



**Laura Biasillo, CCE Broome County**  
 Laura focuses on increasing marketing channels for producers, creating education programs to help farmers develop new skills and technologies, and facilitating farmland protection. She has experience with farm to school, agritourism & CSA.



**Paul Loomis, NOFA NY**  
 Paul serves small & mid-sized certified organic, and organic practicing farms, offering educational programming through technical assistance, on farm events, and conferences. He also co-owns Growing Family Farms, 6-acre vegetable farm in Rochester.



**Daniel Eggert, Harris Seeds**  
 Daniel is the brand manager for Harris Seeds Organic and is on the ASTA organic working group. He speaks with growers of all sizes and helps recommend varieties and growing techniques while managing and creating content for online marketing and catalog.



**Miriam Boateng, CCE Dutchess**  
 Miriam is a Taste NY, Todd Hill educator. She coordinates programs for small and medium size farmers in business development, digital agriculture and marketing.



**Tanya Moyer, Mulligan Creek Acres**  
 Tanya raises purebred Berkshire pigs, Jacob lambs, chickens, laying hens, and turkeys. She worked for the Northeast Livestock Processing Service Company from 2005-2017, and serves as a Beginning Women Farmer/Holistic Management mentor.



**Violet Stone, Cornell Small Farms Program**  
 Violet launched the Baskets to Pallets project in 2014 to support small and medium sized producers seeking entry to intermediated channels such as food hubs, groceries, schools and cooperatives. She is also the NY State SARE Coordinator and familiar with grant opps.



**Katharhy G., President & Co-Founder | Kallamp** (ka-jham-pah)  
 Katharhy has worked with urban farmers for both the Urban Agro-ecological Center & Carbon Sponge. As an agroecosystem R&E, farmer and instructor, he creates trusting atmospheres where farmers' agricultural & ethnoscience knowledge have great value.



**Kim Vallejo, NYS Ag & Markets**  
 Kim's work focuses on helping NYS farmers have better access to market opportunities. She encourage diversifying revenue streams and creating products with longer shelf life and higher margins. Kim is passionate about helping small and beginning farms scale their businesses.



**Maria 'Flip' Filippi, Local Foods Program Leader & Harvest Kitchen Manager, CCE St. Lawrence County**  
 Flip is the co-owner of the veggie and herb farm, little Grasse Foodworks in Canton. At Cooperative Extension, she is the coordinator for the Master Food Preserver volunteers as well as manager of the Harvest Kitchen, a rental opportunity for food businesses in the area and a hands-on educational space.

Dawn Larson  
Elsewhere Farms LLC  
elsewherefarmsllc@gmail.com  
3031 Sand Rd. Bloomfield NY 14469  
585-943-7145

Website: Developing

About: We are starting out a permaculture nursery and creating handcrafted skin care products and soaps. We are just starting to sell, hoping to have a farm-based store by 2020 and online store sooner. We are also developing an elderberry orchard and hope to create new products using the berries.

Goals: Increase knowledge of market channels and get certifications. Assistance with raising working capital would be great.

Need Support With: Choosing and Evaluating Market Channels, Locating Buyers, Branding & Marketing (Labels, Sell Sheets), Certifications (Certified Organic, NY Grown and Certified, Certified Naturally Grown, etc), Working capital, grants

Preference for: Kim Vallejo, NYS Ag and Markets

Assigned to Kim and Laura

Jacqueline Roytman  
\*SNAP TO Grow Urban Farm  
snaptogrow@gmail.com  
550 84th st Brooklyn NY 11209  
347 794 6808

Website: Snaptogrow.com

About: Herbs, edible flowers, micro and baby greens

Goals: Guidance and advice that will help lessen the obstacles and help me be more efficient and successful with my time and expand my growing season

Need Support With: Determining Cost of Production, Pricing for wholesale, Uniformity and Consistency, Crop planning and volume, Cold Storage, Packing Shed, Handling facilities

Preference for: Daniel Eggert, Harris Seeds

Assigned to: Paul Loomis and Daniel Eggert

Linda Jones  
Catskill Cooks  
bklyn426@rocketmail.com  
383 Federal Hill Road 1, Delhi, NY 13753  
607 376-6188

Website: Catskill Cooks on Facebook.

About: I produce gluten-free baked goods. I use eggs from my chickens and I grind a signature brown rice/sorghum/teff flour mix and make my own baking powder & confectioner's sugar so everything is gluten, corn, soy & GMO free.

Goals: Expand my business from only farmers markets/summer sales to all year sales.

Need Support With: Choosing and Evaluating Market Channels, Locating Buyers, Building Relationships

with Buyers, Digital Media (Social media, websites, etc), Transportation and Delivery Infrastructure  
Preference for: Kim Vallejo, NYS Ag and Markets

**Assigned Kim and Miriam**

Christopher Wideman

Alyeska Farms

alyeskafarms@gmail.com

PO Box 31 Pittsford NY 14534

5857552594

Website: alyeskafarms.com

About: Leafy Greens, Herbs, Vegetables, Markets and several restaurants

Goals: Assistance breaking into the farm to school/farm to institution arena

Need Support With: Branding & Marketing (Labels, Sell Sheets), Certifications (Certified Organic, NY Grown and Certified, Certified Naturally Grown, etc), Pricing for wholesale

Preference for: open to working with anyone.

**Assigned: Paul Loomis & Daniel Eggert**

Mariann Johnston

\*Wintonbury Farm LLC

wintonburyfarmllc@gmail.com

33562 County Route 194, Philadelphia NY 13673

3152149853

Website: wintonburyfarmllc.com

About: fresh shiitake mushrooms, restaurants and farmstands

Goals: develop value-added/shelf-stable product; website design (desperately) and marketing

Need Support With: Choosing and Evaluating Market Channels, Branding & Marketing (Labels, Sell Sheets), Digital Media (Social media, websites, etc), NY processing license for dehydrating mushrooms, anything on other value-added or shelf-stable products

Preference for: Kim Vallejo, NYS Ag and Markets, website design assistance

**Kim and Flip**

Brandy Colebrook

Syracuse Refugee Agricultural Program

bcolebrook@syracuserise.org

302 Burt St.

3152144480

Website: www.syracuserise.org/

About: We grow specialty vegetables that are common in our participants home countries and we sell at the Regional Market, and two other market locations.

Goals: I hope to get advice on the best way to market these unique vegetables that we can then teach to our participants.

Need Support With: Choosing and Evaluating Market Channels, Locating Buyers, Building Relationships

with Buyers, Branding & Marketing (Labels, Sell Sheets), Digital Media (Social media, websites, etc), Certifications (Certified Organic, NY Grown and Certified, Certified Naturally Grown, etc), Cold Storage, Packing Shed, Handling facilities, Transportation and Delivery Infrastructure  
Preference for: Katharhy G., Carbon Sponge, Paul Loomis, NOFA NY, Tanya Moyer, Mulligan Creek Acres, Violet Stone, Cornell Small Farms Program, Kim Vallejo, NYS Ag and Markets, I don't really have a preference.

Assigned Katharhy and Violet

Carol Greenman  
Peck & Potter Farm  
cbgb21@yahoo.com  
1056 Peck St  
6076522107

Website:

About: farmers markets

Goals: we're working with another group that wants to expand to wholesale options

Need Support With: Choosing and Evaluating Market Channels, Locating Buyers, Branding & Marketing (Labels, Sell Sheets), Certifications (Certified Organic, NY Grown and Certified, Certified Naturally Grown, etc), Determining Cost of Production, Pricing for wholesale, Food Safety Requirements, Record Keeping, Transportation and Delivery Infrastructure

Preference for: Violet Stone, Cornell Small Farms Program

Assigned to Violet and Laura

Samuel Rose  
Sun Runner Farm (maybe)  
sbr8@yahoo.com  
20 Grandmour Dr  
845-663-0057

Website:

About: I currently work at Sky High Farm in Pine Plains NY. We raise pasture based chicken, turkey, beef, lamb, and pork as well as about 2 acres of non-certified organic veggies. We are a non profit farm that donates everything to regional food banks and pantries.

Goals: I am currently in the process of acquiring a 60 acre farm with an easement. I have some ideas for production and added value enterprises.

Need Support With: Choosing and Evaluating Market Channels, Locating Buyers, Determining Cost of Production, Pricing for wholesale, Uniformity and Consistency, Sizing and Grading, Crop planning and volume, Food Safety Requirements, Record Keeping, Cut Sheets, Packaging and Presentation (Livestock), Cold Storage, Packing Shed, Handling facilities, Transportation and Delivery Infrastructure, Bed and breakfast, farm to table on property, U-pick

Preference for: Maria Filippi, CCE St. Lawrence County, Tanya Moyer, Mulligan Creek Acres, Violet Stone, Cornell Small Farms Program, Kim Vallejo, NYS Ag and Markets

### Assignments: Tanya Moyer & Miriam

Susan Orellana-Clark

\*Bristol Hills Lavender and Flower Farm

susanoc3@gmail.com

8361 State Route 5 and 20, Bloomfield, NY 14469

585-978-2494

Website: [Bristolhillslavender.com](http://Bristolhillslavender.com)

About: We grow lavender and specialty cut flowers, make lavender neckwraps and candles, sell at a farmers Mkt, our roadside stand and festivals

Goals: Assistance with digital marketing/sales, shipping we have many people asking for us to sell products on line...

Need Support With: Digital Media (Social media, websites, etc), Record Keeping, Transportation and Delivery Infrastructure

Preference for: Miriam Boateng, CCE Dutchess County, Kim Vallejo, NYS Ag and Markets

### Assigned Miriam Boateng, Violet Stone

Kara Johnson

N/A (yet)

kxj8126@rit.edu

355 Caswell Road Freeville NY 13068

607-280-0368

Website:

About: I am a beginning farmer. Currently I have a small "experimental" garden out of which I give away extra produce. It includes a variety of vegetables, several flowers, and a few fruits. Someday I'll likely add livestock. However, I'm interested in exploring the ideas of selling via: u-pick, school partnership programs, a market stand, and to restaurants.

Goals: Ideally I would receive advice on how to prepare the land to start farming on. I have 80+ acres, 50% fields and 50% forest. I have almost no farming experience but am eager to learn and try! I would like assistance in determining how to best clear the ove

Need Support With: Choosing and Evaluating Market Channels, Locating Buyers, Certifications (Certified Organic, NY Grown and Certified, Certified Naturally Grown, etc), Crop planning and volume, Food Safety Requirements, Cold Storage, Packing Shed, Handling facilities

Preference for: no preference

### Assigned Paul Loomis, Laura Biasillo

Jessi Lyons

Brady Farm

jlyonsbfc@gmail.com

150 Ford Ave., Syracuse, NY 13207

315-420-4521

Website: [www.bradyfarm.org](http://www.bradyfarm.org)

About: We grow mixed vegetables and some fruit. We sell through a CSA, at an on-farm stand and the CNY Regional Market. We also have minor restaurant sales.

Goals: We need to figure out how to navigate marketing beyond the direct sales, and the next steps for wholesaling. We struggle to get into the local restaurant scene.

Need Support With: Choosing and Evaluating Market Channels, Locating Buyers, Building Relationships with Buyers, Branding & Marketing (Labels, Sell Sheets), Recruiting and Managing Labor, Pricing for wholesale, Food Safety Requirements, Record Keeping, Cold Storage, Packing Shed, Handling facilities

Preference for: Maria Filippi, CCE St. Lawrence County, Paul Loomis, NOFA NY, Violet Stone, Cornell Small Farms Program, Kim Vallejo, NYS Ag and Markets

Assigned Paul Loomis, Violet Stone

Ellen Edler

Edler Acres

edleracres@yahoo.com

5673 Arbor rd

3153331048

Website: [www.edleracres@yahoo.com](http://www.edleracres@yahoo.com)

About: Tomatoes, eggplant potatoes, not selling this year

Goals: How I branch into the markets next year. I'm interested in more wholesale and local stores, schools and farmers markets. I'm also hoping to acquire some grants for fencing and hoop houses. We have just become certified with nys grown and certified in cut

Need Support With: Locating Buyers, Building Relationships with Buyers, Pricing for wholesale, Crop planning and volume, Cut Sheets, Packaging and Presentation (Livestock), Not sure I didn't get enough in the ground this year and it was late .

Preference for: Violet Stone, Cornell Small Farms Program

Jane Yancey

Yancey's Sugarbush

janeyancey@frontier.com

7981 Long Pond Rd., Croghan, NY 13327

315-346-6356

Website:

About: Maple syrup, Maple Sugarcakes (molded maple shapes), Maple Cream & Granulated Maple Sugar - sell from our boiling shed and home, one store

Goals: some packaging and marketing advise

Need Support With: Choosing and Evaluating Market Channels, Locating Buyers, Branding & Marketing (Labels, Sell Sheets), Digital Media (Social media, websites, etc), Pricing for wholesale, Packaging

Preference for: Violet Stone, Cornell Small Farms Program

Assigned to Flip and Violet



Sarah Ficken

New Moon Farms

sarahficken@gmail.com

5533 Stockbridge Falls Road

5165095506

Website: [newmoondairy.com](http://newmoondairy.com)

About: Our commodity dairy forms the backbone of our farm operation, but we also produce beef, poultry, and fresh vegetables for direct market. Direct market currently makes up about 30% of our business and is rapidly expanding

Goals: As our direct market has grown, we have exceeded the capacity of our current delivery method and are struggling to figure out how more efficiently and cost effectively distribute product.

Need Support With: Branding & Marketing (Labels, Sell Sheets), Digital Media (Social media, websites, etc), Cut Sheets, Packaging and Presentation (Livestock), Transportation and Delivery Infrastructure

Preference for: Violet Stone, Cornell Small Farms Program, Kim Vallejo, NYS Ag and Markets

Assigned Tanya Moyer,

**BASKETS TO PALLETS EDUCATOR CONSULTANTS**

**PLAN OF ACTION**

FARMER NAME:

CONSULTANTS NAME(S):

FARMER GOALS/NEEDS:

ACTIONS	Completed?	Notes