

LEAD New York Class 12

**Workshop : Finance, Urban Food, Global Business, LI Agriculture**  
NYC and Long Island

**Milford Plaza**  
270 W. 45<sup>th</sup> St.  
New York, NY 10036  
phone: 212-869-3600

**Best Western East End**  
1830 Route 25  
Riverhead, NY 11901  
phone: 631-369-2200

**April 6 – 10, 2008**

Program Planning Team: Justin Brown, Peter Martini, Lynn Mordas, Rob Smith, Karen Wadsworth

Session Sponsors: Farm Credit Foundation Douglas R. Sims Fund, Fallow Hollow Deer Farm (Martha Goodsell)

Goals:

1. Appreciate the impact of NYC financial institutions on food and agriculture
2. Gain travel confidence in and appreciation for NYC
3. Learn about “food in the city” – distribution, restaurants, retailers, Greenmarket
4. Learn about major issues and activities related to Long Island Agriculture
5. Learn how to work with the media

*Agenda final as of 4/2/08*

Sunday, April 6 (Dress is casual) “Travel & Culture” Day

AM Travel to NYC on your own (see travel instructions in separate letter)  
PM Arrive NYC, check in to hotel, free time to explore and get to know NYC  
EVE Dinner on your own (make plans in advance with your classmates!)

Monday, April 7 (Dress is business attire)

**Facilitator: Rob Smith**

7:00 Breakfast on your own around hotel  
8:00 **Travel to CCE-NYC offices, 16 E. 34<sup>th</sup> Street, 8<sup>th</sup> Floor**  
*Take N, Q, R or W train at Times Square south to 34<sup>th</sup> St./Herald Square (one stop) then walk east on 34<sup>th</sup> St. to CCE (Or walk entire distance, about 15 blocks)*  
8:30 **Media Training – Melissa Osgood, Keith Kobland, Beth Meyer**  
12:00 Depart for lunch  
*Walk east to Park Ave., take #6 train north to Grand Central Station. Restaurant is on east balcony of station. (Or walk entire distance, about 10 blocks)*  
12:30 Lunch - **MetraZur** – East Balcony, Grand Central Station

**Facilitator: Justin Brown**

1:30 Travel to meeting location – **Rabobank, 245 Park Ave., 37<sup>th</sup> Floor**  
*Exit Grand Central on north side, (walk through Main Concourse) following signs for Park Ave./MetLife Building, exit by Naples Restaurant, go through walkway labeled “Park Ave. East”, building is on right*  
1:45 LEAD arrives, get visitor passes at security station downstairs (bring ID!)

- 2:00 Cor Broekhuysse, **Brief welcome to Rabobank**  
 2:10 **Rabobank U.S. overview – Lynne Burns**, Head of Corporate Communications  
 2:45 **Erin FitzPatrick**, FAR Associate – Consumer Trends  
**Steve Rannekleiv**, FAR Associate – Trade Implications  
**Debbie Perkins**, FAR – Dairy Sector Trends  
 3:30 Break  
 3:45 **Glenn Durand – Farm Credit Funding Corp.**  
 4:30 **Sal Gilbertie – New Edge Group USA, LLC**  
 5:15 Adjourn; Travel to restaurant  
*Go back to Grand Central, take #6 train south to Bleeker St., walk south to Prince St., then walk west to Savoy*  
 6:00 Dinner – **Savoy, 70 Prince St, 212-219-8570 Ryan Tate, Chef de Cuisine**  
 (this is an elegant dinner, and good opportunity to practice your etiquette!)  
 (Washington DC team meet with Larry briefly following dinner)  
 9:00 Return to hotel, free time  
*Board R train heading north at Broadway & Prince St., get off at Times Square*

Tuesday, April 8 (Dress is khaki casual – lots of walking!)

**Facilitator: Lynn Mordas**

- 7:00 Depart Milford Plaza via subway for Union Square  
*At Times Square, board N, Q, R or W trains south to Union Square. Whole Foods is on the south side of Union Square*  
 7:30 **Arrive Union Square Whole Foods, Store tour** (w/headsets)  
 8:00 **Welcome/overview by Sam Fishman**, Store Manager  
 9:00 End discussion, **class on own to purchase breakfast**, eat in Cafe'  
 9:45 Depart via subway for Brooklyn, **Burrough Hall**  
*At Union Square, board the #4 or 5 train toward Brooklyn, exiting at Burrough Hall. Outside of the Burrough Hall Station, congregate on the Supreme Court steps near the greenmarket. (Court St.)*  
 10:30 Meet **Greenmarket** staff, overview, discussion – **Michael Hurwitz**, Director  
 10:45 **Bob Lewis** – Policy initiatives associated w/ Greenmarket  
 11:00 **Fred Wilklow, Wilklow Orchards** – producer perspectives  
 11:15 Walk around and visit with vendors  
 11:45 **Walk to Heifer Int'l Offices, 408 Jay St. (btwn Fulton & Willoughby)**  
*Walk east on Joralemon St., which becomes Fulton St., then turn north on Jay St.*  
 12:00 **Catered lunch at Heifer (Suite 500)** (C&C catering)  
**Facilitator: Karen Wadsworth**  
 12:50 **Aley Kent, Heifer** - Heifer's domestic work in NE  
 1:15 **Bob Lewis, NYSDAM** - talk about new wholesale market, Greenmarket  
 1:55 **Billy Doherty, Office of School Food** - discuss changes in purchasing  
 2:20 **Margrethe Horlyck-Romanovsky – Food Change**  
 2:45 **Q&A session**  
 3:15 Depart for **Added-Value Farm** Corner of Van Dyke & Otsego St. 718-855-5531  
*At the AC/F train station at Jay St./Borough Hall, pick up the B61 bus going towards Red Hook. Take the B61 to Van Dyke Street. Exit the bus and walk east on Van Dyke to end, farm is at corner of Van Dyke and Otsego St.*

- 4:00 **Ian Marvey - Tour, discussion at Value Added Farm**
- 5:30 Depart for dinner at **El Quijote, 226 W 23<sup>rd</sup> St. Btwn 7<sup>th</sup> & 8th (Chelsea)**  
*Take B61 bus back to Burrough Hall. Take C train north all the way to 23<sup>rd</sup> St. (Chelsea) Walk east on 23<sup>rd</sup> to El Quijote.*
- 7:00 **Spanish dinner at El Quijote** (Study trip team meet w/ Larry following dinner)
- 9:00 Adjourn, evening free  
*Take the C or E train north from 23<sup>rd</sup> St. to 42<sup>nd</sup> St./Port Authority*

Wednesday, April 9 (business casual) Food distribution (am) & LI Ag (pm)

**Facilitator: Peter Martini**

- 6:00 Breakfast on your own (early!) check out of hotel!
- 7:00 Travel by bus to **Hunt's Point Terminal Market** (1 hr. +/-)
- 8:00 Tours – meet with **Bob Robinson, Asst. Officer in Charge, USDA**
- 10:00 Reconvene as large group in **Board Room – Myra Gordon**
- 11:00 Board bus, **Box lunches on bus**, travel toward Riverhead  
(Reading assignment discussion on bus – *Bowling Alone*)
- 1:00 Pick up **Becky Wiseman** (class 9) at hotel, check in if possible
- 1:30 **Charlie Scheer, Half-Hollow Nursery, Inc.** (wholesale nursery)
- 3:00 **Van Bourgondien's - Greenhouse producer**
- 4:30 **Pindar Cellars – Winery Tour, discussion**
- 5:30 **Tasting**
- 6:00 **Catered dinner at winery w/ guests**
- 7:00 Brief presentations on LI ag issues – especially Farmland preservation  
**John Halsey – President and Founder, Peconic Land Trust**  
**Joe Gergela – Director, Long Island Farm Bureau**  
**Liz Brock - AFT**
- 9:00 Return and check in to hotel (Ottawa team meeting in hotel lounge)

Thursday, April 10 (Dress is business casual)

**Facilitator: Rob Smith**

- 6:30 check out, load luggage on bus
- 7:00 **Breakfast in hotel** (meeting room) – do Rob Smith's persuasive speech
- 7:30 Depart for south fork
- 8:00 **Bill Halsey, Green Thumb of Watermill, Inc.** – organic farm tour
- 9:15 **Jenn Halsey Dupree, The Milk Pail, LLC** – also **John and Amy Halsey**
- 10:15 Depart for Shinecock Inlet
- 11:00 **Bob Solo** - Commercial fishing industry (if not out fishing)
- 11:30 **Roger Tolsen – NY Seafood Industry Council**
- 12:00 **Lunch at Sunwaters Grill – Donna Solo** – wharf/restaurant owner
- 1:30 Travel back to NYC – debriefing on bus, lead by NYC Program Team
- 3:30 Drop off flyers at JFK airport
- 4:30 Arrive back at hotel in NYC, pick up vehicles, depart for home