



LOCAL FOODS, LOCAL PLACES

Technical Assistance Program



Strengthening the
Local Foods System
and Downtown
Revitalization:

Actions and Strategies
for the Village of Canton
and St. Lawrence County

August 17, 2015



Community Story

The Village of Canton is the county seat of St. Lawrence County, New York—the largest county in New York state, yet also one of the lowest in per capita income according to the 2010 U.S. Census. St. Lawrence County is one of seven counties in the North Country region¹, which is bordered by Canada, Lake Ontario, and the St. Lawrence River. Half a million people reside in the North Country, making it one of the most sparsely populated regions in New York. St. Lawrence County is home to approximately 112,097 people, with around 6,551 residing in the Village of Canton ².



Figure 1 - Downtown Main Street, Canton, NY

The natural beauty and rural agricultural landscape of the region are primary assets. Approximately 25% of all land in St. Lawrence County is cropland, pasture, or inactive farmland, and much more is forested, contributing to the rural character. The agricultural sector employs more residents than any other sector, with dairy production as the main agricultural industry. Other agricultural outputs from St. Lawrence County include timber, cattle and calves, hay, grains, dry beans, and potatoes. Non-agricultural industry includes the



Figure 2 - LittleGrasse Community Supported Farm

production of zinc and aluminum, the generation of hydroelectric power,

electronics manufacturing, and service industries, with United Helpers being the largest. Among the biggest employers in the county are the four institutions of higher education, which include Clarkson University, St. Lawrence University, SUNY Canton, and SUNY Potsdam, as well as the County, NYSARC, BOCES, United Helpers, ALCOA, and the Claxton Hepburn and Canton-Potsdam hospitals)..³

¹ North Country Regional Economic Development Council has a seven county region <http://regionalcouncils.ny.gov/content/north-country>

² Source: 2009-2013 American Community Survey 5-Year Estimates

³ <http://www.slcida.com/assets/files/County%20Profile.pdf>

The health of residents in the region is a major concern for many in the community: high rates of heart disease and obesity are present, and food insecurity—especially among children—is prevalent. However, the community is bountiful in interested and involved residents willing to invest time and resources to improve economic and health outcomes in the Village of Canton and St. Lawrence County. There is a solid base of resources, organizations, programs, initiatives, and stakeholders interested in diversifying and developing the local food system and increasing access to healthy food choices through a variety of means.

In 2011, Canton created a Canton Community Action Plan (CCAP)⁴, a comprehensive multi-year plan for economic and community development. One of the four goals was to “strengthen Canton’s future through sustainable development.” To oversee implementation of this goal, Canton created a Sustainability Committee, including a local food and agriculture sub-committee, which took the initiative to submit an application for technical assistance from the federal Local Foods, Local Places (LFLP) program.⁵ The application for LFLP assistance centered around the recognition that food, health, and economy are interconnected, and sought to build upon the CCAP’s priorities of sustainability, food and health, and creating local economic opportunity.

The stated objective of the LFLP application was to ensure that Canton is an attractive, convenient, healthy place to live and that businesses are recruited, supported, and retained to create a vibrant downtown economy. Specifically, Canton requested technical assistance to better tie together the community’s resources, identify the major missing pieces, and build a plan to bridge the gap between the two. The application for assistance did not target any one specific element or project but rather recognized that there are a lot of moving parts of the local food economy, with a number of actors and players. The application for the LFLP assistance was framed as an excellent opportunity to make connections, tie loose ends together, and make a cohesive plan going forward.

⁴ http://www.cantonnewyork.us/wp-content/uploads/2011/08/CCAP_2011_Approved.pdf

⁵ http://www.whitehouse.gov/sites/default/files/docs/announcement_-_local_foods_local_places_2014_final.pdf
<http://www.epa.gov/smartgrowth/sp-local-foods-local-places.html>

WORKSHOP STEERING COMMITTEE

- Patrick Ames, Executive Director, Cooperative Extension
- Todd Amo, Director of Operations, United Helpers
- Cindy Atkins, Director of Conference and Dining Services, St. Lawrence University
- Zoe Baker, Market Manager, Canton Farmers Market
- Rainbow Crabtree, Coordinator, Canton Merchants Association
- John Dewar, President, North Country Grown Cooperative
- Gloria McAdam, Executive Director, GardenShare
- Jason Pfothenauer, Deputy Director, St. Lawrence County Planning Office
- Carol Pynchon, LFLP Steering Committee Convener, Village Trustee
- Leigh Rodriguez, Economic Development Director, Village of Canton
- Lenore VanderZee, Executive Director for University Relations, SUNY Canton
- Bob Washo, Chair, Canton Sustainability Committee

Figure 3 - Steering Committee. A more complete list of stakeholders is available in Appendix C.

Canton was awarded the LFLP technical assistance in the fall of 2014, and the technical assistance process began thereafter. The remainder of this report and its appendices document the engagement process, the workshop activities, and most importantly, the action plan and next steps. An LFLP Steering Committee (see figure 1) was created to help plan the workshop and guide the community’s initial steps to implement the resulting action plan. Over the course of the three planning calls and workshop discussions, the community’s goals evolved from those in the initial request for technical assistance to the four shown later in this report and in Appendix A. The opening speech given by Carol Pynchon, Village of Canton Trustee, frames the overall context of where the LFLP assistance fits, why the community applied, and what it hopes to achieve. Her speech is available in Appendix H.

Engagement Process

The technical assistance engagement process for LFLP has three phases, illustrated in Figure 4 below. The assessment phase consists of three preparation conference calls with the LFLP Steering Committee to establish the workshop goals, agenda, logistics, and stakeholder invitation lists. The convening phase includes the effort’s keystone event—a two-day workshop in the community. The next step’s process includes three follow up conference calls as well as process reporting and documentation.

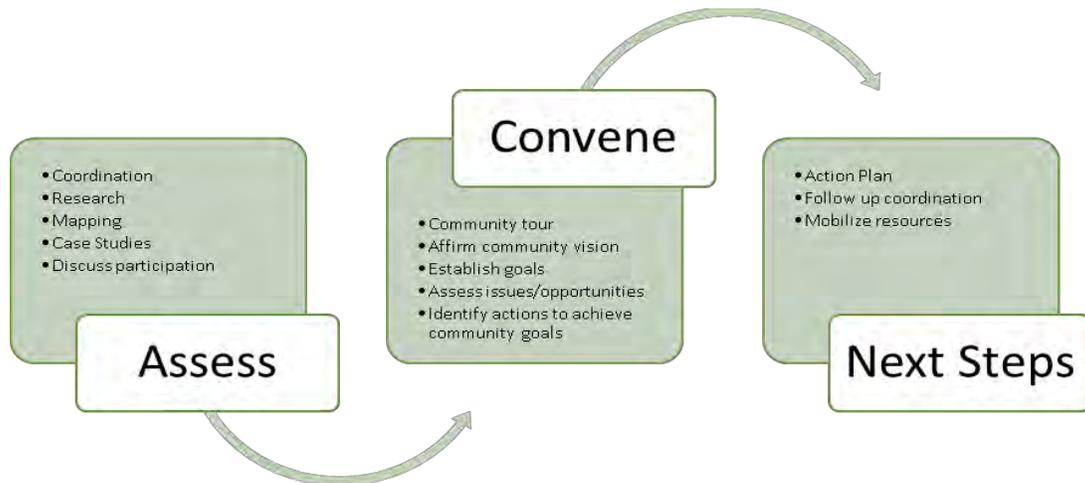


Figure 4 - Local Foods, Local Places Technical Assistance Process Diagram

The workshop was held June 16th and 17th at the Traditional Arts in Upstate New York (TAUNY) Center. The workshop was well attended by many key stakeholder groups, and the sign-in sheets are scanned and included in Appendix C.



Figure 5 - Day Two of the Workshop, upstairs at the TAUNY Center.

The Community Tour

The LFLP Steering Committee organized a walking tour of the farmers market and downtown area, an introductory luncheon with key stakeholders at the TAUNY Center, and a driving tour of the community. The tour included visits to several community assets including St. Lawrence University and its Sustainability Semester farm, the SUNY Canton campus, Cornell University’s Extension Office and Farm, the United Helpers senior living campus, and LittleGrasse Foodworks (a community supported agriculture farm). A number of the locations visited are shown in pictures here and in Appendix E.

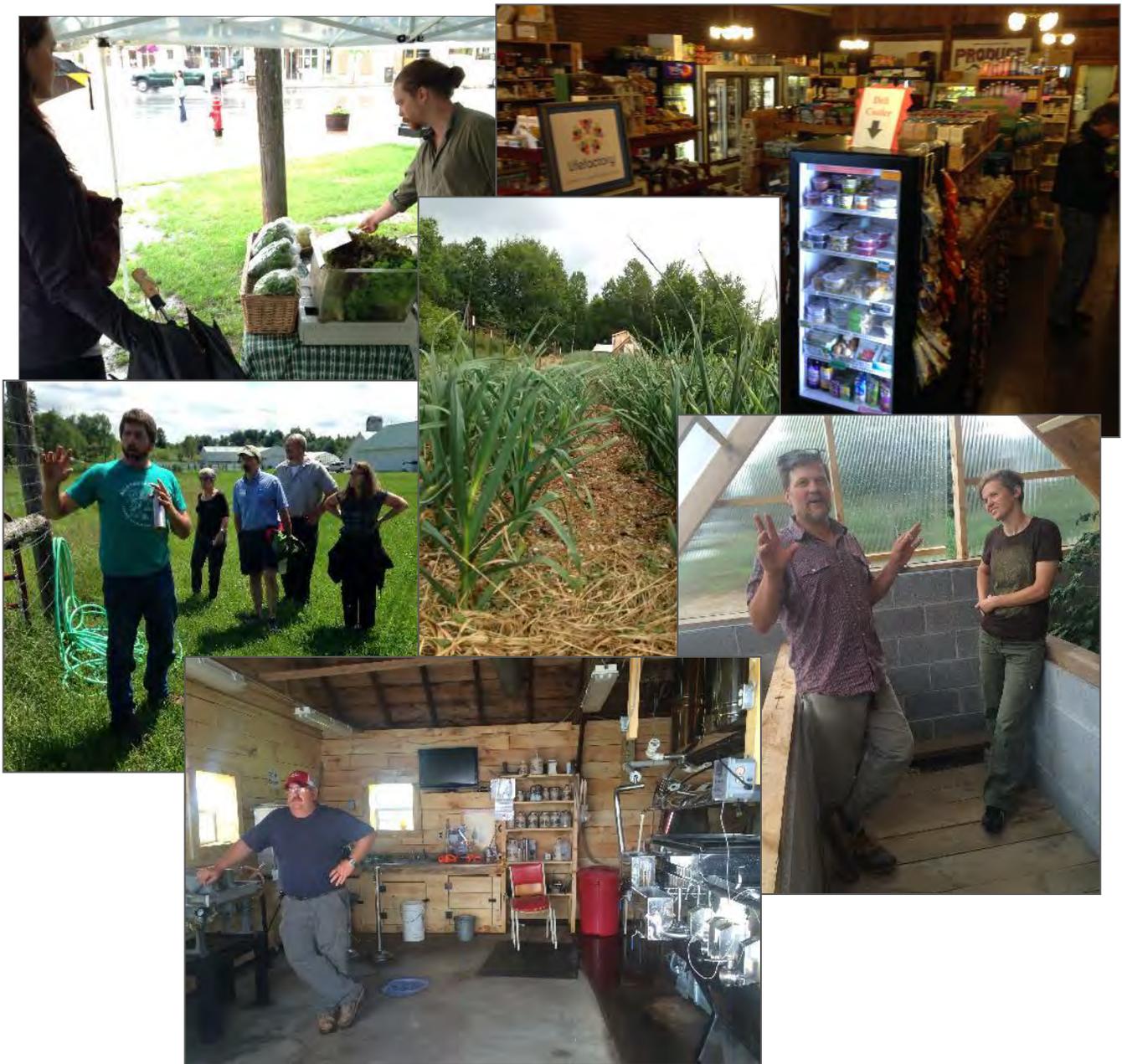


Figure 6 - Collage of images from the tour.

The second exercise involved participants individually responding to three queries, then sharing in small groups, identifying the shared themes, and summarizing the key points for the larger group. The three queries were:

1. Define what success means. What does success look like to you, say 15-20 years from now? If it helps, imagine an event 20 years from now and describe what has happened, what has happened, and why it matters.
2. Opportunities/Assets. Discuss the potential and opportunity for local food, economic growth, health, and vitality in Canton and St. Lawrence County.
3. Constraints/Barriers. What challenges and possible barriers to success exist? What has caused “backstepping” so far?

The themes are shared in Figure 9 and reveal many of the group’s aspirations for economic revitalization, improved health, more robust local food system components, local food in schools and restaurants, community pride, increased activity and events, and more sustainable agricultural practices. It is on this positive, forward-thinking foundation of values and visions of the future that the remainder of the workshop built upon. Day one concluded with a review of the workshop goals and discussion about the direction for action planning to follow the next day. These goals would be further refined and evolve into the action plan implementation tables that are summarized further below and are shown in detail in Appendix A. In addition to producing the action plan, day two included presentations of case studies by the consultant team covering food hubs, farmers markets, farm incubator programs, and other food system-related technical information. The presentation slides are in Appendix D. The group also spent some time on day two doing a mapping exercise of the local food system’s key

SUCCESS, CONSTRAINTS AND OPPORTUNITIES EXERCISES

Define Success

- Viable, thriving producers and healthier families and communities
- A diverse village that is safe, efficient, and beautiful, free of congestion and pollution, surrounded by farms and forests with ribbons of open space and walking and passive spaces along the river, and a vibrant economic downtown
- People commit to spending locally and are able to understand why it is important
- Canton is a destination known for its strong local food economy
- Food producers grow in number and economic viability, creating jobs for youth and others who are interested

Constraints/Barriers

- Misconceptions/misinformation
- Inadequate infrastructure, capacity, transportation, economic climate
- Lack of awareness, understanding or imagination.
- Perceptions of high cost of local food
- Lack of consistent food production (short growing season)
- Farmland owners don’t have a way of making property available to potential new farmers
- The cost to buy and prepare fresh food

Opportunities

- Large SNAP population, but not much current usage at market
- 51% of kids are eligible for free school lunch, yet only 14% of them get a summer meal (opportunity for expansion of the summer feeding program)
- Land, soil, people, knowledge—abundant natural and human resources
- Local, state, and federal involvement
- Support of schools, universities, and cooperative extension
- Current farmland owners who are not farming the land may want to find someone to farm it.
- Ag teachers in schools
- Close proximity to cooperative extension learning farm

Figure 9 - Success, Constraints, Opportunities Exercise Results

assets and features including farms; existing and emergent farmers markets; institutional markets; and regional initiatives, partners, and programs. The results of the asset mapping are shown in Appendix B.

The Community Action Plan

The primary product of the workshop is a strategic action plan to guide implementation. The plan is composed of four goals, with actions the participants brainstormed at the meeting and during follow up calls, that are designed to achieve progress toward those goals. Another purpose of the workshop was to further clarify, prioritize, and define roles and responsibilities for moving forward on these actions. The goals and actions that are part of this plan are summarized below and are contained in their full detail in **Appendix A**.



Figure 10 - Workshop report outs, day two.

GOAL 1: Keep Momentum and Strengthen Communications.

In the near- and long-term Canton must continue cooperation and communication in the pursuit of local foods goals. This momentum needs to be expanded through the region, including Potsdam at a minimum, with Canton as a leader. The established farmers market makes the village a natural center, and Canton has the momentum. The relationships created through this workshop process have expanded the vision, and it is key to get everyone working together in the same room on a regular basis. Canton needs to keep building momentum at the municipal and county levels as well as through small group action.

- Action 1.1: Identify all key stakeholders and sectors of the local food system
- Action 1.2: Establish a formal communication network
- Action 1.3: Formalize a steering committee through cooperative extension

GOAL 2: Develop New, and Strengthen Existing Farmers

Through training and education programs, (land access, young farmer engagement, incubator programs, etc.):

- Action 2.1: Inventory existing programs and opportunities for young or new farmers interested in gaining knowledge and experience
- Action 2.2: Address knowledge gaps in farmer training and information sharing to coordinate programs and opportunities for learning
- Action 2.3: Explore a farmer incubator program to increase the number of production farmers in the area and to teach new farming technologies
- Action 2.4: Create a Facebook page linking farms with interns

GOAL 3: Implement a Marketing and Awareness-Raising Strategy

Highlight the beneficial aspects of local and healthy food to a broader local and regional audience, engaging in a wider community conversation. Work toward communicating the “story” of local foods—how local foods contribute to economic, social, and cultural development and place making, while also preserving and enhancing individual, public, and environmental health. Ensure that the marketing and awareness-raising strategy reaches residents from all socio-economic levels: food security and access issues are as important to the development of a robust local food economy as developing new food entrepreneurs and a regional brand.



Figure 11 - Working on the action planning posters, day two.

- Action 3.1: Generate broader community awareness of points of access for people experiencing food insecurity, as well as opportunities for nutrition education, economic assistance, and other resources.
- Action 3.2: Conduct a community research program to identify the specific barriers to healthy eating in low-resource populations
- Action 3.3: Develop a local “Fruit and Vegetable Prescription” program for Canton.
- Action 3.4: Reach out to community leaders individually to cultivate participation in local foods activities.
- Action 3.5: Create a regional identity around food that celebrates the local cuisine and variety of items grown and produced in the Canton region.

GOAL 4: Explore Aggregation, Distribution Systems, and Value-added Capabilities to Build and Connect Supply and Demand

A number of promising initiatives are already underway for improving or adding food processing and/or aggregation potential in the community. First was the application of the Cornell Cooperative Extension for a USDA Rural Business Development Grant (RBDG) to build a commercial kitchen at their farm. Though their primary purpose for this commercial kitchen would be for research, education, and training, the facility could also be made available to entrepreneurs in the community who are in need of commercial value-added kitchen and processing facilities. The second major initiative underway is that Sparx, a local corporation and for-profit arm of United Helpers, is looking to put in a new meat processing facility in the Canton industrial park. This for-profit facility would have distribution networks and space that potentially could also be used for a non-meat aggregation center in the longer term, making local foods more accessible locally as well as to regional markets. Both these developments were enthusiastically supported by the LFLP working group at the session, noting that they should be supported and encouraged as much as possible by the wider community and the Canton Sustainability

Committee. It was also noted that both these initiatives are being championed already in the community, and therefore action planning for them at this session was not the highest need. Instead workshop participants felt that the LFLP action plan should focus attention on the North Country Grown Cooperative (NCGC) and how to best re-evaluate its mission, operations, and functions for the future given that it recently encountered some setbacks with the loss of some institutional partners.



Figure 12 - Presenting the results of action planning, day two.

The working group drafted some potential actions to strengthen the NCGC, which are presented below. NCGC members and staff from SUNY Canton and St. Lawrence University participated in the discussion, so there were opportunities for candid and open dialog. They key issues/challenges/opportunities identified can be summarized as follows:

- The NCGC needs to become a more viable business.
- NCGC has been in operation for 10 years but has hit some recent setbacks in losing some customers.
- There are some inherent difficulties that have exacerbated the supply to demand disconnection. The growing season and the academic seasons don't match up well, e.g., when production is highest during summer the demand at local institutions is lowest.
- Pricing, quality, and consistency are difficult hurdles. Price point is a concern to some of the institutions but not all. The institutional partners recognized there will be higher prices for local food, and for the most part would be willing and able to meet those prices within reason. There needs to be some give and take, some balance so both growers and suppliers can make it work.
- Improved or on-going communication of needs between growers and customers is clearly needed to better coordinate supply and demand.
- The NCGC farmers need to make money, and like to grow what they want.
- It may be time for NCGC to re-think its business model and update or re-do its business plan.
- The NCGC could explore how to attract more customers, such as targeting large institutions and employers through health plans to develop more stable, year-round demand.
- Perhaps the Office of the Aging and/or hospitals would be willing partners.
- The current mission of the NCGC is to increase the income of its members in an environmentally friendly manner. Currently there are no paid staff and no capacity to move it forward. NCGC needs a shot of energy, a new champion, or dedicated staff.
- The NCGC could explore the CSA model for existing or new customers.

Towards the end of the discussion, another idea was proposed that builds on the long-standing desire in the community to see something positive happen at the Jubilee Plaza such as transforming it into a community food center, green space with walking corridors between Main Street and the river, and/or

senior housing. Participants discussed the need to assess supply and demand, producers, and markets for a “Canton Community Market” at the site. Ensuring that such a market is visible and open year round would encourage place making and generate economic development downtown. Although this is a longer-term vision for the plaza, and it is now privately owned, a next step could be to create a visual “map” showing potential new uses for this site to better illustrate the community’s vision and help advocate for this vision in the future.

- Action 4.1: NCGC Needs a Champion
- Action 4.2: Create a New customer Base for NCGC
- Action 4.3: Refresh and Update NCGC Plan
- Action 4.4: Explore concept for the creation of a community owned market to foster community revitalization in downtown Canton. Revisit previous plans and re-assess feasibility.

Implementation and Next Steps

Three post-workshop conference calls were held in the June through August period following the workshop. The calls were held with the same LFLP Steering Committee as the pre-workshop calls, with a couple of additional stakeholders whose interest was cultivated during the workshop. They worked to refine the action plan and add clarifying language. Below are some specific follow up activities or actions taken following the workshop and before finalization of this report.

- As a result of LFLP workshop, the Village of Canton (Leigh Rodriguez, Economic Development) and the Local Living Venture (Chelle Lindahl) were invited to Common Ground Alliance. There will be regional follow-up from that event, and Canton will be involved.
- Cornell Cooperative Extension received verbal acknowledgment that they have received a USDA Rural Business Development Grant for \$105,000 to equip a commercial kitchen. They hope to start working on that this winter and it will eventually be available to local producers and entrepreneurs.
- Leigh Rodriguez and Patrick Ames presented a recap of this LFLP project to the Cornell Cooperative Extension board who then authorized Patrick to create a Local Foods Advisory Committee. They hope to have this committee mobilized by January 1st, and will be in touch with this LFLP group about involvement and membership options.
- The new SUNY Canton Agriculture Program proposal has gone through SUNY’s 30-day comment period. No significant opposition from other campuses that offer agriculture degrees, which is a good sign. The next steps are to go through the SUNY approval process and the State’s Education Department.
- Chelle Lindahl is pleased that the Local Living Festival in September will have a “Shared Use Kitchen” workshop on food processing, where people can learn how to develop and use facilities such as the one going it at Cornell Extension. The workshop is being given by the New York Small Scale Food Processors Association.



Figure 13 - Group picture, end of day two at the TAUNY Center.

Appendices

- Appendix A – Implementation Action Plan Tables
- Appendix B – Workshop Maps
- Appendix C – Workshop Participants and Post Workshop Planning Group
- Appendix D– Presentation Slides
- Appendix E– Workshop Photo Album
- Appendix F – Funding Resources
- Appendix G – References
- Appendix H – Workshop Opening Speech, Carol Pynchon, June 16, 2015

Appendix A:

Local Foods, Local Places Action Plan for Canton, NY and St. Lawrence County

GOAL 1: Keep Momentum and Strengthen Communications.

In the near and long term Canton must continue cooperation and communication in the pursuit of local foods goals. This momentum needs to be expanded through the region, including Potsdam at the minimum, with Canton as a leader. The established farmers market makes the village a natural center, and Canton has the momentum. The relationships created through this workshop process have expanded the vision, and it is key to get everyone working together in the same room on a regular basis. Canton needs to keep building momentum at the municipal and county levels as well as through small group action.

Action 1.1: Identify all key stakeholders and sectors of the local food system		
Why is this important?	<ul style="list-style-type: none"> To increase understanding and buy-in among a greater diversity of partners and Canton residents. To find common goals and focus areas throughout the food system—farming, food entrepreneurship, and increasing food access to lower-income residents. 	
Measures of Success	<ul style="list-style-type: none"> Maintain a comprehensive and evolving list of all participating organizations and individuals, with contact name and information that is up-to-date. 	
Timeframe	Immediate	
Taking the Lead	Carol Pynchon	
Supporting Cast	LFLP Steering Committee	
Cost Estimate	Money	Time
	None	Volunteer time
Possible Funding Sources	N/A	

Action 1.2: Establish a formal communication network		
Why is this important?	Continuing the forward momentum and energetic atmosphere of collaboration will require strategic attention to creating communication networks that are both inclusive and non-onerous. A formal communication network will give structure to the ongoing conversation around Canton regional food system development in a way that encourages participation and collaboration.	
Measures of Success	<ul style="list-style-type: none"> • Information and activities are communicated to the larger group of food system stakeholders through an email listserv (to be managed by and created through Cornell Cooperative Extension). • Conversations are maintained through other mechanisms to be determined by the local foods advisory committee. 	
Timeframe	Short	
Taking the Lead	Patrick Ames (Cooperative Extension)	
Supporting Cast	LFLP Steering Committee	
Cost Estimate	Money	Time
	None	Cooperative Extension and volunteer hours
Possible Funding Sources	N/A	

Action 1.3: Formalize a community-led local foods advisory committee utilizing the Cornell Cooperative Extension advisory board framework		
Why is this important?	An advisory or steering committee ¹ comprised of key stakeholders would facilitate regional and county food system initiatives, and would fill a current void in shared community leadership. This action places responsibility on existing organizations and entities instead of on individual people or a singular organization. A steering committee dedicated specifically to food system development also furthers work that began with the Local Food, Local Places process and contributes to forward momentum. Using the “advisory board” framework already in place through the Cornell Cooperative Extension, where members are nominated and approved, ensures that the participation is broad and provides an existing structure for meeting and communicating efforts and goals.	
Measures of Success	<ul style="list-style-type: none"> • Establishment of a functional committee that meets regularly. • The steering committee prioritizes and orchestrates an action plan that is representative of wider community goals. • The steering committee engages the communication network described in Action 1.2, informing the broader community of actions and opportunities for involvement and support. 	
Timeframe	Medium, requires CCE Board approval, nominating process convening group.	
Taking the Lead	Cooperative Extension, Patrick Ames, and Village of Canton, Economic Development Leigh Rodriguez	
Supporting Cast	LFLP workshop stakeholders.	
Cost Estimate	Money	Time
	Minimal admin costs	Cooperative Extension and volunteer time
Possible Funding Sources	Cornell Cooperative Extension (CCE) and partners	

¹ Many communities have achieved greater cross-sector coordination, communication, and facilitation of food system efforts through the creation of food councils or committees. These councils take many forms: some focus on local, regional, and state policies, advocating for change, while others focus less on policy and more on coordinating local and regional food system improvement efforts. This second type functions in an advisory role, helping to identify community priorities, leverage support, and create a focus around projects so that there is greater coordination and mutual benefit to all participating organizations. These advisory councils work to foster communication, networking, and community/business support around shared goals. Food Advisory Councils do not typically undertake projects as a group—they are not non-profits or fundraising boards. Instead, they work to coordinate greater collaboration and capacity between member organizations and agencies. For good examples of functioning Food Advisory Councils in regions similar in size to Canton, see the Franklin County, Ohio Local Food Council (<http://www.fclocalfoodcouncil.org/about-the-council>) and the Ashtabula (Ohio) Local Food Council (<http://www.fclocalfoodcouncil.org/about-the-council>).

GOAL 2: Develop New, and Strengthen Existing Farmers

Through training and education programs, (land access, young farmer engagement, incubator programs, etc.)

Action 2.1: Inventory existing programs and opportunities for young or new farmers interested in gaining knowledge and experience

Why is this important?	An up-to-date inventory of programs and opportunities will be of value to prospective participants as well as additional farms and programs that are thinking about creating new programs. It will also help to identify gaps in opportunities available. It is also important to develop a mechanism for keeping this list up-to-date to ensure its long-term usefulness.	
Measures of Success	<ul style="list-style-type: none"> • Comprehensive and up-to-date list of opportunities available • The list is published and publicized in ways that reach prospective farmers and other interns • A mechanism for regular updating is developed and implemented 	
Timeframe	Short term for creation and implementation, ongoing use and maintenance	
Taking the Lead	Canton Sustainability Committee, oversight	
Supporting Cast	GardenShare, SUNY Canton, St. Lawrence University	
Cost Estimate	Money	Time
	None	Volunteer, existing employee hours
Possible Funding Sources	N/A	

Action 2.2: Address knowledge gaps in farmer training and information sharing to coordinate programs and opportunities for learning	
Why is this important?	Farmers need ongoing support and training to deal with changing climates and the subsequent introduction of pests and diseases that they have not seen before. In addition, new and old technologies need to be shared so that Canton-area farmers can continue to diversify and grow their line of products to meet the needs of local consumers. While there currently exists several opportunities for obtaining this knowledge, greater coordination will ensure more participation as well as help to identify the gaps in knowledge that can be filled by Cooperative Extension and other mechanisms.
Measures of Success	<ul style="list-style-type: none"> • New training offered within the first year. • Inter-agency meetings within the first year.
Timeframe	Ongoing
Taking the Lead	To be determined from existing workshop stakeholders, or new volunteers.
Supporting Cast	The <i>Rural Life Association</i> website is under reconstruction, and will serve to aggregate much historic information. The RLA published a newsletter for several decades geared toward farmer training, especially among back-to-the-landers,

Action 2.3: Develop a farmer incubator program to increase the number of production farmers in the area and to teach new farming technologies	
Why is this important?	New producers are needed to increase the overall supply of fruits, vegetables, meats, and dairy produced locally. Additionally, new production technologies need to be learned and utilized in order for the Canton region to produce a greater diversity of agricultural products. A farmer incubator program can take many forms, but at their basic include instruction in production technology, farm planning, business management, and marketing; space to try out new production techniques in close proximity to other beginning farmers and instructors; and support for finding/financing land and the capital necessary to start a farm business. ^{2,3} .
Measures of Success	<ul style="list-style-type: none"> • 3 farmers use 1A each for 3 years
Timeframe	2-4 years
Taking the Lead	Cornell Cooperative Extension
Supporting Cast	St. Lawrence University, SUNY Canton, Boards of Cooperative Educational Services

² For more information on starting farmer incubator programs, the National Incubator Farm Training Initiative (NIFTI) provides an abundance of resources <http://nesfp.org/food-systems/national-incubator-farm-training-initiative>

³ Additionally, the Piedmont Conservation Council’s handbook, *Developing a Strategic Plan for Regional Farm Incubation* provides detailed development tools for beginning an incubator program <http://piedmonttogether.org/sites/default/files/attachments/Incubator%20Farms%20Strategic%20Strategic%20Plan.pdf>

GOAL 3: Implement a Marketing and Awareness-Raising Strategy

Highlight the beneficial aspects of local and healthy food to a broader local and regional audience, engaging in a wider community conversation. Work toward communicating the “story” of local foods—how local foods contributes to economic, social, and cultural development and place making, while also preserving and enhancing individual, public, and environmental health. Ensure that the marketing and awareness-raising strategy reaches residents from all socio-economic levels: food security and access issues are as important to the development of a robust local food economy as developing new food entrepreneurs and a regional brand.

Action 3.1: Generate broader community awareness of points of access for people experiencing food insecurity, as well as opportunities for nutrition education, economic assistance, and other resources. Ensure that this information is readily available to direct healthcare providers and others who work with low-income families.	
Why is this important?	<p>Food security is an urgent issue and there is a need to make sure that existing resources are fully utilized. A greater integration of the various opportunities available to people experiencing a lack of food security will help to build momentum for a cultural shift with food access, and will also help to identify gaps to be addressed by future projects. Ensuring that this information is in the hands of direct healthcare providers and others who are engaged with low-income residents will ensure that more families get the information that they need.</p>
Measures of Success	<ul style="list-style-type: none"> • Direct healthcare providers are equipped with a current list of resources available to lower income people interested in obtaining healthy local food. The list includes dates, time, and location of opportunities, eligibility requirements, and any necessary contact information. • In addition to direct healthcare providers, other outlets for this information are identified and the lists/resource is made available for distribution. Examples include: food pantries, weekly sales circulars, newspapers and radio, Facebook, and county health departments. • The steering committee is working with Dollar General to cross-promote the farmers market and the ability to utilize SNAP benefits there.
Timeframe	Ideally initiated by fall/winter 2015, continuing into spring 2016.
Taking the Lead	GardenShare
Supporting Cast	County Social Services, churches, health providers, and other people who interact with low-resourced populations.

Action 3.2: Conduct a community research program to identify the specific barriers to healthy eating in low-resource populations	
Why is this important?	Organizations interested in improving health outcomes for underserved populations and the community at large must thoroughly understand the barriers to healthy eating to be able to create effective programs. Often, generalized assumptions are made about barriers to access (ex: price of healthy food, location, type of produce for sale, hours of market, etc.) and programs are created that address these assumed barriers. A well-planned research program that asks in-depth questions regarding personal goals and barriers to eating healthier through focus groups and one-on-one interviews would provide the specific, accurate, and localized information to create programs and resources that are well-utilized by intended participants. A Community Food Security Assessment was completed in 2014 by a SUNY Potsdam professor that utilized surveys and focus groups to identify self-identified barriers to eating healthier food among low-income populations ⁴ . This provides a wealth of information as well as a research methodology that could be utilized and expounded upon to respond more precisely to the food needs of St. Lawrence County’s low-income populations.
Measures of Success	<ul style="list-style-type: none"> • A research program with specific implementation actions is developed. • The research is conducted and the outcomes are analyzed and disseminated to the appropriate organizations. • The research outcomes inform the type of programs available and the way in which they are offered.
Timeframe	mid- to long-term (completed by summer of 2016)
Taking the Lead	To be determined.
Supporting Cast	Heather Sullivan-Catlin, sociology researcher at SUNY Potsdam, and other researchers or organizations who either need this information or already have it.

⁴ <http://gardenshare.org/sites/default/files/CFSA%20SLC.pdf>

Action 3.3: Develop a local “Fruit and Vegetable Prescription” program for Canton.	
Why is this important?	Fruit and Vegetable Prescription programs allow healthcare providers to write “prescriptions” for fruits and vegetables. These “prescriptions” are actually vouchers redeemable for fresh fruits and vegetables at participating farmers markets. Developing this program in Canton is important because it provides a way to link discussions of personal health and eating fresh fruits and vegetables with the ability to obtain those foods at low or no cost to the prescription holder. This program would also build the relationship between direct healthcare providers and local food access promotion organizations.
Measures of Success	<ul style="list-style-type: none"> • A Fruit and Vegetable Prescription program is implemented with the participation of area hospitals and direct healthcare providers. • A majority of the prescription vouchers are redeemed at the Canton Farmers Market.
Timeframe	Program is implemented at the start of the spring 2016 farmers market season.
Taking the Lead	Hospitals and Health Center in Canton, GardenShare
Supporting Cast	Farmers Market
Possible Funding Sources	Insurance companies, local employers, the Wholesome Wave Foundation

Action 3.4: Reach out to community leaders individually to cultivate participation in local foods activities.	
Why is this important?	In order to generate a greater awareness of the economic, environmental, health, and community benefits of supporting the local food system, all sectors of the Canton community need to be engaged. This action seeks to engage community leaders such as church clergy and neighborhood and civic group leadership in local food initiatives in order to create more champions for the cause that are already in positions of influence within their organizations. Targeted outreach to community leaders will help to amplify the message while also cultivating a broader base of participants and leaders for food system efforts, bringing new voices and perspectives to the table.
Measures of Success	<ul style="list-style-type: none"> • Community leaders are identified and contacted by a liaison from the steering committee. • There is a sustained channel of communication between community leaders and their specific liaison.
Timeframe	Short term—by fall 2015.
Taking the Lead	Local foods steering committee (developed in action 1.3)
Supporting Cast	

Action 3.5: Create a regional identity for foodways that celebrates the local cuisine and variety of items grown and produced in the Canton region.	
Why is this important?	A greater sense of community pride in the local cuisine is needed for the public to engage in a conversation about local foods and the possibility for local foods to help the Canton area economy, environment, and public health. Although agriculture is St. Lawrence County’s top employer, many of the products are exported out of the county and state, resulting in a lost opportunity to make an explicit connection between food and place. Creating a specific regional identity, summarized graphically by a symbol that could be used on food labels and menus would help to re-develop community pride for the land and the culture of Canton.
Measures of Success	<ul style="list-style-type: none"> • A regional identity is described through words, recipe books, photography, and multi-media platforms, and summarized by a graphic symbol • The regional identity is promoted and shared with the broader community • Consider connecting food and local foodways to the existing “brand” of wellness in Canton
Timeframe	Mid- term—ongoing from now till Summer 2016
Taking the Lead	
Supporting Cast	Folklorists associated with the TAUNY Center, Adirondack North Country Association (ANCA), wine trail developers, local breweries, Jake’s and 1844 House, and Blackbird (local restaurants that are marketing and buying local), Center for Agricultural Economy (in Hardwick), Adirondack-based wellness group (Lake Placid group) could be a model.

GOAL 4: Explore Aggregation, Distribution Systems, and Value-added Capabilities to Build and Connect Supply and Demand

A number of promising initiatives are already underway for improving or adding food processing and/or aggregation potential in the community. First was the application from the Cornell Cooperative Extension for a USDA Rural Business Development Grant (RBDG) to build a commercial kitchen at their farm. Though their primary purpose for this commercial kitchen would be for research, education, and training, the facility could also be made available to new entrepreneurs in the community who are in need of commercial value-added kitchen and processing facilities. The second major initiative underway is that Sparx is looking to put in a new meat processing facility in the Canton Industrial Park. This for-profit facility would have distribution networks and climate controlled space that could potentially be used as a non-meat aggregation center in the future, making local foods more accessible locally as well as to regional markets. Both these developments were enthusiastically supported by the LFLP working group at the session, noting that they should be supported and encouraged as much as possible by the wider community and the sustainability committee. It was also noted that both these initiatives are somewhat ‘under works’ and as such are being championed in the community. Therefore, action planning for them at this session was not the highest need.

This LFLP action plan focuses attention on the North Country Grown Cooperative (NCGC), and how to best re-evaluate its mission, operations, and functions for the future given that it recently encountered some setbacks with the loss of some institutional partners. The working group drafted actions for the NCGC, which are presented below. Some of the detail of the action plans were difficult to identify at the workshop session as most of the discussion centered on the current state of the NCGC and its current and former institutional partners. These actions may take a little longer to figure out, and could evolve over time. There were NCGC members in the working group as well as staff from SUNY Canton and St. Lawrence University, which presented opportunities for candid and open discussion. Their key issues/challenges/opportunities identified can be summarized as follows:

- The NCGC needs to become a more viable business in order to be sustained.
- NCGC has been in operation for 10 years but has recently experienced setbacks such as losing customers.
- There are some inherent difficulties that have exacerbated the supply to demand ratio. The growing season and the academic calendar year do not overlap: when production is highest during summer the demand at local academic institutions is at its lowest.
- Pricing, quality, and consistency were also cited as difficult hurdles. Meeting a low price point is a concern to some of the institutions but not all. The institutional partners recognized there will be higher prices for local food, and for the most part would be willing and able to meet those prices within reason. There needs to be some give and take, some balance so both growers and supplier can make it work.
- Improved and on-going conversation about supply/demand and general communication between growers and customers is needed.
- The NCGC growers need to make money and like to grow what they want, not necessarily what the institutions need.
- It may be time for NCGC to re-think its business model and approach, and update its business plan.
- The NCGC could explore locating more customers that would provide more stable, year-round demand, such as health care institutions and employers.

- Perhaps the Office of the Aging, hospitals, etc. would be willing partners.
- The current mission of the NCGC is to increase the income of its members in an environmentally friendly manner. Currently there are no paid staff and no capacity to move it forward. The cooperative has stabilized its situation by resorting to an all-volunteer staff. This has enabled it to maintain existence, but does not provide a mechanism for substantial growth.
- The NCGC could explore the CSA model for existing or new customers.

Finally, towards the end of the working session on action planning, another idea was proposed that built on the long-standing desire in the community to see something positive happen at the Jubilee Plaza. Some expressed the vision for a community food center in the public plaza retail/service space, a public outdoor space, and walking corridors to Main Street, the river, and Senior Housing. There needs to be a thorough assessment of supply and demand, producers and markets for a potential Canton Community Market. The vision should ensure that the market is visible and open year round to encourage place making and generate economic development potential downtown. This is a longer term vision for the plaza; the Village and citizens are not in a position of ownership of the plaza at this point, while this LFLP plan could still advocate for this longer term desire for a downtown community food center/market. A next step could be to create a visual “map” of the potential for this site, to better illustrate a community vision that could help advocate for and promote this outcome in the future.

Action 4.1: NCGC needs a champion

Why is this important?	<ul style="list-style-type: none"> • We need an entity, or a new champion, for this aggregation role if it’s going to be the NCGC. • Rebrand, resell, and remarket North Country Grown Cooperative (NCGC) to find a champion. • Develop a food coordinator marketer position who matches up food needs to producers and puts out requests for needs. Develop marketing alternatives.
Measures of Success	
Timeframe	
Taking the Lead	
Supporting Cast	
Cost Estimate	
Possible Funding Sources	

Action 4.2: Create a new customer base for NCGC

Why is this important?	NCGC or Steering Committee: explore avenues to work with colleges and institutions to implement employee CSAs using Flexpay and health benefits.
Measures of Success	
Timeframe	
Taking the Lead	
Supporting Cast	
Cost Estimate	
Possible Funding Sources	

Action 4.3: Refresh and update NCGC Business Plan

Why is this important?	<ul style="list-style-type: none"> • Refresh and update NCGC Business Plan • Explore new models, eq. buy and be middle
Measures of Success	
Timeframe	
Taking the Lead	
Supporting Cast	
Cost Estimate	
Possible Funding Sources	

Action 4.4: Explore concept for the creation of a community owned market to foster community revitalization in downtown Canton. Revisit previous plans and re-assess feasibility.	
Why is this important?	Downtown Canton has limited access to fresh, local foods on a daily basis. Currently, Nature’s Storehouse carries some items, and the farmer’s market operates on Tuesdays and Fridays May through October. The nearest full grocery is about one mile from downtown. A community owned market ⁵ would create greater access to fresh, local foods and be an anchor for downtown redevelopment by potentially utilizing a space that has been vacant for 15 years.
Measures of Success	<ul style="list-style-type: none"> • Completion of an updated feasibility study
Timeframe	1 year
Taking the Lead	Canton Village Economic Development
Supporting Cast	Assistance could be sought from the Shipley Center for Innovation or Reh Center for Entrepreneurship at Clarkson University.
Cost Estimate	
Possible Funding Sources	

⁵ Some examples of community owned coops or markets, or related resources are below:
<http://friendlycity.coop/about-us/our-story/> and <http://www.community-store.org/>
http://www.ruralgrocery.org/bestpractices/What_is_a_Community_Store.pdf
<http://www.chequamegonfoodcoop.com/co-op/about/>

Appendix B: Regional and Local Food System Asset Maps

This appendix includes a pair of maps that participants worked together to prepare during the workshop. The first is a map of growers and markets for local foods in St. Lawrence County and region. The second shows some of the specific food system assets in Canton, NY. The index below is for the regional food system asset map. At the workshop participants started to list the farms but then directed the consultant team to digitize the farms listed in the GardenShare Local Food Guide. <http://www.gardenshare.org/content/local-food-guide> The list below as the map combine both the input from workshop participants as well as the mapped version of the Local Food Guide, accessed June 2015.

Map ID	Name	Description	Type of Asset
1	Aayla's Folly Farmstand	8713 SH 58 Hammond, NY 13646. Brian Morriseau. Phone 857-222-9334. Email aaylasfolly@hotmail.com Products: Heirloom, gourmet, European, Asian and specialty vegetables and fruits. Grains.	Farms
2	Adirondak Growers Inc	315-328-4482, smiller12965@yahoo.com. Roadside Stand. Apples, blueberries, cheese, herbs, honey, maple products, raspberries, vegetables, peaches, bedding plants. Open 9 am to 7pm from May 1 to Dec 24.	Farms
3	Al Marlow and Sons Poultry and Truck Farm	2035 Linden Street, Ogdensburg, NY 13669. Doug Marlow Phone (315) 783-4632. Hours & days : Roadside Stand. Products: Apples, herbS, vegetables, assorted fruit.	Farms
4	Annie's Garlic	273 Morrill Road, Canton, NY 13617 Contact : Anne Clark Phone (315) 386-3366 / Email anniesgarlic@yahoo.com Hours & days: Sales from house, online or email sales. Distinct garlic varieties ranging in taste from wonderfully sweet and savory to fiery hot *	Farms
5	Apple End	346 Catherinesville Rd. Potsdam, NY 13676 Contact: Miles Wolpin Phone (315) 265-9421 Hours & days: Roadside stand, Sales from house, Must call ahead. Products: Mixed vegetables & blueberries. Mailing address (if different) PO Box 160 Parishville, NY 1*	Farms
6	Arielle Acres	Location: 2583 California Rd.Gouverneur, NY 13642 Contact: Arielle Wolter Phone 315-323-7849 / arielleacres@gmail.com Products: Eggs, heirloom vegetables- corn, tomatoes, melons, pumpkins, herbs and herbal preparations (apothecary), Angora rabbits, Yak*	Farms
7	Art Farm	20 SH 345, Potsdam, NY 13676 Contact: Dean Thornton Phone: 315-261-8464 Hours & days: Must call ahead. Products: Vegetables, herbs, hogs, ducks.	Farms

8	Berry Basket	4084 CR 10, Depeyster, NY 13633 Contact: Gwen and Philip Law Phone: (315) 344-7076 (h) (315) 869-8031 (c) Hours & days: Farmers' Market: Canton, Must call ahead Products: Apples, raspberries, vegetables.	Farms
9	Birdsfoot Farm	1263 CR 25, Canton, NY 13617 Contact Dulli Tengeler Phone (315) 386-4852 Email birdsfootfarm@gmail.com Hours & days Sales from house, Farmers' Market: Canton, CSA and accepts CSA Bonus Bucks. Birdsfoot offers a student CSA share Aug. 29-Dec. 12, 2014 c*	Farms
10	Bittersweet Farm	1249 SH 184 Heuvelton, NY 13654 Contact Ann & Brian Bennett Phone (315) 344-0443 Email annmb@localnet.com Hours & days Sales from house, Farmers' Market in Canton and Ogdensburg Products Apples, beef, chicken, eggs, herbs, lamb, pork, turkey, vegetabl*	Farms
11	Blue Heron Farm	68 Streeter Road DeKalb Junction, NY 13630 Contact Bryan Thompson Phone (315) 347-2178 Email thompsbs@tds.net Hours & days Sales from house, U-pick, Must call ahead. Products Blueberries, maple products, lambs.	Farms
12	Brookdale Apple Orchard	1997 County Route 49 Winthrop, NY 13697 Contact Edward Carr Phone 315-389-5840 Hours & days Roadside Stand and U-Pick. Products Apples	Farms
13	Canton Apples	Corners of CR 25 and Barnes Rd, Corner Barnes Rd and CR 25 Canton, NY 13617. Joel Howie Phone 315-212-0950 /cantonapples@gmail.com. Hours & days: U-Pick. We are open for u-pick starting in September. Follow us on Facebook @ Canton Apples and keep in tou*	Farms
14	Childwold Produce	9677 SH 3, Childwold, NY 12922. Contact: Larry Corrow and Keven Brown Phone 518-359-8142 / dakeke@yahoo.com Hours & days: Roadside Stand, sales from house, Must call ahead. Products: Apples, chicken, eggs, herbs, maple products, raspberries, turkey, veg*	Farms
15	Circle G Farm	705 County Route 7, Hammond, NY 13646. Contact: George & Mary-Ellen Blatchley Phone 315-854-5115 (c) 315-578-4003 (h) Email circlegorganics@gmail.com Hour & days: Roadside Stand, Sales from house, Must call ahead, Farmers' Markets: Canton, Hammond, Pots*	Farms
16	Cookland Farm	9 Regan Road, Potsdam 13676. Contact: Walter and Adam Cook Phone (315) 265-3898 Email adamcook06@yahoo.com Products: Beef. Customers must call ahead	Farms

17	Cornell Cooperative Extension Farm Share Program	CCE is offering a flexible debit style Farm Share program modeled after the traditional CSA program. This means that once you become a Farm Share member, you can choose when you would like to purchase products and all you need to do is call CCE and tell them when you would like to stop by the Learning Farm for pickup! You can use your account as often as you wish up until December 31st and can renew at any point throughout the year. Location: Cornell Cooperative Extension Farm, 2043B State Highway 68, Canton , NY 13617 Contact: (315) 379-9192 Hours & days: Farm Share members will be e-mailed a weekly update of items available and will be asked to RSVP if they would like to pick up a package that week. Products: Ground Beef, Chicken, Eggs, Maple Syrup, Squash (winter & summer), Beans, Peas, Melons (cantaloupe and watermelon), Greens (kale, chard, lettuce), Beets, Onions, Cucumbers, Carrots, Leeks, Tomatoes	Farms
18	Dendler's Farm Stand	229 SH 11C, Winthrop, NY 13697 Contact Joel & Sue Dendler Phone (315) 389-5684 Email jdendler1961@yahoo.com Hours & days:Roadside Stand. Products: Vegetables, apples, blueberries, herbs.	Farms
19	Double-H Sheep Co.	268 Finnegan Rd. Canton, NY 13617. Contact: Betsy Hodge Phone 315-379-0607 Email betsyhodge@twcny.rr.com Hours & days:Sales from house, Must call ahead. Products: Lamb	Farms
20	Drumlin's End Farms	178 Fayette Road, Massena, NY 13662 Contact: Sue Rau & Andy Soutar Phone (315) 769-5061 Email drumlins.end@gmail.com Hours & days: Sales from house. Must call ahead. Products: Vegetables, herbs. Certified Organic	Farms
21	Eight O'Clock Ranch	293 Old Canton Rd DeKalb Junction, NY 13630. Contact: John & Kassandra Barton Phone (315) 347-4352 Email info@8oclockranch.com / www.8oclockranch.com Hours & days: Sales from house, Must call ahead, online sales, CSA. Products: Apples, beef, lamb, chick*	Farms
22	Farmer Bill and Annie's	1005 CR 25, Canton, NY 13617 Contact Bill & Valerie Pulver Phone (315) 379-1493 Email vpulver@twcny.rr.com Hours & days: Roadside Stand. Products:Herb, raspberries, vegetables. NYS fruit in season(apples, peaches, plums, grapes, pears).	Farms
23	Finen Maple Products	529 Austin Ridge Rd.Norwood, NY 13668. Contact James and Margaret Finen. Phone: (301) 524-8628 (240)405-2231 Email finenmaple@gmail.com Hours &	Farms

		days: Sales from house and email sales. Products: Maple Products	
24	Fobare's Fruits	180 Johnson Rd, Rensselaer Falls, NY 13680 Contact Steve and Gayle Fobare Phone 344-1207 528-0052(cell) Email stevefobare@verizon.net Hours & days: Our orchard offers a variety of fruit for U-pick. Our Apple Barn Store offers products from apple cider, *	Farms
25	Fuller's Farm	242 Pink School Rd. Canton, NY 13617 Contact: Tim & Kathy Fuller Phone (315) 379-1412 Email fullersfarm@gmail.com / www.fullersveggies.com Hours & days: Farmers' Market: Potsdam, Plus CSA and accepts CSA Bonus Bucks. Farm-fresh veggies grown without the*	Farms
26	Goodwins Orchard	37 Needham Road West Stockholm, NY 13676 Contact Alan & Anne Goodwin. Phone (315) 265-6161 Products Vegetables, apples. U-pick.	Farms
27	Gramma's Grass Acres	485 Porter Lynch Road, Norwood, NY 13668 Contact Quinell/Lynch Family Nancy Lynch Phone (315) 384-4677 Email billandnancy@slic.com Hours & days: Sales from house, online or email sales. Products: Beef, chicken, eggs, pork, lamb.	Farms
28	Gravelle, Paul and Karen	48 Adams Rd, Norwood, NY 13668. Contact: Paul and Karen Gravelle Phone 315-261-4657 Email simoneyesus@yahoo.com Hours & days: Sales from house, must call ahead. Products: Chicken, eggs, turkey	Farms
29	Greer, Michael	12 Walnut St. Apt 1, Potsdam, NY 13676 Contact : Michael Greer Phone 315-528-7507 Email dearmichaelg@yahoo.com Hours & days: Sales from house, must call ahead. Maple syrup made in the traditional way with buckets & firewood, and avoiding the use of plas*	Farms
30	Harmony Farm	273 Randall Road, Waddington, NY 1365 Contact Greg & Debs Kalicin Phone (315) 322-4208 Email greg@harmonyfarm.net / www.harmonyfarm.net. Hours & days: Roadside stand and Canton Farmers' Market. Products: Honey & pollen.	Farms
31	Heritage Homestead	4052 County Route 10 DePeyster, NY 13633 Contact: Brian & Debby Hicks Phone (315) 344-7457 Email safefarmfresh@gmail.com Website www.heritage-homestead.com Hours & days: Roadside stand, Farmers' Market: Potsdam, Plus CSA-we are currently filled for 201*	Farms

32	Hillskine Farms	3823 SH 68 Rensselaer Falls, NY 13680 Ken & Jeff Hill Phone 386-8863 Hours & days: Sales from house 8AM to 6PM. Products: Pork, "Farmer to Farmer Feeds", also custom feeds Mailing address (if different) 781 Kelly Rd, Rensselaer Falls, NY 13680	Farms
33	Iroquois Farm	10949 SH 37 Lisbon, NY 13658 Contact Mahlon Clements Phone (315) 375-6789 Email mahlonclements@aol.com Hours & days: Roadside Stand, U-pick, Farmers' Market: Canton and Ogdensburg. Products: Blueberries, herbs, vegetables. Certified Organic. Mailing add*	Farms
34	J & A Crinklaw Farm	409 Ferris Road Nicholville, NY 12965 Contact: Jerry & Angie Crinklaw Phone 315-250-6875 Email crinklaw@slc.com Products: Grassfed black angus beef. Must call ahead.	Farms
35	J & W Orchard	737 CR 38, Norfolk, NY 13667. Contact: Walter Shyne Phone: (315) 384-2080. Hours & days: Sales from house, U-pick, Farmers' Market: Canton. Products: Apples, pears, plums, pie cherries.	Farms
36	Kaneb Orchards	182 Highland Rd., Massena, NY 13662 Contact Elizabeth & Edward Kaneb Phone (315) 769-2880 Email hnhinc@verizon.net Hours & days: Open seasonally in fall. Please check our website for dates. Call for availability outside those months. Products: Apples at*	Farms
37	Keim Family Farm	3621 SH 11B, North Lawrence, NY 12967 Contact: Mosie and Delila Keim Hours & days: Roadside stand, no chemicals used. Products: Vegetables	Farms
38	Kent Family Growers	1301 CR 31, Lisbon, NY 13658 Contact: Dan & Megan Kent Phone (315) 212-7502 Email kentfamilygrowers@hotmail.com / www.kentfamilygrowers.com Hours & days: Farmers' Market: Canton (Fridays) Products: Vegetables, strawberries, herbs. Plus CSA and Accepts CS*	Farms
39	Kingston's Roadside Stand	2969 CR 14 Madrid, NY 13660 Contact: Don & Linda Kingston Phone 315-528-1081(cell) Email linda_kingston2002@yahoo.com Hours & days: Roadside stand, Farmers' Market: Canton, Potsdam. Products: Vegetables, raspberries.	Farms
40	Lazy River Farm	341 Lazy River Road, Hermon, NY 13652 Contact: Michael and Raymond Watkins Phone (315) 347-4960 Hours & days: Farmers' Market: Canton. Products: Blueberries, raspberries, vegetables.	Farms

41	littleGrasse Foodworks	309 Miner St. Rd., Canton, NY 13617 Contact: Flip Filippi & Bob Washo Phone (315) 379-9176 Email littlegrasse@gmail.com Hours & days: A vibrant community farm just outside the village of Canton. All ages welcome. Accepts CSA Bonus Bucks. Products: CSA-H*	Farms
42	Martin's Farmstand	11 Needham Rd. Potsdam, NY 13676. Contact: Daniel & Mendy Martin Phone 315-265-1246 Email danmendymartin@yahoo.com Hours & days: Roadside stand, U-pick, Farmers' Market: Martin's Farmstand, online sales. Products: Apples, blueberries, herbs, honey, mapl*	Farms
43	Merkleys Farm U-Pick	4581 State Highway 68, Ogdensburg, NY 13669 Contact: Donald Merkley Phone 315-344-8880 315-528-0934 Hours & days: Roadside stand, U-pick We have u-pick apples in the fall, asparagus in spring and strawberries, raspberries and blueberries. Some are avail*	Farms
44	Mile Creek Jersey Farm	1456 W. Lake Rd., Heuvelton, NY 13654 Contact: Walter & Sherry Kawecki Phone (315) 344-7399 Products: Grass fed beef, lamb, eggs. Certified Organic.	Farms
45	Moore's Hill Farm	892 Finnegan Rd., Potsdam, NY 13676 Contact: Cliff and Janice Westerlings Phone 315-265-1630 Email mooreshillfarm@gmail.com Website www.mooreshillilacs.com Products: Lilacs	Farms
46	Noble Farm	1789 SH 68, Canton, NY 13617 Contact: Garry, Wendy & David Noble Phone (315) 854-1853 Email noblefarm@gmail.com Hours & days: Roadside stand, Sales from house, Must call ahead, Farmers' Market: Canton and Potsdam. Products: Vegetables, maple products, b*	Farms
47	North Country Grown Cooperative, Inc.	178 Fayette Road, Massena, NY 13662 Contact: Sue Rau, Manager Phone (315) 769-5061 Email manager@northcountrygrown.com Website www.northcountrygrown.com Hours & days: Online or email wholesale amounts will sell to public. Must call ahead. Products: Appl*	Farms
48	Old Market Farm	2305 County Road 47, Potsdam, NY 13676 Contact: Vanessa Bittner Richard Paolillo Phone (315) 261-2208 (315) 265-8649 Email info@oldmarketfarm.com Website www.oldmarketfarm.com Hours & days: Sales from house, online sales, must call ahead. We are reestab*	Farms

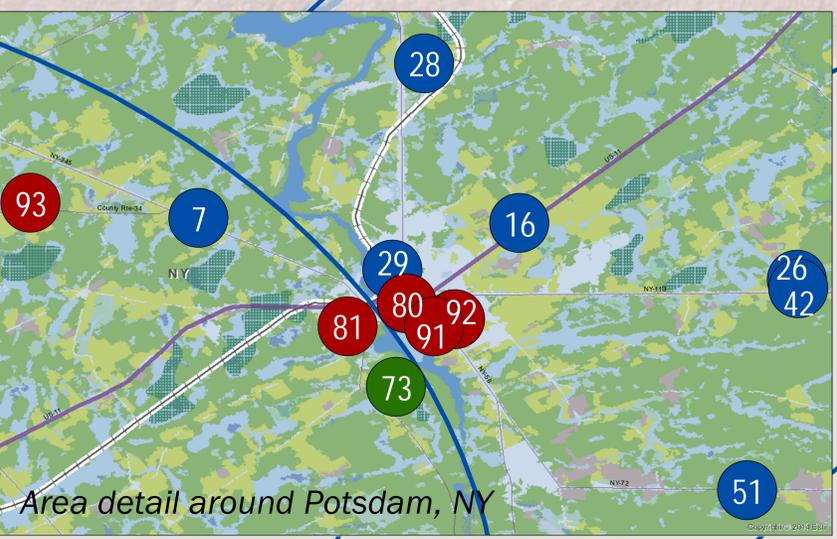
49	Orebed Sugar Shack	503 Orebed Road, DeKalb Junction, NY 13630 Contact: Jeff & Lori Jenness. phone (315) 528-2450 Email orebedsugarshack@tds.net Website www.orebedsugarshack.com Hours & days: Roadside stand, Sales from house, Must call ahead, online sales. Products: Certif*	Farms
50	Outhouse Farm	2921 SH 345, Madrid, NY 13660 Contact Joe Metz and Sean Fay Phone (315) 323-8303 Email outhousefarm@hughes.net Hours & days: Roadside Stand, Farmers' Market: Ogdensburg and Canton, Plus CSA and accepts CSA Bonus Bucks. Products: Eggs, herbs, turkey, veg*	Farms
51	Parishville Center Orchard	702 SH 72, Potsdam, NY 13676 Contact: Gary & Michelle Snell Phone (315) 212-7057 Email pcorchards@gmail.com Hours & days: 7 day a week roadside stand and Saturday/Sunday U-pick in the apple orchard open approximately August 15th. New for this year: affo*	Farms
52	Parker Maple Farm	2591 CR 21, Canton, NY 13617 Contact: Joshua Parker Phone 315-212-6780 Email joshua@parkermaple.com Hours & days: Sales from the house, Farmers' Market: Dekalb. With the use of the first wood pellet evaporator in NYS, Parker Maple Farm produces maple sy*	Farms
53	Parsley Place Herbs	700 Cream of the Valley Rd, Gouverneur, NY 13642 Contact: John Kordet Phone 315-287-2690 Email parsleyplaceherbs@gmail.com Website www.ParsleyPlaceHerbs.com Hours & days: Sales from house, must call ahead, Farmers' Market: Potsdam, Canton, Ogdensburg, *	Farms
54	Pike's Patchwork Farm	2969 CR 49, Norwood, NY 13668 Contact: Connie & Andi Pike Simon Mackey Phone (315) 384-4135 (315) 384-7429 Email adriennepike@yahoo.com jets@slic.com Products: Vegetables, lamb, pork. Must call ahead.	Farms
55	Powers Farm	217 Pyrites-Russell Road, Hermon, NY 13652 Contact: Arlie Powers Phone (315) 347-2145 Hours & days: Roadside stand, Farmers' Market: Canton, Potsdam, Gouverneur. Products: Vegetables, herbs, blueberries, apples, eggs, raspberries, plus NYS fruit(peaches*	Farms
56	Prosper's Farmstead Creamery	88 Cemetery Rd. North Lawrence, NY 12967 Contact: Jessica Prosper Phone 518-353-1514 Email prosperfarmsteadcreamery@gmail.com Hours & days: Sales from house, must call ahead, Retail outlets: Nature's Storehouse, Potsdam Co-op, Martin's Store. Products:*	Farms

57	Red Wagon Farm	62 County Route 29 Canton, NY 13617 Contact: Reggie Sapp Gerry D'amour Phone 315-379-1333 Hours & days: Farmers' Market: Canton, Potsdam An earth-friendly farm that follows organic practices. Products: Chicken, eggs, herbs, turkey, vegetables	Farms
58	River Bend Ranch	6723 County Route 27 Canton, NY 13617 Contact: Monty & Terry Latimer Phone (315) 386-5984 Email latimer4@yahoo.com Products: Beef. Must call ahead.	Farms
59	Sandefur Farm	223 Fullerville Rd. Harrisville, NY 13648 Contact: Mike and Jennifer Sandefur Phone 315-543-2882 Email sandefurfarm@yahoo.com Hours & days: Roadside stand, sales from house, online or email sales Piedmontese Beef: lean, tender, healthy; antibiotic and a*	Farms
60	Sawyer Creek Farm	80 California Road Gouverneur, NY 13642 Contact: Sheila Warden Phone (315) 287-0437 Email sawyerfm@northnet.org Hours & days: Sales from house. Must call ahead All meats USDA butchered. Products: Beef, chicken, eggs, lamb, pork, turkey, vegetables. Finn*	Farms
61	Serenity Acres Farm	6489 SH 68 Ogdensburg, NY 13669 Contact Kandace Dietschweiler-Hartley Phone 315-323-1145 Email serenityacresfarm@live.com Hours & days: Sales from house, online or email sales, must call ahead. Products: Dairy(NOFA-NY certified organic), chicken, eggs, *	Farms
62	Smith Farm Chicken	542 CR 46 Massena, NY 13662 Contact: Cathy & Ron Smith Phone (315) 764-1273 Email thesmithfarm@hotmail.com Hours & days: Farmers' Market: Canton, Potsdam. Must call ahead, Sales from house, online or email sales. Products: Beef, turkey, chicken, eggs, p*	Farms
63	Squeak Creek Apiaries	437 Hurley Road Brasher Falls, NY 13613 Contact: Mark Berninghausen Phone (315) 769-2566 Products: Honey. Customers must call ahead.	Farms
64	Sweetcore Farm	150 Hill Road Russell, NY 13684 Contact: David & Kathy Rice Phone (315) 379-9057 Email sweetcore44@gmail.com Hours & days: Farmers' market: Canton, Potsdam Sales from house, U-pick, Must call ahead Off grid family farm that produces fruits and vegetable*	Farms
65	Thompson's Tree Farm	2077 County Route 11 Gouverneur, NY 13642 Contact: Doug Thompson Phone 315-287-0024 Email cdthomson@yahoo.com Hours & days: Sales from house. Products: Maple products	Farms

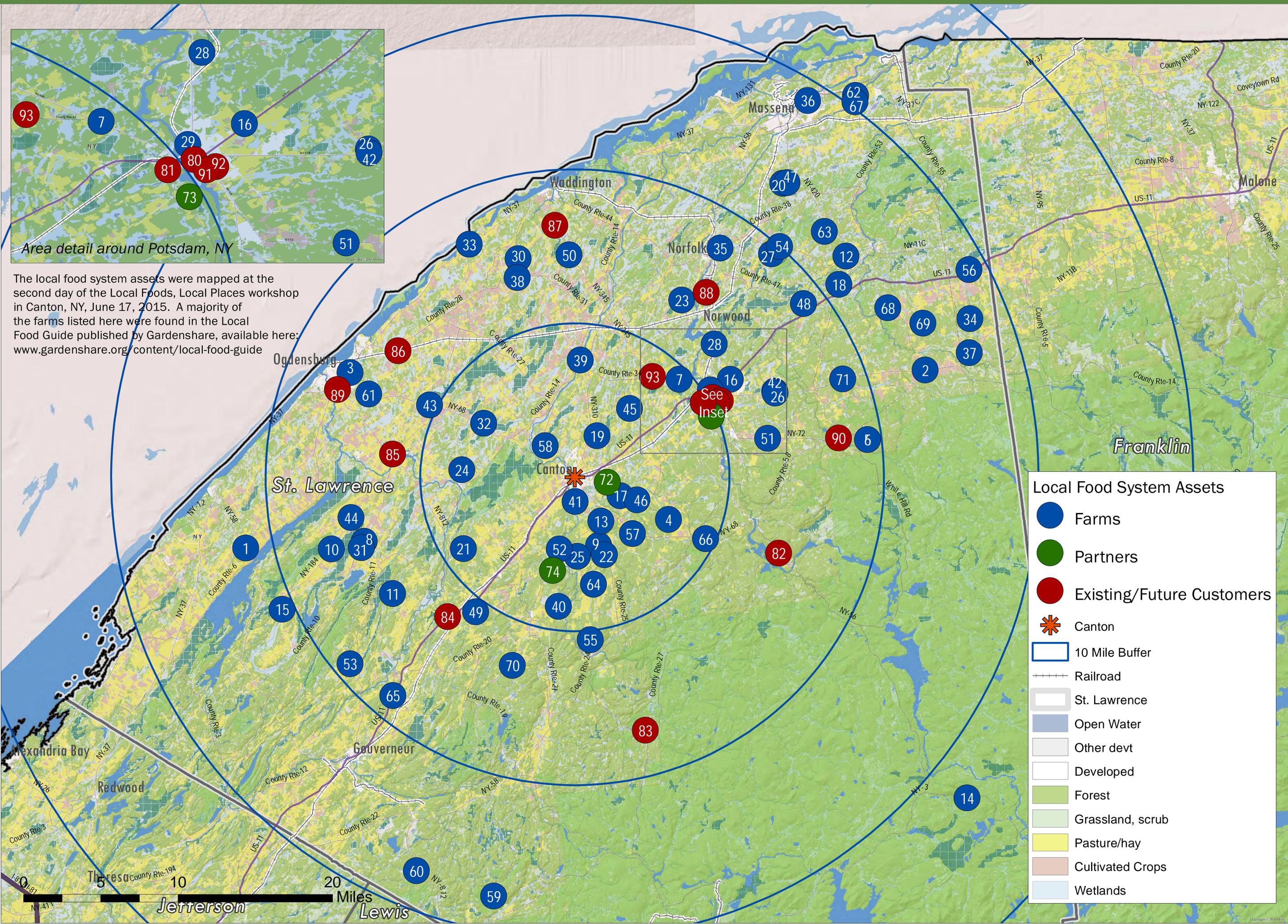
66	Tupper's Hilltop Maple Treats	760 SH 68 Canton, NY 13617 Contact: Jean & Ken Tupper Phone (315) 386-2162 Email jean_tupper@yahoo.com Website www.slcmpa.com Hours & days: Sales from house, Farmers' Market: Canton, online or email sales. New oil-fired 2'x8' evaporator,vacuum systems; *	Farms
67	Veggies'-R-Us	452 CR 46 Lot 2 Massena, NY 13662 Contact: Shirley Peck Phone (315) 769-5322 Email shirleypeck25@yahoo.com Hours & days: Sales from house, Must call ahead, Farmers' Market: Massena, Winthrop, Norwood. Products: Vegetables, herbs, raspberries, apples, gr*	Farms
68	Whitten Family Farm	1101 CR 49 Winthrop, NY 13697 Contact: Cherie Whitten Phone 315-328-5559 Email circle@slc.com Hours & days: Farmers' Market in Potsdam, Massena and Mobile Market. Roadside stand, Sales from house, Online or email sales. Products: Beef, chicken, eggs, h*	Farms
69	Wolds Farm	584 CR 51 Winthrop, NY 13697. Contact: Susan Wojakowski & Henry Pauly Phone (315) 328-5715 Email smwojakowski@aol.com Hours & days: Sales from house, must call ahead, Farmers' Market: Potsdam, online or email sales. Products: Lamb.	Farms
70	Woody's Maple	418 Underwood Road, Hermon, NY 13652 Contact: James Woodrow Phone (315) 347-2395 Email jjaw@tds.net Products: Maple products.	Farms
71	Yoder Family Farm	1716 SH 11B, Potsdam, NY 13676 Contact: Moses Yoder Hours & days: Roadside stand, U-pick, Sales from house. For more information stop by the house Monday-Saturday, no appt. needed. Practicing Farmer's Pledge. Products: Eggs, herbs, vegetables, strawberr*	Farms
72	SLU Sustainability Semester		Partners
73	St. Lawrence Health Initiative		Partners
74	Turtle Hill Community		Partners
80	Canton-Potsdam Hospital		Existing/Future Customers
81	Clarkson University		Existing/Future Customers
82	Colton Central School District		Existing/Future Customers
83	Edwards-Knox Central School District		Existing/Future Customers
84	Herman-De Kalb Central School District		Existing/Future Customers

85	Heuvelton Central School District		Existing/Future Customers
86	Lisbon Central School District		Existing/Future Customers
87	Madrid-Waddington Central School District		Existing/Future Customers
88	Norwood-Norfolk School District		Existing/Future Customers
89	Ogdensburg City School District		Existing/Future Customers
90	Parishville Central School District		Existing/Future Customers
91	Potsdam Central School		Existing/Future Customers
92	SUNY Potsdam		Existing/Future Customers
93	Village Veggies Farm		Existing/Future Customers

Local Foods, Local Places Workshop - Canton, NY and St. Lawrence County - Local Food System Mapping



The local food system assets were mapped at the second day of the Local Foods, Local Places workshop in Canton, NY, June 17, 2015. A majority of the farms listed here were found in the Local Food Guide published by Gardenshare, available here: www.gardenshare.org/content/local-food-guide

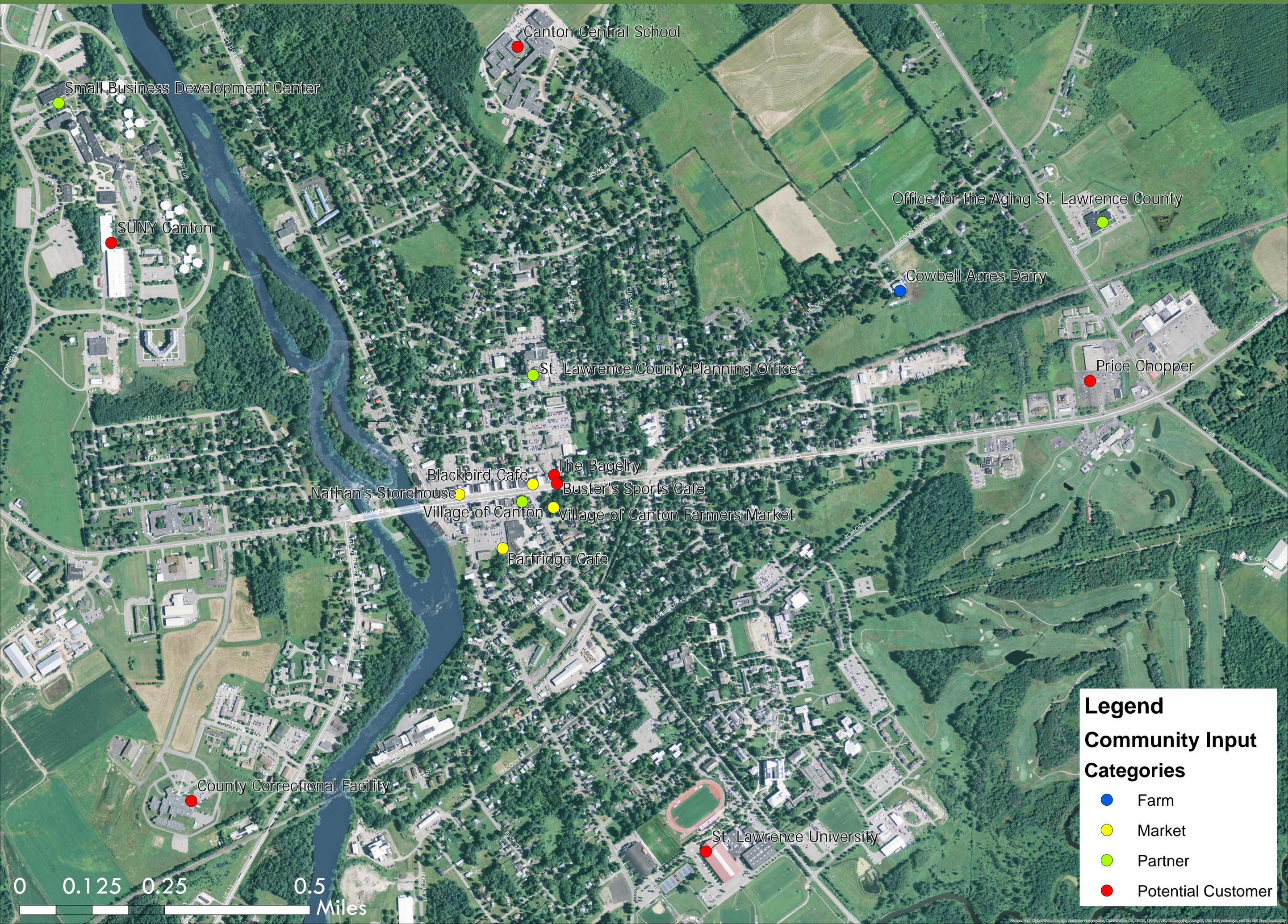


Local Food System Assets

- Farms
- Partners
- Existing/Future Customers
- ✱ Canton
- 10 Mile Buffer
- Railroad
- St. Lawrence
- Open Water
- Other devt
- Developed
- Forest
- Grassland, scrub
- Pasture/hay
- Cultivated Crops
- Wetlands



Local Foods, Local Places Workshop - Canton, NY



Legend

Community Input Categories

- Blue dot: Farm
- Yellow dot: Market
- Green dot: Partner
- Red dot: Potential Customer

0 0.125 0.25 0.5 Miles

Appendix C: Workshop Participants

Date: JUNE 16

Location: TAUNY center / CANTON



LOCAL FOODS, LOCAL PLACES

Name	Title	Affiliation/Org	Telephone	E-Mail Address
* Judy Aldrich	Constitution Liaison	Assemblywomen Alder Russell Canton Sustainability Comm.	386-3037	judy.aldrich@gmail.com
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ANN HEIDENREICH			379-0959	heidenreichann@psd.cornell.edu
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Sue Law	Director of Dining	SUNY Canton	386-7987	laws@canton.edu
Cathy Carr	teacher - ess	Canton Central School	386-856 ^{ext} 1126	ccarr@ccsd.k12.org
Martella Connor	Planner	SLC Planning Ofc	379-2292	mconnor@stlawco.org
Richard Grover		YES eleven	379-9697	rwgrover2@gmail.com
Mary Hussmann	Prof	SLU	386-1797	mhussmann@stlawu.edu
John Dewar	Farmer	No Country Growers Coop	265-2432	jdewar78@verizon.net
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Betsy Hodge	livestock educator	CCE	379-9192	bmf9@cornell.edu
Liz Mills	GardenShare intern	GardenShare	304-8088	emh112@stlawu.edu
Chelle Lundahl	FF COORDINATOR	LLV	347-4223	localwin@venture@gmail.com

Date: June 16

Location: TAUNY center / Canton, NY



LOCAL FOODS, LOCAL PLACES

Name	Title	Affiliation/Org	Telephone	E-Mail Address
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com

Date: 6/17

Location: Canton, NY



LOCAL FOODS, LOCAL PLACES

Name	Title	Affiliation/Org	Telephone	E-Mail Address
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Date: 6/17

Location: Canton, NY



LOCAL FOODS, LOCAL PLACES

Name	Title	Affiliation/Org	Telephone	E-Mail Address
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Local Foods, Local Places - Stakeholder Contact List - Canton, NY

Below is the contact list created prior to the workshop. All the people below were contacted but not all could attend the workshop. See the scanned sign in sheets for participants who attended.

First	Last	Title	Affiliation	Tel	Email	Steering Committee	Workshop Invitee	State/Federal Agency reps/ Consultants
Patrick	Ames	Executive	Cooperative Extension		(pta2@cornell.edu)	X		
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First	Last	Title	Affiliation	Tel	Email	Steering Committee	Workshop Invitee	State/Federal Agency reps/ Consultants
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Christopher	Stewart		USDA		Christopher.Stewart@ny.usda.gov			X
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Appendix D: Presentation Slides

Local Foods, Local Places

Canton, New York
June 16, 2015 - Day 1



A Program of the U.S. Environmental Protection Agency, U.S. Department of Agriculture, U.S. Department of Transportation, Appalachian Regional Commission, Delta Regional Authority, and Centers for Disease Control and Prevention

Workshop Agenda

- Day 1
 - Community Tour
 - **Work Session 1 (Visioning and Values
Where are we now? Where do we want to be?)**
- Day 2
 - Work Session 2 (What needs to happen?)
 - Work Session 3 (How are we going to make it happen?)

Program Background

- A joint project of:
 - U.S. Environmental Protection Agency (EPA)
 - U.S. Department of Agriculture (USDA)
 - Appalachian Regional Commission (ARC)
 - Delta Regional Authority (DRA)
 - U.S. Department of Transportation (DOT)
 - Centers for Disease Control and Prevention (CDC)
- With participation from:
 - U.S. Department of Housing and Urban Development
 - State, regional and local agencies and organizations
 - Educational institutions

LFLP Program Purpose

- Desired outcomes
 - More economic opportunities for local farmers and businesses.
 - Better access to healthy local food, especially among disadvantaged groups.
 - Revitalized downtowns, Main Streets, and existing neighborhoods.
- End product
 - New connections among people to build capacity for success.
 - An action plan with goals and strategies for achieving these outcomes.



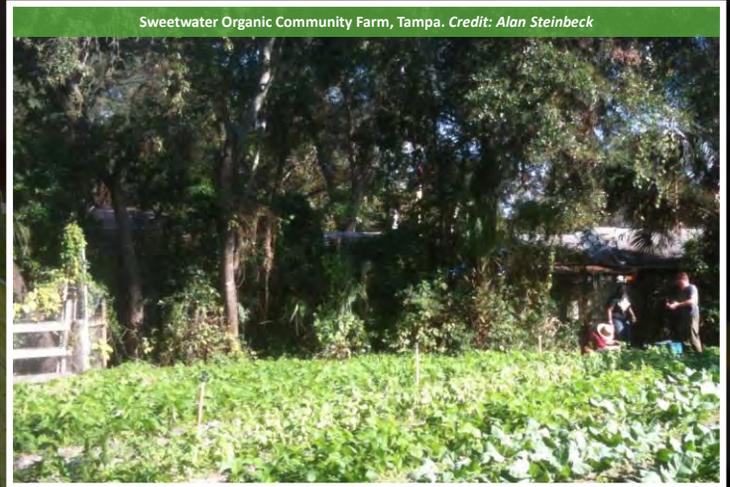
Workshop Purpose: Create an Action Plan

- Discuss overall values and vision for Canton
- Assess what exists now, what need to be strengthened, improved.
- Identify what partnerships or coordination are needed.
- Identify projects, priorities, actions, as well as roles and responsibilities to move forward.

Photo Credit: Katrína Zavalney

More economic opportunities for local farmers and businesses.

- Local Production



More economic opportunities for local farmers and businesses.

- Local Production
- Local Farmers Markets



More economic opportunities for local farmers and businesses.

- Local Production
- Local Farmers Markets
- Food Entrepreneurs
- Other Local Business Growth



Better access to healthy local food, especially among disadvantaged groups.

- Innovative Markets



Better access to healthy local food, especially among disadvantaged groups.

- Innovative Markets
- Healthy Foods Education
 - Production
 - Preparation
 - Consumption



School Children in the Garden. Credit: National Gardening Association

Better access to healthy local food, especially among disadvantaged groups.

- Innovative Markets
- Healthy Foods Education
 - Production
 - Preparation
 - Consumption
- Healthy Neighborhood Initiatives



Walkable Neighborhood Syracuse, NY Credit: Alan Steinbeck

Revitalized downtowns,
Main Streets, and
existing neighborhoods.

- Bring People
Downtown



Revitalized downtowns,
Main Streets, and
existing neighborhoods.

- Bring People
Downtown
- Local Foods in Local
Restaurants



Revitalized downtowns,
Main Streets, and
existing neighborhoods.

- Bring People Downtown
- Local Foods in Local Restaurants
- Neighborhood Action



U.S. EPA Building Blocks Program in Salina, KS. Credit: Renaissance Planning Group

Revitalized downtowns,
Main Streets, and
existing neighborhoods.

- Bring People Downtown
- Local Foods in Local Restaurants
- Neighborhood Action
- Invest in Existing Communities



Episcopal Chapel Center Community Garden @ USF. Credit: Alisa Carmichael



Stories from the Road



Access to healthy, local food

Williamson, West Virginia Community Garden

Image Credit: Renaissance Planning Group

Access to healthy, local food



Williamson, West Virginia Community Garden - Today
Image Credit: Renaissance Planning Group

Access to healthy, local food



Watauga County, North Carolina Farmers Market
Image Credit: Jen Walker

Access to healthy, local food



Huntington, West Virginia. Wild Ramp Market

Image Credit: Renaissance Planning Group

Economic Opportunities



Duffield, Virginia. Appalachian Harvest Food Hub

Image Credit: Appalachian Sustainable Development

Economic Opportunities – Proven profitability



Brian Gotreaux of Gotreaux Farms, Scott, LA
Seven years and highly productive. Starting and on-farm food hub in 2015
Image Credit: Renaissance Planning

Economic resources – Knowledge and resiliency



Lattin Farms "We grow food and fun", Fallon, NV
Image Credit: Renaissance Planning Group

Economic resources – Cultural traditions and jobs



Piso Mojado

Acadiana High School, Lafayette, LA – Meat Processing Ag Class

Revitalize Downtown, Main Street, Neighborhoods



Pikeville, Tennessee. Streetscape Overhaul and Downtown Farmers Market

Image Credit: Renaissance Planning Group

Food Access, and Education



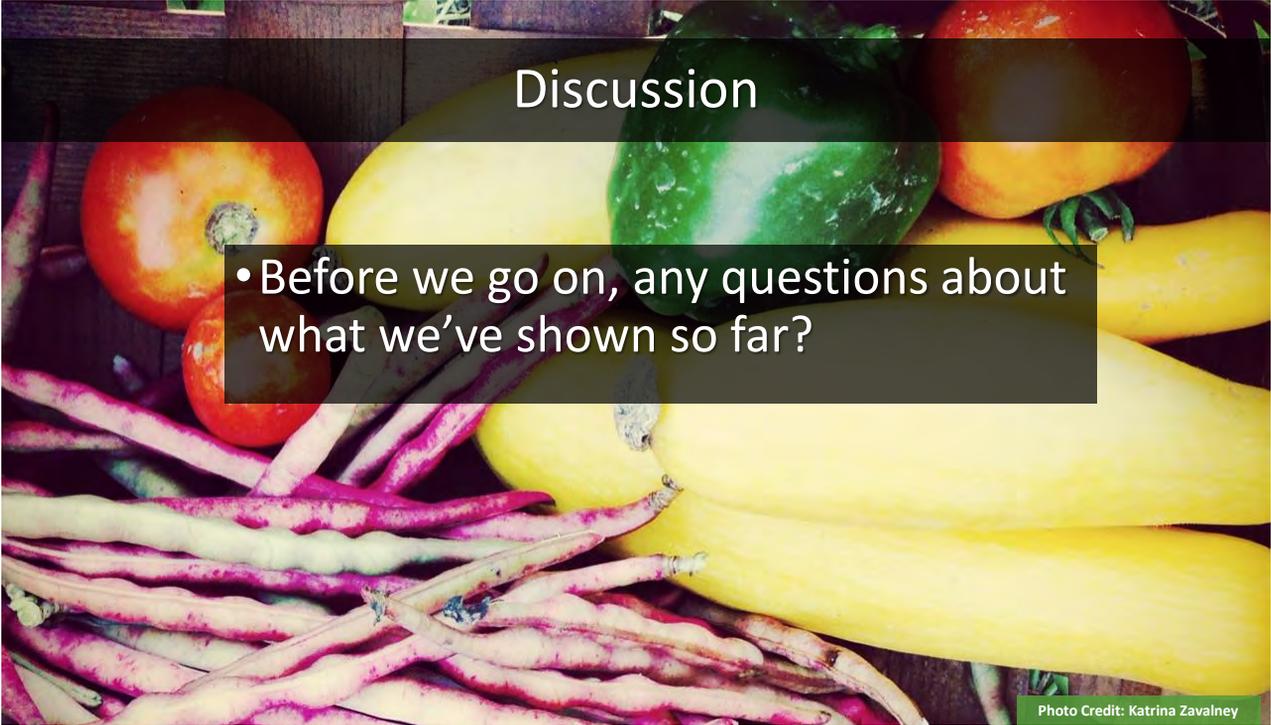
Food Pantry and Future Kitchen and Food Center- *Tuskegee, Alabama*

Revitalize Downtown, Main Street, Neighborhoods



New Albany, Mississippi. New Retail on the Tanglefoot Rail Trail

Image Credit: Renaissance Planning Group



Discussion

- Before we go on, any questions about what we've shown so far?

Photo Credit: Katrina Zavalney



Local Food System

What is it and why should we care?

One Definition of Local Foods

- Food produced, processed, and distributed within a particular geographic boundary that consumers associate with their own community.

Source: USDA ERS. *Local Food Systems: Concepts, Impacts, and Issues*. May 2010.

Desired Result

- Food that LAUGHS
 - Local
 - Affordable
 - Uncomplicated
 - Good
 - Healthy
 - Seasonal

Source: Grace Hackney, *Life Around the Table*

Local Food System



**KNOW YOUR FARMER
KNOW YOUR FOOD**

Credit: USDA

WHY BUY LOCAL?

SPEND \$100 AT A LOCAL BUSINESS

SPEND \$100 AT A NON-LOCAL BUSINESS

\$68 STAYS IN YOUR COMMUNITY

\$43 STAYS IN YOUR COMMUNITY



\$32 LEAVES LOCAL ECONOMY



\$57 LEAVES LOCAL ECONOMY

Stats from Local First's 2008 "Local Works" study by Civic Economics

Advancing Local Foods

Popular Strategies



Community Gardens



Farmers Markets



Incubator Kitchens

Popular Strategies



Farm to School Programs



Local Food Hubs

Federal Funding for Local Foods is Up

Producers

- Beginning Farmer and Rancher Development Program
- Specialty Crop Block Grant Program

Process/Aggregate/Distribute

- Community Food Projects Grant Program
- Rural Business Enterprise Grants
- Value Added Producer Grants

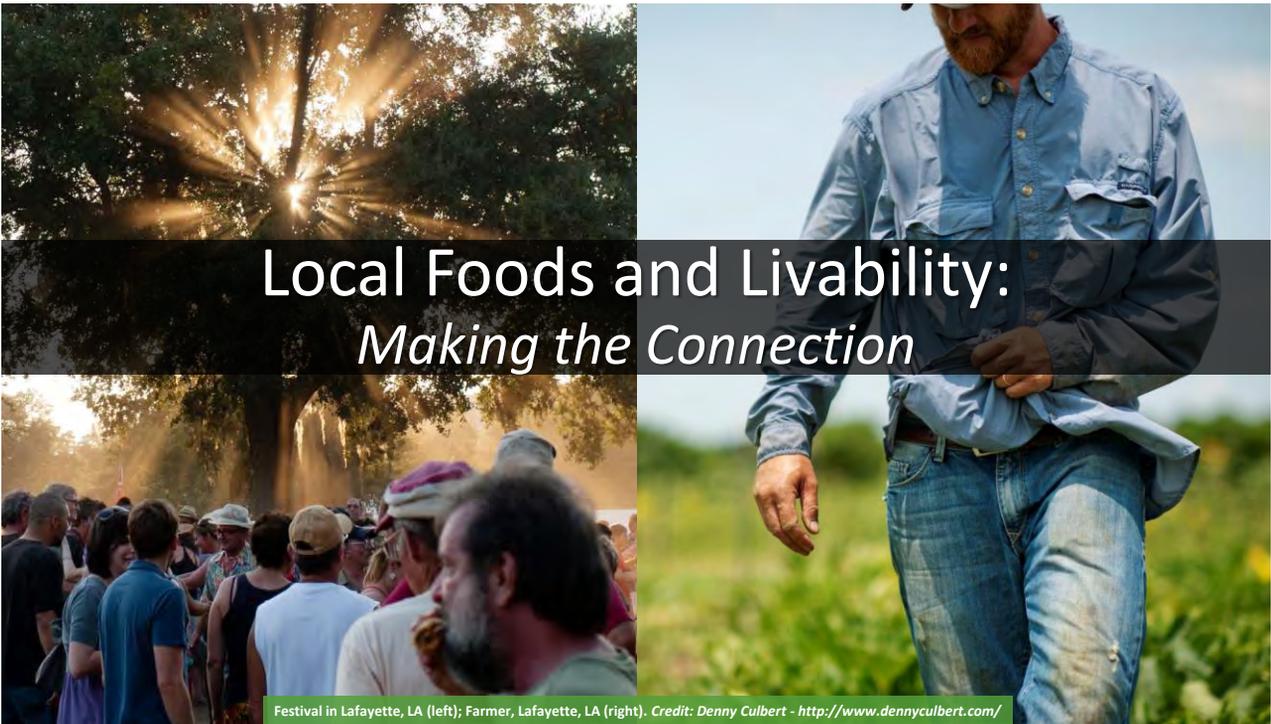
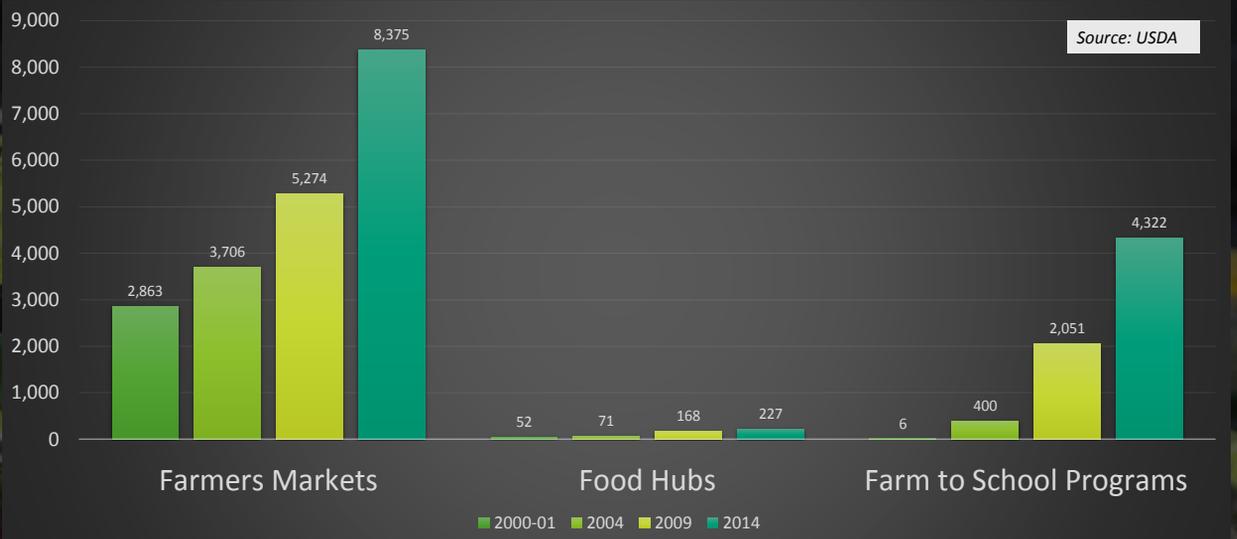
Venues

- Farmers Markets and Local Food Promotion Program
- Community Facilities Grants

Eaters

- Food Insecurity Nutrition Incentive Program
- Senior Farmers Market Nutrition Program
- Farm to School Grants

Local Food Systems are Growing Rapidly



Romero Farm, Lafayette, LA, Credit: Denny Culbert

Duffield, VA: Appalachian Harvest Food Hub. Image Credit: Appalachian Sustainable Development

Pikeville, TN, Credit: Renaissance Planning

EarthShare Gardens, Lafayette, LA, Credit: Molly Richard

Preserves Working Lands

Promote Local Healthy Food Systems

Increases Economic Opportunity

Improves Public Health

Supports Vibrant Town Centers



Demographic Profile in Canton

Demographic Summary	2014	2019
Population	6,551	6,486
Households	1,718	1,721
Families	950	945
Median Age	23.5	23.6
Median Household Income	\$56,547	\$62,306

Current estimates show that the area has steadily grown since 2000 and the total population is 6,551 people. According to 2013 American Community Survey (ACS) Persons below poverty=, St Lawrence County 19.6%, State avg is 15.3% (2009-2015, US Census ACS)

Food Access in Canton 2013

- 1 full service supermarkets located in Canton.
- 1 Limited Service stores located within the study area,
- 1 farmers' markets.
- SNAP benefits are accepted at 14 participating stores, farmer's markets, social service agencies or other non retail providers in this community. 2009-2014 there has been a 40 % increase in SNAP applicants (St Lawrence County SS Commission Chris Rediehs, NPF, Feb 19, 2014)
- According to the USDA, 0 of 3 census tracts in Canton are Low-Income, Low-Access.
- Source: US Census via Healthyfoodaccess.org



Local Demand: What Do We Spend on Food?

Household Food Expenditures Canton	Avg Per HH	Total Per Year
Food	\$7,450.51	\$12,799,969
Food at Home	\$4,577.71	\$7,864,512
Bakery and Cereal Products	\$643.48	\$1,105,494
Meats, Poultry, Fish, and Eggs	\$995.45	\$1,710,180
Dairy Products	\$487.31	\$837,194
Fruits and Vegetables	\$864.98	\$1,486,043
Snacks and Other Food at Home (10)	\$1,586.50	\$2,725,602
Food Away from Home	\$2,872.79	\$4,935,457
Alcoholic Beverages	\$499.15	\$857,541
Nonalcoholic Beverages at Home	\$439.83	\$755,629

Source: ESRI Business Analyst

Agriculture in St Lawrence County, NY

St. Lawrence County, NY	2007	2012
Total Farms	1,330	1,303
Vegetable Farms	85	114
Fruit, Tree Nut, and Berry Farms	69	74
Livestock, Poultry, and their Products Farms	270	250
Total Agricultural Sales	\$140.1 million	\$187.3 million
Agricultural Sales Direct to Consumers	\$1.0 million	\$1.4 million

Source: USDA Ag Census

• Note: Caveat on USDA Ag Census

North Country Leakage Analysis

From Michael Shuman's "North Country Leakage Analysis"

- *"The bottom line for the North Country is this: Unemployment can essentially be wiped out if even 15% of its potential for self-reliance were realized."*
- *"To accomplish this, the North Country should prioritize growing local professional services, local financial services, local food production, local retail, local health services, local construction companies, local information services, local transportation assets, local manufacturing inputs, and local renewable energy and energy efficiency."*
- *However, there are real challenges matching unemployment with these specific opportunities (Jen/Jason) that need addressing.*

St. Lawrence County Health Assessment (2013):

- Environmental Risk Factors, named by the community through the assessment process:
 - More community gardens are needed
 - Community needs info on how to preserve food
 - Some food at pantries is not very healthy
 - School lunches: 51% of students qualify for free lunches, much is not healthy
 - Church dinners are often all you can eat, and unhealthy. This may be an opportunity to introduce healthier choices
 - There's a lack of sidewalks in general, and especially near school

St. Lawrence County Health Assessment (2013):

- Assets, named by the community through the assessment process:
 - Lots of natural resources – trails, waterways, kayaks available
 - 300,000 acres of fallow farm land. The farmland is very cheap.
 - Cooperation – willingness to work together
 - People who want to do things
 - Garden Share
 - Farmers
 - Community Supported Agriculture (CSA) – including the ability to accept food stamps for the CSA. (CSA is \$150, can get \$100 towards the cost of a share.)
 - Wonderful interagency partnerships and sharing
 - Farmers markets. Although many people think it's too expensive, many accept EBT.
 - CCE – they teach how to preserve food
 - Office for the Aging (OFA) kitchen – 150 meals a day are served, but they could be used more)

What We've Heard - Today

Opportunities/Assets

- Active community.
- High demand and willing institutional buyers.
- Active private non profits and businesses.
- Culture of sustainability.
- Strong agriculture heritage.
- Functioning farmers market in a great location.
- Strong cooperative extension, invested in place.
- TAUNY Center.

Challenges

- Inter jurisdictional issues.
- Lack of consensus, focus.
- Lack of broad awareness regarding the benefits of local food.
- Some setbacks which have lowered morale.
- 33% of tax base pays 100%.
- Downtown form, code, plans are dated.

Values Pave the Way Forward

This I Believe...

- About downtown Canton
- About the local and healthy food in Canton

Small Working Group Exercise: Defining Success

- In small groups, quietly take a few minutes to individually respond to the three points below using 3x5 cards.
- After 3-5 minutes of quiet writing, go around the table and share/discuss your results.
- Using the flip chart page, someone take notes about consistent themes.
- Your group will report out to the entire group when you are done.

Small Working Group Exercise: Defining Success

- **Define what success means.** What does success look like to you, say 15-20 years from now? If it helps, imagine an event 20 years from now and describe what has happened, what has happened and why it matters.
- **Opportunities/Assets.** Discuss the potential and opportunity for local food, economic growth, health and vitality in Canton and St Lawrence County.
- **Constraints/Barriers.** What challenges exist, possible barriers to success? What has caused “backstepping” so far?

Local Foods, Local Places

Canton, New York
June 17, 2015 - Day 2



A Program of the U.S. Environmental Protection Agency, U.S. Department of Agriculture, U.S. Department of Transportation, Appalachian Regional Commission, Delta Regional Authority, and Centers for Disease Control and Prevention

Workshop Agenda

- Day 1
 - Community Tour
 - **Work Session 1 (Visioning and Values
Where are we now? Where do we want to be?)**
- Day 2
 - **Work Session 2 (What needs to happen?)**
 - **Work Session 3 (How are we going to make it happen?)**

This morning

- Intros
- Recap of last night – vision, values, opps, challenges
- Intro of goal themes for action plan, discussion
- *Break*
- Case studies presentation, group discussion
- Food System Asset mapping
- *Break*
- Goal theme revisit and break out groups if necessary
- Lunch

Workshop Purpose: Create an Action Plan

- Discuss overall values and vision for Canton
- Assess what exists now, what need to be strengthened, improved.
- Identify what partnerships or coordination are needed.
- Identify projects, priorities, actions, as well as roles and responsibilities to move forward.

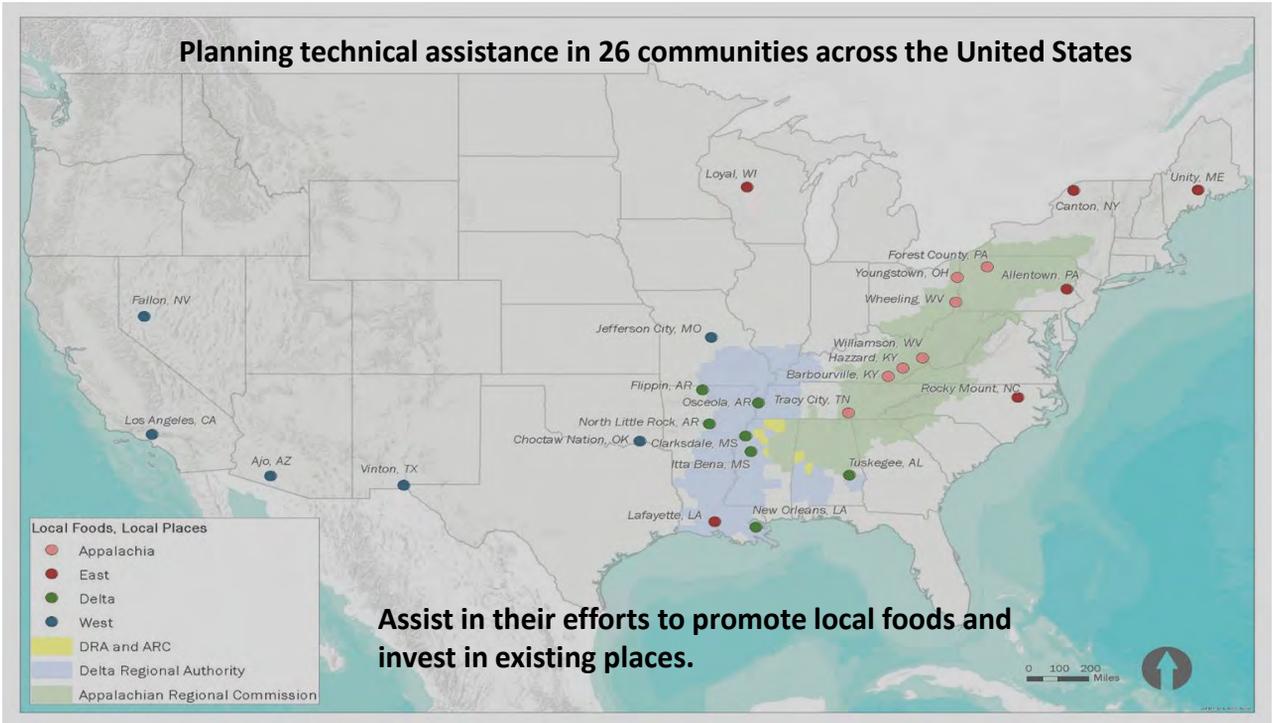
Photo Credit: Katrina Zavalney

Program Background

- A joint project of:
 - U.S. Environmental Protection Agency (EPA)
 - U.S. Department of Agriculture (USDA)
 - Appalachian Regional Commission (ARC)
 - Delta Regional Authority (DRA)
 - U.S. Department of Transportation (DOT)
 - Centers for Disease Control and Prevention (CDC)
- With participation from:
 - U.S. Department of Housing and Urban Development
 - State, regional and local agencies and organizations
 - Educational institutions

LFLP Program Purpose

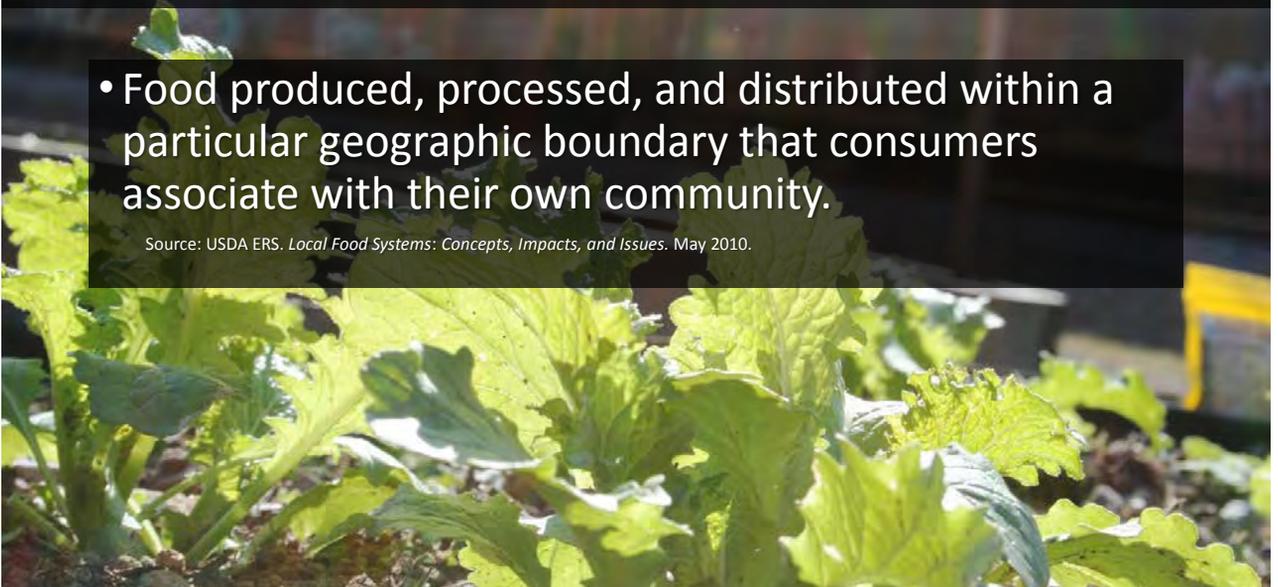
- Desired outcomes
 - More economic opportunities for local farmers and businesses.
 - Better access to healthy local food, especially among disadvantaged groups.
 - Revitalized downtowns, Main Streets, and existing neighborhoods.
- End product
 - New connections among people to build capacity for success.
 - An action plan with goals and strategies for achieving these outcomes.



One Definition of Local Foods

- Food produced, processed, and distributed within a particular geographic boundary that consumers associate with their own community.

Source: USDA ERS. *Local Food Systems: Concepts, Impacts, and Issues*. May 2010.



Advancing Local Foods

Popular Strategies



Community Gardens



Farmers Markets



Incubator Kitchens

Popular Strategies



Farm to School Programs



Local Food Hubs

Federal Funding for Local Foods is Up

Producers

- Beginning Farmer and Rancher Development Program
- Specialty Crop Block Grant Program

Process/Aggregate/Distribute

- Community Food Projects Grant Program
- Rural Business Enterprise Grants
- Value Added Producer Grants

Venues

- Farmers Markets and Local Food Promotion Program
- Community Facilities Grants

Eaters

- Food Insecurity Nutrition Incentive Program
- Senior Farmers Market Nutrition Program
- Farm to School Grants



What We've Heard Yesterday

Opportunities/Assets

- Active community.
- High demand and willing institutional buyers.
- Active private non profits and businesses.
- Culture of sustainability.
- Strong agriculture heritage.
- Functioning farmers market in a great location.
- Strong cooperative extension, invested in place.
- TAUNY Center.

Challenges

- Inter jurisdictional issues.
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Defining Success - Vision

Canton village is safe, efficient, and beautiful, free of congestion and pollution, surrounded by farms and forests with ribbons of open space and walking and passive spaces along the river, and a vibrant economic downtown showcasing diversity.

Local, diverse, healthy and year around produce dominates the aisles of local markets, and customers are aware of how they shop and what they buy for food.

The Canton area is home to many thriving farms, that produce enough food locally to feed the community through sustainable agriculture, and has actively worked to educate, encourage a new generation of young farmers, who are in turn teaching another generation of young farmers.

The food system is supported by a strong infrastructure and many partnerships, including an efficient and long term food hub for aggregation, storage and distribution of local produce as well as and certified processing facilities that serve both local as well as regional markets.

Canton is recognized as a food center, and the “foodie” culture is celebrated by a number of cherished, well-attended community festivals.

This culture of sustainability and food starts in canton early with school education and continues through the higher education institutions and many active civic and business partners.

Many young farmers as well as other professional have chosen to stay or move to Canton because of its many assets.

What We've Heard – Challenges

- Lack of storage/processing
- Lack of critical mass/production
- Lack of infrastructure for processing of livestock and valued added food stuffs.
- Lack of school funding for new/existing programming
- Lack of producers
- Lack of education
- Local laws not conducive for sustainable agriculture
- Stuck in old ways/change is scary
- Lack of capital/resources
- Consumer apathy
- Varied belief systems
- Some operations non sustainable
- Costly to buy local produce
- Absentee property owners.
- Congested traffic (trucks!)
- Market volatility
- Misconceptions and misinformation (“we’ve tried that before, won’t try it again.”)
- Need to overcome the chicken/egg problem: not enough suppliers, buyers won’t buy until theirs more.
- Divisiveness in the community/lack of a common vision of what the goals should be
- Fear of someone else cashing in on your product

What We've Heard – Opportunities/Assets

- Consumer education and marketing.
- Secondary and continuing ag production education.
- More agriculture curriculum in schools and colleges.
- Strong institutional demand
- Grasse River
- Jubilee Plaza
- A lot of people willing to work together
- “Brain Trust” of many here, including Universities, County Seat, Canton Public Hospital, etc.
- Tourist/Visitor destination (College farms)
- Abundant land, affordable, beautiful, productive.
- Leadership
- Infrastructure for value added production
- Land access is probably achievable
- Educational agriculture opportunities, such as Co-op, Extension, Ag Teachers
- Good soils
- Strong sense of community.
- Potential for vacant spaces to accommodate all the successes mentioned.
- Many Institutions, individuals, and businesses interested in building local food system.
- Complementary sustainability initiatives, e.g., Solarize Canton
- Education (colleges, CCE, BOCES, Schools)
- People and knowledge base
- Natural resources to produce
- Opportunities to create a small food hub from the ground up
- Diverse landscape, abundant natural and human resources
- Support of institutions and extension, and local and state representatives
- Ability to educate through small business

Action Plan Goal Areas – DRAFT for Discussion

- Explore an aggregation, distribution systems, and valued-added capabilities to build and connect supply and demand concurrently.
- Implement a marketing and awareness raising strategy to highlight the beneficial aspects of local and healthy food to a broader local and regional audience (Engaging in a wider community conversation)
- Keep momentum, strengthen communications and cooperation for local food going, near and long term. (How will this group work and cooperate to achieve goals)
- Create new and strengthen existing farmers through training and education programs (land access, young farmer engagement, incubator programs, etc)



Case Studies and Discussion

Group Discussion



Local Food System/Asset Mapping

Exercise

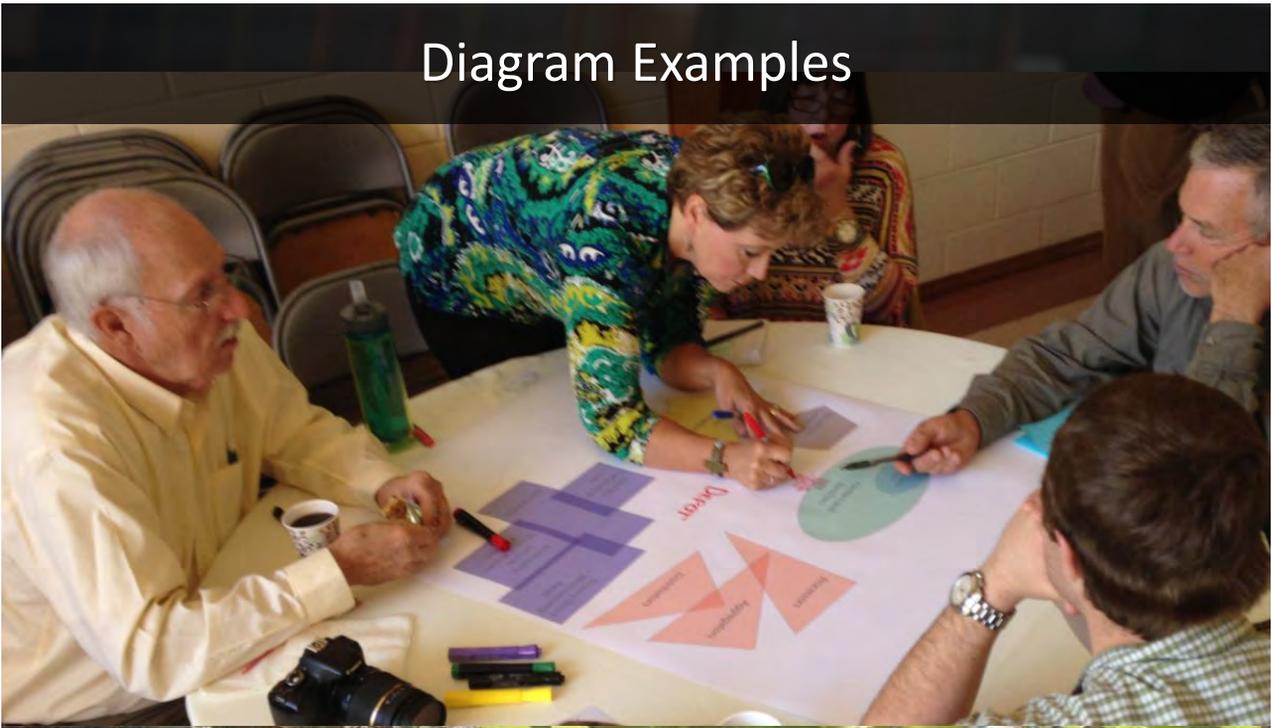


Diagram Examples

Mapping Opportunities, Assets

Who are the Producers, Aggregators, Distributors, Markets and Customers.
Mapping—what are basic aspects of a food system assessment?

Blue – Farms

Green – Markets

Orange – Partners, non profits, civic org, govt

Yellow – potential customers, institutions, senior centers, schools, neighborhoods

- **Important:** Number the dot and write down on a flip chart sheet the name of the farm/organization, and any other information you have (types of produce, size, name, description, etc...)

Action Plan Brainstorming

Group Discussion

Action Plan Brainstorming

- Take 2-3 minutes and individually jot down **one** key action per goal. Write this down.
- Example of actions:
 - *“Implement effective signage to the new market site”*
 - *“Negotiate and obtain permission to use new site”*
 - *“Survey/contact vendors at neighboring farmers markets to discuss potential of vending at Loyal.”*
 - *“Form an on-going “Friends of the Loyal Market” working group to coordinate and support management and development and keep cooperation alive. Meets every 2-3 months together or more frequently as needed.”*

Action Plan Brainstorming

- As a group, share your actions. Discuss which is the most appropriate goal area for it. Place it on a goal poster.
- Note, if someone has said something that you have then there is no need to duplicate. If you are unsure then ask questions.



SMART Action Implementation

Exercise

Action Planning Exercise

- Assign each action to a goal area
- Turn the idea into SMART action language
- For each action, describe:
 - Time frame
 - Lead role and supporting cast
 - Cost estimate and funding sources
- **100-Day Challenge:** What can be done by the end of August to keep the momentum going?

Appendix E:

Workshop Photo Album



Figure 1 – Downtown Canton



Figure 2 – Local Farm



Figure 3 – Main Street, The TAUNY Center front.



Figure 4 – Nature's Storehouse, local food retailer on Main street.



Figure 5 – Canton Farmers Market



Figure 6 – Farmers Market Vendor



Figure 7 – Cornell Cooperative Extension Farm



Figure 8 – Local Farm Tour



Figure 9 – Cornell Cooperative Extension, permaculture/horticulture discussion



Figure 10 – Cornell Cooperative Extension, Sugar Shack



Figure 11 – LittleGrasse Foodworks farm and interactive CSA



Figure 12 – Little Grasse CSA Sign



Figure 13 – Little Grasse CSA



Figure 14 – LittleGrasse Greenhouse



Figure 15 – LittleGrasse Barn



Figure 16 – Day 1 Workshop



Figure 16 –Day 1 Workshop Breakout Groups



Figure 17 – Presenting Ideas



Figure 18 – Day 1 Workshop Participants



Figure 19 – Day 2 Workshop



Figure 20 – Day 2 Presentations



Figure 21 – Developing the Action Plan



Figure 22 – Action Plan Presentation



Figure 23 – Day 2 Workshop Participants



Figure 24 – Cornell Cooperative Extension Farm, wood pellet furnace.



Figure 25 –Day 2 Workshop



Figure 26 –Action Plan Review

Appendix F:

Funding Resources

Local Food Systems Funding Programs – Federal/State

Cities and towns can strengthen their local food systems through a variety of federal projects and programs. The USDA and other federal agencies are committed to supporting local food systems – whether it's by working with producers, engaging with communities, financing local processing and distribution, or helping retailers develop local food connections. Below is a list of just some of the resources available. This information and more can be found on the **USDA's Know Your Farmer, Know Your Food** initiative website at www.usda.gov/knowyourfarmer.

USDA Agricultural Marketing Service

Farmers' Market and Local Food Promotion Program

This new program makes \$30 million available annually to farmers markets, other direct producer-to-consumer venues, and other businesses in the local food supply chain. Funding is evenly split between two components: Farmers Market Promotion Program (FMPP) for direct consumer-to-producer marketing opportunities, and Local Food Promotion Program (LFPP) for local and regional food business enterprises. Both FMPP and LFPP have a maximum grant of \$100,000, and the LFPP applicants must have 25% matching funds or in-kind donations. By supporting development and marketing activities for farmers markets, food hubs, roadside stands, agri-tourism activities and other producer to consumer markets, the program can help small and mid-sized farmers access markets. For more information, visit <http://www.ams.usda.gov/AMSV1.0/FMPP> (FMPP) or <http://www.ams.usda.gov/AMSV1.0/LFPP> (LFPP).

Specialty Crop Block Grant Program

The purpose of USDA's Specialty Crop Block Grant Program (SCBGP) is to enhance the competitiveness of specialty crops, including locally grown crops. These investments strengthen rural American communities by supporting local and regional markets and improving access to fresh, high quality fruits and vegetables for millions of Americans. These grants also help growers make food safety enhancements, solve research needs, and make better informed decisions to increase profitability and sustainability. Organizations or individuals interested in the SCBGP should contact their state departments of agriculture – which administer the grant program – for more information. The 2014 Farm Bill significantly increased funding for the program. More information is available here:

<http://www.ams.usda.gov/AMSV1.0/ams.fetchTemplateData.do?template=TemplateN&rightNav1=SpecialtyCropBlockGrant0Program&topNav=&leftNav=CommodityAreas&page=SCBGP&resultType>.

Organic Cost Share Programs

The 2014 Farm Bill also gave USDA new tools and resources to support the growing \$35 billion organic industry by more than doubling previous support through the organic cost-share programs, making certification more accessible than ever for even the smallest certified producers and handlers. Organic producers and handlers can now apply directly through their State contacts to get reimbursed for up to 75 percent of the costs of organic certification, up to an annual maximum of \$750 per certificate. More information is available at <http://www.ams.usda.gov/AMSV1.0/ams.fetchTemplateData.do?template=TemplateQ&leftNav=Na>

[tionalOrganicProgram&page=NOPCostSharing&description=Organic%20Cost%20Share%20Program&acct=nopgeninfo.](#)

Federal State Marketing Improvement Program (FSMIP)

This grant program provides matching funds to state departments of agriculture, state agricultural experiment stations, and other appropriate state agencies to assist in exploring new market opportunities for U.S. food and agricultural products, and to encourage research and innovation aimed at improving the efficiency and performance of the marketing system. FSMIP is designed to support research projects that improve the marketing, transportation, and distribution of U.S. agricultural products. FSMIP is a collaborative effort between Federal and State governments – matching funds go toward projects that bring new opportunities to farmers and ranchers. More information is available at www.ams.usda.gov/fsmip.

USDA Rural Development

Business and Industry Guarantee Loan Program

The purpose of USDA's Business and Industry (B&I) Guaranteed Loan Program is to improve, develop, or finance business, industry, and employment and improve the economic and environmental climate in rural communities. Through this program, USDA provides guarantees on loans made by private lenders to help new and existing businesses gain access to affordable capital by lowering the lender's risk and allowing for more favorable interest rates and terms. A recent change to the program allows projects that are physically located in urban areas if the project benefits underserved communities. The Business and Industry Loan Guarantee program is available on a rolling basis throughout the year. More information is available here: <http://www.rd.usda.gov/programs-services/business-industry-loan-guarantees/>

Value-Added Producer Grants (VAPG)

The primary objective of USDA's Value-Added Producer Grant Program (VAPG) is to help agricultural producers enter into value-added activities related to the processing and/or marketing of bio-based value-added products. VAPG grants are available to producers or producer groups in urban and rural areas. Eligible projects include business plans to market value-added products, evaluating the feasibility of new marketing opportunities, expanding capacity for locally and regionally-grown products, or expanding processing capacity. More information is available here: <http://www.rd.usda.gov/programs-services/value-added-producer-grants>.

Community Facilities Direct Loan and Grant Program

USDA's Community Facilities Direct Loan and Grant program provides infrastructure support in rural communities under 20,000 people. Grants and loans have been used for commercial kitchens, farmers markets, food banks, cold storage facilities, food hubs and other local food infrastructure. Grants are available to public entities such as municipalities, counties, and special-purpose districts, as well as non-profits and tribal governments. Grant funds can be used to construct, enlarge, or improve community facilities and can include the purchase of equipment required for a facility's operation. More information is available here: <http://www.rd.usda.gov/programs-services/community-facilities-direct-loan-grant-program>.

Rural Business Development Grants

This new USDA-RD program essentially combines the former Rural Business Enterprise Grant program (RBEG) and the Rural Business Opportunity Grant program (RBOG). The competitive grant program supports targeted technical assistance, training and other activities leading to the development or expansion of small and emerging private businesses in rural areas. Programmatic activities are separated into enterprise or opportunity type grant activities. Towns, cities, state agencies, and non-profit organizations are among the eligible applicants.

Enterprise type grant funds must be used on projects to benefit small and emerging businesses in rural areas as specified in the grant application. Uses may include:

- Training and technical assistance, such as project planning, business counseling/training, market research, feasibility studies, professional/technical reports, or product/service improvements.
- Acquisition or development of land, easements, or rights of way; construction, conversion, renovation, of buildings, plants, machinery, equipment, access streets and roads, parking areas, utilities.
- Pollution control and abatement.
- Capitalization of revolving loan funds including funds that will make loans for start-ups and working capital.
- Distance adult learning for job training and advancement.
- Rural transportation improvement.
- Community economic development.
- Technology-based economic development.
- Feasibility studies and business plans.
- Leadership and entrepreneur training.
- Rural business incubators.
- Long-term business strategic planning.

Opportunity type grant funding must be used for projects in rural areas and they can be used for:

- Community economic development.
- Technology-based economic development.
- Feasibility studies and business plans.
- Leadership and entrepreneur training.
- Rural business incubators.
- Long-term business strategic planning.

For more information, visit: <http://www.rd.usda.gov/programs-services/rural-business-development-grants>.

USDA Natural Resource Conservation Service

Environmental Quality Incentives Program (EQIP)

EQIP provides cost-share and technical assistance to farmers and ranchers in planning and implementing conservation practices that improve the natural resources (e.g. soil, water, wildlife) on

their agricultural land and forestland. A practice supported through EQIP is the installation of seasonal high tunnels (also known as hoop houses), which are unheated greenhouses that can extend a producer's growing season while conserving resources. In addition, EQIP can help producers transition to organic production or help those growers already certified maintain their certification. More information is available here: <http://www.nrcs.usda.gov/wps/portal/nrcs/main/national/programs/financial/eqip/>

USDA National Institute of Food and Agriculture

Community Food Projects

Community Food Projects are designed to increase food security in communities by bringing the whole food system together to assess strengths, establish linkages, and create systems that improve the self-reliance of community members over their food needs. Grants are intended to help eligible private nonprofit entities in need of a one-time infusion of federal assistance to establish and carryout multipurpose community food projects. More information is available here: http://www.nifa.usda.gov/funding/cfp/cfp_synopsis.html.

Food Insecurity Nutrition Incentive (FINI) Grant Program

The 2014 Farm Bill created this program, which supports projects to increase the purchase of fruits and vegetables among people participating in the Supplemental Nutrition Assistance Program. Applicants may propose small pilot projects (up to \$100,000 for 1 year), multi-year community-based projects (up to \$500,000 for up to 4 years), or larger-scale multi-year projects (more than \$500,000 for up to 4 years). USDA is looking to fund innovative projects that will test community based strategies for how to increase the purchase of fruits and vegetables by SNAP participants through incentives at the point of purchase. USDA will give priority to projects underserved communities and to projects that provide locally- or regionally-produced fruits and vegetables. Applications are due December 15, 2014. More information is available here: <http://nifa.usda.gov/program/food-insecurity-nutrition-incentive-fini-grant-program>.

Beginning Farmers and Ranchers Development Program

This program provides grants to organizations that train, educate, and provide outreach and technical assistance to new and beginning farmers on production, marketing, business management, legal strategies and other topics critical to running a successful operation. The Agriculture Act of 2014 provided an additional \$20 million per year for 2014 through 2018. The reasons for the renewed interest in beginning farmer and rancher programs are: the rising average age of U.S. farmers, the 8% projected decrease in the number of farmers and ranchers between 2008 and 2018, and the growing recognition that new programs are needed to address the needs of the next generation of beginning farmers and ranchers. More information is available here: <http://www.nifa.usda.gov/fo/beginningfarmersandranchers.cfm>.

Small Business Innovation Research (SBIR) program

SBIR grants help small businesses conduct high quality research related to important scientific problems and opportunities in agriculture. Research is intended to increase the commercialization of innovations and foster participation by women-owned and socially and economically

disadvantaged small businesses in technological innovation. Grants can be applied towards many areas or research, including projects that manage the movement of products throughout a supply chain, develop processes that save energy, and capture and relay real-time market data. More information is available here: <http://nifa.usda.gov/program/small-business-innovation-research-program>.

Sustainable Agriculture Research and Education (SARE)

The mission of the SARE program is to advance sustainable innovations in American agriculture. SARE is uniquely grassroots, administered by four regional offices guided by administrative councils of local experts. Non-profit organizations, researchers, and individuals producers are eligible to apply. More information is available here: <http://www.sare.org/>.

Agriculture and Food Research Initiative (AFRI)

AFRI is charged with funding research, education, and extension grants and integrated research, extension, and education grants that address key problems of National, regional, and multi-state importance in sustaining all components of agriculture, including farm efficiency and profitability, ranching, renewable energy, forestry (both urban and agroforestry), aquaculture, rural communities and entrepreneurship, human nutrition, food safety, biotechnology, and conventional breeding. Providing this support requires that AFRI advances fundamental sciences in support of agriculture and coordinates opportunities to build on these discoveries. This will necessitate efforts in education and extension that deliver science-based knowledge to people, allowing them to make informed practical decisions. For more information: <http://www.nifa.usda.gov/funding/afri/afri.html>.

USDA Farm Service Agency

Microloan Program

The Farm Service Agency's (FSA) microloan program is available to agricultural producers in rural and urban areas and provides loans of up to \$35,000 on a rolling basis. Streamlined paperwork and flexible eligibility requirements accommodate new farmers and small farm operations. Larger loans are also available through FSA. Contact your local FSA office and visit <http://www.fsa.usda.gov/programs-and-services/farm-loan-programs/microloans/index> for more information.

Farm Storage Facility Loans

These loans finance new construction or refurbishment of farm storage facilities. This includes cold storage and cooling, circulating, and monitoring equipment, which can be particularly important to those growing for local fresh markets. Interested producers should contact their local FSA office and visit

http://www.fsa.usda.gov/FSA/newsReleases?area=newsroom&subject=landing&topic=pfs&newstype=prfactsheet&type=detail&item=pf_20140310_frnl_n_en_prg.html.

USDA Food and Nutrition Service

Farm to School Grants

Farm to School Grants are available to help schools source more food locally, and to provide complementary educational activities to students that emphasize food, farming, and nutrition. Schools, state and local agencies, tribal organizations, producers and producer groups, and non-

profits are eligible to apply. Planning, implementation, and support service grants are available from \$20,000 to \$100, 000. More information and resources are available at www.fns.usda.gov/farmtoschool/farm-school.

Supplemental Nutrition Assistance Program (SNAP)

As of 2014, more than 2,500 farmers' markets nationwide are set up to accept SNAP's electric benefit transfer (EBT) cards. Benefits can be used to purchase many of the foods sold at farmers' markets, including fruits and vegetables, dairy products, breads and cereals, and meat and poultry. They can also purchase seeds and plants which produce food for the household to eat. More information about SNAP benefits at farmers' markets is available from USDA here: <http://www.fns.usda.gov/ebt/learn-about-snap-benefits-farmers-markets>.

WIC Farmers' Market Nutrition Program (FMNP)

This program provides coupons for local food purchases to women, infants, and children that are eligible for WIC benefits. The coupons can be used to purchase eligible foods from farmers, farmers' markets, and roadside stands. Only farmers, farmers' markets, and roadside stands authorized by the State agency may accept and redeem FMNP coupons. Individuals who exclusively sell produce grown by someone else such as wholesale distributors, cannot be authorized to participate in the FMNP. For more information, visit: <http://www.fns.usda.gov/fmnp/overview>.

Senior Farmers' Market Nutrition Program

This program, similar to FMNP, awards grants to States, United States Territories, and federally-recognized Indian tribal governments to provide low-income seniors with coupons that can be exchanged for eligible foods (fruits, vegetables, honey, and fresh-cut herbs) at farmers' markets, roadside stands, and community supported agriculture programs. For more information, visit: <http://www.fns.usda.gov/sfmnp/overview>.

Funding Programs in Support of Other Livable Community Projects

The programs listed below are popular resources that support a variety of livability projects. The publication "Federal Resources for Sustainable Rural Communities" is a useful guide from the HUD-DOT-EPA Partnerships for Sustainable Communities that describes several additional resources:

- <http://www.sustainablecommunities.gov/partnership-resources/federal-resources-sustainable-rural-communities-guide>

National Endowment for the Arts Our Town Grants

The National Endowment for the Arts' Our Town grant program is the agency's primary creative placemaking grants program. Projects may include arts engagement, cultural planning, and design activities. The grants range from \$25,000 to \$200,000. Our Town invests in creative and innovative projects in which communities, together with their arts and design organizations and artists, seek to:

- Improve their quality of life;
- Encourage greater creative activity;
- Foster stronger community identity and a sense of place; and
- Revitalize economic development.

More information: <http://arts.gov/grants/apply-grant/grants-organizations>

EPA Brownfields Programs

- **Area-wide Planning Pilot Program:** Brownfields Area-Wide Planning is an EPA grant program which provides funding to recipients to conduct research, technical assistance and training that will result in an area-wide plan and implementation strategy for key brownfield sites, which will help inform the assessment, cleanup and reuse of brownfields properties and promote area-wide revitalization. Funding is directed to specific areas, such as a neighborhood, downtown district, local commercial corridor, or city block, affected by a single large or multiple brownfield sites. More information: http://www.epa.gov/brownfields/areawide_grants.htm.
- **Assessment Grants:** Assessment grants provide funding for a grant recipient to inventory, characterize, assess, and conduct planning and community involvement related to brownfields sites. Eligible entities may apply for \$200,000 and up to \$350,000 with a waiver. More information: http://www.epa.gov/brownfields/assessment_grants.htm.
- **Revolving Loan Fund Grants:** Revolving Loan Fund (RLF) grants provide funding for a grant recipient to capitalize a revolving loan fund and to provide subgrants to carry out cleanup activities at brownfield sites. More information is available here: <http://www.epa.gov/brownfields/rlflst.htm>.
- **Cleanup Grants:** Cleanup grants provide funding for a grant recipient to carry out cleanup activities at brownfield sites. An eligible entity may apply for up to \$200,000 per site. More information is available here: http://www.epa.gov/brownfields/cleanup_grants.htm.

Transportation Alternatives Program (TAP)

The Federal Highway Administration's TAP provides funding for programs and projects defined as transportation alternatives, including on- and off-road pedestrian and bicycle facilities, infrastructure projects for improving non-driver access to public transportation and enhanced mobility, community improvement activities, and environmental mitigation; recreational trail program projects; safe routes to school projects; and projects for planning, designing, or constructing boulevards and other roadways largely in the right-of-way of former Interstate System routes or other divided highways. In rural areas, these funds are typically allocated by state departments of transportation. For more information, visit: <http://www.fhwa.dot.gov/map21/guidance/guidetap.cfm>. For more information on Safe Routes to School projects and programs (which are eligible for funding under TAP), visit: http://www.fhwa.dot.gov/environment/safe_routes_to_school/.

Appendix G: References

USDA Know Your Farmer Know Your Food

The **Know Your Farmer, Know Your Food** initiative is a USDA-wide effort to carry out the Department's commitment to strengthening local and regional food systems. The Know Your Farmer Know Your Food website provides a "one stop shop" for resources, from grants and loans to toolkits and guidebooks, from agencies and offices across the Department. The website also contains the Know Your Farmer Know Your Food Compass Map, which shows efforts supported by USDA and other federal partners as well as related information on local and regional food systems.

- <http://www.usda.gov/wps/portal/usda/knowyourfarmer?navid=KNOWYOURFARMER>

Farmers' Markets General

USDA National Farmers Market Directory

Provides members of the public with convenient access to information about U.S. farmers' market locations, directions, operating times, product offerings, and accepted forms of payment.

- <http://search.ams.usda.gov/farmersmarkets/>

USDA's "National Farmers Market Manager Survey"

Nearly 1,300 farmers' market managers responded to this national survey conducted in 2006.

- <http://www.ams.usda.gov/AMSV1.0/getfile?dDocName=STELPRDC5077203&acct=wdmgeninfo>

USDA's "Supplemental Nutrition Assistance Program (SNAP) at Farmers Markets: A How-To Handbook"

This 2010 report from USDA describes how farmers' markets can accept SNAP benefits. SNAP is the federal government's nutritional assistance program. It was formerly known as food stamps.

- <http://www.ams.usda.gov/AMSV1.0/getfile?dDocName=STELPRDC5085298&acct=wdmgeninfo>

Appalachian Sustainable Agriculture Project's "Sharing the Harvest: A Guide to Bridging the Divide between Farmers Markets and Low-Income Shoppers."

This 2012 report from ASAP describes strategies for bridging the divide between farmers' markets and low income shoppers.

- <http://asapconnections.org/local-food-research-center/reports/>

USDA's "Connecting Local Farmers with USDA Farmers Market Nutrition Program Participants"

This 2010 report from USDA describes how providing transportation can help low-income individuals overcome barriers to accessing farmers markets.

- <http://www.ams.usda.gov/AMSV1.0/farmersmarkets>

Farmers' Markets Management

Oregon State University's "Understanding the Link Between Farmers' Market Size and Management Organization."

This report, supported by the USDA, explored internal management issues of farmers' markets and describes tools that can help make farmers' markets sustainable.

- <http://www.ams.usda.gov/AMSV1.0/getfile?dDocName=STELPRDC5071342>

Appalachian Sustainable Agriculture Project's "25 Best Practices for Farmers' Markets."

This report describes 25 best practices in the areas of management, regulations, risk management, food safety, improving vendor sales, and marketing/outreach/promotion/social media.

- <http://asapconnections.org/tools-for-farmers/hosting-a-farmers-market/farmers-market-makeover/>

Food Hubs

USDA's "Moving Food Along the Value Chain: Innovations in Regional Food Distribution"

This 2012 report from USDA examined eight case studies of food value chains and provides some practical lessons about the challenges they face and lessons learned.

<http://www.ams.usda.gov/AMSV1.0/ams.fetchTemplateData.do?template=TemplateA&navID=WholesaleandFarmersMarkets&leftNav=WholesaleandFarmersMarkets&page=FoodHubResearchReleasesBlogs&description=Food%20Hub%20Research,%20Releases,%20Blog%20Posts,%20and%20Articles>

USDA's "Regional Food Hub Resource Guide"

USDA released this primer on food hubs and the resources available to support them in 2012.

- <http://www.ams.usda.gov/AMSV1.0/getfile?dDocName=STELPRDC5097957>

Michigan State University's and Wallace Center's "State of the Food Hub – 2013 National Survey Results"

This survey of more than 100 food hubs across the United States quantifies the scope, scale, and impacts of local food hubs.

- <http://www.wallacecenter.org/resourcelibrary/state-of-the-food-hub-2013-national-survey-results>

Wholesome Wave's "Food Hub Business Assessment Toolkit"

The toolkit provides tools to assess a food hub businesses' readiness for investment.

- <http://www.wholesomewave.org/wp-content/uploads/2014/08/HFCI-Food-Hub-Business-Assessment-Toolkit.pdf>

Community Kitchens

Culinary Incubator’s Community Kitchen Database

This site provides a description and interactive map of community kitchens across the United States.

- <http://www.culinaryincubator.com/maps.php>

Community Gardens

Centers for Disease Control and Prevention’s Community Gardens Website

- <http://www.cdc.gov/healthyplaces/healthtopics/healthyfood/community.htm>

Vermont Community Garden Network’s Garden Organizer Toolkit

- <http://vcgn.org/garden-organizer-toolkit/>

Community Food Stores

Kansas State Best Practice guide for starting a community store

- http://www.ruralgrocery.org/bestpractices/What_is_a_Community_Store.pdf

Friendly City Food Coop, member owned food store in Harrisonburg, Virginia

- <http://friendlycity.coop/about-us/our-story/>
- The Community Store in Saranac Lake
<http://www.community-store.org/>

The Chequamegon Food Co-op is a member-owned corporation in Ashland, Wisconsin

- <http://www.chequamegonfoodcoop.com/co-op/about/>

Farm to School

USDA’s Farm to School Website

USDA provides information on its website about Farm to School programs and how to get one started in your community.

- <http://www.fns.usda.gov/farmtoschool/implementing-farm-school-activities>
- <http://www.fns.usda.gov/farmtoschool/farm-school>

Land Use

American Planning Association’s (APA’s) “Zoning for Urban Agriculture”

The APA in 2010 prepared an article on urban agriculture zoning in its March 2010 *Zoning Practice*.

- <https://www.planning.org/zoningpractice/2010/pdf/mar.pdf>

American Planning Association's (APA's) "Zoning for Public Markets and Street Vendors"

The APA also prepared an article on zoning for public markets in its February 2009 *Zoning Practice*.

- <https://www.planning.org/zoningpractice/2010/pdf/mar.pdf>

Other

CDC's Report "Recommended Community Strategies and Measurements to Prevent Obesity in the United States"

Report documenting strategies to implement for obesity prevention.

<http://www.cdc.gov/obesity/resources/recommendations.html>

Food Value Chains: Creating Shared Value to Enhance Marketing Success

The report provides an overview of how food value chains are initiated, structured, how they function and the business advantages and challenges of this approach.

- <http://www.ams.usda.gov/AMSv1.0/ams.fetchTemplateData.do?template=TemplateA&navID=FoodValueChainsPageWholesaleAndFarmersMarkets&rightNav1=FoodValueChainsPageWholesaleAndFarmersMarkets&topNav=&leftNav=WholesaleandFarmersMarkets&page=FoodValueChains&resultType=&acct=wdmgeninfo>

Wholesale Markets and Facility Design

Provides technical assistance and support to customers regarding the construction of new structures or the remodeling of existing ones. These facilities include wholesale market, farmers markets, public markets, and food hubs.

- <http://www.ams.usda.gov/AMSv1.0/ams.fetchTemplateData.do?template=TemplateN&navID=WholesaleandFarmersMarkets&leftNav=WholesaleandFarmersMarkets&page=WFMWholesaleMarketsandFacilityDesign&description=Wholesale%20Markets%20and%20Facility%20Design&acct=facdsgn>

Organic Agriculture

USDA is committed to helping organic agriculture grow and thrive. This is a one-stop shop with information about organic certification and USDA-wide support for organic agriculture.

- www.usda.gov/organic

Fruit and Vegetable Audits

Audits for Good Agricultural Practices and Good Handling Practices can help producers access commercial markets by verifying that fruits and vegetables are produced, packed, handled, and stored in the safest manner possible to minimize risks of microbial food safety hazards.

- <http://www.ams.usda.gov/AMSV1.0/ams.fetchTemplateData.do?template=TemplateN&page=GAPGHPAuditVerificationProgram>

USDA Certification for Small and Very Small Producers of Grass-fed Beef and Lamb

Allows small and very small-scale producers to certify that their animals meet the requirements of the grass-fed marketing claim standard, helping them differentiate themselves and communicate value to their customers.

- <http://www.ams.usda.gov/AMSV1.0/GrassFedSVS>

Local and Regional Market News

Provides reports on local and regional food outlets, providing producers and consumers with instant access to prices from farmers markets, farmers' auctions, food hubs, and direct-to-consumer sales, providing support to even the smallest farmers and producers.

- <http://www.ams.usda.gov/AMSV1.0/MarketNewsLocalRegional>

Appendix H:

Workshop Opening Speech

Carol Pynchon

Convenor and Village of Canton Trustee

June 16, 2015

June 16, 2015

My name is Carol Pynchon – I am a trustee of the Village of Canton, I serve on Village Sustainability Committee, and I’m a member of the GardenShare Board of Directors.

But my friend Jill always tells me my greatest strength and life role is to be a Connector! I am not an expert on local food issues, economic development, or place making. But I know a lot of people who are – and many of you are in this room. My interest and role here is and has been to help get you all together – to connect you in one room – to talk about making Canton a more livable, healthy, and vibrant community by building and strengthening our local food economy.

Last July – thanks to some connecting – I found myself at the St. Lawrence bookstore with GardenShare’s then director and local food systems guru Aviva Gold and St. Lawrence Sustainability Semester Director Cathy Shrady contemplating a local food technical assistance grant. They were offering technical support to develop and implement action plans promoting local food and downtown revitalization. Yeah, we thought, we really could use that!

As we all know, Canton is the county seat of St. Lawrence County, and one of the poorest counties in New York State outside New York City. We have the third highest rate of heart disease in the state, and the highest obesity level (a distinction we share with two neighboring counties). Nearly 8 percent of our North Country neighbors have diabetes, costing us \$42 million annually. In Canton, a quarter of our children are food insecure, and nearly ten percent of our households get by on less than \$10,000 per year.

While it is clear that people are having a hard time making healthy food choices, agriculture is our largest industry, for the most part represented by large dairy operations as the small dairies have either grown, or failed. Conversion to a more diversified agricultural economy has been slow, despite the fact that we have hundreds of thousands of underutilized acres in our sprawling 2,600-square-mile county. We do have vegetable producers who have developed from being primarily direct-market farmers to farmers who sell in diverse markets and whose farms support a reasonable lifestyle.

And our community boasts an amazing base of resources, organizations, programs, and stakeholders interested in developing our local food system and increasing access to healthy food choices. You were all invited to participate in this brainstorming and planning event because you represent those resources, organization, and initiatives.

You represent our Village’s new, robust, and engaged Sustainability Committee, which includes a subcommittee that focuses on issues related to food and agriculture. You are here from St. Lawrence University and SUNY Canton, Canton Central School, United Helpers, and Canton Potsdam Hospital – all strong institutions taking the lead in our community. You are here representing Cooperative Extension, which offers both farmer education based on community needs and nutrition education based on the needs of our low-income community. You are our planners and economic developers; you are farmers and producers and downtown Canton business owners. Some of us represent GardenShare, a nonprofit organization working to address hunger in our community and build a robust, equitable and environmentally sound local food system. Some of you

have been involved in North Country Grown Cooperative and other efforts to process and aggregate local farm products for market. Still others of you are, or represent, the government officials and agencies that support – and we hope fund! – our efforts.

We are together tonight – and have been working together for years – to put all those pieces together so our farmers and producers can make a living, we can all enjoy healthy, locally grown food, and our local economy can thrive.

But here's the problem, as we explained in our application for this technical assistance project: Our community understands the value of local food and agriculture to the local economy, but we have yet to reap the economic benefits we believe should be resulting. We have the pieces in place – you all know them, you *are* them – but as we sat around the coffee table just about a year ago hashing out our application, we recognized and articulated our need for help to better tie together the resources we have, identify the major missing pieces, and build a plan to bridge that gap.

That is our goal tonight and tomorrow: to share our stories and ideas and to develop action plans that will help us create a vibrant local economy built on our local food systems.

Before I introduce our technical assistance team, I'd like to recognize the steering committee for this project. These individuals, who represent the stakeholders I mentioned earlier, held several phone meetings with our team to offer them a snapshot of the issues and realities facing us here in Canton. Joining me on the steering committee are:

Patrick Ames, Executive Director of Cooperative Extension
Todd Amo, Administrator, Maplewood/United Helpers
Cindy Atkins, Director of Dining and Conference Services at St. Lawrence University
Zoe Baker, Canton Farmers Market Manager
Rainbow Crabtree, Owner of Nature's Storehouse and coordinator of the Canton Merchants Association
John Dewar, President, North Country Grown Cooperative
Gloria McAdam, Executive Director, GardenShare
Jason Pfothenauer, St. Lawrence County Planning Office
Leigh Rodriguez, Economic Development Director, Village of Canton
Lenore VanderZee, Executive Director for University Relations, SUNY Canton
Bob Washo, Producer, littleGrasse Foodworks; Chair, Canton Sustainability Committee

In addition to thanking the committee for their input and insight over the last months of planning, I'd like to thank my friends here at TAUNY for welcoming us into this wonderful community space for our gathering. To be clear, we are thrilled to have the technical expertise provided by this initiative...but it came with *no budget!* We are lucky to have a place like The TAUNY Center where groups like us can gather to talk about and contribute to the vitality of our wonderful community. Thank you, TAUNY!