



**COUNTY OF SULLIVAN
COUNTY MANAGER'S OFFICE
SULLIVAN COUNTY GOVERNMENT CENTER
100 NORTH STREET
PO BOX 5012
MONTICELLO, NY 12701-5192**

Sullivan County Sustainability Policy Committee

**February 2, 2012 AGENDA
1:30 PM**

Committee Members:

Cindy Kurpil Gieger, Chair, Cora Edwards, Vice-Chair, Jonathan Rouis, Alan Sorensen, Kitty Vetter

Discussions:

1. Hudson Valley Produce Farms, LLC – Controlled Environment Agriculture (Mr. Kenny Jones & Mr. Bobby Massarini)
2. Discussion – Reorganization of Sustainability Policy Committee to Include Agriculture
3. SASD Monthly Report
4. Climate Action Plan Roadmap
5. Sustainable Sullivan Website/Blue Springs Energy

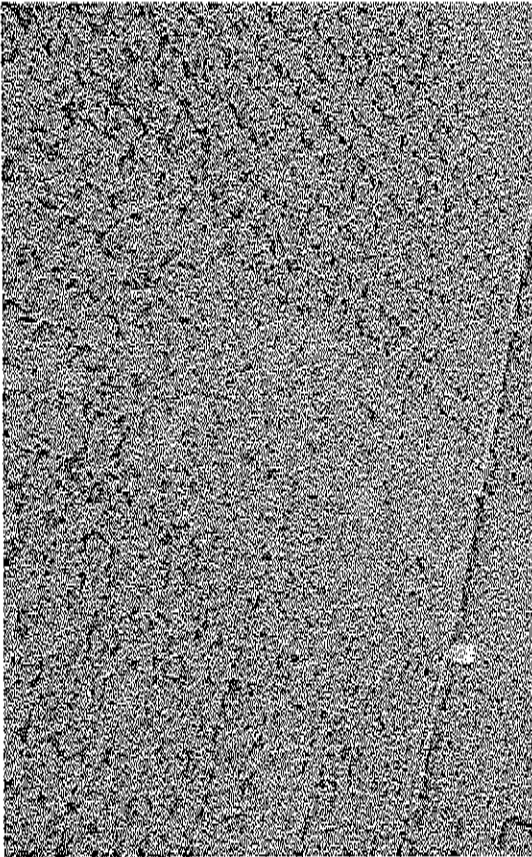
Resolutions:

Announcements:

Hudson Valley Produce Farms, LLC



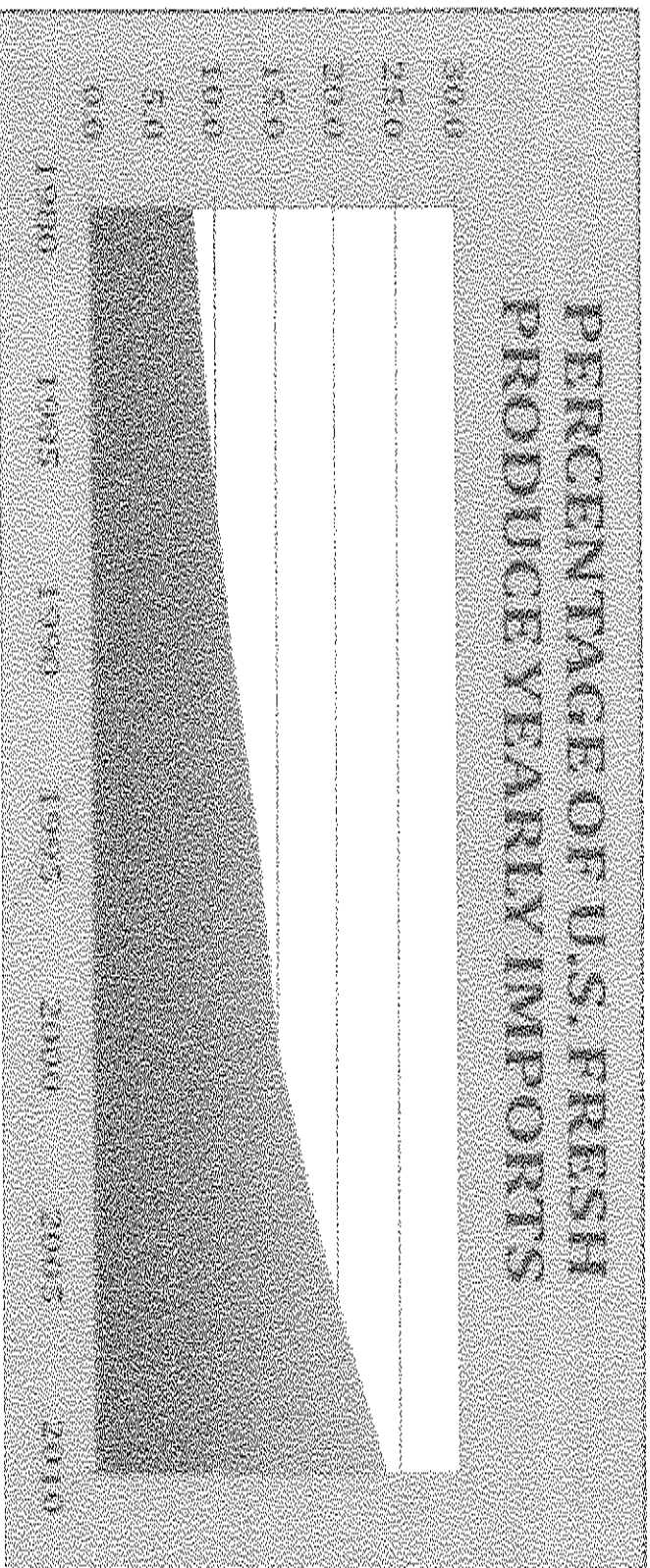
*Controlled
Environment
Agriculture*



What is CEA?

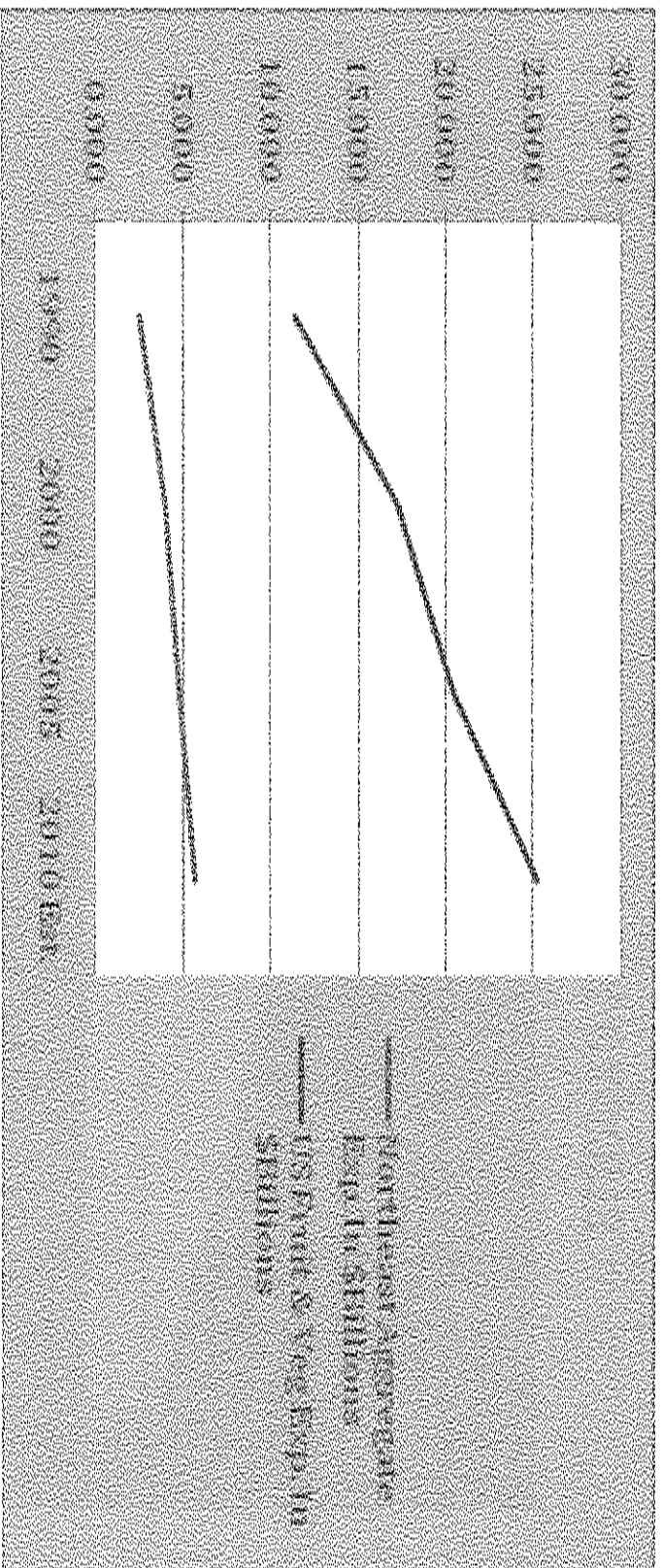
- **Controlled Environment Agriculture (CEA)**
- **Not Subject to Elements, Weather Variation**
- **Temperature, Light, Humidity, CO₂ Control**
- **Soil-less growth**
- **Pest and Disease Control**
- **Year Round Production**
- **Higher Yield and Consistent Quality**

Is there a need?



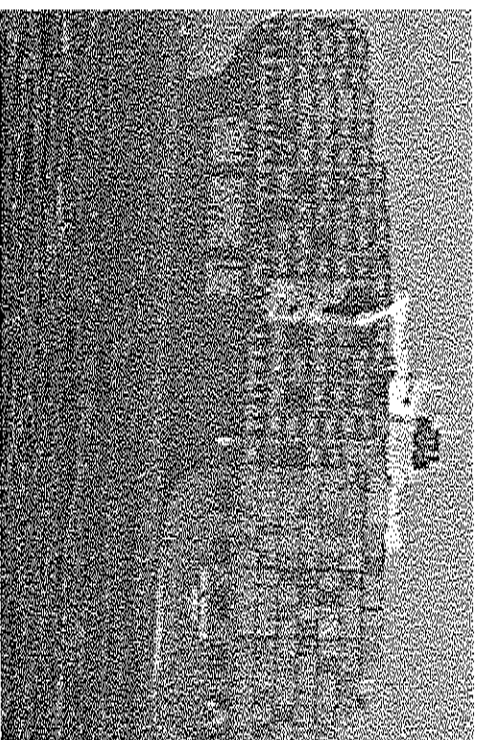
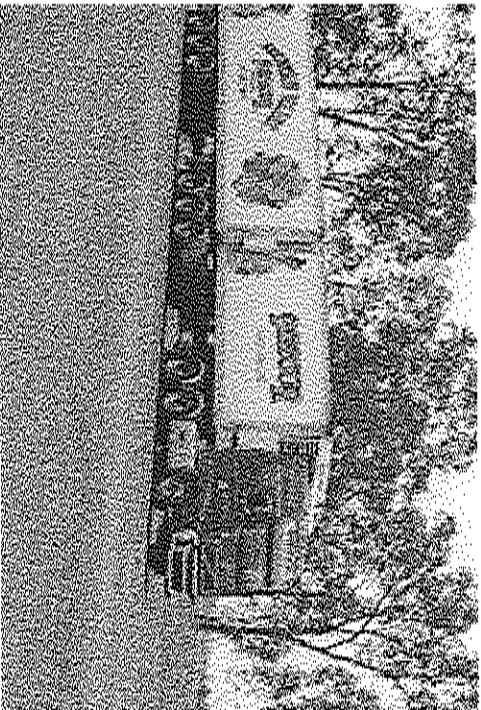
- US imports more produce than it exports
- “Preserving New York’s farmland and promoting our fine agricultural products is a top priority”
—State Senator David Carlucci

Public demands fresh produce



- People expect full shelves of tomatoes, peppers, & lettuce year round
- 220% increase in \$'s spent on fresh produce
- Healthy choice options dominate the market

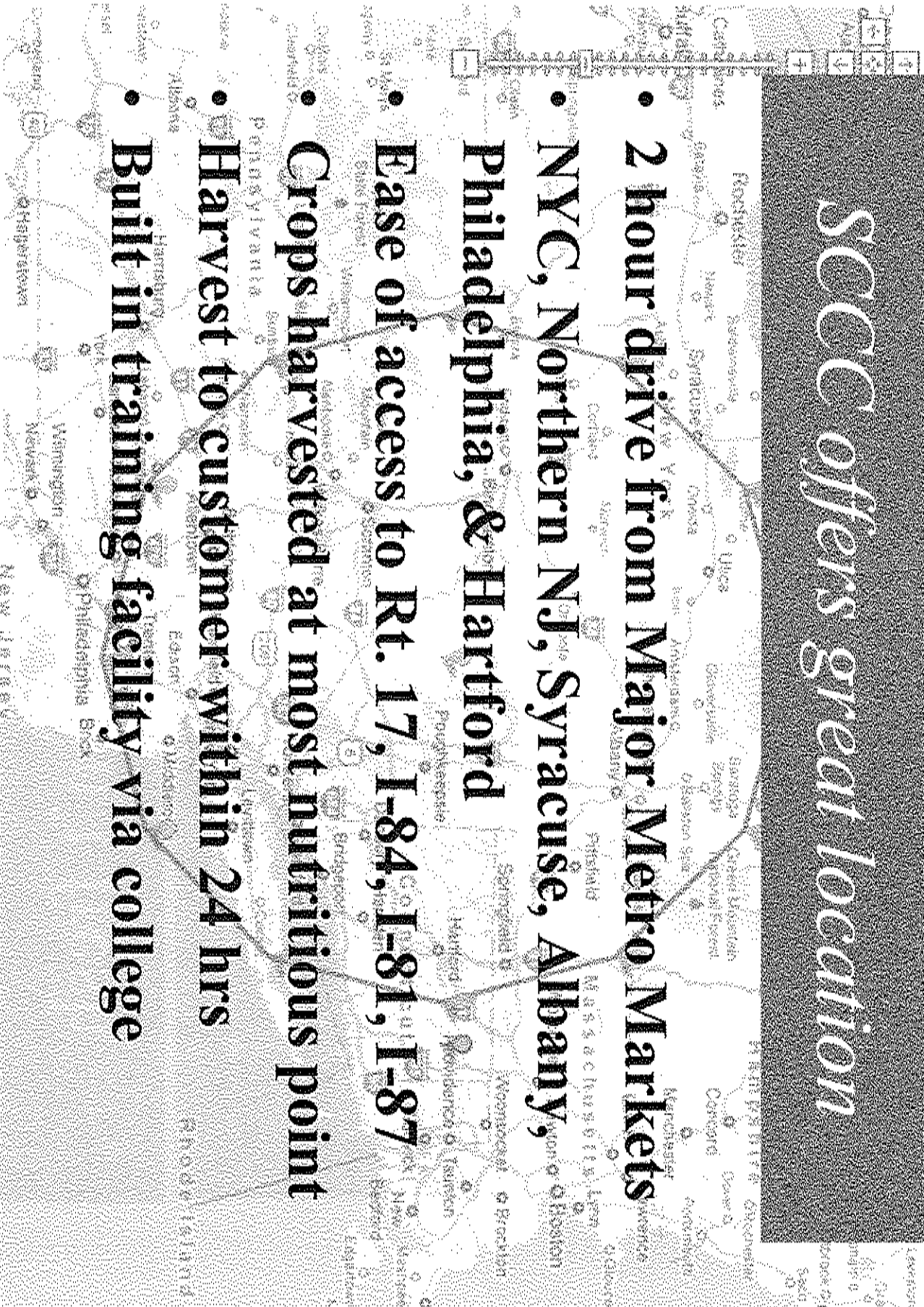
Fresh produce isn't fresh



- Most produce travels on average 1500 miles
- Up to 50% nutrient loss due to early picking and travel time
- 10% increase in local production (100 mi. radius)
 - Would save 280K – 340K gallons of fuel
 - Reduces CO₂ emissions by over 6.7 million lbs.

SCCC offers great location

- **2 hour drive from Major Metro Markets**
- **NYC, Northern NJ, Syracuse, Albany, Philadelphia, & Hartford**
- **Ease of access to Rt. 17, I-84, I-81, I-87**
- **Crops harvested at most nutritious point**
- **Harvest to customer within 24 hrs**
- **Built in training facility via college**



2 year CEA Associates Program

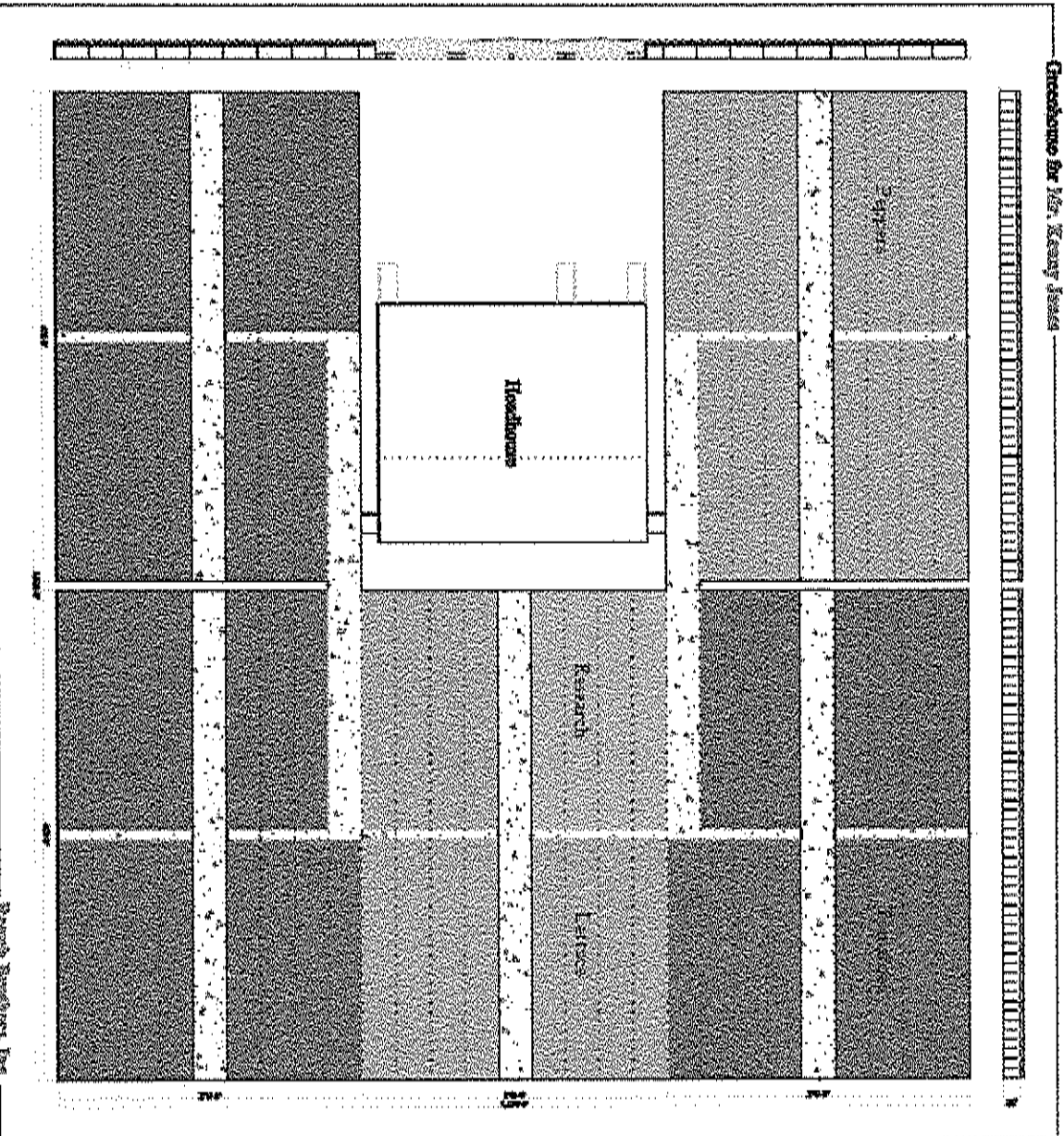
- **Only College in the area to offer program**
- **Access to real life situations, internships**
- **Food production needs are estimated to increase by 70% by 2050**
 - **Future of Agriculture is CEA**
 - **SCCC already teaches 90% of Curriculum**
 - **HVP Farms currently affiliated w/Cornell**

NYSEERDA's outlook for CEA

- **Major economic boost to NY Agriculture**
- **By 2020**
 - 1,000 – 1,500 acres of greenhouses
 - 10,000 – 15,000 jobs (10 jobs/acre)
 - \$400 – 600 million annual sales
 - Expect NY state to become leader in CEA
 - Expect NY to be Academic leader in CEA training
- **SCCC & HVP Farms collaboration would be on the cutting edge of NY's future**

HVP Farms footprint

Headhouse for 1st, 2ndy floors



Headhouse

- 104,832 sq. ft. (1st flr)
- 40,320 sq. ft. (2nd flr)

Greenhouse Space

- 1,156,680 sq. ft.

Growing Space

- 957,600 sq. ft.

Broken out as:

- Peppers 189,000 sq. ft.
- Tomatoes 567,000 sq. ft.
- Lettuce 151,200 sq. ft.
- Research 50,400 sq. ft.

Total Footprint = 1236 X 1134

- 1,401,624 sq. ft. (32 acres)

Expected Annual Production

- **Over 8 million pounds of Tomatoes**
- **Over 850 thousand pounds of Peppers**
- **Over 7.5 million heads of Lettuce**
- **Gross Revenues over \$ 23 Million/Year**

HVP Farms Job Production

- 4 Executive Positions
- 8 Management Positions
- 5 Administrative & Sales Positions
- 12 Warehouse Labor Positions
- 40 Greenhouse Labor Positions
- 6 Delivery Personnel
- 75 Jobs Grown through Hydroponics
- \$2.8 Million in Salaries & Benefits

HVP Farms Cost

- **\$ 31.5 Million in Greenhouse Costs**
- **\$ 4.7 Million in Equipment & Site Costs**
- **\$ 9.8 Million in pre-revenue Costs**
- **\$ 46 Million invested in Sullivan County**

Conclusion

- Sullivan County can gain quality jobs
- SCCC can acquire quality students
- Experience cutting edge of Agriculture
- Establish the “true” Green Tech Park

Contact Information

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