Cornell Cooperative Extension Oswego County

Building Strong and Vibrant New York Communities

2018 Annual Report
Our Mission

Cornell Cooperative Extension of Oswego County’s mission is to interpret, disseminate, and deliver research-based information and knowledge on issues relevant to Oswego County youth, individuals, families, farms, small business, and communities; and further, to contribute to improving the quality of life through education and empowering volunteers and staff to lead, guide, and teach. Program areas of particular importance include Agriculture, Youth Development, Human Ecology, and Natural Resource Management.
December 2018

Dear Friends and Supporters of Cooperative Extension:

Once again this year, it is both an honor and a privilege to provide you with the Annual Report for Cornell Cooperative Extension of Oswego County. Throughout 2018, our organization continued to explore new opportunities for educational programs recognized for their potential to enact positive change for the residents of Oswego County.

The articles and examples contained in this report illustrate the commitment of Cooperative Extension to respond to the needs of Oswego County with a focus on improving the quality of life for everyone. We are an organization committed to providing the public with educational programs that effectively link accurate, research-based information to real-world experience. Our staff and volunteers have the expertise to successfully assist those who have a genuine desire to improve their lives and the lives of their families.

The mission of Cooperative Extension promotes educational interactions with farmers and agricultural business owners, community groups and school districts, 4-H clubs, families, parents and individuals. Providing research-based information to those who gather in conference rooms, on farms, in classrooms and at community centers gives guidance and encourages people to make good decisions that lead to a healthy, successful life.

Our efforts continue to be multiplied when we work in concert with other county agencies and non-profit organizations to encourage positive change throughout our communities. Collaboration provides meaningful leverage for great accomplishments and we recognize that the activities of others greatly assists us in our endeavors.

Most importantly, we acknowledge the unwavering encouragement and financial support we receive from the Oswego County Legislature. We sincerely appreciate their recognition of our mission-driven efforts to make Oswego County a better place to live and work. The importance of their involvement in our programs is understood by everyone associated with our organization.

Sincerely,

Paul A. Forestiere II
Executive Director
Eat Smart New York and the Expanded Food and Nutrition Programs each provide individuals, families with children, and groups with nutrition classes to promote healthy eating, exercise and shopping on a budget. Goal of both programs is to promote health by helping limited-resource participants establish healthy eating habits and a physically active lifestyle. The core elements of the programs include developing participant skills and behaviors in: increasing vegetable and fruit consumptions, eating smaller portions, decreasing salts and fats, increasing level of physical activity and decreasing sweetened beverages. Six to twelve lessons are provided to participants in their homes or in-group settings.

Nutrition Program classes also assist limited-resource individuals and families in becoming more self-sufficient and self-reliant. The focus is on prevention among individuals at greatest risk for negative health outcomes. Poverty is a risk factor for numerous health problems such as heart disease, diabetes, cancer, poor pregnancy outcomes, and obesity. Program participants are taught the nutritional value of foods, how good nutrition translates to more energy and better health, and to manage food resources more effectively. Participants gain the knowledge about the relationship between health and basic nutrition, food safety, food preparation, and resource management to make the most of the benefits they receive to better feed their families.

The nutrition programs have a youth component that has reached children throughout Oswego County. The Nutrition Program Educators have presented nutrition education classes at numerous elementary schools and afterschool programs. The educators teach nutrition education in a highly interactive format, including having the children taste fruits and vegetables, low fat milk taste testing, and playing nutrition related games. The educators also bring nutrition education to many community sites and farmer’s markets which enhances the program visibility and strengthening collaborations and referrals with other human service agencies.

What Our Participants Say:
- “We are eating more fruits and vegetables. I use the MyPlate I hung on the refrigerator as a guide.”
- “I am now saving about $30.00 a week using a meal plan and changing to generic brands.”
- “I only buy whole wheat bread now and always read the label first before I buy the bread.”
- “I like MyPlate. It’s easy to understand.”

Farmers’ Markets offer shoppers the opportunity to purchase fresh picked, good-tasting, seasonal produce from the farmers who grow it. The Farmers Market Nutrition Education Program (FMNP) provides nutrition benefits to low-income women, children and senior citizens. Encouraging increased dietary consumption of locally grown fruits and vegetables is a top priority. United States Department of Agriculture’s MyPlate recommends for people to “Make half your plate fruits and vegetables”. The FMNP promotes the purchase of New York State fresh fruits and vegetables at farmers markets throughout the state.

The Parenting After Separation and Divorce program educates divorcing or separating parents about the impact of their breakup has on their children. The workshops provide facilitated discussions and interactive activities for parents to learn ways to reduce the stress of the family changes. They also learn how to protect their children from the negative effects of ongoing parental conflict in order to foster and promote their children’s healthy adjustment and development. Parents have told us the information they learned has greatly assisted them in the relationship with their children as well as their significant others.
**4-H Youth Development**

Head, Heart, Hands, Health are the four H’s that are represented in each of the four clover leaves. The Oswego County 4-H Youth Development Program also has 4 separate delivery modes or leaves: community 4-H clubs, school enrichment programs, after school programs, and outreach programming.

The 4-H community club program represents the first leaf of the 4-H Clover. It is through the community club program where youth receive the greatest benefit of the Oswego County 4-H Program. The 4-H members develop a long-term positive relationship with a caring and competent adult. They experience a sense of belonging from being part of the team or club. The youth give back to society through community service projects. Lastly, the 4-H members increase their knowledge and skills through all the projects that they complete within their club.

School enrichment programs represent the second cloverleaf. The Oswego County 4-H staff regularly provides enrichment programs for Oswego County schools in their classrooms but also at the Amboy 4-H Environmental Education Center. Safety, Invasive Species, and Insectaganza are examples of the programs taught this past school year. In addition, the 4-H educators continue to coordinate the Ag in the Classroom’s Agriculture Literacy Week, Plant a Tree Program, and Progressive Agriculture Safety Day.

After school programming represents the third leaf in the 4-H delivery mode clover. The 2017-18 school year saw the continuation of the after school programs in two Oswego county middle schools: Fulton and Hannibal. The Oswego County 4-H Program provided enrichment programming once a week in each of these schools. Rocketry, homemade beauty products are two of the courses taught.

Outreach programs represent the fourth 4-H delivery mode cloverleaf. The Oswego County 4-H Program also provided programs to the general community. These outreach programs offered the public a taste of what 4-H has accessible. The Hannibal Middle School Family Fun Night, Fulton’s Parent University, and the Salmon River Fish Hatchery National Hunting and Fishing Weekend Open House are examples of outreach programs offered over the past year.

A youth participating in at least one of these delivery modes will receive positive youth development. 4-H’s learning experiences are intentionally designed around four essential elements necessary for positive youth development: supervised independence, a sense of belonging with a positive group, a spirit of generosity toward others and a wide variety of opportunities to master life challenges.

The Amboy 4-H Environmental Education Center serves as an extended classroom for Oswego County Cooperative Extension. This nature preserve, camp and educational facility provides guided interpretive programs year round to schools, youth organizations, churches, and the general public. The educational programs are made possible with a grant from the New York State Office of Parks, Recreation and Historic Preservation. In addition, the facility received a Community Arts Grant from CNY Arts to fund Nature Inspires. This special series of programs connects nature with art through hands on workshops.
The Cornell Cooperative Extension of Oswego County Agriculture Program supports agricultural producers in the county by providing research-based information on production techniques, disease and pest control, variety selection and post-harvest handling and storage of agricultural commodities. The staff also assists producers by providing information concerning opportunities to add value to their products, increasing the profitability of their farm operations. Value-added strategies such as branding, food processing and proper use identification, in addition to direct interaction with a wide range of consumers, all add value to Oswego County agricultural products.

In April, the Agriculture Program organized an evening class, Facebook for Farmers. During this much-requested workshop, Lindsay Wilcox of Centermost Marketing spent the evening sharing insider strategies for marketing farms and farm businesses. Attendees learned the Rule of Thirds for Facebook marketing: engaging their audience, sharing content from others, and promoting their business. Attendees went home with a list of ideas to try on their own pages.

The ninth annual Oswego County Harvest Dinner was again a major success and showcased the quality and diversity of agriculture in Oswego County. The dinner featured locally grown and sourced food from county farmers and agriculture businesses. Attendees dined on a six-course meal that showcased the delicious and diverse agricultural products produced in the county. Guest speaker was Jim Farfaglia, from Fulton, NY. Jim, author of *Of the Earth: Stories from Oswego County's Muck Farms*, highlighted that everything he needed to know he learned on a farm, an onion farm.

The winter’s “Holiday Farmers Market” was well supported by the numerous patrons who visited “Christmas in Mexico”. This producer–only farmers market highlighted agricultural products and added value food goods from across Oswego County. This successful event keeps growing which then keeps the dollars in the community, supports the local economy, and Oswego County Farmers.

The Agriculture Program at CCE of Oswego County is actively involved and responsive to the numerous office visits, phone calls, and email questions from individuals seeking current production and marketing information, especially those who are new to owning a farm business.
Financial Support

1. County Funds:
   Appropriation from Legislature $422,619 40%

2. State Funds:
   Includes County Law 224 Formula, Special Projects, Direct Aid, University Resources, and Fringe Benefits $278,521 27%

3. Federal Funds:
   Includes Smith Lever, EFNEP, Special Projects, Direct Aid, University Resources, and Fringe Benefits $176,134 17%

4. Other Sources of Support:
   Includes Enrollment Fees, Program Participation, Contracts, Grants, Program Contributions, and Value of Other County Support $165,028 16%

Total Estimated Support to Association $1,042,302 100%

Cornell Cooperative Extension of Oswego County
Financial Support

Cornell Cooperative Extension of Oswego County Board of Directors
Carroll Huntley, President
Terry Grimshaw, Vice President
Douglas McRae, Secretary
Gerry Hudson, Treasurer
Wendy Ballou
Deborah Daby
Paul Gugel
Beth Hallinan
Kathy Jamerson
David Sperling
Tim Stahl, Oswego County Legislator
Paul O’Connor, CCE State Specialist

Oswego County Legislature Economic Development and Planning Committee
Tim Stahl, Chair
Mary Ellen Chesbro, Vice-Chair
Edward Gilson
Paul House
Roy Reehil
Marie Schadt
Morris Sorbello