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Cornell Cooperative Extension Chenango County

Annual Report *2020*



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A letter from our Executive Director

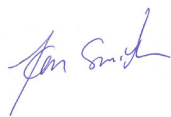
November 24, 2020

Dear Chenango County Cooperative Extension Supporters:

Challenges often bring out the best in people. 2020 has been a year of great challenges due to the Covid-19 epidemic, but I have never been prouder our staff here at Cornell Cooperative Extension of Chenango County and our programs. As people around the world were pulling back from personal contact, our staff was working to find new ways to reach out to beginning gardeners, youth stuck at home, families seeking to make their own healthy at home, or ways to get outdoors without bringing home ticks. Hundreds of people participated in our online programming and hundreds of thousands saw our online videos. One special highlight of the year was our Ag-Stravaganza youth event that gave our 4-H kids a safe way to get out of the house and enjoy some traditional summer 4-H activities including animal showing and 4-H projects.

The Ag-Stravaganza was Janet Pfromm’s brain child and the product of her dedication and hard work. We are saddened that Janet is leaving us after 15 years, but excited for her as she starts a new life in Kanas. This year we also said good bye to Ashley Russell as she left for a new career in beef promotion. 2020 has been a year of challenges and changes, but our talented staff has made the best of the situation and I am excited for 2021 as the staff looks to build on new skills and new opportunities.

Sincerely,



Kenneth Smith



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Happy Holidays from the CCE Chenango Staff



Ken Smith

Alice Andrews

Rhonda Turrell

Alexis Wilcox

Rich Taber

Ashley Russell



Erica Clark, Richard Turrell, Janet Pfromm



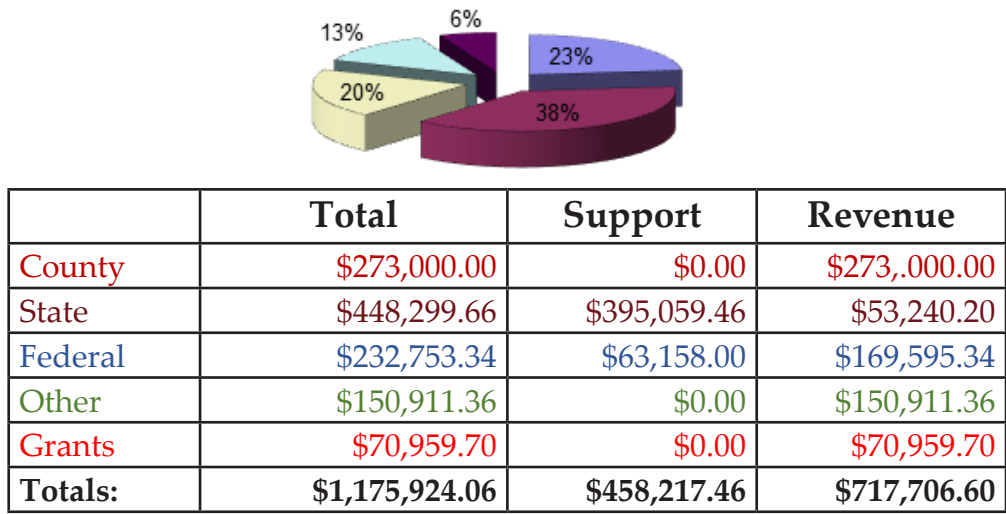
Betty Clark, Neisa Pantalia, Whitney Kmetz



CNY Team: Dave, Ashley, Erik, Nicole

Financial Facts

Estimated Revenue and Support received by CCE Chenango County during 2020



State and Federal SUPPORT includes the estimated value of Services and educational access provided by Cornell, USDA, and NYS Sponsored grants. Most of this is related to training and access to the Research that is the basis of the programs we conduct. These Services are available to CCE Chenango because of the memorandum of agreement and; support provided by local government and are made available because of Chenango County’s contribution to our funding.

REVENUE is the actual cash provided to CCE during the Fiscal year 2020, of which Chenango County provides pproximately overall revenue and support of 38%. Other reflects income generated through, contributions, special projects and rental income.

Grow, Cook, Serve

Grow Cook Serve is program which provides access to fresh local produce, to income restricted individuals and families, by donating produce from local farms and gardeners and providing self- sufficiency education. Our goal is to help economically challenged families and individuals to adopt life-long healthy habits by donating fresh produce to people in need; teaching cooking and gardening skills for people to become more self-sufficient; and providing nutrition education to facilitate healthy choices.

In its sixth year Grow Cook Serve gleaned over 3000 pounds of fresh produce to 7 Food Pantries in Chenango County. The produce was donated by Norwich Meadows Farm, home gardeners and volunteers at the Oxford Soup Kitchen Garden. Additionally, Grow Cook Serve donated 65 vegetable transplants to Roots and Wings to hand out to their clients and set up a seed sharing library at the Cooperative Extension building so community members could take as many seeds as they could use to grow their own garden.

Furthermore, Grow Cook Serve donated \$500.00 to the Morrisville College Dairy Drive. The money was used to purchase local produce to be given away at the drive. Grow Cook Serve also provided recipes and materials for the Dairy Drive, as well as, the Nourish New York food donation boxes.

Grow Cook Serve adapted to the challenges brought on by the COVID-19 pandemic and began offering virtual garden- ing and cooking education. In April and May Grow Cook Serve presented 8 gardening workshops via zoom. 960 people participated in the workshops and 833 watched the recordings posted on You Tube. We have also created over 25 weekly cooking videos viewed over 8000 times on Facebook YouTube, Instagram, and Twitter. In 2020 we faced challenges that we never expected and adapted by learning new skills and techniques to best serve our community. As we move into 2021, we are excited to combine our newly learned skills with our established approach to meet the needs of families in Chenango County.



Snap-Ed Nutrition

Betty Clark, SNAP-Ed Team Leader

Nutrition Education in Chenango, Cortland and Madison County - The Southern-Tier SNAP Ed team formally known as Eat Smart NY has been continuing their reach in all three counties. This year began the second five-year grant period referred to as SNAP-Ed II. Contracts for this five-year cycle started October 1, 2019 and ends September 30, 2024.

During the 2019-2020 program year and prior to COVID-19, Nutrition Educators Neisa Pantalia and Whitney Kmetz delivered programming to residents of all ages, through collaborative partnerships within the community. Using the Cooking Matters Curriculum, the Nutrition Educators were able to teach individuals how to better use their resources and stretch their food dollars. The curriculums Grocery Store Tour is a fun, interactive approach to assist participants in identifying the pros and cons of the different varieties of produce (fresh, frozen and canned); learn how to read a nutrition facts label and to explore ways to eat healthy on a budget using the USDA MyPlate.

In the beginning of our new grant year, Whitney started out doing programming within a few schools during the school day throughout the county which included: Bainbridge Greenlawn, Oxford Mid- dle School, Sherburne-Earlville Central School. While at Sherburne-Earlville Elementary School she started doing a scorecard for Smarter Lunchroom on March 11th. Smarter Lunchroom is an initiative that applies research-based principles that use low or no-cost solutions with a focus on the cafeteria environment and the promotion of healthful eating behaviors. This came to a halt once we began working from home and, the restrictions of going into the school. Once we began working from home, Whitney started communicating with SE Food and Nutrition Teacher Karen Mulligan to send recipes, tip sheets, YouTube video, to promote healthy eating. Now Whitney has focused a lot of social media posting recipes, national holidays, featuring a different fruit or vegetable of the week and, much more.

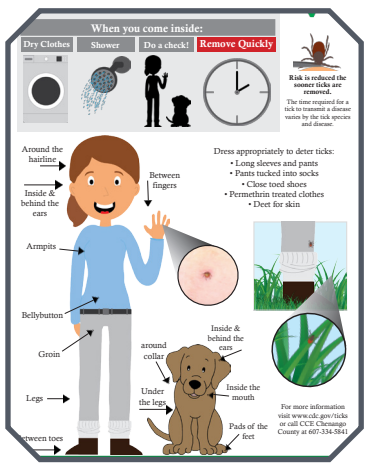
March 2020 Throughout COVID 19 - Educators continued providing SNAP-Ed assistance through social media, paper copies of newsletters, USDA tips sheets, recipes and other materials to schools, food pantries and other community partners. Check out our Facebook page at Cornell Cooperative Extension of Chenango County to check out the work of our fabulous staff!

Natural Resources

2020 was a breakthrough year of sorts for our Natural Resources programming. Our tick grant from Northeast Extension Risk Management Education Center allowed us to reach out to more than 410,000 people with information about how to protect their families, pets and livestock from ticks. The four videos, created by Ashley Russel (now working for the AMERICAN BEEF???) Covered topics including effective repellents, controlling and avoiding tick habitat, how to remove a tick, and how to dress to avoid ticks.

Also, in February before Covid -19 forced us to cancel in-person programming, we attended the New York Farm Show to talk to hundreds of farmers about how they could protect their families, pets and livestock from ticks.

In January, we made presentations at the Syracuse Sportmans Expo where we told at- tendees about all the great opportunities for outdoor recreation in Chenango County. Our display was seen by more than 3,000 people and featured State Forest lands as well as Chenango County’s four great rivers for fishing, the Chenango, Otselic, Susquehanna and Unadilla. Finally, we talked to 50 + people about issues related to trees on their property, mostly helping them understand why spruce trees were having so many health problems in our region.



Chenango County 4-H

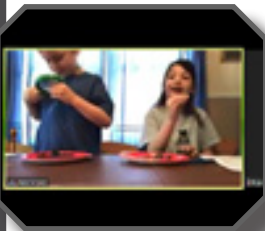


4-H Community Impacts 2020

4-H participated in 12 after school programs, at schools and libraries, educating 375 youth 2-2 hours weekly or biweekly.



With the pandemic, 4-H changed course, teaching online through Zoom, Facebook & YouTube. Education/outreach expanded exponentially, peaking at 6,200+ online interactions, on a national scope.



Several families are involved in planting, growing, and learning about re-establishing the American Chestnut tree. Chenango County 4-H received 75 germinating chestnut seeds from the New York Chapter of the American Chestnut Foundation. 12 members have participated in over 15 hours of direct education on preserving the American Chestnut.



4-H brought community together to host Ag-Stravaganza 2020. Over 120 different exhibitors, 400+ animals/projects, 3 days of shows at the Chenango County Fairgrounds. Totally community driven and sponsored.



4-H Summer Education got on track! Shooting Sports, Outdoor Adventure, Macroinvertebrates Fossil Hunting, 4-H Club program,



Agriculture & Economic Development

Agriculture and Natural Resources have been and continue to be the foundation of Chenango County's economy and of our quality of life. Healthy, productive farms in our rolling hills provide beautiful views that define Chenango County's landscape. Our agricultural and forest lands provide the economic vitality that keeps our villages and towns vigorous and prospering. Advancing the agricultural and natural resource industries is central to the mission of Cornell Cooperative Extension of Chenango County. CCE aims to keep our existing farms healthy and to guide and assist new and beginning farmers in becoming successful. Our major agricultural initiatives include dairy and field crops support, marketing support, horticultural crops, dairy and livestock grazing, new and beginning farmer assistance, woodland and natural resource management. This past year has presented enormous challenges to our organization in dealing with the COVID crisis. We have had to learn how to assist our citizens using much more of an online, or electronic presence. We have distributed large quantities of facemasks and hand sanitizers to farmers and others who have needed them. With so many of our normal and annual events having been cancelled this past year, we have continued nonetheless in supporting our citizens. Site visits have been arranged when needed, with proper social distancing and masking protocols being followed. We have developed expertise in making presentations available to the public by using online Zoom conferences.

We recently received a two year grant from the Chobani Foundation to develop and strengthen the beef and sheep industries in the four county Chobani footprint area, including Chenango, Madison, Otsego, and Delaware counties.



CNY Dairy, Livestock, & Field Crops Team

This has been a year of transition for the Central New York Dairy and Field Crop Team. Longtime team Director and Field Crop Specialist Kevin Ganoe retired and was replaced as Program Director by the Teams Ag Business Specialist Nicole Tomell. Erik Smith was hired to take over as Field Crops Specialist. Dave Balbian remains as Dairy Specialist and Ashley McFarland as Livestock Specialist. The team members flexed their programming this year to deal with the Covid-19 emergency and offered a mix of online and in-person programming to continue to meet the needs of our agricultural community.



CCE on the Web and in the News

In order to stay connected with the community, Cornell Cooperative Extension of Chenango County rose to the challenge that COVID presented. Traditionally, the association has used twitter, Facebook, local papers, flyers, and the radio to reach the community. The typical publications, the Sherburne News, the Evening Sun, the Penneysaver, the Oneonta Daily Star, the Small Farm Quarterly, Country Folks East, and Empire Farm and Dairy, numbers were down. The staff at CCE stepped up to this challenge by ramping up efforts to keep the community informed.

Social media pages became the major outreach method. Both CCE Chenango and the Chenango 4-H pages flew off the charts with large increases of 806 and 972 followers. Videos grew to enormous proportions, with 186, 4-H videos and 42, CCE videos. These videos were posted on Facebook and Youtube that ranged in subject matter, giving families a valueable source of information and educational opportunities. Views were well over the 30,000 from 2019. Instagram and twitter also increased in number. The website which is another important part of our media contact also received an increase in views. Another method used by CCE Chenango is the two publications that are sent out on a bimonthly basis. In 2020 there were 6 newsletters sent out and emailed to nearly 2,000 as well as approximately 206, 4-H newsletters sent out directly to each enrolled youth. These newsletters included updates, activities, and notices of upcoming events. Launched in November of 2019, Pinterest has made an impact peaking with a total of 749 views monthly. CCE Chenango continues to provide valuable resources to the community. You can find us on; Instagram: @ccechenango and @4hchenango, Pinterest: @ccechenangocounty, Twitter: twitter.com/chenango, the web, and Facebook at the links below.

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