

FAMILY FARM FESTIVAL

Sunday, September, 7 2003 12-5PM.
Epworth Camp, High Falls, NY

VENDOR APPLICATION FORM

VENDOR NAME

CONTACT PERSON

ADDRESS

PHONE

EMAIL

VENDING FEES: \$25

PLEASE CHECK THE APPROPRIATE VENDING CATEGORY

Farm/CSA Vegetables Fruits Grass Fed Meats Poultry Eggs Dairy, Cheese
 Other _____

I will be bringing food to sell I have the appropriate DOH permit/certificate to sell food products. Permit#: _____

I am bringing a farm animal for our Meet the Animals walk (Please list breed and how many)

Crafts (Please list product type, e.g. candles, clothing, etc.)

Organization/Exhibitor (Please describe)

Other (please describe)

Please describe any demonstration(s) you will be conducting using your products.

If tent space is available, I would like booth space under the main tent. I will bring my own tent.

Please include my farm/CSA in your local growers/farmers resource list.

SPECIAL NEEDS/COMMENTS:

Please mail this form along with a \$25 check made payable to Sunstone Herb Farm, 55 Sunstone Rd., Olivebridge, NY 12461 by August 1, 2003.

Remember to make a copy of this form for your records. You are responsible for providing your own booth & chairs. We will mail out confirmation information, directions & other details upon receipt of payment. This event will happen rain or shine! Thank you for making this festival a success!

Festival Contacts:

Dina Falconi: 468 County Rt. 2, Accord, NY 12404 (845) 687-8938.

Jen Prosser: 55 Sunstone Rd., Olivebridge, NY 12461. (845) 657-6059 jen@sunstoneherbs.com

www.sunstoneherbs.com/festival

SAVE
THE
DATE!

September 7, 2003 12 - 5 PM
Epworth Camp, High Falls, NY

RAIN
OR
SHINE!



Family Farm Festival



Celebrating sustainable agriculture, grassfed meats & NY family farms

Celebrity Chef Competition

Ric Orlando: New World Home Cooking
Richard Erickson: Blue Mountain Bistro
James Tamayo: Cafe Tamayo
Dan Hausberg: Hasbrouck House
Who will win? You be the judge!

BBQ by
Hickory BBQ
& Smokehouse

Guest Speakers

Jonathan White of Bobolink Dairy
Judy Pangman of Sweet Tree Farm
Polly Armour of Four Winds Farm
Slow Food USA

Crafts
Raffle
Bee Keeping
Artisanal Cheeses
Wild Fermentation
w/Sandor Katz
STORYTELLING BY
Story Laurie &
IJ McIntosh
Tracy Leavitt

KIDS CORNER

Heritage Breed Animals
Drafthorse Hayrides
Blacksmithing
Face Painting
Storytelling
Ice Cream

Vegetarian Food by
the High Falls Food Coop

Admission:

\$10 includes tasting tickets
\$5 (no tasting tickets)
Ages 12 & under free

Sponsored By:

EPWORTH CAMP & RETREAT CENTER

Skate Creek Farm * Pathfinder Farms * Skyland Farm * Valley Farmers
Westwood Metes & Bounds * Meadow Raised Meats * Emmanuel's Marketplace * High Falls Coop

Directions: From Route 213 in High Falls, go 2.3 miles south on Lucas Ave. (Rt. 1).

INFO: (845) 687-8938 or www.sunstoneherbs.com

Family Farm Festival Budget and Fundraising Proposal

TABLE of CONTENTS

1. Mission Statement
2. Recap of 2003 Festival
3. 2003 Budget
4. 2004 Budget Proposal
5. Press Packet (Press Release, Selected Clippings)

MISSION STATEMENT

The Family Farm Festival was created to promote sustainable agriculture, grass fed animal products and New York family farms. The goal of the festival is to provide an entertaining venue to educate people about the benefits of sustainable agriculture, humane and healthy animal husbandry, and farmland preservation. Another goal is to grow the festival into a self-sustaining annual event that contributes profits to sustainable agriculture projects within the community.

The festival will benefit farmers by providing access to a broader consumer base and expanding opportunities to ensure the continued survival of the local farm. The festival will also serve as a gathering place and forum for sharing ideas and networking while building community. Festival organizers envision that this one-day event will eventually become a weekend-long festival that will be a valuable regional resource and tradition in our community.

CONTACT:

Dina Falconi (845) 687-8938
Jen Prosser (845) 657-6059 www.sunstoneherbs.com/festival jen@sunstoneherbs.com

RECAP of 2003 FESTIVAL

Participation in the inaugural festival surpassed organizers' expectations in every way. Estimated attendance was at over 1,000, surpassing the turnout at other area events that took place the same weekend and drawing people from as far away as Pennsylvania, New Jersey and Connecticut. Unlike many regional festivals where participants peruse the vendors, eye the entertainment and leave, the Family Farm Festival succeeded in creating a sense of community that encouraged attendees to spend their entire afternoon at the event. A frequent comment by participants was that they wanted it to last longer.

The festival was made possible by a SARE grant obtained by Amy Kenyon of Skate Creek Farm and Meadow Raised Meats Cooperative, several donations from members of the community, and the hard work and long hours put in by the festival organizers. There was no paid advertising, promotion was limited to word of mouth, flyers, and several articles in area newspapers and targeted magazines and journals.

The attractions of the day were educational and interesting for both adults and children. A highlight of some of the days events follows:

- **CELEBRITY CHEF COMPETITION:** The Chef Competition emphasized how delicious lesser cuts of pasture raised meats can taste. Festival goers raved about the selections prepared by five area chefs. Especially appreciated and noted in feedback was the opportunity to meet the chefs in person. A benefit of the competition was that direct links were established between farmers and chefs.
- **FARM ANIMALS:** The presence of a diverse selection of heritage breed farm animals (calves, chickens, oxen, draft horses, pigs, lambs, etc.), drew interest from both adults and children. The animals and their caretakers educated festival-goers about heritage breeds and pasture-raising animals, highlighting the importance of proper animal care for meat, egg and dairy production. Festival-goers also had the opportunity meet the producers of raw milk, grass fed meat and poultry producers –establishing a connection between farmer and consumer.
- **ACTIVITIES:** The relaxed and friendly atmosphere of the event was fostered by the various activities that took place during the day: storytellers emphasized environmental and educational topics. Four guest speakers talked about a particular aspect of sustainable agriculture: grassfed meats, artisanal cheesemaking, Community Supported Agriculture, and heritage foods. Ongoing blacksmithing demonstrations were a hit for children and adults alike. There was also live bluegrass music, drafthorse educational hayrides, plenty of seating, and a diverse selection of vendors.
- **VENDORS:** One of the key responses from attendees was that the day felt “real” and “authentic.” The event was not a festival designed or set up simply to make money for producers and vendors. Festival vendors (the majority of whom were farmers or sustainable product/food producers) were required to have made at least 80 percent of the product they offered for sale. Festival goers had the opportunity to meet with several CSAs, purchase grassfed meats or learn how to order direct from the farmers. Vendors also provided information about lacto-fermentation, artisanal cheesemaking, beekeeping and cider-making.

Family Farm Festival

2003 BUDGET

	DEBIT 2003	CREDIT
EXPENSES	-1330.21*	
Site Rental (Epworth Camp, High Falls) ¹		
Tables (13 tables at \$7.50 each)	-\$98	
Tent (\$360 + \$240 plus delivery fee \$25)	-\$625	
Insurance (One-time donation by Amy Kenyon)	\$0	
Meat (\$3 per pound)	-\$750	
Paper Goods (donated by private donors)	\$0	
Festival Materials (tickets, posters, markers, etc.)	-\$22	
Shipping for Meat to Restaurants	-\$48	
Jonathan White/speakers ²	-\$217	
Hay Ride ²	-\$250	
Ira & Laurie McIntosh: Storytellers/Song ²	-\$100	
Tracy Leavitt ²	-\$100	
Music (one band which brought their own sound system) ²	-\$100	
Chef Fees (Department of Health Fees)	-\$200	
Chef Prize (One-time donation by Amy Kenyon)	\$0	
Printing (fliers, posters)**	-\$94	
Postage	-\$50	
Event Coordinators (Jen Prosser, Dina Falconi, Amy Kenyon)	-\$7,000	
INCOME		
SARE Grant ³		\$5,989
Admissions & raffle		\$3,815
Vendors		\$690
Fundraising (cash & donated materials)		\$489
TOTAL EXPENSES	-\$10,983	
TOTAL INCOME		\$10,983

*Total includes a cash amount of \$550 as well as \$780.21 of produce & ingredients purchased and donated for Epworth to generate additional income from food and dessert sales.

**does not include miscellaneous printing of forms, letters, as well as design services etc. which were donated by Jen Prosser.

¹: Epworth provided use of their facilities (Dining Hall, fields, bathroom facilities of pool house), grounds preparation (mowing, electrical set-up, assistance with main signage, bathroom prep, parking location planning), as well as providing two parking leaders, walkie talkies, & general assistance and first aid from the director during the festival. Festival staff and volunteers handled almost all day-of site preparation, including signage, moving tables, putting out extra garbage cans, etc., and all clean-up.

²: All speakers, performers, entertainment, etc. drastically reduced their usual fee to participate in the festival. Many participated at no charge to help us get the festival going.

³: The initial seed money for the festival was provided by a SARE grant obtained by Amy Kenyon of Meadow Raised Meats.

Family Farm Festival Budget Proposal 2004		
EXPENSES		DEBIT 2004
Site Rental		\$2,000
Tables (30 tables at \$7.50 each)		\$225
Tents		\$1,000
Insurance		\$500
Meat for Chef Competition (\$3 per pound)		\$1,500
Paper Goods		\$200
Festival Materials (tickets, posters, markers, etc.)		\$100
Shipping for Meat to Restaurants		\$100
Speakers		\$1,000
Hay Ride		\$500
Storytellers		\$700
Music		\$500
Chef Fees		\$200
Chef Prize		\$500
Printing (Cards, fliers, posters, forms, design services, festival directory)		\$1,500
Postage		\$200
PA System		\$200
Parking Coordinators		\$100
Event Coordinators		\$10,000
TOTAL EXPENSES		\$21,025

- It is our goal to raise the entire cost of the 2004 festival, so that proceeds from admissions, ticket sales and vendors will support the following year's festival. If there is additional surplus remaining, it will be used to fund a community sustainable agriculture project.

CONTACT: Dina Falconi (845) 687-8938
Jen Prosser (845) 657-6059
Jen@sunstoneherbs.com

FOR IMMEDIATE RELEASE
February 14, 2003

Grass-fed Meats Festival to Feature Chefs and Farmers

Jen Prosser of Ulster County, concerned about conditions in corporate factory farms and the diminishing number of family farms, was a vegetarian for many years until she learned she could buy delicious, grass-fed meat from local farms. Now she, like many others in her community, buys quarter of a cow for her freezer each fall, as well as pork, chicken and eggs. "It's important to me to know how the meat I'm eating was raised, and equally important to know I'm supporting a farmer directly with my purchase," says Jen, who will not purchase meat unless it is sustainably and locally raised.

In an effort to educate more consumers about the health benefits of grass fed meats and to connect more farmers with people interested in their products, Skate Creek Farm and Epworth Farm are co-sponsoring the first annual Grass Fed Meats Festival to be held on **September 6th 2003** at Epworth Farm in High Falls.

Chefs from around the region will take part in a competition for the best tasting dish made with grass fed beef. Visitors will have the opportunity to learn about grass fed meat production, see heritage breeds of chickens, beef, and sheep, hear about the health and environmental benefits, meet chefs from favorite restaurants, and taste samples provided by the farmers. Farmers participating in the "marketplace" will be able to promote and sell their beef and other meats to potential new customers. Also included in the day's festivities will be children's activities, hay rides & more!

The competition will feature chefs' skills in preparing some of the less well-known cuts of beef, like flank, chuck and shanks. The goal is to help educate consumers about how delicious these cuts of meat can be, and to help farmers sell them more easily.

The idea for the festival is patterned after an annual event in Hawaii, where thousands of people converge for a tasting of the islands' best grass fed beef. SARE funded the idea to hire an events coordinator to help plan and execute the day. Ulster County was chosen as the ideal location for the event, because of the large number of consumers interested in eating meat from farmers in New York State who raise their animals without antibiotics or hormones, free-ranging on grass. Over three hundred visitors are expected to attend the event.

The event coordinators are seeking vendors for the marketplace, and grass fed beef and lamb producers who would like to have their product featured in the chef competition. Please contact Dina Falconi at (845) 687-8938, or Jen Prosser at (845) 657-6059.

August 1, 2003

FOR IMMEDIATE RELEASE:

SUSTAINABLE AGRICULTURE FESTIVAL TO CELEBRATE NEW YORK FARMERS & PASTURE-RAISED MEATS

HIGH FALLS, NEW YORK Do you ever wonder where to find pasture-raised meat and poultry, eggs from free-ranging chickens, artisanal cheeses, or locally grown fruits? An upcoming festival will introduce you to the growers and farmers of locally raised foods, grassfed meat and poultry, heritage breeds and the theory behind Slow Food.

The first Family Farm Festival will be held rain or shine on September 7, 2003 from 12-5pm at Epworth Camp and Retreat Center located approximately 2 hours north of New York City in High Falls, New York. Admission to the festival is \$10 which includes Tasting Tickets for the Celebrity Chef Competition, \$5 for admission without Tasting Tickets, and free for children 12 & under.

Attendees will be able to sample delicious meals made using pasture-raised meats donated from various New York farms. These will be prepared by a selection of Hudson Valley and New York City chefs competing in the Celebrity Chef Competition, the highlight of this year's festival.

Ric Orlando, the owner of New World Home Cooking, an award-winning restaurant committed to supporting regional agriculture and "clean food" located in Saugerties, New York, was one of the first chefs to sign on to the festival. Also participating in the competition will be Cafe Tamayo of Saugerties, Blue Mountain Bistro of Woodstock, The Inn at Stone Ridge, and The Savoy of New York City. Still in the works but unconfirmed is participation by a group of students from the Culinary Institute of America. Grassfed meats have been donated by the following New York farms: Skate Creek Farm, Meadow Raised Meats, Skyland Farm, Valley Farmers and Pathfinder Farm.

Guest speakers will include Jonathan White of Bobolink Dairy who will give a demo on artisanal cheese-making, Judy Pangman of Sweet Tree Farm who will speak on grassfed meats, Polly Armour of Four Winds Farm, and Gayil Greene of Slow Food who will speak on Hudson Valley heritage foods. Other festival activities include educational draft-horse drawn hay rides, face painting, blacksmith demos, and storytelling by Tracy Leavitt, Story Laurie and IJ McIntosh. Many local artisans and food producers will be on hand to offer their products, including local honeys, cheesemakers, maple syrup, woolens, hand-turned wood products, pottery, and more. Additional food at the festival will be provided by Hickory BBQ & Smokehouse of Kingston, NY, Ronnybrook Farm & Dairy & the High Falls Food Coop who will provide vegetarian selections.

The festival has been made possible by a grant from the national Sustainable Agriculture Research and Education (SARE) program, Skate Creek Farm, Epworth Camp & Retreat Center, Emmanuel's Marketplace, High Falls Food Coop, and participating farmers.

Volunteers, vendors and sponsors are still needed. To participate or get more information, please contact Dina Falconi at (845) 687-8938 or email Jen Prosser at jen@sunstoneherbs.com or see her website: www.sunstoneherbs.com/festival.