2017 Annual Report

Cornell University
Cooperative Extension
Genesee County

420 East Main Street
Batavia, NY 14020

Phone: (585) 343-3040
Fax: (585) 343-1275
geneseec.cce.cornell.edu
WHO WE ARE
Cornell Cooperative Extension of Genesee County is a community-based, not-for-profit, educational organization created by New York State Law as a subordinate governmental agency. As the outreach arm of Cornell University, we connect research based, university resources to identified and unmet community needs, enhancing the quality of life in Genesee County through programming efforts focused on our current strategic initiatives - Agriculture and Food Systems, Sustainable Energy, Climate Change, 4-H Youth Development, Community and Economic Vitality.

BOARD OF DIRECTORS

President
Colleen Flynn, Batavia

Hollis Upson, Batavia
Don Warrant, Corfu
Eric Wood, Batavia

Genesee County Legislative Representative
Mike Davis

Cornell Extension Representative
Renee Smith

Mike Bakos, Corfu
Michelle Dills, East Bethany
Bill Hayes, Batavia
Lucine Kauffman, Elba
Ed Levinstein, Corfu
Tina Schofield, Pavilion
Holly Sharpe, Batavia

OUR STAFF

Beverly Mancuso
Executive Director

Jessica Reisdorf
4-H Youth Development Program Coordinator

Jan Beglinger
Agriculture Outreach Coordinator

Samantha Stryker
Executive Assistant/
Administrative Assistant (Leadership Genesee)

Jerry Bertoldo
Dairy Management, NWNY Team

Shawn Tiede
4-H Youth Development Director

Harold Collar
Finance Representative

Val Zinni
Buildings & Grounds Manager

Charles Malone
4-H Youth Development Educator

Brandie Schultz Waite
Administrative Assistant (4-H Youth Development, Master Gardeners)

Peggy Marone
Leadership Genesee Program Coordinator

Cathy Wallace
Administrative Assistant NWNY Team

Jennifer Reardon
Western Region Coordinator for Food & Nutrition Education

MISSION
Cornell Cooperative Extension of Genesee County enables people to improve their lives and communities through educational partnerships that put experience and research knowledge to work. We help people make informed decisions.

On the web: genesee.cce.cornell.edu
DEPARTMENT DESCRIPTION
Cornell Cooperative Extension of Genesee County (CCE of GC) is a subordinate government agency, not a private non-profit organization. The Morrill Act of 1862 established the land-grant universities, including Cornell University in NYS. The Smith-Lever Act of 1914 established the Cooperative Extension System associated with the land-grant institutions. NYS County Law 224 established Cooperative Extension in NYS, including a funding system that split financial support between Federal, State and County Governments and provided legal status for separate, unincorporated CCE associations in each county. CCE of GC was established in 1917.

CCE of GC functions as part of a larger state and national land-grant system that extends evidence and research-based information to local residents, families and the agricultural community. As an integrated network of campus-based faculty and extension associates, regionally deployed specialists and local county-based educators, CCE of GC has access to current research findings from across the country and the world which it puts into practice by providing high value educational programs and university-backed resources.

LEVERAGING OF COUNTY FUNDING
Genesee County will appropriate $338,548 to CCE of GC in 2018. It is anticipated that CCE of GC will generate $915,224 in federal & state funding, grants & contracts, and program operations (including Leadership Genesee). This represents a $2.70 match for every dollar in funding provided by the County Legislature. County funding is essential and critically necessary to realize the resulting additional benefit to the entire county.

CCE of GC funding leverages additional state and federal dollars by participation in the Regional Northwest New York Dairy, Livestock, Field Crops team, the Cornell Vegetable Team, and Harvest New York. These specialists have access to competitive funding streams for innovative research which view Extension as a key partner in research and outreach. In 2018, $91,300 in County Funding will provide access to 23 Cornell specialists to the ag businesses in Genesee County, leveraging a total value of $2,080,000.

All programming intentionally focuses on and measures impacts of the following priority areas by aligning local needs with the resources and priorities of the land grant system, its state and federal partners, and in conjunction with components of the Genesee County Comprehensive Plan.

- Agriculture and Food Systems
- Sustainable Energy, Climate Change
- 4-H Youth Development
- Community and Economic Vitality

"Cornell Cooperative Extension 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, sex, gender/gender identity, transgender status, sexual orientation, age, marital or family status, protected veterans and individuals with disabilities. Cornell Cooperative Extension is committed to the maintenance of affirmative action programs that will assure the continuation of such equality of opportunity."
**Agriculture**

Agriculture remains the major industry in Genesee County due to the quality of the land and the strength of the farming community. Genesee County data from the 2012 Ag census indicates the market value of agricultural products sold was $236 million; 187,317 acres of land in farming. Genesee County ranks 1st in New York State for vegetables harvested, 4th in the value of agricultural products sold, with dairy and vegetables leading the way, and 4th in the state for quantity of cattle and calves. For these reasons, our programming has a priceless impact on the economy of Genesee County. Programming is provided by members of our regional teams, and also by local CCE of GC staff.

**Regional Ag Teams of Genesee County**

Our current regional teams include the Cornell Vegetable Program, NWNY Dairy, Livestock and Field Crops Team and Harvest New York. These 23 Cornell University specialists provide expertise throughout Genesee County. The teams actively interact with all segments of agribusiness, enhancing capacity and infrastructure. Intervention is provided in various ways, including on-site farm visits, twilight hours held at the muck, Corn and Soybean congress, and newsletter blasts (to name a few). The purpose of all these methods is improved profitability and sustainability, while sharing the most cutting-edge research based knowledge available.

Some program highlights:

**Vegetable Program (aka CVP/ Vegetable Team)**

**Online: cvp.cce.cornell.edu**

The Cornell Vegetable Team is involved in every commodity grown in our area. While countless outreach efforts occur throughout the year, for the purpose of this document, we will feature efforts targeting processing crops:

- There has been a significant increase in new and beginning farmers (less than 10 years of farming experience) in our area. This has led to increased requests regarding basic vegetable production and decision making on purchasing the correct varieties and implementing organic pest management tools.
- **Batavia Field Day** held this summer was attended by forty (40) active participants. The event provided a chance to view on-farm demonstrations and learn about the diversity of organic disease and weed management tools they could implement on their farms.
- **Soil Health Alliance Summer Field Day** was another successful event, bringing the latest knowledge to local producers
- With a continuing focus on food safety, **Good Ag Practices Farm Food Safety** training was another event to help raise awareness of best management practices
- Genesee County vegetable production is broad and diverse. As such, the Vegetable team members must have cutting edge knowledge in all varieties. Additionally, much research is happening in our area – here are a few examples:
  - Assessing Barriers to Wholesaling for Small-Scale Vegetable Growers: Case Study
  - Organic Management of Cercospora Leaf Spot in Table Beets
  - Climate Smart Farming Extension Team
Northwest New York Dairy, Livestock & Field Crops Team

Online: nwnyteam.cce.cornell.edu
The Northwest New York Dairy, Livestock and Field Crops team is extensively active throughout Genesee County, including two team members housed at CCE of GC.

- **Forage Congress** was a new event this year, drawing 75 participants and 20 sponsors.
- **Calf and Heifer Congress** – With a population of 63,949 cattle and calves in Genesee County, the Calf and Heifer Congress continues. The two day event, which began here in 2011, connects nationally recognized university researchers, industry experts and dairy producers, providing 220 people a ‘one stop’ source of updates on newer technology and products.
- **Corn Congress** – With 55,226 acres in corn production in Genesee County, a two-day Corn Congress was held again this year, bringing together more than 500 producers, consultants and agri-business representatives and providing timely updates as the industry prepares for another year.
- **Soybean and Small Grains Congress** - With 13,327 acres dedicated to this commodity in Genesee County, and interest continuing to grow, Soybean Congress was held again. The importance of timely cutting-edge research based information on soybean and small grains production to this audience cannot be overstated. The event again drew more than 400 people.
- A growing interest in Malting Barley, Wheat & Rye is resulting in increased educational opportunities including a **Malting Barley Twilight Tour** and **Growing Malting Barley production economics** – 90 attendees participated in this workshop.
- **Ag Workforce Development Council Labor roadshow** – 198 attendees participated, with the goal to prepare and retain a skilled workforce
- **Dairy Calf Intensively Managed Housing/Feeding System** – a ‘drive yourself’ tour, making it easier for more participation with less structure – definitely easier for the target industry participants.

Harvest New York

Online: harvestny.cce.cornell.edu
The goal of this team is to expand and enhance Cornell Cooperative Extension’s regional agriculture programs to spur agricultural economic development. The team began in 2012 in Western New York. The focus areas for Harvest New York are Dairy Food Processing and Marketing; Local Food Distribution and Marketing; and Farm Strategic Planning. Harvest New York is funded by NY State.

- Twenty-five (25) **Dairy Modernization site plans** were completed. These plans were used to leverage $2 million investments in efficient, environmentally sustainable dairy farms in Western New York and the Southern Tier.
- Three (3) projects have been developed to **promote the NYS Craft Beverage industry**, leveraging more than $100,000 in support from the USDA and New York Farm Viability Institute.
- Carl Moody, the newest member of this team, has been working closely with several Genesee County businesses including Alpina, O-AT-KA and Yancey’s, to find interns and also connect these businesses with research resources on the Cornell campus. Ninety (90) food/dairy industry professionals attended Carl’s **Food Defense** presentation at Terry Hills. Carl is also working very closely with the WNY Tech Academy on continuous improvement, and the GVEP BOCES Culinary Class regarding ice cream making, and with all audiences regarding agri-business career opportunities.
The following efforts by Cornell Cooperative Extension of Genesee County local staff and volunteers intentionally target enhancement of the agriculture industry (including workforce development and STEM education):

**Incubation and Embryology** - 519 students, 28 classrooms  
**Ag Literacy Week** – 711 students experienced *The Grapes Grow Sweet*; 14 volunteer readers  
**Public Presentations** – 104 students; 32 volunteers  
**Junior Master Gardeners** – leadership structure revised  
– Master Gardeners now serving as leaders  

**Tractor Safety** – we have been providing this priceless program for more than 30 years  
**CDL Training for Agribusiness** – 25 participants – 7th year of this collaboration  
**Dairy Advisory Committee participation**  
**Water Hookup Advisory Committee participation**  
**Ag Farmland Protection Committee participation**  
**Farmland Protection Plan Committee participation**  
– plan revised this year

---

**4-H Youth Development/ Children, Youth & Families**

geneseecce.cornell.edu/4-h-youth-development

Youth participating in 4-H build valuable life skills, increasing leadership, citizenship and community service interests, helping them positively contribute to communities as responsible citizens and willing public servants. In addition to the Ag programming efforts mentioned earlier, here are some additional highlights:

**Current enrollment statistics** include 200 youth, 14 clubs, and 57 leaders/volunteers. This is an increase from last year, and speaks to the success of our 2017 focus to strengthen and grow the 4-H Youth Development program.

The current value of the volunteer time, investing approximately 29,640 hours in a year, $831,698 at $28.06 per hour. (https://www.independentsector.org/volunteer_time).

---

**Genesee County Fair numbers 2017:** 150 exhibitors (2016- 130 exhibitors)  
1100 livestock entries (2016- 900 livestock entries) 600 non-animal exhibits (2016 - 550 non-animal exhibits)

**Major Achievements**

- CCE of GC 4-H Horse Judging teams placed first at 2017 New York State Competition  
- 14 youth participated in regional hippology and horse bowl events (this reflects record participation!)  
- 5 CCE of GC 4-H youth attended 2017 Career Explorations  
- 2 CCE of GC 4-H youth attended STARR (teen leadership event)  
- 4-H Achievement Night saw record participation of 130 adults & youth  
- Launched Teen Leader Program with an average attendance of 12 youth  
- A CCE of GC 4-H member attended National 4-H Conference as part of the NYS 4-H Youth Delegation  
- A CCE of GC 4-H Family hosted an International 4-H Exchange Youth  
- CCE of GC 4-H held a record offering of club clinics and field trips for club members

⇒ The Genesee County Fair 4-H Meat Animal Auction generated gross sales of $110,851. This amount reflects an increased sales growth trend, indicating growing understanding and support of the value of the 4-H program to Genesee County 4-H Youth. (4-H Meat Animal Auction Sales: 2015 $89,816, 2016 $108,145)

⇒ 2017 saw Shawn Tiede return to CCE Genesee, providing 4-H program direction. Our 4-H Youth Development program has grown, become stronger, and allowed us to enhance our ability to return to our ‘core’ purpose of providing education to Genesee County youth.
Leadership Genesee
http://genesee.cce.cornell.edu/leadership-genesee
A Community and Economic Vitality program of CCE of GC, Leadership Genesee develops well-prepared community stewards for Genesee County. With more than 400 alumni, Leadership Genesee is now in year 17, growing participants to take positive actions, act responsibly and provide leadership that will benefit community vitality. The Class of 2017 is the largest class to date with 34 members, including several new organizations.

In addition to the monthly sessions, highlights include:

- 80 Leadership Genesee Alumni volunteers donated 1,350 hours working on committees, design teams and special events
- Alumni Professional Development offerings included Facilitation Skills for 21st Century Leadership, Bridging the Generation Gap training, Tours of the ARC of Genesee Orleans Recycling Center, Mercy Grove, City of Batavia Community Garden, Holland Land Office Museum
- In addition to programming, Fundraising Events are required to continue the program – two of the most successful events are the Bowling Tournament and Golf & Bocce Tournament
- LG Program Director Peggy Marone worked with Orleans County planning team to develop Leadership Orleans
- LG Retiree Group - Core group of LG Alumni who are retired are meeting monthly at a variety of locations addressing a variety of issues pertinent to retirement. The group is self-directed.

Master Gardeners- Consumer Horticulture
genesee.cce.cornell.edu/gardening/master-gardeners
The Master Gardener program continues to be a viable and valuable program for Genesee County residents. Using research based knowledge, we provide an unbiased source of information to the community at large. The Master Gardener program is led by Jan Beglinger, and hands-on service provided by a very strong and dedicated group of Master Gardener volunteers.

Some programming highlights include:

- 71 Master Gardener volunteers donated 4,842 hours, worth $135,867 at current NYS value $28.06 per hour to CCE of GC.
- 491 people took advantage of our diagnostic services using our Master Gardener Help Line. Pest control questions (inside and out) topped the list with 108 inquires, followed by trees and shrubs at 102 inquires.
- A weekly Master Gardener article on a wide variety of garden related topics is printed in the Batavia Daily News
- 26 people participated in Master Gardener training, including 3 City of Batavia employees who took it for employee development. Nine members of the class became new Master Gardener volunteers.
- The Master Gardeners offer income generating spring gardening classes. So far this year, 102 participants attended these classes.
- The Master Gardener volunteers continue offering a monthly lunch series called Garden Talk. During the first 4 months of this year, 121 people attended.
- The Master Gardener speaking engagements include garden clubs, community organizations, 4-H clubs and local schools.
- We are entering our third year of working with the NYS IPM Spotted Wing Drosophila monitoring project. As a result of this collaboration, we did identify the first SWD in Genesee County early this summer.
- The Master Gardeners continue to provide the Genesee County Buy Local brochure. This document is fully funded by the Master Gardener fund raising initiatives for the benefit of Genesee County residents.

Top: Master Gardener Sue Eik instructs participants about preparing their gardens. Middle: Master gardeners held two successful garden galas this year. Bottom: Master Gardeners attended an educational symposium to learn about trees.
Summary of FTE’s, County and State funding over the past several years:

<table>
<thead>
<tr>
<th>Year</th>
<th>Local FTE’s</th>
<th>County Funding</th>
<th>State Funding</th>
<th>Total Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>19.4</td>
<td>$487,453</td>
<td>$64,553</td>
<td>$1,510,104</td>
</tr>
<tr>
<td>2009</td>
<td>18.7</td>
<td>$487,453</td>
<td>$65,328</td>
<td>$1,478,984</td>
</tr>
<tr>
<td>2010</td>
<td>17.4</td>
<td>$463,080 (5% reduction)</td>
<td>$62,811</td>
<td>$1,498,582</td>
</tr>
<tr>
<td>2011</td>
<td>16.4</td>
<td>$395,962 (15% reduction)</td>
<td>$62,630</td>
<td>$1,487,418</td>
</tr>
<tr>
<td>2012</td>
<td>13.4</td>
<td>$376,164 (5% reduction)</td>
<td>$61,976</td>
<td>$1,261,319</td>
</tr>
<tr>
<td>2013</td>
<td>13.4</td>
<td>$376,164</td>
<td>$61,976</td>
<td>$1,329,845</td>
</tr>
<tr>
<td>2014</td>
<td>12.9</td>
<td>$376,164</td>
<td>$61,976</td>
<td>$1,370,706</td>
</tr>
<tr>
<td>2015</td>
<td>11.4</td>
<td>$376,164</td>
<td>$59,167</td>
<td>$1,259,673</td>
</tr>
<tr>
<td>2016</td>
<td>8.5</td>
<td>$376,164</td>
<td>$60,606</td>
<td>$1,196,318</td>
</tr>
<tr>
<td>2017</td>
<td>8.5</td>
<td>$338,548 (10% reduction)</td>
<td>$60,612</td>
<td>$1,157,475</td>
</tr>
<tr>
<td>2018</td>
<td>9.25</td>
<td>$338,548</td>
<td>$61,299</td>
<td>$1,253,772</td>
</tr>
</tbody>
</table>

Appropriation By Object

<table>
<thead>
<tr>
<th></th>
<th>Actual 2016</th>
<th>Budget 2017</th>
<th>Proposed 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Salary/Fringe</td>
<td>703,345</td>
<td>711,920</td>
<td>810,050</td>
</tr>
<tr>
<td>Equipment</td>
<td>15,400</td>
<td>15,000</td>
<td>15,000</td>
</tr>
<tr>
<td>Contractual</td>
<td>477,573</td>
<td>430,555</td>
<td>428,722</td>
</tr>
<tr>
<td>Total Appropriation</td>
<td>1,196,318</td>
<td>1,157,475</td>
<td>1,253,772</td>
</tr>
<tr>
<td>Revenue</td>
<td>820,154</td>
<td>818,927</td>
<td>915,224</td>
</tr>
<tr>
<td>Net County Support</td>
<td>376,164</td>
<td>338,548</td>
<td>338,548</td>
</tr>
<tr>
<td>FTE’s – CCE of GC Staff</td>
<td>8.5</td>
<td>8.5</td>
<td>9.25</td>
</tr>
<tr>
<td>FTE’s - Regional programming Staff (NWNY Dairy, Livestock, Field Crop Team 8, Vegetable Team 9, Harvest New York 5)</td>
<td>22</td>
<td>22</td>
<td>23</td>
</tr>
<tr>
<td>FTE’s – Western Shared Business Network</td>
<td>4.35</td>
<td>4.5</td>
<td>4.5</td>
</tr>
<tr>
<td>FTE’s – CCE Wyoming (Finance)</td>
<td>.25</td>
<td>1</td>
<td>.25</td>
</tr>
<tr>
<td>Total FTE’s</td>
<td>35.1</td>
<td>36</td>
<td>37</td>
</tr>
</tbody>
</table>

Funding Trends

Annual Report also available online at http://geneseec.cce.cornell.edu/about-us