Harvesting Opportunities in New York

ALBANY, NY • NOVEMBER 4TH, 2015

Conference Program

November 4, 2015
Empire State Plaza, Albany, NY
CONFERENCE SCHEDULE
Harvesting Opportunities in New York

8:30 Registration Opens

8:30 - 9:00 Cider Doughnut Continental Breakfast featuring

9:00 Welcome: David Haight, New York State Director, American Farmland Trust
John Larson, Executive Director of Programs, American Farmland Trust
New York State Department of Agriculture and Markets Commissioner Richard A. Ball

10:30 - 12:00 Morning Workshop

12:00 - 1:15 Early Thanksgiving - Locally Grown Lunch

1:30 - 3:00 Afternoon Workshop #1

3:00 - 3:15 Afternoon coffee break featuring

3:15 - 4:45 Afternoon Workshop #2

Conference Track 1: Save Farms in Your Community - Meeting Room One
Workshop 1A: Farming in the City & the Country—Land, Economics, & Public Benefits (10:30 to 12:00)
Workshop 1B: Growing Resources for Farmland Conservation Funding (1:30 to 3:00)
Workshop 1C: Eminent Domain: Strengthening Protections for Farmland in Your Community (3:15 to 4:45)

Conference Track 2: Buy Local - Meeting Room Two
Workshop 2A: Food Hubs: Building the Supply Chain (10:30 to 12:00)
Workshop 2B: Farm to College: Value Chain Collaboration from Farmer to Student (1:30 to 3:00)
Workshop 2C: Farm to School: Bringing Local to the Lunchroom (3:15 to 4:45)

Conference Track 3: Keep Farmers on the Land - Meeting Room Three
Workshop 3A: Increasing Farmer Access to Publicly Owned Farmland (10:30 to 12:00)
Workshop 3B: Investing in Helping Farmers Find a Farm (1:30 to 3:00)
Workshop 3C: Using Agricultural Conservation Easements to Aid Farmers in Securing Land (3:15 to 4:45)

Conference Track 4: Agricultural Stewardship in a Changing Climate - Meeting Room Four
Workshop 4A: Climate Change and New York Agriculture (10:30 to 12:00)
Workshop 4B: Improving Soil Health to Increase Farmers’ Productivity and Resilience (1:30 to 3:00)
Workshop 4C: Alternative Perspectives on Agriculture, Local Food and Climate Change (3:15 to 4:45)

Conference Track 5: Local Agriculture and Land Use Leadership Institute - Meeting Room Five
Workshop 5A: Leadership Skills: What’s Really Important? (10:30 to 12:00)
Workshop 5B: Connecting Land Use Planning, Farmland Protection & Agricultural Economic Development (1:30 to 3:00)
Workshop 5C: Identifying Productive Farmland in Your Community (3:15 to 4:45)

Conference Track 6: Spread the Word - Meeting Room Seven
Workshop 6A: Communicating About Agriculture with Non-Farming Audiences (10:30 to 12:00)
Workshop 6B: Telling Stories to Promote Agriculture & Local Food Part 1 (1:30 to 3:00)
Workshop 6C: Telling Stories to Promote Agriculture & Local Food Part 2 (3:15 to 4:45)

American Farmland Trust
Harvesting Opportunities in New York

A Conference to Inspire and Educate New Yorkers to Support Agriculture, Strengthen Local Food Economies and Protect Farmland

About the Conference

Even though interest in growing the farm and food economy in New York has never been higher, there are major challenges facing agriculture in New York. Over the last 25 years nearly half a million acres of farmland, the equivalent of nearly 5,000 farms, has been lost to housing developments, shopping malls and big box stores. And, with nearly 30 percent of farmers in New York over age 65, there is an important need to assist farm families in planning for the transfer of their farms and to help the next generation of farmers find a farm in New York. All of this is further complicated by severe weather and challenges in adapting our farm and food system to a changing climate.

*Harvesting Opportunities in New York* is a conference for people who care about New York agriculture and want to work together to grow local food economies, protect farmland from development, promote environmental stewardship on farms and support the next generation of farmers. Conference participants include: farmers, public officials from all levels of government, land trusts, local food and public health leaders, institutional food-service managers, agricultural organizations, environmentalists, conservation professionals and concerned citizens.

The day-long conference will feature a series of 18 concurrent workshops, with over 50 speakers—covering topics ranging from best practices in farmland conservation to effective communication about agricultural topics. A Cider Doughnut Continental Breakfast and locally sourced Early Thanksgiving-Locally Grown Lunch will be served.

*Photos in this program and exhibited at the conference are from the documentary “Salt of the Earth” by photographer Bob Skinner. The full collection and prints are available at* [www.skinnerart.com](http://www.skinnerart.com).

**For more information:** www.farmland.org/harvesting-opportunities  
**Email:** newyork@farmland.org  
**Phone:** (518) 581-0078

American Farmland Trust
### Conference Track Morning Workshop Afternoon Workshop #1 Afternoon Workshop #2

<table>
<thead>
<tr>
<th>Conference Track</th>
<th>Morning Workshop</th>
<th>Afternoon Workshop #1</th>
<th>Afternoon Workshop #2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Track 1: Save Farms in Your Community</td>
<td>1A: Farming in the City &amp; the Country - Land, Economics &amp; Public Benefits</td>
<td>1B: Growing Resources for Farmland Conservation Funding</td>
<td>1C: Eminent Domain: Strengthening Protections for Farmland in Your Community</td>
</tr>
<tr>
<td>Meeting Room One</td>
<td>10:30-12:00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Track 2: Buy Local</td>
<td>2A: Food Hubs: Building the Supply Chain</td>
<td>2B: Farm to College: Value Chain Collaboration from Farmer to Student</td>
<td>2C: Farm to School: Bringing Local to the Lunchroom</td>
</tr>
<tr>
<td>Meeting Room Two</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Track 3: Keep Farmers on the Land</td>
<td>3A: Increasing Farmer Access to Publicly Owned Farmland</td>
<td>3B: Investing in Helping Farmers Find a Farm</td>
<td>3C: Using Agricultural Conservation Easements to Aid Farmers in Securing Land</td>
</tr>
<tr>
<td>Meeting Room Three</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Track 4: Agricultural Stewardship in a Changing Climate</td>
<td>4A: Climate Change and New York Agriculture</td>
<td>4B: Improving Soil Health to Increase Farmers’ Productivity and Resilience</td>
<td>4C: Alternative Perspectives on Agriculture, Local Food and Climate Change</td>
</tr>
<tr>
<td>Meeting Room Four</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Meeting Room Five</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Track 6: Spread the Word</td>
<td>6A: Communicating About Agriculture with Non-Farming Audiences</td>
<td>6B: Telling Stories to Promote Agriculture &amp; Local Food Part I</td>
<td>6C: Telling Stories to Promote Agriculture &amp; Local Food Part II</td>
</tr>
<tr>
<td>Meeting Room Seven</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**8:30** Registration Opens

**8:30 - 9:00** Cider Doughnut Continental Breakfast

**9:00** Welcome: David Haight, New York State Director, American Farmland Trust

John Larson, Executive Director of Programs, American Farmland Trust

New York State Department of Agriculture and Markets Commissioner Richard A. Ball
Harvesting Opportunities in New York
2015 Conference Track Descriptions

TRACK 1: Save Farms in Your Community
The growing, processing, buying and selling of food has traditionally formed the foundation of all economies—and New York State is no different. Yet New York continues to lose farmland to residential developments and shopping malls. Over the last 25 years New York has lost nearly half a million acres of agricultural land, an area equivalent to 4,500 farms, to development. Participate in the Save Farms in Your Community track and heighten your understanding of the diverse benefits of agriculture, discuss the major threats to our working landscape and learn effective ways to generate support for farmland conservation in New York.

TRACK 2: Buy Local
Institutions such as schools, colleges, hospitals and emergency food providers feed millions of New Yorkers. The State University of New York (SUNY) alone spends $101 million annually to serve meals across 29 campuses. That’s a lot of food and a great market opportunity for farmers. From Farm to School to Food Hubs, the Buy Local track will dig into efforts to strengthen the links in the supply chain from farmer to eater.

TRACK 3: Keep Farmers on the Land
Securing access to agricultural land is one of the largest barriers to the next generation of farmers in New York. At the same time, according to the 2012 Census of Agriculture, nearly one-third of New York’s farmers are aged 65 and older and nearly one-third of New York’s farmland, over two million acres, is owned and operated by these senior farmers. When this farmland transfers ownership, how can we ensure that it remains in agriculture and transitions to the next generation of farmers? The Keep Farmers on the Land track delves into programs and policies that help next generation farmers gain access to farmland and keep it in agricultural production for generations to come.

TRACK 4: Agricultural Stewardship in a Changing Climate
New York farmers work hard to protect the quality of the soil and water essential for growing crops and raising livestock, yet they face new challenges due to extreme weather brought on by our changing climate. Learn about the effects of climate change on New York agriculture, and discuss best practices to support a resilient farm and food system in New York.

TRACK 5: Spread the Word
All Americans eat, yet less than two percent of us farm. Communicating about farming with a public that has no firsthand knowledge of agriculture is a major challenge. Participants in the Spread the Word track will share strategies for effectively communicating agricultural issues, learn about the components of a compelling story, and be coached by professionals in drafting stories to raise awareness of farm and food issues.

TRACK 6: Local Agriculture and Land Use Leadership Institute
American Farmland Trust and Cornell University created the Local Agriculture and Land Use Leadership Institute to enhance knowledge among community leaders about land use planning, economic development, and farmland protection tools and build their skills to ensure a bright future for agriculture in New York. Workshops in this track include components of the Institute’s training curriculum and will expose participants to land use and economic development concepts as well as leadership skills needed for effective community action.
Conference Track 1 ● Meeting Room One
Save Farms in Your Community

Workshop 1A: Farming in the City & the Country—Land, Economics & Public Benefits
10:30 to 12:00

We all know local farms provide us with delicious, fresh food, but there’s more to it than that. Join a panel of farmers from rural, suburban and urban communities for a discussion of the myriad ways in which farms benefit their communities and generate local economic growth.

**Panelists:**
- Matthew and Juanita Critz, Owners, Critz Family Farms
- Ben Flanner, Head Farmer, President, Brooklyn Grange Rooftop Farms
- John McDowell, President, Rockland Farm Alliance
- Jessica Sargent, Director, Conservation Economics, The Trust for Public Land

Workshop 1B: Growing Resources for Farmland Conservation Funding
1:30 to 3:00

New York State has lost nearly half a million acres of farmland since the 1980s to housing developments and shopping malls. Purchase of development rights (PDR) is a conservation tool that permanently protects agricultural land, helping farmers to keep farming and providing food security for New Yorkers. But PDR programs can’t work without sufficient and reliable funding streams. Join a discussion on how towns, cities, the State of New York and private partners can work together to generate funds for the permanent protection of our irreplaceable agricultural land.

**Moderator:**
David Haight, New York State Director, American Farmland Trust

**Panelists:**
- Sanaz Arjomand, New York State Policy Intern, American Farmland Trust
- Daniel R. Garodnick, Council Member, New York City Council
- John v.H. Halsey, President, Peconic Land Trust
- Steve Rosenberg, Executive Director, The Scenic Hudson Land Trust, Inc.; Senior Vice President, Scenic Hudson

Workshop 1C: Eminent Domain: Strengthening Protections for Farmland in Your Community
3:15 to 4:45

Farmland can often be a target for new development – for houses or strip malls or utilities, gas lines and other uses. In this workshop, farmers and farm advocates share stories of their experiences with eminent domain as well as lessons learned about ways farmers and community members can work together to protect local farmland.

**Panelists:**
- Mark James, Membership and Leadership Development Specialist, Cortland and Onondaga, New York Farm Bureau
- Marie Krenzer, Krenzer Farms
- Robert Nied, Acting Executive Director, Center for Sustainable Rural Communities
- Lisa Stanton, Stanton Farms
Conference Track 2 ● Meeting Room Two

Buy Local

Workshop 2A: Food Hubs: Building the Supply Chain
10:30 to 12:00

The USDA defines a food hub as “a business or organization that actively manages the aggregation, distribution, and marketing of source-identified food products primarily from local and regional producers to strengthen their ability to satisfy wholesale, retail, and institutional demand.” What’s the current state of food hubs in New York State and how can we help them expand to bring New York-grown food to eaters in urban neighborhoods, schools and colleges? Come hear the results of a food hub assessment conducted by the State and City of New York along with stories of new food hub businesses.

**Moderator:** Challey Comer, Chief of Staff, New York State Department of Agriculture and Markets

**Panelists:**
- Nathan Forster, Territory Lead - NYC Metro, Regional Access
- Chris Hartman, President, Headwater Food Hub
- Linda LaViolette, Director of Farmers’ Markets, Strategic Business Development, Empire State Development
- Julie Stein, Vice President, NYC Economic Development Corporation

Workshop 2B: Farm to College: Value Chain Collaboration from Farmer to Student
1:30 to 3:00

Join us for a deep dive into the Farm to SUNY project at University at Albany. The session will focus on what it takes at each link in the value chain from farm to plate to increase purchases of local food on a large college campus. You will hear from a food service director, campus sustainability director and distributor about how they work together to deliver and promote new local products on campus. Find out what these experts view as the keys to success and the main obstacles to growing local food programs at New York colleges and universities. Dig into the multi-campus Farm to SUNY initiative to learn how the larger collaboration is helping campuses scale up their local procurement efforts.

**Moderator:** Christina Grace, Co-Coordinator, Farm to Institution New York State (FINYS)

**Panelists:**
- Anthony Carioto, President, Carioto Produce & Seafood
- Timothy MacTurk, District Manager, Onsite Service Solutions, University at Albany Dining Services, Sodexo Education
- Mary Ellen Mallia, Director of Environmental Sustainability, University at Albany

Workshop 2C: Farm to School: Bringing Local to the Lunchroom
3:15 to 4:45

Farm to School took root in New York State nearly 20 years ago with a handful of school districts; now it’s blooming from the Niagara frontier to the Hudson Valley, and from the Adirondacks down to New York City and Long Island. Come hear the latest on K-12 schools’ procurement of locally-grown food and how projects are building Farm to School teams to expand their programs. How can your schools help children learn about farms and enjoy tasty local foods? If you have a Farm to School program, bring your stories and handouts to share!

**Moderator:** Jim Liebow, Food Service Director, Brockport Central School District; Chair, New York State Farm to School

**Panelists:**
- Nicci Cagan, Farm to School Consultant, From the Ground Up
- Todd Fowler, Food Service Director, Bloomfield and Canandaigua School Districts; Chair, New York School Nutrition Association State Public Policy & Legislation Committee
- Ruth Pino, Food Service Director, Saranac Lake Central School District, Adirondack Farm to School
Conference Track 3 ● Meeting Room Three

Keep Farmers on the Land

Workshop 3A: Increasing Farmer Access to Publicly Owned Farmland

10:30 to 12:00

Join panelists to review and discuss opportunities for increasing farmer access to publicly owned farmland. This workshop includes an overview of legislation that would facilitate farmer access to state-owned land in New York and looks at creative ways in which New York State is working to improve farmer access to public land in New York. Hear examples of farmers making use of public lands and efforts to make more public lands available for agriculture, and participate in a discussion of new ways to expand the connections between public lands and farmers.

**Moderator:** Christopher Goeken, Director of Public Policy & Government Relations, New York League of Conservation Voters

**Panelists:**
- Casey Holzworth, Regional Natural Resource Steward, New York State Office of Parks, Recreation & Historic Preservation: Saratoga-Capital District and Thousand Islands Regions
- Chris O’Bleness, Livestock Operations Manager, Stone Barns Center for Food and Agriculture
- Holly Rippon-Butler, Land Access Campaign Manager, National Young Farmers Coalition

Workshop 3B: Investing in Helping Farmers Find a Farm

1:30 to 3:00

This workshop includes a presentation on current research into farmland investment and access projects in the Northeast, followed by a moderated panel discussion with representatives from a number of involved organizations. Learn about how these farmland investment and access projects interact with public and private funding sources, farmland, conservation, and farmers.

**Panelists:**
- Bob Bernstein, Managing Director, Northeast Farm Access
- Jerry Cosgrove, Attorney/Consultant, Jerry Cosgrove Consulting Services
- Sally Dodge, Northeast Community Development Manager, Iroquois Valley Farms
- Mike Ghia, Vermont Field Agent, Land for Good
- Jacob Israelow, Founder, Dirt Capital Partners

Workshop 3C: Using Agricultural Conservation Easements to Aid Farmers in Securing Land

3:15 to 4:45

Learn about and discuss new ways to improve the connection between agricultural conservation easements and assistance to farmers in transferring ownership of their farms and securing access to farmland. The Columbia Land Conservancy will present on innovative farmland conservation models that aim to help farms remain in active agricultural production and keep farmland in the hands of farmers, and two Hudson Valley farmers will describe their experiences with these conservation easements.

**Panelists:**
- Marissa Codey, Acting Director of Conservation Programs, Columbia Land Conservancy
- Faith Gilbert, Farmer, Letterbox Farm Collective
- Walt Kiernan, Partner and General Manager, Walt’s Dairy
Conference Track 4 ● Meeting Room Four
Agricultural Stewardship in a Changing Climate

Workshop 4A: Climate Change and New York Agriculture
10:30 to 12:00
In this workshop we will discuss our changing climate and examine the impacts and challenges climate change poses for New York agriculture. Farmers will share stories of the challenges they face with the effects of climate change. Panelists will answer questions and participate in a discussion with the audience.

**Panelists:**
- Larry Eckhardt, Co-owner, Kinderhook Creek Farm; President, Capital Area Ag Consulting, Inc.
- Michael Hoffman, Executive Director, Cornell Institute for Climate Change and Agriculture
- Sandra Prokop, Co-Owner, Crossbrook Farm
- Peter Ten Eyck, President, Indian Ladder Farms

Workshop 4B: Improving Soil Health to Increase Farmers’ Productivity and Resilience
1:30 to 3:00
Improving soil health is a simple and effective step farmers can take to become more resilient to extreme weather and climate variability as well as reduce their impact on climate change. In this workshop panelists will define soil health, discuss soil health practices, and outline the many benefits that not only increase resiliency to climate change, but can also improve farm profitability. The workshop will conclude with table top demonstrations displaying the benefits of maintaining soil health.

**Panelists:**
- Fay Benson, Extension Educator, Cornell Cooperative Extension, New York Grazing Lands Coalition
- Jody Bolluyt, Farmer, Roxbury Farm
- Jeff Ten Eyck, New York Agricultural Stewardship Specialist, American Farmland Trust

Workshop 4C: Alternative Perspectives on Agriculture, Local Food and Climate Change
3:15 to 4:45
An overview of initiatives being implemented in California will be presented along with lessons learned that will help participants stretch their imaginations as to what can be done in New York to improve resiliency and reduce agriculture’s contribution to climate change. The workshop will include a discussion of *One New York: The Plan for a Strong and Just City*, an initiative that seeks to strengthen the local food supply and distribution system for New York City while providing benefits such as greenhouse gas reduction, resiliency to climate change and farmland conservation.

**Panelists:**
- Steven Shaffer, Consultant, Environmental Consulting for Agriculture
- Barbara Turk, M. Div, Director of Food Policy, Office of the Deputy Mayor for Health and Human Services
Conference Track 5 ● Meeting Room Five
Local Agriculture and Land Use Leadership Institute

**Workshop 5A: Leadership Skills: What’s Really Important?**
10:30 to 12:00

In this workshop, participants will discuss documented leadership skills, and take part in an activity to identify those which they feel are most important to effective leadership. Discussion will reveal the skills the audience feels are critical to success, as well as those that are non-essential. We will explore how these skills relate to leadership of farmland protection and land use efforts in your community.

**Presenter:** Larry Van De Valk, PhD, Executive Director and Senior Extension Associate, LEAD New York, Cornell University

**Workshop 5B: Connecting Land Use Planning, Farmland Protection & Agricultural Economic Development**
1:30 to 3:00

This session will explore the underlying goals of land use planning, farmland protection and agricultural economic development using an activity-based module to make connections between these three elements.

**Panelists:**
- David Kay, Senior Extension Associate, Community and Regional Development Institute (CaRDI) at Cornell University
- Judy Wright, Agriculture Resource Educator, Cornell Cooperative Extension of Cayuga County

**Workshop 5C: Identifying Productive Farmland in Your Community**
3:15 to 4:45

Productive farmland is the foundation of community farmland protection efforts. Without productive farmland, farmers cannot generate income to be profitable and farms cease to exist. There are a number of farmland characteristics that a community can consider when evaluating whether a farm can or should be protected. Learn from two different communities about how they determined what characteristics and factors to use and the role that Agricultural Districts have in farmland protection.

**Moderator:**
Judy Wright, Agriculture Resource Educator, Cornell Cooperative Extension of Cayuga County

**Panelists:**
- Barbara Johnston, Senior Planner, AICP, LEED ND, LaBella Associates
- Cari Watkins-Bates, Assistant Land Conservation Director, Scenic Hudson
Workshop 6A: Communicating About Agriculture with Non-Farming Audiences
10:30 to 12:00

With the vast majority of Americans several generations removed from agriculture, how can farmers and agriculture advocates best communicate to the public about the challenges faced by farmers and the realities of farm life? During this workshop a panel of farmers and local foods advocates join participants in a discussion of the challenges of and strategies for successfully communicating with the public about agriculture.

**Moderator:** Laura Ten Eyck, Senior New York Project & Outreach Manager, American Farmland Trust

**Panelists:**
- Will Malcolm, Healthy Places Manager, Capital Roots
- Joshua Rockwood, Owner, West Wind Acres
- Jessica Ziehm, Executive Director, New York Animal Agriculture Coalition

Workshops 6B and 6C: Telling Stories to Promote Agriculture and Local Food

Surveys conducted by American Farmland Trust demonstrate that the concept of the family farm resonates with the non-farming audience, and research has shown that storytelling is the most effective means for non-profit organizations to communicate with potential supporters. During this two-part session participants will learn how to craft a powerful story to serve as a communications tool in developing support for agricultural issues.

**Part I - 1:30 to 3:00:**

In the first session of this two-part workshop, professional storyteller Mary Murphy will share examples of compelling stories and then work with participants to identify and understand the essential building blocks of a good story, such as conflict, character, plot and theme. Participants will brainstorm the types of stories that might prove most effective in engaging the public in support of agricultural issues.

**Part II - 3:15 to 4:45:**

In this session, professional storyteller Mary Murphy will lead the group in a writing workshop during which, with the support of facilitators, each participant will draft a story that demonstrates the critical importance of farmers and farmland to the community. Participants will then take turns reading their stories aloud to the group and receiving constructive criticism they can use to improve their story before putting it to work.

**Workshop Leader:** Mary Murphy, Writer/Storyteller

**Facilitators:**
- Olivia Fuller, New York Program and Outreach Assistant, American Farmland Trust
- Laura Ten Eyck, Senior New York Project & Outreach Manager, American Farmland Trust
American Farmland Trust greatly appreciates the significant financial support for *The Harvesting Opportunities in New York* conference provided by:

The Environmental Protection Fund and the New York State Conservation Partnership Program in collaboration with the Land Trust Alliance and the New York State Department of Environmental Conservation.

Joyce and Irving Goldman Family Foundation

Local Economies Project

The New World Foundation

Doris Duke Charitable Foundation

Farm Credit East