As President of the Board of Directors for the Wayne County Cornell Cooperative Extension and speaking on behalf of the members of the Board, I would like to welcome you all to our 2019 Annual Meeting. This has been a very busy year here at Wayne CCE. This annual report is full of amazing accomplishments and future activities of both staff and volunteers.

I had the pleasure of helping with a couple of these events and would like to highlight:

- The 4H Day Camp celebrated the 2019 season with 39 campers, 12 counsellors and three volunteers along with our own Jessica Spence and Amy Pyra. Myself, along with everyone involved, is looking forward to the 2020 week.

- Our Gala that was held on May 4th was a great success. We enjoyed a wonderful BBQ prepared by Bone Appetit in Lyons and music was supplied by Red Hot and Blue Band. Door prizes were supplied by Board members and silent auction items were supplied by Board members and through donations from community businesses. We want to extend a thanks to all who worked so hard on the preparation and also at the event. A good time was had by all as we raised $7,000 to help with Phase II of our building updates.

I would personally like to say a personal thank you to Beth Claypoole and her dedicated, talented, hardworking staff. Without the staff members, Wayne CCE would definitely not be as a premier Cornell Extension office as it is.

A special thank you to the Board members for their dedication and support. Without a supportive Board of Directors, any business or organization certainly finds itself falling behind.

Now, in closing, I would like to say thank you to everyone involved in the Wayne CCE. 2020 will be my last year on the Wayne CCE Board of Directors, however, the staff will continue to see me in the office, as I am planning on being able to continue to volunteer.

Thank you again everyone for attending our Annual Meeting and for your support of the Wayne Cornell Cooperative Extension.

Sally Billington, President, Board of Directors

### Annual Budget 2019

**Income:**
- Federal Funds $16,000
- NYS $495,229
- Wayne County $452,680
- Grants/Contracts $1,858,642
- Contributions $21,130
- Program Revenue $81,160
- Other $68,267
- **TOTAL** $2,993,108

**Expenses:**
- Salary and Benefits $1,183,163
- Operations $66,716
- Program $1,697,950
- Other $45,279
- **TOTAL** $2,993,108
In addition to responding to consumer inquiries and giving presentations within Wayne County, our Master Gardeners are often requested to teach at the Multi-County Master Gardener Regional Training. This year, two of our Master Gardeners joined presenters including Cornell University Staff and NYS IPM Specialists, to teach programming for the 2019 Regional Master Gardener Training. This is just one of the many ways our Master Gardeners help other people learn new skills that they can utilize on their own properties and to help others.

Before beginning their volunteer service, all Master Gardeners attend training that is typically held in the Fall over a 3-month period. During this time many horticultural topics are covered - subjects range from lawns to trees and include others such as soils, composting, site analysis, entomology, and plant diagnostics. This year we have four new recruits attending. After completing their initial training, they will continue training with CCE Wayne County program staff and Master Gardener Mentors for another year. At our office they will get hands-on experience and have opportunity to learn more during monthly in-service training sessions. As Master Gardeners, they also have the opportunity to attend regional trainings and in-service trainings at Cornell University. The training results in volunteers who have local gardening experience, have gained research-based knowledge, and are kept current with emerging issues.

The Master Gardener Program is a place where gardeners can continue lifelong learning and apply it to help others have resilient gardens, home landscapes, and lawns. If you would like more information about the Master Gardener Program contact Laurie VanNostrand at 315-331-8415 or lryan@cornell.edu

History Making Connections and Improving Health
Sandi Basted, SOAR Project Coordinator

Studies show that social connection improves physical health and mental and emotional well-being. Having a strong social connection leads to a 50% increased chance of longevity, strengthens your immune system, helps you recover from disease faster and may even lengthen your life! In the Galen-Savannah-Clyde Community, SOAR is facilitating resident driven efforts to increase opportunities for social connections. This spring and summer, residents and village employees connected by their passion for the history of Clyde, came together to lead a project to bring life back to the Blockhouse Park. The Village with assistance from Local Code Enforcement Officer, Tom Sawtelle, and SOAR, applied for a Greater Rochester Health Foundation Community Health Grant to create a short loop trail in the park that would highlight the park’s history and natural environment. The trail meanders through the park and offers hikers a view of the original Erie Canal (Clinton’s Ditch) and the natural wetlands. Signage has been installed to explain the importance of Clyde and its waterways during historical periods of time.

Wayne Wednesdays - Award Winning Farm to School Initiative Continues and Expands
Emma Kett, Nutrition and Local Food Resources Educator

Cornell Cooperative Extension is collaborating with Wayne county school districts, Headwater Food Hub, and farmers to promote locally grown foods during Wayne Wednesday each weekday throughout the 2019-2020 school year. Wayne Wednesdays are part of a Farm to School Initiative that strives to improve the lives of students, staff, educators, farmers and producers, and community members throughout Wayne County and New York. Students who attend schools with Farm to School programs increase their fruit and vegetable intake, increase their willingness to try new foods, and choose healthier options in the cafeteria. Benefits to schools include increased meal participation, improved morale, and increased knowledge of food service staff. Farmers and producers also benefit because they are able to increase their sales and therefore income. Farm to School programs also contribute to increased food security, reduced diet-related diseases and increased economic vitality in the communities where they are located.

During Wayne Wednesday students can try a healthy dish using locally grown produce which the schools have prepared using their own recipes. The produce items being featured in this year’s program include green beans, lettuce, cauliflower, Brussels sprouts, butternut squash, and a variety of root vegetables.

In addition to the local foods being served in the cafeterias, the schools communicate with students and parents each month by using in-cafeteria signs, school announcements, take-home bulletin boards, and media posts. This year three Wayne Wednesday characters (Wayne, Wendy, and their dog Willie) have been developed and are being used on promotional posters and signs that are shared when they try the featured Wayne Wednesday item. In addition to the new characters this year, students will also be able to give feedback about whether or not they liked the Wayne Wednesday item. They will also be able to learn a little about the benefits of eating the featured item through nutritional activities.

Wayne County Master Gardeners Teach New Recruits attending the 2019 Regional Master Gardener Training
Laurie VanNostrand, Consumer Horticulture/Master Gardener Program

In preparation for Cornell Cooperative Extension of Wayne County’s Centennial celebration in May, 4-H volunteer, Beth Kois, secured the archives at the office in Newark and created a video slide show highlighting the history CCE. As she processed the endless piles of photos, books, and documents, one thing became clear; many of the early pillars of the cooperative extension system have remained the same, including the development of positive relationships and building a foundation of knowledge through quality program principles. For example, the 4-H Model, created by Oregon State, proposes that there is a thriving trajectory of youth engagement including openness to challenge, self-confidence, social connectedness and goal management - which help lead to the developmental outcomes of academic motivation and success. (Sounds good for adults, too!

As Kois, a current school librarian in the Penfield district, dug through the archives, she found an article that could still serve as exceptional resources for CCE. With a strong focus of early intervention by many to create a young generation of reading and learning-ready citizens, Kois’ work could help to create a vibrant library system that could serve all communities.

Beth Kois, M.Ed.
Creating a Home Library

Creating a home library can have great benefits beyond reading great stories. A study published in the Journal of American Library Association in 2003, found that children from homes with libraries perform better in school. Children with more books in the home tend to be happier and healthier. Creating a home library does not have to be elaborate or expensive. Here are some suggestions to get you started:

The setting: Create a cozy nook with a chair, beanbag, or pillow? Get a lamp to light the space. Try out the space at several different times of day to make sure you have enough light.

Your library collection: Look at thrift stores, library and garage sales for gently used titles. You can also swap books with friends. Try to aim for 50 books in your collection. This is a good number to create a space for all residents to be active.

Types of books to consider:

- Fiction- Including action/adventure, science fiction, fantasy, young adult, mystery/crime, historical.
- Nonfiction-Biography, personal essays, food/ travel, literary journalism.
- Don’t forget about the classics! Everything from board books to a favorite book from your childhood.

Ask your public or school librarian for recommendations and general interests of your family members. Happy Reading!

The Evolution of Cooperative Extension, Still Evolves Today
Jessica L. Spence, Program Leader, 4-H Youth Development

In the past the program has been very successful and it has achieved both state and national recognition. The New York State Nutrition Association has recognized the program several times. As one of the components of the cooperative extension system have been given for creative merchandising and promotion of local foods. This year the program is being supported even further by two grants that have been awarded from the Greater Rochester Health Foundation and the New York State Department of Agriculture and Markets. These grant funds will help to maximize the benefits to all residents, school officials, school staff, and to promote by making local foods a regular part of the cafeteria menu, educating food service workers, increasing awareness about where the food is coming from, and supporting the local economy.
During 2019, CCE Impacted the Wayne County community by…

…engaging over 5,700 adults and youth in nutrition education including food preparation and cooking skills in the last year. Forty three (43) adults referred by Finger Lakes Community Health participated in the expanded Fruit and Vegetable Prescription (FVRx) program in Penn Yan and Port Byron, receiving hands on lessons in recipe preparation and coupons to purchase fruits and vegetables at local retail. 60% of participants increased fruit intake to 2 servings per day. More than $1100 of FVRx coupons were used to make fruit and vegetable purchases at local farm stands. Farms were reimbursed for the coupons redeemed at their store.

…increasing job readiness skills in Wayne County 4-H youth. Thirteen teens applied for positions of leadership at the Wayne County Fair by filling out an application, supplying a resume and letter of reference, and participating in 2 interviews. Four fair teen assistants also completed applications and worked countless hours at the fair learning the ins and outs to be prepared to become teen leaders in the future.

…providing 39 youth and 12 teen councilors the opportunity to explore nature through hands on learning at 4-H Camp Beechwood. Participants engaged in science activities for one week through activities planned and taught by teen leaders focused on natural resources and the great outdoors. Twenty unique nature themed workshops were offered from community partners and collaborating organizations. Campers also enjoyed fishing, active games, being a member of a team, meeting new friends, and more!

…bringing residents together for social and physical activity. On September 28, the Savannah Art Festival Committee held its 5th Annual Savannah Art Festival at the Montezuma Audubon Center (MAC). The 300+ visitors, artisans, and entertainers enjoyed a day filled with art, photography, live music, and nature. Comment from festival participant: “This the first time I have visited the MAC and I have lived here my whole life.” Art is bringing residents together to explore the amazing wetlands and be active in their community.

…engaging youth in creating a healthier community. In August, SOAR collaborated with the Village of Clyde and the Clyde-Savannah School summer SAIL (Summer Activities Interactive Learning) students to complete a community service project in the Village Park. The students weeded, transplanted overgrown plants and planted new flowers. One of the students will continue to make healthy changes in the community by leading a SOAR Resident Health Promotion Project this fall.

…using the Erie Canalway Trail to improve the health of the Galen-Savannah economy. SOAR welcomed 650+ cyclists to the Clyde-Savannah Farmers’ Market and Parks & Trails NY Cycle the Erie event. Cyclists were informed of the Galen-Clyde-Savannah bike friendly amenities and natural resources and were invited to return. One of the cyclists said that “Clyde is my favorite place and I hope to return once the Empire State Trail is completed.”

…increasing interest in and use of food assistance programs that can be used at Farmers’ Markets. 17 markets in Western New York, including 2 markets in Wayne County, were attended by edibles this season. Almost 800 patrons learned about food assistance programs, including the Farmers’ Market Nutrition Program, FreshConnect, and SNAP tokens. These programs are designed to promote the release of fresh produce and increase the amount of fruit and vegetables consumed by people who use them.

…increasing healthy eating in Farmers’ Market patrons throughout Western New York. This year there was a different wave of food-attentiveness and they discussed increased fruit and vegetable consumption, shopping on a budget, food safety, portion sizes, and getting kids involved in meal times. Produce found at the market was featured in samples of foods that were given out including peach and vanilla salsa, green bean and potato salad, and applesauce. Patrons were able to take featured recipes with them to make at home.

…providing information to help people maintain healthier plants and environments. 689 people learned about plants and the environment through Master Gardener presentations and 1422 received monthly garden presentations and 1422 received monthly garden tips. 689 people learned about plants and the environment through Master Gardener presentations and 1422 received monthly garden tips. 15,822% increase total Facebook reach, and traffic to whatsyourmoveny.org, a 10,205% increase in Facebook post-engagement, and a 386% increase in website traffic to Causewave Community Partners to design and implement a three-month physical activity campaign called “What’s Your Move.” The campaign reached an estimated 6,886 individuals with low-incomes in Wayne County (153,976 reached in 11 counties or 79% of the SNAP population) with digital ads on websites, Facebook, Instagram, and mobile Pandora. The campaign delivered a 386% increase in website traffic to whatsyourny.org, a 10,205% increase in Facebook post-engagement, and 15,822% increase total Facebook reach.

…helping farms prepare for Farm Food Safety Inspections. 117 Wayne County produce growers are preparing for the Farm Food Safety Inspections. Ag Specialists from the Lake Ontario Fruit Team, Cornell Vegetable Team, and CCE Wayne are working with growers on understanding and implementing changes on their farms for improved farm food safety. Special trainings were held on putting together a farm food safety plan, how to wash packing equipment and how to implement farm employee hygiene training. In addition, 10 individual on farm “readiness reviews” were also completed.

…increasing social media outreach to increase physical activity. The Finger Lake Eat Smart NY leadership team worked with Causewave Community Partners to design and implement a three-month physical activity campaign called “What’s Your Move.” The campaign reached an estimated 6,886 individuals with low-incomes in Wayne County (153,976 reached in 11 counties or 79% of the SNAP population) with digital ads on websites, Facebook, Instagram, and mobile Pandora. The campaign delivered a 386% increase in website traffic to whatsyourny.org, a 10,205% increase in Facebook post-engagement, and 15,822% increase total Facebook reach.

…teaching people how to attract and support bluebirds and pollinators. During 2019, the Master Gardener Program held two Master Gardener Program workshops where 121 people learned how to provide habitat, food, and care for these colorful garden visitors.

…teaching about ticks and remaining healthy during outdoor activities. The Master Gardener Program hosted “Don’t get Ticked NY”, presented by Lynn Braband, from NYS IPM, where 38 participants learned how to avoid ticks and tick borne illnesses, and received tick removal kits.

…educating youth about plants and the environment. 182 youth took part in our summer reading project, “It Starts with a Seed”, where they learned about tree growth, from seed to maturity, and the woodland creatures that benefit from it. They also planted seeds to take home.

…implementing the use of digital technology on farms. Regional agriculture teams are working with farm owners to understand and implement new employee training regulations. Several meetings and team news articles were written to help growers implement new “Sexual Harassment Prevention” training that is required of all NYS businesses, including farms. Team members worked with Cornell specialists to create fact sheets and a case study type video that farm owners can use in employee training.

…preventing the spread of invasive plants. Tall Waterhemp was introduced in the Wayne County area a couple of years ago. This weed is resistant to glyphosate and other herbicides. It has small seeds and can produce 200,000 seeds per plant. It is very prolific. The NYS Farm was invited to 5 different industry meetings this past winter, and talked to more than 400 attendees about proper ID and management.

…working with farms planning to transition from conventional to organic production of grains. As more organic corn, soybeans and wheat is in demand, there may be this additional marketing opportunity for local farms. The NWNY Dairy, Livestock and Field Crops Team is working with farms on a three-year process and to determine the Net Present Value of a feasible set of crop sequences to make this happen.

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