Thoughts from the President...

The past year at Cornell Cooperative Extension of Jefferson County (CCE) has been an extremely busy one. Through the diligent efforts of the staff, 15 grants, totaling $6.9 million have been awarded to CCE. These grants range in size from $900 to $5.6 million and may be administered in a span of a few months to a five-year program. The staffing necessary to carry out these grant programs has required the hiring of an additional 60+ people in full or part-time positions. When one considers the multiplier effect to the economy of this level of money coming into the North Country, it is easy to see what a positive economic force CCE is for our area.

The 21st Century grant will support 4-H afterschool programs in seven school districts over a five-year period and will focus on a STEM (science, technology, engineering, and mathematics) curriculum. The grant funding provided by NYS through Senator Ritchie’s office to develop a “food hub” for four North Country counties (Oswego, Jefferson, Lewis, and St. Lawrence) has seen the development of three Advisory Committees (North, Central, and South), as efforts are underway to develop an infrastructure to better market products from the North Country to local and urban market centers. CCE continues to provide many services and educational programs to Fort Drum on a contractual basis and looks forward to continuing that relationship in the coming year. In addition, as this annual report reflects, we continue to provide significant support to the agricultural industry throughout Jefferson County.

During the past couple of years North Country Extensions have combined efforts and staffing on a regional basis to better provide expertise to all Extension units in a cost-effective manner. This effort is continuing and appears to be working well as everyone becomes familiar with the changes.

Every four years, each Extension undergoes an accreditation process and this was our year. The review and audit of all policies, procedures, etc. has been completed and other than adopting minor updates to the Constitution, as required by Cooperative Extension administration, our accreditation process will be complete.

CCE continues to offer and support an impressive diversity of programs. Educational programs focused on nutrition, agricultural practices, family life skills and health, and the camp programs at 4-H Camp Wabasso are all designed to provide knowledge and opportunities for a more productive and fulfilling life. The staff at CCE should look back at the past year with great pride and satisfaction. Congratulations to each and every member of the staff and volunteers that have been a part of this most successful year.

2017 Board of Directors

On behalf of the Board of Directors and staff, I am pleased to present our 2017 Annual Report.

Mission Statement:
Cornell Cooperative Extension Association of Jefferson County educates youth, families, farmers, and communities using research-based knowledge for practical application and lifelong learning.
Expanding our Community Partnerships

Enhancing existing partnerships and forming new ones helped leverage public resources and programs for the benefit of the community.

Some of the organizations we worked with this year:

- The Nature Conservancy
- Fort Drum Health Regional Planning Organization
- St. Lawrence/Eastern Lake Ontario PRISM Network
- Cornell Small Farms Program
- Jefferson County Farm Bureau
- Jefferson County Department of Social Services
- North Country Prenatal/Perinatal Council
- Fort Drum
- Carthage Central Schools
- Watertown City Schools
- Belleville Henderson Central School
- Lyme Central School
- LaFargeville Central School
- Copenhagen Central School
- Sackets Harbor Central School
- Indian River Central Schools

Our funders are some of our most important community partners. Strong community partnerships build strong community programs.

The total budget for Cornell Cooperative Extension Association of Jefferson County for 2017 was $5,157,933.

- Program Revenue 7.5%
- Federal Smith Lever 4.0%
- Federal Grants & Contracts 22.0%
- State Grants & Contracts 23.2%
- Cornell Employee Benefits 25.5%
- Contributions 0.1%
- County Funding 12.9%
- Other Funding Sources 4.8%
Helping to Solve Agricultural Challenges

Operating in a Changing Business Environment

As dairy producers continued to operate in a challenging milk market for 2017, we continued providing technical assistance in order to improve operating efficiencies, cash flow, crop yields, and milk production through farm visits and workshops.

Responding to Wet Weather and Forages

Wet weather in 2017 meant delayed hay harvest and late corn planting. CCE Ag Educators with Cornell Pro Dairy developed a webinar-based program to help farmers harvest during extreme wet weather conditions. Due to its value, the program was promoted in five national and local farm publications.

The North Country Food Hub Initiative is well underway.

Working across four counties, this project will assist local producers to access markets, increase volume, and grow their profits, thanks to a grant from Senator Patty Ritchie. This year’s activities included providing significant technical assistance to producers as well as pilot projects to begin expanding markets, improving the supply chain, and addressing transportation issues.

Veteran Farmers Program

Based on outreach and enhanced partnerships with the military, we received over 60 inquires this year for assistance through the Veteran Farmers Program. In Jefferson County, that’s one place where we’re helping the Army and Agriculture to intersect.
Agricultural Youth Education

5,287 youth in Jefferson County were provided agriculture-related programs and education with the help of Cooperative Extension this past year.

Activities included:
- On-Farm Tours
- In-School Activities
- 4-H Club Events
- Local Community Events

500 children attended Outdoor Adventure Day. They enjoyed educational activities that centered around the topic of natural resources—where they come from, how we use them, and why sustainability is important.

1,300 youth of all ages celebrated dairy at the 2017 Dairy Festival. They learned about dairy production, dairy processing, and farm livestock.

931 students participated in Agricultural Literacy Day. This national event was held over one week in the month of March to educate students on various agricultural topics. This year, Jefferson County students learned about grape production in The Grapes Grow Sweet.

670 youth at Ag Extravaganza got an up close experience at several mini-workshops, including cows and their calves, honey bees, chickens, local produce, maple syrup, alpacas, and making apple cider!
Growing Up the 4-H Way

Growing up the 4-H way provides youth with a broad range of activities and programs designed to prepare them for success at any age.

Attendance at 4-H programs exceeded 13,000 youth last year.

Environmental Activities
- Geocaching
- Project WILD
- Nest Watching
- Composting

Diversity Programs
- Anti-Bullying
- Understanding People With Different Abilities
- Exploring Foreign Cuisines

Leadership Programs
- Loudspeaker Academy
- Teen Leadership Camp
- Teambuilding Activities
- Community Service

STEM Activities
- Computer Coding
- Robotics
- Drones
- Rocketry

Healthy Living Programs
- Kids in the Kitchen
- Junior Iron Chef
- Up for the Challenge
- 4-H Yoga

Arts and Crafts Activities
- Leather Making
- Woodworking
- Theater
- Paint Competitions
Helping Improve the Lives of our Residents

Comprehensive Programming for Schools

- Support for school gardens where the produce is used in backpack programs
- Transforming cafeterias to make “smarter lunchrooms” and healthy choices easier
- Food demonstrations and tastings related to local produce
- Recipes and other resources shared with parents

Nutrition and Health

Our Eat Smart New York Educators provide workshops at multiple locations and events to help our residents understand nutrition, cook delicious and healthy meals, increase their daily physical activity, and take control of their health through food and exercise.

Supporting Our Military

Military Families are a part of the fabric of our community. At Cooperative Extension we work both on and off post to support our troops and their families in a variety of programs specializing in military life.

Environmental Awareness Day

595 youth, including 337 military youth, celebrated Environmental Awareness Day. Youth learned about taking care of our environment, invasive species, firearm safety for hunting, the mining and maple industries, composting, and what they can do at home to help save our Earth!
We wish to thank all our Extension supporters who help us to better serve the residents of Jefferson County throughout the year by donating funds or generously volunteering their time.

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Top Left: Watertown Savings Bank supports 4-H Camp Wabasso Scholarships

Top Right: 4-H volunteer presents at Ag Extravaganza

Bottom Left: Master Gardener Volunteers with 15+ years of service

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