

HVADC Projects in Ulster County

Historical Project List through 2018:

GoPal Farm	Alewife Farm
Arrowood Farm	Phoencia Bee
A. Pezzullo	Baron's International Kitchen, Inc.
Long Season Farm	Raspberry Field Farms
Westwind Orchard	Fiddlehead Farm
Pika's Farm Table	Copley Vintage Cheese
High Falls Food Coop	Hepworth Farm
Farm to Table Copackers	Hudson Valley Harvest
Catskill Fungi	Taliaferro Farm
Hudson Valley Seed Library	Old Ford Farm
Farm Box	Bread Alone
Boice Dairy	Zena Nason
Rondout Valley Growers	Lyonsville Sugar House
Fitzgerald Farm	Sofregit
Truncali Farm	Guarino Farms
Stone Ridge Orchards	Half Pint Preserves
Little Dog Orchard	Pumpkin Patch Farm
Lisa & Amy's Cookies	Winter Sun Farm
Whitecliff Vineyard	Joia Foods

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HVADC Programs Overview

Incubator Without Walls (IWW)

Incubator without Walls is a key feature of HVADC where new and existing agriculture-related businesses apply to receive individualized assistance. Qualified businesses that are admitted into our IWW program can tap into a wide range of services to accelerate their growth and increase their chances of long-term success. These services can include: business and financial planning, value-added infrastructure services, financing and networking. Through IWW, HVADC has been able to assist over 200 farms and businesses since 2007. The various types of services HVADC has provided through IWW include general business planning, strategic planning for growth and development, financial analysis, marketing and promotion through print, media, Facebook and Twitter, project planning, matchmaking services (i.e. referrals for consumer/chefs to appropriate farm businesses), food safety certification/planning and permitting.

Applicants to the program complete an in-take form to provide basic information about their business. HVADC staff then meets with the applicant to review and conduct an assessment of their needs. Upon completion of the assessment, HVADC develops an

individualized program of services for the client. This process results in a highly effective and timely delivery of services designed to accommodate the varying schedules and availability of our clients.

Farm and Food Funding Accelerator (FFFA)

The FFFA is the second round of accelerator programs that started in October 2016. The FFFA supports the creation and growth of robust regional supply chains by providing entrepreneurs with the tools they need to be successful. This program is designed to help farmers and food entrepreneurs develop the necessary skills and materials to scale their business, build sales, and access financing sources.

Results from the first round of nine businesses, including Raspberry Field Farms located in Marlboro, exceeded all project goals include:

- \$22M in sales, a 27% increase
- Sourced over \$3.3M from 65 regional farms
- Developed 22 expanded market opportunities and created 42 new market opportunities
- Supported 25 additional full-time jobs and 25.5 part-time

Over the course of six to eight months beginning in November of 2018, participants will engage in a series of one-on-one mentoring sessions, group interaction and industry networking events to learn how to talk to investors, discover new market opportunities, and pitch to potential funders in spring 2019.

In this round of the FFFA, Ulster County businesses are well represented with three participants. **GoPal Farm** (New Paltz), is an organic, no-kill, biodynamic farm following the rudiments of permaculture that produces ethnic Indian vegetables, herbs, beans, grains and milk products— and may be the only farm in the Northeast doing so. Owner Nimai Gupta has developed a market by distributing through weekly grocery boxes to affluent Indian-Americans, specialty chefs, Indian fusion chefs, and online sales. The second business, **Local Artisan Bakery**, launched as a pop-up shop in the spring of 2018, selling at events and farmers markets throughout the Hudson Valley. Owner Karianna Haasch embraces the art of baking by using high-quality, local ingredients and baking in small, hand-crafted batches. Karianna is preparing to open a retail storefront and commercial kitchen to enable clientele growth and expanded product offerings. **Phoenicia Honey Co.**, based in Mount Tremper, has been marketing infused honey products since 2014. Since purchasing the business in 2016, owner Rebecca Shim has expanded the product line to include other bee inspired products including a skincare line and beeswax candles, and distribution from markets and fairs to wholesale accounts, online and through an Etsy store. Rebecca recently moved the operation to the production kitchen at the Cornell Creative Business Center, providing the opportunity to almost double production.

The new FFFA peers had the opportunity to join in the Valley Table Magazine's Kick Off Event for Restaurant Week. This well attended event at Tuthilltown Spirits, included restaurant owners as well as their team members, food bloggers/writers, and special guests, with booths, displays and workshops offered by local vendors, purveyors, and various industry professionals. GoPal, Local Artisan Bakery and Phoenicia Honey Co along with several additional FFFA peers showcased their products at this event.

Hudson Valley Bounty (HVB)

Hudson Valley Bounty (HVB) continues to be the region's most comprehensive local farm and food portal. HVADC continues to successfully use the Hudson Valley Bounty program to promote its farmer and chef members including those in Columbia County. With an average of 2,000 site users per month, the website is actively providing consumer exposure to our members.

Due to HVADC's multi-year investment in HVB, it is a well-recognized brand in the Hudson Valley. This programming allows HVADC to utilize HVB in a variety of ways. In addition to informing our members of important information such as grant opportunities and education/training sessions, we have developed a consumer newsletter to alert the region to the many happenings at our farms and restaurants. Participation in Hudson Valley Bounty is free, and farms and food businesses may submit their information at hudsonvalleybounty.com. As the region's go-to-resource for local food and farm offerings, Hudson Valley Bounty provides participants with exposure on its high-traffic website used by local consumers, tourists, chefs, farmers, wholesalers, and institutional buyers; the opportunity to be featured on Hudson Valley Bounty social media, email newsletters, and blog; as well as access to Hudson Valley Bounty's curated newsletters containing information on grant and financing opportunities, training workshops, events, and opportunities to promote their business or sell their product.

FeedHV

New in 2018, HVADC began administering the FeedHV program and hired a new staff member to coordinate the effort. FeedHV is a regional food rescue and harvesting network dedicated to meeting the needs of neighbors while mitigating the impacts of food waste. The concept evolved out of community dialogues with farmers, volunteers, nonprofit agencies and key stakeholders.

Through a web-based and mobile application powered by ChowMatch, FeedHV links food donors of prepared but unserved food and fresh produce (including farms, restaurants, catering services, grocery stores, hospitals, universities and more) to nonprofit organizations with food assistance programs (such as food pantries, soup kitchens and shelters) through the efforts of a network of volunteers who transport, harvest and process donated food. With this technological solution, FeedHV enhances and streamlines the good work of businesses, agencies, and organizations already doing food recovery work.

Ulster County has very active community within FeedHV including 23 feeding agencies, 35 donors and 97 volunteers participating in the program. As an example of the some of the work being done as part of this effort, in early November, employees and families of Kingston Nissan participated in the first of a series of events focused on feeding neighbors and fighting food insecurity. The company partnered with FeedHV and the Ulster County Farm to Food Pantry Collaborative to "Harvest for Hunger," to harvest apples from Hurd's Family Farm in Clintondale. The next event will transform and preserve their bounty by preparing it into applesauce at the kitchen of network partner Ulster County Community Action Committee (UCCAC). Finally, volunteers will distribute the finished product to three Ulster county-based feeding programs.

Overall, the effort has moved over 58,500 pounds of food through 639 volunteer food runs.

The Cultivator

HVADC launched a monthly newsletter in 2017 that provides insights on the work we do, our clients, our partners and other information pertinent to the work we do with farms and food related businesses. The Cultivator has featured articles on several Ulster County clients including Westwind Orchard, Hudson Valley Seed Company, the Hudson Valley Farm Hub, and Raspberry Field Farms. Please see HVADC's website (www.hvadc.org) to review past articles and to sign up to receive the **Cultivator** in your inbox.

2018 Ulster County Projects Summaries

Arrowood Farm Brewery - is a farm brewery, growing hops and grain, along with a tasting room located in Accord. HVADC worked with the owners to develop a New York State CFA submission for \$360,000 in grant funding to support a \$1.8 million expansion of the farm's brewery. The CFA application was based on extensive work to craft a business plan, marketing plan and project plan for the expansion.

Alewife Farm - Alewife Farm is a made up of first generation family farmers. They are dedicated to responsible farming and increasing the access to locally grown, high quality produce using no tractors, no till, organic growing methods. HVADC assisted owner Tyler Dennis with developing a business valuation for the purposes of adding new members to his LLC.

GoPal Farm – Prior to acceptance into the FFFA program, HVADC was working with Mr. Gupta to review his business plan and helped develop a business valuation that is being used to secure investment capital for this expanding grower of Indian vegetables. HVADC is supporting GoPal in their efforts to secure a CFA award.

Old Ford Farm – Old Ford Farm is a small diversified family farm located in Gardiner, NY. Joe and Becky Fullam strive to produce quality foods, build community, and use farming methods that promote the long-term health of our land, animals, and larger environment. HVADC has been assisting the Fullams with the purchase of land for relocation of the farm. This assistance has included legal and property appraisal for the purchase.

Phoenicia Honey Co – After purchasing the business from the former owner, the current owner asked HVADC for some guidance. Prior to being accepted into the FFFA, HVADC has been working with Ms. Shim to develop a business plan to grow sales and profits for this producer of infused honey and other honey-based products.

Pika's Farm Table - Pika's Farm Table is a family run business located in Lake Katrine they recreate delicious meals inspired by our European heritage. Their products include handmade quiches, lean vegetable tarts, and gluten free risotto cakes, aromatic seasonal soups, authentic Liège Waffles and a seasonal selection of dips using fresh ingredients. They work closely with local Hudson Valley farmers. HVADC has been working with owner on a business plan and developing financial projections. This information that will be used to secure financing for the purchase of the building where the business is located. Future plans call for expanding the business, including opening of a retail store at the site.

Westwind Orchard - is an historic apple orchard located in in the shadow of the Catskill Mountains and offers a certified organic U-Pick for apples, raspberries, and pumpkins, as well as produces maple syrup, jams, apple sauce, honey, hard cider, raises chickens for eggs and runs a Farm Store. HVADC assisted the owners with the submission of a grant application to the USDA Value-Added Producer Grant program which resulted in an award of \$49,000. The funding is being used for hiring staff and marketing associated with the recent expansion of the farm's hard cider operation.

Regional Initiatives and Opportunities for HVADC Partner Counties

Governor's Regional Economic Development Council

In 2011, Governor Andrew Cuomo announced the establishment of the NYS Regional Economic Development Councils to promote strategic planning, community development, job creation and economic growth in New York State. The Regional Councils are a community based, bottom-up approach to economic development made up of local experts and stakeholders from business, academia, local government, and NGOs. Since 2011, the Regional Councils have awarded over \$1.5 billion in funding to a wide variety of innovative projects that promote growth and reflect the distinct characteristics of each region through the Consolidated Funding Application (CFA) process.

2017 Agriculture related CFA awards include:

- \$180,000 to Allstate Apple Exchange, Inc. for Hudson River Fruit Distributors to construct a controlled atmosphere apple storage and distribution center that will result in increased storage capacity and allow the company to expand the length of time apples can be stored.
- \$17,190 to the Town of New Paltz for, in partnership with Rescuing Leftover Cuisine, will continue efforts to build a Food Recovery Infrastructure program to increase the amount perishable food donated to local pantries. The purchase and installation of two insulated Cool Bot® refrigerated sheds will allow large quantities of perishable donations to be stored for several days until distribution.

2018 Agriculture related CFA applications include:

- GoPal Farm, LLC, plans to rapidly expand its capacity to produce heirloom traditional ethnic fruits, vegetables and dairy products developed from heirloom seeds from India. GoPal will build a creamery and greenhouse structures to support their dairy processing and fresh produce operation. With a total project cost of \$5,765,000, GoPal is seeking \$1,153,000 in ESD Grant Funds and \$948,411 from Excelsior Jobs Program, this project has received **Priority Project Status** from the Mid-Hudson Regional Council.
- Bread Alone is a certified organic, values-driven bakery that has been operating in the Hudson Valley since 1983. Bread Alone is looking to expand its Lake Katrine bakery, adding 15,000 square feet, expand its campus, and position the bakery to sell more of its organic breads to their growing customer base in the region and beyond. The expansion will increase production efficiencies and further Bread Alone's commitment to sustainable business operations, featuring LEED-certified construction and expanded use of renewable energy. With a total project cost of \$4,380,750, Bread Alone is seeking \$800,000 in ESD Grant Funds, this project has received **Priority Project Status** from the Mid Hudson Regional Council.
- Arrowood Farm Brewery Expansion, as noted above, is seeking \$360,000 for a \$1.8M brewery expansion project.

2018 Hudson Valley Future Summit – SUNY New Paltz

The Hudson Valley has become a model for the pursuit of new ideas and inventive projects amid a spirit of neighborly collaboration and beautiful natural surroundings. At the third Hudson Valley Future Summit, SUNY New Paltz continued to facilitate productive conversations with a diverse group of engaged people, all of whom are invested in the success of the region. This year's theme is "The Dynamic Hudson Valley" and will include six Fireside Chats: Creating, Living, Making, Playing, Sustaining, and Working in the Hudson Valley.

HVADC Executive Director Todd Erling, participated in a “Fireside Chat” on sustainability where climate change, green innovation and consuming locally sourced foods were deliberated.

Agricultural Round Table Discussion with USDA Ag Secretary Sonny Purdue

Congressman John Faso hosted a Round Table discussion with U.S. Agricultural Secretary Sonny Purdue at Dutch Hollow Farm and Altobelli Farm in Columbia County focused on creating a reliable workforce, the increasing concern regarding the dairy crisis, and trade implications. HVADC Deputy Directory Mary Ann Johnson listened to Secretary Purdue exchanged thoughts with farmers on the challenges of the H-2A labor program and discussed the dairy crisis with Congressman Faso. Congressmen Faso said he is working with Congress toward a permanent solution for an agricultural workforce. Purdue said he is working on regulatory matters with Department of Labor, Homeland Security and State, hoping to get cumbersome rules and regulations alleviated with a more streamline automated system through a portal on USDA.gov.

Taste NY

Taste NY, in partnership with Cornell Cooperative Extension (CCE), held events to showcase New York State’s diverse agricultural producers and its wide array of buyers at several statewide Food and Farms Business Expos. The Food and Farms Business Expos, created to link food, beverage and farm businesses with buyers, held two events locally, in the Hudson Valley and the Capital Region, for businesses to participate in. HVADC worked on a steering committee with CCE-Orange and Ulster Counties to coordinate and promote the business-to-business events that gave vendors the opportunity to showcase, market and sell their products onsite, while allowing buyers to sample and purchase high-quality goods that are grown and made in New York.

Taste NY recently opened a new store along the NYS Thruway at the New Baltimore rest area. The new Capital Region Welcome Center is one of 11 welcome centers strategically located across New York State. The Capital Region Welcome Center becomes the third welcome center built along or near the New York State Thruway in addition to the Western New York and Mohawk Valley Welcome Centers. Other welcome center sites include New York City, Long Island, the Southern Tier, Central NY, the Finger Lakes, the Adirondacks, Hudson Valley/Catskills and the North Country. Working with Taste NY stores market managers, HVADC has successfully identified several vendors for the Capital Region Welcome Center and the Todd Hill store. Current vendors in the Capital Region store includes Hudson Valley Harvest (Kingston), Seasoned Delicious BBQ Sauce (Saugerties), Hudson Valley Seed Company (Accord) and Immunschein (W. Hurley).