To this end, CCE Wayne has subcontracts were designed to place educators in or near these identified and Auburn in Cayuga County. The structure and staffing work in Elmira, two at CCE Tompkins to work in Ithaca. Two educators are located at CCE Steuben to work for the eleven county area. Because of this, six of the list because it has over half of the SNAP population were identified: the City of Rochester is at the top of the intersection on the west side of Rt. 88. A parent commented, “This was great, I love the veggies and I think my husband will love it too,” after participating in a workshop in which vegetable Spanish rice skillet was prepared.

A recent Eat Smart NY participant said after participating in a “rethink you drink” lesson: “I drank several sodas daily and I plan to first cut back and eventually quit drinking them all together.” The method of teaching nutrition education has not changed, however, this year the structure of Eat Smart NY has changed in major ways.

Eat Smart NY is now funded and organized regionally instead of being delivered by each county’s Cornell Cooperative Extension (CCE). For an eleven county Finger Lakes area, CCE of Wayne is the lead and was awarded a five year contract with New York State Office of Temporary Disability Assistance. We were charged with developing a regional structure to provide nutrition education to areas where most SNAP (Supplemental Nutrition Assistance Program which used to be called Food Stamps) and SNAP eligible families reside, the target group for Finger Lakes Eat Smart NY (FLESNY).

Based on a needs assessment of these communities, the City of Rochester is at the top of the list because it has over half of the SNAP population for the eleven county area. Because of this, the fourteen FLESNY educators are located in Rochester, three with CCE Monroe and three with Foodlink. Two ESNY educators are located at CCE Wayne to continue work with the communities in central and eastern Wayne County and to add Genesee in Ontario County to their reach. Two educators are located at CCE Steuben to work in Bath, Hornell and Corning, two at CCE Chemung to work in Elmira, two at CCE Tompkins to work in Ithaca and Auburn in Cayuga County. The structure and staffing were designed to place educators in or near these identified communities. To this end CCE Wayne has subcontracts with CCE Monroe, Foodlink, and the CCE’s of Steuben, Chemung and Tompkins counties.

With this structure our opportunity is to use regional resources to be locally responsive. For the first time ever, FLESNY has funding and staff to develop comprehensive social marketing strategies to increase the reach and reinforcement of ESNY nutrition messages. USDA nutrition messages will be shared via websites, Facebook, Instagram, and Twitter. The messages are focused on increasing vegetables and fruits consumed, maintaining caloric balance and physical activity and decreasing sugary beverages. In addition to these social media platforms, FLESNY will be looking to place permanent displays in key locations with the posters and handouts changing periodically.

CCE Wayne will continue and expand on the work influencing healthy schools as an environmental strategy. This will be a primary focus of the two FLESNY senior nutritionists, one located at CCE Steuben covering the “southern” half of the Finger Lakes regions, the second located at CCE Wayne to work with schools in Rochester, central and eastern Wayne County and Genesee. Our goal is to build on past and current work to influence wellness policies and facility changes related to nutrition and physical activity. The senior nutritionists will bring in FLESNY nutrition educators to school and afterschool programs to facilitate lessons, exhibits, taste testing and, when there is interest, train school teachers in using approved curricula in their classrooms.

Our second environmental strategy is to expand and increase SNAP access to farmers’ markets. FLESNY educators will be at local markets that accept EBT (electronic benefit transfer for SNAP participants) with samples of recipes using local produce, thus increasing access to vegetables and fruits for low income families.

Our third environmental strategy is to work with community groups to start and maintain community and/ or school gardens. This is an area where Wayne County shines. As a result of Creating Healthy Places and Master Gardener (MG) staff working closely together in the last two years, there are over a dozen gardens in Wayne County being supported by Master Gardener volunteers. The FLESNY Community/School Garden Nutritionist recently visited CCE Wayne, talked with our MG coordinator and volunteers to fully understand how this works in Wayne County, so that it can be shared throughout the Finger Lakes area.

Another benefit or the new regional structure is that we are learning from good work being done in other Finger Lakes communities. For example, at Newfield High School in Tompkins County the students who are involved with planning the school garden brainstromed ways the school cafeteria could incorporate the fruits and vegetables from their garden into breakfast and lunch menu items. Ideas included adding vegetables from the garden to the salad bar, pizza and sandwich toppings, tomato sauces and scrambled eggs. Fruits from the orchard could be added to a hot cereal bar and the a la carte items. Next steps are to taste test recipe ideas and present their recommendations to the food service director.

Another example is happening in Auburn. Working with an ESNY educator the culinary staff at Genesee Elementary School reported that more kids are not only eating their veggies but also asking for seconds! A group of Junior High students used Michael Pollan’s Food Rules to assist in selecting a recipe to make. The rule “eat mostly plants, especially leaves” led to a spinach salad with strawberries and a homemade vinaigrette dressing.

In summary, the goals and target audience for Eat Smart NY are the same. The method of teaching and putting nutrition education at the center of programming is the same. The difference is that with the regional structure FLESNY has the ability to use additional resources to address the challenges specifically low-income families face in eating well and being physically active.

Mission

The Cornell Cooperative Extension educational system enables people to improve their lives and communities through partnerships that put experience 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 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 Rt. 8B, New York, 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 Rt. 88. Just follow Rt. 8B at the intersection of Rt. 31 and Rt. 88 in the center of the village of Newark. We are a one story gray building located about 1 mile north of the intersection on the west side of Rt. 88.

Finger Lakes Eat Smart NY: familiar program with a new approach

Mary Lee Boebeau, project director of Finger Lakes Eat Smart NY

A recent Eat Smart NY participant said after participating in a “rethink you drink” lesson: “I drank several sodas daily and I plan to first cut back and eventually quit drinking them all together.” A parent commented, “This was great, I love the veggies and I think my husband will love it too,” after participating in a workshop in which vegetable Spanish rice skillet was prepared.

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Another new approach is happening in Auburn. Working with an ESNY educator the culinary staff at Genesee Elementary School reported that more kids are not only eating their veggies but also asking for seconds! A group of Junior High students used Michael Pollan’s Food Rules to assist in selecting a recipe to make. The rule “eat mostly plants, especially leaves” led to a spinach salad with strawberries and a homemade vinaigrette dressing.

In summary, the goals and target audience for Eat Smart NY are the same. The method of teaching and putting nutrition education at the center of programming is the same. The difference is that with the regional structure FLESNY has the ability to use additional resources to address the challenges specifically low-income families face in eating well and being physically active.
The Wayne County Fair is fast approaching, August 11th for ‘CCE Day at the Fair’. Come join the fun with lots of exhibits & taste testings! There will also be special activities on Tuesday, August 11th from 10:00am-1:00pm and the 4-H Dairy Booth will be open with many delicious flavors and morning coffee from 8:30am-10:00pm each day. The 4-H Building will be open to showcase projects ready to put in the 4-H building and animals ready to fill the barns. Participation in the county fair helps youth build the leadership, organization, critical thinking, goal setting, time management, and communication skills essential in life. Through hands-on learning, 4-H strives to “make the best better.” The Wayne County Fair is an opportunity for the 4-Hers to showcase the skills they have learned during the year. See you at the fair! There are several 4-H highlights during the Wayne County Fair (you wouldn’t want to miss these!). Go to the Wayne County Fair Website for a full schedule! http://www.waynecountyfair.org

This year’s highlighted horticulture varieties can be seen on display after judging on Monday night. Flower of the year: Double Sunflower, Annual Flower: Dahlia, Vegetable: Judicious Corn, Heirloom Vegetable: Rainbow Heirloom Beet Tomato, Advanced Vegetable: Fordhook Giant Swiss Chard, Herb of the Year: Lemon Grass, Advanced Flower: Miniature Rose, Houseplant: Azaleas, Container Plant: Hibiscus, Fruit: 2015-Elderberry. The 4-H Building will be open to showcase projects from 10:00am-10:00pm and the 4-H Dairy Booth will be open with many delicious flavors and morning coffee from 8:30am-10:00pm each day. There will also be special activities on Tuesday, August 11th for ‘CCE Day at the Fair’. Come join the fun with lots of exhibits & taste testings!

Creating Healthier Communities throughout Wayne County
Kendra MacCgregor, Creating Healthy Places Coordinator
Kimberly Gardens, Community Nutrition Educator
Creating Healthy Places to Live, Work and Play is a giant project that has been held by Cornell Cooperative Extension (CCE) of Wayne County and funded by the New York State Department of Health for the past 4 years. As the grant is in its last 6 months many changes are being carried out by our community partners.

This initiative has focused on improving the health and physical activity status of our communities. Wayne County school districts provided invaluable information on the variety of facilities that are open to community residents. Different activities that are offered at various Wayne County School Districts are swimming, community walking, fitness/weight rooms, an outdoor track or tennis court, outdoor basketball courts, playing fields, and playgrounds. It is also important to remember to contact your local school district to find out which buildings offer the physical activity opportunities and when it is open for access!

Another major partner for Creating Healthy Places to Live, Work and Play has been Trail Works, Inc. Hiking, paddling, trail maintenance, hiking, and community outreach are examples of the variety of activities that Trail Works, Inc works on each year. Over the past few years, Trail Works, Inc has worked with Creating Healthy Places to Live, Work, and Play and Wegmans to produce the Wayne County Trail Passports. Currently there are two passport editions that cover 27 of the trails available in Wayne County. If you are interested in a passport they are available at community offices and the CCE of Wayne County. For more information about trail events and opportunities contact Trail Works, Inc at www.trailworks.org.

Creating Healthy Places to Live, Work and Play has been active at Wayne County farmers’ markets and has passed the ‘paddle’ on a Bike and Hike event this season. This year a Bike and Hike sponsored by the Sodus Lions and Lionesses will be held at Sodus Farmers’ Market on Wednesday July 15th. Another initiative at the local farmers’ markets has been the Health Bucks made available in the past to help increase the consumption of fresh fruits and vegetables. People who make purchases half of their fruit and vegetables along with lean meats and whole grains as recommended by Myplate.gov. This year Creating Healthy Places staff will be attending multiple farmers’ markets in Wayne County to continue to promote the $2 Health Buck coupons. Check out the events and activities calendar for CCE of Wayne County to see where Creating Healthy Places staff are be heading this season!

For more information on our partners, visit http://www.creatinghealthypaceswayne.org/activities/partners.
Farmers Market - Mas

Jarmila Haseler, Farmers’ Market Specialist

CCE staff and Local Honey Vendors team up at Farmers’ Markets are working together to create more opportunities for the community. The SOAR project will continue to facilitate the economic health of the community. The SOAR project will continue to facilitate the economic health of the community. The SOAR project will continue to facilitate the economic health of the community.

...engaging business owners in Clyde, Galen and Savannah through the SOAR project to improve the economic health of the community. SOAR, Savannah and Clyde Chambers of Commerce, and the Western Erie Canal Alliance held a business owners meeting at the Clyde VFW on May 11. The General Manager from Advanced Atomization Technologies presented what the future holds for this Global Head Manager and two markets are in a process to do the same.

...increasing stability of farmers’ markets through helping to set up a farmers’ market managers pay position. Paid managers are meant to be enjoyed.

...providing youth development learning opportunities in the areas of plant and animal science and other STEM (science, technology, engineering, and math) related subjects. More than 280 youth from across the county have learned about such topics as: gardening, beef quality assurance, and amateur radio. Learning about science can be fun and useful for school and future careers!

...providing home gardeners with practices to reduce tomato disease and increased harvests.

...increasing public awareness helps in protecting them and their natural habitat through bee-friendly plant information shared during our demonstration. One of the best bee-friendly activities for children, honey samples and recipes, and honey specialty products are available at ‘Bee’ at the Market events.

...providing the Expanded Food and Nutrition Education Program. Working in conjunction with the CKMigrant Community and Finger Lakes Community Health programs in Geneva and a local translator, 18 youth and adults gained basic knowledge in the benefits of fruits and vegetables, maintaining a healthy weight, and being physically active.

...supporting community and school gardens. Master Gardeners provided late Blight resistant tomato plants to 14 community/school gardens along with guidance on best management practices to improve plant health and increase harvests.

...working with specialty farmers at farmers markets to increase niche marketing. Cornell Cooperative Extension’s Farmers’ Market Specialist will be holding ‘Bee’ at the Market events in collaboration with local honey producers at 10 farmers markets this year. This event offers the opportunity to learn about honeybees and honey production. Honey harvesting tools, bee-friendly activities for children, honey samples and recipes, and honey specialty products are available at ‘Bee’ at the Market events.

...expanding student access to local vegetables and fruits. CCE organized and facilitated a meeting of school food service directors and Headwater Food Hub, located in Ontario. As a result, districts are ordering and receiving locally grown produce.

Jarmila Haseler, Farmers’ Market Specialist

Cornell Cooperative Extension Impacts the Wayne County Community by...
Wayne County Fair: August 10-15, “600 Cheers to 160 Years of the Wayne County Fair” Palmyra, NY. Come see Wayne County 4-H members exhibit their projects.

FMNP Outreach: August 13th, Wokokt Farmers Market, Northup Park, Wokokt Village 2 pm – 6 pm

CHP at Wolfort Farmers Market: August 13th, Northup Park, Wokokt Village 2 pm – 6 pm

Creating Healthy Places (CHP) and Eat Smart New York (ESNY) at Sodus Farmers Market: August 19th, United Third Methodist Church, Sodus

CHP and ESNY at Newark Farmers Market: August 20th, Central Park, Newark 2:30 pm – 6 pm

Savannah Art Festival: August 22, 2015 10:00-4:00PM and August 23, 2015 12:00-4:00PM Located at the Montezuma Audubon Center, Savannah, NY

CHP at Walworth Farmers Market: August 25th, Ginegaw Park, Walworth 3:30 pm – 6 pm

New York State Fair: August 27-September 7, Syracuse, NY. Come see Wayne County 4-H exhibits!

FMNP Outreach: September 10th, Newark Farmers Market, Central Park, Newark 2:30 pm – 6 pm

FMNP Outreach: September 15th, Wokokt Farmers Market, Ginegaw Park, Walworth 3 pm – 6 pm

CHP and ESNY at Sodus Farmers Market: September 16th, United Third Methodist Church, Sodus 2:30 pm – 6 pm

CHP and ESNY at Newark Farmers Market: September 17th, Central Park, Newark 2:30 pm – 6 pm

FMNP Outreach: September 23rd, Macedon Farmers Market, Macedon Town Hall, Macedon 3:30 pm – 6:30 pm

CHP at Wolfort Farmers Market: September 24th, Northup Park, Wokokt Village 2 pm – 6 pm


Master Gardener Training, fall 2015: We are now accepting applications for our upcoming training. If you would like to apply or for more information on becoming one of our Master Gardener Volunteers please contact Laurie VanNostrand at (315) 331-8415 Ext. 107 or e-mail ly8@cornell.edu (please include a daytime phone number)