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"Helping build strong and vibrant communities."

4-H Summer Camp Introduces Youth to Careers in Agriculture

In July, the 4-H Program hosted *AgVenture FVI Survivor Camp*, a week long day camp featuring adventures in the Fruit & Vegetable Industry and culminating in a survivor challenge at a local supermarket. 17 middle school youth interested in careers in the fruit and vegetable industry attended.

The youth visited many different Agricultural Ventures throughout Monroe and Wayne Counties and were introduced to the variety of careers associated with the local Fruit and Vegetable Industry. By the end of the program, all were introduced to the concepts of Organic & Natural; Soil Conservation & Compaction; Crop Rotation & Integrated Pest Management; Farm Markets & Agri-tainment; what it means to be a localvore; and they experienced the NY Wine & Culinary Center in Canandaigua. At the Agricultural Experiment Station in Geneva, they taste-tested organic and conventionally grown fruit and vegetables and compared varieties of apricots for sugar content. The teens also visited field trials, the food venture lab, and the Seed Certification Lab.

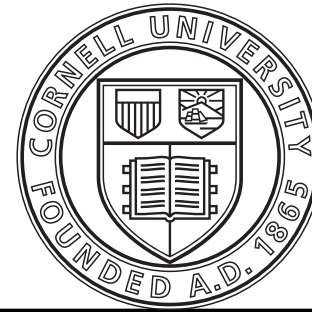
The week ended with a day of challenges at Cooperative Extension. Campers were taught to read product labels and then turned loose to search a local market for products that were grown in New York and that contained specific nutrients on their list of daily nutritional needs.

4-H *AgVenture FVI Survivor Camp* is part of a 3 year grant program for youth to promote careers in Fruit and Vegetable Production. The program was designed to expand their interest in fruit and vegetable industries and engage them in skill and career development to eventually become Fruit or Vegetable Farm business owners and managers.

Wayne County has 300 members in 32 clubs in the traditional 4-H program. Through this year-round program, youth have an opportunity to develop long lasting relationships with one or more of the 221 adults who volunteer to help them learn-by-doing as they explore agriculture, science & technology, natural resources, textiles, and nutrition; and develop important life skills through public speaking & teen programs.

An additional 113 youth are engaged in long term in-school and after-school programs 4-H conducts in collaboration with schools and with other Wayne County Youth Organizations.

Wayne County 4-H has also had a positive impact on the lives of 2683 Wayne County Youth who participated in short term special interest programs in schools, at county parks, at summer recreation programs, and with other Youth Serving Organizations; by introducing them to concepts in agriculture, nutrition, gardening, and fitness.



Cornell University Cooperative Extension

WAYNE COUNTY ANNUAL REPORT 2008

2008

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*Cornell Cooperative Extension
Wayne County is an equal
opportunity, affirmative action
educator and employer.*

Cornell Cooperative Extension (CCE) of Wayne County, is a dynamic educational system dedicated to "Helping the residents of Wayne County be more self reliant." We have all heard at one time or another, "Give a man a fish; you have fed him for today. Teach a man to fish; and you have fed him for a lifetime". No matter which extension program area you choose; agriculture, youth or nutrition, what we do is education. Putting that knowledge to work is how individuals and communities become more self reliant.

I think of the work of extension as true economic development. CCE gives people the educational resources they need to impact their lives in a positive way, which may have a direct or indirect effect on their finances. Whether they need help to make better nutritional choices and improve their health or information on how to control a pest that is affecting their crops CCE is there and ultimately the information leads to saving or making money.

The credit crisis facing the country has been a frequent story in the news. Issues relating to credit and managing personal finances affects us all, either directly or indirectly through increasing costs in the economy. CCE has unbiased, fact based educational programs available to those with financial trouble or those who would like to avoid trouble to help them understand and manage their finances more effectively. When you look at the various

activities within extension, they may appear quite diverse, but threaded through all is an integrated approach using staff and volunteers with fact based research from Cornell University tying them all together.

This annual report shows how each of our extension programs not only helps the individual become more self reliant, but the county as a whole. I hope that you will be pleased with the impact that our staff and volunteers have on Wayne County. Additionally, it is my hope that you will continue to partner with us in financial support, volunteering in our program areas and participating in our programs. Above all, I hope you spread the word to others in the community who can benefit from the educational resources available through Cornell Cooperative Extension of Wayne County.

Bob Deemer, Chairperson,
Board of Directors

2008 Budget:

Income:	
Wayne County	\$424,647
State and Fed	\$74,678
Grants and Contracts	\$290,180
Annual and Ag Campaign	\$16,122
Non Cash Employee Benefits	\$183,750
Other: Enrollment Fees,	\$103,714
Fund Raising, Registration	
Total	\$1,093,091
Expenses:	
Permanent Salary and Benefits	\$367,319
Grant Salary and Benefits	\$285,578
Operations	\$80,467
Program	\$311,915
Other	\$47,812
Total	\$1,093,091

CCE AGRICULTURE PROGRAMS ENHANCE ENVIRONMENTAL QUALITY AND ECONOMIC GROWTH

Harvest Maturity Program for Apple Harvest Improves Fruit Quality – The Cornell Cooperative Extension Lake Plains Fruit Team (LOFT) coordinate the annual Harvest Maturity Program to scientifically test apples (and to lesser extent, pears) collected from throughout the 4 county region, for ripening indicators. Tests performed include: ethylene production, brix, pressure, and starch.

Ethylene production is a natural gas produced by many fruits and vegetables that is an important indicator of ripening. In such high-valued, long-term storing varieties such as McIntosh and Empire, ethylene testing is critical to predict a small harvest window for growers to pick and store the cultivars in order to minimize storage disorders. The CCE-LOF is the only program carrying out comprehensive ethylene tests in the LOFT region.

Results are shared and discussed with researchers and storage operators to make recommendations as to when to harvest specific varieties, along with any current or anticipated problems as related to harvest and storage.

This program impacts on all growers across the region as they rely on picking instructions from packing-house and storage fieldmen, who also base harvest timing recommendations on the ripening indices reported in this program. Storage operators and growers subscribe to the Harvest Maturity Reports and rely on them schedule harvest of specific varieties and determine proper storage requirements for fruit based on the testing results. This program aids the industry in maximizing profit and marketability, by minimizing problems such as fruit that will not develop full varietal flavor from being picked too early, and avoiding storage decays and shortened shelf life from fruit harvested too late.

Water Management and Muck Land Improvement—

Water drainage, and disease spread in wet areas, has been a continual problem in Wayne County since the floods increased in size and frequency since 2006. Cornell Vegetable specialists are working with growers, Cornell faculty and local consultants to improve muck water management on land to ensure consistently good vegetable crops yields and good vegetable quality. Growers of potatoes, onions, carrots, cabbage and sweet corn in Wayne County have lost at least \$5 million since this heavy rainfall.

Team members have offered soil health workshops, developed a checklist for water management, tested pre-tillage and post-tillage soil compaction and worked with municipalities on grant writing for improved drainage. Most recently, a joint meeting with Farm Bureau, DEC (Department of Environmental Conservation), Wayne County Soil and Water District staff, and local growers was organized to show physical water barriers on farm land and ask how permits can be used for improved drainage. The outlook is positive! Growers were encouraged to apply for permits to remove barriers and additional grant money for removal may be available through special federal programs.

Nitrogen Use Efficiency in Corn—

The gradual price increase of nitrogen fertilizers and the emphasis on nutrient management, have forced producers to take a hard look at traditional nitrogen applications. The NWNYS Team had been cooperating on research trials with a cash grain producer in Wayne County on nitrogen formulations, rates, and placement for the past three growing seasons in field corn.

Our field trials have focused on newer formulations of protected urea that have been coated with a polymer (ESN), urease and nitrification inhibitors (Super U), and (Nutrisphere), both broadcast and placed below the seed at half, ¾, and full rates. Despite trends of yield increases with the newer products no significant differences were detected

due to variable weather conditions and large yield variability between replications.

To overcome this variability, we have teamed up with the Cornell University Nutrient Management SPEAR program in 2008. A standardized protected nitrogen trial was replicated in three locations across NY. Multiple sites with variable environmental conditions will hopefully smooth out variability within plots and provide more confident protected nitrogen recommendations for NY corn producers.

Wayne County is the 5th largest agriculture county in NYS based on dollar value of total production (\$104 mil). The diversity of our agriculture is our strength—having more than 900 farms producing every major crop grown in NYS with two metropolitan areas close by us.

Our Specialist Team work with farmers in all areas of production agriculture. Each year more than 8,000 contact hours are provided between local specialists and Wayne County growers. Contact is accomplished through multi-day workshops, conferences, one on one farm visits and phone calls and participation in research trials.

Wayne County growers are provided access to new methods of production that increase profitability and improve environmental quality—a benefit to growers and the local Wayne County community.

YOUTH, ADULTS AND THE ENVIRONMENT: SUSTAINING OUR FUTURE

During the summer of 2008, the Master Gardeners of Wayne County were contacted by several local libraries requesting children's presentations as part of the Collaborative Summer Library Program (CSLP). This year's New York State Summer Library Reading Program was entitled "Catch the Reading Bug", which was right up our alley.

During the months of July and August, several master gardeners journeyed to libraries in Sodus, Newark, Lyons, Ontario and Palmyra to show and tell all we know about Bugs. We started each presentation by reading a story about bugs to the groups of children at the libraries, which consisted of between 25 and 60 children per group. We brought in live specimens of a few favorite insects, as well as mounted specimens. The children's favorite insects turned out to be three 6 inch long millipedes that they had the opportunity to 'pet'. We discussed beneficial insects like bees and ladybugs and the important role they take in our environment. We also put to rest some old wives tales about bugs brought to us

NUTRITION PROGRAMS IMPROVE HEALTH AND INCREASE FRUIT AND VEGETABLE CONSUMPTION

"Color Me Healthy" curriculum is being used by 38 early childhood educators in Wayne County, increasing access to fruits and vegetables and physical activity for 310 pre-school children. By July 2008 six child care centers and pre-schools completed a five hour training including modeling of "Color Me Healthy" resources by Kim Gardner, Community Nutrition Educator with the Eat Well Play Hard Community Project.

Teachers from Roosevelt Children's Center, E.Palmyra Christian School, St. Michael's Pre-School, St. Anne's Family Resource Center, Creative Environment Day Care, Inc., and Marion School District Universal Pre-Kindergarten returned evaluations three months after the training indicating that pre-school children continued to be introduced to and given access to fruits and vegetables and be physically active with music using the "Color Me Healthy" CD.

- 77% of teachers said that CMH resulted in increased physical activity of the children.
- 77% of teachers said they saw positive changes in children with respect to healthful eating.
- 97% of teachers said using CMH positively changed their attitude about the importance of teaching children about physical activity and nutrition.

Volunteer Master Gardeners operate a hotline 2 days a week throughout the growing season, April—Oct. This year, our hotline received one-third more calls than this time last year. Increasing grocery bills, more focus on eating healthy and staying home and taking up gardening as a hobby are all reasons why people are calling for information. Gardening is one way consumers can feel that they have some control over what they eat and it's cost. With living expenses continuing an upswing, interest in home gardening either because it's needed or as a hobby may become more widespread.

from long ago and answered many, many questions from the children.

Plans are now underway to continue to expand these partnerships and stimulate children's knowledge in the importance of protecting and supporting our environment through knowledge and understanding.

At Roosevelt Children's Center, "tiny tastes" are being encouraged and a new cooking program was incorporated into the classrooms. Through observation we know that teachers are introducing fruits and vegetables to children in positive ways and with confidence. One mother wrote a note to her daughter's teacher at the Roosevelt Center, "...last night she asked for an orange and told us we shouldn't eat chips all the time, which normally she would love."

Nutrition educators have more than 5,600 contact hours a year with local citizens from all backgrounds in programs like Eat Smart NY, Diabetes Outreach and Education and Eat Well Play Hard Community Project. Program evaluation shows that graduates of Eat Smart NY and Living with Diabetes series made significant improvements in their eating, shopping and food preparation behaviors. Through Eat Well Play Hard, eighteen elementary schools, child care centers and pre-schools impacting over 1,800 youth have made sustainable changes to improve the nutrition quality of meals and snacks served and to increase the amount of physical activity provided.