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Chester, Clinton, Cromwell,
Deep River, Durham, East Haddam,
East Hampton, Essex, Haddam, Kill-
ingworth, Lyme, Middlefield, Mid-
dletown, Old Lyme,
Old Saybrook, Portland, Westbrook

LOWER CONNECTICUT RIVER VALLEY REGIONAL AGRICULTURE COUNCIL

May 19, 2022

Members:

Chester: Luc Bouffard
Clinton: Richard Martin
Cromwell: John Whitney
Deep River
Durham: Warren Herzig
East Haddam:
East Hampton: -----
Essex: -----
Haddam: John Halfinger
Killingworth: Walter Adametz
Lyme: Bill Farrell
Middlefield:
Middletown:
Old Lyme:
Old Saybrook:
Portland: Alan Fenrow
Westbrook: -----

Staff:

Janice Ehle/Meyer

Guests:

Rosemary Ostfeld, Healthy PlanEat

Meeting

The meeting was a Zoom call.

1) Approval of Minutes

The meeting was called to order by John Halfinger at 7:02. A motion was made by Walter Adametz and seconded by Warren Herzig to accept the minutes from the April 19, 2022, meeting. Motion passed.

2) Public Comments

No public comments.

3) Guest to talk about doing on-line sales for local farmers.

A. Rosemary Ostfeld from Healthy PlanEat came to talk about her program. Introductions were made around.

Rosemary is the founder of an on-line marketplace, where farmers can sell food directly to customers. Rosemary showed her website and explained how farmers are a part of it and how customers access products etc. Everything on her site is either certified organic or farmers-don't use any synthetic pesticides or fertilizers.

B. A discussion followed.

C. Rosemary aggregates the customers, schedule for farmers is workable, no middlemen. Rosemary has access to wholesale customers too. Small quantities can be listed on her platform too. Pricing is set by the farmer. There are not fees to be a participant on the website. A 7% fee is charged against any products sold and a 3% fee for credit cards = 10% fee.

D. There was a discussion on how to support more brand awareness for her platform.

E. Rosemary suggested that an app would be helpful.

F. Barn2Door builds the farmers website and keeps it current, the website links to a store that is similar, customers go on to just the farmers store not a group of farmers stores. There is no marketing from Barn2door the farmer generates the customers.

G. Another way to help farmers is with their websites. Everything is online now.

4) Website – If there is a new farm that would like to be on the RAC website, please let me know.

Janice said that there are some new farms in our region that are on the NOFA site. If anyone knows of a new farm or a farm that is not listed on the knowyourfarmers.org website, please contact the farmer or let Janice know.

5) Farm Viability Grant

Time Sheet

Calendar

Application

Flyer and Poster

A. John Halfinger reminded everyone that they need to fill out the time sheets for the in-kind match for the grant.

B. John said that a calendar is now setup for the equipment use.

C. Luc is doing some work on a flyer and poster.

D. Application is pretty well set, the insurance company is working on it now.

- E. The transplanter will need to be assembled. Date for that is ?
- F. Janice explained how the calendar works. Janice will send a sample out.
- G. A press release will be sent out. Representatives from each town are to send Janice the info for their town's newspapers etc.
- H. Once the flyers are completed, they should go to market masters, towns, etc. and to be displayed in towns.
- I. There is another group that is ordering a drill – Birch Mill Farm, Cannon, CT. Janice will contact them.
- J. There was a conversation with the Land Trusts to discuss opening up more land to be farmed.
- K. Farmer application should explain that the drill can not be pulled behind a truck. The two Statues should be included in the application. On a trailer or behind a tractor locally.
- L. Links to access a trailer to transport drill – Need a deck over trailer – Drill is trailered, other two have a 3 point hitch. Jerry Witnick (Warren will contact to haul drill), Jim Lally at Schumack Construction, Clinton (Richard will call), AtoZ in North Haven, Mals

6) Old Business

- A. Janice showed where on the RiverCOG website the agenda and minutes for the RAC meetings are.

7) New Business

- A. There is a manual for the single row transplanter.

8) Adjournment

The meeting adjourned at 9:07 pm. A motion was made by Walter Adametz and seconded by Luc Bouffard. Motion passed unanimously.

The next meeting will be on Thursday, June 16, 2022, at 7:00 pm.

Respectfully submitted,
Janice Ehle/Meyer