Our 2016 Team

Andrea Lista, Executive Director

Elizabeth Berkeley
Tara Defendorf-Kuba
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Sharon Hancock
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Regional Teams:
Eat Smart NY Northern Region
Integrated Pest Management
Cornell Vegetable Program
Lake Ontario Fruit
NWNY Dairy, Livestock, Field Grains
WNY Shared Business Network

Hours of Operation: 9am-3pm Monday-Friday

Cornell Cooperative Extension of Monroe County provides equal program and employment opportunities.
Director’s Message

As I reflect on 2016, my first year with Cornell Cooperative Extension of Monroe County, I am filled with both gratitude and excitement. This year we reestablished CCE-MC as a community and educational resource within Monroe County. Last year at this time many still did not realize we had moved our location and some thought we had simply stopped serving Monroe County. Today we are officially on the “Google map”. We are now an active voice on social media, and considered a strong community partner. Where once we struggled to find community members who were interested in serving on our Board of Directors, today we have potential members waiting in the wings. Our program teams are busier than ever providing a variety of educational experiences, exploring new program ideas, and working collaboratively with other organizations to expand all of our reach. It is the collective work of the staff, volunteers, board of directors, financial supporters, and Association Foundation that is making this happen. An incredible team doing incredible work!

This year we decided to take a different approach to our 2016 Annual Report. Rather than fill the pages with words, articles and descriptions of what we’ve accomplished, we decided to provide you with a visual snapshot. This snapshot reflects how CCE-MC is “Extending Knowledge and Changing Lives” and how we are doing this collaboratively with other organizations.

For an organization to have maximum impact it must consider opportunities to create strategic partnerships and collaborate with others. Resources and funds are limited; therefore, it makes sense to work together. By building upon a shared set of goals, each providing their area of expertise, organizations effectively focus their outcomes for greater reach. Collaborating instead of competing, especially in the not for profit world, gives our residents and organizations better access to resources and opportunities. This is why one of our focuses as we continue into 2017 will be to expand on these collaborative relationships.

Our mission remains the same...

We provide research-based information and educational programming to ensure the vitality of agriculture, strengthen families, promote health and well-being, responsibly improve home and community landscapes, and enhance our natural environment.

We are clearer than ever on our role and excited to continue to explore how we can enhance, support, and partner with others in Monroe County to collectively serve our residents.

Andrea M Lista
The **Horticulture Program** is in the heart of the community providing educational experiences for our youth, presenting certification courses for industry professionals, supporting our commercial horticulture businesses, and facilitating community connections to provide consumer and commercial horticulture education throughout Monroe County.

**Community Centers, Libraries, Garden Clubs:** Master Gardeners conduct a class on the art of creating Hypertufa planters. Master Gardeners provide hands-on workshops throughout Monroe County to educate and assist residents with responsibly improving and maintaining home and community landscapes.

**Monroe County Parks:** Master Gardeners give a tour of Durand Eastman Park to Humboldt/School #28 R-Center youth. Humboldt youth learned about apples and cucumber Magnolia in the park.

**City of Rochester:**

*Blocks in Bloom* participants plan their front yard garden for the 2016 season. Plants are donated by local garden stores, garden clubs, and Master Gardeners. Blocks in Bloom uses front yard flower gardening as a tool to grow community within the city of Rochester.

**Ask A Master Gardener:** In collaboration with the Central Library and the Monroe County Summer Music Series, Master Gardeners were on-hand to answer consumer horticulture questions. Additionally, CCE-MC MG’s host a free phone-in Help Line at our main office.
NYS DEC: Industry professionals participate in a pesticide applicator course at Monroe County parks Seneca Lodge, organized by the CCE-MC Horticulture team in conjunction with NYS DEC. Our CCE IPM Team also provides education for this training.

Working with Monroe County Businesses: Broccolo Tree & Lawn Care has been deep into IPM since day one. For Laurie Broccolo, IPM isn’t an option. It’s core. In fact, Broccolo’s even helps the competition with IPM — she cares that much. For landscapers who wonder if they can make money using IPM, Broccolo’s resounding success translates to a resounding yes.

Rochester Regional Health: Physicians, through area hospital labs, rely on the CCE-MC Diagnostic Lab for an accurate, timely identification of ticks that could be transmitting Lyme Disease, Rocky Mountain Spotted Fever or other illnesses.

Diagnostic Lab: Diagnostician, Liz Berkeley provides community education to assist organizations and consumers with pest management, such as bed bugs and ticks.

Greenhouse IPM: Specialist, Brian Eshenaur works with Genrich’s Greenhouses as part of a fertilizer and biological control study.

The Integrated Pest Management Team efforts help address pest management needs, whether on the farm, at work or in school, at home, or in the community. Research, demonstrations, education, and outreach are part of a comprehensive plan to make IPM the safe, effective pest management solution for all New Yorkers. Solutions that help protect our health, our economic well-being, and our environment. CCE-MC’s Horticulture Program Team and the CCE IPM Team work collaboratively within Monroe County to serve commercial business needs.
Commercial Horticulture: Local growers discuss cultural options with Brian Whipker, North Carolina State horticulturist and CCE-MC staff.

The Grass Is Greener on …. IPM Greens: Daily mowing to 1/8 inch. “Starvation diets” to keep turf from growing too fast. Like Kermit the Frog says, it’s not easy being green. Yet our systems trial, spanning 14 years at Long Island’s Bethpage State Park golf courses, showed that even under such demanding conditions, IPM tactics can cut pesticide sprays by 33% — and the environmental impact of those sprays by 50, 72, sometimes even 96%. Research such as this benefits our county’s recreational businesses and our environment.

The Hidden Costs of Weedy Turf: Sports-related injuries, costing over $2 billion, send about 7.8 million kids to the emergency room each year. Roughly 20% can be traced to rough footing on poor, weedy turf. Yet simple IPM practices like rotating playing fields more often and lots of over-seeding are necessities in light of New York’s pesticide ban for school athletic fields. IPM Specialist, Lynn Braband works with area schools to manage both weed and animal pests on sports fields.

Sunscape Farms: Nathan Savage describes greenhouse growing during our Policy-maker FIELD Trip. Sunscape Farms uses responsible growing practices such as: crop rotation, cover crops, traditional weed control, earth-friendly fungicide, natural insect control and crop treatment.

Camman Acres, LLC: Shane Camman walks among the turkeys he and his family raise on their small organic farm in Brockport. Shane, a skilled communicator, is passionate about organic farming.

CCE-MC Horticulture, Agriculture, and IPM Program teams work collaboratively to meet the agro-business needs of our community.

The CCE-MC Agriculture Program addresses the educational needs of local farm businesses by recommending resources, conducting relevant workshops, and spearheading agri-tourism opportunities. We assist small and mid-size farms and explore niche marketing opportunities to encourage economic development. We take an active role in the succession plan for agriculture through Ag in the Classroom and STEM education. Our role is to serve our farmers and residents for long-term agricultural sustainability.

Westside Farmers’ Market: Seasonal produce are highlighted throughout the growing season to encourage Monroe County residents to discover the wonderful locally grown foods and family-fun activities in our area.

Brightly Farms: Board Members and Monroe County Legislators learn about winter storage from Dean and Betsy Brightly. Experiences like this help our policymakers understand the needs and challenges of small, mid-size, and large farms.

Irondequoit Fall Festival: An opportunity to educate the community on the benefits of eating locally grown food. Residents receive information on local farmers’ markets and recipes to encourage healthy eating.

Agri-tourism: Where agriculture and tourism intersect, agri-tourism is one of the fastest growing segments of the travel industry. In Monroe County, CCE-MC orchestrates opportunities for residents to visit working farms; our Apple Days Farm Tour was one such experience. For growers, agri-tourism promotes value-added products, farm direct marketing, and sustainable agriculture.

Cornell: Examples of technology used on farms to promote soil health, reduce the need for fertilizer, and increase yields. GPS systems, soil mapping, and field discing are just some of the technologies being used at Brightly Farms.
The 4-H Youth Development Program provides opportunities where youth learn through interactive experiences in areas such as health, science, agriculture, technology and citizenship, in a positive environment where they receive guidance from adult mentors and engage in meaningful leadership opportunities. 4-H empowers young people with the skills to lead for a lifetime. You’ll find our 4-H programs in every corner of Monroe County—through in-school and after-school programs, school and community clubs, and special community wide events.

Heritage Christian Services: Kids learning food safety and cooking skills at the 4-H Kickoff, Chef For a Day Event held at Springdale Farms with the help of Heritage Christian Services Day Program Manager “Chef Dan”.

Monroe County Parks: 4-H club members making Seneca Park Trails beautiful during Pick Up the Park Day.

Tractor Supply Company: K-9 Kids club members during the April Clover Campaign. Tractor Supply Company has been a long standing 4-H supporter of CCE-MC.

CCE-MC 4-H Youth Development and Agriculture Program Teams work hand-in-hand to provide STEM, Ag & 4-H Education for long-term Agriculture sustainability. Collaboration is key to our success!

Nathaniel Rochester School: STEM Career Day at School #3 with Agriculture Educator Jarmila Haseler and Urban Fellow AmeriCorps VISTA 4-H summer assistant Matt Trombly. Students learned how to test soil for ph-balance and fruit for sugar content. The 4-H STEM summer program reached over 100 youth in Monroe County.
**Pursuing Agriculture:** Allyson Wentworth is a shining example of the positive benefits of the 4-H Youth Development model. Allyson has been a K-9 Club member for over 10 years and despite not growing up on a farm, is pursuing agriculture in college.

An example of how **4-H and Horticulture** collaborate to serve our youth.

**Monroe County Legislature:** Posh Ponies 4-H club member, Maddie Bassett, receives a special proclamation for her exceptional public presentation on Healthy Self Esteem.

**Barnes & Noble Pittsford:** 4-H club, Mary Cariola Busy Bees, are involved in a wide range of community service projects. Here they led a craft table at our Book Fair & Education Day.

**Summer Youth Employment Program, Rochester Works, Rochester Rehabilitation, RCSD, Burnett Air-Farm, Seedfolk City Farm:** Collaborators and CCE-MC provided horticulture work experiences for youth, fostering personal growth and development.

**Webster, Gates & Rochester Police Departments:** Posh Ponies 4-H club members used their leadership and teamwork skills to make thank you treat bags for local law enforcement.
Friendship Community Center: Kinetic Energy Bike lesson educates students on healthy lifestyles and energy conservation.

A look at our **Finger Lakes Eat Smart** New York Nutrition Team collaborative efforts around Monroe County. Eat Smart New York (ESNY) helps people with limited incomes learn how to eat better for less money. CCE-MC 4-H Youth Development and the FLESNY Nutrition Team often pair up to provide nutrition and healthy living education for our youth.

SUNY College @ Brockport: Collaborating with 4-H to provide afterschool programming to youth from K-5th grades in partnership with Health Science student interns at Rochester area recreation centers.

Martin Luther King Park: Nutritionists Jessica Kouzan & Michelle Weiler kicked off a *Snow Much Fun* event with lots of great activities! The Department of Recreation and Youth services came together to show how much fun winter can be! We served over 150 combined youth and adults at our "Think your Drink" table and our physical activity game.

Humboldt Recreation Center: Nutritionist Michelle Weiler working with youth using the *CATCH* curriculum to teach kids how to make healthy food choices. This program is presented to students throughout the Rochester City School District 2 x’s a month.

Vertus Charter School: Nutritionists Michelle Weiler & Jessica Kouzan collaborated with Vertus Charter School For Boys to celebrate National Food Day. The school was very excited to have a sampling of NY State apples at the school lunch line. We served over 140-ninth and tenth grade boys.
Rochester Educational Opportunity Center: Nutritionist Iluminada Vilca provided a 6 week, Eat Healthy Be Active program to 10–15 adults at the Rochester Educational Opportunity Center.

RCSD School #19: We visited a local garden that had edible flowers growing; many students were amazed at the concept of eating flowers!

“Wow! Plants are amazing, I can even eat a flower!”

Our Collaborating Partners...


Collaborations strengthen program delivery, expand our value, improve efficiency, and save costs. Together we can do more!
Cornell Cooperative Extension’s Regional Agriculture Teams provide research-based information, programs and technical assistance to dairy, field crops, vegetable, tree fruit, and grape producers all around New York State. CCE-MC invests resources in the Cornell Vegetable Program, the Lake Ontario Fruit Team, and the NWNY Dairy, Livestock & Field Grains Team in order to make these resources available to our Monroe County producers. Harvest NY is a statewide program available to all growers.

**Cornell Vegetable Program:** Specialist Robert Hadad listens to the concerns of Monroe County vegetable grower, Jeff Werner, on his farm in Rush, NY during the Summer Vegetable and Cut Flower Grower Twilight Meeting on August 15, 2016. Hadad discussed sweet corn varieties, assessing winter squash maturity, weed management options and other late season vegetable growing concerns with the 19 attendees of the meeting.

**Cornell Vegetable Program:** During a farm visit to Buzz’s Garden on June 30, 2016, specialist Judson Reid discusses management strategies for increasing yields and improving soil health in their high tunnel, an unheated greenhouse used for season extension, with beginning farmers James Cagle and Haley Brown. James and Haley farm in Honeoye Falls and sell vegetables at the Mendon and Brighton farmers markets.

**Cornell Vegetable Program:** Specialists assist local growers with weed and disease management in support of the new LoveBeets facility that opened in Eastman Business Park.

**Cornell Vegetable Program:** Technician John Gibbons checks a western bean cutworm (WBC) pheromone moth trap near a dry bean field. Growers use trap catches as an indicator of when to scout for egg masses in their fields and, if over thresholds, apply sprays to prevent damage to their crop. In 2016, Morgan Brothers Farm in Spencerport supplied a field for a WBC trap and the trap catches were reported weekly in VegEdge newsletter.

*Photo Credit: Cordelia Hall, Cornell Vegetable Program*
Lake Ontario Fruit Team: Craig Kahlke, fruit quality specialist, explaining a “fruit count” method to precision apple thinning where apple growers try to optimize crop load to produce high quality apples.

Lake Ontario Fruit Team: Mario Miranda Sazo, horticulturist, discusses apple tree nursery maintenance to 110 Spanish speaking fruit workers.

Harvest NY: Carl Moody, Dairy Specialist, works with Pittsford Farms Dairy to assist with business development, expansion, and product quality. Here he is pictured teaching a Cheese Tasting and Evaluation Workshop.

Photo Credit: CCE Gene see, Pittsford Farms Dairy

NWNY Dairy, Livestock, Field Grains Team: In Western New York, one-third of farmland is rented from non-operator landowners. Best estimates indicate that about one-third of the rented farmland is owned by women. The NWNY Team has engaged with American Farmland Trust, Utah State University researcher Peggy Petrzelka, and the Women, Food and Agriculture Network to learn about the needs of women as landlords and their tenants.

NWNY Dairy, Livestock, Field Grains Team: Establishing which barley varieties grow best under NY growing conditions has been at the top of the to-do list. Cornell plant breeder Mark Sorrells and his staff have been planting variety trials across NY. Here producers and maltsters participate in a malting barley twilight tour.
Thank you to the many volunteers who give their time and skills to serve, educate, mentor, and extend our reach throughout Monroe County. Our work would not be possible without the contribution of our dedicated volunteers.

CCE-Monroe is a 501(c)(3) non-profit educational organization and is part of the Cooperative Extension land grant system, a partnership between County, State, and Federal governments that is administered in New York State through Cornell University. Each county’s Cooperative Extension association is independent and works to serve the needs of the county in which it is located.

Finance Committee: Diane Horeth — Chairperson | David Zorn — Treasurer | April Spring-Buckley — Secretary | Steve Partyka | Dave Rothfuss | Harold Coller—Bookkeeper

Heartfelt THANKS TO OUR VOLUNTEERS!

The gift of time is priceless!
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