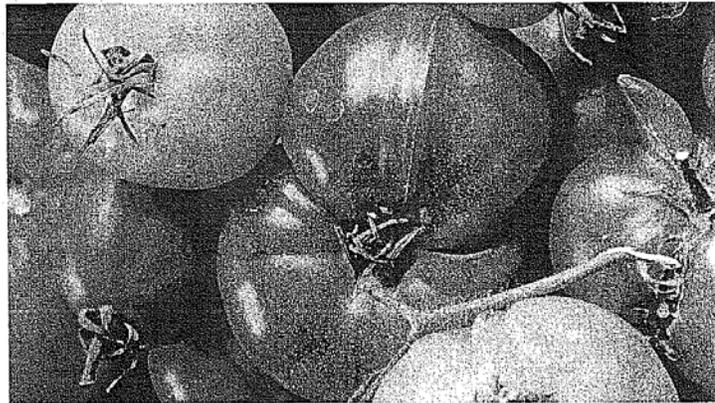
LOOK FOR THIS LOGO AT YOUR FAVORITE FARM STAND, GROCER OR RESTAURANT. AND IF YOU DON'T SEE IT, ASK FOR IT.



**DID YOU KNOW?**  
 Home to the oldest vineyard in the United States, Long Island has a rich history of wine-making. The island's unique climate and soil conditions create a diverse range of grape varieties, resulting in wines with distinct flavors and aromas. From the crisp Chardonnays of the North Fork to the bold Cabernets of the South Fork, Long Island wine offers a wide range of options for every palate.

"The passion, drive and commitment of many growers to craft world-class wines inspires me to include Long Island bottles on the Gramercy Tavern wine list. What is happening in our city's own backyard is increasingly impressive and delicious!"

*— Julia Rothman, Wine Director, Gramercy Tavern*



**DID YOU KNOW?**  
 Starting in the 1800s, gold and silver mining in California and other parts of the West led to a large influx of people to Long Island. Many of these immigrants brought with them agricultural knowledge and techniques that helped to establish Long Island as a major agricultural hub. Today, the island's rich soil and diverse climate continue to support a wide variety of crops, from grapes to vegetables to fruits.



Long Island's unique climate and soil conditions create a diverse range of grape varieties, resulting in wines with distinct flavors and aromas. From the crisp Chardonnays of the North Fork to the bold Cabernets of the South Fork, Long Island wine offers a wide range of options for every palate.

**ROASTED CORN AND TOMATO SALAD**  
*by Elizabeth Ronzetti at 18 Bay, Shelter Island*

Husk some corn. Quarter tomatoes. Serve with a local rosé. Grown on Long Island makes it easy to make an amazing meal. For this recipe and others, visit [EdibleEastEnd.com/LongIslandGrown](http://EdibleEastEnd.com/LongIslandGrown)



*edible*  
EAST END



Long Island Farm Bureau

[EdibleEastEnd.com/LongIslandGrown](http://EdibleEastEnd.com/LongIslandGrown)



LOCAL FRUITS & VEGETABLES

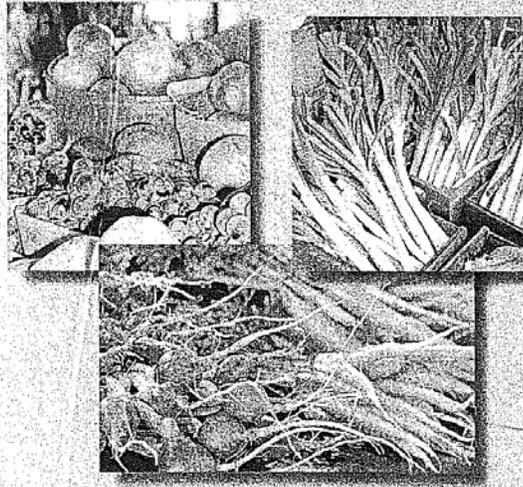


*"Enriching Life from the Inside Out"*

- ❧ Farm Stands
- ❧ Farmers Markets
- ❧ Restaurants
- ❧ Stores

*Look for our logo  
and visit*

**ADIRONDACKHARVEST.COM**





## Why buy local specialty crops?

Our Adirondack Harvest members grow fruits, vegetables, herbs, nuts & plants here in the North Country. Honey and maple syrup are produced from our beautiful fields and forests. Support your farmer and buy local specialty crops!

- Local farmers choose their varieties based on good flavor instead of hardy shipping attributes
- Support family farms, conserve farmland & local communities
- Know your farmer and support the production methods you endorse
- Less packaging means reduced waste
- Fewer miles from field to table

For more information about our organization, projects, events & membership visit:

**ADIRONDACKHARVEST.COM**

Adirondack Harvest is supported by  
Cornell University Cooperative Extension Essex County  
"Building Strong and Vibrant New York Communities"  
CCE in Essex County provides equal program and employment opportunities



Cornell University  
Cooperative Extension  
Essex County



**ONCE A DAY MAKE IT LOCAL!**  
**SUPPORT YOUR LOCAL SPECIALTY CROP FARMER**



**Our Adirondack Harvest farmers grow fruits, vegetables, herbs, nuts and plants here in the North Country. Honey and maple syrup are produced from our beautiful fields and forests. Support your farmer and buy local specialty crops!**

- ◆ Local farmers choose their varieties based on good flavor instead of shipping characteristics
- ◆ If the produce tastes good it is more likely to be eaten (by kids especially!)
- ◆ Produce ripened on the plant has more flavor and nutrients
- ◆ Farmers often grow unusual varieties for a true gourmet experience
- ◆ Support family farms and neighbors
- ◆ Conserve farmland and your community
- ◆ Fewer miles from field to table reduces fossil fuel consumption and resulting air pollution
- ◆ Know your farmer and support production methods you believe in
- ◆ Reduced time from harvest to consumer keeps produce fresh without waxing
- ◆ Reduced packaging and reduced waste
- ◆ Buy in bulk and store foods yourself; preserve nutrients and tell the "food story" to dinner guests
- ◆ Your dollar stays in your community to support other businesses.

