



# Annual Report 2011

Cornell University  
Cooperative Extension  
Wayne County

Helping you put research knowledge to work.

## Welcome to our 2011 Annual Report!

Cornell Cooperative Extension Wayne County is one of the top extension offices in the state for several reasons. We are able to increase community impact with new technologies in communication, enthusiastic volunteers, and new grant funding.

CCE staff continually update their knowledge through modern applications like – webinars, con-

ference calls and video conferencing (traveling less and learning more). Staff share what they are learning, with participants, in many different ways. For example, our 16 agriculture specialists stay up to date on the newest pest and crop damage control and communicate with growers through fax, email, text messaging and twitter accounts. Our youth share information about 4H projects and activities with each other and learn about upcoming activities on Facebook (invite only!). Who knew that 5 years ago, we would be actively interacting with participants in many different forms, and from many different areas – from Syracuse to Buffalo and around the United States, all in one training activity?

Complementary to our great staff, our volunteers remain strong through research based trainings offered by staff and organized through a network of other volunteers. Staff could never accomplish half of what we do without support from Master Gardeners, 4-H club leaders, 4-H project leaders, many advisory committees and members, and our Board of Directors.

2011 has brought some bumps in the road and some new road. We were cut in funding mid year with one of our nutrition programs and have since continued the program with a reduced number of staff. At the same time, CCE Wayne County started a new program “Creating Healthy Places” with numerous community collaborators. We invite the public to seek out nutrition resources available through CCE – we still have many programs available and have NOT shut down!

CCE Wayne is also in the pro-  
Annual Report cont'd on pg 2

### Mission

The Cornell Cooperative Extension educational system enables people to improve their lives and communities through partnerships that put experience and research knowledge to work.

### Our Educational Focus:

- Strengthening the economic and social vitality of communities.
- Developing the competence and character of youth and adults in families and communities.
- Empowering individuals and enterprises in agriculture and food systems to thrive.
- Improving the quality and sustainability of human environments and natural resources.
- Improving the health, nutrition, and safety of communities and individuals.

### Address & Directions

**Cornell Cooperative Extension Wayne County** is located at: 1581 Rt. 88N Newark, NY 14513. You can reach us by phone at 315-331-8415. Easy to find, we are located at the corner of Hydesville Rd. and Rt. 88. Just follow Rt. 88N at the intersection of Rt. 31 and Rt. 88 in the center of the village of Newark. We are a one story gray building located about 1 mile north of the intersection on the west side of Rt. 88.

## 2011 Annual Report Financial

### Income:

County.....	\$424,647
State and Federal.....	\$78,711
State Fringe Benefits.....	\$128,055
Contributions.....	\$12,600
Grants.....	\$330,568
Program Revenue.....	\$83,433
Other Income.....	\$5,159
Total.....	\$1,052,855

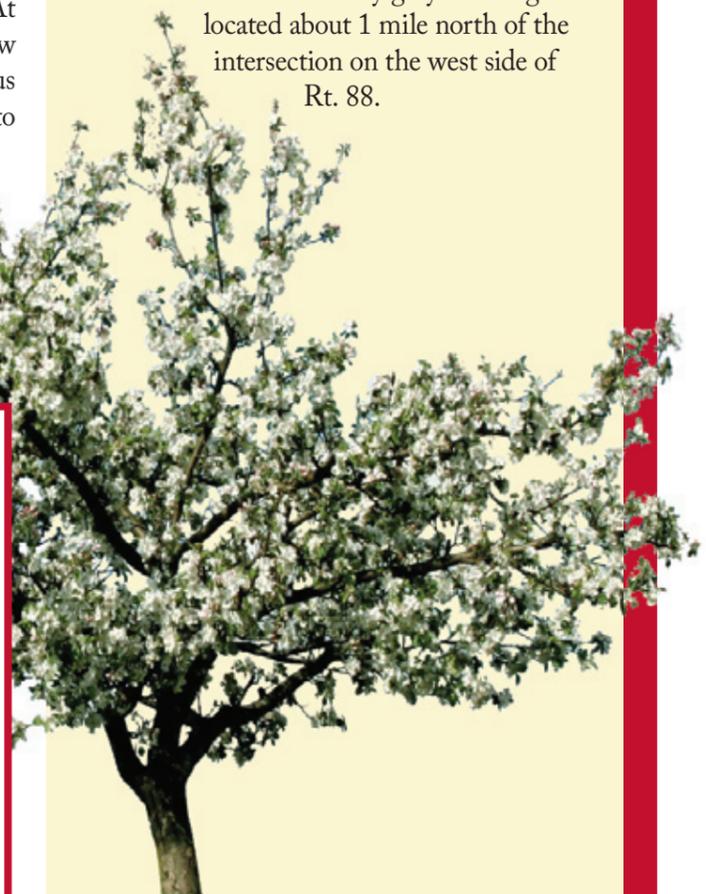
### Expenses:

Salary and Wages.....	\$512,545
Employee Benefits.....	\$148,689
And training	
Specialist Support.....	\$166,241
Building and Grounds.....	\$29,048
Program Expenses.....	\$196,332
Total.....	\$1,052,855

## Cornell Cooperative Extension of Wayne County

1581 State Route 88 North  
Newark, NY 14513

NON-PROFIT ORG  
U.S. POSTAGE  
PAID  
NEWARK, NY  
PERMIT #25



## 4-H Prepares Wayne County Youth for Work and Life

In addition to 4-H's "learn by doing" programs that allow youth to explore their interests, 4-H provides positive youth development opportunities to prepare Wayne County youth for work and life.

Wayne County 4-H members and alumni have started their own businesses—including a riding stable, beef sales, and produce sales—and obtained degrees in related fields such as agricultural sciences, animal science, education, biology, and natural resources management. Leadership and community service experiences impact youth's self-confidence and worldview.

Here is what 4-H members transitioning to college had to say about the impact of 4-H on their lives:

Hannah Marvin has been a Wayne County 4-H member for 10 years. Through 4-H, Hannah volunteered with several community organizations. She says this about her community service

experience: *"Because of the volunteering I have done in 4-H, I have made it my goal to continue helping those who need it for the rest of my life. It is also one of the reasons I chose to pursue a career in the health field where I will be able to help people daily."* 4-H also gave Hannah the opportunity to develop her leadership skills. According to Hannah, *"The leadership positions I held in 4-H inspired me to become a leader in my school and the confidence I have gained through both will help me for the rest of my life."*

Andrew Kittleson also grew up in 4-H, focusing on science experiential learning. According to Andrew, *"4-H gave me the opportunity to work with other youth and adults from around the state and nation in the area of Geospatial Science." Regarding 4-H's impact on his life and future, he says, "4-H has taught me many valuable life skills and has been an incredibly positive experience in my life... the skills I have learned through 4-H will be a major aid to my continued education."*



## Want more on gardening?

Join our home landscape e-mail [mgwayne@cornell.edu](mailto:mgwayne@cornell.edu) to receive free home garden and landscape tips and information on our upcoming horticulture and woodlot events.

Would you like to schedule a gardening presentation for your Wayne County group or school? Contact us to request a presentation at (315)331-8415 Ext. 107 or E-mail: [MGWayne@Cornell.edu](mailto:MGWayne@Cornell.edu). Hotline is still open during the winter months, please call, leave a message and someone will get back to you shortly.

## Small and Beginning Farms – CCE Has Help for you, too!

Have you ever thought of starting a farm, or maybe a large garden, where you can sell produce to your friends and neighbors?

CCE Wayne County has resources on the website that are free for the downloading, including the "must have" resource of "Guide to Farming in NYS" – which answers all of your technical questions regarding laws and regulations, resources as you grow in experience and resources for improved technical expertise.

In addition, Wayne County has three agriculture specialist teams to help in all your technical questions regarding pest control, culture practices, postharvest procedures, etc. If you are selling an end product, these teams are for you!

As you start your farm, make sure to call the office and talk with Beth Claypoole, our local agriculture issues leader who will get you going in the right direction. As you learn more about our agteams, you can get enrolled in the programs and get timely production information and personal invites and communication from team members for trainings and activities. Most ag trainings take place from December through March. Don't miss any opportunity and get on the mailing list now!

Check out the website – <http://ccewayne.org> and click on "agriculture" and see all the resources available to you. You'll never know what you are missing until you check us out. Join the more than 900 farmers in Wayne County and be in the 5th largest agriculture county in the state – and the number one fruit county!



## 4-H Takes You Places! Join Today!



### 4-H provides youth 5-19 education for life!

Providing hands on experience while, creating a sense of accomplishment and success. Growing today's youth and providing may options for families in our communities.

### Interested in joining 4-H with your children?

Families involved in 4-H report that they work better together by scheduling time to focus on developing communication skills, setting goals and experiencing family-wide learning opportunities.

Please call 315-331-8415 for more information!

Leadership Skills Wildlife Sewing  
Gardening WOODWORKING Astronomy Cooking  
PHOTOGRAPHY Rockets Community Service

...And Much More!

## Annual Report cont'd from pg 1

cess of receiving grant funds to increase our agriculture programs, including a collaboration with Finger Lakes Community College and the Finger Lakes Grape Program, providing research and information to Wayne County's growing grape and vineyard industry. Money will also be available to increase the educational workshops offered so that farmers can create plans for "Good Agricultural Practices" that document their food safety protocols and allow for increased marketing opportunities. Additional help with starting or expanding famers' markets offered year round will also be available.

We look to the future in more ways than one and meet needs as identified through our advisory committees of volunteers. It is through the input of

the community, that we strive to keep up with the growing demand for more information, research and training to help our communities remain strong.

Please share our good news with your friends and neighbors and your government representatives.

If you have any comments, please do not hesitate to contact a staff member or member of our Board of Directors, both listings can be found on our website: <http://ccewayne.org>

Kathy Madison  
- President, Board of Directors  
Elizabeth A. Claypoole  
- Executive Director

# Cornell Cooperative Extension Impacts the Wayne County Community by

**...improving environmental quality and herd profitability** by changing and modifying pasture plans for farms. NWNYS Dairy, Livestock, and Field Crops Team members worked with one farm to sponsor a community pasture walk to highlight improvements made to the farm, which included ditch clean out, fence installation, pasture seeding and nutrient management planning. Attendees included participants from Wayne county. Penfield TV produced a video of the event available at: [www.youtube.com/watch?v=5Lkc7th2RkY&feature=related](http://www.youtube.com/watch?v=5Lkc7th2RkY&feature=related)

**...continuing to communicate with farmers and home gardeners on tomato and potato blight.** Cornell Vegetable Team conducted meetings with growers on late blight identification, emphasize the risk for infection, outline management strategies and provide training in a new Late Blight Decision Support System (DSS) for growers. Consultants and growers are now using the DSS to make more information decision for disease control. Information has also been provided in communication to our Master Gardeners' and home gardeners' emails. If not controlled and prevented, rapid spread of late blight could destroy all tomatoes and potatoes in the region.

**...communicating increase demand for winter farmers' markets and fresh produce,** the Cornell Vegetable Team is working with growers on a new growing methods to increase profitability for growers selling at winter markets. Vegetable growers have indicated that their sales to be equal to or even better than the summer,



Three sisters garden planted by youth at Lyons Community Center

with several farms increasing profits by 15-20%.

**...expanding the amount of broccoli grown on the East Coast.** The Cornell Vegetable Team is working on a regional research project that could increase broccoli growth and sales by more than \$100 million, with about \$3-5 million grown locally in the Rochester area.

**...preventing erosion of muck soils by reducing tillage in onion production.** Once a minimum tillage system is developed for onions grown on muck soils, growers will adopt this new technology and realize reduced losses from erosion and sustained long-term production of onions grown on muck soils.

**...ensuring the future success of local fruit farms,** the Lake Ontario Fruit Team is working with the New York State Young/New Grower group for education programs focused on farm transition plans and postharvest issues. Participants are learning ways to increase profitability through improved post harvest handling of fruit. In addition, 2 local members of the group have been accepted to the LEAD NY program to increase their leadership skills at the state and national levels. A better educated generation of fruit growers ensures a profitable future for Wayne County growers!

**... increasing knowledge of new pesticide applicators** and those who were renewing their pesticide applicator license. Thirty three farm owners and employees participated in 6 hours of training to help them prepare to pass the certification exam. Thirty people passed both sections of the exam and were able to receive and/or retain their pesticide certification, allowing them to safely spray pesticides on their own farm without having to hire an outside contractor.

**...addressing the increasing number of home garden and landscape issues.** By the end of September Wayne County Master Gardeners addressed over 600 requests for information (a 14% increase over all of 2010) on home garden and landscape topics. This resulted in homeowners receiving unbiased University research based information from Master Gardeners familiar with gardening in Wayne County.

**...increasing knowledge of woodlot owners on invasive threats to woodlots and safe tree felling techniques.** During 2011 CCE Wayne County Master Forest Owner Program hosted 2 woodlot workshops for 58 participants. These workshops resulted in participants expanded knowledge about woodlot management including invasive plants, insects and control options, safe tree felling and chainsaw safety.

**...increased healthy eating and physical activity of 234 adults** in the Eat Smart NY program (impacting 982 family members) with 91% who improved healthy food choices and 27% increase physical activity. A participant in the "Steps to a Healthier You" series said, "When I first got the pedometer I was only walking 200 steps a day. Now I am up to 3,500 steps a day."

**...increased access to and consumption of fresh vegetables** and herbs among youth in Lyons. After-school and summer recreation youth planned and created gardens in the courtyard at Lyons Senior/Junior high school (a pizza garden) and Lyons Community Center (three sisters garden) with assistance from CCE educators and Master Gardener volunteers. Some produce went home and some was used by Lyons School District food service.

**...increased access to locally grown produce for families using Food Stamps.** Fourteen vendors at the Lyons Farmers' Market signed up to accept Food Stamps, making the market accessible to all. CCE staff supplied start-up funding for supplies and publicity through Creating Healthy Places project. Stephanie Knarr, manager of the market, reported, "This program was very positive for us, we will be running it in the future."

**...increased breastfeeding of infants.** Of the 23 pregnant women who participated in Eat Smart NY, 96% initiated breastfeeding. A pregnant mother was determined to breastfeed her twins. With assistance from the breastfeeding education and support program she pumped for a while until both babies learned to latch effectively.

**...increased independent cooking skills of 151 youth.** 76% learned new cooking skills to prepare vegetable based recipes. "Chef Taylor", a fifth grader in "Cooking Up Fun" series, recently moved in with her grandfather and was in charge of cooking dinner a couple of times per week. She learned how to chop, mince, grate cheese and read food labels and enjoyed preparing some of the recipes at home.

**...improved access to healthy foods and physical activity for 1,050 youth** in Wayne County after-school and summer recreation programs. The Eat Well Play Hard/Healthy Communities mini-grant opportunity

allowed programs to purchase supplies and equipment and receive training and technical assistance from CCE educators. Eight youth serving organizations adopted policy and/or practice changes that support healthy eating and physical activity. This project was a collaboration with Wayne County Public Health.



Choose Health Action Teen from Sodus with one of the youth he taught healthy living skills

**...improved healthy eating habits of people with diabetes.** Of the 25 people who participated in Living with Diabetes self-management educational and skill building series, 93% made improvement in nutritional quality (increasing whole grains, low-fat dairy, vegetables and/or water and/or decreasing fried foods and sugary beverages) and 21% increased physical activity.

**...improved 280 consumers' knowledge of preparing household budgets, decreasing dependence on debt and decreasing energy use.** Over 125 people came to the Green Home and Life Fair in April 2011 and learned strategies and resources for reducing household energy use from local businesses and speakers. As part of the Fair, the Green Team at the Park Presbyterian Church sponsored e-waste recycling in the CCE parking lot. 34,021 pounds of computers, televisions, stereo components and smaller electronic gadgets were collected by Maven Technologies of Rochester for disassembly, recycling and redistribution.

**...increasing agricultural science knowledge among youth.** 1,828 youth gained knowledge and developed skills through 4-H club and special interest programs in afterschool and community programs and the Agriculture Program's presence in classrooms. Agricultural education develops youth's sense of responsibility, belonging, planning, and decision-making, and impacts their future study and vocation.

**...expanding opportunities for positive youth development through long term programming.** Seven new clubs were formed by new volunteers excited to make a difference in the lives of youth in Wayne County. 4-H club membership fosters improved confidence and leadership, prevents risky behaviors, and builds skills for success in work and life.

**...engaging youth in career exploration.** Youth participating in the new 4-H Beef Value Discovery Program demonstrated increased knowledge of commercial beef production, how research is conducted in a university setting, and learned how to apply research in a local farm setting.

**...preparing teens for their next steps.** Through the 4-H Teen Leader program at the Wayne County Fair, 19 teens increased their leadership, job readiness, and marketable presentation skills. 4-H also gave six scholarships to support senior 4-H members' first year of college tuition.



Youth practicing knife skills in "Cooking Up Fun"

# Activities Calendar

## From October 2011 - March 2012

**Annual Feed Dealer's Meetings - Drs. Larry Chase & Tom Overton** November 4, 2011, 11:00 a.m. - 2:30 p.m. - Blue Ribbon Smoke House & Restaurant, 261 Main St., Phelps, NY 14532. Lunch & proceedings included, Cost: \$30 per person/location, \$25 ea. Add'l person(s) same company/farm. Pre-Registration is Requested! Contact: Cathy Wallace: 585.343.3040 x138 or cfw6@cornell.edu

**"Save Energy, Save Dollars"** November 8 or December 6, 2011, 1:00 to 3:00 pm, Finger Lakes Works. A two hour workshop sponsored by NYSEDA and presented by Cornell Cooperative Extension, provides practical skills and tools to home owners and renters. Registration required by calling 315-331-8415

**Bovine Reproduction & A.I. Course**, November, 7-8, 2011, 9:30 a.m. - 3:30 p.m., each day, Spring Hope Farm, County Route 4, Seneca Castle \$150.00 per person: SPACE IS LIMITED! Registration: Cathy Wallace 585.343.3040 x138

**Northeastern Silvopasture Conference**, November 7-8, 2011, Harbor Hotel, 16 N. Franklin Street, Watkins Glen, NY 14891. Questions call Brett Chedzoy 607.742.3657

**4-H Horse Banquet**, November 12, 2011, 6-9:00pm, CCE office. 4-H members in the Horse Program are recognized for their achievements throughout the year. Dish to pass.

**Creating Healthy Places**, November 16, 2011 noon to 1:30 pm, Creating Healthy Places Coalition meets bimonthly. Call CCE to reserve your lunch. 315-331-8415

**Field Crop Dealer Meeting**, November 21, 2011 PRE-REGISTRATION IS REQUIRED!! 9:00 a.m. - 3:00 p.m., Geneva Experiment Station, Jordan Hall, Geneva, NY. \$10.00 registration fee (Lunch will be available for additional cost) DEC & CCA credits will be offered as part of the registration fee. Registration: Mary McKellar 607.255.2177.

**Holiday Greens Workshop**, Saturday, Nov. 26th 2011, 9:00 AM - Noon, Town of Ontario Recreation Lodge, Casey Park, Knickerbocker Road, Ontario. Pre-Registration required. 315-331-8415.

**"Save Energy, Save Dollars"**, December 1, 2011 10:00 am - noon, Wayne County Department of Aging and Youth. Workshop sponsored by NYSEDA and presented by CCE, provides practical skills and tools to home owners and renters. Registration required by calling 315-331-8415.

**Group Housed Dairy Calf Systems Symposium**, December 1, 2011, 10:00am - 4:30pm. Doubletree Hotel, 6301 State Route 298, Syracuse, NY 13057. A symposium for Dairy Producers & Advisors. For details go to [www.ansci.cornell.edu/prodairy/calcsystems](http://www.ansci.cornell.edu/prodairy/calcsystems).

**Processing Sweet Corn and Snap Bean Advisory Meeting**, December 2, 2011, 9:30 - 11:30am,

Jordan Hall Lounge, 2nd floor, NYS Ag Experiment Station, 630 W. North St, Geneva, NY. Contact: Julie Kikkert, CCE, CVP at [jrk2@cornell.edu](mailto:jrk2@cornell.edu) or 585-394-3977 x404.

**4-H Holiday Special**, December 3, 2011, CCE Wayne office, come and create a series of decorations that will make your home festive for the winter holiday season. We are seeking new creative workshops! If you would like to share a favorite activity, please contact Margo [mcd25@cornell.edu](mailto:mcd25@cornell.edu) or 585-461-1000.

**Pea, Beet and Carrot Advisory Meeting**, December 13, 2011, 9:30 am - 12:00 pm, First United Methodist Church, 8221 Lewiston Rd (Route 63), Batavia NY. Contact: Julie Kikkert, CCE, CVP at [jrk2@cornell.edu](mailto:jrk2@cornell.edu) or 585-394-3977 x404.

**4-H Public Presentation Workshop**, December 16, 2011, CCE Wayne office, 4-H Public Presentations is the number of program 4-H alumni share that helped them gain educational, career, and list skills. Call office for registration.

**Steps to a Healthier You...** January 11 to March 7, 2012, Wednesdays from 2:00 to 3:30 pm Eligible to join this series if you receive Food Stamps, HEAP, WIC, Medicaid, SSI free or reduced school meals; call CCE 315-331-8415 to register. This is an Eat Smart NY program.

**Finger Lakes Corn Congress**, January 19, 2012 9:00 a.m. - 3:30 p.m., Holiday Inn, 2468 NYS Route 414, Waterloo, NY 13165 Registration: Cathy Wallace 343.3040 x138

**Pregnant and breastfeeding mothers** - January 19 to March 8, 2012, Thursday's 1:00 to 2:30 pm. ongoing support, information and groups, call 331-8415, ext. 205. Please call to let us know you are coming.

**Empire State Fruit and Vegetable Expo, Farmers' Direct Marketing Conference & Becker Forum**, January 24-26, 2012, Oncenter Convention Center, Syracuse; Becker Forum, January 23, 2012 at Holiday Inn Liverpool. Visit <https://nysvga.org/expo/> for information and on-line registration.

**Public Presentations**, February 4th and 8th at CCE Wayne. 4-H Clubs, get your presentations ready! Registration info is forthcoming.

**Finger Lakes Soybean/Small Grains Congress**, February 9, 2012, 9:00 a.m. - 3:30 p.m., Holiday Inn, 2468 NYS Route 414, Waterloo, NY 13165 Registration: Cathy Wallace 585.343.3040 x138

**4-H Expo**, March 10, 2012, MidLakes Central School, 4-H members in the Finger Lakes are invited to participate in hands-on workshops learning from regional experts. Current members will get info in mail.

**Pond Management Workshop**: Early spring 2012. Call the office to get on the contact list.

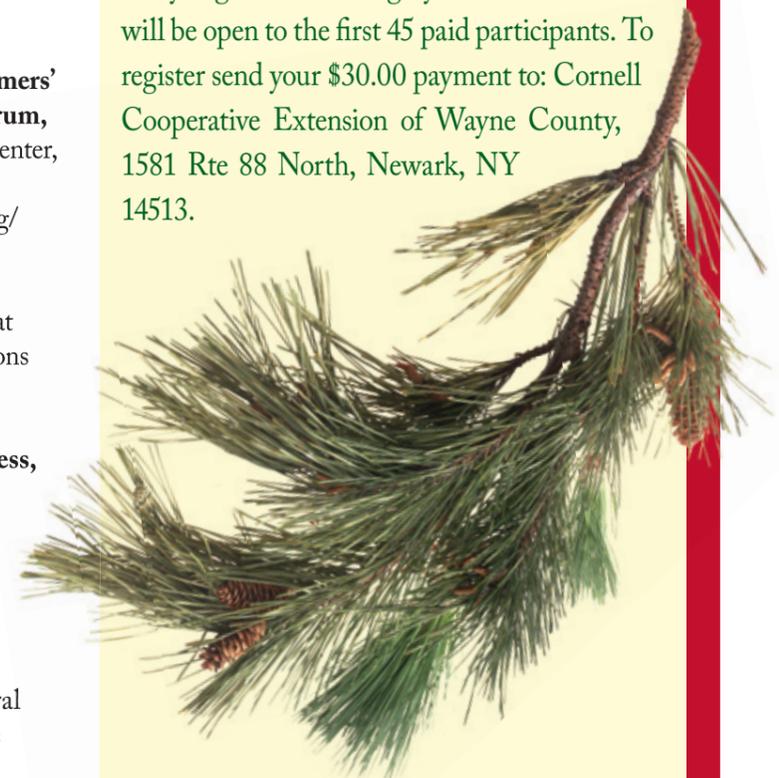
# HOLIDAY GREENS WORKSHOP



Join the Wayne County Master Gardeners on Saturday, Nov. 26th 2011 from 9:00 AM - Noon at the Town of Ontario Recreation Lodge, Casey Park, Knickerbocker Road, Ontario.

During this workshop participants make a fresh wreath, an evergreen swag, and a 15 inch tall tabletop tree or centerpiece to take home and enjoy through the holiday season. Please bring small pruners & gloves.

Early registration is highly recommended and will be open to the first 45 paid participants. To register send your \$30.00 payment to: Cornell Cooperative Extension of Wayne County, 1581 Rte 88 North, Newark, NY 14513.



Cornell Cooperative Extension Wayne County actively supports equal educational and employment opportunities. No person shall be denied admission to any educational program or activity or be denied employment on the basis of any legally prohibited discrimination involving, but not limited to, such factors as race, color, religion, political beliefs, national or ethnic origin, gender, sexual orientation, age, marital status, veteran status, or disability. Cornell Cooperative Extension is committed to the maintenance of affirmative action programs that will assure the continuation of such equality or opportunity.

1581 Rt. 88N Newark, NY 14513 • 315-331-8415  
[www.ccewayne.org](http://www.ccewayne.org)