

'Once-A-Day' Campaign Promotes Local Farm Products

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Cornell Cooperative Extension educators in Dutchess County, N.Y. have come up with a new idea for promoting local agriculture.

The "Once-a-Day Make It Local" campaign was developed by Les Hulcoop and Christine Sergent as a way to remind consumers to include local foods as a regular, year-round part of the diet.

Hulcoop and Sergent worked with Dutchess County legislators to issue a resolution on June 19, 2002 that proclaims, "Be it resolved, that the Dutchess County Legislature does hereby encourage Dutchess County residents to buy local farm products."

Sen. Hillary Rodham Clinton thinks "Once-a-Day Make It Local" is a great idea. She has used the Dutchess County resolution as a model for a resolution submitted to the U.S. Senate in August. Just like the Dutchess County resolution, Clinton's "Once-a-Day" resolution promotes local farm products. It recognizes agriculture is a major industry in the U.S., contributing \$82 billion to our gross domestic product in 2000. The resolution also states that:

- Farmers in every state produce a wide variety of local foods.
- Locally-grown, seasonal foods are fresh and wholesome, with superior taste and nutrition.
- Eating fresh foods in season is vital to a healthy diet, promotes health, and supports an active lifestyle.

• Reduced time from field to table allows farmers to harvest fully-ripened produce.

• This flavorful produce can be prepared with less fat, sugar, and salt.

• During the months of August, September, and October there is a tremendous selection of fresh, locally-grown produce.

• Local farms provide jobs, attract tourists, and re-circulate dollars into the local economy of our nation.

• Local produce can be found at many locations such as farmers' markets, community-supported agriculture farms, farm stands, local stores, and restaurants.

• If citizens of the U.S. would eat one item of local produce each day, every dollar spent on the produce would support inde-

pendent family farms that contribute to the nation's economic health.

• Finally, Dutchess County, New York, has already begun a "Once-a-Day" program to encourage local residents to buy local produce in support of their local farmers and their own health.

For more information about the Dutchess County or Senate resolution, contact Les Hulcoop or Christine Sergeant at (845) 677-8223.

For more information about community food systems, contact Jennifer Wilkins at (607) 255-2730 or visit the Community Food Systems Website at www.cals.cornell.edu/ag-foodcommunity. For more information about the Cornell Small Farms Program, contact R. David Smith, (607) 255-7286, or visit the Website at www.smallfarms.cornell.edu.

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Agency Debuts New Pear

KEARNEYSVILLE, W. Va. — A distinct blend of sugars, acids and other flavor compounds give a rich, aromatic taste to a new pear variety released by the Agricultural Research Service.

The new yellow and light-golden pear, named "Blake's Pride," was developed by horticulturist Richard Bell with the ARS Appalachian Fruit Research Station in Kearneysville, W.Va.

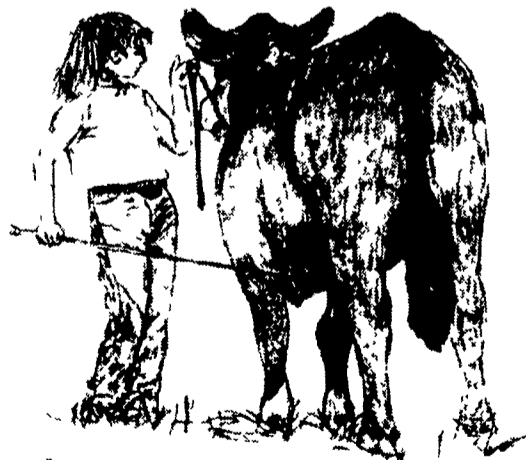
The beauty of this pear isn't just skin deep. The fruit is endowed not only with eating quality, but also with resistance to fire blight, a devastating pear disease. Caused by a bacterium native to North America, fire blight greatly limits pear production in the eastern and midwestern United States.

According to Bell, the U.S. pear industry relies heavily on just four major pear varieties, leaving much room, and demand, for new and improved alternatives. "Blake's Pride" now provides commercial pear growers and homeowners a new selection of disease-resistant pear.

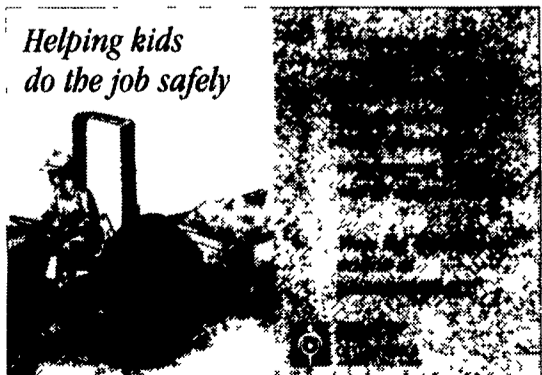
Budwood of "Blake's Pride" is available free to nurseries on request by contacting Dr. Bell through the lab's web site at: <http://afrsweb.usda.gov/DBell.htm>



Since the variety has been certified as virus-free, Bell expects a growing demand from orchardists and homeowners beginning next year.

Pears mature and are harvested from early August through early October, with varieties farther south ripening earliest. "Blake's Pride" ripens 10 to 14 days after the widely grown "Bartlett" variety. California, Oregon and Washington state together produce most of the pears harvested in the United States.




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