

Hudson Valley Agribusiness Development Corporation
Annual Report 2018

HVADC

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The Hudson Valley Agribusiness Development Corporation (HVADC) is the only economic development agency in the Hudson Valley with a specific focus on the viability of the agricultural economy in the region. HVADC's charge is to enhance the agricultural sector in the Hudson Valley by assisting both new and existing agri-businesses, and supporting policies and regulations that recognize and support New York State's agricultural economy. Our services are carefully designed to promote the Hudson Valley as an attractive, viable region for agriculture and to foster growth and development of the agricultural sector through a creative program of marketing, promotion and the provision and coordination of financial and other resources.

Scope of Services

HVADC offers the following services to farms and farm-related/farm dependent businesses:

1. Technical assistance to businesses applying for funding or implementing awards from various public and private sources to include but not limited to: USDA Value Added Grant, USDA Rural Business Enterprise Grants, SBA, EDA, NYS Consolidated Funding Applications, etc.
2. Business planning services to businesses seeking to diversify production.
3. Business expansion counseling to businesses seeking to add process capacity and expand operations to make room for next generation.
4. New business referrals for site search selection opportunities to locate in the region.
5. Representation and technical support to ensure these business interests are included in NYS Regional Economic Development Councils' plans and implementation.
6. Local farm product sourcing for regional co-packers, value added processors and other regional commercial and institutional buyers.
7. Development and promotion of farm and local business sourcing to support agri/culinary-tourism and educate the community members and markets of the role local sourcing plays in economic development through the Hudson Valley Bounty Program and regional branding.

Operations and Accomplishments

In 2018, HVADC continued and expanded its primary programs: Incubator without Walls (IWW), a program designed to meet a variety of needs of current and potential agri-businesses and Hudson Valley Bounty (HVB), a project that pushes the farm-to-table agenda by encouraging the community to eat and shop local while fostering relationships between consumers, restaurants and farms. In 2018, HVADC added a new program designed to address food security in the region. FeedHV reduces hunger and

food waste through a network of food donors, volunteers and feeding agencies by facilitating the harvesting, processing and distribution of locally grown or produced agricultural products, shelf-stable food donations and prepared nutritious foods.

Incubator without Walls

Qualified businesses that are admitted into our IWW program can tap into a wide range of services to accelerate their growth and increase their chances of long-term success. These services can include: business and financial planning, value-added infrastructure services, financing and networking. For the 2018, HVADC estimated that we could assist approximately 30-35 businesses; we were able to successfully achieve our goal. Through IWW, HVADC has been able to assist 39 businesses in 2018. The various types of services we have provided are list below:

- 11 businesses with general business planning
- 18 businesses with strategic planning for growth/development
- 4 business with project planning
- 1 with grant writing assistance
- 5 with legal assistance

Hudson Valley Bounty

HVB is the region's most comprehensive local farm and food portal. The HVB website showcases a large number of food enterprises, provides refined search capabilities and in-depth details of its participants. The site is searchable by county, with interactive maps pin-pointing each farm or food business included throughout Orange, Sullivan, Ulster, Dutchess, Columbia, Rensselaer and Washington counties. Searches may also be conducted by business categories, with participants grouped according to products such as farms, wineries/vineyards, distilleries, breweries, cideries, specialty producers, farmers markets, food and beverage trails, restaurants, caterers, retail and grocery stores, or distributors/wholesalers.

Participation in HVB is free for farms and food businesses. As the region's go-to-resource for local food and farm offerings, HVB provides participants with exposure on its high-traffic website used by local consumers, tourists, chefs, farmers, wholesalers, and institutional buyers; the opportunity to be featured on HVB social media, email newsletters, and blog; as well as access to HVB curated newsletters containing information on grant and financing opportunities, training workshops, events, and opportunities to promote their business or sell their product.

FeedHV

FeedHV is a regional food rescue and harvesting network dedicated to meeting the needs of neighbors while mitigating the impacts of food waste. The concept evolved out of community dialogues with farmers, volunteers, nonprofit agencies and key stakeholders.

Through our web-based and mobile application powered by ChowMatch, FeedHV links food donors of prepared but unserved food and fresh produce (including farms, restaurants, catering services, grocery stores, hospitals, universities and more) to nonprofit organizations with food assistance programs (such as food pantries, soup kitchens and shelters) through the efforts of a network of volunteers who transport, harvest and process donated food. With this technological solution, FeedHV enhances and streamlines the good work of businesses, agencies, and organizations already doing food recovery work.

Since inception, FeedHV has moved approximately 67,600 pounds of food through 346 food runs using a volunteer network of 217 people. The network consists of 83 donors and 64 agencies in three counties to date.

HVADC Special Projects

HVADC selected a second class for our Accelerator program in October of 2018. The theme for this round is the **Food & Farm Funding Accelerator (FFFA)**, The FFFA supports the creation and growth of robust regional supply chains by providing entrepreneurs with the tools they need to be successful. This program is designed to help farmers and food entrepreneurs develop the necessary skills and materials to scale their business, build sales, and access financing sources. The FFFA is an intensive mentoring and training program for Hudson Valley farmers and food entrepreneurs seeking to scale their business, gain access to capital, and build sales. Over the course of six to eight months, participants will engage in a series of one-on-one mentoring sessions, group interaction and industry networking events to learn how to talk to investors, discover new market opportunities, and pitch to potential funders in spring 2019.

The following businesses successfully completed 2018-2019 class of the FFFA:

- **Berle Farm, Dairy Farm & Orchard, Hoosick, NY** (Rensselaer County): Beatrice Berle, owner. Berle Farm has been a certified organic dairy business producing yogurt and aged cheese in its on-farm creamery since 1997. It also sells breeding stock, steers, calves and packaged beef as well as growing a variety of vegetables, apples and other fruits, and produces maple syrup and cornmeal. A cider business is in development.
- **Battenkill Valley Farms, Agri-Tourism Destination & Market, Cambridge, NY** (Washington County): Ted Berndt, owner. Strategically located between Saratoga Spring, Manchester, VT, and Lake George, Ted is planning to further develop the property by opening a destination agri-tourism venue, including a farmers market, craft fair and craft beverage facility that would generate revenue from vendors.
- **Miracle Springs Farm, Goat Dairy, Farm and Cheese Producer Gallatin, NY** (Columbia County): Jamie Cloud & David Levine, partners. In partnership with Chaseholm Farm Creamery, Miracle Spring produces a variety of delicious cheeses. Regionally, sales are largely to wholesale customers such as restaurants, markets, cheese stores and distributors, with retail sales being made through farmers markets, farm sales, a cheese club and CSA.
- **Farmer and Baker, Bakery/Farm, Middletown, NY** (Orange County): Cristina & Carlos Garcia, partners. Cristina and Carlos had been operating a wholesale artisan bakery in New Jersey since 2005 when they decided in 2018 to create Farmer and Baker to produce the vegetables, eggs and grains needed in the bakery. With plans to move the bakery to Middletown and extend it to a fully developed food market, the couple will evolve its wholesale business to retail, and utilize the farm to grow crops and pasture animals.
- **Gray Family Farm, Diversified vegetable and livestock farm, Windsor, NY** (Orange County): Shelley Gray, owner. After 30 years of operating a successful horse boarding and training facility, Shelly and her husband are planning to expand production on Gray Family Farm. The farm currently raises poultry, vegetables, maple syrup, honey, hay and flowers, and sells beef and pork from another farmer.
- **Gopal Farm, Specialty product farm, New Paltz, NY** (Ulster County): Nimai Gupta, owner. Nimai owns and manages an organic, no-kill, biodynamic farm following the rudiments of permaculture that produces ethnic Indian vegetables, herbs, beans, grains and milk products.
- **Local Artisan Bakery, Bakery, Kingston, NY** (Ulster County): Karianna Haasch, owner. Local Artisan Bakery embraces the art of baking by using high-quality, local ingredients and baking in small, hand-crafted batches. With the motto of “new flavors every week,” the bakery offers a rotating selection of sweet and savory pastries, cakes, cookies, breads, and more.

- **JSK Cattle Company, LLC, Cattle, Pork and Poultry Farm Millbrook, NY** (Dutchess County): Jason & Heather Kading, owners. The Kadings raise pasture grazed cows, pork and poultry, selling meet and eggs through their own farm store, as well as to other farms, online and wholesale to other farm stores and restaurants.
- **Veeda Holi Hydration, Consumer Packaged Goods, Newburgh, NY** (Orange County): Jose “Jaq” Quezada, owner. Founding Veeda in 2016 as a plant based beverage company, Jaq is committed to redefining hydration for the health conscious consumer by delivering a wholesome hydration alternative that is naturally refreshing, low in carb and calories, as well rich in nutrients.
- **Phoenicia Honey Co., Consumer Packaged Goods, Mount Tremper, NY** (Ulster County): Rebecca Shim, owner. Marketing infused honey products since 2014, Rebecca is a trained chef from Brooklyn, migrated to the Hudson Valley. Since purchasing the business in 2016, she has expanded the product line to include other bee inspired products including a skincare line and beeswax candles, and distribution from markets and fairs to wholesale accounts, online and through an Etsy store.

NYS Grown & Certified Producer Grants

To assist farmers achieve NYS Grown & Certified (G&C) status, the Hudson Mohawk Resource Conservation and Development Council, Inc. (HMRC&D) and the HVADC are partnering to administer the grant program in the Capital District Region. In 2018 the New York State Department of Agriculture and Markets awarded HMRC&D \$500,000 as one of the state’s Regional Economic Development Councils (REDC) through which food producers may apply to access funding to achieve certification. HMRC&D’s REDC coverage includes Albany, Columbia, Greene, Rensselaer, Saratoga, Schenectady, Warren, and Washington counties.

The G&C producer grants will be awarded for capital projects that will enable qualified agricultural producers meet food safety standards necessary for participation in the program. Eligible agricultural producers can apply for up to 90% of their total project cost, not to exceed \$50,000. They must also provide at least 10% of the total project cost as matching support.

Compensation Schedule:

There was one employee that made over \$100,000 in 2018.