

**Farmers Market Promotion Program (FMPP)
Final Performance Report**

The final performance report summarizes the outcome of your FMPP award objectives. As stated in the FMPP Terms and Conditions, you will not be eligible for future FMPP or Local Food Promotion Program grant funding unless all close-out procedures are completed, including satisfactory submission of this final performance report.

This final report will be made available to the public once it is approved by FMPP staff. Write the report in a way that promotes your project's accomplishments, as this document will serve as not only a learning tool, but a promotional tool to support local and regional food programs. Particularly, recipients are expected to provide both qualitative and quantitative results to convey the activities and accomplishments of the work.

The report is limited to 10 pages and is due **within 90 days** of the project's performance period end date, or sooner if the project is complete. Provide answers to each question, or answer "not applicable" where necessary. It is recommended that you email or fax your completed performance report to FMPP staff to avoid delays:

FMPP Phone: 202-690-4152; Email: USDAFMPPQuestions@ams.usda.gov; Fax: 202-690-4152

Should you need to mail your documents via hard copy, contact FMPP staff to obtain mailing instructions.

Report Date Range: <i>(e.g. September 30, 20XX-September 29, 20XX)</i>	October 1, 2014 – September 30, 2016
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Recipient Organization Name:	Cornell Cooperative Extension Clinton County
Project Title as Stated on Grant Agreement:	
Grant Agreement Number: <i>(e.g. 14-FMPPX-XX-XXXX)</i>	14-FMPPX-NY-0124-200
Year Grant was Awarded:	2014
Project City/State:	Plattsburgh, NY
Total Awarded Budget:	\$88,657

FMPP staff may contact you to follow up for long-term success stories. Who may we contact?

- Same Authorized Representative listed above (check if applicable).
 Different individual: Name: _____; Email: _____; Phone: _____

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- 1) State the goals/objectives of your project as outlined in the grant narrative and/or approved by FMPP staff. If the goals/objectives from the narrative have changed from the grant narrative, please highlight those changes (e.g. “new objective”, “new contact”, “new consultant”, etc.). You may add additional goals/objectives if necessary. For each item below, qualitatively discuss the progress made and indicate the impact on the community, if any.

Justification: Introducing consumers to less familiar local products and teaching them how to prepare tasty meals around seasonally available local foods will increase both growers’ sales and consumer consumption of fresh food.

Goal/Objective 1: Increase growers’ direct-to-consumer sales and customer retention via roadside stands, farmers markets and CSAs in Clinton County, NY.

1. Seasonal Tips - changed with approval from Seasonal Meal Plans
 - a. Progress Made
 - i. We prepared 10 tips and infographics throughout the season featuring what was currently in season such as 10 Ideas for using Asparagus in May, Radishes in June, Cucumbers in July, and Tomatoes in August. We created an infographic about corn for late July, and another on freezing the harvest. See appendix for examples.
 - ii. These were sent to growers and markets for them to use on their own websites, blogs and facebook pages as they liked.
 - iii. Also posted on our blog, Facebook page and archived on our website: <http://cceclinton.org/food-nutrition/local-foods>
 - b. Impact on Community
 - i. By posting these timely tips in various places the community had many ways to access them. The tips sparked consumer interest in using these vegetables and spurred their purchase and consumption.
2. Food Demonstrations at Partnering Sites
 - a. Progress made
 - i. We held 9 demonstrations at participating growers for their customers, reaching a total of 285 people. We held these at CSA pick-up sites, a roadside stand and at a winter farmers’ market.
 - b. Impact on community
 - i. Demonstrations are a powerful teaching tool. They grab attention and because people can see, smell and sometimes taste what is being discussed they are more engaged and more likely to remember what they learned.
 - ii. Our emphasis on ease of preparation and showing the steps involved reinforced information in our printed materials.
3. Local Foods Classes – Changed with approval from Local Foods Meals
 - a. Progress made
 - I. In the Kitchen with Chef David Allen, a 3-part cooking class series for 13 people
 - II. 3-part Food Preservation Classes, held at Shady Grove Farm in June-July. Topics were: strawberry-rhubarb jam, dilly beans and pickled carrots, and zesty salsa for 25 people
 - III. 10 additional classes were held for 46 people on topics including soup and stock, casseroles, veggie wraps, salsa and apples.

- IV. Kids in the Kitchen was held during the winter school break for 5 adults, 13 youth, 3 sessions: Sammies & More, Breakfast Boost and Beyond Banana Bread.
 - V. We coached our local Jr Iron Chef team. The Jr. Iron Chef challenge stipulates that the recipe created have at least 2 local foods, not only did the Clinton County team exceed that, they also learned what foods we do produce locally and how to prepare them in appealing ways for a teen audience.
 - VI. We bought 168 copies of *Serving up the Harvest* by Andrea Chesman and 120 copies of *So Easy to Preserve* by University of Georgia Extension as resources for participants.
- b. Impact on Community
- I. The chef-led cooking classes were held right in his restaurant kitchen and were very successful. The chef and our staff also gave tips on adjusting the recipes to use what was in season or what you have on hand, answered questions, and suggested ways to make the recipes healthier, etc.
 - II. Food preservation is a popular topic, these classes filled up in the first week. We will hold more sessions over the winter when people have more time and again next summer.
 - III. Our adult cooking classes have focused on basic cooking but welcome all ability levels. Though there are themes for these classes, like soup, the focus is really how to amend recipes to include more local ingredients, both through encouraging experimentation, but also through tip sheets and shared experiences. Larger classes benefit from the shared knowledge within the group, while smaller classes have the benefit of more hands on opportunity for food preparation.
 - 1. Comment: "I bring my son because I want to eat more of this stuff at home and he seems more excited to try new foods here (at cooking class) than he does at home."
 - IV. Providing the cookbooks and preserving books was helpful to reinforce the knowledge learned. These books will serve as an ongoing resource to attendees in the future. The books were either included in the class fee or made available for a \$5 handling fee. We find that charging a small fee makes the buyer more motivated to put their purchase to use.

Goal/Objective 2: Increase consumer purchase and consumption of locally produced foods by raising their enthusiasm and ability to cook with local, whole foods

- 1. Project Advisory Committee
 - a. Progress Made
 - i. Advisory members were 4 farmer/growers, each with a different marketing approach (roadside stand, CSA, farmers market and winter market) plus a farmers market manager and the wellness coordinator at the local hospital that hosts a workplace CSA.
 - b. Impact on Community
 - i. Talking with this committee and getting their input on ideas helped to broaden our thinking and consider various options that would be of use to them. It also helped us to be sure we were representing all aspects of local produce in the county for a thorough project.
- 2. Community Event Demonstrations

- a. Progress Made
 - i. We held demonstrations at 13 community sites and events such as the Child Care Coordinating Council, community gardens, and farmers markets, where we directly interacted with a total of 296 people
 - ii. CVPH Wellness Fair (Plattsburgh Hospital) reaching 75 people
 - iii. Downtown Rising reaching 90 people
 - iv. Food from the Farm demos directly reached at least 200 attendees each year.
 - b. Impact on Community
 - i. Holding demonstrations at community events where people are already gathered allowed us to reach the greatest number of people.
 - ii. Our soup making demo at Food from the Farm '15 laid out all the steps and ingredients for people to see and discuss with our staff. Then samples of different soups were available from the chefs next to our station to reinforce their interest in making their own soup at home. The following year our demo showed how to dehydrate fruits and vegetables which encouraged larger purchases for drying to be used later throughout the year.
 - iii. The hospital's wellness fair was offered to several hundred employees who stopped by throughout the day to sample our gazpacho and talk with our staff.
 - iv. Some comments heard at our demonstrations:
 - 1. On pea shoot salad, "Mom, you have to try this salad, it's so good." "Ok, I will have a bite." "Not of mine, get your own!"
 - 2. On pickled radishes, "I don't love radishes, but the vinegar makes them so much better." "That is so easy; I am doing that with the ones I got."
 - 3. On berries, "I have to try that lemonade, they are raving about it down in the field." "That's all of the sugar you add? It's really good and so much less sugar than store bought lemonade." "Oh, that's how I want to freeze the berries, I didn't know how to do it without them being stuck together."
3. Community Meal Cooking Classes (cancelled)
- a. Progress Made
 - i. We cancelled this activity due to lack of interest from the community kitchen. The contact we had with this group moved away and personal connections are often important for encouraging people to try new approaches.
4. Eat Local Challenge and Meet Your Farmer
- a. Progress Made
 - i. **Meet Your Farmer** was a one-day event in mid summer, on Saturday July 16, 2016. Seven farms participated, staffing their farmstand or store from 10-2:00 with demonstrations offered each hour on a topic of interest, reaching 28 people. <https://www.facebook.com/events/1737332959856253/>
 - ii. We held 3 sessions of our **Eat Local Challenge** for a total of 26 participants. We started with a half hour training on where to find local food and some tips on using it. Each person received a copy of the cookbook *Serving up the Harvest* and learned about the information in the book that would be helpful to them in the future. They then got to choose \$10 worth of products from the farm stand. Two of the sessions were held at the farmers market at the Plattsburgh hospital's CSA pickup and one was held at the roadside stand of a large

orchard/vegetable farm. All attendees also received a \$10 coupon to be redeemed at one of seven participating farms and farm stands over the next two weeks. We followed up with the participants to see what they bought and ate after the program.

b. Impact on Community

- i. The goal of **Meet Your Farmer** was to help consumers feel more connected to area farmers and feel more comfortable stopping and shopping there. Attendance was low but it was a busy summer day. Participating farms felt it was worth their time and reported an average of 4-6 new families visiting each one. We publicized this well so even if people couldn't attend they were at least aware and had their curiosity piqued about local farms and growers.
 1. One host farmer commented that a few of her new visitors that day were uncertain about how her self-serve farmstand worked so she showed them around her farm and then explained where to find the different products in her stand and where to leave the payment when she wasn't there. They appreciated the explanation and seemed more confident and likely to return for more purchases in the future as a result.
- ii. In our **Eat Local Challenge**, because we held the program right at the markets or farms and introduced the participants to the grower/farmers, participants became more comfortable and familiar with this experience of buying local. The cookbook we provided had an abundance of ideas of what to do with the produce they chose and then our follow up contacts with the participants reinforced what they learned and helped them feel connected.
 1. At the program held on the farm we had also a short tour of the farm's high tunnels and production fields after class to let them see the work that goes into producing the products they were taking home. This connection to the farmer increases customer loyalty to the farmer and their interest in local food production.
 2. In follow up conversations participants said they now know of more places to buy local food, they have tried a vegetable for the first time, and they have all made at least one new recipe from the cookbooks they received. Here are some quotes:
 - a. "Great program! I brought home enough raw vegetables to give the grand kids this weekend, rather than any junk food. Today I cooked a squash and a zuke in tomato sauce with a little onion, garlic and a mixture of parm and panko crumbs on top..."
 - b. "I used my market fresh coupon today for Kirby cucumbers. I came home and made 6 quart of dill pickles and 4 quart of sweet pickles. They will taste great in about 4-6 weeks."
 - c. "I made Zucchini sticks for my Grandkids and they loved them! Thank you for this program... it really helps when you're on a fixed income."
 - d. "I have been canning and freezing fresh produce for over 45 years and I still learned a lot of new tips and recipes during the evening. We shopped the local farmers market located in the lobby of the hospital of which I was not aware of."

5. Local Chef Demos changed with approval from Local Chef Cook-off's
 - a. Progress Made
 - i. Although the chefs were willing to help in theory, we could not get dates set with them so this activity was not achieved.
6. Food From the Farm Event
 - a. Progress Made
 - i. We held this event each year of the project, on the first Saturday in March. We keep the admission fee very low in order to entice as many people and families to attend as possible. We strive to reach people who are not already shopping at farmers markets or buying much local food, to give them a positive experience in the hopes they will increase their purchase and consumption of local produce in the coming season.
 - ii. 488 people attended in '15 and in '16 we purchased some local radio advertising with a resultant increase in attendance to 673. (see appendix for photos).
 1. Food from the Farm '15 – 433 people, 26 vendor farms, 1 chef. We did a demo on how to make soup stock from vegetable scraps and directly interacted with 250 people.
 2. Food from the Farm '16 – 673 people, 25 vendors, 3 chefs. We did a demo on how to dehydrate fruits and veggies and directly interacted with at least 300 people.
 - b. Impact on Community
 - i. This event builds enthusiasm in consumers for local foods by letting them meet and interact with the 25 local farmers who set up tables and see the variety of products they have available.
 - ii. We hold this event in March on purpose to showcase how much local food is still available, even this late in the season. Attendees commented that they had fun, they liked getting to meet and talk with the farmers, the samples were tasty and that the event provided some fun and education during a quiet time of year in northern New York. So many organizations hold harvest festivals and meals in the fall, we have found waiting until March to hold ours generates fresh enthusiasm and interest in local food during a quiet time of year.
 - iii. A few CSA shares are sold during this event, and most farms contribute gift certificates as a door prize to encourage customers to visit their farm or market in the upcoming season.
7. What's in Season? Articles in newspapers, newsletters, Facebook and Blog posts
 - a. Progress Made
 - i. We prepared 16 monthly articles on timely topics for the *Press Republican* newspaper with a circulation of 20,000 and 13 articles for our office's monthly newsletter, *North Country Gardening* with a circulation of 820.
 - ii. All of the articles are archived on our website and a list of the dates and topics is included in the appendix.

- iii. We created a separate blog page on the CCE Clinton Co site, under the tab “Clinton County Eats” <http://blogs.cornell.edu/clintoncountyeats/> that includes articles, tips, recipes and tutorials
 - b. Impact on Community
 - i. We receive many comments from readers about how useful and timely the articles are. By distributing our articles and tips through a variety of formats: newspaper, newsletter, Facebook, blogs and our website, we have a better chance to reach the most people through their preferred method.
 - 8. What’s in Season? PBS Videos
 - a. Progress Made
 - i. In the proposal we planned to make six 90-second videos but the PBS station producers advised us that shorter videos are more watchable and easier to air, so we made nine 60-second videos instead.
 - ii. The videos were filmed entirely on local farms and markets. They have beautiful footage with gorgeous visuals of crops and farms and pleasant music, making them very enjoyable to watch.
 - iii. Five videos focused on the farms and markets and where to buy local and four of them focused on how to handle and use produce at home. The titles are included in the appendix and the videos are available for viewing here: <http://cceclinton.org/food-nutrition/local-foods/fresh-tips-why-eat-local-videos>
 - b. Impact on Community
 - i. Mountain Lake PBS continues to air these videos between regular programming throughout the year. They have also posted them on their Facebook page, their website and their YouTube channel.
 - ii. As of September, eight of our Facebook page postings of these videos had reached 24,093 people, with 12,219 video views and 324 likes, comments and shares.
 - iii. We planned these videos to be relevant beyond this program year. The content refers to the season, but can be used for years to come as a way to entice people to look for local products such as apples and remind them of the many ways local food can be bought.
- 2) Quantify the overall impact of the project on the intended beneficiaries, if applicable, from the baseline date (the start of the award performance period, September 30, 2014). Include further explanation if necessary.
- a. Number of direct jobs created:
 - i. It is difficult to directly attribute jobs to our project but two of the participating farms have expanded their acres in production and have hired more steady seasonal help and rely less on interns and summer volunteer labor.
 - b. Number of jobs retained:
 - i. We expect that 100% of the jobs were retained.
 - c. Number of indirect jobs created:
 - i. We unsure of how to quantify this. There are so many indirect jobs in farming including custom equipment work on a farm, carpenters, refrigeration installers for produce storage, etc.
 - d. Number of markets expanded:
 - i. 3 farms with CSA shares made several connections with potential members at our Food from the Farm events in March of each year of the project.

- II. An orchard/vegetable farm put up a new retail facility greatly expanding their sales and display area, which opened in September 2016.
 - III. Four farm markets/roadside stands reported seeing new customers drawn to them through our Meet Your Farmer and our Eat Local Challenge programs.
 - IV. The downtown Plattsburgh food coop has made renovations to its produce holding and display areas and overall retail space.
- e. Number of new markets established:
- I. Two new markets, and one farm added a self-serve stand and farm store.
 - II. Downtown Rising, an 11 week new event in downtown Plattsburgh saw 100-200 people attend each week. Each week there were 5-7 farms selling food, live music and family-friendly activities.
 - III. One summer farm market opened in a town that had no farm markets previously.
 - IV. One farm set up a self-serve roadside stand during the summer for the convenience of their customers and has now opened a winter self-serve farm store as well.
 - V. One farm merged their farmers market efforts into developing a small store and café that features their products as well products from other small farms nearby.
- f. Market sales, as far as we are aware, stayed steady.
- I. Participating farmers were unable to provide us with these numbers. Some said they have changed their market channels over the past 2 years as CSA membership has declined or held steady, farmers market sales have plateaued, while wholesale and restaurant sales have increased for some.
- g. Number of farmers/producers that have benefited from the project:
- I. 16 Farms have been directly affected by our outreach to their customers to encourage sales and then advise ways to use their products.
 - II. Input from the participating farmers is included under item Number 7 below.
 - III. Percent Increase: We were not able to determine what percent increase farms experienced but they all expressed appreciation for our efforts and said than anything that encourages local food purchase and consumption helps.
- 3) Did you expand your customer base by reaching new populations such as new ethnic groups, additional low income/low access populations, new businesses, etc.? If so, how?
- a. We helped lower income folks learn about where to find local foods, how to cook them and how to stretch their food dollars by cooking from whole foods rather than buying processed food. Cooking large batches and freezing the extra is a cost and time savings strategy we often promoted.
 - b. Our Food from the Farm event in '17 had a larger attendance thanks to the promotions from the local AM radio station, WIRY, in addition to the usual promotions through the newspaper and social media. 189 of the 780 people attending said this was their first time coming.
 - c. Participants in our Meet Your Farmer and Eat Local Challenge programs enjoyed receiving coupons for future purchases. The coupons gave them an incentive to come back or try another local food market and put to use the tips they learned from us.
 - d. Our canning classes filled up quickly. People are eager to learn more about putting up food for winter. This program offered 3 affordable classes which included the book, So

Easy to Preserve to encourage participants to continue trying new recipes and to reinforce what they learned.

- e. We sold the cookbooks and preserving books at a low price of \$5 to encourage more people to try these recipes and techniques. The affordable price made the books feasible for lower income folks.
- 4) Discuss your community partnerships.
- a. Who are your community partners?
 - i. Downtown Rising (<https://www.facebook.com/Downtownrising/>), City of Plattsburgh (for Food from the Farm), WIRY radio, Mountain Lake PBS, Plattsburgh Press Republican, Adirondack Farmers Market Cooperative (AFMC), Clinton County Health Department.
 - b. How have they contributed to the overall results of the FMPP project?
 - i. They helped promote our programs, Downtown Rising and AFMC created weekly events for folks to meet farmers, eat and buy locally. The Health Department shared their local survey results with us and promoted our programs. The newspaper, TV and radio partners helped us expand our outreach through public service announcements and promoting our programs.
 - c. How will they continue to contribute to your project's future activities, beyond the performance period of this FMPP grant?
 - i. All of these partners are continuing to promote local food. We have a good working relationship with all of them and they help us reach farther through the community.
- 5) Are you using contractors to conduct the work? If so, how did their work contribute to the results of the FMPP project?
- a. We contracted with Mountain Lake PBS in Plattsburgh to produce the 9 one-minute video clips. Their expertise in videography was invaluable and the end product was professional and well done. They coached our staff in using our Facebook page to promote the videos and they also air the videos on their station and have them posted to their website as well for even greater public access.
- 6) Have you publicized any results yet?*
- a. We have not published results, but as we explained elsewhere in this report, all of the factsheets, tips, articles and videos we have produced through this project were posted on Facebook, our website, in the newspaper and in our newsletters. They are also archived on our website page for public access now and in the future:
<http://cceclinton.org/food-nutrition/local-foods>
 - b. If yes, how did you publicize the results?
 - c. To whom did you publicize the results?
 - d. How many stakeholders (i.e. people, entities) did you reach?
- 7) Have you collected any feedback from your community and additional stakeholders about your work?
- a. If so, how did you collect the information?
 - i. Yes, we talked or emailed with each of the participating growers and advisory committee members.
 - b. What feedback was relayed (specific comments)?

- I. "We appreciate the efforts of CCE Clinton County very much and think that their program is indeed raising awareness about the importance of buying local produce in our region. A huge thank you for this very valuable program."
- II. "The squash pie sampling at the December market was great, really opened people's eyes to the possibility and sales of butternut squash increased."
- III. "Local people who are interested are finding me, and they are becoming very good customers."
- IV. "People are very responsive to recipe cards/tips, especially if they are in regards to produce that the consumer is relatively unfamiliar with or tips that compare different varieties of the same fruit/veggie."
- V. "Any effort towards promoting local produce is worthwhile."
- VI. "Food from the Farm is always a great way to introduce ourselves. Will be back."
- VII. "As a vendor at a farmers market, I hear many people respond to the free samples offered at your booth. The great majority remark they were surprised that they liked it. By the time they come to my booth they are looking at the recipe offered with the sample and I hear remarks like, "There's zucchini in this? I don't like zucchini, but this is good."

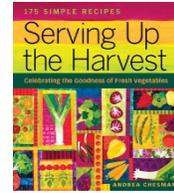
8) Budget Summary:

- a. As part of the FMPP closeout procedures, you are required to submit the SF-425 (Final Federal Financial Report). Check here if you have completed the SF-425 and are submitting it with this report:
- b. Did the project generate any income? **NO**
 - I. If yes, how much was generated and how was it used to further the objectives of the award?

9) Lessons Learned: Summarize any lessons learned. They should draw on positive experiences (e.g. good ideas that improved project efficiency or saved money) and negative experiences (e.g. what did not go well and what needs to be changed).

- a. Taste testing is critical! For example, we had a chef make a pumpkin pie using fresh butternut squash instead of pumpkin. Only by tasting it were people convinced it was better. Tasting is also very effective for the more unfamiliar vegetables such as kale, beets and kohlrabi. We had many comments from people who thought they didn't like the featured vegetable but were surprised they liked it in the sample.
- b. Halfway into the project we ran into challenges with meeting new, stringent rules from our county Health Department on offering samples to the public. We are still working with the department to develop reasonable guidelines to protect public food safety while still making it feasible for us and growers to offer samples of products to the public.
- c. We initially proposed to make hundreds of hard copies of each factsheet available to the public but we quickly saw these were not being taken by everyone. We found that posting the tips and factsheets on social media was much more popular with the public. We handed out postcards with our website and blog addresses and found this to be more successful than hard copies alone. Not everyone has computer access however, so hard copies are still important, but in smaller quantities.

- d. The **cookbook was very popular**. The one we chose, *Serving up the Harvest* by Andrea Chesman, has a colorful cover that is particularly enticing. It was included in the classes as part of the program fee and also offered for sale at \$5. We added a bookplate on the first page referencing this project with our office contact information for follow up questions.



- e. We posted many tips and photos on Facebook. Photos are essential to include with text to catch reader attention. Short videos are even more effective. Embedding them so they begin to run without the viewer having to click on their link increases viewer attention. Our professional videos were 60 seconds long but shorter, simpler ones that are 15-20 seconds long would be even more popular with Facebook viewers.
- f. Demonstrations are very effective; people are curious to see what is going on and are drawn over to our table.
- g. We found some local chefs who are very supportive of our local food efforts. A few of them indicated their willingness to give demonstrations or teach classes but in reality, they are far too busy to have much time for this.
- i. We were able to work with one chef/owner on the day of the week his restaurant was closed to offer a 3-part class in his restaurant kitchen. He appreciated the convenience of using his own space and it was fortunate that he had an ideal set up with space for the class to observe. (see photos in appendix)
 - ii. Three chefs did make time to serve samples they prepared at our annual Food from the Farm event. We paid them a nominal fee and the samples were free to attendees. This served as good advertising for their businesses.
- h. We found that people are especially interested in learning new ways to use familiar vegetables. A class targeting the use of more unusual vegetables would be interesting but it would be helpful to be clear in the promotions what types of food are the focus.
- i. People said making local food convenient and affordable were important factors to them.
- j. Attendance at summer classes and events was low, everyone is so busy during the short summer season. We found it best to go where the people are already, at events and festivals, and give short demonstrations. Longer classes are better attended in the fall through early spring.
- k. Including children in the activity or class increases adult (parent) attendance and commitment. Family activities are popular, but the teaching approach must involve the young people and not focus on the adults only.
- l. We found many children are excited to eat what they have cooked, and this can have a positive influence on family meals.

10) If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving:

- a. Community soup kitchen staff were not receptive to us teaching them. The volunteers work hard and are a tight-knit group. We feel there is potential for soup kitchens to be outlets for excess healthy produce.
- b. We found it impossible to quantify impacts such as market sales because of so many factors and people involved. Also, CSA memberships are declining nationwide and our local farms are experiencing similar challenges. All the farms were positive about our efforts and outreach but were unable to give us specifics for this report.

- c. As mentioned earlier, while some chefs were enthusiastic and supportive of our efforts, in reality they have very little flexible time to offer classes or demonstrations. We had hoped to have a couple of chef demonstrations at the local farmers market but the timing of the markets did not fit into the chefs' schedules.

11) Describe any lessons learned in the administration of the project that might be helpful for others who would want to implement a similar project:

- a. The most helpful tool we used was a chart-based plan of work. In this chart we listed all the activities along the left side and then target dates for completion along the top. This format allowed us to easily track our progress and plan for the remaining activities.

12) Future Work:

- a. How will you continue the work of this project beyond the performance period? In other words, how will you parlay the results of your project's work to benefit future community goals and initiatives? Include information about community impact and outreach, anticipated increases in markets and/or sales, estimated number of jobs retained/created, and any other information you'd like to share about the future of your project.
 - I. We will continue to offer food preservation classes using the equipment and staff certification that were all acquired with this grant. Having the durable kitchen resources purchases through this grant will let us hold classes for years to come. As more folks learn how to preserve at home they will make larger purchases to put more food by that can last through the year.
 - II. The remaining copies of 32 copies of *So Easy To Preserve* will be a useful tool for attendees to remember what they learned and continue to apply their knowledge in future home preserving projects.
 - III. The remaining 42 copies of *Serving up the Harvest* will also be useful tools to future attendees of our cooking classes and demonstrations. This book has excellent information about buying food in season, how to tell when it is fresh, and many other useful tips.
- b. Do you have any recommendations for future activities and, if applicable, an outline of next steps or additional research that might advance the project goals?
 - I. All the farmers who participated encourage us to keep on reaching out to the public with our classes, articles and tips. It takes time to change people's attitudes and behaviors.
 - II. Make it fun, involve the family, and include a farm experience if possible. Different approaches to classes, such as a group of friends taking a cooking class together, and/or having a group meal at the end, etc. will spur interest and enthusiasm.
 - III. Coupons, demonstrations and tastings were very popular and a good way to draw people in.
 - IV. Focus on making local food convenient and affordable.

End of report. Please see appendix for photos, examples, lists of articles and tips, etc.

Classes Held

1/15/16 Quick Heart Healthy Ways to Eat More Vegetables at CVPH for 30 people
1/22/16 Soup (4) at Shady Grove
1/27/16 Soup (16) at CCE
2/16/16 Kids in the Kitchen- Sammies & More (4 youth, 1 adult)
2/18/16 Kids in the Kitchen- Breakfast Boost (6 youth, 3 adults)
2/19/16 Kids in the Kitchen- Beyond Banana Bread (3 youth, 1 adult)
3/12/16 **Jr. Iron Chef, team coach**, worked with group of 5 youth, met 3 times & attended event
Chef Classes at Latitude 44 Bistro:
 3/7/16 Roasted Butternut Squash Soup (12)
 3/21/16 Entrée (12)
 4/4/16 Vegetable Entrée (13)
3/18/16 Casseroles (offered at shady grove)
4/8/16 Greens CCE (2 adults, 1 youth)
6/15/16 Canning: Jam, 14 attended
7/13/16 Canning: Pickled Carrots and Dilly Beans, (5)
7/28/16 Medical Home Food Demonstration, (5)
7/28/16 Eat Local Challenge, (6)
8/1/16 Eat Local Challenge, (9)
8/4/16 Canning: Salsa, (6)
8/10/16 EFNEP family group Altona, (2 families)
9/1/16 Eat Local Challenge, (11)

News Articles:

Articles and tips archived at:

<http://cceclinton.org/food-nutrition/local-foods>

North Country Gardening (circulation 820):

2015

5/15 - baby greens
6/15 - Berries
7/15 - Make half plate veggies
8/15 - Clinton County Eats with tips and recipes
9/15 - Zucchini
10/15 - Fall Foods
12/15 - Shopping Local for the Holidays

2016

3/16 - Get Ready for the Growing Season
4/16 - Future Foodies (Jr. Iron Chef),
5/16 - Rhubarb,
6/16 – Grilling (no July issue)
8/16 – Pickles

Plattsburgh Press Republican (circulation 20,000)

2015

- 5/15 - Anyone can garden
- 6/15 - Berries
- 7/15 - Buying and storing local food
- 8/15 – Sweet Corn
- 9/15 - Healthy Snacking (on vegetables and fruit)
- 10/15- Roasting Vegetables
- 11/15- Using Winter Squash
- 12/15 - Make Ahead Meals

2016

- 1/16 - Making Soup
- 2/16 - Baking Modifications (adding local fruits and vegetables)
- 3/16 - Get Ready to Eat Local
- 4/16 - Pizza
- 5/16 - Ingredient Lists
- 7/16 - Stock Up
- 8/16 - Meal Planning

Social Media

Created a separate blog page on the CCE Clinton Co site, under the tab “Clinton County Eats” <http://blogs.cornell.edu/clintoncountyeats/> that includes articles, tips, recipes and tutorials

2015 Blogs and tips for social media:

- Cucumbers, 10 tips and where to taste/buy
- Fennel, where to taste/buy
- Kale, where to taste/buy
- Chard, use it as a wrap
- Lots available, blueberries, corn, tomatoes
- Saranac Market Promo
- Snack on tomatoes
- Spaghetti squash
- Where to find local food in winter (December)

Tips Mailed to Farmers to send to their customers: May-August '16

- 10 Ideas for Asparagus
- 10 Ideas for Radishes
- Home canning classes
- 10 Ideas for Zucchini
- Raw Kale Salad
- 10 Ideas for Using Cucumbers
- Freezing the Harvest
- 10 Ideas for Using Tomatoes
- Corn infographic

Events

Food from the Farm '15 – 433 people, 26 vendor farms, 1 chef

Demo how to make soup stock from veg scraps, interacted with 250 people directly

Food from the Farm '16 – 673 people, 25 vendors, 3 chefs

Demo how to dehydrate fruits and veggies

7/16/16 Meet your Farmer, 7 farms participated, 28 people

Eat Local Challenge – 26 people, 3 sessions: 2 at CSA pick-up/farm table, 1 at roadside stand of orchard/veg farm.

Food Demos at Partnering sites:

Nov and Dec '14 - two Winter Farmer's Market demonstrations and 1 tasting, reached 65 people

6/18/15 Fledging Crow CSA: using pea shoots (25)

6/25/15 Juniper Hill: pickled radishes (45)

7/16/15 Fledging Crow: fennel slaw with red onion and sweet apple (25)

7/23/15 Juniper Hill: cucumber salad with grilled pineapple and basil (50)

7/24/15 Shield's: Corn, cuke and tomato salad (10)

8/14/15 Shield's: Tomato Tart (15)

8/20/15 Juniper Hill: Kohlrabi, slaw and as a dipper with hummus (50)

Food Demonstrations at Community Sites

- 5/19/15 Child Care Coordinating Council- Spring vegetables/local food for children (12 adults/20 youth)
- 5/26/15 Child Care Coordinating Council - Spring vegetables part 2 (4 adults/10 youth)
- 6/15 Plattsburgh Farmer's Market: making vinaigrette (55)
- 6/15 - Rulfs Orchard U-pick strawberry stand: freezing berries and using them in a strawberry lemonade (20)
- 7/11/15 Dannemora Community Garden: Using Kale, kale pesto and kale salad (10)
- 7/18/15 Plattsburgh Farmer's Market: kale and blueberry salad (25)
- 7/24/15 Rouses Point Farmer's Market: Tomato, cucumber and corn salad (20)
- 7/28/15 Clinton County Fair: Tomato, cucumber and corn salad (20)
- 8/1/15 Plattsburgh Farmer's Market: no tasting, kids day craft as well as local foods for kids tips (20)
- 8/9/15 Saranac Farmer's Market: Tomato, cucumber and parsley salad (15)
- 8/12/15 Hasset Adult Day Center: Eat more veggies/where available/gazpacho (20)
- 8/26/15 Keeseville Farmer's Market: Tomato, cucumber and summer squash salad (5)
- 8/29 Day on the Farm: make your own salsa, and sample/compare 5 varieties of local apples (40)

Why Buy Local? PBS video clips posted on Facebook

One aired each Friday from August-September, 2016

The first five build on the theme 'Why buy local?' The last four focus on how to store and use the produce once you've bought it. We posted them on Facebook, featured them on our website and blog, and encouraged local farms to use them on their Facebook pages and customer emails, etc.

EW1 – Why local? <https://www.youtube.com/watch?v=bvWiW2OOVeU>

EW2 - Ways to buy local https://www.youtube.com/watch?v=FLx_sKVFK0k

EW3 – Apple season https://www.youtube.com/watch?v=Z8sE_a7ZFME

EW4 - Fall harvest <https://www.youtube.com/watch?v=GcqhFmUoOsE>

EW5 - Winter market <https://www.youtube.com/watch?v=EUMyc0GO8rg>

FT1 - Storing produce at home <https://www.youtube.com/watch?v=uvNA-pvbjHA>

FT2 - Roasting root vegetables <https://www.youtube.com/watch?v=aoykpow-Gkl>

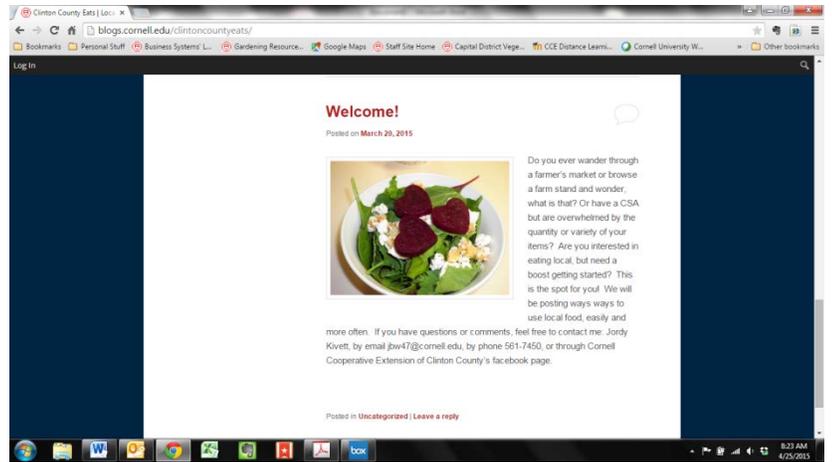
FT3 - Tips when you're on the go <https://www.youtube.com/watch?v=KWHuaDSXNOE>

FT4 - Cooking with kale, onions, carrots and beets

<https://www.youtube.com/watch?v=SqOd05vx-aQ>



Here is an early blogpost, dated March 20, 2015. We post a new tip each week and encourage folks to subscribe so they will receive the postings in their email.



Here is one of our Facebook postings, dated March 20, 2015. It was one of our early postings and reached 305 people. We expect to see the numbers reached increase throughout this project.



Pictures below are from our Food from the Farm event on March 7, 2015. 433 people attended. In the picture on the right, Jordy Kivett is talking to some folks about how to make vegetable stock. She interacted with 250 people that day.



Our local PBS television station, Mountain Lake PBS that will be doing our video clips, produced this short report on our Food from the Farm event, and why we are encouraging folks to buy local:

<http://mountainlake.org/local-stories/business--tech/farm-fresh/>

Here is Jordy at her display on making stock.



Here is a postcard we are distributing to encourage folks to visit our blog and Facebook page



Looking for ways to eat local?
Prep tips, recipes, sources, ways to work more veggies into your family's daily meals?

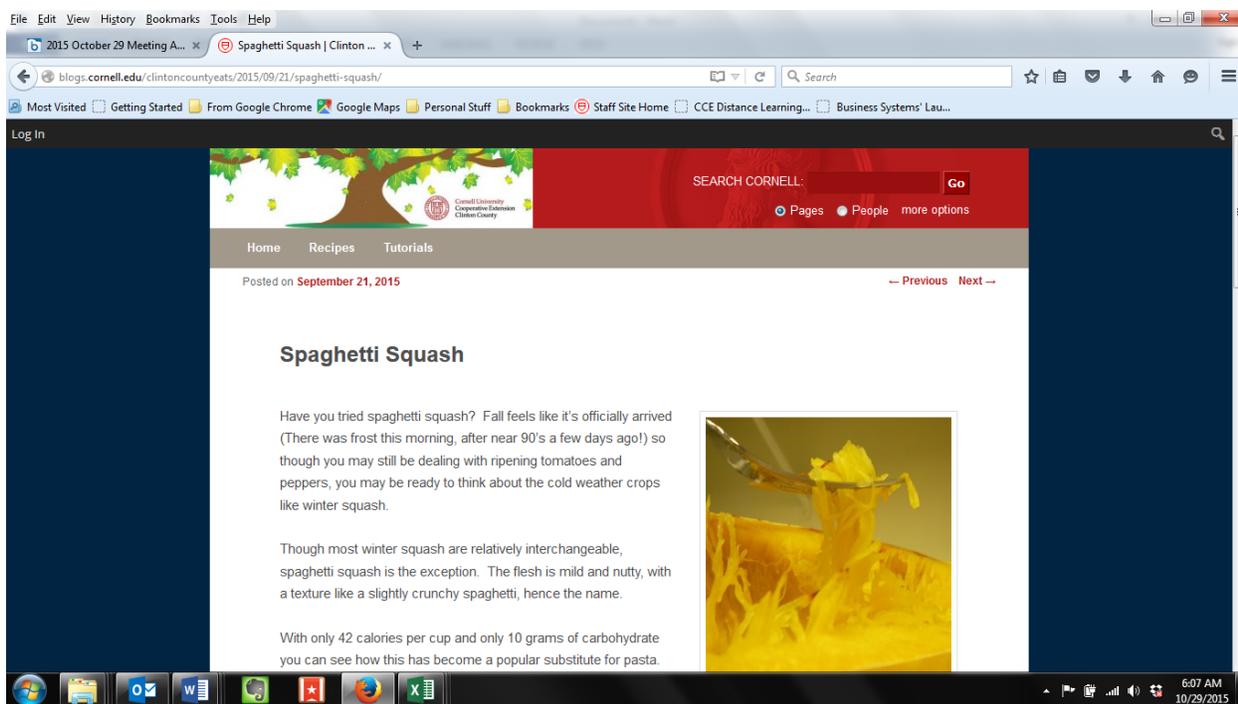
Follow our new blog: *Clinton County Eats*
<http://blogs.cornell.edu/clintoncountyeats/>
And like us on Facebook for weekly local food tips!
As always, have a question? Contact Extension!
(518) 561-7450 or email jbw47@cornell.edu

 Find us on **Facebook**



 **Cornell University**
Cooperative Extension
Clinton County

Here is an example of a blog post on <http://blogs.cornell.edu/clintoncountyeats/>



Below left is a menu idea using kale from our blog, on the right is Jordy Kivett giving out samples of the kale salad at the Plattsburgh Farmers Market.

Cornell University Cooperative Extension *Clinton County Eats: Local Food in the North Country*

Raw Kale Salad

This is a very simple salad that is easy to modify to your liking. Raw kale can be "chewy"; massaging the kale with the dressing or allowing the salad to sit for a few hours or overnight will help the kale become tender.

Ingredients:

Dressing

- ½ cup of lemon juice
- 1 tbsp of olive oil
- 1-2 tsp of honey or maple syrup

Salad

- 1 bunch of kale, rinsed, dried, and torn or chopped into bite sized pieces (about 5 cups)
- ½ to 1 cup of finely chopped or grated carrots
- ½ cup of raisins



Ideas for modifying:

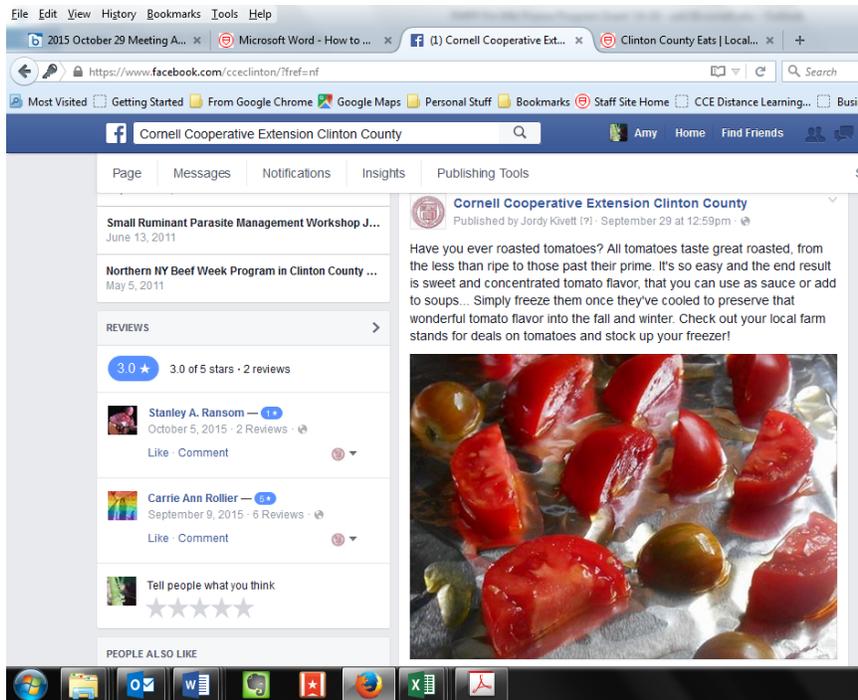
- Try using chopped strawberries or whole blueberries or raspberries in place of the raisins if available.
- Add other fresh vegetables, such as diced peppers, cucumbers or tomatoes for a different flavor.
- Add toasted nuts, chick peas or other legumes, or cooked meat to add protein to this dish.

Nutrition Facts: Yields: 4 servings, per serving: Cal: 133, Fat: 7% d.w., Carbohydrates: 24 gr., Fiber: 4.5 gr., Protein: 4 gr., Calcium: 14%, Iron: 8%, Vit A: 167%, Vit C: 182%

We'd love to hear from you! If you're looking for more information, please visit our website at <http://blogs.cornell.edu/clintoncountyeats/> or our Facebook page. Our Cooperative Extension is a proud member of the National Extension System. For more information, please visit www.nes.org/.



Here is a posting on our Facebook page about roasting, then freezing tomatoes to extend their usefulness.



Below Jordy is getting ready to record her Fresh Tips kitchen segments with the videographer from Mountain Lake PBS



Here is an infographic Jordy made to distribute explaining the basics of making your own vinaigrette salad dressing along with several easy variations. It is posted on the Tutorials page of our *Clinton County Eats* blog: <http://blogs.cornell.edu/clintoncountyeats/tutorials/>

Make your own vinaigrette... Just combine the following in a clean jar and SHAKE!



3 parts oil	<ul style="list-style-type: none"> • Use mostly olive oil or vegetable oils • Add flavored oils for heightened flavors, such as toasted sesame oil, garlic oil, or even citrus infused oils.
1 part vinegar	<ul style="list-style-type: none"> • Use a flavorful vinegar, such as balsamic, sherry, seasoned rice wine, apple cider or any of your favorite vinegars • You can substitute citrus juices or other acidic liquids for some of the vinegar
Add ins	<ul style="list-style-type: none"> • Finely chopped fresh or dried herbs, such as basil, dill, parsley, mustard, oregano, rosemary, or thyme • Minced shallots, ginger, fresh or roasted garlic, and finely chopped chives boost flavor • Honey, maple syrup or sugar can balance the tanginess.

Balsamic Vinaigrette

- basic salad oil
- balsamic vinegar
- minced shallot and black pepper

Asian Vinaigrette

- 1 part sesame oil, along with a basic salad oil
- rice wine vinegar with a splash of lime juice
- fresh garlic, parsley, soy sauce, ginger and honey

Italian Vinaigrette

- olive oil
- white wine vinegar with a splash of lemon juice
- minced basil, oregano, and roasted garlic

 For more ideas for using locally produced food and fresh produce, call Cornell Cooperative Extension of Clinton County at 561-7450, subscribe to our blog <http://blogs.cornell.edu/clintoncountyeats> and like us on Facebook.
Cornell Cooperative Extension is an employer and educator recognized for valuing AA/EEO. Postcard/brochures, and individuals with Disabilities and provides equal program and employment opportunities.

Amy and one of our Food Ambassadors at the Day on a Farm event. We had 5 varieties of apples for taste comparisons and folks could make their own salsa or sample a few variations we made ahead of time.





Looking for great, locally grown produce over the winter? Check out these vendors!



A Fourth Naturals Farm for vegetables and meat contact by phone (518)593-3934 between 9 a.m. and 8 p.m.	Banker Orchard through 12/23, 7a.m. to 5:30 p.m. at 1037 Rte. 3, Plattsburgh, for apples, pumpkins, squash, honey, maple, and baked goods.	Brandybrook Maple Farm for maple cream, candy, & syrup by phone (518)594-8849 or stopping by 439 Brandy Brook Rd. Ellenburg Cntr.
Chazy Orchard through 12/24 for apples, cider and baked goods, 6:30 a.m. to 5 p.m. at 9486 Rout 9, Chazy.	Conroys Organics for beef, eggs, and produce at 8173 Route 9, West Chazy, 7 a.m. to 7 p.m.	Country Dreams Farm for eggs and maple syrup by phone at (518)561-8941.
Everett Orchard through 12/18 for apples, jams/jellies, baked goods, maple products, honey and fudge at 1945 Military Turnpike, Plattsburgh from 9 a.m. to 5 p.m.	Farmhouse Pantry for baked goods, café, meat, produce at 3223 Route 3, Saranac, NY F-M 7 a.m. to 7 p.m.	Gonyo's for jams by calling (518)493-4644 or (518)593-2920.
North Branch Farm for meat contact by phone or email at (518)293-1380 or farmerjoeofNBF@gmail.com .	Northern Orchard for produce through 12/23 at 470 Union Road, Peru from 10 a.m. to 6 p.m. daily, then 7 a.m. to 4:30 p.m. M-F and 7 a.m. to 12 p.m. Sat.	Parker Family Maple Farm for maple products at 1043 Slosson Rd, West Chazy by calling (518)493-6761 or find Parker products at Banker, Chazy, or Rulf's Orchards, Pray's, or the North Country Coop.
Red Rooster Market for eggs, maple, honey, and salad dressing at 2412 Military Tpk., West Chazy, NY, M-Th 10 a.m. to 5 p.m., F-Sat. 10 a.m. to 6 p.m. and Sun. 10 a.m. to 4 p.m.	Rehoboth Homestead for produce, chicken and eggs by going to the Plattsburgh Winter's Farmers Mrkt, Clover Mead Farm Store, Farmhouse Pantry, or online ordering http://plattsburgh.locallygrown.net/	River Bend Farm for grass-fed beef by calling (518)594-7317.
Rulf's for produce, apple products, at 531 Bear Swamp Road, Peru M-Sat 6 a.m. to 6 p.m. and Sun 6 a.m. to 5 p.m. or find their products at Hannaford, Price Chopper, and Tops.	Sanger's Sugar House for maple products by stopping by at 137 Stratton Hill Rd., West Chazy.	Shady Grove Farm & Wellness Center for eggs, beef, poultry and pork by calling (518)524-3593.
Souza's Farm Stand for eggs and maple by calling (518)534-0088.	Surprenant's Berry Farm for jams by calling (518)236-7715 or find their products at Chazy and Northern Orchards, Kinney's, The Candyman, and many other locations.	Underwood Herbs for dried herb teas and jellies contact directly by phone or email (518)563-4777 or underwoodherbs@gmail.com





10 Ideas for Using Greens

1. Sauté greens, like kale or chard with fresh garlic for a tasty side.
2. Rub kale leaves with oil and bake for kale chips.
3. Add greens to pasta dishes or soups.
4. Briefly cook greens and add them to omelets or a quiche.
5. Add a layer of greens to a pizza crust, then top with cheese and other toppings, bake as usual.
6. Add few leaves of spinach or kale to a banana smoothie for a fun green color.
7. Layer greens into a lasagna.
8. Toss spinach or kale with vinaigrette dressing and enjoy a raw salad.
9. Make pesto with half fresh basil and half spinach.
10. Add greens to your stir fry.



Get Ready to Eat Local

(an example of a monthly newspaper article)

By Jordy Kivett, Cornell Cooperative Extension Nutrition Educator

(First printed in the *Plattsburgh Press Republican* 3-15-16)

A coworker and I joked recently about our food culture as she planned for an ethnic food training which required participants bring a dish from their own culture... Michigan's? Though tasty, it is a nutrition training. Hamburger macaroni soup? Goulash? Do all of our dishes have ground beef and preserved tomatoes? Oddly, I think using (home) canned tomatoes is part of our food culture and a part we should be proud of, because I think our region has a history of producing a lot of our own food. The canned tomatoes may not seem glorious if nearly everyone you know has cans of them lurking from decades past in the dark corners of their pantries, but if you consider how canning fresh tomatoes really celebrates the abundance we experience in the warm months and hangs onto parts of it for the typically long cold winter, it is pretty great. It is easy to forget just how spectacular a warm, off the vine tomato tastes or how much better strawberries taste in the field, but spring is coming....

March is a great time to start to thinking about local food. This is a great time to sign up with a local farm for a share if they are offering CSA's. If you are not committing to one farm for the season, soon it will be time for other fresh local foods to begin showing up.

I do enjoy root vegetables and squash, thus have been eating locally to some degree through the winter. I have to say, that I came across pea shoots recently, grown nearby, and felt like I could taste spring. If you read that last sentence and thought it was odd to eat pea shoots, it seemed weird to me too the first time I saw them at a farm stand, but they are delicious. One of my favorite parts of working under the local food promotion program is getting to see the variety of local food produced. Some are variations on familiar foods, like watermelon radishes, green on the outside and with a pink interior that looks like a little watermelon sliced or altogether new foods like pea shoots or kohlrabi, both of which are easy to enjoy with very little preparation.

Are you getting ready for more local food too? If you are even remotely curious about the food we produce here in the North Country, you have to check out Food from the Farm, this Saturday, March 5th at the City Recreation Department Gym on the US Oval, from 2 p.m. to 5 p.m. This is a great spot to see what will be available. Many farms you may already be familiar with are utilizing new techniques and are able to offer a wider variety of foods or extend their seasons. I am continually surprised by what growers in our region are growing and when. Some farmer's will have some food available to purchase and there will be samples provided by local chefs, live music, a kids station, and lots of other fun stuff going on.

Check out CCE's classes this spring. We will be offering a variety of cooking class in March and April to engage your taste buds and prepare you for loading up at farm stands, farmer's markets or using your CSA share to its fullest potential. The classes will range from the basic, with little and no cost classes on basic vegetable and fruit preparation, like smoothie making or what do to with greens, as well as hands on youth workshops to more lavish fare, like a series of cooking demonstrations with Chef David Allen of Latitude 44.

As registration for classes become available they will be posted at <http://blogs.cornell.edu/clintoncountyeats> and promoted on our Facebook page. If you subscribe to the blog an email will be sent to you each time we post something, so you will be among the first to see class listings, new recipes and tip sheets!

Screen shot of top of November's blog page *Clinton County Eats* 2016

<http://blogs.cornell.edu/clintoncountyeats/>

The screenshot shows the top portion of a blog page. At the top left is a banner with a tree illustration and the Cornell University Cooperative Extension Clinton County logo. To the right is a search bar with the text "SEARCH CORNELL:" and a "Go" button. Below the search bar are navigation links for "Pages", "People", and "more options". A secondary navigation bar contains "Home", "Recipes", and "Tutorials". A search input field is located below the navigation bar. The main content area features a "MONTHLY ARCHIVES: NOVEMBER 2015" header. On the left, there are sections for "RECENT POSTS" and "ARCHIVES". The "RECENT POSTS" section lists several articles, including "Kids in the Kitchen- Spring Break!", "Veggie-Centric Entree at Latitude 44", "Upcoming Classes", "Mondays at Latitude 44", and "New Shady Grove Cooking Class!". The "ARCHIVES" section lists months from April 2016 to October 2015. The main article, "Local Food Though the Fall", is displayed in a large font, with a "Posted on November 9, 2015" date. The article text discusses the availability of local crops in November. A photograph of a dish with green beans, yellow squash, and tomatoes is shown below the text. At the bottom of the page, there are icons for a star, Firefox, Word, and PDF.

SEARCH CORNELL: **Go**

Pages People more options

Home Recipes Tutorials

Search

MONTHLY ARCHIVES: NOVEMBER 2015

RECENT POSTS

- Kids in the Kitchen- Spring Break!
- Veggie-Centric Entree at Latitude 44
- Upcoming Classes
- Mondays at Latitude 44
- New Shady Grove Cooking Class!

ARCHIVES

- April 2016
- March 2016
- February 2016
- January 2016
- December 2015
- November 2015
- October 2015

Local Food Though the Fall

Posted on November 9, 2015

Though the days are short and the nights are cold, there are many crops that are available long after they are harvested. Though many are familiar to us, I think we reserve some for Thanksgiving, like pumpkins and sweet potatoes. And while those foods at the holidays are great, there are lots of ways to enjoy local food daily, even in a North Country November.

Pictures from Food from the Farm on March 5, 2016





Pictures from Local Chef Class and Food dehydrating demo at Food from the Farm