1. Full name of your Program Work Team (PWT):
   Agricultural Marketing & Community Development

2. Please list names, affiliations and e-mail addresses of the PWT Co-Chairs: (With an asterisk [*], please indicate the co-chair responsible for finalizing this report.)
   Laura Biasillo, Cornell Cooperative Extension-Broome County, lw257@cornell.edu *
   Todd Schmit, Charles H. Dyson School of Applied Economics and Management, tms1@cornell.edu

3. Please identify your PWT’s activities, accomplishments, and, most importantly, outcomes and impacts over the past year.

   Our PWT went through a re-organization effort as two PWT’s merged (the Agricultural Marketing & Management PWT and the Agricultural Community & Economic Development PWT). Through this merger we have gathered more members and external stakeholders as we expanded our mission and goals for the PWT. These can be seen below in our new outlined areas of work. We have been quite active this year in several arenas, including:

   - Professional development for our members taking the shape of a trip to New York City to view various models for collaborative marketing, selling to (and through) distributors, and exploring markets for NYS food products (Note that Special Needs Funding supported this trip);
   - Collaborating with CaRDI (Community and Regional Development Institute) to develop a coordinated effort aimed at strengthening communities and regions through agriculture and food systems-based development;
   - Conducted a survey of PWT members on needs and opportunities in agricultural economic development as they related to research, extension and professional development. This survey also gathered information on specific types of professional development activities/opportunities needed as well as partnerships which should be cultivated at both the campus and external stakeholder levels. From this information the PWT was able to put together a set of tracks at the 2012 CCE Agriculture In-Service as well as start an initial strategic planning conversation among its co-chairs.
   - And holding a full day of tracks at the 2012 CCE Agriculture In-Service, averaging 25 participants per session. These sessions focused on a variety of topics relevant to our membership, including food hubs, collaborative marketing, the future of the hops industry and crafting a statewide work plan for food and agriculture systems.

   Through these activities we were able to see several concrete outcomes, namely increased stakeholder involvement and a re-energized membership dedicated to crafting a statewide work plan for the viable future of New York State agriculture and food systems. New areas of work have been defined for the PWT: Data Collection & Needs, Sharing Agricultural Information with
Communities, and Helping Mainstream Development and Agricultural Development Work Together. Associated with these have been defined opportunities for research to collaborate with university faculty, extension programming and professional development. Each of these areas of work will be taken on by a self-selected group from the PWT membership with an initial progress report at the March 22rd Program Council meeting.

In late March 2012, the Program Work Team was awarded Special Needs funding to conduct a professional development opportunity for their membership in New York City. This consisted on two intensive days of panels and tours with prospective buyers of New York State produce, meats and dairy products. The successes of this funding will be far-reaching throughout the state as well as into the future of NYS agricultural development. Below are two success stories outlining the economic impact of the trip as well as future opportunities for connections/partnerships with downstate purchasers interested in NYS products.

First story (as told by Matt LeRoux, CCE Tompkins): In March 2012 I visited NYC with a group of CCE AED’s to learn more about the demand for NYS sourced “local foods” from wholesale buyers in the city. Wholesale buyers include restaurants, distributors, and retail stores. We met with a variety of wholesale buyers and the key messages from them were:

1) The NYC consumer is asking for NYS product and perceives it to be of a higher quality.
2) Small farms marketing to wholesale channels need to provide a professional level of sorting, grading, washing, and packing in order to succeed.
3) Many wholesale buyers want a personal relationship with the farm, but the convenience of service from a distributor.

As a result of the trip, I identified three buyers in particular that seemed like a good match for our region’s producers based on, size and scale of the buyer and the factors that they described that caused them to seek out local products. I invited all 3 buyers up to Ithaca in September to meet with producers that were interested in wholesaling to NYC. The buyers and farmers would meet one evening, and then I would take the buyers on a tour of the farms the next day. Due to schedule problems, only two of the buyers came, Greene Grape Provisions and Fresh Fanatic, both are small grocery stores in Brooklyn. They came on separate dates, so each had a personal visit.

The produce buyer from Greene Grape “got it” in the sense that she understood farm pricing and was genuinely “wowed” by the quality of products that she saw on the farms. I took her to six farms. Less than 2 weeks after the visit, Greene Grape began placing orders with six of the farms they met through our work, 5 of which were included on the farm tour. Six weeks after the initial meeting, Mickey, the produce buyer, reports that they order about $100 worth of product weekly from 5 farms, with plans to expand that considerably next season.

Second story (as told by Beth McKellips, CCE Madison):
First a quick memory jog, the panel consisted of three retailers (Brooklyn Kitchen/Meat Hook, Greene Grape Provisions, and Fresh Fanatic), one local food sales consultant (Allison Bennett), and two local food distributors ( Red Rabbit and Greenmarket Co.)
First, a few qualitative highlights:

1. Greenmarket Co. (GMCo) saw the demand for local products from the retailers on the panel and developed a business relationship, delivering NYS foods to all three retailers. All three of these retailers in turn requested that GMCo make available CNY products as a result of their experience on the panel. Greene Grape Provisions was the most adamant about this and was particularly interested in purchasing produce from small scale organic family farms. This demand across three customers lead the procurement efforts of GMCo to focus on CNY and developed strong wholesale connections with multiple growers supplying this product not only to the retailers on the panel but to all GMCo clients.

2. Another fallout from the Panel was the consultancy of Allison Bennett with GMCo. Allison was brought on to help ramp up sales numbers and acquire larger supermarket and retail accounts. Given that GMCo was working with CNY farmers this only helped power further sales of CNY product.

Below are some dollar numbers representative of the economic impact that was had as a result of getting motivated and capable people together in the same room to talk about real needs, problems, and solutions for getting NYS produced food into the NYC Metropolitan market:

<table>
<thead>
<tr>
<th>Retail Panelist</th>
<th>GMCo Total Sales*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Greene Grape Provisions</td>
<td>$3,962.80</td>
</tr>
<tr>
<td>Fresh Fanatic</td>
<td>$4,365.25</td>
</tr>
<tr>
<td>Brooklyn Kitchen/Meat Hook</td>
<td>$1,218.75</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$9,546.80</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Customer Provided by Allison Bennett</th>
<th>GMCo Total Sales*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring Street Naturals</td>
<td>$3,328.05</td>
</tr>
<tr>
<td>Associated Supermarket 5th Ave, Brooklyn</td>
<td>$4,449.60</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$7,777.65</strong></td>
</tr>
</tbody>
</table>

*All numbers are approximate and may not reflect exact dollar amounts due to open accounts and continued business. Sales numbers include product from all regions not just CNY.

These numbers reflect a period of 6 months. All of these customers remain valued customers of GMCo and are interested in greater product availability, diversity, and quantity from CNY farmers and producers. Over the winter GMCo will be selling hydroponic and aquaponic produce from two CNY and one WNY greenhouse operations. I believe that these numbers only further prove the immediate and quality impact that gatherings such as the PWT Panel and field trip can have on strengthening the local food system.