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CONTACT: Jennifer Kowalczyk
EMAIL: jkowalczyk@mountainlake.org
PHONE: (518) 563-9770 ext 127

LOCAL NON-PROFITS AWARDED GRANT FOR FARMING EDUCATION PROJECT
Adirondack Harvest and Mountain Lake PBS Partner Together for New Documentary

Plattsburgh, NY – 10/21/2010 – The NYS Department of Agriculture and Markets has awarded Adirondack Harvest and Mountain Lake PBS a grant totaling \$47,000 to create an education project titled *Small Farm Rising: The Re-Birth of Small Farms and Revitalization of Rural America* through New York’s Specialty Crop Block Grant Program.

The *Small Farm Rising* project will focus on a new generation of farmers who are revitalizing rural communities, stimulating local economies and restoring depleted farmland. They are producing a wide variety of specialty crops, marketing them locally, and in the process, building a community that crosses age, class and social barriers. The project will consist of a documentary combined with a number of short videos for digital, new media and classroom use, and additional curriculum.

“Today’s consumer is bombarded with messages about the importance of buying local products and learning about their food sources. Meanwhile, many of New York State’s specialty crops remain a mystery to the average consumer. Partnering with Mountain Lake PBS for the *Small Farm Rising* project will allow us to highlight these issues, and show people ways they can support local agriculture,” said Laurie Davis of Adirondack Harvest.

“We’re proud to partner with Adirondack Harvest on this project. Our mission is to inform, educate, involve and entertain. This project fulfills each one of those goals.” said Alice Recore, President and CEO of Mountain Lake PBS.

The project will include educational materials and curriculum about New York specialty crops that reinforce the national “Know Your Farmer, Know Your Food” initiative. The educational short videos will be freely shared via social media and education outlets.

Mountain Lake PBS, in conjunction with the Association of Public Broadcasting Stations of New York, will make the documentary available to all of New York’s public television stations. Mountain Lake PBS will also submit the program to the National Educational Television Association for distribution to the 360 public broadcasting stations nationwide.

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About [Mountain Lake PBS](#)

Mountain Lake PBS produces high quality programs for local and worldwide audiences, reaching over 3.9 million viewers in New York, Vermont, Quebec and Ontario. The station also provides a host of education and outreach services for learners of all ages and devotes at least eight hours a day to programming for children.

Mountain Lake PBS’ mission is to celebrate and strengthen the civic and cultural life of the Mountain Lake region by providing distinctive telecommunications programs and services that inform, educate, involve and entertain.

About [Adirondack Harvest](#)

We envision a picturesque and productive working landscape connecting local farmers to their communities and regional markets.

Our goals are to increase opportunities for profitable sustainable production and sale of high quality food and agricultural products, and to expand consumer choices for locally produced healthy food.

This mission ensures the future preservation and growth of our open farmland while providing a diversity of healthy food products for consumers.