



## **Northern NY Agricultural Development Program 2004 Project Report**

### **A Rural & Ag Economic Development Specialist for Franklin County**

#### **Project Leader(s):**

Bernadette Logozar, Rural & Ag Economic Development Specialist, Cornell Cooperative Extension of Franklin County, 355 West Main Street, Suite 150, Malone, NY 12953, 518-483-7403, fax: 518-483-6214 ,email: [bel7@cornell.edu](mailto:bel7@cornell.edu)

#### **Collaborator(s):**

Carl Tillinghast, Director, Cornell Cooperative Extension Franklin County; Harry Fefee, Chairman, Franklin County Ag & Farmland Protection Board

#### **Background:**

The position of Rural & Ag Economic Development Specialist was created out of the Franklin County Agriculture & Farmland Protection Plan (published March 2001). Funding support for this position came through the Northern New York Agriculture Development Program and Cornell Cooperative Extension of Franklin County. Cornell Cooperative Extension (CCE) of Franklin County hired Bernadette Logozar in the summer of 2002 to fill the position of Rural & Ag Economic Development Specialist and to work in the area of ag and rural economic development.

#### **Methods:**

- During her time with CCE Franklin County, Ms. Logozar has worked with farmers and rural entrepreneurs in Franklin & surrounding counties in the area of marketing, business development, regulations, alternative agriculture, diversification and small farm operations.
- Ms. Logozar has been proactive in establishing and strengthening relationships with other agencies and organizations in Franklin & surrounding counties that would assist farmers. This list includes: Franklin County IDA, Franklin County Tourism, local Chambers of Commerce, Adirondack North Country Association (ANCA), Adirondack Farmers' Market Cooperative (AFMC).

- Ms. Logoza served as the Regional Coordinator for the tri-county Marketing Initiative Adirondack Harvest; collaborated with ANCA to publish the “Pasture Raised Meat Directory”; has secured grant funding to offer small livestock producers a focused marketing series and create the “Livestock Producers’ Marketing Toolkit”; has helped to establish the North Country chapter of the Women’s Business Owners’ Network (WBON); offers a number of innovative programming on marketing, e-commerce, business planning, pricing, rules & regulations for farmers’ markets, community economic development.
- Ms. Logoza is a part of the Small Farms Task Force, the Small Farms Quarterly Editorial Team, a member of the Ag Economic & Community Development Program Work Team, a member of the Community Economic Renewal Program Work Team, a Director on the Board of Directors of the local Chamber of Commerce, a member of the NNY International Ag Expo Board of Directors and co-chapter coordinator for the Women’s Business Owners’ Network.

**Results:**

- Through the Adirondack Harvest Marketing Initiative 115 farms in the tri-county region and 10 farmers’ markets are listed on the *Adirondack Harvest* website ([www.adirondackharvest.com](http://www.adirondackharvest.com)) & Pasture Raised Meat Directory, the awareness of the agriculture and the variety of products, which are grown, raised and marketed locally has increased. The direct result has been greater visitors to local farms and more money in these direct market farmers’ pockets.
- As well, because Ms. Logoza’s work straddles rural & ag economic development she acts as a liaison between the non-farm small businesses (i.e. store owners) and on-farm businesses (farmers) and an information resource for critical areas of interest to the community (i.e. wind power, small business development). Future projects involve bringing local farmers and other small businesses closer together.

**Conclusions/Outcomes/Impacts:**

- Have encouraged more direct market farmers to become involved in Adirondack Harvest, to date 35 Franklin County farms are participating members. The number of farmers markets in the county has increased, enabling consumers more outlets to buy local.
- Through the increased involvement of direct market farmers in Franklin County in Adirondack Harvest, in 2005 Franklin County Tourism has included agriculture in their full color brochure for tourists to visit.

### **Outreach**

***Agricultural Economic Development*** CCE of Franklin County has made some major steps forward to ensure the profitability and sustainability of our small farms and rural agribusinesses. This past year CCE...

- Offered an ***E-Commerce Course*** for small rural business owners. Topics included: ***E-commerce basics, market research, and building your own website.***
- Continued to work with ***Livestock Producers*** to explore and fine-tune their ***marketing options*** through the development of the ***Marketing Toolkit***. Worked closely with ANCA to encourage ***agricultural diversification*** through the formation and facilitation the ***Pastured Poultry Group***. Are currently to secure funding sources through ***Heifer International*** for much needed infrastructure for local farmers.
- Worked with ***existing agencies*** such as Industrial Development Agency of Franklin County, Chambers of Commerce, Franklin County Tourism and others ***to increase the number of successful rural based businesses*** in Franklin County.

### ***Community Economic Development***

In 2004, CCE expanded programming to include ***Community Economic Development*** (CED). The purpose of community and economic decision-making is to improve the capacity of citizens, community leaders and policy makers to understand and respond to external and internal forces for change. ***Education & outreach programming*** included:

- ***NNY Community Economic Development Conference*** was hosted by CCE in partnership with ***Center for the Advancement of Sustainable Tourism (CAST)***, ***Fuller Communications & NY Main Street Alliance*** connected local government, community economic development leaders and agencies to local, regional and state resources. This regional conference brought participants from Franklin, St. Lawrence, Clinton, Essex, Hamilton, & Warren Counties.
- ***Community& Economic Renewal “Roadshow” Seminar***—linking local community development leaders to research and resources around the state.

***Community Economic Development Summer Series***—connected local government and the community to resources and information. Topics: ***Socioeconomic Trends and Well-being of NYS Citizens*** and ***Community Sustainability: Holistic Approaches to Community Development.***

**Acknowledgments:**

This project was funded by a grant from the Northern New York Agricultural Development Program and by funds from Cornell Cooperative Extension of Franklin County.

**Northern New York Agricultural Development Program:**

The Northern New York Agricultural Development Program provided funding for this agriculture-based economic development project. The Northern New York Agricultural Development Program is a farmer-driven research and education program specific to New York state's six northernmost counties: Jefferson, Lewis, St. Lawrence, Franklin, Clinton and Essex.

Thirty-three farmers serve on the Program board led by Co-Chairs Jon Greenwood of Canton (315-386-3231) and Joe Giroux of Plattsburgh (518) 563-7523. For more information, contact Jon, Joe or R. David Smith at 607-255-7286 or visit [www.nnyagdev.org](http://www.nnyagdev.org) # # #