

Gleanings

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2010

GLYNWOOD HARVEST AWARDS

CONNECTING COMMUNITIES
FARMERS & FOOD



THE NEW
PIONEERS OF
REGIONAL FOOD SYSTEMS:
CREATING MODELS
FOR OTHERS TO BUILD ON

GLYNWOOD

GLYNWOOD HARVEST AWARDS 2010

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*Special thanks
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chefs.....*

for their delicious,
locally sourced food

Chef Jimmy Carbone,
Jimmy's No. 43,
New York City

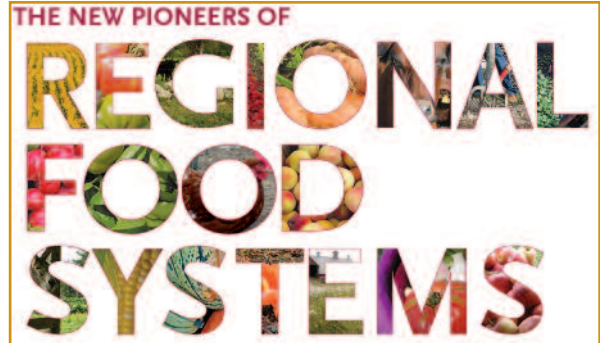
Chef Mary Cleaver,
*The Cleaver Co. and
the Green Table,*
New York City

Chef Heather Carlucci-
Rodriguez,
Print Restaurant,
New York City

Chef Charles Rodriguez,
Print Restaurant,
New York City

Chef Matthew Weingarten,
Inside Park at St. Bart's,
New York City

Since 2003, the GLYNWOOD HARVEST AWARDS have honored farmers, organizations, and businesses across the United States that demonstrate vision and leadership in promoting sustainable agriculture and regional food systems in their communities.



In presenting the Harvest Awards, Glynwood's goal is to highlight innovative work being done to increase access to fresh, locally produced food, to recognize these regional leaders and to inspire others to take action in their own communities.

In the eight years since the creation of the Harvest Awards, the selection committee has seen a continuing increase in the scope, sophistication and innovation of the nominees' work. This year we saw a trend toward efforts designed to encourage the financial viability of farmers by helping to connect them to new and larger markets, access credit, and integrate food-related initiatives with health – especially children's health.

Additionally, this year's winners have not only been successful in their regions, but have created pioneering models that can inspire action in communities across the country:

- A visionary North Carolina farmer who collaborated with other livestock farmers to find niche markets for their grass-based meat products rather than convert to industrial confinement production
- A Texan whose fight against childhood obesity has led to the creation of a national model that works to change children's attitude about real food
- A program that supports regional Massachusetts farmers while providing school children of all ages with locally grown food in their cafeterias
- An organization that provides access to much needed credit for small farmers in the Northeast

*This is the **New Future for Regional Food Systems** and we salute our winners' successes.*

Glynwood's Harvest Award was designed by Founding Chairman Henry A. Jordan and is cast at a local foundry from the prototype that he carved. Henry was especially fond of the Harvest Awards program. His death earlier this year is a great loss to all who care about stewardship in American communities. He is – and will continue to be – deeply missed.



Cover: Top left - Recipe for Success Chef Barbara McKnight harvesting greens for a cooking demo with the students. Top middle - Part of the UMass campaign to bring local foods to campus. Top right - Kate Kerivan of Bug Hill Farm, Ashfield, MA received a loan from the Carrot Project to expand her business; she makes fruit cordials from her blueberries. Middle: Jeremiah Jones pasture raises heritage breed pigs on his farm in Beulaville, NC. Bottom: Beautiful display of locally sourced foods at the Harvest Awards Forum in NYC.

The Harvest Awards were celebrated on a crisp and sunny autumn weekend... on Glynwood Farm



The awards were formally presented at a reception at Glynwood on Sunday, October 17, following our annual community celebration of the harvest season. Winners and friends of Glynwood then enjoyed an intimate dinner of local foods while sharing stories about the state of agriculture in their home regions and how their successes have positively impacted their local communities.



and in New York City



Top left photos - Scenes from Glynwood farm at the Community Harvest Celebration. Above: Harvest Award recipients Jeremiah Jones, GrassRoots Pork Co.; Kelly Erwin, Massachusetts Farm to School Project; Dorothy Suput, The Carrot Project and Gracie Cavnar, Recipe for Success Foundation with Judith LaBelle, President of Glynwood on left and Chip Allemann, Chairman of the Board, Glynwood on right.

On Monday the Harvest Award winners headed to Manhattan where they spoke about their work and its implications in a public, panel-style forum at the 92YTRIBECA; the panel discussion was followed by a cocktail reception featuring locally produced wine and foods prepared by top New York City chefs who feature locally sourced products on their menus. There, guests had the opportunity to mingle with and speak one-on-one with the winners.

To hear an audio of the Monday panel discussion, visit [www.glynwood.org/ publications&multimedia](http://www.glynwood.org/publications&multimedia)



Top left: Harvest Award recipients along with Judith LaBelle of Glynwood engage in a panel discussion about Regional Food Systems at 92Y Tribeca in New York City. Bottom left: Chef Matthew Weingarten served guests his Fall Foliage, a composed salad of local vegetables with chestnut pesto and local honey. Bottom right: New Yorkers gathered to hear the Harvest Award winners speak about the state of local agriculture.

GLYNWOOD HARVEST FARMER AWARD

JEREMIAH JONES, GRASSROOTS PORK COMPANY, BEULAVILLE, NC

Jeremiah Jones gained his passion for raising hogs by helping his uncle. But by the time Jeremiah graduated from college and was ready to begin farming, industry consolidation—the shift to confinement systems—and lack of markets for independent producers had eliminated most of the outdoor production in North Carolina.

Jeremiah had two options: he could sell the pastured hogs that he had raised so carefully to the cull market, receiving a price that did not reflect their quality, or he could sell to the only national meat processor and distributor that would buy pasture-raised hogs in his area. Jeremiah agreed to raise hogs for this company. But after only two years, the company abruptly pulled out of NC, leaving Jeremiah and the other pastured hog producers with no marketing or distribution outlets.

What were they to do with the hogs that were ready for a market that had disappeared? The small numbers of animals made it hard to find a new market. And even if they could find a buyer, how would the individual farmers get their products to that market.

With assistance from the NC Cooperative Extension, Jeremiah and his fellow pasture-raised pork producers decided to start a marketing cooperative – the NC Natural Hog Growers Association. Jeremiah became the President, a demanding role that he fills with no compensation in spite of the fact that he is a full-time farmer himself.

But this hard work has paid off. Jeremiah and his fellow producers have been able to remain profitable while continuing to practice sustainable and humane agriculture. Jeremiah and the Association essentially created their own niche market for sustainably raised animals during a period of intense concentration in the hog industry. Fortunately, at the same time, more and more consumers were becoming interested in pasture-raised pork. Jeremiah and the Association decided to appeal to these consumers by building a reputation for raising quality hogs in a humane and sustainable manner.

They chose Animal Welfare Approved (AWA) as their production standard. AWA certification is required for all farmers in the Association. Jeremiah helps producers who are interested in AWA certification go through its rigorous yet practical certification process; he also helps them access better breeding stock.

Through the Association's efforts to centralize distribution and cut down on travel time, these farmers are able to actually farm rather than spending valuable time marketing their hogs. The Association has also given member farmers automatic access to niche markets, the support of farmers following the same high standards, a chance to increase on-farm income and the ability to pursue a livelihood they love. In fact, the Association is



Jeremiah Jones and his dog Cotton take a rest from tending his farm in North Carolina.

working to attract more farmers to keep up with the ever-increasing consumer demand for its high welfare, pastured hogs raised by NC family farmers.

In its nomination letter, the NC Cooperative Extension Program stated that Jeremiah's "involvement and leadership in agriculture is a testament of how local farmers can have an impact that extends far beyond their own fences."

"No one farmer can handle any one of our markets...By pulling together as a group we can better market our hogs and help farmers stay on the farm and be farmers."



THE GLYNWOOD HARVEST AWARD FOR CONNECTING COMMUNITIES, FARMERS AND FOOD

KELLY ERWIN, DIRECTOR , MASSACHUSETTS FARM TO SCHOOL PROJECT, AMHERST MA

The Director of Nutrition Services for Lawrence Public Schools wrote that “The school food landscape in our state is being revolutionized, and [Kelly Erwin] has a leading role...She has worked for the better part of a decade to facilitate sustainable purchasing relationships between Massachusetts schools and Massachusetts farmers.”

Kelly launched the statewide Massachusetts Farm to School Project in 2004. She has brought a diverse range of stakeholders to the table – the agricultural community, buy local campaigns, school food service association members, politicians, environmentalists, economic development professionals and the health care community – encouraging them to be partners and collaborators in a positive movement for change.

The moment that catalyzed Kelly to create the Project came when she attended a food vendor trade show for school service directors and saw firsthand how badly students need fresh local foods on their lunch trays. She realized that farmers and school service directors could be natural allies since they both face financial pressures, lack of status in their communities and a need for new solutions.

In recognition of her accomplishments, Kelly has been asked to work on policy on the state and regional levels. As the Massachusetts representative to the NE steering committee of the National Farm to School Network, she worked closely with the state legislature as it drafted and passed a law favoring local food purchasing by state agencies and schools at all levels. Currently Kelly is a member of the statewide Food Policy Alliance and the advisory group to the New England Governor’s Commission on Land Protection.

So what has resulted from all of this activity and community-building? A recently completed survey found that during the



2009-2010 academic year schools and colleges representing more than half of the students in Massachusetts stated that they preferentially purchased locally grown food: 95 farms sold directly to school customers, including 194 school districts serving 522,000 children, 54 colleges and 23 private schools. Several hospitals and a preschool consortium have recently begun working with the Project, and corporate food service management companies are also responding to consumer demand that they include local foods in their business models.

“A sustainable farm to school relationship is one that is profitable for farmers, affordable for schools and healthy for students.”

The colleague who nominated Kelly concluded that: “Kelly Erwin has said that her long term goal is to be part of changing the food system in the northeast, bringing growers and consumers into greater interdependence for all of our benefit...she should be recognized for her determination, integrity and success.”

The state Commissioner of Agriculture and folks from the Massachusetts Dairy Promotion Council toured the facility at the University of Massachusetts dining commons and talked about the local dairy farm crisis. UMass is a leader in farm to school, currently purchasing 25% of its food from local farms. Harvest Award winner Kelly Erwin is pictured fourth from right.



MA Farm to School Staff preparing a special mailing to school Food Service Directors for Harvest Week.



“Dan the Corn Man” speaks to students about local food during Massachusetts’ Harvest for Students Week.

THE GLYNWOOD GOOD FOOD FOR HEALTH HARVEST AWARD

GRACIE CAVNAR, FOUNDER AND CEO, RECIPE FOR SUCCESS FOUNDATION, HOUSTON TX

In 2005, after having researched the childhood obesity epidemic for ten years, Gracie Cavnar sprang into action. She knew that a bad diet was the primary culprit and was angered by the magnitude of the junk food marketing dollars being directed at America's youth. She knew she had to beat the marketers at their own game – by fighting marketing with marketing and by making healthy food fun and appealing to kids – more appealing than junk food.

Gracie created the Recipe for Success Foundation to translate research into action by changing the way kids understand, appreciate and eat their food. The program reaches out to elementary school children because research indicates that weight patterns and food attitudes are set for life by age eleven. In the beginning Gracie taught all of the classes herself, introducing children to fresh food from seed to plate.

Then she introduced the kids to local celebrity chefs who help make gardening and cooking “cool”. Houston's finest chefs responded to her call. Now, five years later, 60 continue to volunteer their time month after month. They inspire children with tactics that engage them by using all five senses to create healthy food that tastes every bit as good as junk food. Gracie's passion has inspired an entire community – a large one – to work together in this epic battle against childhood obesity.

And it is working! Kids used to existing on French fries and chocolate milk are trying, even liking, veggies they would never even touch before. Parents report that their children want to start gardens, help cook at home and are reaching for healthier options without coaxing. In fact, the program has been so successful and original in its design and execution that Gracie served as an advisor to the First Lady's task force for the 'Let's Move! Initiative', which aims to eliminate childhood obesity in a

generation. Both the Department of Agriculture and the Department of Education have selected Recipe for Success Foundation's Seed-to-Plate Nutrition Education™ as a best practice and have asked Gracie to take it to national scale as soon as possible.

Inspired by her Chefs in Schools program, White House Chef Sam Kass recently launched a national call to action for “Chefs Move to Schools” and suggested that his colleagues look to Gracie for guidance. Gracie was ready, since she designed her programming from the beginning to be replicable and adaptable to each school's resources.

Now Gracie is co-producing a television show for kids with PBS and writing a series of

“I have dedicated my life to helping America's children make healthier choices by connecting them to their food beginning with the seed. To me, this is not a battle, it's a war and one I am determined to help win. Our children's very lives depend on it.”



Top: Houston Chef Robert Del Grande teaches students how to make simple, delicious recipes with fresh food. Middle: Students learn how to grow food from seeds with R4S director of gardens Sharon Siehl. Bottom Left: Gracie Cavnar and Houston Chefs who participate in the program attended First Lady Michelle Obama's summit to announce her “Let's Move!” initiative to fight childhood obesity. Bottom Right: Grade school kids learn how to make make veggie “spaghetti” from red beets.

cookbooks called “Eat It? Food Adventures.” She is also planning to create a 100-acre urban farm in the shadow of Houston's downtown skyline. Hope Farms will provide fresh, affordable produce for the food-insecure, jobs and micro business opportunities for urban youth, community farm plots for organic entrepreneurs, field trips for children of all ages and a fully functioning nutrition education center.



THE GLYNWOOD HARVEST AWARD FOR THE WAVE OF THE FUTURE

DOROTHY SUPUT, DIRECTOR, THE CARROT PROJECT, SOMERVILLE, MA

In 2009, the USDA Economic Research Service found that access to financing persists as the chief obstacle for farm start-ups. Several other recent studies confirm the need for additional financing for beginning, expanding and transitioning farms.

The report “Are Northeast Farmers in a Financing Fix?” found that 25 per cent of small farmers who sought financing were unable to secure it. The dominant agricultural lenders in the northeast – Farm Credit and the USDA Farm Services Agency – do offer credit, but neither adequately serves farm operators that are start-ups, expanding, have unique business models or have inadequate collateral or credit history. The Social Investment Forum has pointed out that although socially responsible investing grew to \$2.71 trillion in 2008, little of this was directed at agriculture.

The Carrot Project addresses this problem by creating, testing and operating financing programs that support profitable, sustainable farm businesses that are unable to find traditional financing. It partners with and leverages the assets of community-based lenders, socially responsible investors, farm support organizations and farmers.

The Carrot Project began its work four years ago by undertaking the Farmers’ Financing Needs Assessment, which has helped guide the Project’s work. In January 2009 it established its first revolving loan fund from \$150,000 in donations and investments. The Strolling of the Heifers Microloan Fund for New England Farmers provides loans of up to \$15,000 for projects that improve small farmers operations and increase their incomes or meet emergency needs. Loans are available to farms that use sustainable or organic methods (or are moving toward them), are selling at least a portion of their products to local markets, are producing on 250 or fewer acres, and have gross revenue of \$250,000 or less.

“We start with the farmer and design a financial program that fits their specific needs. One of the more creative things we do—and we are one of the only places in the country that does this—is work with socially responsible investors who are interested in working with agriculture in their region.”

This year the Project created a partnership with Coastal Enterprises to form the Maine Farm Business Loan Fund, which provides loans of up to \$35,000 to farm and farm-related businesses. Since Coastal Enterprises is a Community Development Financial Institution, it will serve as a model for other CDFIs around the country, which generally have not made agricultural loans.

The Carrot Project is poised to launch the Greater Berkshire Sustainable Agriculture Fund to serve smaller farmers in that area. The majority of these farms are emerging businesses such as CSAs, diversified animal operations or operations producing on-farm, valued-added products.

Lee Straw, a fifth generation Maine farmer, wrote in support of the Carrot Project’s nomination: “When I was unable to obtain the financing I needed to repair the roof on my barn, the Carrot Project’s assistance was invaluable. As a result of the loan they facilitated, I’ve met increased market demand for eggs and the loan has contributed to my ability to weather the recent increased prices for feed and fuel and the economic downturn. This year, my farm sustained heavy damage from a spring wind storm and The Carrot Project stepped in to facilitate an emergency loan...I now anticipate that I will be eligible for traditional financing in the future.”



Director Dorothy Suput with farmer Lee Straw in front of his barn that was repaired with a loan obtained through TCP.

Do you know...

A POTENTIAL HARVEST AWARD WINNER?

Our Call for Nominations process for the 2011 Harvest Awards will begin in early 2011 in an effort to reach even more innovators and leaders in this important arena. We welcome nominations of farmers, organizations, and businesses across the United States that support sustainable agriculture and regional food systems.

To receive an update when this year's information and application is available, email harvestawards@glynwood.org or call (845) 265-3338.

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Virginia Clarke, Coordinator, Sustainable Agricultural and Food Systems Funders, CA	Fred Kirschenmann, Ph.D., Leopold Center for Sustainable Agriculture, Iowa State, IA; President, Stone Barns Center, NY	August Schumacher, Jr., Consultant, Washington, DC
Michael W. Hamm, Ph.D., C.S. Mott Professor of Sustainable Agriculture, Michigan State University, MI	Judith LaBelle, President, Glynwood, NY	Mary Jo Straub, 2009 Farmer Harvest Award Winner, MI
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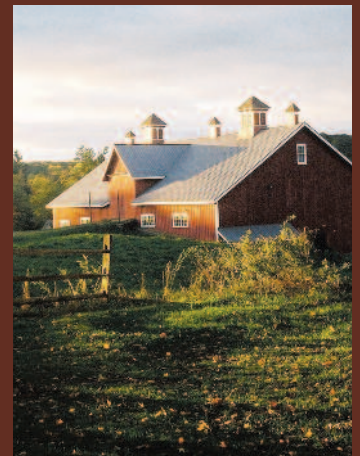
GLYNWOOD

P.O. BOX 157 COLD SPRING, NEW YORK 10516
TEL 845-265-3338 FAX 845-265-3391
www.glynwood.org

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GLYNWOOD'S MISSION

Glynwood's mission is to help communities save farming. Located in the Hudson Valley and operating its own sustainably managed farm, Glynwood's unique niche is to empower communities to support farming and conserve farmland through its community programs, public education and leadership in environmentally sustainable agriculture. Major Glynwood programs include Keep Farming™ and the Slaughterhouse Initiative, which launched the first USDA licensed modular, mobile slaughterhouse in the US in April 2010 in the Hudson Valley.