

The background of the entire page is a photograph of a rural landscape at sunset. The sky is filled with dramatic, golden and blue clouds, with the sun low on the horizon. In the foreground, there is a lush green field with a few sheep grazing. In the middle ground, a white two-story house with a porch sits on a grassy hillside, surrounded by trees. In the distance, rolling hills are visible under the colorful sky. A large, semi-transparent orange circle is positioned in the upper right quadrant, containing the CADE logo and text.

CADE

Center for
Agricultural Development
& Entrepreneurship

FISCAL YEAR
ANNUAL
REPORT
2021 - 2022

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MISSION & VISION The Center for Agricultural Development and Entrepreneurship (CADE) is a 501(c)3, not-for-profit organization, established in 1991, whose mission is to increase the number and diversity of successful farm enterprises and related businesses in upstate New York. CADE seeks to build a vibrant food system in which locally owned agricultural businesses thrive and consumers are nourished by healthy, sustainably produced food.

APPROACH

CADE works to increase the “Triple Bottom Line” of agricultural development by:

- Increasing profit margins of farm business through efficient production systems, effective marketing and distribution programs and sound business principles;
- Promoting sound environmental production practices such as low input, organic, grass-based livestock production, watershed runoff protection, and improved distribution of the lower “food-miles” thus reducing energy consumption; and
- Engendering positive social outcomes such as job creation, generational farm transition, positive connections between farmers and consumers, health benefits of local foods, and locally circulating dollars.

CULTURE

CADE is a community of agricultural entrepreneurs and specialists who value:

Sustainability

Transparency

Collaboration

Innovation

Inclusion

Dear Friends,

This was a special year for CADE—our 30 year anniversary! We kicked it off with a celebratory “Happy Birthday CADE” party and fundraiser, inviting our current and past staff and Board members, agribusiness clients, and community friends.

Since our founding in 1991, CADE has proudly worked to strengthen New York’s agricultural community and food system. To celebrate our past, and consider our future, we excitedly developed a publication, “Thirty Years, Sowing Seeds: a Retrospective”. In it, we highlighted key achievements and contributions over the years connected to larger movements within the food system in each decade.

What did we find from CADE’s work over the decades—led by staff and Board members who have come and gone, and sometimes returned? An ever present eye toward the future and what opportunities lie ahead for our agribusiness community! This “eye” has given us a readiness to innovate, think outside the box, live our values, work across the supply chain, and go to bat for small scale producers and what works for them.



We are proud that CADE is still going strong—a testimony to the continued need for our work, which is just as important now, as it was when we opened our doors 30 years ago. The innovation and values-driven agriculture and entrepreneurship that created a model of success for CADE over the last 30 years will continue to be the foundation of its success in the next 30 years to come.

It is within this context that we are proud to consider today, for example, how CADE and our community of client farmers can be part of the solution to mitigating climate change. Or how we can advance food systems equity by creating a more level playing field for entrepreneurs of all backgrounds to run a successful farm and food business.

Moreover, we look forward to another 30 years of service, especially as we move toward launching “Vision 2050: A New York State Vision for a Profitable, Regenerative, Equitable, Healthy Food System Future by 2050”—an initiative that brings together stakeholders from across New York to put forward their aspirations for a brighter tomorrow, in which we help accelerate sustainable agricultural economic development; increase food security; mitigate climate change; and create green jobs throughout the farm and food sector by 2050—ensuring NYS can fulfill its long term potential. For more information, visit our website at www.cadefarms.org/vision-2050.

Read on for more information on what CADE has been up to in the last year—our busiest yet!!

With love and solidarity,



Phoebe Schreiner,
Executive Director



CADE continued its work on a research and advocacy project aimed at defining a long-term vision for regional agricultural development that enables New York State to become a leading regional foodshed for the Northeast and a leader for a regenerative, equitable, healthy, and profitable food system by 2050.

This multi-year research and visioning project is bringing stakeholders together across the food system to ask them - “what do you want to see for New York’s future?” - and create a roadmap to get us there. Ultimately, the Vision 2050 document will become an advocacy tool to set agendas for our political leaders on shaping our future food system and strengthening agricultural development for the next generation.

Working in partnership with Cornell University’s Dyson School of Applied Economics, the Cornell Small Farms Program, and faculty from Hartwick College, Columbia University, and SUNY Cobleskill—and with input from friends from the New England Food Vision—CADE conducted Statewide focus groups with representation from nearly 100 food system leaders, farmers, investors, nutritionists, climate and racial justice leaders, economic development specialists, commodity associations, supply chain entrepreneurs among others. CADE also promoted a Statewide survey inviting farmers to identify their priorities, with representation from every agricultural county Statewide. The Vision 2050 document will be released in summer 2022.

Ultimately, the Vision is intended to help accelerate sustainable agricultural economic development; increase food security; mitigate climate change; and create green jobs throughout the farm and food sector by 2050—ensuring NYS can fulfill its long term potential.

CADE’s Executive Director continued to raise awareness about the initiative through press and public talks, including with the Cazenovia Forum (Madison County), Village Library of Cooperstown (Otsego County), and Chamber of Commerce Otsego County.

FARMLAND ACCESS

Committed to keeping New York farmland in production, CADE partners with American Farmland Trust and the Schoharie Land Trust to identify available farmland and matchmake farmland owners and seekers.

Bird's Eye View

USED GIS MAPPING to identify the totality of farm properties/parcels in Schoharie and Delaware Counties, representing **10,000** farms, to support matchmaking between farmland owners and beginning farmers

SHARED FARMLAND PARCEL DATA with respective County governments, NYS Department of Agriculture and Markets, and County Agriculture and Farmland Protection Boards to support farmland preservation, easements, and state and County planning

MATCHED 1 beginning farmer with 1 farmland owner in Delaware County

156 DIVERSIFIED ACRES preserved for production

CLIENT SPOTLIGHT:

Dan Finn, Cowbella Dairy Schoharie County

In 2021, CADE assisted Dan Finn, former owner of Bovina Valley Farm (Delaware County)—a diversified farm operation producing dairy, beef, cheese, and maple syrup—to transition his operation to a beginning farmer through promotion on nyfarmlandfinder.org.

“I got married to another farmer and we decided to consolidate our farm operations in Schoharie County. CADE helped us identify a beginning farmer to take over my farm in Bovina, Delaware County, which I invested significantly in and loved deeply, keeping it in production and ensuring we got a fair price. Thanks CADE!”

- Dan Finn, co-owner, Cowbella



FARM & FOOD BUSINESS INCUBATOR (FFBI) *AND* ACCELERATOR (FFBA)

CADE and SUNY Cobleskill's Farm and Food Business Incubator and Accelerator programs support (beginning to well-established) agribusinesses across the supply chain with a full suite of services--from incubation of new value-added products, to producer/distributor matchmaking, access to capital, market research, branding advice, producer/buyer matchmaking, and more.

MOST COMMONLY EXPRESSED NEEDS FROM INCUBATOR AND ACCELERATOR CLIENTS:

- access to capital
- land access
- market expansion
- regulatory and legal compliance
- product development
- access to processing facilities or commercial kitchens

Bird's Eye View

Clients served through 12 online educational workshops and/or webinars or 1-to-1 advising agribusinesses
beginning farmers
minority owned farms/businesses

Clients served through digital engagements

on social media (a 1200% increase from 20/21)
via website resources (a nearly 7% increase from 20/21)
via newsletters (a 41% increase in sign-ups from 20/21)
total digital engagements

446

129

46%

56,486

7,491

1,719

65,696



Bird's Eye View

As a result of CADE services, Clients reported

20

novel value-added farm products launching by 10 clients

29%

increase in product quality

90

clients advised on business plans or marketing plans, including for a new dairy coop

\$3,023,900

secured in grants (\$1.3M from USDA Value-Added Producers Grants) or loans by 13 clients showing strong investment in NYS agribusinesses, adding stability to the food supply chain and regional food system

35%

increase in business acumen

71%

reported sustaining or creating jobs for an average of 3 FTE per business

129

reported outsourcing at least some of their labor workload to consultants or contractors for an additional average of 1 FTE indirectly supported per business

CLIENT SPOTLIGHT:

Mike Parker, Sleeping Lion Farm Otsego County

Sleeping Lion Farm co-owners, Mike and Micah Parker, grew up in the Hudson Valley, and moved to Cooperstown in 2021 to pursue their dream of running a farm. CADE is assisting their grass-fed beef enterprise on specialty deli meat products, like sliced roast beef, meatballs and bone

broth concentrate. Mike is testing his products in the market this summer at various farmers markets in Westchester county and plans to scale up to sell to distributors next year.

“The FFBA program has been amazing, especially the connection to SUNY Cobleskill’s meat processing testing facility, the food safety support, and the overall encouragement.”

- Mike Parker, co-owner, Sleeping Lion Farm



CADE launched a new curriculum for dairy farmers and herd veterinarians, “A Guide to Selective Dry Cow Therapy” (SDCT) in partnership with Cornell University’s Quality Milk Production Service (QMPS) - Eastern Regional Laboratory in Cobleskill, New York, and with funding from the New York Farm Viability Institute. The guide, found at www.SDCTguideny.org, is a sound reference tool for dairy farmers, herd veterinarians, dairy industry consultants, and extension agents for implementing SDCT on dairy farms, as an alternative to the current standard practice of blanket dry cow therapy (BDCT). Implementing SDCT will advance antimicrobial stewardship and help reduce antibiotic use, which has a range of financial benefits to farmers and public health benefits for our communities.



Since the 1960s, blanket treatment of whole herds became the standard practice used by farmers and herd veterinarians to address mastitis. But overuse of antibiotics in animals and humans has resulted in the emergence of bacteria that are antibiotic resistant, reducing the effectiveness of antibiotics, thus posing a threat to public health. This initiative gives tools to dairy farmers and herd veterinarians to transition to SDCT, save money on pharmaceutical treatment costs, meet growing consumer demand for reductions in antibiotic use, and lead the nation in advancing models for antibiotic stewardship.

ANTIBIOTIC STEWARDSHIP

Bird's Eye View

- 1 instructional curriculum launched
- 2 agricultural universities adopt educational methodology with 100+ students per year
- 560 new producers accessing educational content
- 13 agricultural, public health, food safety groups cross promoted content including: Cornell University College of Veterinary Medicine, Quality Milk Production Service (QMPS), Pro Dairy, NY Farm Viability Institute (NYFVI) Selective Dry Cow Therapy Program, SUNY Cobleskill's Dairy Production and Management program, Dairy Health, Northeast Dairy Producers Association (NEDPA), American Association of Bovine Practitioners (AABP), George Washington University Antibiotic Resistance Action Center (ARAC), Natural Resources Defense Council (NRDC), Center for Food Safety, Public Interest Research Group (PIRG), and American Farmland Trust (AFT).

CLIENT SPOTLIGHT:

SUNY Cobleskill College of Agriculture and Technology

The State University of New York College of Agriculture and Technology at Cobleskill - or SUNY Cobleskill - has been a leader in hands-on learning for more than a century. Today, more 2,500 students are enrolled in 59 associate and baccalaureate degree programs in the School of Agriculture and Natural Resources and the School of Business and Liberal Arts & Sciences.

SUNY Cobleskill
GROW • SUSTAIN • RENEW



“CADE’s SDCT guide has become an integral part of SUNY Cobleskill’s Dairy Production and Management Program. To date, approximately 100 SUNY Cobleskill students have learned about SDCT practices, which includes several ‘younger generation’ dairy farmers who are embracing the new treatment protocols and have conveyed they will take the information home to their family farms.”

- Dr. Caitlin Foley, Assistant Professor, SUNY Cobleskill, Animal Science Department (Schoharie County)

To establish new markets and facilitate economic growth in sustainable agriculture, CADE is building the capacity of local institutions to purchase NY farm products, as well as farmers and local distributors to meet institutional and private sector buyer needs and demand. Our activities aim to reduce marketing costs, increase farm sales and profitability, improve farmer readiness for emerging markets and, as a result, foster greater collaboration between farmers and local food processors and distributors.



Bird's Eye View

- 17%** increase in market share
- 26%** increase in profitability
- 25%** increase in profit margin
- 3** food hubs and aggregators connected to institutional buyers
- 29** institutions and **15** farm or food businesses successfully onboarded to the digital platform, ripeCommunity (ripeio.community), leading to the procurement of local food by **26** institutions, leading to **\$7M** in local food sales, with the community economic value **3 times** that based on local dollar economic impact studies
- 93%** of product sales facilitated “locally”, with 7% “exported” at least 150 miles away

CLIENT SPOTLIGHT:

Fran Daloia, FEAST Kitchen Cayuga County



FEAST Kitchen is a novel, sustainability-focused, artisan plant-based food manufacturing business based in the Finger Lakes, is working to scale up their produce processing facility that adds value and extended shelf life to regionally-produced crops.

“By processing and freezing scaleable quantities of produce into an easy-to-use form, institutional kitchens will have greater access to regional products.

FEAST Kitchen hopes to have a significant impact on regional farms by addressing the supply chain gap and developing a pipeline from farms to institutions. With CADE’s fundraising support for food processing equipment, we will also look to reduce food waste and to incorporate green, energy efficient practices.”

- Fran Daloia, owner, FEAST Kitchen

MEDIA & PUBLIC OUTREACH

Bird's Eye View

267,102,646

15

consumers reached through CADE press unique press outlets raised the visibility of the region’s food production capacity and product quality, including:

Crane Point
DISCOVER THE ART OF PUBLISHING



The Cooperstown Crier

The Daily Star



AllOTSEGO.com

THE CADE TEAM



BOARD OF DIRECTORS:

Erin Summerlee, Food & Health Network Director, Rural Health Network of South Central New York (Board Chair)

Carlena Ficano, Ph.D., Professor of Economics & Chair, Department of Business Administration and Accounting, Hartwick College (Treasurer, Acting Secretary)

Ken Jaffe, M.D., Owner, Slope Farms LLC

Walter Riesen, Farmer and Co-owner, Star Route Farm

Judy Pangman, Community Development Director, City of Oneonta and Farmer and Co-Owner, Sweet Tree Farm

Taier Perlman, Esq., Staff Attorney, Legal Services of the Hudson Valley

Carlos Lenon Valery, Jr., Farmer and Owner, Orinoco Cattle Products & Farms

Patricia Dopazo, Director of Planned Giving, Hartwick College

Zaid Kurdieh, Farmer and Owner, Norwich Meadows Farm

Madalyn Warren, Farmer and Owner, East Branch Farms

Jim Hyland, Content Expert, Kitchen Table Consultants



STAFF



- Phoebe Schreiner**, Executive Director
Kaitlyn Sirna, Senior Program Manager
James Cagle, Senior Program Manager
Karen Fairbairn, Communications Manager
Rhiannon Wright, Program Coordinator
Wendy Hunt, Director, Finance & Administration

CONSULTANTS

- Heather Meehan, Vision 2050 Consultant
Mark Simonson, 30 Year Anniversary and Impact Consultant
Rick Lerderer-Barnes, Farmland Access Consultant
Caitlin Foley, Antibiotic Stewardship Consultant
Chelsea Cleary, ripeCommunity Outreach Consultant
Key Branding Lab, ripeCommunity Marketing Consultant
Marcia Shaw, Finance Consultant
Mostert, Manzanero & Scott, LLP
BackOffice Thinking, Salesforce Consultant
Taylor Mendell, Record Keeping program presenter
Anjali Oberoi, Financial Management program presenter
Cornell Food Venture Center, Cynthia James

VOLUNTEERS

- Emily Edmunds, Antibiotic Stewardship Intern

FINANCIAL SUMMARY

REVENUE

Private Foundations	\$241,719
Federal Funds	\$182,696
New York State Funds	\$46,516
Earned Income	\$158,013
Individual Contributions	\$7,361
Other	\$36,652
TOTAL	\$672,957

EXPENDITURES

Programs	\$576,740
Administration	\$64,082
TOTAL	\$640,822
Net Operating Revenue	\$32,135

FUNDING PARTNERS

CADE is grateful to our supporters who make our work—and impact—possible:

INDIVIDUAL DONATIONS + BUSINESS SPONSORS

Kevin Hodne	Jason Tabor	Scott Ferguson
Patricia Dopazo	Neil Carpenter	Deborah Woodham
Wendy Hunt	Shannon Finn	Cameron Dubes
Carlos Valery, Jr.	Richard Coombe	Erin Summerlee
Jorge Valery	Ashanti Williams	Taier Perlman
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Keith and Terry Fulner	George Sydlar	Anonymous
Steven Whitesell	Scott Browe	John Houshmand
Phoebe Schreiner	Wesley Gillingham	Chuck McIntosh
Kimberly O'Haver	Nicholas and Francine	Marcia Shaw
Kristin Steen	Daloia	The Otesaga Resort Hotel
Andrew Pomeroy	Kate Marsiglio	White Farm Supply
Deanna Singer	Tara Frederickson	Delaware National Bank
Myron Thurston III	Richard Brown	Open Society Institute's Matching Gift Program
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Judy Stewart Vidal	Marc Gladstone	
William Sharick	Tom and Erna Morgan	
Richard Hodgson	Ed Asselin	

FISCAL SPONSORS

Workforce Development
Schoharie Land Trust

The 607 CSA
Star Route Farm

FOUNDATIONS/EARNED INCOME



Mother Cabrini
HEALTH FOUNDATION



Sustainable Agriculture
Research & Education



The A. Lindsay & Olive B.
O'Connor Foundation

SUNY Cobleskill | INSTITUTE
RURAL VITALITY

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The Scriven Foundation



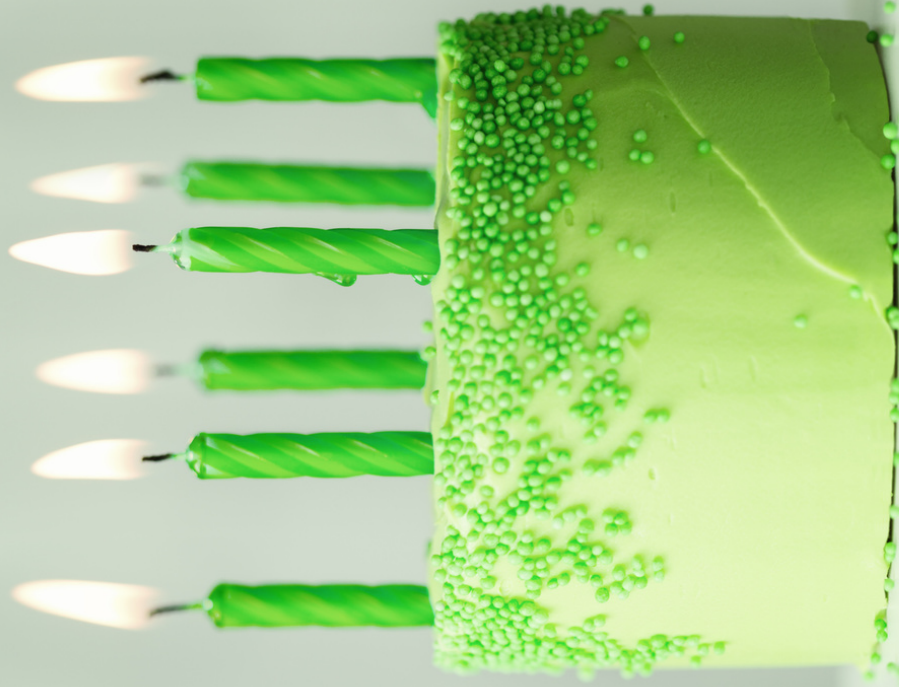
IN HONOR OF 30 YEARS

We want to acknowledge and dedicate this year's Annual Report to CADE's co-founders Kevin Hodne and Gary Turitz who established the Center for Agricultural Development & Entrepreneurship in 1991. Their desire to assist in building a thriving agricultural state is the legacy on which CADE is built.

We are excited to announce the "CADE: Sowing Seeds - Thirty Years, A Retrospective" - a look back at CADE's roots and forward to the future of the organization. The publication will be available Winter 2022.



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