Sustainability Workshop for Catskill Farmers and Local Food Businesses
November 19, 2019

Taking Stock
About CADE

Established in 1991 in Otsego County

Our mission:
To increase the number and diversity of successful farm enterprises and related businesses in New York.

Our path:
To help create a stable food supply chain for a strong regional food system.

Our programs and services:
Educational workshops, One-on-one consultation and mentoring, resource development and referrals
The market for small(er) producers

Ag of the Middle:

- In the “middle”, between direct and commodity marketing options, farmers and ranchers are working together to distinguish their products in the marketplace based on values such as environmental stewardship, food quality and fair trade.
- Agriculture of the Middle projects create strategic alliances among farmers, processors, distributors and retailers to reach consumers who care about the impacts of their food purchases.
- The Agriculture of the Middle initiative supports research, education and policy strategies that keep farmers and ranchers on the land.

www.agofthemiddle.com
The market for small(er) producers

To compete in this world, Ag of the Middle producers need:

- Aggregation opportunities
- Specialized distribution channels
- Market research support
- Branding and promotion support
- Business development support
- Market opening support
Inventorying your resources

PHYSICAL ASSETS:

Land:
Soil types, slopes, drainage (soils.usda.gov)
Soil ph (simple pH test)
Soil nutrients (Cornell or other soil test)
Compaction

Also:
Accessibility
Easements
Regulatory use restrictions
Inventorying your resources

PHYSICAL ASSETS (Cont’d)

Facilities and equipment:
Appropriateness to need
Condition
Cost of operation
Safety
Less tangible assets

Business resources
Available funds
Access to credit/investment funds
Goodwill including recognized “brand”
Existing business relationships
Potential customers
Service providers
Banks, lawyers, accountant
Less tangible assets

Human Resources
Planning skills
Recordkeeping skills
Computer skills
Communications skills – marketing, selling
People skills – motivating, clear direction
Flexibility
Desire/Capacity for physical work
Desire/Capacity for year-round work
Community sustainability

Agricultural districts

Agricultural assessments

Local land use regulations

County Agriculture and Farmland Protection Plans
County agricultural and farmland protection boards may develop plans, in cooperation with the local soil and water conservation district and soil conservation service, which shall include, but not be limited to:

(a) the location of any land or areas proposed to be protected;

(b) an analysis of the following factors concerning any areas and lands proposed to be protected:

(i) value to the agricultural economy of the county;

(ii) open space value;

(iii) consequences of possible conversion
Priority is given for funding under the State Program where:

Viable agricultural land is preserved (viable is defined as “land highly suitable for agricultural production and which will continue to be economically feasible for such use if real property taxes, farm use restrictions, and speculative activities are limited to levels approximating those in commercial agricultural areas not influenced by the proximity of non-agricultural development”)

Locations that are facing significant development pressure; and

Locations that serve as a buffer for a significant natural public resource containing important ecosystem or habitat characteristics.
Consideration is also given to:

- The number of acres that will be protected;
- The quality of the soil resources involved;
- The percentage of the total farm acreage available for agricultural production;
- The extent to which the property is bordered by or proximity to other farms which are already protected by a conservation easement or which might reasonably be expected to enter into a farmland preservation agreement in the future;
- The level of farm management that is demonstrated by the current landowner;
- The likelihood of the property’s succession as a farm if the present ownership changes.
Contact Us

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