



# **POLICY FORUM**

**Discussion from the five  
concurrent sessions**

# Community-Based Marketing Infrastructure

Presenter: Roz Cook

## **Key opportunities/innovations:**

- Working together to distribute product
- Using farmers' markets to grow other local businesses and bring community together around food

## **Keys to their success:**

- Working together
- Start-up grants
- Expertise

# Community-Based Marketing Infrastructure

## **2-3 actions for the Adirondack North Country region to follow up/stakeholders to take ownership:**

- Help with production & distribution networks
- Find venues (just like this) to get people together – farmers, buyers, community people

## **Next steps from conference:**

- Another gathering or networking opportunity
- Info to people from today
- ?

# Agricultural Entrepreneurship

Presenter: Anita Deming

## **Key opportunities/innovations:**

- One on one help with business plans
- Financing for new ideas
- Capital/microcredit
- Farmer grant opportunities
- Share/cooperative purchasing marketing initiative
- Jump the fence w/ state & nation

## **Keys to their success:**

- Work with everyone – networking, people need to get along
- Advertise availability of services
- Economic model
- Pride in your own product & process
- Know your customer's goals & cater to their interests

# Agricultural Entrepreneurship

**2-3 actions for the Adirondack North Country region to follow up/stakeholders to take ownership:**

- Education on nutrition & food
- Need upstate farmers' market person or broker to help in NYC

**Next steps from conference:**

- Have grape specialists stop in at Jefferson County on way up or home
- Make “connection w/ brokers”
- Distribution is a need – demonstration - organization

# Taste of Place: Developing Regional Identity around Food & Agriculture

Presenter: Amy Ivy

## **Key opportunities/innovations:**

- \$8 million of spending leaves our area that could have been spent here
- Improve the culinary experience

## **Keys to their success:**

- Pooling our resources, websites, email contacts, internet surveys and share results, regional marketing
- Create your identity from what already exists
- Think from the consumer's perspective not OUR perspective
- First develop a big picture/vision, then start with small, specific projects

# Taste of Place: Developing Regional Identity around Food & Agriculture

**2-3 actions for the Adirondack North Country region to follow up/stakeholders to take ownership:**

- Regional sense of who we are
- Develop our brand for dining experience, our reputation is bad now!
- Need more producers to meet local demand
- More products available year round, value added to extend shelf life
- Make products easy to find on the shelf, readily available and convenient.

**Next steps from conference:**

# Connecting Local Foods with Health and Well-being

Presenter: Kristin Colarusso

## **Key opportunities/innovations:**

- Bring together people from different areas (nutrition-ag meetings)
- Find funding for important programs
- Change policy to support Farm to School projects

## **Keys to their success:**

- Don't be afraid to talk to everyone about your project
- Don't count your success until its tried and true
- Don't limit your vision
- Many definition of "local"



# Connecting Local Foods with Health and Well-being

**2-3 actions for the Adirondack North Country region  
to follow up/stakeholders to take ownership:**

- Farmer training for sales to large establishments
- Change the way that government reimburses free/reduced lunch

**Next steps from conference:**

- More events where people of different expertise are present
- Continue increasing awareness of local food benefits
- Facilitate flow of information between producers & consumers

# Land-Use and Agricultural Economic Development

Presenter: Rod Howe

## **Key opportunities/innovations:**

- Expand/ create markets based on differentiation & value
- Planning for agriculture at the town level
- Consciously build North Country regional ag industry cluster
- Local land use planning connected to regional economic development

## **Keys to success:**

- Networking can lead to innovation
- It's about the intersection of community and economic development
- Education on land assessments and land valuation & property tax
- Local foods can co-exist with markets outside of NYS
- Dynamic ag business climate

# Land-Use and Agricultural Economic Development

**2-3 actions for the Adirondack North Country region to follow up/stakeholders to take ownership:**

- Explore Quebec-NY corridor
- Training for planning board members
- Encourage statewide uniform assessments
- Explore Center of Excellence

**Next steps from conference:**

- Get to know your ESD regional directors and staff
- Encourage your town to apply for Ag Planning grants (summer/fall)
- Educate local officials on need to think regionally when it comes to economic development
- Learn more about NYS's emerging Smart Growth Initiative

# General Discussion

- Build on today's program and interest among consumers to create a regional plan/strategy for agriculture and consumers to capitalize on the opportunities and benefits of locally produced food products.
- Policies and actions must accommodate and support both larger and smaller scale production, processing and marketing businesses. The region must avoid the tensions that exist regarding size of business.
- "Local"---the challenge/problem with definitions. Local is a relative term--local compared to what? Flexibility will be required for success--perhaps the definition being determined in part by the product, the marketing situation etc.