

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

The final performance report summarizes the outcome of your FMPP award objectives. 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 your assigned grant specialist to avoid delays. Should you need to mail your documents via hard copy, contact FMPP staff to obtain mailing instructions: FMPP Phone: 202-720-4152; Fax: 202-720-0300

Report Date Range: <i>(e.g. September 30, 20XX-September 29, 20XX)</i>	September 30, 2014-March 31, 2016 (early closeout)
Authorized Representative Name:	Mariane Kiraly
Authorized Representative Phone:	607-865-6531
Authorized Representative Email:	Mk129@cornell.edu
Recipient Organization Name:	Cornell University
Project Title as Stated on Grant Agreement:	The Delaware County Local Food Outlet and Community Supported Agriculture Network
Grant Agreement Number: <i>(e.g. 15-FMPPX-XX-XXXX)</i>	14-FMPPX-NY-0129
Year Grant was Awarded:	2014
Project City/State:	Hamden, NY
Total Awarded Budget:	\$99,600

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.

- i. **Goal/Objective 1:** To secure space in the E-Center near the college, senior housing, regional school and hospital and make it into a local food outlet store that offers storage, shelving, refrigeration, a freezer and cash register. To offer locally produced foods to a diverse group of consumers in a central location with an attractive storefront and ample parking.

- a. **Progress Made:** The space was rented for the initial lease, the equipment and signage was purchased, the space was painted and the rug removed and a new tile floor installed by the landlord. A local moving company received the store fixtures, cooler and freezer and placed them in the space. The farmers were solicited using press releases, notices in newsletters and phone calls along with open meetings that were offered to recruit local farmers to participate in the food outlet. Farmers who applied to participate needed to provide ample insurance coverage, proper product labeling, and comply with all local, state and federal regulations regarding sales of food in retail outlets. The store was named Delaware Bounty as a result of a contest to find an appropriate name.

Staff was designated to work in the store, keep regular store hours, conduct monthly inventory, generate reports to pay farmers, answer questions, develop a website, work on social media, offer nutritional advice at the store, develop recipes and samples, interface with farmers on deliveries and product quality, and oversee the project. All store staff were trained on the Point of Sale System and store cleanliness. A grand opening was held on 3/2/2015 with 15 farmers participating.

Outreach at CCE's and other events with a display board, publicity cards, local farm information, and the importance of consuming local food. Project coordinator spoke at local meetings, special groups, developed publicity advertisements, tracked sales, answered questions, supervised staff, oversaw budget. Special events were offered throughout the year and CCE Nutrition Staff spent time weekly in the store to talk to consumers. Newspapers picked up on the store and events and regular articles were published. Staff also worked on social media outreach and a regular following developed.

Delaware Bounty has been inspected by local, state and federal agencies and has passed inspections on all accounts.

- b. **Impact on Community:** The local community was interested in what was going on at the store and patrons became regular customers. One small food store was not happy with the project, but it became apparent that the product lines were not the same since Delaware Bounty offered only local food and the other store mainly offered imported items and did not interface well with local

farmers. The college community was engaged when the Culinary Food Marketing Class opted to study Delaware Bounty in the fall semester of 2015. They took 4 segments of the store and offered suggestions in the form of a final report. One student is continuing to work on the project as her senior project in the spring of 2016.

The farm community is very supportive and continued to be impressed by the store and its reach. Small farms that cannot enter the wholesale market began participating more in the summer/fall of 2015. The main issue for some was to get the required insurance coverage and for most, this was not a problem if they already had farm coverage. The fall season was busy with seasonal produce and sales grew well.

SNAP sales have grown but are still below what we would like to see, but seniors and regular SNAP consumers visit the store regularly. Pricing was encouraged to be "reasonable" and most products are close to big box retail prices. Some prices, such as maple syrup, are less than other outlets. Meats and eggs are close to other retail outlets and seasonal products are less.

- ii. **Goal/Objective 2:** To offer a Community Supported Agriculture Network with brochures and an on-line ordering website that will free farmers to concentrate on farming to generate more products and higher profits. To offer consumers convenience in ordering local products from a variety of farmers on a weekly basis in the spirit of a CSA but with a broad list of farmers and products that would appeal to a variety of tastes.
 - a. **Progress Made:** The on-line ordering portion of sales has not taken off like we anticipated. Consumers want to buy after seeing the product. There are some consumers who order certain items for pick-up on Fridays but overall, participation in the on-line ordering is not a large part of the regular sales. The software has been used at other similar ventures across the state and is the brainchild of a SUNY Morrisville professor who works on local food systems. It is a very workable system and it seems like the consumer preferences here vary from what one might expect to see in larger metropolitan cities. The farmers are very grateful for year-round sales and most have increased production since they are confident in the Delaware Bounty access to a consumer base that will buy local food. They also appreciate timely payments and are satisfied with the 20% commission that is used to supplement advertising and supplies for the store.
 - b. **Impact on Community:** The local community would rather shop traditionally than on-line for food products at Delaware Bounty. The option is nice for those who want particular items at specific times that can be picked up to save time. On-line ordering and CSA's are still new to this area and people are not as time-stressed as their city counterparts.

iii. **Goal/Objective 3: To encourage the consumption of fresh and healthy products that are grown close-by in order to stimulate agricultural economic development and better nutrition. Educational events include tastings, cooking demonstrations, and recipe advice will be integrated into the outlet shopping experience. To transition the project to a farmer group or a farmer-led cooperative at the end of a year.**

- c. **Progress Made:** Consumers appreciated the interesting recipes and cooking advice offered by our Nutrition Teaching Assistants on a regular basis. People were willing to try something new if they could taste it first and get tips on preparation. We found this often with grass-fed meats that require longer, slower cooking. Also, items like squash and special varieties of vegetables were big hits when people could see how much better they taste when coming directly from the farm when they are very fresh.

Transition to the farmers is likely to happen if there is a lapse in funding. The current situation is that the farmers are comfortable with the outlet and have committed to working one day/month at the store now that there are over 40 farmers who have become members. In addition, reaching out to farmers in the adjoining counties has made the offerings more complete and diverse with products that aren't produced within the county. The farmers are willing to pay commission to cover the rent expenses and time is needed to increase product offerings and sales for Delaware Bounty to be more self-sustaining. A grant was written to a local source to assist with bridging the rent expense and another grant was written to help train the farmers to effectively operate the store. The status of those grants is not known as yet.

- d. **Impact on Community:** The community appreciates the year-round venue just as if there was a farmers' market every day. Products include local meats (beef, pork, chicken, turkey, veal, lamb), eggs (chicken, duck), dairy (milk, kefir, yogurt), grains (flour and porridge), maple products, honey, herbs, vegetables in season, mushrooms, potatoes year round, cheeses (goat, cow), baked goods, jam. Prices are reasonable and only food products are sold.

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.

- iv. Number of direct jobs created: One full-time equivalent has been created including the store manager and the store assistant.
- v. Number of jobs retained: One full-time equivalent with Cooperative Extension project director and book keepers along with office support for website and farmer/vendor interface.
- vi. Number of indirect jobs created: Farmers indicate 2 full-time equivalents between them since products could be sold year-round with an average of 25 farms participating during the first year. Gross sales to date have been \$25,000 with some farms who have been recent participants and other farms that are new with 40 in all signed up.
- vii. Number of markets expanded: This is the sole market that has begun and expanded with this project, and it is well-respected in the area since producers offer high quality

food at reasonable prices and are accessible to the consumers at events and in the community.

- viii. Number of new markets established: One year-round market for local food.
 - ix. Market sales increased by \$25,000 and increased by 100%.
 - x. Number of farmers/producers that have benefited from the project: 30
 - a. Percent Increase: 100%
2. 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?

Delhi is the hub of our county with a diverse group of consumers considering the state university, senior housing, a regional school, county employees, a hospital and several large businesses. Students engaged in the Culinary Marketing class were able to study the store, local consumers, farmers and others during their semester. The location of Delaware Bounty, adjacent to senior housing, was appealing for seniors to walk into the store and buy products that “they used to be able to get” growing up in a rural community such as farm fresh eggs, meats, vegetables, maple and honey. Tourists were good supporters on weekends as this area is located in the foothills of the Catskill Mountains and many drive around in search of local products. Programs offered to a variety of clientele in the E-Center drew in those looking for low cost health insurance (in the next office) or for training. This is where most of the EBT sales came from as people learned of the local food availability and SNAP access.

3. Discuss your community partnerships.
- i. **Who are your community partners?** Delaware County Economic Development is a partner that helps find funding or can engage the IDA to assist local farmers and markets. The Rural Healthcare Alliance purchased 2 billboards to promote Delaware Bounty during the produce season. The Chambers of Commerce supported the effort by allowing us space in their building close to where people come who are new to the community or visitors. SUNY Delhi offered the students’ work to improve the reach of the store and to study certain aspects of marketing. Cornell Cooperative Extension offered 1 day/week time of a nutritional teaching assistant to be in the store with educational advice. The Southern Tier Food and Health Network offered assistance by tracking regional and local food efforts and offering publicity in its newsletter. Farmers are partners who match time with their own marketing efforts and get the products to the store in a timely fashion. Pure Catskills also offered ad space in their regional guide.
 - ii. **How have they contributed to the overall results of the FMPP project?** Promoting the Delaware Bounty food outlet in newsletters, by direct expenditure of funds for billboards, by referring consumers to the store, by allowing CCE to address their groups, and to keep the rent reasonable with a good place to do business.
 - iii. **How will they continue to contribute to your project’s future activities, beyond the performance period of this FMPP grant?** It is hoped that these contributions will continue as good will, especially if the farmers take over the venue. Promotion of local, healthy food is good for the county’s residents, the farmers, the students and tourists.
4. **Did you use contractors to conduct the work?** If so, how did their work contribute to the results of the FMPP project? CCE conducted the work with existing staff and one additional part-time employee. However, we contracted out the web and logo development along with the mover to

place the store equipment.

5. **Have you publicized any results yet?*** Not formally since we are still working on the project.
- i. If yes, how did you publicize the results?
 - ii. To whom did you publicize the results? n/a
 - iii. How many stakeholders (i.e. people, entities) did you reach?

*Send any publicity information (brochures, announcements, newsletters, etc.) electronically along with this report. Non-electronic promotional items should be digitally photographed and emailed with this report (do not send the actual item).

6. Have you collected any feedback from your community and additional stakeholders about your work?
- i. If so, how did you collect the information?
 - ii. What feedback was relayed (specific comments)?

7. **Budget Summary:**

- i. 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:
- ii. Did the project generate any income? yes
 - a. If yes, how much was generated and how was it used to further the objectives of the award? To date, \$5000 was generated with the 20% commission that farmers paid to have their items sold at the store. It is still being used to buy store supplies and pay staff until more funding is secured.

8. **Lessons Learned:**

- i. Summarize any lessons learned. Draw from 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).

It took a lot longer to get producers on board with legal labels, adequate insurance, contracts and pricing methods that originally anticipated. Staffing was reduced when a critical mass of producers were engaged in the store to save salary dollars. Also, the consumer is not always the purchaser, and our target audience is primarily women who cook and men who have shopping as part of their "chores" or live alone. Neither group took advantage of the on-line ordering as much as we thought. Also, prepared foods are much more popular with consumers due to time constraints, so we had to think of imaginative ways to get consumers to prepare "raw" foods in a faster way.

Another "interesting" finding is that some people "say" that they support local food systems, farmers and better nutrition but don't "put their money where their mouth is" and won't make an additional stop, spend an additional penny, or really "walk the walk" so to speak. It takes a dedicated consumer to make an additional stop, spend the additional time, spend a little more money for quality food. It is not always the consumer with more money or time; it is the consumer that truly believes that the best food is produced close by and is the least processed. Farmers tend to be the ones who eat the best food since they realize that their food beats anything that the traditional stores have to offer and has the least added salt, preservatives or added sugars.

The year-round venue is something that needs to be pursued in the Northeast since it gives farmers the cash flow to expand, feel more secure about sales potential, and offers the consumer consistent supply.

We also learned that signage is critical to getting consumers to stop. Areas that have strict zoning regulations are hard to overcome sometimes unless signage can be large, lit or have big street appeal. In small towns, signage that draws people in can be out of character with the rest of the community.

It is also difficult to change peoples' habits in buying food. Spending more time preparing healthy food as opposed to buying convenience foods with compromised nutrition is a choice that appeals to some and not others. Buying local, minimally processed or unprocessed food needs to continue to be promoted on every level.

The positive work with the local food system through Delaware Bounty is encouraging farmers to produce more, bring up their level of knowledge when it comes to labeling and food safety, and to show them that there is a big market for local food. Most realize that marketing is not their forte and they appreciate the efforts of Delaware Bounty to market their products and send a timely check. The 20% commission was low enough and did not inhibit participation. Most of the farmers are small, but there are a number of beef farmers who are larger and the store is one of many outlets for their products. We continue to take on more farmers with diverse products within a 35-40 mile radius.

The nutritional aspects of providing local food to the community has lasting benefits. Also, none of the other farmers' markets offers SNAP which is essential to changing needs and desires when it comes to buying food. SNAP needs to be offered at all farmers' markets, if possible.

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

I would have expected that sales would have been larger than they were but it takes time and energy to keep pushing the "local food" bandwagon and getting people to change their behavior. Even if an idea is great, sometimes it takes longer to achieve consumer buy-in when it comes to food purchases.

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

I think that this project and any federal grant requires skilled oversight, timely reports, and good projections. When things are getting "off target", work to modify budgets or timelines needs to happen promptly. Communication is always key to success.

9. Future Work:

- i. 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.

The intention is to continue Delaware Bounty with another grant or with the farmers participating in the work. Labor is the single most expensive outlay next to rent. The commission can cover most of the rent and farmers can be trained to operate the point of sale system, do the inventory, keep the store clean and accept new vendors. Bridge funding has been applied for and the purpose is to have time to ramp up sales and train farmers. The community will support the farmers in this endeavor, appreciate the year-round venue, shop more often, and spend more money if there is a farmer behind the desk. Farmers, for their part, need to take a more active role until sales can pay for a market manager. However, each farmer has talents that he/she can lend to the store that will make it a more vibrant and unique place to shop. It is the goal to turn over the operation to the farmers in 2016.

- ii. 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?

Barriers to local food purchase, preparation and consumption need to be identified and overcome. However, it is always the preference of the consumer regarding how much time and effort he/she wants to spend in order to eat well. Ease of visiting one store in lieu of several farmers' markets or farms is always preferable if habits are to change for good. Projects that bring local food to the forefront of communities in various ways that enable convenience, choice, and price offerings to consumers should have the most success. Promotion of the benefits of eating unprocessed food should be integral to efforts that will make Americans healthier, to grow local food systems and to give farmers a greater share of the food dollar will go a long way to improve our health and well-being.



DELAWARE BOUNTY

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Welcome to Delaware Bounty

Delaware Bounty is a local food outlet. Customers may browse the Main Street, Delhi, store for food produced in Delaware County. For convenience and time saving, online orders can be placed during the week for pick-up on Friday. A variety of fresh and local products can be found year-round at Delaware Bounty!

On-line Customers: Register Here for easy access to fresh fruits, vegetables, and a variety of food products from Delaware County.

We use a weekly ordering cycle that allows customers to place orders anytime between Friday and Wednesday at 11:59 PM. Producers can change inventory and make more products available during this time period, however with some inventory, quantities are limited and are sold on a first come first served basis. If you don't see what you are looking for, check back and see if inventory has changed.

Once you've registered you can Log In and place your orders by midnight on Wednesdays. The site is closed on Thursdays to allow producers to update their inventory for the coming week.

Delaware Bounty also has gift certificates that can be purchased in any amount to be used in the retail store. Just ask a staff member for one!

Delaware Bounty is funded by a USDA Farmers' Market Promotion Program (FMPP) grant (#14-FMPPX-NY-0129).

Weekly Ordering Times	
Order by Wednesday March 23, 11:59 pm	pickup Friday afternoon
Time until order deadline:	15 hours 51 minutes

Farm Producers

Are you interested in joining Delaware Bounty as a producer?

1. Fill out [Application Form](#) and [Contract](#) and email to delawarebounty@gmail.com, or send to 34570 St Hwy 10, Suite 2, Hamden NY 13782, or fax to 607-856-6532

2. [Register Here](#) - when your application forms and requirements are complete your account will be activated.

Please contact us [email us](#) with any questions you may have.

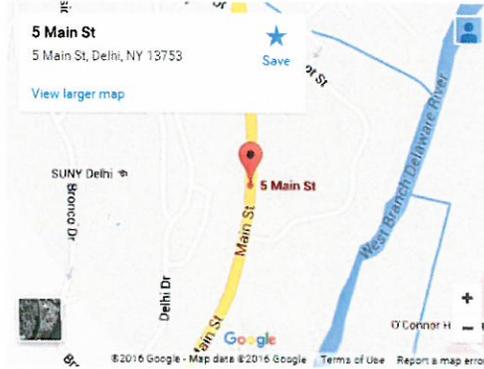


Retail Store Hours
Tuesday-Friday: 12:00 noon - 5:00 pm
Saturday: 10:00 am - 3:00 pm

On-line Order Pick-up
Friday: 1:00 - 4:00 pm

We accept cash, local check, credit/debit card, EBT card

Location
5-1/2 Main St, Suite 3
Delhi, NY 13753
607-746-9909



Support local farmers and your economy! See you soon!

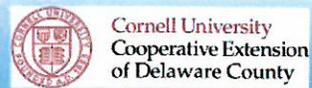
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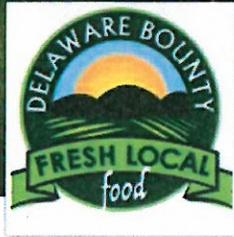
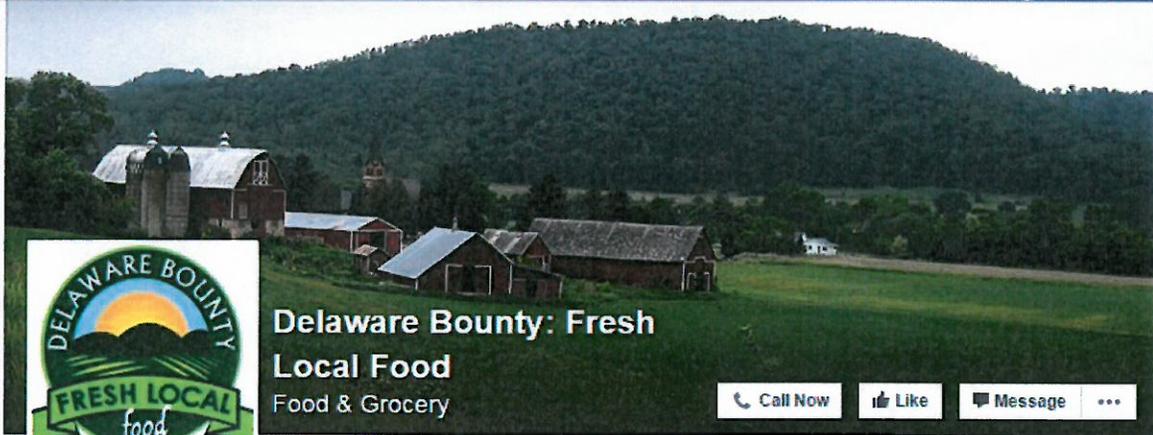
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"We appreciate customers buying local products. It keeps the money local which is so important to the economy of Delaware County."

-- Dennis and Mary Brockway, Brockway Lamb Meat Products, Delaware Bounty Producer

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DELAWARE COUNTY, NY





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Food & Grocery

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ABOUT

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Closed Now
Today 12:00PM - 5:00PM

Typically replies within a day
Message Now

<http://www.delawarebounty.com/>

PHOTOS

Delaware Bounty: Fresh Local Food added 2 new photos.
20 hrs

Just in from Key Training:
Lovely multi-colored eggs - extra dying is optional (there are some white ones). 😊



Delaware Bounty Facebook 2016

Delaware Bounty

LOCAL FOOD STORE

*Serve Family & Friends the
Best Food for Thanksgiving*



- Fresh Turkeys, Pies & Sticky Buns - *order yours now!*
- Winter Squash
- Herbs/Garlic
- Cheese
- Eggs
- Beef, Pork, Lamb Veal, Poultry
- Maple/Honey
- Jam
- Mushrooms



Reasonable Prices



NEW Store Hours:

Tues.-Fri. 12-5
Saturday 10-3



Cornell University
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of Delaware County

607-746-9909

Located in the E-Center
5-1/2 Main St, Suite 3
Delhi, NY



14-FMPPX-NY-0129

Delaware Bounty

LOCAL FOOD STORE

*Serve Family & Friends the
Best Food for the Holidays!*



- Beef, Pork, Lamb, Veal
- Chicken
- Seasonal veggies
- Artisan cheese
- Eggs
- Maple, Honey
- Jam
- Apples, Pears
- Herbs, Garlic



Reasonable Prices



NEW Store Hours:
Tues.-Fri. 12-5
Saturday 10-3



607-746-9909



Cornell University
Cooperative Extension
of Delaware County

Located in the E-Center
5-1/2 Main St, Suite 3
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Delaware Bounty

Local Food Store & On-line Ordering



REASONABLY PRICED
FOOD FROM YOUR
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- Meat (beef, lamb, pork, poultry, veal)
- Eggs
- Artisan Cheese
- Pure Honey
- Produce
- Maple Syrup
- Mushrooms
- Herbs
- Baked Goods
- Dairy Products
- Grains

Retail Store Hours:

Tues-Fri 11-5:30

Sat 10-3

Order On-line:

www.delawarebounty.com

Pick-up Friday 1-4:00

607-746-9909

In the E-Center

5-1/2 Main St, Suite 3, Delhi, NY



Cornell University
Cooperative Extension
of Delaware County



14-FMPPX-NY-0129

National Agriculture Week ~ March 15-21, 2015



'Delaware Bounty' Brings Local Ag Products to Store Shelves

By Robert A. Cairns

DELHI — A year-round, indoor market for Delaware County agricultural products is now open at the Delaware County eCenter in Delhi.

Delaware Bounty opened on March 3 in the Delaware County eCenter on Main Street in Delhi, between the Delhi Senior Housing Community and the Sidney

Federal Credit Union. The store, operated by Cornell Cooperative Extension of Delaware County (CCE), stocks only farm products grown within the county's borders.

During our visit to the store last week, Cheryl Starcher-Ceresna, a program educator at CCE, said business had been good, so far. "I think people are interested," she said.

The store offers farm produce in season and has a freezer and



Robert A. Cairns/The Reporter
Sheilah Burnham, a nutrition teaching assistant with Cornell Cooperative Extension of Delaware County, dishes up a sample of chili at Delaware Bounty, a new farm market in Delhi.

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To Serve & Strengthen Local Agriculture

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Please feel free to contact
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Duane Martin, directly at
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refrigerator on site in addition to shelves. Late-winter produce available now includes beef, lamb, eggs, cheese, potatoes, garlic and squash, as well as honey, maple syrup and a variety of herbs. Baked goods are a popular item. A wide area of the county was represented, with products on display from Trout Creek, Stamford, Hobart, Franklin, Delhi and South Kortright.

The store offers an alternative to sporadic, seasonal farmers' markets and provides both storefront sales and online ordering. Shoppers can browse available produce at www.delawarebounty.com and place orders. Registered farmers will fill the orders and shoppers can pick up their food at the store on Fridays.

Similarly, Delaware County farmers can register to sell their wares through an email link on the website.

Starcher-Ceresna says the response from farm providers has been positive. "They love it," she said. "They're tickled pink." She expects that the store will have an influx of fresh vegetables when they come in season.

Among the customers at the new store are senior citizens from the neighboring Delhi Se-

Delaware County Times

50¢



12 pages

A WEEKLY JOURNAL WHICH SHALL SUPPLY THE NEWS OF DELHI AND DELAWARE COUNTY - FURNISH RELIABLE INFORMATION - SUPPORT THE WORTHWHILE AND THE TRUE.

DELHI · NEW YORK · 13753 · MAY 8, 2015 · ISSUE NO. 1749

DELAWARE BOUNTY FRESH LOCAL FOOD

BY SANDI BASS

One of Delaware County's best kept secrets is out of the bag! Delaware Bounty is the new local food store open Tuesday through Saturday that also offers weekly on-line ordering with Friday afternoon pick-up. Local meats, eggs, cheese, honey and seasonal produce and all of the food comes from Delaware County! Located at 5 1/2 Main Street in Delhi at the E-center.

As you walk in you may think that you are in a building with offices only, all of a sudden you find yourself in a relatively small store where you can find great local products from "farm to table." Located in an incubator building with the help of The Chamber of Commerce who also helps other business in the building, Cornell University Cooperative Extension helped secure a USDA Grant to fund the start-up, they applied for the grant in October of 2014, allowing Delaware Bounty to open their doors on March 3rd. Speaking with Sheilah Burnham a friendly and very knowledgeable young lady who works there three days a week, was happy and proud to share information about each one of their vendors and explained how the fresh deliveries circulate weekly making sure everything is fresh for their customers. Mariane Kiraly, Cheryl Starchercresana, Kathy Woodin, and Cathy Hoffman

are also a big part of this amazing group that work at Bounty who want the community to love and understand the importance of good nutrition for their families.

One month ago a PSA was put out to get Delaware County Farmers to bring their products to sell in the store. Burnham said, "We are looking for quality product and we are especially looking for a "Milk" vendor, it must be pasteurized," she said.

Let's take inventory of this precious find of a store and browse through the products from the Delaware farm vendors on the shelves. We'll start on the right as you enter with, Anderson's Hill Billy pure, natural, raw Honey, unheated and unfiltered. Their raw honey is only strained to remove any bits of honeycomb wax, so it still contains original pollen because it is not filtered. Their way of making honey is not to heat it like commercial honey packers do to break down any sugar crystals. That is why Anderson's honey will stay clear and liquid on the supermarket shelf... Yum! Other great honey and maple syrup products to purchase are from, Meadow Brook Maple, Jordan Palmer Family and Richard Scranton who makes a Maple Ice Cream that is said to be out of this world! For centuries honey has been a breakfast staple, but it is now being revered as one of the most versatile ingredients on the market today.



Sandi Bass/DCT

Sheilah Burnham at Delaware Bounty Delaware Bounty Fresh Local FoodStore

Moving on to the dairy farm products is another irresistible food item, "Cheese," Bovina Valley Farms owned by Dan Finn, has a variety of delicious cheeses to choose from. Betty Acres Farm

owned by Aissa O'Neil produces many different cheeses along with fresh cheese with cow's milk. Sherman Hill Farmstead owned by Linda Smith can also be found on the shelves with her great selection

of cheeses. Also, another available staple found in most home refrigerators all year long is, farm fresh eggs. Dan Broke Farms and Ed Mar Farms will keep *Continued on Page 2*

MORE BROADBAND COMING TO DELAWARE COUNTY

BY CHERYL PETERSEN

Delaware County Broadband Initiative (DCBI)
CFAR 4534

Legend

SCOTTISH FESTIVAL

BY CHERYL PETERSEN

When the spirit moves members of First Presbyterian Church in Delhi, a Scottish Festival fills the weekend. "The last festival was about a dozen years ago," said Clara Stewart, of Delhi. "Each festival is a little different, but the heritage of the church and Scots are celebrated with traditional Scottish music, dancing, and food." The churches history reaches back to 1804, when a small group of pioneers, mostly from Scotland, gathered in a barn and eventually

When approaching the church, a stream of bagpipe music greeted the ear, produced by Kathleen Beveridge. "This is the first time I've played on my own," said Beveridge. "I typically play with the Leatherstocking District Pipe Band in Oneonta. That's where I also get my lessons." Enchanted by bagpipes, Beveridge took up the instrument not too long ago. "I practiced on a Chanter for 2 years before I invested in my Gray Highland bagpipe," she said. "I didn't want plastic." Her bagpipe is crafted out of African Black Wood

LOCAL FOODS AND MARKETING**Local Farms Enthusiastic About
"Delaware Bounty",
a Local Food Outlet**

by Mariane Kiraly

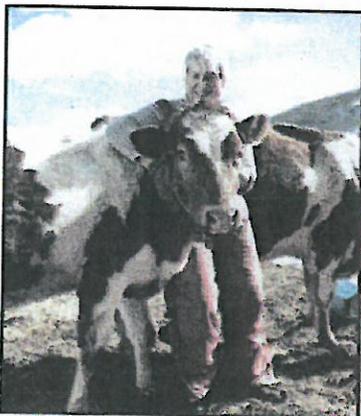
In 2014, the USDA Farmers' Market Promotional Grant Program was announced. Cornell Cooperative Extension of Delaware County had been doing a lot of work with small and start-up farmers to assist them with growing a large variety of products, but most still lacked a year-round venue to market their products. Mariane Kiraly, Core Ag Team Coordinator, submitted a grant for a project that would incorporate marketing local products and nutrition education. In late August, the good news arrived: the grant had been accepted!



Delaware Bounty Logo

The Extension team decided to visit neighboring Schoharie County to meet with Maureen Blanchard of "Schoharie Fresh" to see if some of her ideas could be replicated in Delaware County. "Schoharie Fresh" is an online ordering system that is housed on the SUNY Cobleskill campus and it had been in operation for several years. We decided to duplicate their online ordering system and also develop a walk-in store located in the hub of the county, Delhi. A farmers' meeting was held to recruit a variety of farmers to be vendors for "Delaware Bounty". The site was to be in the local business incubator portion of the E-Center on Main Street where a large parking lot, a new building and beautiful, bright room awaited.

The grant budget included the costs of a new, efficient glass door freezer, 3-door cooler, a point of sale system that tracks inventory and can process cash, checks, credit cards, and SNAP/EBT sales. Other items were purchased such as a scale, shelving and vegetable bins. Some office furniture was provided by the incubator and the preceding tenants left a file cabinet, tables and some other useful items. The official opening was March 3rd with 25 vendors' products participating. Food is brought to the store on consignment and monthly checks are sent to each farmer/vendor by the 10th of the next month. The 20% commission participant farmers pay helps cover rent and other expenses.



Aissa O'Neil of Betty Acres Farm, Delhi, NY produces a variety of artisan cheeses.

"Delaware Bounty" offers a variety of products from Delaware County farms only. Beef, pork, veal, lamb, and chicken round out the meat section. Consumers can further choose from Animal Welfare Approved, Grass Fed, Grain Finished or a number of other attributes. All of the meat is USDA processed. Artisan cheese from three farms is also a big seller, along with eggs (free range, pastured, conventional). Maple and honey grace the shelves along with herbs and mushrooms. Baked goods from fruit pies to sticky buns to bread are top sellers and hard to resist! All farmers had to comply with insurance, labeling and processing requirements specific to their particular product. It took time and effort for each one to do the paperwork for inclusion in the store.

Farmers are pleased so far with sales increasing each month. The long winter made consumers long for backyard barbecues, fresh produce and other products usually only found at farmers' markets or farm stands. Only food is sold at Delaware Bounty in order to avoid getting into the sales tax calculations and paperwork. Special days are set aside for Senior Citizens (Tuesdays) and for healthy recipes prepared by the Nutrition Teaching Assistants who work at the store part-time. Recipes and nutrition advice is readily available at the store.

Marketing the local food store takes time, effort and money. Regular ads are placed in weekly papers that are free to all in the county. Radio is also used as a mode of advertising along with signage by the road. Extension's social media such as Facebook and Twitter help get the word out as well. Re-usable bags with the Delaware Bounty logo were ordered and they are given away with each \$25 order.

The store is open from 11 a.m. - 5:30 p.m. Tues-Friday and 10 a.m. - 2 p.m. on Saturday. The walk-in store has proved most successful so far but it takes time to develop an on-line presence. The website is delawarebounty.com. Extension educators are currently looking for more funding to keep the store going into the future.

Comments on the value of local food from

farmers appear on the Delaware Bounty website such as:

"We appreciate customers buying local products. It keeps the money local which is so important to the economy of Delaware County." ~ Dennis and Mary Brockway, Stamford, NY

"There are many benefits to buying your food from local producers. The most beneficial is that the consumer can count on a fresh, healthy product that is produced in your very own "back yard". With the support of our local community we are able to live our dream, and you the consumer can enjoy a safe, reliable, healthy, and fresh product for many more generations." ~ Edmara McClenon, Walton, NY

"Food is fundamental to all our lives and because of this we carefully choose how we produce it. The fact is, locally grown food is fresher and tastes better! We strive to buy our farm supplies and services from local vendors whenever possible. This helps stimulate the local food economy. Local agriculture assures a food system that is safe, affordable and accessible by providing produce and at their peak of flavor and nutritional value." ~ Michael Warholc, Township Valley Farm

Mariane Kiraly is the Core Ag Team Coordinator for Cornell Cooperative Extension in Delaware County, NY.

For more information visit www.delawarebounty.com



Be a locavore

6 reasons to eat locally this summer

"There is nothing like eating something fresh from the earth, whether you buy it at a local farmer's market or grow it yourself," says Cathy McLachlan, dietician at UHS Delaware Valley Hospital. "Local food is more delicious, healthier and more sustainable over the long term."

With summer here, local food is bountiful. Mrs. McLachlan explains that there are many benefits to eating locally:

1. It makes a smaller environmental footprint.
2. It supports local farmers.
3. The nutrients in local food are better preserved because it takes less time to get the produce from the field to the consumer.
4. Unique varieties of foods are available, encouraging people to try new things.
5. Produce that is sold locally is picked at the peak of its freshness for the best taste.
6. It helps steer people's diet toward whole foods and away from processed foods.

Delaware Bounty

Delaware Bounty is a new local retail food store offering meat, eggs, cheese, honey and seasonal produce produced in Delaware County. Delaware Bounty is located at 5½ Main Street in Delhi and is open Tuesday through Friday, 11 a.m.– 5:30 p.m. and Saturday, 10 a.m.–2 p.m. Weekly online ordering from delawarebounty.com with Friday afternoon pickup is also available.

>> **FIND A FARMER'S MARKET** See the Cornell University Cooperative Extension website at cce.cornell.edu for information on farmer's markets throughout the region, including convenient locations at UHS hospitals.



Halloween Harvest!

at Delaware Bounty

Join us for a *FUN* Halloween celebration!

Games!

- ◆ Pin the Face on the Pumpkin
- ◆ Basket Toss
- ◆ Guess what creepy but edible things are in the bag
- ◆ Pumpkin/Squash painting
- ◆ And more!



Chee Chee the Clown!



Treats!

Buy a pumpkin for painting!
(paint supplied)



Date: Saturday, October 31, 2015
Time: 10:00 am—1:00 pm
Location: 5-1/2 Main Street, Suite 3, Delhi, NY



Cornell University
Cooperative Extension
of Delaware County



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