President’s Message

Cornell Cooperative Extension (CCE) Wayne has made some great strides this past year. The Board was very involved in the implementation of Phase I of our Capital Improvement Plan. When you visit the office, please see the new entrance, new windows and updated heating and A/C. We hope that all of these improvements will provide a greater learning environment for participants, volunteers and staff.

As programs and activities move and flow, depending on the needs of the county, two grant related programs ended this year: Creating Healthy Places (CHP) and EFNEP (Expanded Food Nutrition Education Program). We are happy to announce that activities provided by both of these programs will continue in some manner through our new and expanded Finger Lakes Eat Smart New York (FLESNY) program. CCE Wayne will be the lead association for this new 11 county program and subcontract with the CCEs of Steuben, Chemung, Tompkins, Cayuga and Monroe Counties for specific area program delivery. In addition to working with all of these Cornell Cooperative Extension offices, we are also subcontracting with Foodlink to supply educators for the program. This is an exciting project and we want to let everyone know that we are still in the nutrition education business!

Our Ag Teams continue to reach out to new and expanding farms. New this past year was CCE Wayne’s participation in the Finger Lakes Grape Program. Grape Farms in Wayne County benefited this year, especially with our cold and freezing winter last year. Team members were there to help farmers make pruning decisions for best grape production. Apple production continues to increase in Wayne County, as we supply NYS with about 40% of the state’s apple production. Vegetable production is also increasing on small farms and more consumers are looking for fresh produce all year long. Specialists are looking at ways to increase the time that local produce is available by sharing new technology and research with farm owners on “high tunnel” production. Grain production also increased in some areas of the county as farmers use more wheat, soybean and corn in crop rotations. Prices can be cyclical, and growers are working with specialists to make the best decisions during times of financial hardship.

We continue to enhance programs in our 4-H and Youth Development area as we strive to develop our young population to become future citizens and leaders in our communities.

Thank you for all of your participation in our programs, your time spent volunteering with our nutrition, youth and master gardener programs. Your kind words of encouragement and thanks for our activities and some words for making our programs better – all of your feedback is much appreciated and we thank you!

Please read through this report and see the great things that staff and volunteers are providing to Wayne County residents. Please let us know how these programs have helped you, and please thank our base funders - Wayne County Board of Supervisors.

Thomas Yale
President, Board of Directors

2015 Annual Financial Report

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<th>Income</th>
<th>Expenses</th>
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<td>County</td>
<td>Salary and Wages</td>
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<td>$429,647</td>
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Today there are over 7 million 4-H members and more than 500,000 teen and adult volunteers in the 4-H program across the nation. This makes 4-H the largest out-of-school youth development program in the United States. 4-H is open to all youth ages 5-19 regardless of location, income, gender, race or religion. The stereotypical agriculture or nutrition 4-H club is no longer the norm. Today’s 4-H members are involved in projects ranging from sewing and cooking to robotics and GPS mapping. There are traditional 4-H clubs, independent 4-H members, after school programs, summer programs and many more opportunities for youth to reap the benefits of 4-H projects and curriculum.

4-H empowers youth to reach their full potential, working and learning in partnership with caring adults. Youth are the future, the next generation of politicians, caregivers, farmers and educators. 4-H provides these youth with the opportunity to build the skills they need to be competent, caring adults. 4-H is recognized worldwide for its public presentation programs, community service, juried curriculum materials and educational trips to places like Washington D.C. and state capitols. 4-H members also benefit from a close connection with land grant universities, such as Cornell, which provides timely research, events and college opportunities.

The 4-H experience is a year round adventure. Youth benefit from the cycle of the 4-H year, starting in October and gaining experience and skills right through the “fair season” of summer. Members use the knowledge they acquire through 4-H clubs and projects, workshops, and events to prepare them for the next step, the next challenge, during the year. Building on proficiencies over a period of time creates proven behavior change.

4-H offers something for everyone, makes a difference in the lives of young people and can take you places you have never imagined. So, why 4-H? Why not? If you would like to find out more about participation in 4-H or becoming a 4-H volunteer, contact the Wayne County 4-H office at 315-331-8415 or visit our website www.ccewayne.org.

Why 4-H continues from page 1

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SOAR Phase II
SANDI BASTEDO, SENIOR RESOURCE EDUCATOR, NEIGHBORHOOD HEALTH IMPROVEMENT PROJECT

SOAR (Strengthening Our Area Residents) is approaching the end of Phase II of the Neighborhood Health Status Improvement Project, a grant funded by the Greater Rochester Health Foundation and led by CCE Wayne. Residents in Clyde, Savannah, and Galen have volunteered countless hours to create plans and start projects that will improve the physical, social, and economic health of the community.

Many activities have started due to the leadership of local volunteers. Some examples:

- The community now has Bright Red Bookshelves in 7 locations to put books in the hands of our children.
- Musicians of all ages and abilities have joined the Clyde-Savannah Community Band.
- Residents are using SOAR as a place to come together and be physically active.
- Artists had a place to display their work and socialize with other artists both young and old at the First Annual Savannah Art Festival held in August at the Montezuma Audubon Center.
- Apples picked from the Community Orchard were enjoyed by Savannah youth. Historians are cleaning and organizing the Mill Museum to open it for residents to learn about the community’s past.

These are a few of the projects started and residents are encouraged to continue to bring their ideas to life with assistance from SOAR.

In addition to starting these activities, community members have come together and created an implementation plan for Phase III that includes playgrounds, a fitness trail, a primitive campground, facade improvement grants, festivals, movie nights, band concerts, family literacy nights, winter sporting events, small business loans, canal trail improvements, and so much more. If you would like to be a part of improving the health of Clyde, Savannah, and Galen, please contact Sandi Bastedo, SOAR Project Coordinator at 315-573-0903 or email at sb932@cornell.edu or just stop by the project site at 70 Glasgow Street, Clyde.

Farmworker Harvest Festival at Sodus Elementary School
MARGARET LILJEDAHN, FLESNY BILINGUAL NUTRITION EDUCATOR

The Finger Lakes Coalition of Farmworker Serving Agencies organized a harvest celebration for local farmworkers to socialize, celebrate their hard work, and hear about support services. Over a hundred workers from all over Wayne County came together and enjoyed a great day of food and soccer. Many enjoyed sampling Finger Lakes Eat Smart NY’s (FLESNY) festive rice salad and said they were inspired to try getting back into healthy cooking like their moms did back home. The FLESNY program now includes a bilingual nutrition educator in Wayne County.

Wayne County Extension runs Farmers’ Market Nutritional Program (FMNP) New York State Outreach
JARMILA HASELEER, FARMERS’ MARKET SPECIALIST

This year the Cornell Cooperative Extension of Wayne County received funding to help promote FMNP in order to improve the redemption rates at farmers’ markets. The funding, that expands over two years, is provided by the NYS Department of Agriculture and Markets and is facilitated by Cornell University.

The FMNP was established by Congress in 1992, and runs as two parallel programs. One, popularly known as the Farmers’ Market Nutrition Program (FMNP) New York State Outreach, is an effort to promote the program and enhance the health of nutritionally at-risk New Yorkers. By improving nutrition knowledge, cooking skills, promoting the use of farmers’ markets by WIC families and low-income seniors they supported New York farmers selling fresh produce while promoting the farmers’ markets for sustainable and vibrant communities.

The FMNP staff completed 26 outreach events, mostly at farmers’ markets. The outreach continued beyond the market season through other community events like local Health Fairs or Senior Expo.

The FMNP Outreach staff has developed thoughtful approaches on connecting with the FMNP participants during their first season. The learning was continually evaluated by the program coordinators and the most successful saved for repetition next year.

- Reached to over 700 FMNP participants at 24 farmers’ markets
- Did 26 FMNP Outreach events at 24 farmers’ markets
- Connected with at least 4 organizations that serve the FMNP participants directly
- Investigated SNAP/EBT implementation at Rochester Public Market, which has a high volume of SNAP/ EBT purchases to identify the best practices and strategies that might be experimented with at other markets in the future
- Conducted 26 market evaluation in Upstate and Western NY and submitted the information to Cornell
CCE of Wayne Playing Unique Role in Supporting Farmers’ Markets

JARMLA HASKER, FARMERS’ MARKET SPECIALIST

Three years ago Cornell Cooperative Extension of Wayne County unfolded a one-of-a-kind initiative called “Merchandizing for Improved Performance at Farmers’ Market.” The need arose from the continual growth of farmers’ market numbers nationwide. Providing that many markets struggle to survive, the Wayne County Cooperative Extension intended to develop a support network for the local farmers’ market with a goal to solidify their stability and increase performance to improve the economics for local farmers and communities. After the initial steps three years ago, the project gained a firm foot hold in the 9 counties of the Genesee Valley Region while serving 65 area farmers’ markets.

Having the merchandising focus in mind this years’ season started with Food Safety at Farmers’ Markets workshop. By providing educational materials and cooking demonstrations are known to boost the vendors’ sales by attracting customers to the stalls, open conversation between sellers and the shoppers and inspire customers to buy. But the strictness of the NYS food safety regulations, though vital in maintaining the safety of the food supply from producer to consumer, can be intimidating. We wanted to enable our market vendors to offer food samples safely and with confidence. During the workshop 27 participating vendors and managers learned about the processor establishment certification, open air safe sample display and handling, wash station settings, and were able to ask questions specific to their individual circumstances. Through this workshop, 23 participating vendors implemented the sampling practices at 11 farmers’ markets during the 2015 market season.

In addition to education regarding food safety, marketing vendor products and the general market, itself, is a continuing challenge. Some farmers’ market still struggle, despite their best efforts in food safety and advertising. Even though there is much evidence shows farmers’ markets’ benefits to agriculture and the local community, over 50% of new markets fail in the first 5 years of operation and up to 20% of markets that have run over 5 years, fail once their initial management team leaves. For every successful market, the task of running a market can be a daunting job and the two biggest issues among the new market managers is their unfamiliarity with what it takes and how much it takes to run a farmers’ market. To help aid these inexperienced managers, CCE developed the ‘New Farmers’ Managers’ Guide.’ The guide, an assembly of research, learned knowledge and frequently asked questions, is geared to help with transition into a market manager position. Even though in its early stages, it already proved to be a valuable resource, providing guidance to 9 aspiring new managers. Providing the right resources for both new and experienced market organizers and connecting them with the CCE Wayne professional staff. Collaborating on a continuous basis, is the key to successful farmers’ market in our area.

This project has been generously supported through funding of the Genesee Valley Regional Marketing Authority. CCE continues to seek sources of funding for this project. We know that farmers’ markets have increased sales as a result of participating in activities of the project.

Cornell Cooperative Extension Impacts the Wayne County Community by...

...increasing value to Wayne County apples by ensuring proper maturity levels at harvest. The Lake Ontario Fruit Trial 2015 maps impacts for hundred growers and more than 20 million bushels of apples in the Lake Ontario area. The HMP apple ripening indicators are provided for over 20 varieties. These indicators help the growers to determine when to harvest apples in a short harvest window to maximize quality, storability, and profit.

...improving home environments. More than 800 adults attended presentations by Master Gardener volunteers. In addition, more than 400 individual questions were received through the hotline. Home owners learned about seed starting, beneficial insects, reducing tomato plant disease, container gardening, and composting to reduce pesticide use and prevent plant disease, like Lake Blight.

...increasing access to research based knowledge for Wayne County grape growers. This is the first year that growers in Wayne County have increased access to the Finger Lakes Grape Program (FLGP). This year, a tailgate meeting was hosted in Wayne County. Growers and FLGP staff discuss current issues in the vineyards including emerging pest problems, timing of various cultural practices, adaptation to the year’s growing seasons and changes in market conditions among others. Surveys indicate that over 90% of growers who attended a tailgate meeting learned something new that they have implemented on their farm.

...supporting community and school gardens. During 2015, Master Gardeners and CCE Staff provided support to help decrease vegetable plant problems and increase yields for 13 community/school gardens across Wayne County. The local gardens gave youth and adults a chance to take part in growing vegetables, and increased consumption of garden vegetables by participants.

...providing woodland management options. Through September 2015, CCE Wayne County Master Forest Owner Volunteers (MFO’s) have conducted site visits at 10 Wayne County woodland and responded to an additional 30 requests for information pertaining to woodland management. Site visits typically last up to 3 hours with MFO’s providing woodland management information to owners including best management practices that can be implemented to help achieve management goals.

...increasing income for small farms through implementa- tion of on-farm cooling systems. This statewide, two year project, facilitated by CCE Wayne created more than 13 permanent positions, due to farm expansion and increased produce for sale. An additional 27 seasonal jobs were also created for the same reasons. Total constructions costs were $543,428 - not including on farm labor expenses. Total added value of produce sold, due to decreased waste and increased production was more than $1 million ($1,082,935).

...improving soil health for increased crop fertilization and growth. Soils need to function optimally, for rapid rainfall infiltration vs. run-off, deep crop rooting, rapid nutrient cycling, etc. The Cornell Vegetable Program (CVP) recently received a USDA-NRCS Conservation Innovation Grant (CIG) to sample 26 growers’ fields for the Cornell Soil Health Assessment to pinpoint constraints to soil function and crop productivity. Soil management score on the farms recently received a USDA-NRCS Conservation Innovation Grant (CIG) to sample 26 growers’ fields for the Cornell Soil Health Assessment to pinpoint constraints to soil function and crop productivity. Soil management score on the farms

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Activities Calendar
From November 2015 - April 2016

On Going Activities

Curbside Market at Newark-Wayne Community Hospital (near parking lot).
Every Tuesday until end of December from 11:35 - 12:00.

Curbside Market at Geneva General Hospital (next door at the Finger Lakes Health Clinic parking lot).
Every Friday until end of December from 10:00 - 10:45.

Master Gardener Hotline Winter Hours (Nov. 1, 2015 - March 31, 2016): for Garden/Home Landscape Questions call (315) 331-8415 Ext. 107 or e-mail us at mgwayne@cornell.edu. Please include a daytime phone number where we can reach you.

2015 Annual Cover Crop Workshop and Field Tour, November 6, 2015, 9:15 AM 3:30 PM. Big Flats, 1905 Roosevelt Presidential Library and Museum - 4079 Albany Post Road Hyde Park, NY 12538. For more information contact: Paul Salon at: paul.salon@ny.unda.gov or 607-562-8404 x033

Cover Crop & Soil Health Workshop and Tour: November 6, 2015, 9:30 a.m. - 3:30 p.m., Big Flats Community Building, 476 Maple St., Big Flats, $10 to cover lunch. For additional information contact: Paul Salon at: 607-562-8404 x033 or paul.salon@ny.unda.gov.

Green Thumb Thursdays Workshop: Nov. 12, 2015, 7:00pm. Enjoying the Harvest, Geneva Boys and Girls Club 1 Goodman Street, Geneva NY.

Mount Olive Church Health Fair in Geneva; Nov. 14, 2015, 5:30pm – 2:00pm, 70 Clark St., Geneva, NY 14456.


4-H Teen Council: November 17, December 15, 2015 and January 19, February 16, March 15, April 19, 2016 6:30 pm at CCE Wayne County. 4-H teens meet to develop leadership skills, promote 4-H and perform community service. Call 315-331-8415 for more information.

Cold SNAP Cooking presents Stretching Your Food Dollar: 4 Chickens, 12 Dinners, Nov. 19, 2015, 5:30pm-8:00pm. Trinity Church, 520 S. Main St., Geneva, NY.

Cooking Matters at the Store: Dec. 4, 2015 from 11:00am-3:00pm. Geneva Walmart,

Holiday Greens Workshop: Saturday, December 5, 2015 from 9:00 AM – Noon at Cayce Park, Knickerbocker Road, Ontario. $35.00 Registration required – limited openings - call (315) 331-8415

4-H Holiday Special: December 5, 2015, CCE Wayne County. A variety of holiday themed make and take activities for youth ages 5-19. Must pre-register. Call 315-331-8415 for more information.

NWNY Corn Congress: January 13, 2016, 8:30 a.m. – 3:00 p.m., Clarion Hotel, 8250 Park Road, Batavia. For more information contact: Cathy Wallace, 585-343-3040 ext.138

NWNY Corn Congress: January 14, 2016, 8:30 a.m. – 3:00 p.m., Holiday Inn, 2468 NYS Route 414, Waterloo. For more information contact: Cathy Wallace, 585-343-3040 ext.138

Green Thumb Thursdays Workshop: Jan. 14, 2016, Growing a Rainbow - Garden Selection, Geneva Boys and Girls Club 1 Goodman Street, Geneva NY. 7:00 PM

Empire State Producers Expo: January 19-21, 2016, Syracuse, NY. Registration will open later this year on the NYS Vegetable Growers Association website http://svga.org/expo

Cross country ski or snowshoe down the West Shore Trail in Sylvania: Jan. 31, 2016, 2:00pm. Led by TrailWorks, Inc., call CCE at 331-8415 to register.

NWNY Soybean/Small Grains Congress: February 3, 2016, 8:30 a.m. – 3:00 p.m., Clarion Hotel, 8250 Park Road, Batavia. For more information contact: Cathy Wallace, 585-343-3040

NWNY Soybean/Small Grains Congress: February 4, 2016, 8:30 a.m. – 3:00 p.m., Holiday Inn, 2468 NYS Route 414, Waterloo. For more information contact: Cathy Wallace, 585-343-3040 ext.138

Cold SNAP Cooking presents “Pigging Out” and Portion Control: Feb. 11, 2015 from 5:30pm-8:00pm at Trinity Church, 520 S Main St., Geneva, NY.


Public Presentations: February 2016, CCE Wayne County. Public Presentations are noted by 4-H and Girls Club. 1 Goodman Street, Geneva NY. 7:00 PM

4-H Workshop Spectacular: March 28-April 1, 2016, CCE Wayne County. A week filled with educational workshops for youth (topics to be announced). Must pre-register. Call 315-331-8415 for more information.


Master Gardener Plant Sale: Saturday, May 7, 2016 from 8am-11:30am at the CCE office, 1581 Rt. 88 N. Newark.

To receive MONTHLY HOME GARDEN AND LANDSCAPE TIPS and information about our upcoming horticulture and woodlot events e-mail us at mgwayne@cornell.edu.

Woodlot Visits: Call (315) 331-8415 ext. 107 to schedule a FREE WOODLOT SITE VISIT from our Master Forest Owners.

For more information contact: Cathy Wallace, 585-343-3040 ext.138

Lake Ontario Winter Fruit School: Dates to be announced (usually late Jan/early Feb), visit the Lake Ontario Fruit Team website at: http://lof.cce.cornell.edu/

IF YOU NEED TO DROP OFF A PLANT, INSECT, OR SOIL SAMPLE you can do so from 8:30 to 4:30 on Monday through Friday. Our office is located at 1581 Rte. 88 North in Newark. Master Gardeners answer questions on lawn care - trees - veggies & fruits - insect id/control – household pests – plant disease diagnosis/control – weeds – pond weeds- perennial & annual plants - soil testing - invasive species and more.

HORTICULTURAL PRESENTATIONS for adults and programming for youth is available to groups in Wayne County. For a list of topics or to schedule a presentation contact us at (315)331-8415 ext.107 or e-mail mgwayne@cornell.edu.

S P R I N G / S U M M E R H O U R S will resume on April 1st with Master Gardeners in the office from 9am to noon on Tuesdays and Friday.

C o r n e l l Cooperative Extension Wayne County 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, gender, sexual orientation, age, marital status, veteran status, or disability. Cornell Cooperative Extension is committed to the maintenance of affirmative action programs that will assure the continuation of such equality or opportunity.

Mission
The Cornell Cooperative Extension educational system enables people to improve their lives and communities through partnerships that put expertise and research knowledge to work.

Our Educational Focus:
• Increasing sustainability of local agriculture and the environment with changing weather conditions
• Increasing agriculture capacity and consumer access to local food products
• Improving food safety through ag producers and consumer connections
• Strengthening the vitality of communities through youth and families
• Increasing nutrition education and decreasing childhood obesity

Address & Directions
Cornell Cooperative Extension Wayne County is located at: 1581 Rte. 88 Newark, NY 14513. You can reach us by phone at 315-331-8415. Easy to find, we are located at the corner of Hydeville Rd. and Rte. 88. Just follow Rte. 88 at the intersection of Rte. 31 and Rte. 88 in the center of the village of Newark. We are a new story gray building located about 1 mile north of the intersection on the west side of Rte. 88.