1. AMCD PWT News

- **AMCD PWT creates “UPDATE”, an occasional newsletter of the AMCD PWT**
  At the February 2014 meeting of the AMCD PWT leadership team, it was decided that it would be good to produce an e-newsletter a couple of times a year to help keep members apprised of our various activities. This is the first issue of the newsletter. Please let us know what you think! Feedback should be directed to the leadership team via hmm1@cornell.edu.

- **AMCD PWT partners with FINYS**
  Farm to Institution New York State (FINYS), a project of American Farmland Trust-NY has invited the AMCD PWT to be a part of a Northeast SARE Professional Development Program pre-proposal to develop a “Farm to institution Market Readiness Training Program”. The program is designed to help producers selling or considering selling to institutional markets be prepared to do so. In addition to serving on the project advisory committee, the PWT will help support project-related outreach. The PWT is pleased to be invited to support this initiative.

- **Smart Marketing Newsletter**. The June 2014 issue of Smart Marketing is now online at Cornell’s Dyson School [website](http://example.com), along with an archive of past issues. “Smart Marketing” is a marketing newsletter for extension publication in local newsletters and for placement in local media. It reviews elements critical to successful marketing in the food and agricultural industry. If you have a “marketing” story (research or applied lessons) that would benefit others, please contact Kris Park (ksp3@cornell.edu) to discuss developing a Smart Marketing article.

- **Data Tool Development**
  A couple of resources supporting access to and use of agriculture and food systems data were debuted at the PWT track of the 2013 Agriculture and Food Systems Inservice. The tools were developed following the 2012 Agriculture and Food Systems Inservice, when PWT members identified data tools as a key need:
  - Mann Library’s [Ag and Food Data Guide](http://example.com) - A guide to finding and using data to assess, document and demonstrate the needs and impacts of agriculture and food systems.
  - The Program on Applied Demographics’ [New York Agricultural and Food System Data site](http://example.com). A website developed by PAD to share NY State specific agriculture and food systems data, including trends, maps, and graphs.
Both resources are works in progress that we hope to build on in future projects. Jeff Piestrak, Public Services Assistant with Mann Library, and Heidi Mouillesseaux-Kunzman, Senior Extension Associate with the Community and Regional Development Institute are in the process of working with partners to identify and apply for funding to support these projects, specifically, the development of a web-based platform for sharing agriculture and food systems, and developing New York-specific data-based information. Please let us know if these resources are useful to you and how they might be made more so by sharing feedback via email to Jeff Piestrak (jmp36@cornell.edu).

2. AMCD PWT Upcoming Events – Mark Your Calendar!

- **Tuesday, July 29, 2014**: AMCD PWT Virtual Brownbag Round Robin. PWT members consistently talk about the value of networking with other Ag & Food Systems development professionals. With the goal of facilitating networking opportunities, we are instituting a virtual “brownbag” networking session. Join us via WebEx during the noon hour to share what you’ve currently got going on and hear what your colleagues are up to. Stay tuned for participation instructions. For more information, contact Heidi Mouillesseaux-Kunzman at hmm1@cornell.edu.

- **September / October 2014 (date TBD)**: USDA Rural Development Funding Programs Webinar. USDA Rural Development offers a range of financing programs designed to support community and economic development. The programs target four primary areas of development (housing, utilities, business & cooperatives, and energy) and finance land & buildings, machinery & equipment, working capital, infrastructure, and training / technical support. USDA staff will provide an overview of these programs and answer your questions. More information to follow later this summer.

- **November 11-12, 2014**: Strategic Marketing Conference. Under the leadership of Bob Weybright, an Agriculture Development Specialist with CCE’s Eastern New York Commercial Horticulture program and committee members, plans for the 2014 Strategic Market Conference are well underway. This year’s conference will be on November 11-12, 2014 at the Inn on the Lake in Canandaigua. The focus of this year’s conference is on emerging markets, marketing channel differentiation, and ethnic markets. A total of seven great sessions, including a mix of panels and presentations are planned over 1.5 days. For more information, contact Bob Weybright at rw74@cornell.edu.

- **November 19, 2014**: AMCD PWT Track at Agricultural and Food Systems Inservice. Laura Biasillo (lw257@cornell.edu), Agriculture Economic Development Specialist, with CCE Broome County is providing leadership for organizing the Agricultural Marketing and Community Development Program Work Team track at the 2014 Agriculture and Food Systems Inservice,
November 18-20 at the ILR Conference Center on the Cornell campus. The track will take place on Wednesday, November 19, 2014 and will include a guest speaker, workshop and panel or presentations. Stay tuned for more information on the In-service website in August.

3. News from Campus and Communities:
   - **New report series addresses the importance of New York’s major agricultural industries to the State’s economy.** In order to define appropriate firm, industry, and public policy strategies to strengthen opportunities for economic development and improve the competitiveness of New York State's agribusiness industry, we must identify and understand the industry linkages associated with agricultural-based economic activity in the economy, and through that assess agriculture’s impact. This series of reports is intended to update and document the importance of New York’s major agricultural industries to the State’s economy.
     - The *first report* in this series provides updated baseline economic information on the current status and trends in the economic activity of New York State’s agricultural and food system (Schmit and Bills 2012).
     - The *second report* focuses on a closer inspection of inter-industry transactions to obtain a clearer picture of the structure of the NYS economy, with particular emphasis on sectors within the agricultural and food system (Schmit and Boisvert 2014).
     - The *final report* in this series provides an assessment of the overall contribution of agriculture to the New York State (NYS) economy (Schmit 2014).

- Mann Library has recently hired Ashley Downs as its new Food & Agriculture Librarian. A 2009 graduate of Cornell’s College of Agriculture and Life Sciences, she has a strong interest in sustainable agriculture and nutrition literacy and promotion, and looks forward to serving Mann Library’s on and off campus community beginning August 20, 2014.

- **Agricultural Districts, 2014 updates** available in Mann Library’s CUGIR. Mann Library CUGIR is an active online repository in the National Spatial Data Clearinghouse program. CUGIR provides geospatial data and metadata for New York State, with special emphasis on those natural features relevant to agriculture, ecology, natural resources, and human-environment interactions.

- The Community and Regional Development Institute and LEAD-NY are pleased to be partnering with American Farmland Trust-NY to pilot a new curriculum co-developed by the partners. AFT received funding to pilot the Local Agriculture, Land Use, and Leadership Development Institute curriculum in Onondaga and Madison Counties. LALULDI is “a program of study for community leaders that illustrates how to protect and promote agriculture using land use and economic development tools, and builds leadership skills to apply these tools in New York State.”

4. **Suggestions?** Please let us know your ideas for ways this newsletter and the PWT more generally can support your agriculture and food systems development work (hmm1@cornell.edu).