



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
January 2026

Program Highlights –

Direct Education Workshops & Outreach:

- **The Pie that Molly Grew:** Supporting 4H Agriculture in the Classroom (AITC) Program, reading in the Children's Public Library. We discussed growing pumpkins from the seed to harvest and making a pie for the family and friends. After reading, we made the pumpkin pie filling to taste and take home. 12 people participated.
- **194th NYS Agricultural Society Forum, Jan 8:** Gathering of producers, advocates, decision-makers, and aspiring leaders to discuss emerging issues and to network with peers, and focused on stakeholders' adaptation to policy, innovation, and market shifts in the transforming landscape of food and agriculture in NY, across the US, and worldwide. The CCEs of four counties (Monroe, Livingston, Wayne, and Wyoming) collaboratively set up a table to showcase their work to the event participants.

Direct/Indirect Farmer Support through Grant-Based Projects

- **Agritourism Workshop Monthly Lunch Series:** During this month's "*Visitor Profiles & Matching with Customer Needs for Agritourism*", the presenter from SBDC discussed marketing strategies to find and retain that ideal customer.
- **Urban Agriculture Community Enhancement Project:** Funded by the Monroe County Soil & Water Conservation District (SWCD), and in partnership with Harvest NY, CCE Monroe, and SWCD, this funding can support up to 3 community gardens in Monroe County and provide materials for raised beds or fencing, and facilitates workshops, harvest tracking, soil testing, and other technical assistance.
- **Farmland Protection Plan Update, Jan. 22:** This month's agenda includes addressing any remaining revisions and considering approval of the Plan for submission to the Legislature for adoption. The Steering Committee met in December and approved this draft for your review.

Diagnostic Clinic (DC)

- **30-Hour Pesticide Training Course** – We are in the middle of organizing annual training for individuals seeking to become licensed commercial or private pesticide applicators. The course covers pesticide laws, safety, mixing, calibration, and application techniques, and acts as a prerequisite for the NYS DEC exam to become a certified applicator. The training is offered online and in person. We have 30 registered to date.

Strategic Plan Update

1.3 Program Effectiveness: Assess current programs for pertinence, reach, sustainability, and impact.

Diagnostic Clinic – Learning the process of the NY 30 Hour Pesticide Course while assuring its success.

4.1. Leverage our relationships with current partners and identify new collaborators to address gaps and opportunities: Planning a potato sale and workshop in collaboration with Fraser Garlic Farm.

"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 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

Story of Celebration or Success— The 194th NY Agriculture Society Forum -

Each year, our Agriculture Program Educator joins the NY Agriculture Society Forum, one of the oldest and largest meetings of its kind in NY and possibly the US. All sectors of the ag industry, from producers, advocates, decision-makers, and aspiring leaders, gather to discuss emerging issues and network with peers. The 2026 Forum, held at the Wegmans Conference Center, Rochester, focused on how stakeholders are adapting to policy, innovation, and market shifts in the transforming landscape of food and agriculture in New York, across the US, and beyond.



- Since the Forum was held in our County, we took the initiative and invited other CCE associations to partner up with Wyoming, Livingston, and Wayne Counties. Each County showcased its work. The CCE Monroe featured the GROWS and Agritourism Program. It was a great collaboration.
- Eight awards were presented across several categories, including the Century and Bicentennial Farms Award. Monroe County is home to the Hopkins Family Farm, a 6th-generation farm that has been in operation for over 200 years, located in Pittsford, NY. The farm operates a roadside stand on Clover

Street. The stand is positioned in the field where the sweet corn is grown. The corn, freshly harvested, goes from the field to the stand for sale. Speaking of freshness – it doesn't get fresher than this!



From left: Kim, Ethan, Mark, and his wife, Lynn, receiving the bicentennial award.



Mark Green(middle) receiving his award from the NY Commissioner of Agriculture, Richard Ball (left).