



Cornell University Cooperative Extension Monroe County

2449 St. Paul Blvd.
Rochester, NY 14617- 4537
p. 585.753.2550
f. 585.753.2560
<http://cce.cornell.edu/monroe>

CCE - Monroe County Agriculture Program Update July 2025

Program Highlights

Direct Education Workshops & Outreach:

- **Growing Peppers and Tomatoes Together – Virtual Workshop, 6/26** served two main goals. The first was to teach community members about growing peppers and tomatoes in their backyards, and the second was to connect them to local farmers. This workshop, a collaboration with Kirby Farms, was presented by a young couple, Chad and Mandy Kirby. Additionally, the CCE nutritionist shared the benefits of eating fresh produce. 43 participants joined the session.
- **Farm Tour for Monroe County Legislators, 8/13** – Monroe County CCE's Ag Program Educator and S&WCD director are detailing the tour's agenda. They visited all three hosting farms and discussed the agenda with the farmers. We have 26 people registered, including Pam Helming, NYS Senate Member. One more invite will be sent to encourage BOD members and legislators, along with their spouses, to join. The objective of the tour is to highlight new and existing products, practices, technologies & equipment that shape the farming industry today.

Direct/Indirect Farmer Support through Grant-Based Projects

- **Agritourism Workshop Monthly Lunch Series, 6/10:** this month's session, **Agritourism for Horse Farms**, focuses on hosting the public at the equestrian facilities. Led by Harvest NY and presented by an Agritourism PWT member.
- **New York Outcomes Fund (NYOF)** – The enrolled farmers received their second payment for the 2024 enrollment year. The payment serves as a financial incentive and provides farmers with the ability to implement regenerative practices on their farms. Several farmers wanted to increase their enrolled acreage, but unfortunately, there isn't currently enough funding to accommodate them.
- **Agricultural Farmland Protection Plan Update** – final version of the plan has been submitted to the Committee for final comments. The MC Economic and Planning Department and Labella contractors will schedule two public hearings for the public, including the farming community.
- **Farmland Protection Board** – The Board met in May to discuss the construction of ~30K feet of water main, valves, hydrants, and appurtenances along Curtis Road, Moul Road, and Bennett Road in the Town of Parma within the Agricultural District.

Friday Fresh: is a bi-monthly or monthly eblast providing farmers and other agricultural operators with the latest information regarding e.g. grants, regulations, events, workshops, etc. There were two editions in July already. The farmers' feedback on this communication has been positive, they appreciate the updates.

Strategic Plan Update –

Strategic Plan Goal(s) this strategy relates to:

1. Program Effectiveness

"Please contact the Cornell Cooperative Extension of Monroe County office if you have any special needs."

Building Strong and Vibrant New York Communities

Cornell Cooperative Extension is an employer and educator recognized for valuing AA/EEO, Protected Veterans, and Individuals with Disabilities and provides equal program and employment opportunities.

Cornell Cooperative Extension of Monroe County is supported by public and private funding. Primary cooperating partners are the County of Monroe, the State of New York and SUNY's Land Grant Colleges at Cornell University, and the U.S. Department of Agriculture.

United Way of Greater Rochester - Designated Donor # 2206

1.1. Develop relevant programs that meet residents' current and future needs and interests

Working on the Farm Tour for Monroe County Legislators

4.1. Leverage our relationships with current partners and identify new collaborators to address gaps and opportunities:

Leveraging our relationship with Kirby Farm and organizing Growing Peppers and Tomatoes Together – Virtual Workshop, presented by a local farmer.

BOD Engagement Opportunity—BOD has opportunities to engage with or support your program area.

To represent the CCE during the Farm Tour for Monroe County Legislators on August 13th.

Story of Celebration or Success— Farm Tour for Monroe County Legislators:

The CCE's Ag Program Educator and the SWCD of Monroe County joined forces to organize a Farm Tour for Monroe County Legislators this year. The tour will take participants to three prominent farms in our county - Colby, Brightly, and Conrow. Currently, the organizers are meeting with the farm owners to discuss details such as parking, walking flow, speakers, informational material, and other logistics. One of the main goals is to demonstrate the CCEs' and SWCD's support and collaboration with each of these farms which will be a big part of the content.

We are excited to see that nearly 30 people are registered for the tour. This is a great start to a great event!

We encourage the CCE BOD members to join us.



Kelly Emerick of SWCD-MC at Colby Farm



Breakfast

Hello!!

