

# Cornell University Cooperative Extension Madison County

## 2012 Annual Report



**Building Strong and Vibrant Madison County Communities**



# Our Staff



Front row: Debbie SeGuin, Karen Baase, Mary Bartlett & Eileen Augustyn  
Back row: Kim Williams, Steve Miller, Teri Curtis, Darlene Curtis, Ron Bunce, April Winslow, Holly Burgess, Beth McKellips & Carol Ash

## Board of Directors and Committees

### Board of Directors

Heather Corpin, Morrisville  
Phil Hofmeyer, Munnsville  
Lynda Lehr, Canastota  
Roy Meeker, Munnsville  
Paul O'Mara, Canastota  
Joann Perkins, Wampsville  
Lisa Rusch, Hamilton  
Priscilla Suits, Morrisville  
Linda Tuggey, Oneida  
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Linda Wimmer, Canastota

### Ag Advisory Committee

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Kate Fisher, Munnsville  
Jonathan Ling, Georgetown  
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Bruce Rivington, Hamilton  
Dave Rogers, Morrisville  
Eve Ann Schwartz, Hamilton  
Bee Tolman, Cazenovia  
Matt Volz, Chittenango  
Dave Williams, Hubbardsville

# Dear Friends & Supporters,

2012 Has been a year of transitions and a year of many successes. The Board of Directors undertook a comprehensive analysis of the Association early in the year and made the decision to implement some pretty significant management and programmatic changes. In March the Board decided to enter into a regional partnership with Oneida County to provide shared financial management services. Soon thereafter the Board strengthened that partnership to include sharing of executive leadership. Challenges were identified early in the year and a plan was drafted and implemented to address those challenges and strengthen Association programming.

It was determined that a restructuring was necessary to accomplish the goals set forth by the Board. That restructuring occurred over the summer. Prior year financial issues were identified as a number one priority. These financial errors will continue to be addressed throughout 2013, but the Board is pleased with the progress that has been made to date. Significant headway was made in reversing prior year losses and the Association ended the year with a stronger financial foundation. By the end of 2012, the Board was prepared to shift their focus to programming and it was determined that the two priority areas for 2013 will be agriculture and 4-H.

Currently, Extension employs individuals representing the following sectors of Extension agriculture related programming: Dairy & Livestock (DL), Hops Education and Agriculture Economic Development (AED). Agronomy was eliminated for 2012 and 2013 with the anticipation that this position will be filled in early 2014. Plans are underway now to hire a farm business manager who will focus on profitability of the diverse agribusinesses throughout Madison County.

A robust Ag team has essential components that are representative of their individual community and those components work in tandem drawing on their sector knowledge. Having the right team in place is one component of enhancing Ag programming in Madison County. The Board also recognized that an advisory structure that encompasses all Ag programs and guides the management team and Board of Directors in planning for the future is paramount to success. In 2012 the AED Advisory Board assumed this responsibility and has enthusiastically begun working on a strategic direction.

We are very excited about the future direction of the Association as the plans we have laid in motion continue to develop. In 2014, providing the Association continues on the current path, the Board would like to strengthen the 4-H program as well given many positions have been lost through the years. We do, however, fully recognize funding challenges that occurred in 2012 and we fully expect the economy to continue to put pressure on non-profits. Now, more than ever before, we will need to demonstrate value for the investment that we receive through the County. We are confident that 2013 will demonstrate the importance and relevance of Extension programming and we are up to the challenge!

Thank you to all of you who have helped us throughout 2012 and we wish you an incredible 2013!

Sincerely,



*Paul O'Mara*  
2012 President Board  
of Directors



*Ron Bunce*  
Executive Director

## Mission Statement

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

# Agriculture

**Program Staff:** *Beth McKellips, AED Director & Ag Program Coordinator*  
*Karen Baase, Association Issue Leader* **Steve Miller, NYS Hops Specialist**

## Safeguarding a \$2,000+ Investment

*By: Karen Baase, Association Issue Leader*

The cost to raise one dairy heifer from birth to 1st calving is well over \$2,000. For a typical 100 cow herd, the market value of 80 head of youngstock needed to sustain this size milking herd is approximately \$78,000 – a big investment for any dairy producer.

Recently the nation's dairy industry re-energized its focus on raising calves and heifers, emphasizing rate of gain, labor efficiency, and feed use. As housing and handling facilities play significant roles in achieving those efficiencies, Cornell Cooperative Extension of Madison County organized a tour of top-notch dairy producers with newer heifer housing facilities for both free stall and tie stall operations.

Extension's emphasis was on having each producer/host describe what they had learned from their own building/renovation experience and giving their advice to the group.

Over 42% of those who attended reported that they will definitely reconsider their original plans to either build new or renovate their own heifer housing at home. Attendees also recognized and acknowledged important themes emphasized by each producer: proper air flow and ventilation, calf and heifer comfort, and the “downside” of overcrowding.

In the end, attendees were very satisfied with the lessons learned and felt more confident about the options in building and/or renovating their own dairy calf and heifer facilities.



*Amy & Jason Kelsey, Monanfran Farms Inc., Canastota, describe their young calf and heifer barn and how they've adjusted their day-to-day management to improve average daily gains and overall heifer performance.*

## Cornell Extension Awarded \$1.5 Million For Food Hub

*By Beth McKellips, AED Director & Ag Program Coordinator*

The recent Regional Economic Development Council funding announcement delivered incredible news to Central New York farmers. Recently, the Agricultural Economic Development program at CCE of Madison County was awarded \$1.5 million dollars for the development of a food hub. Food hubs offer a suite of processing, warehousing, distribution and marketing services and can play a critical role in connecting farmers to consumer demand for locally-grown food. The Madison County facility includes plans for processing facilities for meat, dairy, produce, hops and malting barley, and a farmers market and teaching kitchen.

This facility will fill a definite gap in the enterprise development services available to farms. While Central New York farmers excel at agricultural production and demand for locally-produced food products continues to grow, there are substantial barriers that prevent farmers from capturing the full market potential of their products. First, the significant capital investment required for small-scale food processing, including space rental, expensive processing equipment, and utilities/services access prohibits many farmers from processing their raw commodities. Other challenges include the additional time required for sales and marketing and gathering enough product volume to meet wholesale volume requirements. Beth McKellips, explains how this project will benefit area farmers,

Any inquiries from any farmer or farmer group who are looking for processing, warehousing, and/or distribution space are welcome. Please contact Beth McKellips at 315.684.3001 x 126 or via email at [bam233@cornell.edu](mailto:bam233@cornell.edu).

*“By offering space for farmers to convert their products to retail-ready packages and storage, the food hub will open up doors previously sealed shut to farmers.”*

*~ Beth McKellips*



## 5<sup>th</sup> Annual Open Farm Day Showcases Madison County Farms

By Beth McKellips, AED Director & Ag Program Coordinator

The 5<sup>th</sup> Annual Open Farm Day on Saturday, July 28<sup>th</sup> was a great success again this year! Open Farm Day is a countywide event where unique area farms open their doors to the public to show off their operation, offer guided tours, animal interaction and free samples of products. Cornell Cooperative Extension and the Agricultural Economic Development (AED) Program of Madison County were thrilled to have 39 farms and 3 farmers' markets participate in this year's event. Over 5000 people came to Madison County to tour farms, sample local products, and learn about the amazing diversity of Madison County Agriculture first-hand. Many farmers reported record sales despite the rainy start, more specifically, 83% of farmers reported that Open Farm Day helped to increase awareness of their farm products and 25% of farmers sold over \$400 of products. Open Farm Day is an tremendous community event that allows farmers to access new markets and expand their customer base.

Open Farm Day would not be possible without the support of our sponsors: Price Chopper Grocery Store, Cazenovia Equipment Company, Madfoods.com, Gorman Foundation, Farm Credit East, CaroVail, Chiobani, WMCR, Gifford Foundation, Plank Road Magazine, Madison County Farm Bureau, Empire Brewery, Colgate Inn, Upstate Institute at Colgate University, Organic Valley, Cargill Animal Nutrition, Obreza Trucking and Romagnoli's Tree Farm.

From Madison County hops to miniature donkeys to organic sunflower oil to four different styles of dairies, it was impossible to not find something new and interesting on Open Farm Day!



*"Open Farm Day was the best possible way we could launch Empire Buffalo. We would never have been able to reach as many people on our own."*

~ Aileen Randolph,  
Empire Buffalo

## Hop Growing in New York Is Back!

By: Steve Miller, NYS Hops Specialist

In 1880, NY was the major producer of hops in the United States, producing 80% of the crop. By Prohibition the industry had all but disappeared. In 2001 two enterprising growers put in a few acres of hops. In 2011 Cornell Cooperative Extension of Madison County was awarded a USDA/NYS Agriculture and Markets Specialty crops block grant to hire an extension educator, Steve Miller, to work with hop growers in NY. The new hops program involves consultation, farm visits, newsletters and a variety of events. During 2011 & 2012 the industry has taken off, growing from 15 acres to 70 acres in just two years. Seventeen of these acres are located in Madison County. There are 30 growers in the state who are selling hops to some of the 100 local breweries around the state.



In 2012, Cornell Cooperative Extension of Madison County has offered 3 field days for about 300 growers and potential growers around the state. These events raised the level of information for new growers so they can make decisions on whether or not to go forward with this labor and capital intensive farm enterprise. They were able to see hops growing, the trellis systems and network with people who are already growing. December 1, we held our Fall Hop Conference at Morrisville College and the Colgate Inn. The full day program included speakers from the State Liquor Authority and Department of Agriculture and Markets to inform people about how they can take part in the new Farm Brewery Law. Over 100 people chose to attend that session. Growers were surveyed at the conference and indicated that they plan to plant another 50 acres in 2013.

The hop industry has many facets that are having an impact on economic development across the state. Hop production goes hand in hand with brewing beer. We now have the first brewery in Madison County, Good Nature Brewing in Hamilton, and two more soon to open. Brewing requires hops and malt barley so there is a need for farmers to produce malting quality barley and wheat as well as for a business to produce the malt.

A new Specialty Crops Block Grant will allow Madison County to continue the hops program for another two years, and to expand the specialists efforts. It looks like hops is becoming an important part of New York's farm community once again.

# 4-H Youth Development

**Program Staff:** April Winslow, *Resource Educator*

## 4-H Public Presentation Program Teaches Life Skills to Youth

*By: April Winslow, Community Educator*

Learning to do public presentations is a focus of the 4-H Program in Madison County. Although learning this life skill can be challenging and even frightening to some, it's a skill that youth will use often throughout their lives. All 4-H members are encouraged to do presentations and often the results are amazing! This year 57 youth practiced their skills by participating in the county program.



## 2012 4-H Youth Development Program Report

1529	Total participants in 4-H County Programs (an increase of 141 from 2011)
897	Participants in Science Engineering & Technology Programs
86	Participants in Citizenship
541	Participants in Healthy Lifestyles
239	4-H Club Members
91	Adult Volunteers
21	4-H Clubs



# Amazing World of Equine Scientific Oriented Methods & Experiences



## EQUINE 101 4-H Camp

By: April Winslow, Community Educator

AWESOME Equine 101 4-H Youth Camp was held at Morrisville State College as an opportunity for 4-H youth ages 14-19 and 4-H volunteers from across NYS to learn about equine science from the equine professionals at Morrisville State College.

The goal of AWESOME Equine 101 was to educate and inform youth about the science of equine. Twenty youths and eight chaperones had fun while learning the science behind the animal they love so much. Professionals in the various fields, including Standardbred & Thoroughbred Racing, English & Western Riding and Driving, focused on science education while informing the youth of career paths they can take to practice that science. Hands-on sessions allowed participants to learn about nutrition, anatomy, physiology, and reproduction via working in the lab and working with the animals. Participants moved through sessions located in state of the art labs, barns, rehabilitation center, track, arenas and on campus as a college student for the weekend. Hands on activities including driving a team, using microscopes to evaluate semen, banding a mane, showmanship activities, riding on a jog cart around the track, applying a poultice, evaluating hunters and viewing ultrasounds during phases of breeding and gestation.

Youth and chaperones were from the following eight counties; Madison, Oneida, Onondaga, Warren, Tioga, Cayuga, Montgomery, and Oswego. Comments from participants included; "Great hands on for youth." "We are so glad we attended the first ever Awesome Equine 101. It was beneficial, lots of learning/hands on & an opportunity for school kids to think about so many options." Plans are underway to expand Equine 101 to also include Dairy 101 in 2013.





# Nutrition

**Program Staff: Debbie SeGuin, Association Issue Leader - Carol Ash, Nutrition Program Educator**

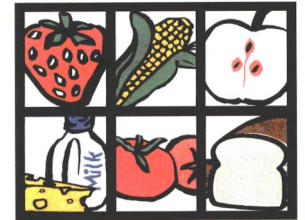
## Small Changes Do Make A Difference

By Debbie SeGuin, Association Issue Leader

### What Participants Say About ESNY...

- ♦ "I am going to stop drinking so much soda!"
- ♦ "I have learned how to cook food to the right temperature and how fast bacteria grows".
- ♦ "I will no longer defrost meat on the counter, that is gross"
- ♦ "I have a better understanding of portion control"
- ♦ "I now read labels more often"
- ♦ "I eat whole wheat bread now"
- ♦ "I am now trying to plan meals"
- ♦ "I am making healthier choices for my children and myself"

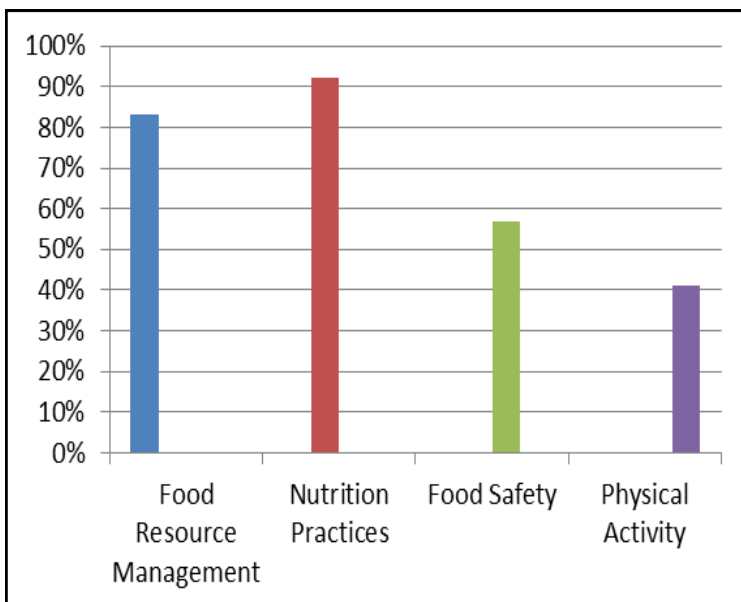
Eat Smart New York !



### What is the Eat Smart New York Program?

ESNY is a program that helps families who are eligible for or receiving SNAP (Supplemental Nutrition Assistance Program) make healthy food choices within a limited food budget. Through group lessons or home visits, participants learn skills and knowledge in the following areas:

- Appropriate portion sizes
- How to make quick healthy low-cost recipes
- To read and compare food labels
- Ways to eat more fruits and vegetables



### ESNY Graduated Participants 2011-2012

The graph provided shows improvement's based on exit behaviors and food recalls for participants that successfully completed the ESNY lessons.

**Food Resource Management** - 80% improved in one or more practices. (meal planning, compare prices, use shopping list)

**Nutrition Practices** – 94% of participants improved in one or more practice (make healthier food choices, prepare food without adding salt, read labels, children eat within 2 hour of waking)

**Food Safety** – 60% followed recommended practices (thawing and storing food properly)



**Program Staff:** **Liz Crofut**, *Director* - **Chris Selinsky**, *Administrative Assistant* - **Holly Burgess**, *Office Assistant*

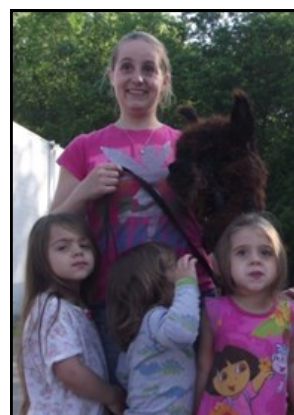
### Madison County Head Start: Using Research Based Approaches To Support Children's Success In School And In Life

*By Liz Crofut, Head Start Director*



Parent and family engagement in Head Start is about building relationships with families that support family well-being, strong relationships between parents and their children, and ongoing learning and development for both parents and children. The Parent, Family, and Community Engagement (PFCE) Framework is a road map for progress in achieving the kinds of outcomes that lead to positive and enduring change for children and families. The PFCE Framework is a research-based approach to program change where an agency works together as a whole - across systems and service areas - across the community - to promote parent and family engagement and children's learning and development.

As a member of the Early Childhood Committee, Madison County Head Start together with Consumers Services and the Early Direction Center offered "A Learning Series for Parents" to engage parents in developing stronger relationships with their children. The first in the series was, **"How to Get Your Llama into their Pajamas"** a workshop for parents to learn about the importance of routines and to de-stress bedtime for parents. Forty-six family members attended the workshop.



**Earth Day Clean Up - Parents and Children Help With Pollution Control**

**Madison County Head Start: A Comprehensive Early Childhood Education Program**

# RSVP of Madison County

**Program Staff:** Mary Bartlett, *Director* - Eileen Augustyn, *Program Coordinator*

## RSVP Launches Volunteer Services Alliance

*By Mary Bartlett, RSVP Director*

In March, 2012 twenty agency representatives participated in a forum to review and prioritize results of a community-wide needs assessment regarding volunteerism and to make recommendations for needed services. Utilizing grant funding from The Gifford Foundation, eighty surveys were sent to a cross-section of Madison County non-profits and governmental agencies. Fifty-seven responses were returned via email. In addition, an outside consultant conducted nine face to-face interviews.

### Survey Results Highlights

- ◆ 67% of respondents listed recruitment as their highest need
- ◆ 5% of respondents use online resources such as volunteer match for recruitment
- ◆ 43% of respondents lack the time and staff to manage volunteers

In March 2012, RSVP convened a working session to review survey results and make recommendations for needed services.

Recommendations were made to convene a volunteer services alliance of non-profit leaders to provide networking opportunities, volunteer management training and shared volunteer recognition and recruitment activities. Throughout 2012, RSVP has been working cooperatively with other interested non-profits to implement plans for improved volunteer support services in Madison County.

As a result of the recommendations, RSVP launched the Volunteer Services Alliance (VSA) for Madison County. VSA is a professional association for those who administer programs that utilize volunteers in Madison County. The purpose of VSA is to promote volunteerism and volunteer development and provide a mechanism for interagency networking. Now that the VSA is launched, a steering committee comprised of representatives of Madison County non-profits will continue to implement the program.

### The VSA offers:

- ◆ Quarterly education and training meetings as a venue for interagency networking
- ◆ Education that focuses on research-based volunteer management, volunteer needs and recruitment strategies
- ◆ Opportunities, tools, and ideas to expand volunteer management strategies
- ◆ the VSA will also help coordinate community events to showcase volunteerism and profiles of volunteer activity in local media outlets.

## RSVP

### Lead With Experience

**Volunteers for Madison County**



*VSA Steering Committee members review networking meeting evaluations Left to right Dot Willsey-Peterboro Heritage Programs, Terri Welcher-Oneida Healthcare, Mary Bartlett-RSVP Director, Barb Church-Community Action Partnership*

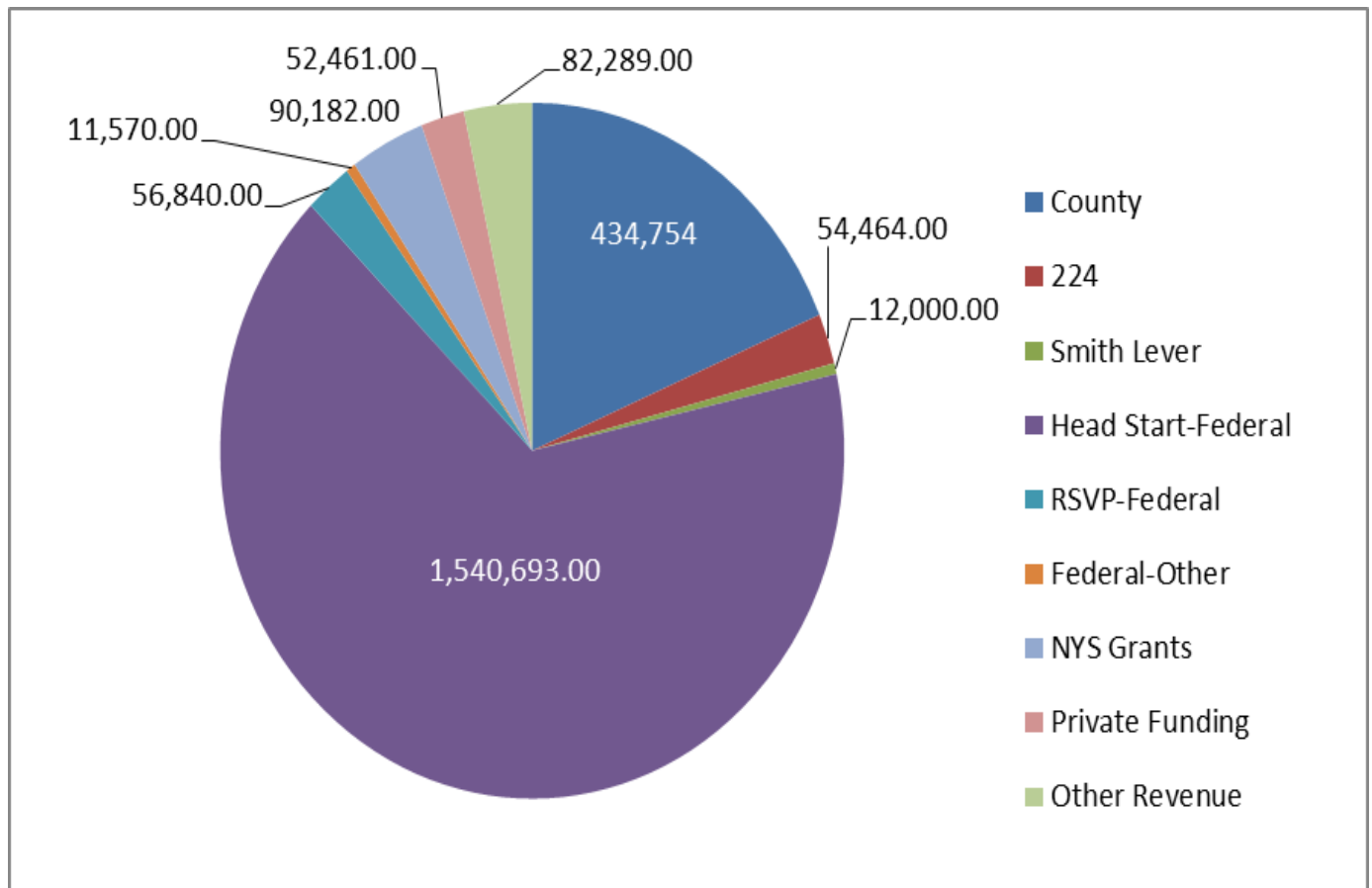
## Senior Volunteer Program Takes On A New Look in 2013

Cornell Cooperative Extension of Madison County regrettably announces the end of sponsorship for the RSVP program in Madison County effective March 31, 2013. During 2012, Cornell University leadership conducted a state-wide review of all CCE grants and contracts. After careful consideration they concluded that "while it is acceptable for a CCE Association to serve as an RSVP station and engage RSVP volunteers in the delivery of mission-appropriate CCE programming, associations should not serve as the sponsor of RSVP programs." CCE will however be able to continue offering several important senior volunteer programs including: The Long Term Care Ombudsman Program, The Bone Builders Program and Tax Counseling for the Elderly program. We will also plan to host the Annual Volunteer Recognition Banquet in May of 2013.

The RSVP staff and Advisory Council has seen the results of volunteer's valuable community work and have been proud to support it for the past 35 years. Cornell Cooperative Extension of Madison County has a deep appreciation of volunteer service. We want to celebrate volunteers by acknowledging the ongoing contribution volunteers have made in Madison County throughout the years.



# 2012 Financial Summary



*Detailed accounting is available for all Cornell Cooperative Extension programs. If you are interested in detailed financial reports contact us at 684-3001.*

*The figures above include all CCE managed programs in Madison County, including the Madison County Agricultural Economic Development Program.*

**Ron Bunce, *Executive Director***

**Administrative Staff:**

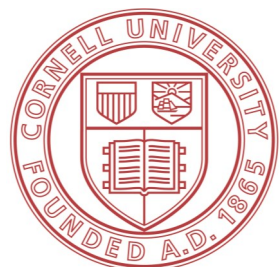
**Teri Curtis, *Accounts Representative***

**Darlene Curtis, *Marketing and IT***

**Kim Williams, Darlene Curtis, *Administrative Assistants***



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