

FOR IMMEDIATE RELEASE – Press Advisory for September 2013

www.vermontsailfreightproject.org

Contacts:

Erik Andrus, *Vermont Sail Freight Director*, erik@vermontsailfreightproject.org / 802.877.1396
Severine von Tscharnier Fleming, *Greenhorns Director*, farmer@thegreenhorns.net / 415.299.1436
Hannah Mueller, *Willowell Foundation, Education*, hannah@willowell.org / 802.453.6195
Tianna Kennedy, *Vermont Sail Freight Events & Logistics*, tianna@thegreenhorns.net / 718.791.1966

Vermont Sail Freight Project Arrives in New York!

A hand-built BARGE carrying Farm products sails all the way to Brooklyn Docks in East River, at Brooklyn Navy Yard (October 25-Nov 1)

Vergennes, VT - The Vermont Sail Freight Project, a new sail-powered regional transportation initiative, enters the final leg of her journey in the lower Hudson en route to Manhattan. Over 100 NYC public school students will visit *Ceres* during her stay at the Brooklyn Navy Yard to learn about the barge and her construction, crew, cargo, route and mission to bring low-carbon food trade to the Hudson.

Our crowd-funded sailing barge, *Ceres*, has ferried, delivered and marketed 15 tons of shelf-stable foods from the Champlain Valley, Vermont and the Adirondack region to New York City and ports in between - maximizing windpower over costly and polluting fossil fuels. The project's goal is to revitalize our regional food economy through ongoing relationships with family farms and the sailing community, moving towards a cooperative regional supply chain. Powered by farmers, farm-activists and sailors, our vision is to expand market-access for growers in the New York City foodshed, allowing more land to be converted to production of a healthy, diverse regional diet, away from genetically modified commodity crops.

The forty-foot-long vessel, *Ceres*, which left Shoreham, VT on Lake Champlain on October 6, has been making landings--and front page news--with its markets at 12 ports along our three-week, 300-mile journey to New York City, including Shoreham, Chipman Point, Whitehall, Mechanicville, Troy, Hudson, Kingston, Poughkeepsie, Newburgh, Beacon, Nyack, Yonkers, Brooklyn and Manhattan. A complete docking schedule with times is available on the project's homepage.

Carrying forward an honorable history of sail-powered commerce throughout Northeast waterways, *Ceres* will deliver a cargo of naturally durable and preserved agricultural products that do not require rapid transit down the interstate. Families and retailers can also pre-order over 100 different handcrafted, organic and heirloom pantry items from more than 25 small- and medium-scale producers through [Good Eggs](#), and follow *Ceres*' [GPS-tracked](#) progress live on the project's homepage.

Staples like potatoes, carrots, garlic, apples and other storage crops are the foundation of our hold--with dry beans, freshly milled flour, rice, herbs, maple syrup, and honey -- as well as value-added products, such as jams, jellies, pickles and condiments prepared by rurally based, farmer-led co-packer businesses. Future trading missions will add Vermont-produced beer, hard cider and

spirits to the ship's manifest. At each docking, we set up a market stand to sell our wares. New York-based restaurants, retailers and co-ops can place wholesale orders delivered with a bike-powered "last mile" push provided by project partners [Revolution Rickshaws](#). We have a participatory cargo demonstration and market with Brooklyn Grange and Agger Fish at Brooklyn Navy Yard, October 26th from 3-5pm by reservation, and a Public market in Manhattan (at [New Amsterdam Market](#), October 27). These final markets will round out the sales campaign with the participation of thousands of food-loving New Yorkers.

CREW:

The Vermont Sail Freight Project was conceived by Vermont rice farmer [Erik Andrus](#), who has been joined by volunteers from both sides of Lake Champlain in the building of the boat and rigging. The maiden voyage has been made possible by a team including Erik, first mate Jordan Finklestein, Captain Steve Schwartz, the Greenhorns, and the Willowell Foundation. The [Greenhorns](#) are a nationwide grassroots network of young farmers and artists, publisher, and events producer. Severine v T Fleming, Patrick Kiley, Jen Griffith, Christin Ripley and Tianna Kennedy from the Greenhorns coordinated communications, cargo and sales, press, art direction, docking logistics and cultural programming respectively. [The Willowell Foundation](#) is the organizational sponsor and educational partner. Based in Monkton, Vermont, Willowell connects people with the arts, environment, and education. Willowell staff are coordinating youth involvement in the project.

VSFP was made possible by Kickstarter funding and generous support of the Eastman and Waterwheel Foundations. Contributions are tax-deductible thanks to fiscal sponsorship from the Willowell Foundation. Special thanks to the South Street Seaport, Brooklyn Navy Yard and their communities - notably Brooklyn Grange and Marc Agger of Brooklyn Fish Transfer for providing safe berthing for our fragile vessel and assisting in and facilitating this effort.

Videos about our journey:

<http://archive.org/details/VSFP124vimeo>

<https://vimeo.com/77101658>

<http://vimeo.com/75732473>

High resolution images available:

<http://jimpeppler.photoshelter.com/gallery-collection/TRANSITION-Mid-Atlantic-Hub/CoooofGa6e1q8iiA> or www.gdelin.com

VOLUNTEERS NEEDED contact Patrick Kiley pkiley1@gmail.com

#



GREENHORNS
TO PROMOTE, RECRUIT AND SUPPORT NEW FARMERS IN AMERICA
WWW.THEGREENHORNS.NET

