2018 Annual Report

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

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The annual report represents the programmatic work of CCE between Oct 1 and Sept 30th (our Federal Reporting Period) and our fiscal status during our annual audit year of Jan 1 thru Dec 31st.
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Dear Friends of Cornell Cooperative Extension Madison County,

This year we entered the next century of association history for Cornell Cooperative Extension Madison County (CCE MC). In our 101st year, we provided community impact through traditional programs in agriculture, ag economic development and 4-H youth development, while also embracing opportunities to develop new programs and reach new audiences.

Growing relationships with our community partners, grantors and donors have resulted in expanded programs within dairy and livestock, invasive species, climate smart farming, youth development, and community outreach. This year, our work supporting the $156 million/year Agriculture Industry in Madison County resulted in 1145 hours of programming through 444 events that reached over 187,000 individuals.

Our work this year was a reminder of the importance of flexibility to respond to immediate challenges while also looking forward to areas of emerging concerns and opportunities for future innovation. Entering 2018, we knew that the long downturn of milk prices would continue the need for additional support in a time of crises and, therefore, a focus on dairy farming was inherent in much of our work. Farm sustainability, managing milk quality, forage production, and farm diversification programs and outreach were more prevalent this year and our educators increased farm visits and added new programs on efficiency, profitability and valued added revenue streams.

The ability to positively impact our community comes from a dynamic educational system by which research at Cornell University is translated and placed into the hands of New York state citizens in order to enhance lives and well-being. The annual report provides the CCE MC Team the opportunity to share the impact of our work, highlights of our accomplishments, some of the stories of success from programs and outreach, and anticipated priorities for ongoing and future work.

We are highly committed to providing impactful programs and outreach activities that apply world class university research and knowledge to the very real problems and opportunities in our community. We are excited about the work we do and are invested in the county we serve. We are here for you.

Sincerely,

Karin D. Bump, PhD, PAS
Executive Director
Our sincere thanks and appreciation to the Boards, Committees, Volunteers, and County, Region and State officials that supported our work in 2018.

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And to all of our AMAZING Volunteers...

THANK YOU
I. Impacting Agriculture in Madison County

The mission of the Agriculture Program is to assist producers in adopting agricultural best management practices, new technologies, and improved farm business management practices in order to expand the agricultural economy of Madison County. CCE MC prepares producers to take advantage of emerging opportunities in specialty crop production, value added production, and precision agriculture in 4 key areas of the Cornell Cooperative Extension system:

- Agriculture and Food Systems
- Climate Change
- Environment and Natural Resources and Sustainable Energy
- Nutrition, Food Safety & Security, and Obesity Prevention

Accomplishments during this reporting period include:

- Established partnership with the Cornell CNY Regional Team for expanded Dairy, Livestock, Field Crop, and Farm Business Management Impact
- Completed training to conduct On-Farm Readiness Reviews for FSMA compliance
- Facilitated dialogue regarding the dairy crisis with farmers, legislators, and community members
- Expanded Dairy programming, including: Dairy Feeder School, Dairy Farm Business Planning, and Diversified and Value-Added production.
- Launched new Equine Discussion Group programming
- Joined the Climate Smart Farming Extension Team to develop and integrate tools available through the Cornell Climate Smart Farming Program, NEWA, and private industry to help producers make informed decisions about their fields

Example Success Stories:

Providing Support through the Dairy Crisis - by Sarah Ficken

Dairy farmers “...have fallen on hard times. An abundance of milk, flagging demand, dramatically lower prices, higher operating costs, and unfavorable weather have made it difficult for dairy farmers to turn a profit and driven hundreds out of businesses” (nysaic.org). In Madison County, 2018 brought another year of challenges for dairy farmers with the price of milk hitting a ten-year low. While farmers are resilient by nature, the long deep downturn is a very serious challenge for farmers in Madison County. Throughout 2018, CCE MC Educators have worked with farms on areas of efficiency in order to improve profitability. Programs have focused on better record keeping, producing better quality forages, feeding a higher forage diet, and opportunities to diversify operations for additional revenue streams. (Cont’d on next page)
In addition to work with farmers, several broader community forums were held to discuss the dairy crisis in order to create greater understanding of the challenges, as well as garner additional support for the farming community. In March, a discussion session was held with county stakeholders and service provider to share ideas regarding outreach and resources to support the farm community. In May, CCE MC facilitated an opportunity for farmers to share their stories of dairy farm challenges with the Madison County Board of Supervisors. The impact of their personal stories of challenge provided significant insight to help Supervisors understand the importance of dairy farms in the community and the impact that the market is having on them. In August, a community forum was held for the general public to learn about the dairy crisis and opportunities to help support local dairy farmers.

While the dairy crisis is the result of geopolitical factors that extend well beyond our county border, CCE Madison County and the Central New York Dairy, Livestock, and Field Crops team have worked diligently to help connect dairy farmers with the resources they need to continue into the future. In addition, there has been increased partnership programs with programs between CCE MC and NYFarmNet with continued and new outreach programs planned for 2019.

"I have recently attended 3 CCE events and have learned so much and made such wonderful connections. First, the Fall BBQ where farmers and farm supporters could gather around a nice meal and visit with each other. Secondly, a tractor safety course in which I learned much more than I expected to learn. And just tonight I finished the Aspiring Farmers course where step by step we each developed plans for turning our dream farms into reality. Without the support of CCE these incredibly important connections would not be happening. The wealth of knowledge and dedication by the CCE staff is so impressive.” Beginning farmer in town of Madison.

**Ongoing Support and Encouragement for Women in Agriculture - by Sarah Ficken**

Women farmers represent a growing demographic across the US. In NY, women now make up 34% of active farmers (USDA). The growth in women farmers has captured the attention of Federal and State organizations that recognize the importance of programs that encourage, support, and mentor women farmers. In 2015, Madison County offered Annie’s Project – an educational program to support women entrepreneurs in agriculture. As an offshoot, the Women in Agriculture (WIA) Discussion Group was formed and has been offered since Annie’s project concluded. WIA provides sustained opportunities for women farmers to connect and create an essential network of support. Open to all, the WIA group meets the first Wednesday of each month and focuses on a variety of skills important in maintaining and growing a farm business. The women learn through discussion with topic area experts combined with tours of other agriculture operations. Topics this year have included Holistic Farm Planning, stress management, vermiculture (composting with worms), soil health, animal nutrition, value added production, climate change, social media, and risk management. Farm tours included Devine Gardens in Nelson, Hartwood Farms in Chittenango, and Louis J Gale and Sons in Bouckville.

"We retired and moved to a small farm in Morrisville a year ago, and we have found the Cornell Extension to be an invaluable resource. I joined the Women in Agriculture group run by Sarah Ficken last fall, and I have found it to be very helpful and a wonderful way to assimilate into the community. We have attended many programs and have found them very informative and useful in getting our farm set up.”

WIA Participant
According to the 2012 Ag Census, close to 45% of land in Madison County is devoted to a variety of agricultural enterprises encompassing 838 farms ranging from crops to livestock and vegetable stands to honey bees. Madison County truly epitomizes what it is to be an agricultural county in the great state of New York.

To celebrate and honor Farmers, CCE MC held a Fall Harvest BBQ on National Farmers Day (Oct 12th). The event was also an inaugural fundraiser to support youth education and community outreach. One of the projects involved holiday outreach packets to farmers. Packets contained letters of community support and Tops Gift Cards made possible through Fall Harvest BBQ donations along with matching support from Tops in Cazenovia. Thank you letters to the farmers demonstrated the pride and admiration that our local communities have for the farms of Madison County. A significant portion of the letters came from youth. Examples include:

“Thank you for working tirelessly to put food and drink on my table. I am writing to wish you a happy National Farmers Day! I hope your business does well this year.” Craig Z, an 8th grade agriculture student from Hamilton Central School

Ella C., a student of Burton Street Elementary in Cazenovia, said “Thank you for the delicious food, like corn, meat, fruits and vegetables. Thank you for waking up in the morning and working on all the things that you do. Thank you for taking good care of the animals every day. I am so glad you are there for us.”

“Dear Farmer, Thank you for all of the long days – and nights. For noticing the little things, like barn owls and the stunning night sky. For having a great sense of humor – and humility. For being STRONG & WISE and for feeding me and watching me grow.”

Given the impact of the Fall Harvest BBQ, it will become an annual event. Please mark your calendar for October 12th, 2019, and plan to join us to celebrate and honor our Madison County Farmers.

Future priorities for the Agriculture Program include:

- Work with the Climate Smart Farming team on producer workbooks to guide climate resiliency on their farms
- Programming related to establishing or scaling up agricultural enterprises emphasizing risk management, production based recordkeeping, basic farm business management principles, marketing, and regulatory compliance.
- Work with law officers and first responders to better prepare for responding to farms and farmers on issues ranging from animal welfare to farm related disasters
- Outreach to farms for participation in the On-Farm Readiness Review program as well as training on Good Agriculture Practices (GAPs) to prepare vegetable growers to enter the wholesale market place
- Provide education to private landowners on managing their natural areas for multiple use
- Create educational programming around composting and recycling for homeowners
- Work with agricultural producers to reduce plastic waste through diversion into appropriate recycling channels, proper cleaning of plastics, and rejuvenation of the recycling agricultural plastics program
The Mission of the CNY Regional Team is to provide high quality educational programs that address the needs of dairy, livestock and field crop producers in Chenango, Fulton, Herkimer, Madison, Montgomery, Otsego, Saratoga and Schoharie Counties. The team consists of a Dairy Specialist, a Livestock Specialist, a Field Crop Specialist, and a Farm Business Management Specialist.

In 2018, CCE MC became a partner with the CNY Regional Team. This new partnership provides significant expansion opportunities for impact to our farming community. Below are some examples of the Regional Team’s work this year.

- Facilitating Business & Succession Planning
- Dairy Nutrition & Precision Feed Management
- Dairy facility improvement & modernization
- Integrated pest management to control weeds, insects & disease
- Livestock production
- Increasing farm profitability through nutrient management, forage quality, & soil health

Accomplishments this year have focused on an initial series of introductory programs to establish relationships with Madison County Farmers.

- On-farm twilight walks
- Hay, Balage, and Forage Quality School
- Crop Congress
- Forage Quality Monitoring Program
- Livestock programming

Example Success Stories:

**Corn Silage Meetings – Dave Balbian and Kevin Ganoe**
Getting the most feed value out of home-grown corn silage can help dairy farms get improved performance from their herd while also lowering their dependence on purchased feed. A series of August clinics on five farms, just prior to harvesting corn silage, focused on ensuring that the harvest is completed at the right stage of maturity.

**Twilight Beef Producer Meetings – Ashley McFarland**
Twilight beef producer meetings were held this summer for producers to learn about opportunities for grass fed stocker cattle. One of the meetings was held at Endless Trails Farm in Madison County. Participants were able to view the handling facility and discuss different options for chutes and specific systems in addition to looking at cattle and pasture layouts.

**Spring Forage Quality – Kevin Ganoe**
For the past 15 years the Central New York Dairy, Livestock and Field Crops team has monitored the quality of first cutting hay in local fields to give producers a better idea of when they should begin harvest. Alfalfa height is used as a good indicator of alfalfa and grass quality.

**Improving the Corn Silage Hybrid Selection Process on Dairy Farms – Kevin Ganoe and Dave Balbian**
Twenty-one dairy farms are participating in a New York Farm Viability (NYFVI) sponsored project that uses green corn silage forage quality analysis to compare the performance of hybrids on a farm. The summarized results were presented to participants at meetings so they could see how their corn silage quality compared to those of others and to the Corn Silage Hybrid Trials conducted by PRO-Dairy.
Dairy Feeder Schools – Dave Balbian
Although proper dairy nutrition is an important part of profitability on dairy farms, an equally important part is delivering the feed prescribed by the nutritionist. The dairy feeder schools are for those who are feeding dairy cows and want to learn more about the how and why of what they’re doing. Topics include proper bunk silo and feed bunk management, adjusting for dry matter concentration and feeder safety. The twenty-eight participants of these 2-day schools held in the Canajoharie and Sherburne areas received a combination of classroom and hands on experiences at a farm.

Dairy Acceleration Program – Dave Balbian
The Dairy Acceleration Program, under Governor Cuomo’s leadership, and in partnership with the NYS Department of Agriculture and Markets and the NYS Department of Environmental Conservation looks to assist farms with planning for the future. Since the program began, the team has provided facilitation for twenty-nine dairy farms that received funding. This past year, five more farms joined, including one farm that had expansion plans in place (organic dairy) and another four are working on improving production and/or improving day to day efficiency.

Future priorities for the CCE MC partnership with the CNY Regional Team include:
- Increase familiarity of farmers with regional team expertise
- Increase individual farm use of regional team expertise
- Increase farmer attendance at regional team programs for broader farm level impact
- Launch of a precision feeding program for at least 7 dairy farms in Madison County
- Programming on farm labor management, farm succession planning, revenue stream diversification

III. Impacting Agriculture Economic Development (AED) in Madison County

The mission of the AED program is to maintain, develop, and promote a viable agricultural economy that benefits Madison County. The primary priority for achieving this mission is to market Madison County’s agricultural products and services by creating market opportunities and encouraging value-added enterprises. As a secondary priority, AED strives to maintain an appropriate agricultural land-base to support a viable agricultural economy in Madison County by assisting existing Madison County farmers and attracting and supporting new farmers. Our work focuses on 4 key areas:

- Support of Farmland Protection
- Ag Growth and Expansion for Economic Vitality
- Promotion of Agriculture
- Public Awareness of Agriculture as an Economic Resource
Accomplishments this reporting period include:

- Assist farmers in diversification and marketing/promotion
- Assist producers with business plan development, identifying and writing grants
- Development and launch of a new farm product promotion website - MadisonCountyFarms.com
- Workshops on new Agritourism Liability Legislation
- Development of Celebrate Madison - A holiday shopping event for local products
- Open Farm Day expansion to a new audience – summer college students at SUNY Morrisville
- Initiation of a pilot Ag in the Classroom Program for elementary schools
- Launch of a local Newspaper bi-weekly column: Cornell in our Community
- Development of ‘New Farmer’ information packets
- Business development assistance for a hemp processing plant

Example Success Stories:

Navigating Your Equine Business Tax Return - by Jennifer Farwell

In May, a representative from Farm Credit East, one of the largest Agricultural Tax Preparers in New York, partnered with CCE MC and the horse business development center at Cazenovia College in order to teach local horse owners and barn owners about proper taxation. This workshop was attended by horse owners, trainers, barn owners, and active race horse owners. Items discussed included current record keeping, tax liabilities, and reporting methods for Schedule C versus Schedule F income.

As examples of program impact, one barn owner discovered she had been reporting her taxes on a Schedule F, but because she did not breed, she learned it was Schedule C income. Another barn owner learned about different depreciation methods she could have been taking advantage of but hadn't due to her methods of reporting, such as the Schedule 179. Finally, a third barn owner learned about a tax refund that she was unaware of that offered an additional tax rebate on capital improvements to her structures. This savings could mean an extra $4,000 after her tax amendment.

Participants were very excited and engaged throughout the workshop and scored the program a 5 out of 5 for usefulness. This was a high impact program providing information and assistance in understanding the kinds of ag producer tax benefits for which they were eligible.

Open Farm Day – An Opportunity to Learn and Grow – by Jennifer Farwell

2018 marked the tenth year of success for Open Farm Day (OFD) in Madison County and participating farmers reported over $28,000 in increased one-day sales and a higher retention of customers from prior years. The OFD program continues to be a hallmark program for CCE MC and while it is a Madison County event, participants attend from over 130 zip codes. OFD brings locavores from all over the state (and more!) to visit with Madison County farmers.

While an increase in sales is one important aspect of OFD, educating the consumer is just as important. This year, CCE MC educators reached a new audience by partnering with SUNY Morrisville to educate a group of 90 new college students participating in the SUNY Morrisville Summer College Program. The Summer College students were largely from urban settings and, when surveyed, reported that 30% had never been on a farm and 73% were not interested in even attending the event which was a required component of their 2018 summer college experience. (Cont’d on next page.)
Students experienced dairy cows, greenhouses, beef cows, Amish buggies and pigs. By the end of the trip, 73% of the youth said they had fun, and 50% said they would choose local food over grocery store/fast food chains. This new program had a significantly positive impact! When surveyed, one youth said, "I learned that farmers are hardworking and dedicated", and another said, "Farms are a huge contribution to society".

Educating consumers can be a hurdle for farms; with less than 2% of the population being touched by agriculture, it is an increasing challenge to assist the younger generations with understanding food and the food system. This new OFD component, coupled with the newly launched Ag in the Classroom program for Madison County elementary schools, are new steps CCE MC is taking to secure the future of agriculture by creating a next generation of informed and engaged consumers.

**Madison County Farms Website**

Helping consumers find farms in their county is a pivotal component of the local food movement to support local agriculture. MadisonCountyFarms.com is a new CCE MC initiative establishing an online database where consumers can find the farms that fit their interests and needs for meat, produce, and other local agriculture products. As a searchable database, it is a user friendly web based directory to find specific farm operations. The database makes it possible to search farms by zip code, type of operation, and distance from a set location. The project to develop the website was funded by the Central New York Community Foundation. There are currently over 50 farms on the website with ongoing growth anticipated both in terms of farms and users!

**PRODUCER FEEDBACK**

"Madison County CCE has been extremely helpful to me as a newer farmer who has many questions. CCE often has the knowledge to answer my questions. If they aren't able to help, they direct me to the person who can help. They introduced me to Kevin Ganoe, field crop specialist, for help with soil testing results and Ashley McFarland, livestock specialist for forage analysis and recommendations."

"Madison County CCE has given important guidance, support, and fellowship. They are an essential part of my farm business success."

"AED was instrumental to getting my business off the ground from the licensing process up."

**Future Priorities for the Ag Economic Development Program include:**

- Develop an annual survey for farms, ag businesses, and ag support businesses, to gather key data that is compiled into an annual report to complement existing Census and NYSDAM data.
- Engage in, and initiate, individual and group conversations that encourage networking, idea generation, and recruiting for new farms and ag related businesses to the county.
- Continue to assist producers with business plan development and identification/writing of grants
- Seek and apply for grants to expand AED services and programs in the county
- Develop and annually update database and map of operating farms, ag businesses, and ag support businesses
- Expand succession planning programs and assistance
- Development of Fact Sheets and Infographics on Ag Impact in the county
- Improved marketing of Farmer's Markets
- Creation of Realtor Ag promotion packets for Realtor distribution to new residents
IV. Impacting positive youth development through 4-H

“Kids are fast learners, but they can learn more, faster and further with hands-on learning experiences. 4-H gives our kids the opportunity to learn-by-doing to build the leadership, independence and life skills they need today to prepare them for tomorrow.” NYS 4-H Team. Youth Educators Inspire Kids to Do!

The mission of 4-H is to engage youth to reach their fullest potential while advancing the field of youth development. At CCE MC, our 4-H priorities include engaging youth in agriculture, animal science, Science- Technology- Engineering- Arts-Math (STEAM), civic engagement, and health and wellness. Each program is embedded with materials that advance a commitment to Positive Youth Development.

Accomplishments this year include:

- Continued support of the Cooperstown Youth Livestock Show, the On-Wego Show, the Madison County Fair, the NYS Fair, Career Exploration Days, Tractor Safety courses, Animal Crackers, 4-H Dairy/Equine Bowls, Equine and Dairy 101, Cornell Discovery Days, and the Cobleskill ABC Conferences
- New Ag in the Classroom pilot project initiative in elementary schools
- Increased Collaborative programs with Tractor Supply Company, Rogers Conservation Center, SUNY Morrisville, Cornell University, the Future Farmers of America (FFA), and local school districts.
- New educational programming centered on robotics, engineering, and computer science including participation in National Youth Science Day, “Code Your World”, a collaboration of 4-H and Google.
- Continued participation in the Capital Days, Cornell Career Exploration, and 4-H STARR
- Increased emphasis on student ‘give back’ to their local communities through volunteering, creative fundraising, and continuous opportunities for community service.
- Ag Literacy week impacting 8 schools and 1,100+ youth
- New outreach to youth and families regarding youth development opportunities through 4-H
- New offering of a Red Cross Babysitting course
- Expanded Open Enrollment nights to encourage families to become involved with 4-H

Example Success Stories:

Learning to Code at the 4-H “Code Your World” Collaboration with Google – by Craig Brown

New to the 4-H program this year was participation in the National Youth Science Day “Code Your World” collaborative event by 4-H and Google. CCE MC youth learned about artificial intelligence (AI), random number generators (RNG), and coded their names using SCRATCH. There was also plenty of “organized dancing” and some lucky people even got to complete youth created variations of the chicken dance. The big take away was learning how specific you need to be when entering data - the point of being perfectly precise! More STEM events are in the works for 2019.
Summer Programming Success - by Jessica Tyson

At the end of July, 4-H summer intern Elyse Scott facilitated a series of summer program offerings. Madison County youth enjoyed learning about flowers, vegetables, and trees. Participants received a tour of SUNY Morrisville’s Horticulture Department where they picked their own fresh vegetables, completed tree identification with CCE Educator Sarah Ficken, and even visited SUNY Morrisville’s greenhouses. They also enjoyed learning about the surrounding habitats with Friends of Rogers and testing our water quality with CCE Board Member Mat Webber. Hikes, fur and scat identification, and catching little critters in a nearby stream were fun interactive components of the program. Each day was jam packed with hands on learning and was a great launch of new efforts in summer programming.

Taking the lead on 4-H horse programming! – by Jessica Tyson

Madison County is a hub for horse owners and enthusiasts with a steadily growing number of horse farms. Given this, it is not surprising that some time ago CCE MC took on the role of coordinating with Cornell for several state 4-H horse program events funded through a generous grant from the Agriculture & NYS Horse Breeding Development Fund.

In 2018, 13 4-H Standardbred clinics were funded through the grant. These clinics were held throughout NYS and reached over 1,100 youth. Each clinic was required to have an educational piece on Standardbreds with most also including a wide variety of educational topics such as equine nutrition, rehabilitation and therapy, training, reproduction, harness equipment and driving, massage therapy, equine careers, racing, equine science, and conditioning and training.

The grant also support state wide educational events and contests such as State Horse Bowl, Hippology, Communications, and Judging as well as study and hands-on learning resources. The state-wide events are the ‘end-goal’ for many 4-H’ers with work beginning at the county level with the hope of making it to regionals. High scores at regionals can lead to the state competition and the top four seniors in each category at the state level have the chance to attend Eastern National 4-H Round-Up in Kentucky. The learning impact is immense along with the growth of compassion and insight regarding horses and the horse industry. NY is very fortunate to be able to consistently bring youth to Kentucky to compete in the Eastern National 4-H Horse Round-Up. In 2018, there were over 300 contestants from 26 states across the United States. New York had a great showing this year with youth placing and teams placing in the top ten.

The Agriculture and NYS Horse Breeding Development Fund helps provide many great opportunities for our 4-H youth and we are pleased to have the chance to work with them!
Youth spotlight: "My 4-H Story" by Kav Young

As I look back through my long 4-H career, I realize how many great opportunities 4-H has given me. I started when I was five in a general arts/crafts club in New Woodstock. I was in this cloverbud club for three years and participated in many events. Some of the most memorable events I participated in were our community carwash, raking leaves, attending Spirit Day, and participating in the Madison County Youth Fair at Cornell Cooperative Extension. After three years in this club, I took a three-year break to play assorted sports.

After my three-year intermission, I reentered 4-H in an equine club. Three years later, I joined another. Of all my years in 4-H my last three have been the most memorable and interesting. 4-H introduced me to farriery, and this is probably the best thing 4-H has done for me. After learning about farriery through 4-H, I began to watch and learn about the trade. So many doors and opportunities have been opened for me. I currently am apprenticing a farrier, and I have done many presentations on farriery. I have also had the privilege to speak and educate others within 4-H about this important trade and used different aspect of the trade as presentation topics. I was able to demonstrate what farriers do and explain some of the tools they use at the State Fair’s World of Horses tent and teach other youth at a farrier station during the 2016 Animal Crackers at Cornell.

Madison County 4-H has also given me a ton of other opportunities. It gave me the chance to hold a position as an officer in my club. The last two years I have been my club’s treasurer and president. Those positions developed my leadership and time management skills and gave me new responsibilities. This allowed me to serve my community in many ways throughout the past few years. I even met with my senator and learned about local and state government by taking part in trips like the Capital Days.

I was able to attend several educational trips through 4-H. I attended Equine and Dairy 101 multiple years where I was able to learn about the many different components of the equine and dairy industry. This past year 4-H also gave me the opportunity to go to Career Explorations at Cornell. Lastly, 4-H has also allowed me to go to both the Madison County Fair and the New York State Fair multiple times for educational events and to show animals.

Through 4-H I have become a much better public speaker, gained valuable leadership skills, and received a ton of opportunities to serve my community. I am way more comfortable public speaking. I feel confident leading groups like my club, creating and running events, and helping to administer the 4-H Teen Council. I am very grateful to 4-H for giving me these opportunities, especially the ones throughout this past year. I am also very grateful to my county educators for making all these events run smoothly and making them fun and interactive.
Cooperstown Livestock Show

This was a fun filled event with youth from several different counties showing goats, pigs, and dairy cows. This is a great show for youth to learn, grow, and meet peers with similar interests who often become lifelong friends. The participating youth were enthusiastic, and many came home with ribbons from the events!

Madison County Fair

Youth participated in the horse, rabbit, and dairy shows. Several youth leaders and local clubs also helped us in the Larkin Building participating in public presentations, and crafting. We also had the privilege of having the Dairy Princess and Dairy Promotion team join us. We appreciate all the help we received at the County Fair this year!

On-Wego Dairy Show

This was a great show that many Madison County youth participated in. We are so proud of how well the 4-H youth, cloverbuds, and little britches showed their calves and cows off to the judges. So many ribbons and prizes were received! We also held Agricultural Olympics the night before the show which was great fun for all.

The New York State Fair

CCE MC youth represented their 4-H work with great pride; educators and leaders were incredibly proud! In addition to static exhibits in the 4-H Youth Building, 4-H’ers participated in dairy judging, dairy bowl, dairy shows, poultry shows, rabbit shows, horse shows, horse bowl, horse judging, and communications. Enthusiastic 4-H groups volunteered in the Youth Building making fans, walking sticks, catapults and more. A huge thank you to all who volunteered, exhibited, and participated!
Future Priorities for the Youth Development 4-H Program include:

- Expansion of pilot Ag in the Classroom project to all elementary schools in Madison County
- Launch of a 4-H Teen Council for youth outreach and programming
- Expand summer and school break programming
- Collaborative event planning with Cornell University Instructors, the National Lego League, Robo Rave, and the Mid-York Public Library System.
- Increased support of Club leaders including annual training and creation of premade activity
- Return of a 4-H Youth Show to the CCE MC Ag Pavilion
- Growth of club numbers and youth enrollments
- Expansion of county wide events for club and independent youth

V. Community Outreach and Education for Impact in the County

Community Outreach and Education initiatives in agriculture have become increasingly important. With close to 98% of the US population now removed from direct involvement in agriculture, CCE MC works to engage the community and community partners through programs and media outreach to provide heightened awareness of the importance of agriculture as well as provide trusted university-based resources and information on current and emerging topics in agriculture and life sciences.

Accomplishments during this reporting cycle include:

- Launch of the 'Cornell in our Community' Column in the Cazenovia Republican and Oneida dispatch
- Facilitated conversations with the broader community on agriculture topics including: Farmers for America movie screening and panel discussion as well as Food Evolution movie screening and panel discussion
- Direct community outreach to generate broad base support for farms in the Dairy Crisis
- Renewed partnership with the Madison County Health Department leading to collaborative programming on farm worker health and safety, as well as broad concerns regarding invasive species such as ticks
- Renovations to the CCE MC Community Kitchen in order to enable future classes in canning, cheese making, cooking, and baking
- Increased engagement with county colleges and universities for expanded college internship opportunities
- Continued Tax Credit for the Elderly program providing fee tax preparation services through an annual IRS grant
- Ice Cream Party celebration for farm families to heighten awareness during National Dairy Month
- Launch of a series of special awards and recognitions for farms, ag businesses, and ag supporters
- Launch of a Fall Harvest BBQ to heighten agricultural awareness during National Farmer's Day
Interning with Cornell Cooperative Extension of Madison County is an immersive experience where students join educators to work within the community. Interns are each responsible for independently completing a project that helps to further the mission of CCE MC. Students receive some oversight from their home campus and typically complete some academic work that coincides with their project. In the end, the students receive academic credit and valuable hands-on experience that benefits Madison County.

Our interns this year represented all 3 colleges in our county as well as Cornell University. They came to us with a wide variety of academic majors including Agriculture Business, Environmental and Sustainable Studies, Equine Business Management and Peace and Conflict Studies. Their project work included State Fair, Youth Education Days, Dairy and Horse Bowl, attracting customers to the farmer’s markets, marketing the Madison County Farms website, and helping our farmers become more resilient in the face of a changing climate.

**Example Success Stories:**

**The College Internship Experience at CCE MC - by CCE MC Educators**

Elyse Scott was our summer 2018 intern. Elyse grew up in 4-H and is a student at SUNY Morrisville. She is in the Equine Science program with a Rehab track. Elyse has taken on a tremendous amount of tasks over the summer. She planned a Beezie Madden farm tour, a program on making rope halters with youth, a two day environmental science days program, and planned a day with Morrisville State College and their Horticulture program along with DEC. She helped with horse and rider evaluations, county fair, state fair, the 4-H Flash, summer programs, and so much more. We enjoyed having Elyse as an intern and she has continued a relationship with us as she accepted a volunteer position as a horse fundraising chair working with Jessica Tyson on the Horse Events Committee.

Lizzy Moore was our AED Colgate Fellow this past Summer. Lizzy has grown up in FFA and was a rising Junior at Colgate University. Her degree program was in Peace and Conflict Studies with a concentration in Post War Re-Construction. Lizzy took on Farmer’s Market marketing over the summer. Her focus was on determining different ways to attract consumers to the market. She worked on social media and flyer based advertising with farmers markets and vendors. She also interviewed the farmers market managers around the county to do a SWOT analysis on their markets and how they could strengthen their approaches. Finally, she did a large amount of research on Farmers Markets around the country and how they marketed, advertised, and planned events to attract consumers.

Courtney Van Liew was an AED intern with us this past summer. She came to us as a rising senior at Cazenovia College. Courtney is active in the equine industry both in her home town and here in the Cazenovia area. She worked this summer on establishing and marketing the Madison County Farms website. This directory based website is for consumers to find local products. They can search on the website for meat, eggs, fruits, and more. Courtney not only connected with farmers around the county to get them listed on the site, but also developed different marketing tools such as tote bags, cutting board and tee-shirts! Then, she spent some time distributing them at different markets and the Madison County Fair. Visit her work at www.madisoncountyfarms.com

Tyler Brewer interned with us this past summer as the Agriculture Intern. He is currently a senior studying Environmental and Sustainability Sciences at Cornell in the College of Agriculture and Life Sciences. His internship was a collaboration between the Cornell Institute for Climate Smart Solutions and CCE Madison County with the purpose of developing and sharing tools with farmers to help them become more resilient in the face of climate change. As part of his internship, he toured farms and spoke with farmers throughout Madison County in order to develop a fact sheet that farmers across the Northeast could use to better manage the risks associated with increased extreme precipitation events, drought, and extreme heat. His internship culminated with a Twilight Talk at Mosher Farms in Madison.
24 volunteers + 10 weeks = $600,000! The Tax Counseling for the Elderly Program (TCE) - by Karin Bump

The TCE program is a long standing community benefit program offered at CCE MC through an IRS grant. For the 2017 tax year, the program involved 24 volunteers covering 7 Sites (4 in the central and northern regions of the county, 3 in the southern region). Free tax preparation services were provided to County seniors 6 days of the week over a 10 week period.

Through the generous commitment of volunteer tax preparers, 806 seniors were served. This resulted in over $500,000 in refunds to Madison County seniors with an additional economic impact of $100,000 attributed to the value of the free tax preparation services offered through the program.

Program Coordinator Judy Parker shared that the 2018 TCE Team had ‘an incredible tax season with one of the most accomplished teams in all the years I’ve been doing this program. Those that have been with me for many years know that I don’t often say that.’

Engaging the Community with ‘The Trouble with Ticks’ – by Sarah Ficken

Ticks aren’t new – they’ve been around for 15-20 million years. But recently the trouble with ticks has dramatically increased with rising rates of infestation, new types of ticks and new diseases associated with ticks. Given increasing concerns, Cornell Cooperative Extension of Madison County worked in partnership with the Madison County Department of Health to deliver tick education programs at three locations across the county. Members of the community gathered at the Great Swamp Conservancy in Canastota, the Hamilton Public Library, and the Cazenovia Public Library to learn how to better protect themselves against ticks and tick-borne diseases. The workshops used a curriculum developed by NYS Integrated Pest Management program at Cornell University to teach participants about specific actions they could take to minimize the incidence of ticks in their backyard.

Participants learned about the basic biology and life cycle of the tick so that they could identify when and where they were most likely to encounter ticks and how to best prevent tick bites. People can minimize their risk of tick bites through wearing light colored long pants and long sleeves, checking themselves regularly for ticks, using repellents, and modifying the habitat in their backyard, schoolyard, or other frequently used outdoor space. Ticks prefer brushy habitat, and so moving play equipment towards the center of a lawn and away from edge habitat can be a key method to reduce tick exposure in young children. Also, maintaining well-trimmed or mowed backyards and creating barriers out of crushed stones or woodchips can help create a habitat that is not preferred by ticks.

Future priorities in Community Outreach and Education:

- Creation of informational displays for rotational use in public spaces such as libraries
- Expansion of print and social media presence
- Increase engagement with community businesses through town business chambers
- Develop community forum series on topics of high community interest
- Increase use of CCE-MC meeting and kitchen space by community groups and organizations
Special Recognition and Awards from 2018

Friend of Extension Award - Assemblyman Bill Magee

Centennial Farm Award – Otis Marshall Farms, Inc., Munnsville

Heritage Farm Award – Sunny Acres Farm, Georgetown

Heritage Farm Award - Woodstead Farm, DeRuyter

Dairy of Distinction - Cody Farms, Fenner

Best promotion by Media - Troy Bishopp, The Grass Whisperer

Best Promotion by a Farm - Hartwood Farm, Chittenango

4-H We Love Our Leader Award - Dakota Kelsey and Jenny Mills

Educator Retirement– Debbie SeGuin

After over 30 years of service to Cornell Cooperative Extension, Debbie SeGuin has retired to pursue new opportunities. Debbie's impact on the association has been substantial with program work ranging from 4-H youth in health and wellness to adult education in the Strong Hearts program. She wore many 'hats', had many titles, and wide ranging association responsibilities. We are so very thankful for all Debbie brought to CCE and the incredibly positive impact she had on all who had the privilege of working with her.

CONGRATULATIONS
Thank you to our Grantors, Donors, Sponsors and Community Partners

Your support made a significant impact in our 2018 programming cycle!

Ag & NYS Horse Breeding Development Fund
Assemblyman Bill Magee
Byrne Hollow Farm
Cabot Cheese
Cazenovia Equipment
Cazenovia Farmers’ Market
Central New York Community Foundation
CNY Fiber
CNY Latino
CNY Solar
Colgate University Upstate Institute
CORE Federal Credit Union
Country Living from Farm Credit East
Dairy Farmers of America
Dec & Benson CPA’s
DeRuyter Farm & Garden Co-Op
Dougherty Pharmacy
Eagle News
Eat Smart New York
Empire Tractor
Equine Business Development Center at Caz College
Farm Credit East
Farm Family Casualty Insurance Company
Farmers’ Market Nutrition Program
Flour & Salt Bakery
Great Swamp Conservancy
Hamilton Community Chest
Hamilton Whole Foods

Internal Revenue Services
Jewett’s Cheese House
Literacy Coalition of Madison County
Louis J Gale & Sons Feed and Fertilizer
Madison County Farm Bureau
Madison County Health Department
Madison County Planning Department
Madison County Soil and Water Department
Madison County Rural Health
Madison County Tourism
New York Farm Bureau
NY FarmNet
NYS Dept of Ag and Markets
Organic Valley
Partnership for Community Development
Price Chopper
Senator David J. Valesky
Small Business Development Center at OCC
SUNY Morrisville
Tanner Insurance Agency Inc.
The Gorman Foundation
The Shoppes at Johnny Appleseed
Tops Friendly Market
Tour the Towpath
Tractor Supply Company

Thank you

many thanks
VI. Association Funding

Cornell Cooperative Extension of Madison County (CCE MC) is funded by annual appropriations from County, State and Federal governments. This tri-fold funding partnership links our County residents, businesses and communities with Cornell University and the nationwide land-grant university system of research and education.

CCE MC is a subordinate governmental agency that is a Tax Exempt Public Benefit Agency with 501c3 status. Because of County Law 224, CCE Associations are purposefully placed by the NYS Legislature within County Law. Associations are partners with County government in serving residents with an identified quasi-governmental function, but one that doesn’t belong in a County Department.

During the 2018 fiscal year, the financial support for CCE-MC was derived from several sources as identified in the chart below. Of these sources, County appropriation serves as the basis for Cooperative Extension to exist in NY, and all other funding is leveraged by that appropriation. The total budget for 2018 operations was approximately $842,000.

100% of Madison County appropriations are used for staff and programs that provide direct benefit to Madison County. These funds are discretionary, enabling the association to remain nimble and flexible to meet the changing needs of Madison County residents.

Our ability to match Cornell resources with community needs helps us play a vital role in the lives of individuals, families, businesses, and communities throughout Madison County. Our impact is substantial and critical for the $156 million/year Madison County Ag Economy and the hundreds of youth that do, and can, benefit through our youth development offerings.

2018 FINANCIAL SUPPORT
CCE of Madison County has been serving the community since 1917.

We are proud to be part of the Cornell land grant mission of building strong and vibrant communities through partnerships that put experience and research knowledge to work.

Please visit us at our office in Morrisville, NY, or on the web at: madisoncountycce.org.

Cornell Cooperative Extension actively supports equal educational & 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.