Extending Cornell University’s land grant programs to Steuben County citizens for nearly 100 years

ANNUAL 2016 REPORT

Farms Families Youth

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CCE Steuben’s local foods program became more comprehensive through the USDA FMPP grant that was received two years ago. Through this funding we have been able to provide increased programming in both marketing and production. CCE Steuben's local food programming increased consumer awareness of local food purchasing opportunities, as well as increased marketing opportunities for local producers.

There has been an increase in winter farmers' markets in Steuben County in the past three years. The number of vendors that participate has increased from seven to 19 at the Corning Winter Farmers' market during its peak season. Steuben County has worked to create year-round opportunities for producers to market their local products. Programming such as the farm guide, the meat locker events, and direct involvement with the farmers' markets have helped maintain three sustainable winter farmers' markets across the county.

Through programming targeted to the local producer directly related to accepting SNAP/EBT benefits, the number of producers accepting SNAP/EBT benefits has increased from two last year to over seven this year. CCE Steuben's farm to institution programming has increased market opportunity for producers through local food networking events. All of this work, including the Locally Grown Food Festival and the farm guide, has helped increase awareness of local food access throughout the county.

The Local Food Festival and the Finger Lakes Meat Project connect consumers with local products. The Meat Project includes the Steuben County Meat Locker, the Meat Suite website, and the Meat Market events. The two events reached over 500 people this year!

Some program area highlights include:

- **USDA FMPP Farmers Market Promotion Grant** – increased SNAP points of sale at all 3 winter Farmers’ Markets
- **Increased the number of Winter Farmers Markets from 1-3 in the last 5 years**
- **Farm to Institution programming**
- **Food Preservation workshops**
Showcasing agriculture’s contribution

Agriculture education has become increasingly important as the disconnect between consumers and producers grows. Agriculture employs one out of every five people, and as students enter the workforce it is vital for them to understand the variety of careers available.

Agriculture provides almost everything we eat, use and wear on a daily basis. But too few people truly understand this contribution. This is particularly the case in our schools, where students may only be exposed to agriculture if they enroll in related vocational training. By building awareness, we hope to increase an appreciation for those that work to provide us with the materials we need on a daily basis.

CCE Steuben reached over 750 second grade students in March with the Agricultural Literacy Week event. Volunteers read a book titled *The Apple Orchard Riddle* by Margaret McNamara to second grade students throughout the county.

Farm City Day is a collaboration between the County Agriculture and Farmland Protection Board and CCE Steuben that increases agriculture awareness and educates second grade students about various agriculture topics. As an educational, fun filled day on the farm, students get a first-hand, behind-the-scenes look at how a modern farm operates. This year’s event was open to second grade classrooms only. Three different farms participated: Heaven Scent Farm in Cohocton, Dwi-Bet Farms in Addison, and Burns Family Farm in Hornell. Over 1,200 second graders learned about dairy production, nutrient management, animal care, field crop production and so much more!

Traditional agriculture has been the backbone of Cooperative Extension in Steuben County since its start. Each American farmer feeds more than 144 people a year – a dramatic increase from 25 in the 1960’s. American agriculture is not only doing more, it’s doing better. Improved production practices increases efficiency on the farm as well as maintains sustainability of the environment. Producers have become more effective at marketing their farm products. Our local agriculture producers have become increasingly more resilient – as we have seen with this last season’s climate issues.

According to the Steuben County Agriculture and Farmland Protection Plan 2015 “the health and availability of the County’s natural resources have directly contributed to the region’s strong manufacturing, tourist, and agricultural economies and provided employment for generations of farmers.”

Through the various production programs such as the manure management field day, corn planter clinic, and the online weekly field crop scouting report, CCE Steuben has reached nearly 6,500 participants. As the local agricultural industry continues to grow, CCE Steuben will continue to meet the programming needs.
Connecting families to healthy foods!

The Finger Lakes Eat Smart New York (FLESNY) nutrition workshops help Steuben County residents connect with local healthy food sources such as farmer’s markets, and shows them ways to prepare the fruits and vegetables in easy recipes.

The FLESNY programs address ways to help enhance our quality of life, improve overall health and wellness and decrease risk factors that can lead to chronic medical issues like heart disease, diabetes, and obesity. We do this through hands-on nutrition activities to promote ways to be more physically active, consume fewer sugar sweetened beverages, and add more fruits and vegetables to our diet.

The program is flexible so it can help families, individuals, seniors, and youth. It is presented wherever we can make the most impact- such as afterschool programs, senior congregate meal sites, food pantries, health and wellness fairs, and grocery stores.

2016 highlights for the Finger Lakes Eat Smart New York Program include a variety of programs for kids, adults, families, and seniors. We offered a number of Cooking Matters at the Store grocery tours and series education for adults and families in Corning, Lindley, and Hornell. We made a real impact showing people how to prepare and use locally grown produce from farmer’s markets in Bath and Corning. Educators visited food pantries throughout Steuben County sharing healthy recipes and offering interactive nutrition displays and lessons. Kids were a big part of FLESNY programs in afterschool programs as they learned healthy eating habits and practiced fun ways to be physically active. We also worked with some senior citizens, meeting them at congregate meal sites in Addison, Corning, Bath, and Hornell to share nutrition information that would be helpful for them.

CCE Steuben has several talented nutrition educators on staff. Justine Cobb was promoted to Senior Nutritionist, and helped bring on board two new nutrition educators, Sara Stamp (who worked over the summer) and Brittany Combs to join veteran nutrition educator Jon Sterlace as they shared nutrition events throughout Steuben County. We are excited to share our programs with even more groups as we enter 2017, working with new programming such as the Extended School Day grant and several Cooking Matters Event Days in the spring.

Steuben educators reached 1,122 adults and 628 youth in 2016

“This class helps me save more money on food!”

“I learned how to read labels on food and at the store.”

“My favorite part was learning how to do and cook different things. I also learned that I actually like a lot of different veggies.”
The Expanded Food and Nutrition Education Program (EFNEP) has been delivered by Cornell Cooperative Extension since 1969. Connections with faculty and academic staff at Cornell University provide expertise in nutrition education, program delivery and evaluation.

EFNEP has been shown to be cost-effective, saving about $10 in health costs for every EFNEP dollar invested in the community. Additionally, participants save about $5 in food costs for every EFNEP dollar invested, while still making healthful choices. Studies of behavior change indicate that these changes are maintained at least six months post education.

2016 proved to be a challenging year in Steuben for EFNEP since one of the two staff members delivering the program retired, leaving the entire program on Pat Lamphier’s plate. In spite of that hurdle, Pat enrolled 122 and graduated 84 adults for a 69% graduation rate!!!

It is always a challenge to get participation, but almost all of Pat’s participants reported receiving public assistance, which means we are reaching the families that need it most!

“I read the labels more efficiently and I am starting to exercise and make easily affordable meals.”

“I started to eat more healthy. I slowed down on the junk food. I try to eat more of what’s on MyPlate so I can get healthy and stay healthy.”

“I am attempting to drink less soda and eat more vegetables.”
Preparing women to better manage finances

Money management can be hard to understand. It’s complicated and many people don’t like talking or learning about it. Money is one of the major causes of stress and getting a handle on one’s finances can seem overwhelming at times. Women, in particular, face unique challenges when it comes to money, earning less and feeling less confident about financial topics than men. So CCE Steuben partnered with Irvine Wealth Management and ServU Credit Union to create an annual conference for women to answer their financial questions and to present financial information on a variety of topics.

In November CCE Steuben helped present the 3rd annual Women’s Financial Conference in Corning, NY. The event was a huge success with about 60 people in attendance.

National personal money expert and author, Jean Chatzky, opened the conference with a video presentation and donated a supply of her popular book. The day included an excellent line up of speakers on numerous financial topics such as identity theft, VISA alerts, chip cards, online banking and credit reports. An insurance agent and insurance attorney presented information on property and casualty insurance and what the numbers mean. CCE Steuben Financial Educator Nancy Reigelsperger used the Money Habitude card game to help each individual uncover their money personality and see how that impacts their financial decisions. A financial planner and an environmental attorney discussed being environmentally friendly while not leaving your carbon footprint, which covered energy conservation techniques.

One of Nancy’s financial management volunteers and her daughter gave a compelling and heartfelt presentation on heroin addiction and their journey to recovery.

The participants enjoyed a fun day of networking, learning, and socializing. They also gave us positive feedback and great action plan statements such as “track my spending better”, “review my car insurance policy,” “get a stronger password,” and “have a financial summit with my husband.”

Bringing solar to Steuben County residents

CCE-Steuben is gearing up for a Solarize campaign in 2017! The purpose of the campaign is to educate residents and provide access to installers so residents can decide whether solar is right for them. Terrance Carroll and Annalise Kukor, Energy Educators for CCE-Tompkins, worked with CCE-Steuben energy educator Nancy Reigelsperger to hold two informational meetings in September and October to recruit volunteers to assist with the campaign. Making the move to solar energy will help develop energy independence.

Terrance was also on hand at the CCE booth at the Steuben County Fair and the Corning Inc.

Environmental Fair to demonstrate solar and answer questions for residents.
Teaching kids money management

As part of the national Money Smart Week campaign in April, CCE-Steuben partnered with the United Way of the Southern Tier and ServU Credit Union to put on a Kid Essay Contest for Steuben County youth in 6-8th grades.

The contest was designed to help students develop a knowledge of money management skills such as decision-making related to spending and saving, investing, and use of credit, etc. appropriate to their age and grade level. The 300-word or less essay had to describe ways the student could find to adjust spending, how he or she could assist the family in the situation, and how the family could better prepare for this type of emergency.

Jillian Underhill of Bradford Central School won a cash prize for developing a list of ways that she could help her family by interviewing friends and relatives who had gone through similar situations and from books and movies. “I now know about what things would happen and how I would help,” she said. When asked how she was going to spend her winnings, she said, “I think I am going to try to save it.”

Helping Steuben County save dollars through energy savings

The census information for Steuben County indicates that 71.7% of residents are homeowners. With energy bills escalating, CCE-Steuben offers free energy education in an effort to inform the public about low-cost, no-cost ways to conserve energy, and help consumers to make better informed choices.

Energy education empowers consumers to implement energy conservation practices, thereby providing individuals and families with greater economic security for themselves and their communities. Outreach includes 2-hour workshops entitled Saving Energy, Saving Dollars on energy conservation strategies. We have encouraged homeowners to take part in NYSERDA’s free energy audit program entitled Green Jobs, Green N.Y. We also work to inform residents at community and corporate events such as Corning Inc. Health, Safety and Environmental Fairs and the Steuben County Fair.

A large emphasis has been on educating the public on the savings of using LED bulbs. LED light bulbs are 90% more efficient than an incandescent bulb. At our County Fair, we had displayed an array of LED bulbs, demonstrating the different sizes and lumen output. The overwhelming response by viewers was a new understanding of the LED bulb and the incremental savings they could get over an incandescent or CFL bulb. Many indicated they would be purchasing a LED for their next replacement bulb.

87% of Steuben’s participants self-report that they adopted most or all of the energy conservation practices taught.
2016 Staff

Larkin Podsiedlik
Executive Director
Robert W. Shirley III
Deputy Director/ Director
Finance/Operations

Bambi Caron
Administrative Assistant
Carla Dawejko
Public Affairs Coordinator

Stephanie Mehlenbacher
Horticulture Educator
DeLisa Drum
Agriculture Educator

Justine Cobb
Senior Nutritionist
Jonathan Sterlace
Nutrition Educator

Brittany Combs
Nutrition Educator
Patricia Lamphier
Nutrition Educator

Nancy Reigelsperger
Financial/Energy Educator
Jenny Groen
4-H Youth Development Educator

Kim Randall
4-H Youth Development Educator
Loree Symonds
4-H Youth Development Educator

2016 Board

President: Guy Hammond
Vice President: Ken Ward
Secretary: John McCarthy
Treasurer: Gary Temple
At Large Members:
G Hammond, K Ward,
J McCarthy, G Temple
Human Ecology
Advisory Committee Rep:
Pam Colomaio

Agriculture/Natural Resources
Advisory Committee Rep:
Drew Heisey
4-H/Youth Development
Advisory Committee Rep:
Donna Walker
Steuben County
Legislature Representatives:
Hilda Lando
Robert Nichols

State Extension Specialist
Charles J. Fausold

4-H GROWS HERE

Total number of youth 4-H membership: 431
Cloverbud Members (ages 5-7): 77
Regular Members (ages 8-18): 354

Total number of 4-H Clubs: 20
Youth enrolled in clubs: 356
Youth enrolled independently: 75
Youth participating in afterschool programs: 330

Total number of approved active volunteers: 240

Club leaders, activity leaders, chaperones, etc
20 active clubs for the 2015-2016 4-H year
215 members did public presentations.

Introducing Cloverbuds to 4-H

In 2016 the 4-H Program Staff recognized a need for programming for their youngest 4-H enrollees, Cloverbuds! So they added Cloverbud Day! The Cloverbud Day program is a bi-monthly event for 4-H Youth enrolled in Steuben County from ages 5-8 in a club or independently.
The focus of each Cloverbud Day is the same in introducing 4-H initiatives and programs, but using different themes. Some major 4-H staples that were covered include an introduction to public speaking, healthy snacking, record keeping, recycled crafting, horticulture, sewing, etc.

This new program has been very successful and gives 4-H leaders and parents an extra boost of help with these younger members. This program has also lent itself nicely to our Junior Leader initiative as we often have teens participate as assistants during these programs.
Cornell Cooperative Extension of Steuben County

Steuben 4-H’ers take on Iron Chef

Steuben County 4-H members Alexis Robinson and Samantha Towner entered the NYS Jr. Iron Chef Challenge during state fair and took first place for the second year! The contest required that they make over a midway fair food into a healthier rendition. This year they turned a taco a healthier dish.

Growing confidence and career readiness through presentations

Fear of public speaking is one of the most common social fears in both adolescents and adults. Effective communication is a critical life skill, especially with regard to leadership and community action. 4-H Public Presentations give youth an opportunity to research a subject, organize their ideas in a logical order, and learn to speak effectively in front of people.

The experience improves poise and self-confidence. The Public Presentation Program is one of 4-H’s most beneficial and rewarding experiences and is the one most often credited by 4-H alumni as having given them an edge above peers in both college and professional careers.

Last year 100 4-H members participated in county-wide presentations, and an additional 80 completed a presentation at the club level. Sixteen of the county level participants were selected to present at the Finger Lakes District Contest. Five presenters from Steuben placed in the top 30 and two were selected as judge’s choice. Three Steuben County presentations (out of 10 total from the Finger Lakes District) were selected for the NYS 4-H Public Presentation Contest.

Congratulations to Victoria Kelly, Michal Eckler, and Rachel Eckler for being selected from the Finger Lakes District to participate in the 2016 NYS 4-H Public Presentation Contest that was held in June at Cornell University. Steuben had three presentations from the 10 presentations selected from the Finger Lakes District. All three presentations were in the Illustrated Talk category. Victoria’s topic was “Does Your Vote Count?” Michal Eckler gave the presentation “Peter Pan, I’m Not” (topic adult coloring books). Rachel Eckler’s presentation was entitled “Love at First Sight,” (how she chose her dog, Cicero.) All did a great job! Rachel and her dog, Cicero, wowed the judges to win the highest award, the gold medal, in the Illustrated Talk Category.

Next year Steuben County will add a new presentation category for older members - Interviews. The 4-H teens will be involved in a simulated interview for a job or college entrance with a trained volunteer educator. The application, resume and cover letter or essay will be required to be submitted before the interview is conducted the same as in the “real world.”
**Steuben 4-H’ers earn civic trips**

Steuben County 4-H members continue to represent our county in national and state events.

Paige Demun earned 5th place overall at National 4-H Dairy Cattle Judging Contest at the World Dairy Expo and with the New York State team placed 3rd out of 28 teams in October. Bradley Sick was one of seven New York State 4-H Delegates to the National 4-H Conference in April. Charlie Coley and Madeleine Gurecki attended the 2016 Citizenship-Washington Focus in July where they met with Congressman Tom Reed.

Charlie Coley and Raven Foote attended the NYS Capital Days in May. Eleven Steuben County 4-H’ers attended the state Career Explorations in June, and seven teens spent three days at the State Teen Action Rep Retreat in April. Nine 4-H members attended the NYS Youth Dairy Discovery Workshop in March, and five youth attended the Agri-Business Career Award Trip in October.

4-H members are selected for county 4-H award trips based on achievement and merit. A volunteer selection committee determines award trip winners after reviewing the Junior Activity Reports and Senior Summary Reports. Section criteria is based upon evidence of achievement in project work, leadership practiced at club and county levels, citizenship practiced in the local community, participation in ongoing 4-H educational events and activities, and appreciation of the educational and social benefits of the 4-H experience.
Outdoor show celebrates 10th year

The Southern Tier Outdoor Show, coordinated by CCE Steuben, held its 10th annual show in October. The show was first envisioned in 2006 as a vehicle for showcasing CCE Steuben’s natural resources and environmental programming. The wealth and diversity of Steuben County’s natural resources position it as a premiere location in New York State for outdoor activities such as hunting, fishing, hiking, boating, winter sports and more.

By fostering interest in the outdoors and engaging adults and youth in outdoor activities, the event both reinforces the cultural and economic importance of our natural resources while increasing environmental stewardship and conservation. Engagement in outdoor activities also contributes to healthier lifestyles and provides increasing awareness and action around environmental issues. The show additionally aimed to promote local business and agriculture and encourage energy and food system sustainability.

Over this first decade, the show’s attendance has grown to 7,000 and over 130 vendors. The event outgrew its home at Wilkins RV, Inc. this year and will be moving to the Steuben County Fairgrounds in 2017. To keep the event sustainable for many years, the show partners recently incorporated the show into a separate nonprofit and have begun encouraging the community to get involved as partners, volunteers and sponsors.

2016 Gala sets the stage for upcoming centennial activities

CCE-Steuben’s centennial celebration begins in late 2017, so our Gala this year was a kickoff to celebrating Steuben County’s history. A series of events will celebrate 100 years of education for farmers, families and youth in Steuben County over the next couple years. Family farms are part of the American tradition of self-sufficiency and serve as the basis of our local communities.

CCE-Steuben chose Heritage Village of the Southern Finger Lakes as the setting for the June event. Pat Monahan of Heritage Village captivated his audience with a short history about the first visitors to the Benjamin Patterson Inn who were enroute to Bath to purchase land in Steuben County. Pat Kane provided enjoyable Irish background music, and beer and wine tastings partnered with delectable local dishes with a historical twist. Attendees toured the Heritage Village to observe a blacksmith demonstration, a hearth cooking demonstration, and exhibits in the barn and log cabin.

An Iron Chef Competition: School Lunch Edition competition highlighted CCE Steuben’s work with school wellness and farm to school efforts in the county, as well as the delicious and healthy lunches served in local school cafeterias. The teams followed school lunch guidelines for nutrition and meal components, and created delicious dishes.

The evening was rounded out with volunteer and business awards and a fun silent auction.
Dear Friends of Extension:

2016 was a year of tremendous change for Cornell Cooperative Extension of Steuben County as veteran Executive Director Thomas N. Tomsa Jr. retired after 16 years with Extension and we welcomed new leadership. New Executive Director, Larkin Podsiedlik, brings a fresh energy and a focus on the future to CCE Steuben, with her background in program development, nutrition, and local food systems.

As you can see from the pages of this report, our programs and staff were everywhere in 2016, from the farm fields during an exceptionally difficult growing year, to schools and food pantries teaching research-based education. Staff provided stellar programs to support farm production, empower families with money-saving skills, and enhance youth development through STEM and civic engagement.

In 2017, Cornell Cooperative Extension will undergo a strategic planning process at the state level; CCE Steuben will also complete a strategic plan that is long overdue to realign our work with the research base of Cornell University and the local needs of Steuben County residents. We will be soliciting public input into program priorities to help guide our plan of work through 2020 and beyond. In times of change, our need for coming together as a community is stronger than ever. We rely on the support of the community to help set direction, guide our programming, and keep us moving forward in the face of transition.

On behalf of the Board of Directors and staff of Cornell Cooperative Extension of Steuben County, it is our pleasure to present the 2016 Annual Report. Please join us in 2017 by volunteering your time, donating to support programmatic efforts, or attending a program. We look forward to addressing the challenges faced by the people of Steuben County in 2017 and pledge to focus on what matters most to our community in the coming years.

Larkin Podsiedlik, Executive Director
Guy Hammond, VMD

President, Board of Directors

CCE-Steuben Sources of Financial Support in 2016

Where does Cooperative Extension get money to operate in Steuben County?

**FEDERAL - 16%**
- Smith-Lever $11,456
- Special Projects (grants/contracts) $42,053
  - Cornell University: $42,033
  - University Resources: $200,095
- TOTAL FEDERAL SUPPORT: $253,604

**STATE - 40%**
- County Law 224 Formula $63,968
- State Fringe Benefits $254,188
- University Resources $306,640
- TOTAL STATE SUPPORT: $624,796

**COUNTY - 32%**
- Appropriation $407,200
- Other County Support $83,002
- TOTAL COUNTY SUPPORT: $490,202

**OTHER SOURCES OF SUPPORT - 12%**
- Enrollment and Program Fees $24,247
- Sale of Equip.: new, 4-H camp, rent, dividend/interest, misc income, fundraising $73,297
- Contributions (restricted/unrestricted) $20,676
- Special projects (grants/contracts, funded through Cornell University) $25,567
- Special projects (grants/contracts, funded by local agency/other sources) $38,318
- TOTAL OTHER SOURCES OF SUPPORT: $182,105

**TOTAL SUPPORT - 100% $1,550,707**