Finger Lakes Eat Smart NY (FLESNY), a SNAP-Ed program led by CCE Wayne, decided to conduct a social marketing campaign last summer to give tips and strategies to choose, prepare and serve vegetables and fruits. Why would we embark on such a project? We all know that eating vegetables and fruits daily is an important part of a healthy lifestyle. The answer is that not all of us eat enough vegetables and fruits. In fact, in Wayne County 62% eat vegetables daily (compared to 64% for the Finger Lakes area) and only 35% of adults eat fruits daily (compared to 48% for the Finger Lakes). Most of us have some work to do to reach the recommended 2 ½ cups of vegetables and 2 cups of fruits each day recommended.

FLESNY worked with Causeware Community Partners out of Rochester in planning and implementing a three-month campaign to assist people in making these choices easier, with SNAP participants being the target audience. Website, Facebook, Instagram and Pandora ads were designed to drive people to the website: grabthegoodstuff.org. There, resources and information are easily available. For example, if you click on the button, ‘Choose,’ a locator map of farmers’ markets and Curbside Markets appears. One more click, and a consumer can get information on location and times and whether SNAP benefits are accepted. Click on the ‘Prepare’ button, then click on the color of the fruit or vegetable being searched and tips on how to select, store and prepare come up. Click on ‘Prepare’ and there are many low-cost and easy to prepare recipes featuring vegetable and fruits.

What did we learn from this digital campaign? It reached many people, over 389,000 in the Finger Lakes, including over 30,000 in Wayne County. Compared to no campaign, traffic to the website increased tenfold, 33,000 visitors from the Finger Lakes compared to 3,000. The Facebook ads were the biggest driver compared to the other platforms and animated ads as compared to still ads got more traffic.

FLESNY nutrition educators work with adult and youth groups to adapt choose, prepare and serve skills into daily life in interactive lessons and sessions. The focus is on selecting fresh, frozen and canned vegetables and fruits of varied color, weighing the best choices for you and your family considering cost and quality. All fit The Grab the Good Stuff campaign reinforced these skills and extended our messages to a larger audience than reached in group teaching.

As you can see in the following pages, CCE Wayne is active all around Wayne County. More than 15,000 residents participated in activities, including: nutrition education through our Finger Lakes Eat Smart New York program, agriculture trainings and demonstrations on area farms, youth participation in public presentations and Camp Beechwood, community projects to improve health, and securing research-based information to answer questions on growing vegetables and managing home landscapes. All of these activities are based on the five areas of ‘Educational Focus’ as listed to the right. It is through community input that these focus areas are determined and through constant feedback from our audiences, that all the activities are planned and modified to meet the immediate needs of the community.

It is such a pleasure to work with such dedicated staff and volunteers. We could not do what we do, without the support of the communities with whom we serve, and the funders who help financially support our efforts. The financial past below shows our sources of income and the listing of expenses. Our grant dollars may be large, but they are for very targeted and specific activities. We use our county, state and federal dollars to support our agriculture and youth programs, plus our general operations. We rely upon contributions, participant fees, and enrollment to pay for specific cost of newsletters, activity supplies and educational materials.

Welcome to our 2018 Annual Report!
Bob Claspopulos, Executive Director
Non-Profit 2018 Annual Report
Mary Lee Bourbeau, Project Director
Helping you put research knowledge to work.

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

Our Educational Focus:
• Increasing sustainability of local agriculture and the environment with changing weather conditions.
• Increasing agriculture capacity and consumer access to local products.
• Improving food safety through agriculture and consumer connections.
• Strengthening the vitality of communities through youth and families.
• Increasing nutrition education and decreasing childhood obesity.

Address & Directions
Cornell Cooperative Extension Wayne County is located at 1581 Rt. 88 N. Newark, NY 14513. You can reach us by phone at 315-331-8451. Easy to find, we are located at the corner of Hydesville Rd. and Rt. 88. Just follow Rt. 88N at the intersection of Rt. 31 and Rt. 88 in the center of the village of Newark. We are a one-story gray building located about 1 mile north of the intersection on the west side of Rt. 88.

Annual Budget 2018

| Income | Federal Funds | 9,450 |
| Federal Funds | NYS | 479,200 |
| Wayne County | 452,680 |
| Grants/Contracts | 1,914,335 |
| Contributions | 20,530 |
| Program Revenue | 55,407 |
| Total | 1,613,257 |
| Other | 18,248 |
| Total | 2,950,350 |

| Expenses | Salary and Benefits | 1,226,845 |
| Operations | 110,248 |
| Program | 1,613,257 |
| Total | 2,950,350 |
I have a dream…” famous words by a powerful and motivational speaker – considered by many to be the most recognized speech in history. Why? Because Martin Luther King Jr. knew how to deliver a speech in a way that made people want to listen. He was an expert at selecting a topic, organizing his thoughts, and delivering his message.

4-H’s public presentations program aims to help youth develop a positive self-concept and poise, gain self-confidence before a group, learn to express ideas clearly, respond spontaneously to questions, and gain subject matter knowledge. Each spring, Wayne County youth have the opportunity to present in one of several categories; demonstration, illustrated talk, speech, impromptu, reading/recitation, or interview.

Youth are encouraged to select a topic that they are interested in and want to learn more about. This year’s Wayne County 4-H public presentations topics include everything from chickens to Harry Potter, making hay to the secrets of magic, playing an instrument to making a smoothie! After selecting their topic, the young person researches the subject and gathers information, and then creates an outline and a plan for how to deliver their new found knowledge in a way that is educational, persuasive, or entertaining. The 4-Hers, ages 5-18, practice for many weeks to make sure their presentations are well versed and they are comfortable with their material.

“4-H has influenced me at school because when I go to present a project, it is easier to present because I have the experience from 4-H.” Kailey, 4-H member. In Wayne County, 14 volunteers had the honor of evaluating presentations from over 70 youth in 2018. For some this was their first time speaking in public, others are seasoned and comfortable with the skills. “I am more outgoing and I always ask if I can go first when presenting things. This year 4-H has really helped me to develop into a better person.” Alysha, 4-H member.

Those who have had opportunities to practice public speaking shine in a crowd. Many alumni credit public presentations as one of the most impactful programs of their 4-H career. School teachers remark that they can peg a 4-H’er in a roomful of students based on their confidence speaking in front of their peers. The college and job interview gives youth an edge on building skills by doing a real interview, for a real employer, in a safe environment. To learn more about joining 4-H, contact Cornell Cooperative Extension of Wayne County at 315-331-8415, www.ccwayne.org, or like us on Facebook!
Cornell Cooperative Extension Impacts the Wayne County Community by... 

Making fruit and yogurt parfaits at the Sudan Library during the "Gardening Matters for Chef's and Kids" series. ...increasing the number of people reached through social marketing message to eat more fruits and vegetables. The FLESNY leadership team worked with Cuseaware Community Partners to design and implement a three-month fruit and vegetable campaign called "Grab the Good Stuff!" The campaign reached an estimated 10,274 individuals with low-incomes in Wayne County (89,507 reached in 11 counties) with digital ads on websites, Facebook, Instagram, Snapchat and mobile Pandora. The campaign drove over 33,000 to the FLESNY campaign website for information and resources: grafhedgegarden.org, a tenfold increase in visitors from the prior year.

...decreasing economic damage caused by hail events before and during harvest. Due to damaging hailstorms in recent years, fruit growers throughout the Lake Ontario region started taking a hard look at the use of hail netting to protect their crops against heavy losses. Working with growers who installed hail netting, in this past summer, the Lake Ontario Fruit Team is studying the effects of hail netting on general horticulture, fruit quality, IPM effects and economic effects. This is a two-year project.

...using precision agriculture methods to increase ability to treat specific sections of a farm field. Soil electrical conductivity (EC) measurement is a potential tool to measure soil properties (such as; soil texture, drainage conditions, organic matter level, and soil salinity) that affect crop productivity. Using EC as a "precision agriculture decision-making tool" can help growers decide the type/ amount of fertilizer, lime, seeding rate, seedling depth, and irrigation scheduling. NWNY and Cornell Vegetable Team Specialists are jointly working on a project to map and create management zones in a field with variability using EC. Fields were monitored throughout the summer and will continue next year.

...improving weed control in onion fields. On-farm field demonstrations of the Cornell Vegetable Team, showcased both pre- and post-emergent weed control options with 11 different herbicides and 10 different weed species in over 50 individual treatments. Results showed how to improve weed control by using early application timing and tank mixing herbicides together. Growers were especially excited about the new pipeline product bicyclopyrone, which could revolutionize weed control in muck grown onion.

...monitoring and modifying price of corn silage, based on feedlot data. Every year, growers go to members of the NWNY Team to determine pricing of corn silage. Several years ago, in response to the program's Field Crops Advisory Committee, the team developed an empirical price analysis for corn silage. The team updates the work annually. Estimates are posted to its website (www.nwnyteam.cce.cornell.edu) and reported in Ag Focus, the monthly newsletter. The fall 2018 estimate reflects an update to the data set, and other changes to the statistical model, to better capture changes in supply and demand relationships. Corn silage price estimates include relevant supply and demand factors from the individual farm business owner's perspective, including local conditions, area decision-making regarding corn silage price.

...helping farmers deal with new regulations for energy use. 150 farm employees participated in a respirator fit test and training through a collaboration of CCE Wayne, Wayne County Farm Bureau and Finger Lakes Occupational Health Services (FLOHS). Over 3 days, staff of FLOHS provided training and testing regarding the proper use of respirators. Farm owners commented that this was a great opportunity to allow them to meet new year regulation requirements and recommended that the same activity be held each year.

...implementing two successful FVRxs (Fruit and Vegetable Prescription) projects by Finger Lakes Eat Smart New York (FLESNY) demonstrated that fruit and vegetable cooking skills and consumption increased. When 30 patients of Finger Lakes Community Health participated in nutrition education, food demonstration classes, and received 6 vouchers to purchase fruits and vegetables there was an 89% redemption rate. Wayne County Public Health collaborated with the project and funding of the vouchers.

...increasing opportunities for physical activity in the Galen-Savannah Community. CCE's SOAR grant project is collaborating with the Montezuma Audubon Center (MAC) and Clyde Strategic Action Network (SPAN) to encourage paddling on local waterways as a way for people of all ages and abilities to be active close to home. Clyde SPAN has kayaks available for free so you can paddle on the Erie Canal all year long and has held clinics to introduce people to kayaking. The MAC brought people together for "Wednesdays on the Wetlands" to experience kayaking with family, friends, and neighbors. This summer, 80 residents were able to try out different kinds of kayaks and explore our beautiful waterways.

Providing 38 youth and 12 teen counselors the opportunity to explore nature through hands-on learning at Beechwood.

...providing 38 youth and 12 teen counselors the opportunity to explore nature through hands-on learning at 4-H Camp Beechwood. Participants engaged in hands-on science for one week through activities planned and taught by teen leaders focused on natural resources and the great outdoors. Sixteen unique nature themed workshops were offered from community partners and collaborating organizations. Campers also enjoyed fishing, being a member of a team, meeting new friends, and active games. A new CIT (Counselor in Training) program prepared four 12-16 year-old to be counselor's next year.

Photo by Cheyenne Boone.

...engaging over 7,000 adults and youth with 464 nutrition education and food demonstration sessions in the last year through the FLESNY program. Learning sessions occurred with SNAP and SNAP eligible participants at local schools, after-school programs, libraries, farmers’ markets, public housing complexes and community centers, Wayne County Workforce Development, Hannick Hall and other sites. Over 80% of participants are making better food and physical activity choices or intend to do so.

...increasing knowledge of community groups through Master Gardeners presentations. Many workshops are held each year throughout Wayne county, like the composting and tomato workshops we held in 2018. This year, 345 adults attended Master Gardener presentations or workshops and this summer, 232 youth learned how plants grow and move and planted seeds to take home through our "Plants Rock" presentations at local libraries.

...training volunteer Master Gardeners so they can provide research based information when responding to consumer questions on growing vegetables and managing their home landscapes. In 2018, the Master Gardener Program provided recommendations to more than 1100 people with surveys indicating that 88% would implement or change a practice due to the recommendations given.

Master Gardener Barb says that vermicomposting during the Composting workshop.

...implementing CATCH in Lyons Elementary and Middle Schools and Clyde-Savannah Middle School. The Coordinated Approach to Child Health (CATCH), a proven and effective initiative that will improve healthy food choices and increase physical activity for students and the school community. Clyde Elementary School continues to use CATCH building wide and is a model for other schools. The school was featured in a CATCH story video distributed nationwide.

...revitalizing a community through art-related initiatives. The fourth annual Savannah Art Festival took place at the Montezuma Audubon Center (MAC) on September 29. Savannah residents collaborated with SOAR, MAC, and the Savannah Chamber of Commerce to bring a day filled with art to the community. Two hundred pieces of art created by area residents were on display and 13 contestant wore their recycled art for the fashion show. Free art classes, youth activities, vendors, a story walk, on-site mural painting, a featured local artist and on-site contests kept the hundreds of attendees busy. Residents continue to use art as a means to improve social, physical and economic health of the Galen-Savannah Community.

The Lyons Elementary School team proudly displays their certificates after completing the CATCH training provided by Finger Lakes Eat Smart NY Nutritionists.

The Lyons Elementary School team proudly displays their certificates after completing the CATCH training provided by Finger Lakes Eat Smart NY Nutritionists.

The Lyons Middle School team proudly displays their certificates after completing the CATCH training provided by Finger Lakes Eat Smart NY Nutritionists.
Calendar of Activities

November 2018 – February 2019

For Garden and Home Landscape Questions- November 1st - March 31st: Leave a detailed message for our Master Gardeners at (315) 331-8415 ext. 107, e-mail us at mgwayne@cornell.edu or call for an appointment.

2018 Cornell Agribusiness Strategic Marketing Conference- November 7 - November 8, 2018, Lake Placid, NY. Developing your brand and marketing strategies to increase sales. Featuring speakers from NYC agricultural businesses. Registration fee: $75, Register online by October 31, 2018, Scholarships available! For more info contact, Lindsay Pashow at 518-569-3073 or lep67@cornell.edu. For registration, and agenda visit: https://dyson.cornell.edu/outreach/strategic-marketing-conference.html

2018 Great Lakes Fruit Workers Meeting November 7 - November 9, 2018. The Hotel Ithaca, 222 S. Cayuga St., Ithaca, NY 14850. Cost $150.00 Registration, (additional attendee $150.00 ea), $45.00 Extra banquet ticket (additional attendee $45.00 ea). For more information contact, Kim Hazel 585-798-4265 x26.


4-H Reenrollment due December 1, April 1 with a late fee. New members must be enrolled by April 1. Call 315-331-8415 for more information.

Saturday, December 1, 2018- Master Gardener's Holiday Greens Workshop, 9am to noon at Casey Park in Ontario. Workshop is full.

2018 Processing Vegetable Crops Advisory Meeting December 12, 2018, 9:30 AM - 2:30 PM. First United Methodist Church, 8221 Lewiston Rd (Rte. 63), Batavia, NY 14020. Cost: FREE! No registration required. Discuss the 2018 growing season and management concerns. CCA and DEC credits will be available. For more information, contact Julie Kikkert, 585-313-8160 or email: jrk2@cornell.edu

2018 Feed Dealer Seminar. December 14, 2018, 11:00 a.m. - 2:00 p.m. with lunch provided and with guest speakers Dr. Tom Otover and Dr. Kristen Reed, Ph.D. Genesee County Cooperative Extension Boardroom/Lunchroom, 420 East Main Street, Batavia, NY 14020. For more information, contact Linda Risewick, 585-343-3040.

4-H Supervisor for a Day: December 18, 2018. Teens have been invited by the Wayne County Board of Supervisors to attend a monthly Supervisor meeting and see first-hand how decisions are made and county government is run! All teens are welcome, even if not enrolled in 4-H. Must pre-register by December 1. Call 315-331-8415 for more information.

2019 Empire State Producers EXPO January 15 - January 17, 2019 at the Onondaga Community College's Carrier Arena & Events Center, 555 West Seneca Turnpike, Syracuse, NY. Expo program will be available on the NYS Vegetable Growers Association website as the event draws closer. Trade show exhibitor information can be found online by contacting Dan Wren at 800-218-5586. nysvga.org/expo/information/

4-H Public Presentations: February 7, 10, 16, and 19 at CCE Wayne. Public Presentations are noted by 4-H alumni as their most valuable project. Come learn essential public speaking skills. Must pre-register. Also in need of adult evaluator volunteers. Call 315-331-8415 for more information.

Bluebirds - Saturday, February 23rd, 2019 - 1-2:30pm at CCE in Newark - For more information contact Laurie VanNostrand (315) 331-8415 ext. 107

Save the Date -2019 B.E.V. NY Conference and Trade Show, Wednesday, February 27 - Friday, March 1, 2019, RIT Inn & Conference Center, Henrietta, NY. Registration and Trade Show information coming soon!

4-H February Break Workshop(s): February Break TBA at CCE Wayne. More information to come, call 315-331-8415.