



# Annual Report 2013



Cornell University  
Cooperative Extension  
Wayne County

## Helping you put research knowledge to work.

### CCE Connecting Wayne County Food and Community

Jarmila Haseler, Sandi Bastedo and Mary Lee Bourbeau

With more than 900 farms and having the status of “largest fruit growing county in the state,” Wayne County represents the fifth largest agriculture county in New York! This provides CCE with plenty of “fertile soil” to develop new educational programs, linking the county’s bounty with its residents.

One way CCE and the Creating Healthy Places to Live, Work and Play grant project are connecting locally grown food to public school students in Wayne County is through a Foodlink collaboration. Research conducted by CCE and the

Cornell Behavioral Economics in Child Nutrition Programs (The BEN Center) determined that when students are offered sliced instead of whole fruit, consumption increases by 73%. This finding was the basis of pursuing a relationship between Foodlink, a regional food bank, and Wayne County food service directors. The Wayne County team chose apples as the first local product to be introduced to the school lunch program, given the abundance of apples grown in Wayne County. Foodlink found the locally grown apples, processed them according to food service specifications

and delivered the finished product to each school district. Three pound bags of apple slices as well as single serving packages were purchased and delivered to schools in January of 2013. Ten out of eleven school districts in Wayne County are currently purchasing the sliced apple products with over 4,000 lbs. of sliced apples served from January to March 2013 to approximately 15,000 students. CCE will continue to connect Foodlink to Wayne County farmers who can produce the items desired by the food service directors.

CCE continued on page 2



#### Welcome

Cornell Cooperative Extension of Wayne County was established as an educational system that enables people to improve their lives and communities through partnerships that put experience and research based knowledge to work, a mission that continues yet today. Technological advances along with fewer financial and staffing resources has introduced new opportunities and a host of challenges for Extension. Partnerships have taken on a new importance in a time when everyone is charged with doing more with less.

We continue to expand our programming and form new partnerships with our communities in more ways than ever before: through our workshops and working directly with residents, via our website ([ccewayne.org](http://ccewayne.org)), electronic and printed newsletters, and collaboration with government, business and other county extensions. Please take some time to look over this Cornell Cooperative Extension of Wayne County Annual Report for 2013. Feel free to contact any of the Board members with questions or suggestions.

Kathy Madison  
President, Board of Directors

Elizabeth A. Claypoole  
Executive Director

#### 2013 Annual Financial Report

Income:		Expenses:	
County.....	\$424,647	Salary and Wages.....	\$528,005
State and Federal.....	\$78,711	Employee Benefits and Training.....	\$204,258
State Fringe Benefits.....	\$180,000	Specialist Support.....	\$162,206
Contributions.....	\$16,725	Building and Grounds.....	\$63,888
Grants.....	\$473,283	Program Expenses.....	\$319,200
Program Revenue.....	\$68,618	Total.....	\$1,277,557
Other Income.....	\$35,573		
Total.....	\$1,277,557		

#### 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:

- 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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CCE Connecting Wayne County continued from page 1

CCE’s latest effort in strengthening the local food & community connection involves farmers’ markets. The two main reasons stemmed from this focus. First, according to USDA, the number of markets has increased from 3137 in 2002 to 8144 in 2013 nationwide. While illustrating this significant growth, a startling number of markets close within their first year of operation. Next, farmers’ markets as direct-to-customer (D2C) channels are important financial outlets for many local farmers while providing economic benefits to the host communities. They are the most interactive D2C form of sale, engaging customers and farmers directly and creating a link between local agriculture and the community.

In support of local farmers’ markets Wayne County Extension joined forces with Farmers Market Federation of NY to help develop a robust farmers’ market network. Titled “Merchandising for Improved Performance at Farmers’ Market,” the project works with 73 markets in 11 counties. This represents almost 15% of the total number of farmers’ markets statewide. The Extension’s Creating Healthy Places educators were also assisting to develop a more diverse customer base for Wayne County Farmers’ Markets through promotions at markets using EBT machines. Markets which have EBT machines available allow income eligible customers to use their SNAP benefits to purchase fresh, locally grown fruits and vegetables. Family fun events were held such as bike and hikes, a watermelon seed spitting contest, and a ping pong ball drop. We provided healthy snacks and incentives to bring people out to the markets to discover all they have to offer. During our Bike and Hike event at the newly opened Wolcott farmers’ market, we had 160 people walk or bike our route to collect a \$2 coupon which had to be used that day to purchase produce from a market vendor.

CCE is busy year-round creating demand for vegeta-

bles and fruit through the Eat Smart NY educational program. Four educators reach over 1,200 adults, youth and families a year and demonstrate how to shop for, cook and enjoy half your plate filled with vegetables and fruit. During the growing season, the schedule of farmers’ markets (including which markets accept SNAP, WIC and Farmers’ Market Nutrition Coupons) and recipes using local produce are shared with Eat Smart NY participants.

Through need-assessing surveys CCE has learned about challenges the key market players, such as market managers and vendors, are facing. This helped with program development strategy starting with pre-season market managers’ network events. These were facilitated for mutual learning, allowing for experience sharing. These county-focused sessions were followed-up with the Federation’s workshop, addressing the ‘hot’ issues.

Further, in response to the managers’ survey results, CCE is now developing training workshops, writing fact sheets and promoting the Federation’s already available educational resources. This is to assure a high level of knowledge to enhance leadership and organization for farmers’ market success. Encouraging outcome of the projects’ efforts came in a form of two newly established farmers’ markets. Wolcott and Walworth farmers’ markets opened early this year. Not only are they both located in Wayne County, but they are also developing into strong markets and planning to expand for future success! CCE will stay close if any assistance is needed. Similarly, working with vendors, the Extension is preparing educational material to utilize the best marketing strategies for maximizing their market sales. Last but not least, CCE is planning on engaging the community leaders and local authorities, connecting essential market participants and closing the full circle to secure the future of farmers’ markets.

## 4-H Teen Council Training

Susan Coyle, Program Assistant

In 2013 4-H Teens went through job readiness training with 4-H Community Educator, Amy Pyra, and had opportunities this summer to learn by doing. Teen Council trainings included resume writing and practice interviewing.

Youth counselors were selected for Wayne County 4-H Summer Day Camp. Applicants completed an application, submitted a resume, and requested a letter of reference. Counselors completed two trainings and prepared classes before camp.

Upon completion of camp, the counselors filled out a self-evaluation form and scheduled a time for review with a supervisor. During the review process, one counselor shared, “I think I did really well. The kids loved me. I was very enthusiastic and responsible.”

A Supervisor remarked, “I appreciated the planning you put into your lessons and I enjoyed watching you grow in your role as a counselor.” All of these steps are great practice for preparing to enter the job market.



Camp teen leader Madie planning activities.



Teen leaders take a break during training.

## CCE Wayne Teaches About Increasing Productivity of Home Landscapes and Woodlots

Laurie VanNostrand, Master Gardener

There are three things landowners can do to increase productivity of their landscapes: plant edible landscapes, add edible mushrooms to woodlots, and plan woodlot regeneration. By adding edible plants to home landscapes people can supplement their diet by utilizing some of the planting areas around their home. Incorporating these plants increases on-sight food production providing more fresh food as well as attractive additions to landscape plantings. Several types of edible mushrooms can easily be grown at home, or in woodlots too. The process is the same for both, one or two inoculated logs can provide enough mushrooms for family use for several years, and on a larger scale, woodlot owners can inoculate logs to increase income from their woodlots. Woodlot regeneration is also important to future productivity and can be impacted by several factors. Taking steps now to manage woodlot regeneration and increase woodlot biodiversity can increase woodlot productivity in the future.

During 2013, as part of our education outreach efforts, the CCE Wayne County Master Gardener/Master Forest Owner Program provided education on these three topics. Two programs “Edible Landscaping” where participants learned how to get more food close to home...literally at their doorstep, and a Mushroom Workshop, where participants learned how to grow mushrooms to supplement woodlot revenue, and on-site food production offered consumers ways to increase on-site productivity. A third program “Insuring Healthy Woodlot Regeneration” offered insight into ways woodlot owners could manage tree regeneration and diversify their woodlots.

Additionally, our Master Gardeners have addressed numerous questions on home food production and our Master Forest Owners have made woodlot visits giving recommendations to improve woodlot productivity. Forest Farming bulletins and information on mushrooms, edible landscape plants, and home food production are available upon request.

In 2014 land management, improving ecosystem health, and diversifying home plantings will continue to be our focus with programs for woodlot owners, a new presentation on gardening in a warmer climate, and more on edible landscaping as we take part in Cornell Universities statewide education initiative: Designing for Garden Ecosystems.





# Cornell Cooperative Extension Impacts the Wayne County Community by

**...forming networking groups of farmers to learn from each other.** The Cornell Vegetable Program has been working with more than 60 farmers to meet on a monthly basis to address current agriculture issues. Farmers provided feedback that they are improving ag practices and saving money as a result of info shared and learning during these sessions.

**...addressing home garden and landscape issues. Wayne County Master Gardeners received over 1200 requests from consumers for information on home garden and landscapes in 2013.** 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.

**...helping farmers to deal with excess rain early in the 2013 season.** All of the regional agriculture teams, NWNY Team, Lake Ontario Fruit Team and the Cornell Vegetable Team are monitoring pest and disease issues cause by excessive rain. Special farm meetings were formed and extra scouting for disease control was initiated. Meetings provided information so that farmers could make better decisions for profitability

**...demonstrated the benefit of a new herbicide for onion production.** Cornell Vegetable Team initiated field trials for measuring efficacy of a new herbicide to control weeds in onion fields. Initial reports from the trial indicate excellent post-emergence control of several weeds which helped farmers control weed growth resulting from excess rains – without this, weed growth would have further damaged crop.



Daniela cooks up some fun.

**...using new technology to reach out to farmers.** The NWNY Team started a weekly video blog of field conditions for grains and hay crops. In addition, weekly “Crop Alerts” were also distributed via direct email and posting on the team’s new website. Feedback from farmers indicated great support for these timely notices and prevented missing of key disease and insect pressures.

**...contributing to the growing Craft Beer industry by working with farmers to determine best varieties of wheat and barley.** Current field trials were highlighted in a twilight tour that attracted 25 growers, industry reps, malters, and distiller to view the varieties for both small grains. This will help increase income opportunities for local growers by providing info on the best varieties to grow for this fairly new value added industry.

**...providing woodlot management options. CCE Wayne County Master Forest Owner Volunteers (MFO's) visited 18 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.

**...collaborating with other Wayne County agencies to improve drainage on farms and improve water quality in Sodus Bay.** Working with members of Wayne County Soil and Water Conservations District, NWNY Team and Cornell Vegetable Team, separate meetings were held with both growers and home owners focusing on site specific tools and tasks to improve conditions. Improved drainage on farms increases yield, decreases disease and increases profitability. Improving homeowner lawn and garden conditions help reduce incidence of Blue Green Algae and other negative conditions of water quality for Sodus Bay.

**...increasing opportunity for gardening in the classroom.** As a result of participating in a two year research project with four land-grant universities, over the summer teachers from Kelley and Perkins Schools in Newark received 42 EarthBoxes and garden supplies and equipment. Teachers are planning how to integrate gardening into the classroom with assistance from Cornell Garden Based Learning training.

**...developing healthy eating habits in youth. Third grade teachers from the Kelley School in Newark shared changes they observed in their students after they completed a six week curriculum, “Choose Health: Food, Fun and Fitness.”** Three teachers made the following comments, “Students are choosing salad, fruits, milk and vegetables for lunch,” “My students are bringing in more water bottles than before,” and “I ran into a parent in the grocery store who was buying pita bread, shredded carrots, cucumbers, and ranch dressing because her son came home from school asking her to make the same snack we had in a Choose Health lesson today.” In the last year, Eat Smart NY worked with over 500 youth in 30 school, after-school and pre-school groups.

**...building multiple skills with youth. Daniela participated in “Cooking Up Fun” at her afterschool program in Sodus.** One of the recipes was Kale Kielbasa Soup. Daniela shared with CCE educators how she enjoyed making the soup for her family, that everyone loved it and that she used different spices in it. As a 4-H member Daniela did activities with the 4-H Horticulture Club and grew and exhibited produce at the Wayne County Fair. Because she received an excellent award she was selected to exhibit at the New York State Fair. Her kale plant received a Purple Best of Fair rosette! This young woman started cooking with kale in a nutrition program and went on to grow a prize kale.

**...increasing support for breastfeeding at the first annual Breastfeeding Summit hosted by CCE and sponsored by Wayne County Rural Health Network and the Finger Lakes Breastfeeding Partnership on August 22, 2013.** Twelve organizations representing the circles of support for families were present along with mothers, a father and their children. Presentations and small groups focused on these questions: how are breastfeeding mothers and families supported in Wayne County and what can be done to improve this support? Look for “Breastfeeding Welcomed Here” decals at local worksites, agencies, businesses and churches which were distributed at the Summit.



Celebrating the Erie Canal Trail.



4-H Summer Day Camp

**...engaged over 20 youth in STEM (Science, Technology, Engineering, and Math) activities at 4-H Summer Day Camp at Beechwood State Park.** These included traditional natural resources projects like fishing as well as new technology using GPS units.

**... increasing healthy eating and physical activity through Eat Smart NY which reached 468 adults, impacting 1,346 family members.** 173 adults completed at least six lessons resulting in 97% who improved healthy food choices, 74% improved food resource management and 41% improved food safety practices. One participant found it helpful to have the new MyPlate. Her 4 year old daughter uses it to add veggies to their meals. Another commented that she is saving more on SNAP (food stamps) and they are lasting the whole month. Another changed her eating habits and is baking instead of frying foods and steaming vegetables to retain nutrients. She started a low impact exercise routine and lost 7 pounds so far and it feels so good!

**...trained teens in job readiness skills through teen council.** 9 youth practiced these skills through the application, training, and review process for camp counselors and they were reinforced with 20 teen leaders at the county fair and 6 at the state fair.

**.....increasing physical activity and nutrition lesson opportunities at Wayne County Childcare Centers and Afterschool Programs through CATCH trainings.** CATCH is a Coordinated Approach To Child Health and is an evidence-base, coordinated school health program designed to promote physical activity and healthy food choices. In March, 14 people completed the Train the Trainer academy hosted by Creating Healthy Places to become a Trainer of the CATCH curriculum. Physical Education Teachers and Afterschool Staff from the Sodus Central School District have since all been trained and all students attending afterschool programming are benefiting from the curriculum. 21st Century afterschool staff from Lyons and Clyde sites has been trained reaching over 335 students. Roosevelt Children’s Center Teachers have been introduced to the CATCH curriculum and plan to incorporate it into daily activities with the potential reach being 120 preschool students. Over 35 Eat Smart New York educators from all over New York State have been trained in the curriculum.

**...promoting usage of a finished section of the Erie Canal Trail from the Town of Arcadia to the Town of Lyons.** Creating Healthy Places to Live, Work and Play (CHP) educators collaborated with the Town of Arcadia Supervisor and the Principal of Kelley School in Newark to bring 180 fourth grade students to attend the ribbon cutting ceremony for the completion of one more gap on the Erie Canal Trail in Wayne County. The students, teachers, parent volunteers and principal hiked the trail before the ceremony and then learned about bike safety from Wayne County Public Health at the ceremony. The Village of Newark supplied t-shirts for all the students and staff, the Town of Arcadia provided lunch for all the attendees and The Apple Shed donated apples and ciders for the event. Students are encouraged to hike or bike the trail with their families, take a picture by our CHP sign on the trail and bring it to our office to receive a trail pack.



# Activities Calendar

## From November 2013 - March 2014



## Master Gardener HOTLINE Winter Hours:

**FOR GARDEN  
and LANDSCAPE  
QUESTIONS:** Call (315)  
331-8415 ext.107 or  
e-mail us at [mgwayne@cornell.edu](mailto:mgwayne@cornell.edu)

**GARDEN and HOME  
GROUNDS QUESTIONS:**  
(from November 1, 2013  
to March 31, 2014) call  
(315) 331-8415 ext. 107 or  
e-mail us at [mgwayne@cornell.edu](mailto:mgwayne@cornell.edu). Please  
include a daytime phone  
number where we can  
reach you.

**FOR MONTHLY  
HOME GARDEN and  
LANDSCAPE TIPS and  
INFORMATION ABOUT  
OUR UPCOMING  
HORTICULTURE AND  
WOODLOT EVENTS:**  
e-mail us at [mgwayne@cornell.edu](mailto:mgwayne@cornell.edu)

**FREE**

## Woodlot Site Visits:

CALL (315) 331-8415  
ext. 107 to schedule  
a FREE woodlot site  
visit from our Master  
Forest Owners.

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.

### **Planning for Succession: Managing Business Transition to a New Generation – Starting November 6, 20 & December 11, 2013**

7:00 p.m., CCE-Seneca Co. To register contact:  
Cathy Wallace at 585-343-3040 x138 or [cfw6@cornell.edu](mailto:cfw6@cornell.edu)

### **Planning for Succession: Managing Business Transition to a New Generation – Starting November 7, 21 & December 12, 2013**

1:00 p.m., CCE-Monroe Co. To register contact:  
Cathy Wallace at 585-343-3040 x138  
or [cfw6@cornell.edu](mailto:cfw6@cornell.edu)

### **Planning for Succession: Managing Business Transition to a New Generation – Starting November 7, 21 & December 12, 2013**

7:00 p.m., CCE-Wyoming Co. To register  
contact: Cathy Wallace at 585-343-3040 x138  
or [cfw6@cornell.edu](mailto:cfw6@cornell.edu)

### **4-H Science Sampler Day – November 9, 2013**

Middle School students experience the Cornell  
Campus with exposure to STEM areas. Contact  
Susan Coyle [smc226@cornell.edu](mailto:smc226@cornell.edu) for registration  
information

### **Feed Dealer's Meeting – November 14, 2013**

CCE - Wyoming County, Warsaw, NY, from  
11:00 a.m. - 2:30 p.m.

### **Feed Dealer's Meeting – November 14, 2013**

CCE - Ontario County, Canandaigua, NY, from  
6:00 p.m. - 9:30 p.m.

### **5<sup>th</sup> Annual Cover Crop Workshop & Tour – November 14, 2013**

For info, or special needs, contact Paul Salon at:  
[paul.salon@ny.usda.gov](mailto:paul.salon@ny.usda.gov) or (607-562-8404). To  
register, go to: <http://events.constantcontact.com/register/event?llr=7ex5qzeab&coeidk=a07e7rk7tzz1075eaf0> USDA-NRCS Plant Materials Center  
(PMC), 3266 Rt 352, Big Flats 14814\*. Hear  
Cornell and PA State speakers

### **4-H Teen Council – November 19, 2013**

4-H teens meet to develop leadership skills,  
promote 4-H, and perform community service.  
Contact 315-331-8415.

### **4-H Holiday Special – November 23, 2013**

A variety of holiday themed projects for 4-H youth  
to share with family. Special Cloverbud activities.  
Contact Susan Coyle [smc226@cornell.edu](mailto:smc226@cornell.edu) 315-  
331-8415 for registration info.

### **4-H Horse Bowl and Hippology Practices – December 4, 2013**

4-H members enrolled in the 4-H horse project  
will begin meeting to learn all about the equine  
species and prepare for county and regional  
competitions. Contact 315-331-8415.

### **Calf Congress: "Growing the Next Generation" – December 4 & 5, 2013**

RIT Inn & Conference Center, Rochester, NY  
Contact Cathy Wallace at 585-343-3040 x138.

### **Holiday Greens Workshop – Saturday, December 7, 2013**

9:00 a.m. – noon at Casey Park, Knickerbocker  
Road, Ontario. \$35.00 Registration required.  
Workshop is limited to 45 participants. For more  
info call 315-331-8415

### **Creating Healthy Places Coalition – December 11, 2013**

From 12:00 to 1:30 pm, the Coalition meets  
bimonthly to plan and promote healthy eating and  
physical activity in places where we live, work and  
play. Call CCE of Wayne County  
to reserve. 315-331-8415

### **GAPs Training - December 18 & 19**

Newark - Wayne County, CCE Wayne, contact  
Craig Kahlke at [cjk37@cornell.edu](mailto:cjk37@cornell.edu) or 585-735-  
5448

### **GAPs Training - January 6 & 7**

Canandaigua - CCE Ontario, contact Craig  
Kahlke at [cjk37@cornell.edu](mailto:cjk37@cornell.edu) or 585-735-5448

### **Public Presentations Workshop – January 2014 Dates TBA**

Public presentations are noted by 4-H Alumni  
as their most valuable project. Come learn how  
to prepare an illustrated talk, demonstration,  
recitation and more. Call 315-331-8415 for  
more information.

### **Winter Snowshoe Walks – Dates TBA**

Enjoy learning about nature while learning  
to snowshoe.

### **Corn Congress – January 15, 2014**

Batavia, NY. For more information contact: Cathy  
Wallace at 585-343-3040 x138 or  
[cfw6@cornell.edu](mailto:cfw6@cornell.edu)

### **Corn Congress – January 16, 2014**

Waterloo, NY. For more information contact:  
Cathy Wallace at 585-343-3040 x138 or  
[cfw6@cornell.edu](mailto:cfw6@cornell.edu)

### **Soybean Small Grains Congress – February 5, 2014**

Batavia, NY. For more information contact: Cathy  
Wallace at 585-343-3040 x138  
or [cfw6@cornell.edu](mailto:cfw6@cornell.edu)

### **Soybean Small Grains Congress – February 6, 2014**

Waterloo, NY. For more information contact:  
Cathy Wallace at 585-343-3040 x138  
or [cfw6@cornell.edu](mailto:cfw6@cornell.edu)

### **4-H Public Presentations – February 22 and 25, 2014**

Wayne CCE. Contact us to volunteer as an  
evaluator. Registration information will be mailed  
to enrolled 4-Hers.

### **4-H Expo at Midlakes Central School – March 8, 2014**

4-H members in the Finger Lakes are invited  
to participate in hands-on workshops. There  
is a special Cloverbud program. Registration  
information will be mailed to current 4-H  
members.

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