2018 ANNUAL REPORT

Cornell University
Cooperative Extension
Genesee County

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After 16 years (13 as Executive Director) with Cornell Cooperative Extension of Genesee County, Executive Director Bev Mancuso retired in June 2018. A respected and well liked administrator, Bev oversaw day-to-day operations and programming. She was keenly attentive to the financial challenges facing the organization and found collaborative ways of overcoming them, while maintaining important and effective programming. She helped create and implement the 16 county Western Region Information Technology Project and the 9 county Shared Business Network.

In addition to her duties in Genesee County, Bev served as the Executive Director of Wyoming County CCE from July 2010 to February 2012 and as the Interim Executive Director of Orleans CCE in 2013. She graduated from Leadership Genesee and has sat on numerous community agency boards.

She helped create the strong financial footing and expert professional staff needed to continue the organization's growth and development. We are grateful for her many years of thoughtful, compassionate leadership and wish her well on her next adventure.
**WHO WE ARE**

Cornell Cooperative Extension of Genesee County is a community-based, not-for-profit, educational organization. It is a subordinate government agency under New York State Law. As the outreach arm of Cornell University, we connect research based, university resources to identified, unmet community needs, enhancing the quality of life in Genesee County. Our programming focuses on Agriculture and Food Systems, Community and Economic Vitality, Environment, Natural Resources & Sustainable Energy, Youth and Family Development, Nutrition and Food Safety.

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*Brandie Schultz Waite*

*Administrative Assistant (4-H Youth Development, Master Gardeners)*

*Ali Nafchi*

*Precision Agriculture, NWNY Team*

*Cathy Wallace / Linda Risewick*
OUR HISTORY
Cornell Cooperative Extension of Genesee County (CCE-GC) is a unique ‘public’ non-profit organization formed under New York State law as a subordinate government agency. CCE-GC’s roots begin with The Morrill Act of 1862, which established land-grant universities across the nation. Utilizing federal lands, each state established at least one ‘land-grant university or college’ dedicated to the ‘practical education of agriculture and mechanical arts’. In New York, that university is Cornell.

In 1914, the federal Smith-Lever Act created the Cooperative Extension System designed to educate communities with regard to current advancements in agriculture, economics, leadership and youth development. The Smith-Lever Act targeted farmers and other rural residents. Current federal funding allocations continue this emphasis on rural populations. Given their emphasis on agriculture and ‘mechanical arts’, land-grant universities were a natural fit for extension programming. In most states, including New York, extension services are provided through the state’s land grant college or university.

In New York, County Law governs the creation of extension service associations as subordinate government agencies and establishes a dedicated state funding stream for extension services. State funding is directly related to county appropriations for extension services. CCE-GC was established in 1917 and operates in accordance with NYS County Law.

Today, CCE-GC operates as part of a larger state and national land-grant system that extends evidence and research-based information to local residents, families and the agricultural community. As an integrated network of campus-based faculty and extension associates, regionally deployed specialists and local county-based educators, CCE-GC utilizes cutting edge research across its program areas to meet the needs of the community and fulfill its educational mission in the areas of Agriculture and Food Systems, Youth Development, Environment/Natural Resources/Sustainable Energy/Climate Change, Community and Economic Development and Nutrition.

OUR MISSION
It is the mission of Cornell Cooperative Extension - Genesee County to empower individual people to improve their lives and communities through educational partnerships that put experience and research knowledge to work. We help people make informed decisions.

OUR COMMITMENT TO DIVERSITY AND EQUAL OPPORTUNITY
"Cornell Cooperative Extension actively supports equal educational and employment opportunities. No person shall be denied admission to any educational program or activity or be denied employment on the basis of any legally prohibited discrimination involving, but not limited to, such factors as race, color, religion, political beliefs, national or ethnic origin, sex, gender/gender identity, transgender status, sexual orientation, age, marital or family status, protected veterans and individuals with disabilities. Cornell Cooperative Extension is committed to the maintenance of affirmative action programs that will assure the continuation of such equality of opportunity."

OUR ONLINE PRESENCE
Cornell Cooperative Extension-Genesee County (CCE-GC) is committed to timely communication with its association members and the community at large. To this end CCE-GC maintains the following websites:

www.genesee.cce.cornell.edu
www.facebook.com/CCEofGenesee

Program specific websites are listed along with the program descriptions in the annual report.
**Our Programs—2018**

**Agriculture**

Agriculture is key to the economy of Genesee County. Our fertile land, engaged workforce and farm-friendly policies support a thriving agricultural community. According to the US Department of Agriculture’s 2012 agricultural census, Genesee County products sold for nearly $237 million. This ranks 4th in counties across the state and is up from ~$178 million in 2007. All of these products were produced on a little over 187,000 acres. Looking at these sales in more detail, Genesee County ranked 5th in New York State for sales of all crops harvested (~$85.2 million) and 3rd in the sale of livestock, poultry and their products (~$151.8 million).

CCE-GC’s regional and local programs provide unsurpassed support to this important sector of the county’s economy. Regional programs servicing Genesee and neighboring counties include the Cornell Vegetable Program (CVP), the NorthWest New York (NWNY) Dairy, Livestock and Field Crops Team and Harvest New York. These programs represent the work of 23 CCE specialists in providing agribusiness development services, facilitating information exchange, individualized troubleshooting, and multi-farm coordination. The work performed through these programs serve to enhance local production capacity, improve profitability and ensure long term sustainability.

Supplementing these regional programs, local agricultural efforts center on providing technical and referral services to small and beginning farmers and coordinating with the Genesee Valley Educational Partnership to provide commercial driver license (CDL) training. CCE-GC’s Master Gardener program provides invaluable technical assistance to local home and property owners throughout the county.

**Cornell Vegetable Program (CVP)** - https://cvp.cce.cornell.edu

The Cornell Vegetable Team Specialists work together with Cornell faculty to address the issues that impact the commercial vegetable industry in Western New York. CVP staff provide educational programs and information to growers, processors and agri-business professionals, arming them with the knowledge to profitably produce and market safe and healthful vegetable crops, contributing to the viability of farms and the economic wellbeing of the region. Specifically, our program focuses on food safety, variety evaluation, market development, pest management, and cultural practices.

In 2018, CVP staff conducted a number of events and training sessions for Genesee County producers including, but not limited to;

- **Integrated Pest Management** - A hands-on demonstration of weed, insect and disease identification in vegetables including management options such as inter-row cover crops, grafting and where appropriate, spray options.

- **Elba Muck Onion Tour Featuring Herbicide Application** - This event included a tour of the Elba Muck featuring a demonstration of herbicide application for pre- and post-emergent weed control. It also included a discussion of preferred application timing, tank mixes and crop safety.
- **Food Safety Modernization Act (FSMA) Grower Training Course** - This course provided much needed training to fruit and vegetable growers who need certification under the Food Safety Modernization Act (FSMA) or GAPs/HGAPs (Good Agricultural Practices/Harmonized Good Agricultural Practices) training required by buyers (i.e., 3rd-party food safety audits based on a written food safety plan). An optional Farm Food Safety Plan writing workshop was also offered.

- **Worker Protection Standard Training & DEC Special Permit Training** - This course provided DEC recognized pesticide application training for both English and Spanish speakers. Growers are required by DEC to have certified applicators.

- **WNY Dry Bean Symposium** - This symposium focused on the bean breeding, weed management, Western bean cutworm and white mold disease. It provided an update on the bean market and examined future research and educational priorities.

**Northwest New York (NWNY) Dairy, Livestock & Field Crops Team**

The NWNY Dairy, Livestock and Field Crops specialists work together with Cornell faculty to provide services to both large and small farms, whether focused on dairy, livestock, hay, corn, wheat or soybean. The team is part of the Cornell College of Agriculture & Life Sciences’ Pro-Dairy program outreach. Educational programs and individual assistance cover a wide area of best management practices associated with dairy farm businesses. For dairy farms, a bilingual dairy specialist provides producers with employee training and human resource facilitation in Spanish. Educational and support venues range from individual farm management team meetings and troubleshooting to multi-day classroom and hands-on training and from ongoing farmer group discussion meetings to thematic day long symposia.

In 2018, NWNY staff conducted a number of events and training sessions for Genesee County producers including, but not limited to;

- **Corn Congress** – Genesee County has over 55,000 acres of land in corn production. This event held in January brought hundreds of producers, consultants and agri-business representatives together to learn about factors affecting crop yield and pest management.

- **Soybean and Small Grains Congress** – Amongst other topics, this event examined herbicide resistance, disease management and environmental variability in soybeans. Held in February, the event drew hundreds of participants to learn about these timely topics.

- **Forage Congress** - This event drew over 70 participants and 20 sponsors to discuss such topics as harvest scheduling, forage requirements, yield stability, nutrient conservation and crop selection.

- **Calf and Heifer Congress** – A mix of producers, veterinarians, university, extension and industry professionals came together at this 7th annual event to discuss dairy replacement management. With over 63,000 head of cattle and calves in Genesee County, this event provides local producers with the tools needed to address dairy replacement issues.

- **Feeder School** - This two day training brought together 20 dairy employees (16 English speakers and 4 Spanish speakers) to learn about feeding program improvements.
**Harvest New York** - [https://harvestny.cce.cornell.edu/](https://harvestny.cce.cornell.edu/)

The goal of this team is to expand and enhance Cornell Cooperative Extension’s regional agriculture programs to spur agricultural economic development. The team began in 2012 in Western New York. The focus areas for Harvest New York are Dairy Food Processing and Marketing; Local Food Distribution and Marketing; and Farm Strategic Planning. Harvest New York is fully funded by NY State.

In 2018, Harvest NY staff provided technical assistance and training in Genesee County. Some examples include:

- **Employee Training** - Harvest NY staff have worked with several Genesee County dairy processors including the new HP Hood facility, Yancey's Fancy, Alpina, and O-AT-KA Milk Products to provide training leading to a certificate in the Science of Yogurt and Fermented Dairy Products, Fluid Milk Processing, for Quality and Safety, Membrane, Evaporation and Drying Technology or The Science of Cheese Making. Staff have worked with these same facilities and other dairy processors to provide training to nearly 93 employees, on how to manufacture safe, high quality dairy products in accordance with the Food Safety Modernization Act (FSMA). This training was secured through a $50,000 grant with the county’s Economic Development Corporation.

- **Technical Assistance** - Harvest NY staff worked with individual facility production management to troubleshoot production questions and refer such questions to Cornell University’s Food Science Department Research faculty as needed. Additionally, staff have assisted in the development of facility layout, retrofit or farmstead development plans for a number of facilities in Genesee County. Of note, is the long-term site development plan for Pavilion Central School’s Agriculture program. The site plan includes a high tunnel, compost bins, gardens, a workshop and a large animal handling facility.

- **Agricultural Product Marketing Assistance** - Harvest NY partnered with New York Craft Malt to host a ‘Field to Pint’ tour, in which attendees followed the lifecycle of a pint of New York brewed beer in Genesee County. Over 60 people including current and potential malting barley growers, malt house operators, brewers, distillers, and financial lenders had the opportunity to observe the Cornell’s malting barley variety trials in Batavia NY.
Local Farmland and Agriculture Support -

CCE-GC supplements the work of the regional agriculture teams with local extension services. While open to agricultural practitioners in the county, local extension services are geared to small businesses and beginning farmers. Local services include, but are not limited to, the following:

- **Large Equipment Training** - In cooperation with Genesee Valley Educational Partnership, CCE-GC continues to offer CDL training for agribusinesses across the county. In the past year, 25 people have taken advantage of this opportunity. Local staff also trained 15 youth in the importance of tractor safety.

- **Technical Assistance** - Small and beginning farmers are faced with finding suitable land on which to farm, understanding what crops to farm based on the landscape, microclimate and market forces and developing a financial plan that will give them access to the capital needed to thrive. Local agriculture support staff work with farmers to provide them the information they need to address these issues.

- **Referral Services** - Small and beginning farmers are often unaware of the various resources available to answer questions, provide technical assistance or assist in marketing or other aspects of business development. When local staff cannot assist, they often know who can and assist by putting farmers in contact with the right agency or person.

- **Local Agricultural Policy Development** - Through participation on county’s Ag & Farmland Protection, Farmland Protection Plan, Water Conservation and Dairy Advisory Committees, CCE-GC staff add technical expertise and developing agricultural policy across Genesee County.

**Consumer Horticulture / Master Gardener Program** - genesee.cce.cornell.edu/gardening/master-gardeners

CCE-GC’s Master Gardener combines horticultural research conducted at Cornell University and local knowledge to provide relevant, effective and unbiased information to the community. While led by CCE-GC staff, the Master Gardener (MG) program relies on the efforts of over 70 Master Gardeners from throughout the county. This workforce provides the following services targeted at the local home/landowner and designed to address their individual horticultural needs.

- **Help Line** - Over 500 people took advantage of the MG Help Line in 2018. The Help Line provides free diagnostic and technical assistance including tree & shrub health, pest control and bedbug identification.

- **Training** - In 2018, the MG program continued its training efforts through its annual spring gardening classes (attended by nearly 80 community members), its monthly lunch series, Garden Talk, and weekly articles in the Batavia Daily News. Additionally, MG’s continued to offer services through its ‘speaker’s bureau’ offering presentations and lectures to local garden clubs, 4-H clubs, educational organizations and other community groups.

- **Local Marketing** - MGs continue to provide the ‘Genesee County Buy Local’ brochure. This guide to local agriculture is funded by the MG program through its fund-raising initiatives and is available throughout the county for benefit of all county residents.
At the core of CCE-GC’s Children, Youth and Families programming are the 4-H’s, Head, Heart, Hands and Health. Youth participating in 4-H develop valuable life skills, increase their knowledge about the community, the environment and world around them and learn how to lead through service and citizenship. In 2018, CCE-GC had nearly 250 youth participating in 20 clubs led by 65 adult volunteers. These numbers represent more than a 20% increase in the number of youth served by CCE-GC’s 4-H program in 2017. While traditionally, 4-H clubs have focused on animal husbandry, home economics and practical life skills, increasingly at the state and national levels, 4-H programs are looking at STEAM (Science, Technology, Engineering, Arts & Math) as a means to engage youth in an ever changing world.

CCE-GC’s 4-H program, while firmly rooted in the county’s rural and agricultural heritage, is embracing the opportunities presented to engage a wider youth audience and provide a more well-rounded club experience. CCE-GC’s traditional clubs in the areas of animal husbandry (beef, sheep, swine, dairy, poultry, rabbit and goats) and home economics are thriving. This year saw the addition of 3 new clubs including the new Dog club. Strength in these areas has led to exploration of new programming centered around STEAM initiatives.

In 2018, CCE-GC’s 4-H program engaged youth in many ways including, but not limited to the following:

**Traditional 4-H Programming**

CCE-GC’s strength in children, youth and family programming stems from its well-established and thriving traditional 4-H program. These programs have their roots in the establishment of extension services in the early 1900’s, when a much larger percentage Americans lived in rural areas and were more directly tied to agriculture. While rooted in this history, the lessons taught in these more traditional programs, namely responsibility, initiative, tenacity and caring, serve youth through their entire lives, whether their future includes agriculture or not. CCE-GC’s traditional programming includes:

- **Animal husbandry** - CCE-GC’s 4-H program includes animal husbandry clubs looking at swine, dairy cattle, beef cattle, dogs, goats, horses, poultry, sheep and rabbits. These clubs teach children the proper care and feeding of such animals, explore career opportunities surrounding these animals, as well as the looking at the biology of the animals. The culmination of club efforts often center on the county fair where the animals that have been raised by club members are exhibited along with what the children have learned in their efforts. This year saw nearly 190 animal exhibitors with over 575 exhibits.
• **Consumer Family Science** - Although fewer in number, CCE-GC has a number of clubs, including Clover-buds for our youngest 4-H’ers, that explore the science of healthy living and home economics through activities such as gardening, sewing, cooking and landscaping. Over 60 completed projects were showcased at this year’s county fair.

**Non-Traditional 4-H Programming** -

As mentioned, state and national trends in 4-H programming are exploring opportunities in STEAM areas such as renewable energy, climate adaptation, sustainable and ‘green’ chemistry, geospatial technologies, robotics, coding and water management. These program areas hold great promise in igniting our youth’s creativity, broadening their knowledge of the world around them and setting the foundation for productive lives.

CCE-GC provides the following programs in these non-traditional areas;

• **ACES Club** - Following the traditional club model, 4-H’s ACES club, explores robotics, coding and basic science as a fundamental skill set for today’s youth.

• **County STEM Camp** - In collaboration with Genesee Community College (GCC), Alexander Central Schools, and Genesee Business Education Alliance, CCE-GC provided educational resources for the annual STEM camp at GCC. This year’s topics included ‘Drone Discovery’, ‘Wired for Wind’, ‘The Science of Fire’ and ‘Precision Agriculture’.

• **National 4-H Science Day** - Held at GCC, participants developed their own fitness tracker using materials and guidance provided in the National Youth Science Day Kit. In doing so, youth explored the various sensors, the data collected and how it was converted into useful information to be communicated to the ‘wearer’

• **State Level Leadership** - CCE-GC staff actively participates in state level 4-H program development. These efforts are fully funded at the state level to compensate for staff time and expenses. In 2018, CCE-GC staff assisted in development and implementation of curricula for the NYS 4-H Sustainable and Renewable Energy and Climate Change program, the NYS 4-H Geospatial Science Program, and the NYS 4-H Sustainable Polymers program. Staff involvement in these efforts improves the quality of local non-traditional programming, while ensuring a local voice in state level efforts.
It can be argued that everything that CCE-GC does contributes to the community’s social and economic vitality. Through the education programs highlighted in the pages above, individuals are empowered to make a difference in their lives, their finances and in their community. CCE-GC’s programs build the capacity for communities to engage in and direct their own futures. CCE-GC partners with campus faculty and staff, local officials, not-for-profits, colleges, planners, policymakers, and community leaders to build the ‘social infrastructure’ necessary to engage in the global economy. An understanding of not only regional trends, but national and global dynamics helps local leaders to make wise decisions and promote interdependent relationships across geographic and social divides.

While community and economic vitality is an overarching theme across all CCE-GC programming, CCE-GC’s Leadership Genesee program looks specifically to develop the county’s future leaders by exposing them to a diverse array of experiences designed to provide greater understanding of themselves, the county and the world.

**Leadership Genesee**

In its 18 years, Leadership Genesee has graduated nearly 500 individuals through its program of adult leadership development and community engagement. 2018’s class of over 30 participants included representatives from such businesses and organizations as Chapin, Elba Central Schools, Farm Fresh First LLC, Genesee County Parks & Recreation, Holland Purchase Historical Society, Independent Living of the Genesee Region, and smartDESIGN Architecture PLLC. With the help of 80 volunteers, participants spent time every month examining different aspects of the county’s economy and themselves as they develop the basis for community centered leadership. Topics for these monthly sessions include:

- Effective communication and interpersonal relationship building
- Local economic development strategies
- Inclusion in the workplace, at home and in the community
- Importance of individual health and wellness as a strong foundation for the community
- Civic engagement and service centered leadership.

In addition to the annual course, Leadership Genesee continues its efforts through alumni professional development. These efforts aim to reinforce course content and provide opportunity for past participants to share lessons learned through their continuing work experiences and be introduced to new content as appropriate. Such alumni events conducted this year include:

- Facilitation Skills for 21st Century Leadership seminar
- Batavia Community Garden Tour
- State and County Operations presentation by County Manager
- Holland Land Office Museum Tour

Leadership Genesee provides much of its own funding through a variety of fundraising events including annual Golf/Bocce and Bowling tournaments. In 2018, as a well established program, Leadership Genesee staff have provided technical assistance to both Orleans and Ontario counties in developing similar programs and have served as a member of the Association of Leadership Programs Eastern Regional Conference Committee.
CCE-GC incorporates environment and nutrition into its existing programs. Extension educators and volunteers look to these focus areas as important foundations in community and individual development, economic sustainability and vitality and healthy living. These themes are reflected in our agriculture programs through the communication of university research designed to assist producers in adapting to environmental variability associated with climate change. In our 4-H programs, youth are introduced to economic benefits that come through sustainable energy and the need to conserve and protect natural resources for continued economic use. 4-H’ers also explore healthy eating through the family consumer science club and in learning how proper nutrition applies to animals, including humans. CCE-GC continues to explore means to directly and indirectly incorporate these important aspects of human development in its programming.
As a non-profit, subordinate government agency, CCE-GC’s revenues come from a variety of sources. Figure 1 provides a general overview of CCE-GC revenues. More than 50% of funding comes from state and county sources. State contributions are directly tied to county funding. As county funding increases, so does state funding. Similarly, when county funding decreases, so does state funding. County funding is also used to leverage federal funding and additional funding through state, federal, and private grants. In 2019, it is projected that the ~$339,000 dollars of county funding will be used to leverage nearly $960,000 dollars of federal, state, and other funding.

More than a third of CCE-GC’s revenues are classified as ‘Other’, reflecting the widespread support of the community in CCE-GC programming. “Other” revenue sources include funds generated from the sale of animals at the 4-H animal auction, donations, user fees and other miscellaneous sources.

Not reflected in these revenues, but instrumental in program delivery, are the countless hours spent by volunteers delivering CCE-GC programming and assisting staff in program implementation. In 2018, across all programs, it is estimated that volunteers spent over 39,000 hours working on CCE-GC programs. At a rate of $29.00 an hour, this represents over $1.15 million of volunteer effort.

Figure 2 presents a general breakdown of CCE-GC expenses for 2018. The majority of expenses as represented by staff salaries, fringe and program costs go directly to program delivery. Operating expenses represent the additional expenses needed to provide adequate support to staff and volunteers.
Over the past 15 years, Shawn Tiede has served as the 4-H Program Leader in Genesee County and the NYS 4-H Camp Specialist. Shawn has provided outstanding leadership for 4-H Educators at the county, district, state and national levels. Shawn has served as President of the New York State Cornell Cooperative Extension 4-H Educators Association and as President of the National Association of Extension 4-H Agents. We thank Shawn for his leadership and wish him continued success in his career.