



Cornell University
Cooperative Extension
Wayne County

Annual Report 2012

Helping you put research knowledge to work.

Welcome

I am continually impressed with all the areas of our communities that Cornell Cooperative Extension Wayne County has a positive effect in. It is a combined effort of enthusiastic and talented staff and dedicated volunteers that make a great organization. Take a look at new and expanded programs our CCE Wayne team has been involved in.

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

2012 Annual Financial Report

Income:

| | |
|-----------------------------|-------------|
| County | \$424,647 |
| State and Federal | \$78,711 |
| State Fringe Benefits | \$180,000 |
| Contributions | \$15,350 |
| Grants | \$494,687 |
| Program Revenue | \$83,077 |
| Other Income | \$15,381 |
| Total | \$1,291,853 |

Expenses:

| | |
|----------------------------|-------------|
| Salary and Wages | \$538,595 |
| Employee Benefits | \$203,616 |
| And training | |
| Specialist Support | \$151,982 |
| Building and Grounds | \$44,222 |
| Program Expenses | \$354,438 |
| Total | \$1,292,853 |

CCE Wayne Plays Leadership Role in Regional Agriculture Project

Cornell Cooperative Extension has historically worked with agriculture development in all of the counties in the Genesee Valley Region (GVR) (Genesee, Livingston, Monroe, Ontario, Orleans, Steuben, Wayne, Wyoming and Yates counties). Regional specialist teams have been active in commodities such as dairy, vegetable, fruit, potato and grape production.

CCE Wayne worked with the other counties in the GVR to secure funding through NYS Agriculture and Markets and the Genesee Valley Regional Marketing Authority (GVRMA). Over \$200,000 has been received to accomplish specific projects. Four outcomes have already been realized.

First, several workshops were held across the region that increased farmers' knowledge in marketing and merchandising produce. In addition, a publication has been written that focuses on ways in which farmers can take advantage of collaborative marketing opportunities and the planning process needed for decision making to get there. Participants in the workshops have already implemented information learned and are re-arranging display of products, moving signs, and enhancing the use of a logo or brand to increase sales.

Second, a collaboration has been finalized between the Finger Lakes Grape Program (FLGP), Finger Lakes Community College, The NYS Agriculture Experiment Station in Geneva and Anthony Road Winery. A 2.5 acre research and demonstration vineyard has been planted and will include 14 different varieties of grapes, some of which are well-known and established in the region and

Leadership continued on page 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: New for 2012

- Increasing sustainability of local agriculture and the environment with changing weather conditions
- Increasing agriculture capacity and consumer access to local food products
- Improving food safety through ag producers and consumer connections
- Strengthening the vitality of communities through youth and families
- Increasing nutrition education and decreasing childhood obesity

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.



CORNELL COOPERATIVE EXTENSION
OF WAYNE COUNTY
1581 State Route 88 North
Newark, NY 14513

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4-H Makes a Difference for Wayne County Youth

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.

How does 4-H make a difference for 4-H members? We decided to ask a few of our seniors about the impact of 4-H on their own lives. Here is what they had to say:

Science

4-H has encouraged my interest in science. My participation in knowledge events such as Horse Bowl has helped me in subjects such as biology and anatomy. – Madeleine Wood

Leadership Skills

4-H has given me the skills to be a leader in 4-H as well as outside. I have gained the confidence to speak up when I need to and accomplish what needs to be done. Not only have I learned how to take charge and be a leader, but also how to communicate with others and be part of a group and still get things done...I'm sure these skills will hold their value in the work world and throughout life. –Laura Lange

Future

I am grateful for my 4-H experience and the multitude of opportunities I've had through the program. Exposure to different members' projects and programs like Dairy Discovery Days helped to give me a greater appreciation for the land and animals involved in food production. This sparked my interest in nutrition and how individuals relate to their food... At Cornell [University], I am [a student] in the Division of Nutritional Sciences and am planning to continue learning about this subject throughout my career as a medical doctor. –Madeleine Wood

I am definitely going to encourage my children to participate in [4-H] as it really did give me some of the best experiences of my life. –Krista VerMeersch

4-H makes a difference! To find out how to become a 4-H member or volunteer, contact Amy Pyra at 315-331-8415 or anr32@cornell.edu.



Want more on gardening and home landscapes?

Join our e-mail mgwayne@cornell.edu to receive free monthly home garden and landscape tips and information on our upcoming horticulture and woodlot events.

Do you have home garden and landscape questions? Problems with houseplant or pantry pests? Questions on composting? Insect or animal pests?

Master gardeners are in the office Tuesdays and Fridays from 9:00am-12:00pm through the end of October and will continue to answer your questions during the winter months via phone or e-mail. Please leave a voicemail message at (315)331-8415 Ext. 107 or e-mail your question to mgwayne@cornell.edu. Remember to include a daytime number where we can reach you.

CCE Wayne Participates in the Collaborative for the The Trail of Hope

The Trail of Hope, located in Lyons, a Trail Works Inc. project, was officially opened and dedicated on June 9th, 2012. The trail is accessible for people of all ages and abilities. Creating Healthy Places to live Work and Play (CHP), a program of CCE Wayne, has collaborated with Trail Works and the Lyons Community Center on the project since April 2011. Equipment and materials have been provided through a CHP mini-grant. In the spring of 2012, CHP educators hosted a living furniture workshop facilitated by the Cornell University Garden-Based Learning Program at the trail. Students

from Sodus Safe Schools/Healthy Students program and the Lyons Community Center Afterschool Program built sod sofas on the trail. Master Gardeners from CCE Wayne have also collaborated on the project by educating visitors on plant identification and composting. Since a sign in book was placed at the Trail of Hope in Lyons on July 26th, 2012, over 260 visitors have written their name and comments in the book after hiking the trail. One visitor to the trail states "loved every minute of our stroll, can't wait for my next visit."



Leadership continued from page 1

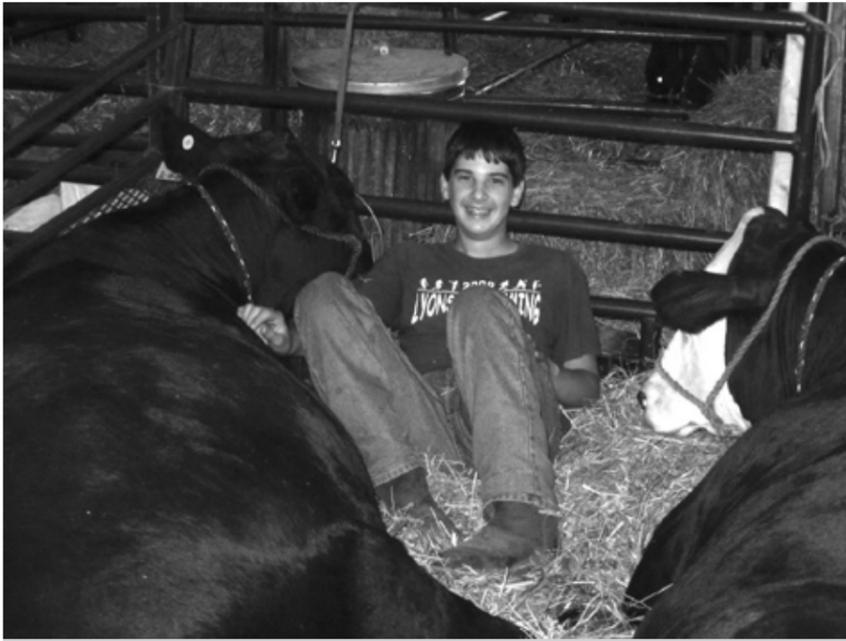
others which are less known but have the potential for success in the region. Students from FLCC will have the opportunity to conduct the planning, establishment and maintenance of the vineyard as part of their education in the Viticulture and Wine Technology program. A video can be seen at the FLGP "YouTube" channel.

Third, a collaborative research survey, developed through ag specialists across the region and Cornell faculty was completed and provides information on the quantitative and qualitative measure of produce in the region, including comparison of various fruit and vegetable commodities' production and consumption. More than 220 growers participated in the survey. This report has been shared with many state leaders as they plan for the future of agriculture production in the state.

Fourth, a train the trainer workshop was completed, along with creation of special educational materials for Cornell Cooperative Extension Trainers and local growers to increase knowledge in "Good Agricultural Practices (GAPS)." More than 100 extension educators, growers and consultants have been trained in ways to improve food safety handling to meet the needs of the Food Modernization Act and other marketing entities. 75% of the farm participants have completed farm plans. Farms that complete a food safety plan have more opportunities to sell produce through larger marketing channels. More trainings will be held this winter with the added number of trainers available.

Both the vineyard research facility and the GAPs trainings are scheduled to continue this year with \$80,000 of additional GVRMA funding. A new program that will focus on increasing the success of farmers' markets will start this winter. Funding for this project has been provided by NYS Department of Agriculture and Markets. More information about these projects on our website.

Cornell Cooperative Extension Impacts the Wayne County Community by



4-H youth cares for animals at county fair

...increased youth understanding of and interest in science, including agriculture. 598 youth gained knowledge and developed skills through 4-H club and special interest programs in afterschool and community programs. After completing the Plant Science program, 86% of youth believed it is important for people to know about science. 100% of youth who participated in the Animal Science afterschool program want to be scientists when they get older.

...reduced damage to both agricultural and home lawns caused by Armyworm. NWNy ag specialists worked with more than 125 growers and homeowners across the region for treatment and prevention of future damage by this invasive pest. Extensive mass media was also accomplished.

...increased healthy eating and physical activity through Eat Smart NY which reached 328 adults, impacting 878 family members. 229 adults completed at least six lessons resulting in 96% who improved healthy food choices, 71% improved food resource management, 55% improved food safety practices and 31% increased physical activity. A young mother said at her last lesson, "I learned how to create a food budget so that I now have enough to last the whole month."

... increased healthy lifestyle and cooking skills with 317 youth who participated in Eat Smart NY workshops resulting in 90% learning new cooking skills to prepare vegetable based recipes. One of the fifth grade teachers in Lyons was very appreciative of the lessons. She noticed that more of her students were choosing whole grain products and making healthier food choices after the six-week program.

...increased opportunity to try foods made with locally grown produce. Over 400 adults and 100 youth had samples of strawberry soup, cool cucumber salad, tomato bruschetta and fruity cabbage salad at local grocery stores, farmers' markets, WIC sites, soup kitchens and food pantries from June to September.

...reduced weed growth to increase tree growth in new orchard plantings. Research by the Lake Ontario Fruit Team showed that decreasing weed growth in new orchards can increase plant growth by up to 100%, preventing a potential future loss of fruit growth of \$700 per acre.

...increased yields on limited acreage. The NWNy Team and the Vegetable Team collaborated on a tile drainage workshop. 50 participants learned

the how-tos on soil health and economics of installing drainage systems. This will allow farms to increase production on current land vs. the purchase of more land for the same production yields.

...increased knowledge of pesticide handlers. Cornell Vegetable Program and Lake Ontario Fruit Program Extension Specialists trained farm employees in pesticide handling. Both new and experienced employees took the training. 29% of the participants had taken the training 5 times or more. After testing, 100% of the participants received their DEC Special Permits to legally handle federally-restricted-use pesticides without on-site supervision. Test scores averaged 78%, demonstrating the class's competency to work responsibly with pesticides.



Armyworms invade Wayne County

...increased physical activity opportunities for 3-5 year olds. CHP educators provided a physical activity training for 100 Head Start program staff based on the NAP SACC (Nutrition and Physical Activity Self-Assessment for Child Care Centers) program. Staff learned the importance of physical activity, the daily recommended duration of physical activity, and new games/activities to try with their students. One of the staff wrote on the training evaluation "loved all of the ideas during the presentation - very useful."

...increased knowledge of fruits and vegetables in students from Preschool to 5th grade. CHP Registered Dietician provided nutrition lessons to 184 students in Newark, Marion and Pal-Mac school districts. She provided samples of fruits, vegetables and whole grains to the students and discussed the importance of eating healthy. A preschooler told the RD, "new fruit was good."

...improved self-confidence and increasing knowledge. Completing projects and taking care of animals promotes positive youth development. 100% of 4-H members who showed animals at the Wayne County

Fair said the experience increased their confidence and knowledge.

...increased numbers of home garden and landscape questions. Through the end of August, Wayne County Master Gardeners received 810 requests for information on home garden and landscape topics (a 35% increase over last year). When clients call or e-mail our Master Gardeners they receive unbiased University research-based recommendations from Master Gardeners familiar with garden and home landscape issues in Wayne County.

...addressing woodlot owner questions. Through the end of August, CCE Wayne County Master Forest Owner Volunteers (MFO's) visited 10 Wayne County woodlots. These free site visits typically last up to 3 hours with MFO's providing woodlot management information to owners including best management practices they can implement to achieve their management goals.

...expanded opportunities for positive youth development. Five new clubs were formed by new volunteers excited to make a difference in the lives of youth in Wayne County, and 4-H club membership rose to 405 youth. Two of these clubs (43 youth) are in afterschool programs. 4-H club membership fosters improved confidence and leadership, prevents risky behaviors and builds skills for success in work and life.

...prepared teens for their next steps. Through the 4-H Teen Leader program at the Wayne County Fair, 23 teens increased their leadership, job readiness, and marketable presentation skills. 4-H also gave scholarships to support six senior 4-H members' first year of college tuition.

...increased access to 4-H hands-on learning experiences. 4-H Educators have provided six hours of hands-on learning to six afterschool and five summer recreation programs in Wayne County for a total of 66 hours of direct 4-H programming. Partnering agencies said, "I enjoyed the 4-H program. It was very educational. The children really enjoyed it very much."

...reduced losses caused by spring freeze in local orchards. Lake Ontario Fruit Team worked with growers on reduced thinning plans. A tour of the use of wind towers to prevent freezing in the future was also presented. As a result, many orchard owners will be installing new wind towers within the next year.



Orchard Managers learn about wind towers at summer tour

Activities Calendar

From November 2012 - March 2013

4-H Achievement Awards at Seneca Park
November 3, 2012, 4-Hers will be recognized for their outstanding efforts over the past year. Contact Amie Matichak at ac882@cornell.edu

The Use and Evaluation of DHIA Records
November 6, 8, 13 & 15, CCE - Ontario & CCE-Wyoming Co. offices, Cost: \$50 registration, contact the Wyoming Co. Dairy Institute: (585) 786-2251 or wcdi@cornell.edu

Small Farm Cultivation Equipment Workshop
Friday November 9, 2012, 12:30-4:00pm, Honeyhill Farm, Livonia, \$5 for CCE enrollees, \$10 non-enrollees. Please pre-register. Contact Robert Hadad (585) 739-4065 or rgh26@cornell.edu

Introduction to Small Farm Hydroponics & Farm Tour (Not CVP organized)
Saturday, November 10, 2012, 8:30am - 3:30pm, CCE of Yates County and Seneca Breeze Berries, \$30; each additional person from the same farm - \$20. Register by calling CCE of Yates County: (315) 536-5123.

4-H Animal Science Workshop
November 10, 2012 - 4-Hers can learn about the different areas of animal science in the 4-H programs. Contact Amy Pyra at (315) 331-8415 or anr32@cornell.edu

Lake Plains Advisory Committee
November 13, 2012 - Volunteers and community members give input on programming. Contact Amie Matichak at ac882@cornell.edu

4-H Secret Agent Day
November 17, 2012 - Anticipated activities are: A Hollow Book, Disguises, Decoding secret messages, and MORE! Contact Beverly Bauman at (585) 461-1000 or bcb72@cornell.edu

4-H Holiday Special
December 1, 2012 - Everyone is invited to attend this make-and-take workshop with a holiday theme! Contact Margo Bauer at (585) 461-1000 or mcd25@cornell.edu

Upstate NY Potato Advisory Meeting and Cornell Potato Breeding Line Show & Tell
Wednesday, December 5, 2012, 9:30am-3:00pm, CCE Ontario Co, \$10 Pre-registration required by Friday, November 30th. Contact Carol MacNeil at (585) 313-8796 or crm6@cornell.edu

Greenhouse Vegetable Shortcourse, and Tour of Finger Lakes Fresh Lettuce
December 5 & 6, 2012, Ken Post Lab Greenhouse, Ithaca, NY. Cost: \$100; \$130 after 11/16, Send your contact info and fee to: CCE - Orange Co., 18 Seward Ave, Ste. 300, Middletown, NY 10940-1919, Attn: Greenhouse Vegetable Shortcourse, Checks payable to: Cornell Coop. Ext. OC. Questions? Contact Cathy at (845) 344-1234.

Creating Healthy Places
December 6, 2012 12:00-1:30pm, Creating Healthy Places Coalition meets bimonthly, to plan and promote healthy eating and physical activity. Call CCE Wayne County to reserve your lunch. (315) 331-8415.

Feed Crop Dealer Meeting
December 12, 1:00-5:00pm, Genesee Grande, Syracuse. Cost: \$15, credits pending, Contact: jmarvin@rochester.rr.com

4-H Public Presentation Workshop
December 12, 2012 - Public Presentations is the number one program 4-H alumni share that help them gain educational, career and life skills. Call (315) 331-8415.

NYS Dry Bean Industry Advisory & Educational Meeting
Friday, December 14, 2012, 9:00am-3:00pm, LeRoy Country Club, \$10 for CVP Veg Edge subscribers; \$15 for others, Pre-registration is required by Monday, December 10. Contact Carol MacNeil at (585) 313-8796 or crm6@cornell.edu

QuickBooks for Dairies
January 7-11, 2013, contact CCE Wyoming Co. (585) 786-2251.

Corn Congress
January 16, 2013, Clarion Inn, Batavia. Contact Cathy Wallace (585) 343-3040.

Corn Congress
January 17, 2013, Holiday Inn, Waterloo. Contact Cathy Wallace (585) 343-3040.

Empire State Producers Expo (Formerly called Fruit and Veg Expo) & Becker Forum on Agricultural Labor
January 22 - 24, Oncenter Convention Center, Syracuse, NY. To pre-register and pay online, go to: <http://www.nysvga.org/expo/info>

Calf Management
February 5, 7, 12, 14 & 16, 2013, contact CCE Wyoming Co. (585) 786-2251.

Soybean/Small Grains Congress
February 6, 2013, Clarion Inn, Batavia. Contact Cathy Wallace (585) 343-3040.

Soybean/Small Grains Congress
February 7, 2013, Waterloo. Contact Cathy Wallace (585) 343-3040.

4-H Public Presentations
February 9, 2012 - CCE Wayne County. Registration is forthcoming. We are seeking volunteers to be judges. Contact Margo Bauer at (585) 461-1000 or mcd25@cornell.edu

Nutrient Management
March 5,7,12, 14 & 16, 2013, Contact CCE Wyoming Co. (585) 786-2251.

4-H Expo
March 9, 2012 - Midlakes Central School, 4-H members in the Finger Lakes are invited to participate in hands-on workshops. Current members will get registration info by mail.

Have you done everything you can for your baby?



Don't forget to learn about breastfeeding!



It's not too late.

Ongoing classes are held throughout the year. Call for details and times.

Please join us and receive a free gift for your baby after attending a series of lessons.

FREE

@ Cornell Cooperative Extension, 1581 Route 88 North, Newark

You are welcome to call at any time to learn about breastfeeding, pregnancy, other related topics and for support after the baby is born.

315.331.8415 ext. 205



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