

# Cornell University Cooperative Extension of Yates County



2010 ANNUAL REPORT

#### MESSAGE FROM THE PRESIDENT BOB WORDEN, 2010 CCE YATES BOARD OF DIRECTORS, PRESIDENT

This December concludes my sixth and final year on the board of directors for CCE in Yates County. In that period of time I developed a steadily increasing respect and admiration for the consistent and continuing accomplishments of the Yates County CCE staff. The year 2010 has been no exception. This booklet provides a detailed account of the many ways CCE has touched the lives of Yates County residents. Here is a sample:

- Completion of the 519 acre Henderson Farms conservation easement project in partnership with the Finger Lakes Land Trust
- Completion of a 24 page YC Local Food Guide to provide the information residents need to supply all their food from local farms and vendors.
- Successful completion of the Eat Smart NY Program with 86 participants covering 6 nutrition lessons for making healthy food choices. Implementation of a healthy eating program for youth with 161 graduates.
- Extensive educational support for the Yates Marcellus Shale Task Force which included planning tools for the county and towns to use if development occurs within the county.
- CCE management's participation in a new regional business cooperation network designed to share business operations support with other counties to improve operating efficiency.
- Working with several local agriculturalists to implement a very successful agriculture tour for county legislature members.
- Completed 30 TANF families with funding extended to support 3 more families by the end of the year.
- What types of 4-H activities are young people engaged in (2009-2010): 158 in Science,

Engineering and Technology, 307 in Citizenship, and 195 in Healthy Lifestyles.

Life is about doing things and accomplishing results. Our CCE staff firmly believes that you'll know us by what we accomplish, not just our good intentions. In that regard, in addition to "consistency" and "continuing", there are other "C" words that contribute to CCE's success.

**Customer** focus – Staff members fundamentally base their programs and services on the needs of the residents of Yates County, its environment and its economy. The people of Yates County are our Customers, and as such, success for CCE means meeting their needs and exceeding their expectations. In short, programs are not top-down but bottoms-up in their direction. If it is not a Yates County priority, then it is not a CCE priority. CCE's middle name is **Cooperation**.

**Competence** – The Cornell connection provides a continuing access to new science and new developments Finally, I would like to thank many people for CCE's from which CCE staff can select and connect to Yates County customer needs. CCE has provided the recruiting and the training to assure that highly **competent** extension educators are in the field working directly with their local customers.

**Confidence** – As I became more and more familiar with CCE expertise. the 4-H program, I have seen kids develop **confidence** in their ability to undertake significant projects and present them logically and professionally. After 10 years in the program, many 4H-ers show self**confidence** in speaking before groups beyond what one would normally expect of someone their age. They begin to understand that projects in life are often more

difficult than one would expect, taking time and commitment.

#### **Looking Ahead**

The US and State of NY governments are under severe financial stress. We are feeling these pressures locally as both the federal and state governments look for ways to cut back and/or push their costs downward. To me, this means it is more important than ever for CCE to keep its focus on Yates County for both its results and funding support. Although we look to the state and federal governments for grant money for special programs, these grants can be based on external priorities, not necessarily those of Yates County. Moreover, these funding sources can be turned on or off at the whims of changing administrations and administrators with differing priorities. Thankfully, Yates County has had a long history of supporting CCE and really using CCE programs to help provide economic and environmental advantages for Yates County residents and businesses.

success: Management and staff for their talent and dedication, extensive network of community volunteers for participating in and guiding CCE programs like 4H and Master Gardeners, the Yates County Legislature for their financial support; and the citizens of Yates County for partnering with CCE and making creative use of

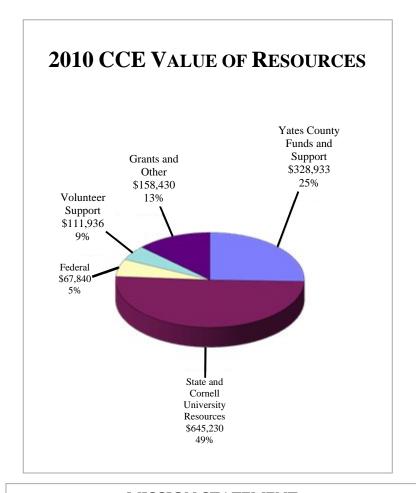
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Bob Worden President

#### **Cornell Cooperative Extension of Yates County**

417 Liberty Street, Penn Yan, NY 14527 Phone: 315-536-5123 Fax: 315-536-5117

Web: http://counties.cce.cornell.edu/yates/



#### MISSION STATEMENT

The mission of Cornell Cooperative Extension is to improve the lives of people in Yates County through partnerships that put experience and research to work.

#### 2010 BOARD OF DIRECTORS

Bob Worden, President Catherine Fritz, Secretary

Tom Rood, Vice President William Holgate, Legislative Representative

Bob Gillespie, Treasurer
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Peter Martini
Dawn Burton
Jonathan Hunt
Sarah Stackhouse
Kathy Waye

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#### FINGER LAKES GRAPE PROGRAM

Hans Walter-Peterson, Grape Specialist hcw5@cornell.edu Mike Colizzi, Grape Program Educaor mac252@cornell.edu

#### NORTHWEST NEW YORK DAIRY, LIVESTOCK AND FIELD CROP TEAM

п	TOWITH TOWIT POINT PRINTING PRINTING PRINTING	CITCI I LITTI
	Jerry Bertoldo, DVM, Dairy Specialist	grb23@cornell.edu
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#### CORNELL VEGETABLE PROGRAM

Judson Reid, Fresh Market/Greenhouse Specialist	jer11@cornell.edu
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Christy Hoepting, Processing Vegetables Specialist	cah59@cornell.edu
Robert Hadad, Vegetable Crops Specialist, Organic	rgh26@cornell.edu

## Friends of Cornell Cooperative Extension of Yates County

Cornell Cooperative Extension has served Yates County residents, businesses and communities for over 80 years. CCE's programs have touched the lives of many in our community. We would like to thank the individuals, families and businesses listed below that support us through the Friend of Cornell Cooperative Extension fundraising efforts. We have raised nearly \$5000 through this campaign.

Donna Alexander

**Gordon Andersen** 

**Stephen Andrus** 

**Barbara Mortensen** 

**Burney Baron** 

**James Bedient** 

**Bruce Borglum** 

Dorothe Bower (Gladacres Farm)

**Albert Brodsky** 

Samuel Brubcker

**Gerard Burton** 

**Dana Burton** 

Joan Carroll

**Clearview Farms** 

**Mark Collins** 

Robert Corcoran, Jr.

Dave DeMarco

Ken Farnan

**Taylor Fitch** 

Flint Creek Campground

Fox Run Winery

**Louis Gridley** 

Gully's Edge

**Rodney Hall** 

**Dale Hallings** 

Dave & Cheryl Henderson

William Holgate

Rodney Jensen

Robert Jensen

**Konstantine Frank Wine** 

John Kriese

Judith Kuhn

William Laffin

**Lakeview Organic Grain** 

Ronald Ledgerwood

**Larry Lewis** 

Lilyea Farms

**Charlie Marks** 

**Douglas Miles** 

**Edwin Moberg** 

**Tom Murphy** 

Donna Neal

**NYS Wine & Grape Foundation** 

Jorgen Overgaard

**Overlook Farms** 

**Judson Peck** 

Mary Pat Pennell (Sugar Shack)

**Petersen Farms** 

Roe Acres, Inc.

Seneca Lake Duck Hunters

**Ed Seus** 

**Lynn Simmons** 

**Howard Soper** 

**Douglas Tepper** 

**Tobora Vineyards** 

William Turner

Villa Bellanelo

Kathy & Allie Waye

**Eugene Wilson** 

**Leonard Wiltberger** 

**Bob Wordon** 

**40 Anonymous Donors** 



# **JANUARY 2011**

Sun	Mon	Tues	Wed	Thu	Fri	Sat
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# Cornell Vegetable Program

In 2010 Cornell Vegetable Program Specialist Judson Reid initiated the first ever project in the Northeast on pest management for winter growing conditions. As the eat-local movement continues to grow, New York vegetable farmers are using season extension technologies to produce crops during the late Fall and Winter for CSAs, restaurants and winter farmers' markets. Unfortunately pests such as cabbage worms, thrips, aphids and slugs are also persisting within greenhouses, high tunnels and row-covers used to grow the crops. For example, slug damage caused a complete crop failure for one Yates County grower in 2009. Under the direction of this program the grower implemented winter pest control techniques and the 2010 crop looks to retain a full value of \$8 per row foot, a potential value of \$4600 per 3000 square feet of production area. These controls are costeffective and environment-friendly, resulting in safe food for local families and income for farmers. All salary, mileage and materials for this 3-year project were paid for by an \$80,000 grant from Northeast Sustainable Agriculture Research and Education.









# FEBRUARY 2011



Cornell Cooperative Extension of Yates County 417 Liberty Street
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Sun	Mon	Tues	Wed	Thu	Fri	Sat
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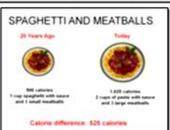


#### EAT SMART NEW YORK

IS THE
FOOD STAMP
NUTRITION EDUCATION
PROGRAM FOR
NEW YORK STATE















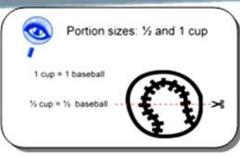
















# **MARCH 2011**



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## **Yates County Local Food Guide**

Yates County Cornell Cooperative Extension is pleased to share this publication with you as a true illustration of the diversity and bounty of food that Yates County farms have to offer. There are numerous reasons to buy local all year round:

#### The products are fresher!

Local foods can be harvested at the peak of ripeness because they do not need to travel as far to the consumer. Foods lose nutrient value and taste the longer they sit on the shelf. By working with your local farmer you can fill your refrigerator and freezer with the freshest products Yates County has to offer!

#### There is less impact on the environment!

Local foods travel less miles then foods shipped from all over the nation or even the world. By eating local, your food has traveled less miles and therefore you leave a smaller carbon footprint.

## It supports the local community!

Buying local food means your dollar stays right here in the local community supporting our farmers and businesses.

#### Yates County is full of variety!

Yates County is blessed to have an amazing diversity of agricultural products. It is just a matter of walking out your front door to find everything; from produce, meat, dairy, grains, dry beans, wine, cider and so much more!

This guide is meant to connect the people that grow the food to the people who eat the food. Please use this publication as a tool when making food purchases. The farmers and producers listed in the guide all do business differently and it is best to contact them before arriving on the farm or visiting a local retailer that carries their product. This guide is open to all that would like to be a part of it and if for any reason you did not make it into the guide or information changes please let us know and we will have it updated as soon as possible.

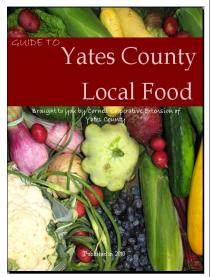
Happy Eating!

**Yates County Local Food Guide** will be available the spring of 2011. To reserve your copy contact:

Yates County Cornell Cooperative Extension 417 Liberty Street

Penn Yan, New York 14527

Phone: 315-536-5123 Fax: 315-536-5117



# **APRIL 2011**



Cornell Cooperative Extension of Yates County 417 Liberty Street
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http://counties.cce.cornell.edu/yates/

Sun	Mon	Tues	Wed	Thu	Fri	Sat
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Notes		

# Cornell Cooperative Extension of Yates County Master Gardener's Keuka Lake School Garden Project



- The Yates County Master Gardeners started the Keuka Lake School Garden 8 years ago.
- Garden Based Learning is a research supported teaching method that allows children to grow their own food while also learning valuable life skills.
- Throughout the Spring and Summer months Master Gardener Volunteers go to the garden at least once weekly to work with the young students in the garden.
- Barb McGuffie, Nutrition Educator at CCE uses the produce to cook health snacks for the children, to encourage them to eat healthier, and it is working!
- In the Summer of 2010, Dana Hamm, student intern and Landscape Architecture Major drew the garden as it is, and a proposed improved garden, that included needed additions like fruit trees.
- The Master Gardeners have been fund raising and work on the proposed garden should start in Spring of 2011.



These landscape drawings were hand drawn by Dana Hamm, a student intern at Yates County CCE. Dana is a Cornell University Landscape Architect Major.





## **MAY 2011**

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## June is National Dairy Month



Attendees during a NWNY Dairy, Livestock and Field Crop Team sponsored Pasture Walk.



the pasture walks in 2010.

Grazing continues to be a viable enterprise for Yates County producers. The North West New York Dairy, Livestock and Field Crops Team has provided assistance through farm visits, pasture walks, as well as prescribed grazing plans. Both dairy and livestock producers have benefited from prescribed grazing and matching the carrying capacity to the land base; health of the animals and the environment are improved. As noted in the recent Cornell University Small Farms Work Team on Grassland Utilization report, beef and dairy cattle farms return \$2.40 of every \$1.00 in sales to their local communities in purchases, taxes, and payroll (Green Grass, Green Jobs, Increasing Livestock Production on Underutilized Grasslands in NYS).

# **JUNE 2011**



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# July 12-16, 201

There are many exciting activities planned and the 4-H youth have been hard at work getting projects ready to put in the exhibit hall and animals ready to fill the barn. Through hands-on learning, 4-H strives to "make the best better." The Yates County Fair is an opportunity for the 4-H'ers to showcase the skills they have learned during the year. See you at the fair, and don't forget to stop for an ice cream at Scooper's Dairy Bar!



#### 2010 YATES COUNTY FAIR YOUTH EXHIBIT STATISTICS:

#### Exhibit Hall:

# of exhibitors = 58

# of exhibits = 405

# of exhibits/department:

Leadership and Personal Development = 4

Communication and Expressive Arts = 28 Consumer and Family Sciences = 104

Fine Arts and Crafts = 90

Historical Documentation = 4

Science, Engineering, and Technology = 20

Horticulture = 37

Entomology = 3

Field Crops = 10

Visual Arts, Photography, Graphic Design = 80

Environmental Education = 25

#### Animal Science:

# of exhibitors = 42

# of exhibits = 179

# of exhibits/department:

Beef = 9

Dairy = 12

Dog = 6

Goat = 15

Horse = 20

Rabbit/Cavy = 38

Poultry = 60

Sheep = 10Pets = 9



# **JULY 2011**



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NOTES		



# THE EAT<sup>3</sup> CAMPAIGN: Eat Well, Eat Local, Eat Together

#### TIPS FOR EATING WELL

# To increase the number of fruits and vegetables you eat each day:

- Add fruit to your morning cereal.
- Have a salad for lunch or add vegetables such as pepper, cucumber, or tomato slices to your sandwich.
- Eat at least two vegetables with dinner; vegetables should take up the largest portion of your plate.

For recipes, ideas and much more, go to: www.fruitsandveggiesmatter.gov

#### To include more whole grains:

- Try whole grain specialty breads. Kids especially like whole grain pita (pocket bread).
- Substitute whole wheat flour for half the white flour in your recipes.
- Have oatmeal for breakfast-but customize plain oats your way. Add blueberries and honey to up the flavor while adding beneficial nutrients at the same time.

For recipes, ideas and information on health benefits of whole grains, go to:
<a href="https://www.wholegrainscouncil.org">www.wholegrainscouncil.org</a>.

#### To control your energy intake:

- Don't get caught in "portion distortion"- thinking the amount you are served is the
  amount you should eat. Watch your portion sizes at home too-measure how much the
  cups, bowls and plates you ordinarily use actually hold. You'll be surprised.
- Replace some of the energy-dense foods such as meat and cheese with vegetables in "mixed dishes," such as pizza, soups, sandwiches and casseroles.
- Watch the condiments and other additions to the foods you eat. Salad dressings, oils, butter/margarine and syrups contain surprisingly many calories for their small portion sizes.

To come up with a food plan that meets your energy needs, go to www.mypyramid.gov.

#### **TIPS FOR EATING LOCAL FOODS**

- Make a trip to the farmers market. Find a farmers market near you at <a href="http://states.farmersmarket.com/category/ny">http://states.farmersmarket.com/category/ny</a>
- Buy local at the peak of the growing season.
- Don't pass by the roadside stand. Find out about the local farms and roadside stands in your county by visiting your local Cornell Cooperative Extension Office. Call CCE Yates for the <u>Guide to</u> Local Produce
- Buy a farm share. Find a Community Supported Agriculture (CSA) Yates County at <a href="http://counties.cce.cornell.edu/yates/produceweb/produceindex.htm">http://counties.cce.cornell.edu/yates/produceweb/produceindex.htm</a>
- Restaurants are buying local too- support them by finding a restaurant to eat at that features local food at <a href="http://www.localharvest.org/">http://www.localharvest.org/</a>

#### **TIPS FOR EATING TOGETHER**

- Make eating together a priority.
- Aim for eating 3 or more meals a week together.
- Keep a sense of humor about the undertaking (perfection isn't necessary).
- Make meals quick, easy, and nutritious. Try the 'Meal of the Month' featured locally in participating counties.
- Shop for food and prepare meals together as a family.
- Make your meal quickly but eat it slowly.
- Turn off the TV during mealtime.
- Take telephone calls later.
- Work toward happy, relaxing conversations at meals.
- · Respect each individual's right to decide how much to eat

# **AUGUST 2011**



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NOTES		

## FINGER LAKES GRAPE PROGRAM: Helping Growers Improve the Bottom Line

After a cool and wet season in 2009 that challenged growers, the 2010 growing season was almost a polar opposite. It was the warmest growing season in almost 40 years, which also made it one of the earliest that growers and winemakers could ever remember. While the quantity of the crop was down slightly overall, the quality of this year's vintage has many excited about the wines that will be produced from them. The year was not without its difficulties though, and the Finger Lakes Grape Program was engaged with growers in both formal and informal settings to help them overcome those challenges.

The FLGP continues to provide the industry with timely, research-based information on disease control, vine nutrition and crop management in order to help growers produce a quality crop. The FLGP distributes this information to over 300 growers and wineries in the Finger Lakes and elsewhere, including 74 in Yates County, through a number of means, including its weekly *Vineyard Update* e-mails, the *Vineyard Notes* newsletter, field meetings, the annual Finger Lakes Grape Growers' Conference, and grower visits.

Another way that the program helps growers is by conducting applied research projects on their farms in order to develop new information that will improve the efficiency of their operation. The FLGP just completed a study examining whether or not a popular foliar nutrient material was cost effective for use in Concord grape production. We found that using the material did not improve yield or quality, and therefore eliminating its use will result in growers saving up to several thousand dollars a year in unnecessary fertilizer costs.

We also continue to operate the New York Grape & Wine Classifieds site, which helps to connect growers and wineries to buy and sell grapes, bulk wine, equipment and professional services in order to help expand their existing markets. This year, the system handled over 150 ads just for grapes alone, which is down from last year's total of almost 200. The drop is good news, however, as it is an indication that fewer growers had excess fruit that they had to find a market for this year, and

that the supply and demand for the region's grapes is starting to move back towards a balance again.

The program also hired Mike Colizzi as a new viticulture extension assistant this summer. Mike has extensive vineyard experience in the Finger Lakes and California, as well as experience working with Dr. Greg Loeb, an entomologist at the Geneva Experiment Station. Mike's addition will help the FLGP to expand its applied research and extension work in the region, which will continue to focus on production efficiencies and quality improvements in the vineyard that will help to keep the industry viable and profitable.



HARVESTING CONCORD GRAPES ABOVE KEUKA LAKE



# SEPTEMBER 2011

Cornell Cooperative Extension of Yates County 417 Liberty Street Penn Yan, NY 14527 315-536-5123 http://counties.cce.cornell.edu/yates/

Sun	Mon	Tues	Wed	Thu	Fri	Sat
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# 4-H Achievement Nighz

#### Celebrating accomplishments of Yates County 4-H youth, parents, leaders, and volunteers

Bethany Phillips



Laura Decker Memorial Award for public speaking and leadership

Outstanding 4-H Leader



of the year

#### Jessica Gulvin



Outstanding 4-H'er of the year

Brittany Griffin



4-H Sportsmanship Award

Amanda Rachel Rachel Pereira Phillips Dillon



Alleen Stewart Memorial Award for home environment, leadership, and a desire to be helpful and try new things.

Achievement Night Recognizes those that have:

- Demonstrated or improved upon new skills
- Shown courage by stepping out of their comfort zone
- Excelled in a specific project area
- Exhibited growth and personal development
- Demonstrated leadership and follow through
- Exhibited Service above Self
- Gone above and beyond the call of duty
- Devoted their energy and countless hours of time to help improve the lives of youth in Yates County

Kylie Kristen **Jessica** Hill Gulvin Andersen



County medals awarded in leadership, community service, public speaking, and canine and equine sciences.



# **OCTOBER 2011**

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Sun	Mon	Tues	Wed	Thu	Fri	Sat
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### HEMLOCK WOOLY ADELGID DETECTOR TRAINING

Cornell Cooperative Extension of Yates County hosted a workshop on March 24, 2010 to train volunteers to identify and report new hemlock woolly adelgid (Adelges tsugae) infestations in the area. This newly arrived invasive insect pest from Asia threatens eastern hemlock trees and the biodiversity they support. Hemlock woolly adelgids were first reported in the central Finger Lakes region in mid-2008, but now inhabit many local sites. This sap-sucking insect threatens the existence of the hemlock with thousands of acres of trees already destroyed in the south and Appalachian range.





Hemlock wooly adelgid (*Adelges tsugae*) on an eastern hemlock at Garrett Chapel, Bluff Point, NY.

Cornell University Forest Entomologist Mark Whitmore provided detailed information on the pest to a dozen volunteer Master Gardeners, Master Foresters, CCE staff and community members. The group also visited the Garret Chapel on the Bluff to inspect live trees infested with the insect. Master Foresters John Hammer and Sarah Stackhouse and CCE Educator Megan Fenton are planning additional outreach to the community later this year. The volunteers were provided information on how to inspect and report both new infestation areas as well as areas without the presence of the pest so that management strategies could be developed for control.

# November 2011



Cornell Cooperative Extension of Yates County 417 Liberty Street
Penn Yan, NY 14527
315-536-5123
http://counties.cce.cornell.edu/yates/

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Notes			
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# Save Energy, Save Dollars

# Have you ever heard someone say:

"It's best to keep your thermostat at the same temperature all the time in the winter rather than tuning it down"?

# The TRUTH is:

Lowering the thermostat setting when the house is empty or when people are asleep can really save on heating costs.



# Have you ever heard someone say:

"The best way to lower your energy costs is to buy new windows for your home"?

The TRUTH is: Adding insulation, reducing drafts and improving appliance efficiency are typically far more cost-effective strategies for reducing energy costs.





# DECEMBER 2011



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Sun	Mon	Tues	Wed	Thu	Fri	Sat
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NOTES		



Cornell Cooperative Extension Yates County 417 Liberty Street Yates County Office Building Penn Yan, NY 14527 315-536-5123

Greeting!
On behalf of Cornell Cooperative
Extension of Yates County, I am
Pleased to Send you the 2010 Annual
Report in calendar format. As you
Pleased to Send you the 2010 Annual
Report in calendar format.
Report in

Sincerely,

Peter Landre

Executive Director