**Christian Malsatzki**
**Title**: Agriculture Program Leader
**Organization**: Cornell Cooperative Extension of Ulster County
**Email:** cpm78@cornell.edu **Mailing Address:** 232 Plaza Rd. Kingston, NY 12401
**Who do you serve?** Beginning, small and medium farms
**How?** educational and technical advice in production, business structure and marketing, and best practices
**Why B2P Cohort**? The mid and lower Hudson Valley is seeing a steady increase in small farms, and I am always looking for new and better ways to help educate and serve our farmers.
**Questions?**

**Daniel Eggert**
**Title**: Organic Brand Manger
**Organization**: Harris Seeds Organic
**Email:** deggert@harrisseeds.com **Mailing Address:** 355 Paul Rd
**Who do you serve?** Organic Seed company that sells to professional growers, works closely with cornell, and stays on top of trends in the agricultural market.
**How?** Serve as the organic brand manager for Harris Seeds. I speak with growers of all sizes and help recommend varieties, growing techniques, manage and create content for online marketing and catalog. I am also on the ASTA organic working group.
**Why B2P Cohort**? I would like to be involved in helping smaller-medium growers explore new sales channels as well as assist in any questions that involve organic agriculture. I would also like to stay on top of and share what trends I see happening in the market.
**Questions?**

**Jason Detzel**
**Title**: Livestock Educator
**Organization**: Cornell Cooperative Extension of Ulster County
**Email:** jbd222@cornell.edu **Mailing Address:** 232 plaza road kingston ny 12401
**Who do you serve?** livestock, hay and pasture, equine
**How?** My job is to make farmers more sustainable. For some that is more money in their pocket, for some that means retaining more water after heavy rain events, and for others it means developing specific animals that compliment their resources and life goals. I also own and operate a cattle ranch in Columbia County that is transitioning from cow/ calf to stocker cattle as an experiment to find if this model can be replicated by New York's dairy farmers in an attempt to ensure their continued lively hood through agriculture.
**Why B2P Cohort**? the more I learn the more i can help others. I have been concentrating on the marketing side of farming more lately because i feel like most farmers are lacking in these skills and their implementation. I've got a lot of men and women that are great a producing food but not so good at selling it.
**Questions?**

**Kimberly Vallejo**
**Title**: Director of Outreach
**Organization**: NYS Department of Agriculture & Markets
**Email:** kimberlyj.vallejo@gmail.com **Mailing Address:** 295 Jefferson Ave, Apt. 1, Brooklyn, NY 11216
**Who do you serve?** While the department serves all farmers across the state, I work specifically with new and beginning farmers, urban farmers, seafood and aquaculture farmers as well as various food processors and manufactures located primarily within the 5 Boroughs of NYC, the Hudson Valley and Long Island. For the most part these operations are small scale, either in start up or early stages still, and looking to grow.

I also work directly with many of the service providers working with food and farm business across the state, including food safety inspectors, Cornell Cooperative Extension (Harvest NY, Nutrition & Food Venture Center), multiple land trusts and lenders, business incubators and non-profit partners who offer business development and entrepreneurial support services, logistics and aggregation support or last mile delivery.
**How?** My experience serving farmers extends through all of the program planning and policy development work I've been a part of over the past year and a half working with the Department. Since 2016 I've led a team that manages food access initiatives in the city, supports institutional procurement and school food policy and offers direct support to the various farmers market operators across the state. All of this work is done through the lens of helping to better connect NYS farmers to access to market opportunities. We're also developing new resources to better serve new and beginning farmers, and to that end myself and a colleague led a listening tour across the state to help us really understand the challenges new farm businesses face. The feedback to come out of those sessions will now directly help shape and inform new resources, programs and funding opportunities the state will offer to new and beginning farmers.

Prior to joining the Department, I managed a food business incubator in NYC, helping small scale food processors get through the early start up phases to scale production and operations. While not working directly with farmers in this role, both groups face similar challenges to business growth, and given the stability a value-add product can add to the bottom line for a farm business, I find this experience valuable in talking with farmers about diversifying revenue streams and creating products with longer shelf life and higher margins.

Lastly, I've had the opportunity to support agricultural educators and producers abroad. While completing my Masters in Public Administration at Cornell, I spent a summer working with rural, school based ag programs in Bolivia, helping them advocate for recognition by the national ministry of education. If approved, the move would certify a rural ag-based alternative model of secondary schooling as meeting the requirements of the national curriculum, thus allowing many rural indigenous groups access to tertiary education for the first time. More recently I was able to participate in my first USAID Farmer to Farmer program in Nicaragua. Through that service opportunity I worked with rural dairy and coffee farmers (as well as other entrepreneurs) to facilitate workshops on developing a brand identity and customer focused marketing strategies.
**Why B2P Cohort**? I am interested in this program for a number of reasons. First, I love working with entrepreneurs and I want to become a better practitioner myself, to really learn how to effectively scale a small farm business. Secondly, I would like this understanding to inform my work at the Department, particularly as we invest in food systems infrastructure, like food hubs. I want to be sure we're helping to lift smaller entrepreneurs to benefit, and having a more nuanced understanding of how businesses prepare for and access intermediary channels will help us plan for supplemental trainings or support services we can offer alongside our bigger build projects. Finally, I want to ensure that support reaches underrepresented groups, particularly women, immigrant farmers and farmers of color. As a bilingual Latina working with a number of urban farms and lots of intermediary channels in the largest market place in the state, I feel I have a unique opportunity and obligation to offer support in this space. As our food system continues to evolve and demand for local increases across the board, I want to contribute a lens of racial and gender equity to this industry growth and I see this professional development opportunity as a great way to ensure I have the real business and teaching skills to do so.
**Questions?** Just thanks for the opportunity to apply. Whether invited to participate or not, I look forward to seeing this cohort evolve.

**Lachele Coninx-Wiley/Miriam Boeteng**

**Title**: Taste NY Market Project Coordinator
**Organization**: Cornell Cooperative Extension Dutchess County
**Email:** lrc73@cornell.edu **Mailing Address:** 2715 Route 44, Millbrook, NY 12545
**Who do you serve?** Small farms, small - medium producers of food products (cheese, dairy, jams, jellies, sauces, beauty, coffee, tea, drinks), distributors with access to farm product and value added product sourced from NYS farms and producers.
**How?** Formerly, Co-Manager of Cold Spring Farmers Market (2003-2012);

 Buyer (2014-present) Taste NY Market at Todd Hill;

Sales & Merchandising Manager Norman Keil Nurseries (2009-2014)
**Why B2P Cohort**? To increase my exposure to small farms within the state for a greater understanding of the real issues (logistics, marketing, capital), and to connect buyers with sellers, to relay information and suggest practices for branding.
**Questions?**

**Laura Biasillo**
**Title**: Agricultural Economic Development Specialist
**Organization**: Cornell Cooperative Extension of Broome County
**Email:** lw257@cornell.edu **Mailing Address:** 840 Upper Front St
**Who do you serve?** All types of farms and food businesses who do direct marketing, wholesale (we operate two TASTE NY stores), farm to school, CSA, freezer trade, etc...
**How?** I have worked with farmers in this area of agricultural economic development for the past 12 years. That has included working with partners at the local, regional and state levels in all areas, including farm to school, agritourism, business development, CSA, etc... Recently I have started working on a project with the Farmers Market Federation of NY that is partnering with CISA (MA), VT, & MD to better understand consumer buying/shopping habits related to buy local and how farmers can change their practices to better meet that demand.
**Why B2P Cohort**? I believe this will help me expand by skills and understanding of what the opportunities are, and challenges (whether perceived or real) for farms looking to enter wholesale markets to better support the farmers and and food businesses that I work with on a regular basis.
**Questions?**

**Maria 'Flip' Filippi**
**Title**: Local Foods Program Leader & Harvest Kitchen Manager
**Organization**: Cornell Cooperative Extension of St. Lawrence County
**Email:** mpf65@cornell.edu **Mailing Address:** 2043B State Highway 68 Canton, NY 13617
**Who do you serve?** I serve both direct market producers as well as food entrepreneurs operating from our shared-use onsite kitchen.
**How?** I co-own and operate a CSA farm entering its 9th season in the area that I grew up. From this, I am intimately aware of marketing possibilities and challenges in this region. I know all the produce farmers in this region since before I joined CCE-SLC in April of 2017.

As the Local Foods Program Leader, one primary task is assisting farmers in navigating value-added production: the licensing, labeling, inspection, logistics, scale, etc. involved.

Our association is launching a project to minimally process veggies/fruits in the Harvest Kitchen to be purchased by area schools. I will serve as project manager and intermediary between the third-party processor and the 21 participating schools.

As well, I have begun working in earnest to improve direct marketing and promotional materials for St. Lawrence County producers by creating a shared library of high-quality photos and farmer bios that can then be used by CCE, the producers and community partners working in agriculture. In this way, CCE can assist in communicating the value to consumers of supporting producers in our region.

During the winter of 2017-18, I organized a full spectrum of skills development workshops for producers in this region. This slate of opportunities covered an array of topics including: sustainable farm planning, product development for food entrepreneurs, four part value-added meat series, interactive panel for caterers-mobile vendors and market strategies for retail/wholesale outlets. This diverse winter programming served our farmers and food entrepreneurs as well as helping me gauge the areas of need in the community to plan for future offerings.

**Why B2P Cohort**? I attended a B2P workshop in Lewis County this past winter. To me, the curriculum was founded on a strong basis. I like the vibe of the people involved with this project (which I read to be diligent, earnest, progressive). There is an eye towards interactive learning models and the importance of timely information on a complicated topic.

This is mutually beneficial in relation to CCE-SLC Farm-to-School processing efforts and I am a big fan of shared learning and collaborative efforts.
**Questions?** I'm glad to see that much involvement will be online. It's often challenging to partner with with the hard working, interesting folks around the state since we are so far North. The occasional travel will be no problem. Thanks for the foresight to secure

**Mariane Kiraly**
**Title**: Sr. Resource Educator
**Organization**: CCE Delaware County
**Email:** mk129@cornell.edu **Mailing Address:** 34570 State Hwy 10, Ste 2; Hamden, NY 13782
**Who do you serve?** All types of farmers in Delaware County. All are considered small farms for the most part. We have a large group of transitioning farmers from dairy to beef; commodity dairy to specialty dairy; dairy to include agritourism; sheep, goat and chicken farmers; some vegetable/small fruit/berry farmers. Last census said we had 700 farms. Composition changing to capture NYC value-added markets and local Catskill visitors/tourists.
**How?** I'm in my 22nd year at CCE and I am trying to change with the needs and commodities. I have focused my time in risk management strategies, farm start-up and transitions, farm enterprise analysis, budgets, cost/benefit partial budgets, tax management, rules and regulations.
**Why B2P Cohort**? I need to learn more on how to help farmers market their products in various ways. I am the only farm business management educator in our county with others focusing on production. The concepts in this program are what I need to learn to help farmers choose crops/products, get products to markets, develop marketing plans, learn about food trends, be able to find out more about various marketing channels, have confidence to help the many farmers that are looking for ways to be successful using the resources that they have on their farms and using their experience and skills to make changes.
**Questions?** This is a program that will help fill gaps in knowledge that many of us have and will give us the tools to extend knowledge to farmers who need to "shift gears" from commodity to specialty and from one commodity to another

**Omari Washington**
**Title**: Interim Executive Director/Program Coordinator
**Organization**: Hudson Valley Seed
**Email:** omari@hudsonvalleyseed.org **Mailing Address:** PO Box 223, Beacon, NY 12508
**Who do you serve?** We source locally grown produce for our in-school garden education program, which introduces different vegetables to students through monthly taste tests.
**How?** We have worked with Common Ground Farm and Fishkill Farms to source vegetables and fruits for our after school farm stand (Crop Shop). This year, we will aim to purchase from more local farms. Our goal is to provide produce in a convenient location and at affordable prices to our parents and community members. By having the farm stands at the schools, we hope to educate parents about other access points for free and/or affordable local food - food pantries, soup kitchens, farmers markets, community gardens.
**Why B2P Cohort**? Our organization has been successful in engaging children in nutrition education in their school gardens and classrooms, while making incremental changes in the school food programs at our schools. We would like to provide even more support for the school districts in sourcing local food and addressing other barriers to creating healthier meals for students. Given our connection to 4 school districts, we have the opportunity to increase healthy food options for more than 22,000 students in the Hudson Valley.

On a more personal note, I'm working with a group of residents on creating a food co-op in Kingston that is affordable and accessible to the entire community, with an intention on prioritizing the purchase of local/regional food as much as possible.
**Questions?** I have many questions that I'm sure will be discussed should I be picked to participate in this cohort. I look forward to hearing from you.

**Paul Loomis**
**Title**: Organic Markets Coordinator
**Organization**: NOFA-NY
**Email:** Paul@nofany.org **Mailing Address:** 260 Dunbar rd, Hilton,NY 14468
**Who do you serve?** Small and mid-sized certified organic , transitioning to organic, and organic practicing farms.
**How?** I offer educational programming through technical assistance, on farm events, and Conferences. I assist in creating tools and resources to assist NY farmers.
**Why B2P Cohort**? Gain insight training, share successes and failures in the field, assist farmers and other food supporting organizations. Evaluate new market channels
**Questions?** I attended the "Baskets to Pallets" training and few years ago and have continued incorporate the curriculum into the Winter Conference.

**Sheila Daminski**
**Title**: Grand Island Farms, Inc Secretary and Board of Directors, Grand Island Farmers Market Manager
**Organization**: Grand Island Farms, Inc
**Email:** sdaminski@gmail.com **Mailing Address:** 1743 Whitehaven Rd
**Who do you serve?** We serve everyone from small beginning farmers to those interested in supporting agriculture and even those interested in hobby farms, growing food for themselves and the community.
**How?** We host monthly educational seminars like beekeeping, seed starting, pasture management, etc. We provide a monthly winter market and weekly summer market to bring local farms products to the community. I send out newsletters and information to our group of about 50 farmers on Grand Island providing opportunities in education and events to support their farm businesses.
**Why B2P Cohort**? I would like to continue to grow in my own education of agricultural and sales opportunities and bring it back to our farms as well as our community.
**Questions?**

**Stephanie Mehlenbacher**
**Title**: Horticulture Educator
**Organization**: CCE Steuben
**Email:** sms64@cornell.edu **Mailing Address:** 3 E. Pulteney Square Bath NY 14810
**Who do you serve?** All agriculture in Steuben.
**How?** Worked with farm on innovative production practices for 11 years, GAPs education, marketing, and business development.
**Why B2P Cohort**? CCE Steuben was recently awarded a Farm to School grant and I am coordinating it. My main goal is to increase market opportunity for farms and I have been invested in that process in Steuben County for many years.
**Questions?**

**Sumaq Sysaq**
**Title**: Garden Manager and Instructor
**Organization**: City Parks Foundation
**Email:** sumaqsysaq@gmail.com **Mailing Address:** 444 8th Street
**Who do you serve?** Ag-Tech (STEM Education for High Schoolers) and Farm Training (Community Gardeners and Farmers)
**How?** Farming is a philosophical way of living. A philosophy that I grew up learning about, under the mentorship of Native American farmers. Serving other fellow farmers has been an honor and a humbling experience. Often when one becomes a professionally trained farmer, she/he starts overlooking the value of untraditionally trained farmers. An experience that I have heard from urban gardeners and farmers; and witness occurring with native American farmers. Therefore, as a farmer and instructor, I tried to create a trusting atmosphere where farmers and gardeners feel that their prior experience and knowledge have a great value. In conjunction with me, the instructor, we build a collaboration and learning environment. Together, we make possible farming either it is in urban areas or in the countryside. However, serving and working alongside farmers have been an eye-opener in the difficulties to access the marketplace. In this matter, there is a lack of training and resources for farmers to sell and sustain their farms.
**Why B2P Cohort**? During and after school, I have the fortune to visit a wide range and diverse farms in the Americas and the Middle East, places where I could appreciate their philosophy of cultivating and coexisting within the environment; however, the lack of marketplace and the cost-value of food is an issue afflicting the economy of farmers. Although this experience postulates farming as a constantly evolving and growing field, it also highlights poor farming rentability. I believe every farmer and gardener has a unique way of connecting with farming, not just as a practice of growing food. Farming is a community, in this case, a cohort where individuals with diverse backgrounds are working together to improve agriculture practices, social issues, food sovereignty/justice, sustainability, and the economy of farmers. I aspire to join the cohort because I believe that I a strong academic, professional, and personal background in farming and related fields. It is an exciting time to enrich and strength our relationship with food and the true cost of farming.
**Questions?** What is the larger picture of the cohort? What is our, the cohort, ultimate goal in food accessibility and sovereignty? Would the cohort target vulnerable groups/sectors?

**Tanya L Moyer**
**Title**: Owner
**Organization**: Mulligan Creek Acres
**Email:** mulligancreekacres@live.com **Mailing Address:** 1181 East Lykers Road, Sprakers, NY 12166
**Who do you serve?** Mulligan Creek Acres is a small sustainable farm raising purebred Berkshire pigs, Jacob lambs, chickens, laying hens, turkeys and is working on a variety of value added items. Our customer base is diverse supplying a variety of customer base including restaurants, resort, farmers markets, butcher shop and on farm sales.
**How?** I have worked with the Northeast Livestock Processing Service Company (NELPSC) since their formation in 2005 through their closing in 2017 as a Marketing and Logistics Consultant. Additionally, I have served as a Beginning Women Farmer/Holistic Management attendee and continued on as a mentor for nearly four years. At the Oneonta Farmers Market (OFM), I am elected to the Executive Committee and hold the office of Treasurer. I have held this role for over four years. The OFM is a vendor run and Executive Committee managed market. I also participate in the Pakatakan Farmers Market and am presently working to head up their Partnership Appeal donor program.
**Why B2P Cohort**? I am interested in and passionate about the support and development of small scale farmers. There are so many opportunities for individual farmers or small groups of farmers to promote their products in a different or expanded forum. Yet these end up as missed opportunities for a variety of reasons including; lack of knowledge, time/scheduling, limited funding and transportation. I believe supporting and educating farmers on navigating the myriad of marketing and logistical aspects in the development of their business can both increase their income and quality of life.
**Questions?** Thank you for this opportunity to apply. I look forward to your response.