



Cornell University

Cornell Cooperative Extension of Yates County

ANNUAL REPORT 2013

President's Report for Yates CCE 2013

As I conclude my first year as your Board President I marvel at how many things we accomplish and how much influence Cooperative Extension has here in Yates County. It sure has been a productive year. We have a wonderful and very dedicated staff that works very hard to help boost the local economy and the local population by implementing and overseeing many diverse programs. There are so many areas where CCE is involved and making an impact. That is one of the things that has always amazed me is that CCE is such a diverse organization and serves so many people. Our staff is well trained to put their knowledge to work helping people. I would also like to acknowledge our wonderful volunteers. There is so much that so many people do to help our paid staff. They are very dedicated to what they do and are an integral part of our organization. A big thank you to Nicole Landers, our Executive Director, too. She does a great job as the head of our team. Thank you to the Yates County Legislature too for providing local funding which enables us to leverage much more from various other sources. Finally I would like to give a big thank you to our Board of Directors. We have met monthly all year long and they have given tirelessly of their time and expertise. All of what we do is made possible by all of these team members and to everyone I say a big thank you. You are Cooperative Extension in Yates County.

During 2013 Yates County CCE has helped strengthen our community in a number of ways. Here is a sampling of our 2013 highlights:

- October marked the first month of the official start of the Finger Lakes Shared Business Network, comprised of seven county associations sharing services of Finance, Human Resources and Information Technologies
- Successful implementation of an Eat Smart NY Program with 901 participants covering 76 nutrition lessons for making healthy food choices
- Implementation of a healthy eating program for youth with 58 participants applying healthy eating and/or active living behaviors
- Youth Development programming continues to reach more youth within the county to promote healthy lifestyles and confidence building through participation in public presentations, shooting sports, living history, sewing camp, photography workshops, horticultural science, animal science, county and state fairs, and various club activities
- The 4-H program provided high quality, science-based programming to participants of after-school programs in the Dundee and Penn Yan school districts
- The 4-H program partnered with the Yates County Arts Council to provide science-based workshops in entomology and photography during after school hours
- In partnership with the Department of Social Services, CCE educators assisted 122 individuals with budget management skills, 21 intensively
- In partnership with Workforce Development, CCE provided education in budget and financial planning to teens in summer employment opportunities.
- 74 local planning and zoning officials, and interested citizens partook in the annual Land Use Leadership Alliance training and increased their knowledge on available tools and funding sources
- 24 concerned citizens participated in a half-day workshop on identifying and managing aquatic invasive species
- In response to local interest, NWNYS Dairy and Livestock Program co-sponsored an Anaerobic Biodigester workshop, attracting over 60 participants from the region
- The Finger Lakes Grape Program, in partnership with Martini Vineyards and Finger Lakes Community College, oversaw the first season of classes at the Teaching and Demonstration Vineyard and will harvest the first partial crop from the vineyard this year.
- A Good Agricultural Practices (GAPs) training was held in Yates County, promoting safe handling of fresh produce
- The Cornell Vegetable Program and the HarvestNY team worked with local producers and area markets to strengthen their business relationships
- Master Gardener volunteers presented a successful Yard 'N Garden Day to 79 participants with presentations by experts about companion planting, native plants and climate change
- In partnership with the New York Forest Owners Association, DEC, and future Forest Consulting, the Master Forest Owner volunteers held a woods walk for 49 individuals resulting in 8 landowners receiving site visits and 6 landowners adopting new stewardship plans to improve proper regeneration.
- None of these varied and successful programs would be possible without our dedicated and talented volunteers who give tireless numbers of hours to ensure the quality programming associated with Cornell Cooperative Extension is maintained!
- In partnership with Workforce Development and Keuka Housing Council, over 70 individuals received low cost and no cost energy efficiency tools and tips on how to save money on their electricity bills.

Skip Jensen
President

Cornell Cooperative Extension of Yates County

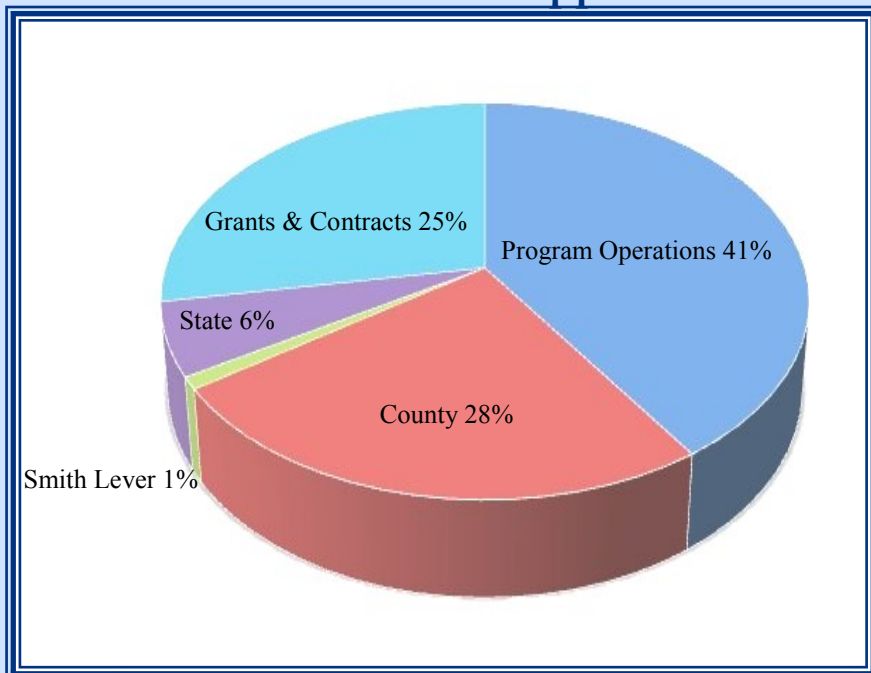
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2013 Sources of Support



MISSION STATEMENT

Cornell Cooperative Extension of Yates County puts knowledge to work in pursuit of economic vitality, ecological sustainability and social well-being. We bring local experience and research based solutions together, helping local Yates County families and communities thrive in our rapidly changing world.

CCE Yates County Board of Directors 2013

Donald (Skip) Jensen, President

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Dawn Dennis, Secretary

Peter Martini, Treasurer

Leslie Church, Legislative Representative

Charles Fausold, Cornell Representative

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Dana Burton

Robert Corcoran

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Robert Hadad, Food Safety, Organic, Business, Mktg

Christy Hoepfing, Onions, Cabbage, Pesticide Mgmt

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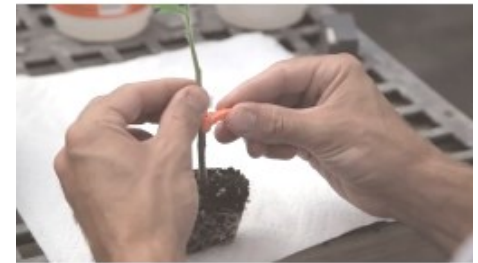
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Cornell Vegetable Program

~ Grafting ~

As soil based production continues in tunnels and greenhouses, risk of root-zone diseases, insects, nematodes and soil nutrient deficiencies increase. Grafting, the combination of two separate cultivars into one plant, is one management approach to these challenges.

Grafting in our studies has significantly increased tomato yields. Labor, greenhouse time and materials however increase the cost of grafted transplants. Therefore to be profitable with this technique, a high graft survival rate is required. Key steps for success in the grafting process follow.



Economics of grafting are favorable based on several years of Cornell Vegetable Program research. For example, the estimated cost of a Maxifort (a common rootstock) X Panzer (a popular scion) is \$1.50/plant versus an ungrafted Panzer at \$0.36/plant. With a mean increase of 4.7 pounds per plant, the break-even price required is \$0.24 per pound. Our limited experience with determinate varieties has re-directed us to indeterminate varieties. The indeterminate production system allows for more pruning which harnesses the rootstock vigor. Left unchecked, as in determinate production, excess foliage can actually increase disease incidence.



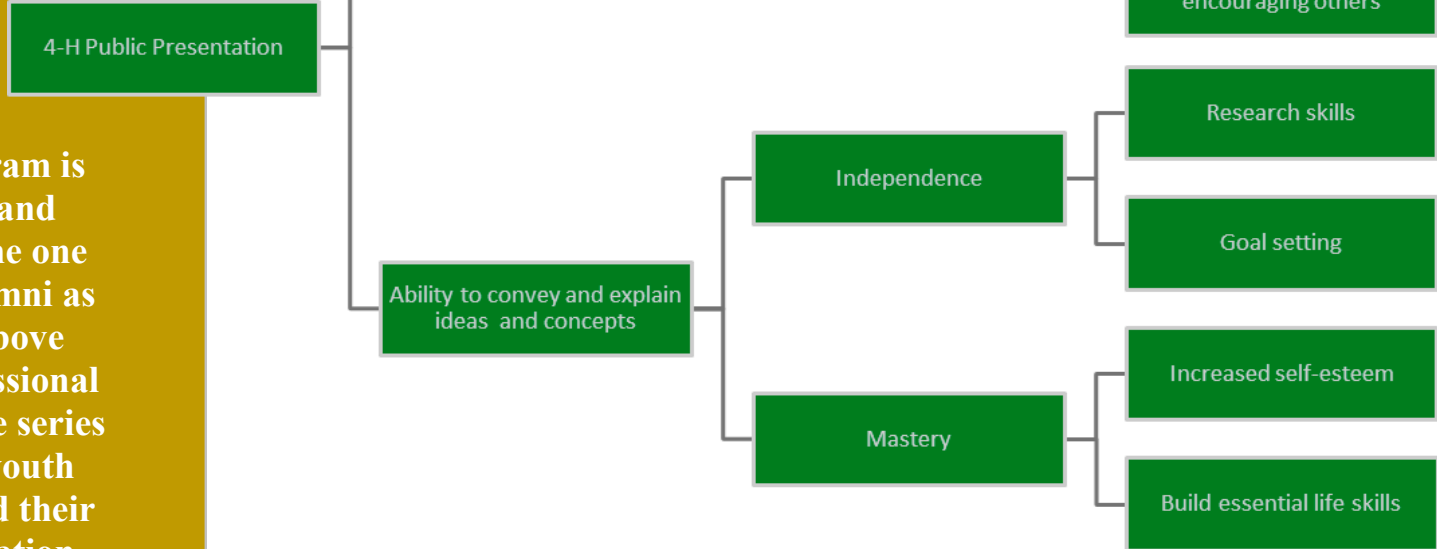
Want more information on how to graft?

We've created a factsheet detailing the steps you'll need to take to ensure grafting success! Contact the Cornell Vegetable Program for your copy of this factsheet. 585-394-3977 ext 426



4-H Public Presentations Build Essential Life Skills

The Public Presentation Program is one of 4-H's most beneficial and rewarding experiences. It is the one most often credited by 4-H alumni as having given them an edge above peers in both college and professional careers. Through a progressive series of communication activities, youth learn to express themselves and their ideas through sharing information and knowledge in one of the following types of presentations: demonstration, illustrated talk, speech, recitation, dramatic interpretation, Cloverbud presentation, Horse Communications, or college/job interview.



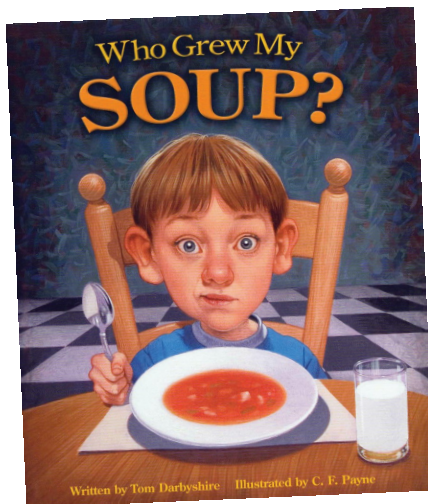
Agriculture Literacy Week

March 17-21, 2014



This will be the 9th year for Agriculture Literacy Week in Yates County! CCE-Yates teams up with Yates County Farm Bureau and our local schools to teach 2nd graders throughout the county about agriculture in NYS!

In 2013, 158 students were reached in 3 partnering schools. The beekeeping industry was highlighted with the book “The Beeman”, written by Laurie Krebs. A hands on honeybee activity was conducted with each classroom and a grant with Farm Credit East provided honey sticks for each participating student in NYS!



In 2014, the chosen book will be, “Who Grew My Soup”, written by Tom Darbyshire. This book highlights the many farmers involved in making vegetable soup and even follows real life farmers who are producing vegetables for the *Campbell Soup Company*!

New York
Agriculture
in the Classroom



The Finger Lakes Teaching Vineyard

- ◇ **The Finger Lakes Teaching Vineyard, a partnership between the Finger Lakes Grape Program, Finger Lakes Community College, and Anthony Road Wine Company was planted in May of 2012.**
- ◇ **The teaching vineyard is located at Anthony Road Wine Company and is designed to educate students, industry personal, and the community about grape growing in the Finger Lakes.**
- ◇ **The fifteen different varieties planted in the 2.5 acre vineyard afford visitors just a glimpse of all that the Finger Lakes grape industry has to offer.**
- ◇ **Fruit will go to the new FLCC Winery in Geneva for students in the FLCC Viticulture and Wine Technology program to make wine.**
- ◇ **Students took the first harvest of grapes from the vineyard this fall.**
- ◇ **Funding is provided by a grant from the Genesee Valley Regional Market Authority.**



2013 FRIENDS OF CORNELL COOPERATIVE EXTENSION OF YATES COUNTY

CCE of Yates County continues to serve all residents, businesses and communities. CCE's programs touch 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. To date we have raised nearly \$3,000 through this campaign. Our gratitude goes out to following contributors:

Ed and Lorna Burton
Dana M Burton
Bev Cerow
Robert and Sharon Corcoran
Lorraine Salters & Danile Kahm
Martin R. DeVinney
Wendy Disbrow
Taylor Fitch
Peter Gamba
Peter and Kathy Gerbic
Lew Ann Giles
Curtis and Susan Gillette
Betsy Hansen, Farm Family Ins.
Tom and Patti Hinman
Skip and Jennifer Jensen
Knapp & Schlappi Lumber

Bill and Mary-ellen Laffin
J.Robert and Madeleine Lawrence
Larry J Lewis
Lilyea Farms
Malcolm and Drury E. MacKenzie
Doug and Joan Paddock
Gail S. Pearson
Judson T. Peck
Petersen Farms
Robert H. and Marilyn K Scharf
Seneca Shore Wine Cellars
Ed and Carol Seus
Tabora Vineyards, Inc.
Vine View Farms, LLC.
Katharine S. Waye, Keuka College

Many thanks as well to those contributors not wishing to have their names published.



Small Farms / Livestock:

- ◆ *Step it Up Grazing Conference*
- ◆ *Schrader Farms Meat Market Tour*
- ◆ *Beef Quality Assurance Training*
- ◆ *NY All Forage Fed Bull Test*
- ◆ *Starting a Farm on a Shoestring*



Dairies:

- ◆ *Hispanic Employee Management Group*
- ◆ *Employee Training in Spanish*
- ◆ *Young Managers Discussion Group*
- ◆ *El Sostento*
- ◆ *Udder Dissection Workshops*
- ◆ *Group-Housed Calf Systems*
- ◆ *Dairy Skills Training*
- ◆ *Winter Dairy Management - 2013*



Farm Business Management:

- ◆ *Dairy Farm Business Summary (DFBS) Program*
- ◆ *Economics of Grazed vs. Stored Feed*
- ◆ *Price Analysis for Corn Silage*



Field Crops:

- ◆ *WNY and Finger Lakes Corn Congresses - Batavia & Waterloo*
- ◆ *WNY and Finger Lakes Soybean/Small Grain Congresses*
- ◆ *NY Corn & Soybean Expo – Yield Contests*
- ◆ *Pesticide Certification Training*
- ◆ *Presentations at Industry Meetings*
- ◆ *Soybean TAG Team*
- ◆ *Malting Barley*
- ◆ *On-Farm Research Crop Alert*
- ◆ *Social Media & Blogging*
- ◆ *Soil Health Field Day*



Grant Funded Projects:



- ◆ *NESARE – Precision Feed Management—Profitability & Environmental Stewardship in Yates County: \$69,672*
- ◆ *NYSERDA—LED Lighting Systems to Improve Milk Production and Energy Efficiency: \$164,866*
- ◆ *AEM Base Funding Grant Project, Yates County: \$5,550*
- ◆ *“Developing a Safe, Real Time Method for Estimating Packing Density in Bunk Silos”: NYFVI: \$1,000*
- ◆ *2013 Soybean Tactical Agriculture Teams (TAG Teams): NY Soybean Board: \$643*
- ◆ *Farm Disaster Preparedness Certification: New York Center for Agricultural Medicine and Health: \$2,800*
- ◆ *NYS Grazing Lands Conservation Initiative \$750, \$200 from NESARE Professional Development grant Pathstone, Evaluation of the Financial Impact of Hispanic Workforce on Dairies in the Finger Lakes Region: \$3,000*
- ◆ *Three dairy focused discussion groups—NYFVI: \$2,400*
- ◆ *Spanish language educational programs for New York dairy farms, USDA Smith-Lever. Year 2 of 2: \$60,000*

NWNY Team Continues to Emphasize:

- ◆ *Farm Business Management*
- ◆ *Sustainable Resource Management*
- ◆ *Workforce Development*

JOIN | THE REVOLUTION OF RESPONSIBILITY



Yates County 4-H Builds Community Connections

4-H programming can be found all over Yates County through efforts that build relationships with partner agencies and collaborators. In 2013, the following connections were created or continued in specific program areas:

- Penn Yan Elementary Afterschool Clubs—4-H offered 5 week photography and animal science clubs to 33 youth.
- Dundee Elementary Afterschool—4-H offered 6 weeks of photography and animal science for 2 age groups reaching 46 youth.
- KAT (Kids' Adventure Time) - 4-H offered horticulture education to 19+ youth with social/emotional needs.
- Penn Yan Library—4-H offered horticulture education over the summer to 14 youth in grades K-5.
- Modest Bedient Library, Branchport—4-H offered a 'tween cooking series to 4 pre-teenagers and a horticulture program to 19 youth in grades K-5 during the summer months.
- Rainbow Junction Childcare Center—4-H offered a summer horticulture series to 14 youth in grades K-5.
- Yates County Arts Council—4-H offered 6 weeks of beginner's photography to 6 youth ages 10-15 afterschool.



Additional collaborators with whom the 4-H program worked closely in 2013 include: Flint Creek Campground, Sacheli's FRANJO Farms, SCOPE, The Branchport Rod and Gun Club, Yates County Youth Bureau, Dundee Library, Chronicle Express, WFLR, Penn Yan Moose, Penn Yan Elks, Dundee Observer, Finger Lakes Times, Yates County Fair, Middlesex Valley Elementary, Clinton Crest, Penn Yan Manor, Humane Society of Yates County, Milly's Pantry, the Homestead, Yates County Sportsman's Federation, Conservation Field Days Committee, Yates County's Christmas for the Needy, St. Michael's School, and more!

Cornell Cooperative Extension of Yates County Volunteer Programs

Master Gardener

Collaboration with the Penn Yan Community Garden has expanded. In addition to sponsoring, planting, and maintaining the water quality garden, a Master Gardener volunteer now manages the garden. With 50 raised beds for rent next year, find more information here:

<http://www.pennyancommunitygarden.org/>



Master Forest Owner

The New York Forest Owners Association celebrated its 50th anniversary this year with the launch of their “Restore New York Woodlands” initiative. This education initiative strived to spread the word that New York’s forests are not regenerating properly. In order to ensure proper regeneration landowners need to be educated on the damage caused by high grading timber harvest practices, the competition of invasive plants and insects, and the adverse impact of a growing deer population. The Yates County Master Forest Owner’s supported this initiative at their annual



THE FINGER LAKES GRAPE PROGRAM

- There are 5348 acres of grapes in Yates county.
- The top five varieties by acres planted are:

Concord	1560 acres
Catawba	605 acres
Niagara	492 acres
Aurore	492 acres
Riesling	341 acres



2013 Tailgate Meetings a Huge Success!

Grower "tailgate" meetings were held every other Tuesday afternoon during the growing season. Meetings were at various vineyards around the Finger Lakes with topics discussed relevant to the time of year, issues that popped up as a result of the weather, or anything else on growers' minds. 140 growers attended the meetings including 48 Yates County residents.



A Selection of 2013 Meetings for Growers...



...included our Pruning Workshop which drew 22 participants this year; the annual Spring IPM Meeting that was held at Clearview Farms in Branchport this year with 81 people Attending; and our Soil and Compaction Workshop that helped educate and inform 21 local growers.

Money Management Education Program

The goals of our Life Skills Program are to help individuals acquire the knowledge and proficiency needed to take control of their financial well-being, improve their quality of life and ensure a stable future for themselves and their loved ones.

CCE YATES Life Skills Educator enrolled and served 20 families in 2013 through direct educational programs and partnered with several collaborators in the local Community.

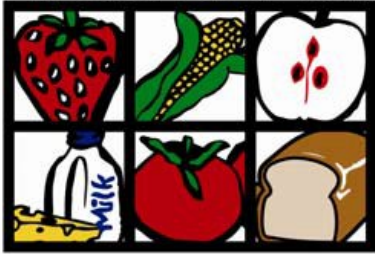
Seventeen Budget Workshops were presented in 2013 to individuals served through collaborating agencies and organizations.

By collaborating with Workforce Development and their Summer Youth Program. A series of workshops were presented to youth participating in the summer Youth Employment Program.

Continued Partnership with Keuka Housing Council to educate First Time Home Buyers about energy and money saving practices



Eat Smart New York!



ESNY

EAT SMART NEW YORK

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14527

[HTTP://CCE.CORNELL.EDU/](http://CCE.CORNELL.EDU/)

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Eat Smart New York Impacting Lives in Yates County!

Eat Smart New York's (ESNY) goal is to promote health by helping low-income individuals establish healthy eating habits and a physically active lifestyle. Poverty is a risk factor for numerous health problems including heart disease, diabetes, cancer, poor pregnancy outcomes, and obesity. Positive changes in nutrition and physical activity are needed to avoid negative consequences of these health conditions. With your agency's support, our nutrition educators will teach the important connection between nutrition and health to more of the 5,369 residents living at or below the poverty level (12.5%) in Yates County.



What We Do

Participants learn through a series of nutrition lessons how to better feed their families with less money. ESNY graduates improve their skills and knowledge about healthy eating by:

- Increasing vegetable and fruit consumption
- Eating smaller portions and decreasing salts and fats
- Increasing level of physical

Who We Reach

Low Income:

- Families with Children
- Individuals
- Youth
- Pregnant Women
- Seniors (60+)

What Our Participants Say

- "I was surprised that some of the breads I had thought were whole grains, really weren't." Remarked "T", mother of 1, after learning about whole grains and how to determine if her foods at home are whole.
- A diabetic grandmother raising a grandchild said, "I am trying to eat healthier and cut out the soda. I'm trying to move more than I normally do. I try to read labels more - like how much fat, sugar, and carbs." "I've really been thinking a lot more about what is in my food since you came to work with me."

Adults

- 100%** improved in at least one behavior construct
- 98%** improved in at least one of four nutrition practices
- 74%** improved in at least one of four food resource management practices
- 67%** improved in at least one food safety practice

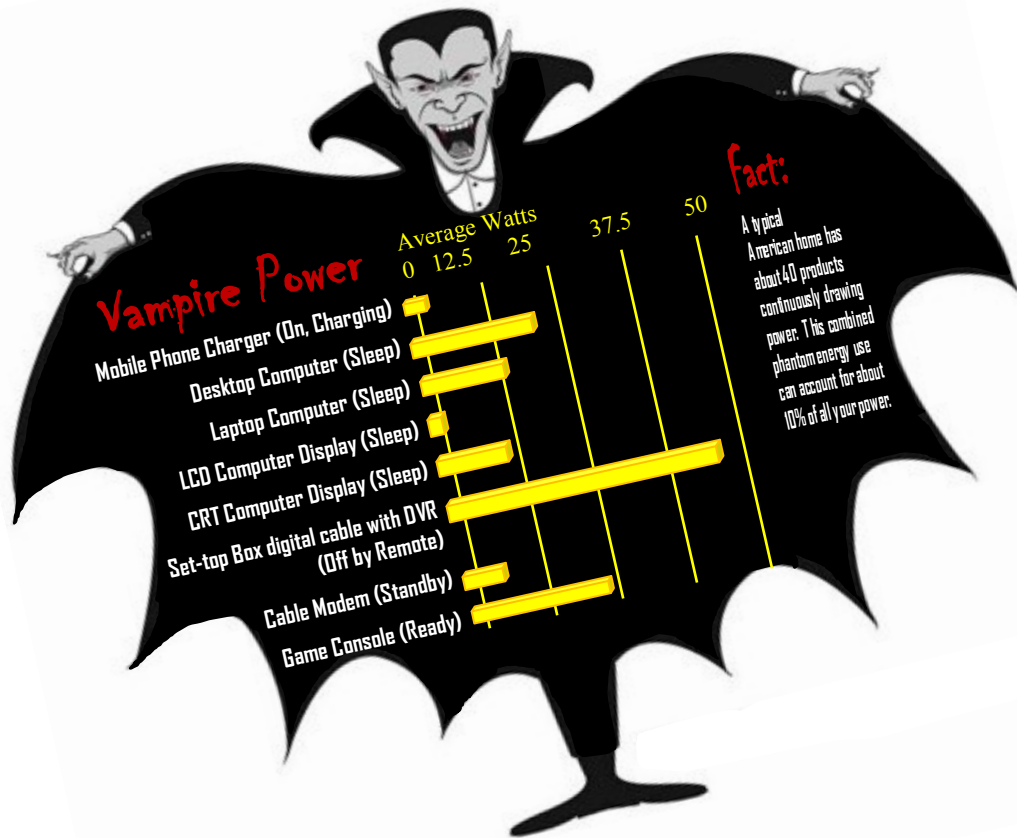


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ESNY is an educational program available to SNAP recipients and other income-eligible residents. ESNY is a program provided by Cornell Cooperative Extension of Yates County in partnership with the Yates County Department of Social Services, funded by USDA's SNAP Program. This institution provides equal program and employment opportunities.

Energy Efficiency

Ordinary appliances remain in standby mode when turned off and continue to drain electricity out of your outlets. This 'vampire' standby mode sucks up to 15% of your home's electricity bill! Through a grant with NYSERDA, we provide programming to homeowners about low cost or no cost actions that can be taken around the house to become energy efficient and ultimately lowering the monthly electric bill."



Fact:

A typical American home has about 40 products continuously drawing power. This combined phantom energy use can account for about 10% of all your power.





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