Research conducted by CCE and the Creating Healthy Educational programs, linking the county’s bounty with its residents.

One way CCE and the Creating Healthy Places to Live, Work and Play grant project are connecting locally grown food to public school students in Wayne County through a Foodlink collaboration. Research conducted by CCE and the Cornell Behavioral Economics in Child Nutrition Programs (The BEN Center) determined that when students are offered sliced instead of whole fruit, consumption increases by 73%. This finding was the basis of pursuing a relationship between Foodlink, a regional food bank, and Wayne County food service directors. The Wayne County team chose apples as the first local product to be introduced to the school lunch program, given the abundance of apples grown in Wayne County. Foodlink found the locally grown apples, processed them according to food service specifications and delivered the finished product to each school district. Three pound bags of apple slices as well as single serving packages were purchased and delivered to schools in January of 2013. Ten out of eleven school districts in Wayne County are currently purchasing the sliced apple products with over 4,000 lbs. of sliced apples served from January to March 2013 to approximately 15,000 students. CCE will continue to connect Foodlink to Wayne County farmers who can produce the items desired by the food service directors.

Welcome
Cornell Cooperative Extension of Wayne County was established as an educational system that enables people to improve their lives and communities through partnerships that put experience and research based knowledge to work, a mission that continues yet today. Technological advances along with fewer financial and staffing resources has introduced new opportunities and a host of challenges for Extension. Partnerships have taken on a new importance in a time when everyone is charged with doing more with less.

We continue to expand our programming and form new partnerships with our communities in more ways than ever before: through our workshops and working directly with residents, via our website (ceewayne.org), electronic and printed newsletters, and collaboration with government, business and other county extensions. Please take some time to look over this Cornell Cooperative Extension of Wayne County Annual Report for 2013. Feel free to contact any of the Board members with questions or suggestions.

Kathy Madson
President, Board of Directors

2013 Annual Financial Report

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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 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 Rt. 88N Newark, NY 14513. You can reach us by phone at 315-331-8415. Easy to find, we are located at the corner of Hydesville Rd. and Rt. 88. Just follow Rt. 88N 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.
CCE's latest effort in strengthening the local food & community connection involves farmers' markets. The two main reasons stemmed from this focus. First, according to USDA, the number of markets has increased from 3,137 in 2002 to 8,444 in 2013 nationwide. While illustrating this significant growth, a startling number of markets close within their first year of operation. Next, farmers' markets as direct-to-customer (D2C) channels are important financial outlets for many local farmers while providing economic benefits to the host communities. They are the most interactive D2C form of sale, engaging customers and farmers directly and creating a link between local agriculture and the community.

In support of local farmers' markets Wayne County Extension joined forces with Farmers Market Federation of NY to help develop a robust farmers' market network. Titled “Merchandising for Improved Performance at Farmers’ Market,” the project works with 73 markets in 11 counties. This represents almost 15% of the total number of farmers' markets statewide. The Extension's Creating Healthy Places educators were also assisting to develop a more diverse customer base for Wayne County Farmers' Markets through promotions at markets using EBT machines. Markets which have EBT machines available allow income eligible customers to use their SNAP benefits to purchase fresh, locally grown fruits and vegetables. Family fun events were held such as bike and hikes, a watermelon seed spitting contest, and a ping pong ball drop. We provided healthy snacks and incentives to bring people out to the markets to discover all they have to offer. During our Bike and Hike event at the newly opened Wolcott farmers' market, we had 160 people walk or bike our route to collect a $2 coupon which had to be used that day to purchase produce from a market vendor. CCE is busy year-round creating demand for vegetables and fruit through the Eat Smart NY educational program. Four educators reach over 1,200 adults, youth and families a year and demonstrate how to shop for, cook and enjoy half your plate filled with vegetables and fruit. During the growing season, the schedule of farmers' markets (including which markets accept SNAP, WIC and Farmers' Market Nutrition Coupons) and recipes using local produce are shared with Eat Smart NY participants.

Through need-assessing surveys CCE has learned about challenges the key market players, such as market managers and vendors, are facing. This helped with program development strategy starting with pre-season market managers' network events. These were facilitated for mutual learning, allowing for experience sharing. These county-focused sessions were followed-up with the Federation's workshop, addressing the 'hot' issues.

Further, in response to the managers' survey results, CCE is now developing training workshops, writing fact sheets and promoting the Federation's already available educational resources. This is to assure a high level of knowledge to enhance leadership and organization for farmers' market success. Encouraging outcome of the projects' efforts came in a form of two newly established farmers' markets. Wolcott and Walworth farmers' markets opened early this year. Not only are they both located in Wayne County, but they are also developing into strong markets and planning to expand for future success! CCE will stay close if any assistance is needed. Similarly, working with vendors, the Extension is preparing educational material to utilize the best marketing strategies for maximizing their market sales. Last but not least, CCE is planning on engaging the community leaders and local authorities, connecting essential market participants and closing the full circle to secure the future of farmers' markets.

CCE Wayne County continued from page 1

CCE Wayne Teaches About Increasing Productivity of Home Landscapes and Woodlots

Laurie VanNostrand, Master Gardener

There are three things landowners can do to increase productivity of their landscapes: plant edible landscapes, add edible mushrooms to woodlots, and plan woodlot regeneration. By adding edible plants to home landscapes people can supplement their diet by utilizing some of the planting areas around their home. Incorporating these plants increases on-site food production providing more fresh food as well as attractive additions to landscape plantings. Several types of edible mushrooms can easily be grown at home, or in woodlots too. The process is the same for both, one or two inoculated logs can provide enough mushrooms for family use for several years, and on a larger scale, woodlot owners can inoculate logs to increase income from their woodlots. Woodlot regeneration is also important to future productivity and can be impacted by several factors. Taking steps now to manage woodlot regeneration and increase woodlot biodiversity can increase woodlot productivity in the future.

During 2013, as part of our education outreach efforts, the CCE Wayne County Master Gardener/Master Forest Owner Program provided education on these three topics. Two programs “Edible Landscaping” where participants learned how to get more food close to home...literally at their doorstep, and a Mushroom Workshop, where participants learned how to grow mushrooms and on-site food production offered consumers ways to increase on-site productivity. A third program “Insuring Healthy Woodlot Regeneration” offered insight into ways woodlot owners could manage tree regeneration and diversify their woodlots.

Additionally, our Master Gardeners have addressed numerous questions on home food production and our Master Forest Owners have made woodlot visits giving recommendations to improve woodlot productivity. Forest Farming bulletins and information on mushrooms, edible landscape plants, and home food production are available upon request.

In 2014 land management, improving ecosystem health, and diversifying home plantings will continue to be our focus with programs for woodlot owners, a new presentation on gardening in a warmer climate, and more on edible landscaping as we take part in Cornell Universities statewide education initiative: Designing for Garden Ecosystems.
Cornell Cooperative Extension Impacts the Wayne County Community by

- ...forming networking groups of farmers to learn from each other. The Cornell Vegetable Program has been working with more than 60 farmers to meet on a monthly basis to address current agriculture issues. These meetings provide feedback that they are improving agronomic practices and saving money as a result of shared information and learning during these sessions.

- ...addressing home garden and landscape issues. Wayne County Master Gardeners received over 1200 requests from consumers for information on home garden and landscapes in 2013. When clients call or e-mail our Master Gardeners they receive unbiased University research based recommendations from Master Gardeners familiar with garden and home landscape issues in Wayne County.

- ...helping farmers to deal with excess rain early in the 2013 season. All of the regional agriculture teams, NNYT Team, Lake Ontario-fruit Team and the Cornell Vegetable Team are monitoring pest and disease issues cause by excessive rain. Special farm meetings were formed and extra scouting for disease control was initiated. Meetings provided information so that farmers could make better decisions for profitability.

- ...demonstrated the benefit of a new herbicide for onion production. Cornell Vegetable Team initiated field trials for measuring efficacy of a new herbicide control weeds in onion fields. Initial reports from the trial indicate excellent post-emergence control of several weeds which helped farmers control weed growth resulting from excess rains – without this, weed growth would have further damaged crop.

- ...building multiple skills with youth. Daniela participated in “Cooking Up Fun” at her afterschool program in Sedus. One of the recipes was Kale Kielbasa Soup. Daniela shared with CCE educators how she enjoyed making the soup for her family, that everyone loved it and that she used different spices in it. As a 4-H member Daniela did activities with the 4-H Horticulture Club and grew and exhibited produce at the Wayne County Fair. Because she received an excellent award she was selected to exhibit at the New York State Fair. Her kale plant received a Purple Best of Fair rosette! This young woman started cooking with kale in a nutrition program and went on to grow a prize kale.

- ...increasing support for breastfeeding at the first annual Breastfeeding Summit hosted by CCE and sponsored by Wayne County Rural Health Network and the Finger Lakes Breastfeeding Partnership on August 22, 2013. Twelve organizations representing the circles of support for families were present along with mothers, a father and their children. Presentations and small groups focused on these questions: how are breastfeeding mothers and families supported in Wayne County and what can be done to improve this support? Look for “Breastfeeding Welcomed Here” decals at local worksites, agencies, businesses and churches which were distributed at the Summit.

- ...using new technology to reach out to farmers. The NNYT Team started a weekly video blog of field conditions for grains and hay crops. In addition, weekly “Crop Alerts” were also distributed via direct email and posting on the team’s new website. Feedback from farmers indicated great support for these timely notices and prevented missing of key disease and insect pressures.

- ...contribute to the growing craft beer industry by working with farmers to determine best varieties of wheat and barley. Current field trials were highlighted in a twilight tour that attracted 25 growers, industry reps, malters, and distillers to view the varieties for both malting and brewing. This will help increase income opportunities for local growers by providing information on the best varieties to grow for this fairly new value added industry.

- ...providing woodlot management options. CCE Wayne County Master Forest Owner Volunteers (MFOs) visited 18 Wayne County woodlots. These free site visits typically last up to 3 hours with MFOs providing woodlot management information to owners including best management practices they can implement to achieve their management goals.

- ...collaborating with other Wayne County agencies to improve drainage on farms and improve water quality in Sedus Bay. Working with members of Wayne County Soil and Water Conservation District, the NNYT Team and Cornell Vegetable Team, separate meetings were held with both growers and home owners focusing on site specific tools and tasks to improve conditions. Improved drainage on farms increases yield, decreases disease and increases profitability. Improving homeowner lawn and garden conditions help reduce incidence of Blue Green Algae and other negative conditions of water quality for Sedus Bay.

- ...increasing opportunity for gardening in the classroom. As a result of participating in a two year research project with four land-grant universities, over the summer teachers from Kelley and Perkins Schools in Newark received 42 EarthBoxes and garden supplies and equipment. Teachers are planning how to integrate gardening into the classroom with assistance from Cornell Garden Based Learning training.

- ...developing healthy eating habits in youth. Third grade teachers from the Kelley School in Newark shared changes they observed in their students after they completed a six week curriculum, “Choose: Health, Food, Fun and Fitness.” Three teachers made the following comments, “Students are choosing salad, fruits, milk and vegetables for lunch.” “My students are bringing in more water bottles than before,” and “I rate a parent in the grocery store who was buying pita bread, shredded carrots, cucumbers, and ranch dressing because her son came home from school asking her to make the same snack we had in a Choose Health lesson today.” In the last year, Eat Smart NY worked with over 500 youth in 30 school, after-school and preschool groups.

- ...promoting usage of a finished section of the Erie Canal Trail from the Town of Arcadia to the Town of Lyons. Creating Healthy Places to Live, Work and Play (CHP) educators collaborated with the Town of Arcadia Supervisor and the Principal of Kelley School in Newark to bring 180 fourth grade students to attend the ribbon cutting ceremony for the completion of one more gap on the Erie Canal Trail in Wayne County. The students, teachers, parent volunteers and principal hiked the trail before the ceremony and then learned about bike safety from Wayne County Public Health at the ceremony. The Village of Newark supplied t-shirts for all the students and staff, the Town of Arcadia provided lunch for all the attendees and The Apple Shed donated apples and cider for the event. Students are encouraged to hike or bike the trail with their families, take a picture by our CHP sign on the trail and bring it to our office to receive a trail pack.

- ...engaged over 20 youth in STEM (Science, Technology, Engineering, and Math) activities at 4-H Summer Day Camp at Beechwood State Park. These included traditional natural resources projects like fishing as well as new technology using GPS units.

- ...increasing healthy eating and physical activity through Eat Smart NY which reached 468 adults, impacting 1,346 family members. 173 adults completed at least six lessons resulting in 97% who improved healthy food choices, 74% improved food resource management and 41% improved food safety practices. One participant found it helpful to have the new MyPlate. Her 4 year old daughter uses it to add veggies to their meals. Another commented that she is saving more on SNAP (food stamps) and they are lasting the whole month. Another changed her eating habits and is baking instead of frying foods and steaming vegetables to retain nutrients. She started a low impact exercise routine and lost 7 pounds so far and it feels so good!

- ...trained teens in job readiness skills through teen council. 9 youth practiced these skills through the application, training, and review process for camp counselors and they were reinforced with 20 teen leaders at the county fair and 6 at the state fair.

- ...increasing physical activity and nutrition lesson opportunities at Wayne County Childcare Centers and Afterschool Programs through CATCH trainings. CATCH is a Coordinated Approach To Child Health and is an evidence-base, coordinated school health program designed to promote physical activity and healthy food choices. In March 2014, 14 people completed the Train the Trainer academy hosted by Creating Healthy Places to become a Trainer of the CATCH curriculum. Physical Education Teachers and Afterschool Staff from the Sodus Central School District have since all been trained and all students attending afterschool programming are benefiting from the curriculum. 21st Century afterschool staff from Lyons and Clyde sites has been trained reaching over 335 students. Roosevelt Children’s Center Teachers have been introduced to the CATCH curriculum and plan to incorporate it into daily activities with the potential reach being 120 preschool students. Over 35 East Smart New York educators from all over New York State have been trained in the curriculum.

- ...promoting usage of a finished section of the Erie Canal Trail from the Town of Arcadia to the Town of Lyons. Creating Healthy Places to Live, Work and Play (CHP) educators collaborated with the Town of Arcadia Supervisor and the Principal of Kelley School in Newark to bring 180 fourth grade students to attend the ribbon cutting ceremony for the completion of one more gap on the Erie Canal Trail in Wayne County. The students, teachers, parent volunteers and principal hiked the trail before the ceremony and then learned about bike safety from Wayne County Public Health at the ceremony. The Village of Newark supplied t-shirts for all the students and staff, the Town of Arcadia provided lunch for all the attendees and The Apple Shed donated apples and cider for the event. Students are encouraged to hike or bike the trail with their families, take a picture by our CHP sign on the trail and bring it to our office to receive a trail pack.

Daniela cooks up some fun.
Activities Calendar
From November 2013 - March 2014

7:00 p.m., CCE-Seneca Co. To register contact: Cathy Wallace at 585-343-3040 x138 or cfw6@cornell.edu

1:00 p.m., CCE-Monroe Co. To register contact: Cathy Wallace at 585-343-3040 x138 or cfw6@cornell.edu

7:00 p.m., CCE-Wyoming Co. To register contact: Cathy Wallace at 585-343-3040 x138 or cfw6@cornell.edu

4-H Science Sampler Day – November 9, 2013
Middletown School students experience the Cornell Campus with exposure to STEM areas. Contact Susan Coyle smc226@cornell.edu for registration information

Feed Dealer’s Meeting – November 14, 2013
CCE - Wyoming County, Warsaw, NY, from 11:00 a.m. - 2:30 p.m.

Feed Dealer’s Meeting – November 14, 2013
CCE - Ontario County, Canandaigua, NY, from 6:00 p.m. - 9:30 p.m.

5th Annual Cover Crop Workshop & Tour – November 14, 2013
For info, or special needs, contact Paul Salon at: paul.salon@fly.usda.gov or (607-562-8404). To register, go to: http://events.constantcontact.com/register/event?llr=aex5qzeab&oeidk=a07e7rk7tzz1075eaf0 USDA-NRCS Plant Materials Center (PMC), 3266 Rt 352, Big Flats 14814*. Hear USDA-NRCS Plant Materials Center speakers

4-H Teen Council – November 19, 2013
4-H teens meet to develop leadership skills, promote 4-H, and perform community service. Contact 315-331-8415.

4-H Holiday Special – November 23, 2013
A variety of holiday themed projects for 4-H youth to share with family. Special Cloverbud activities. Contact Susan Coyle smc226@cornell.edu 315-331-8415 for registration info.

4-H Horse Bowl and Hippology Practices – December 4, 2013
4-H members enrolled in the 4-H horse project will begin meeting to learn all about the equine species and prepare for county and regional competitions. Contact 315-331-8415.

Calf Congress: “Growing the Next Generation” – December 4 & 5, 2013
RIT Inn & Conference Center, Rochester, NY Contact Cathy Wallace at 585-343-3040 x138.

Holiday Greens Workshop – Saturday, December 7, 2013
9:00 a.m. – noon at Casey Park, Knickerbocker Road, Ontario. $35.00 Registration required. Workshop is limited to 45 participants. For more info call 315-331-8415

Creating Healthy Places Coalition – December 11, 2013
From 12:00 to 1:30 pm, the Coalition meets bimonthly to plan and promote healthy eating and physical activity in places where we live, work and play. Call CCE of Wayne County to reserve. 315-331-8415

GAPs Training - December 18 & 19
Newark - Wayne County, CCE Wayne, contact Craig Kahlke at cjk37@cornell.edu or 585-735-5448

GAPs Training - January 6 & 7
Canandaigua - CCE Ontario, contact Craig Kahlke at cjk37@cornell.edu or 585-735-5448

Public Presentations Workshop – January 2014
Dates TBA
Public presentations are noted by 4-H Alumni as their most valuable project. Come learn how to prepare an illustrated talk, demonstration, recitation and more. Call 315-331-8415 for more information.

Winter Snowshoe Walks – Dates TBA
Enjoy learning about nature while learning to snowshoe.

Corn Congress – January 15, 2014
Batavia, NY. For more information contact: Cathy Wallace at 585-343-3040 x138 or cfw6@cornell.edu

Corn Congress – January 16, 2014
Waterloo, NY. For more information contact: Cathy Wallace at 585-343-3040 x138 or cfw6@cornell.edu

Soybean Small Grains Congress – February 5, 2014
Batavia, NY. For more information contact: Cathy Wallace at 585-343-3040 x138 or cfw6@cornell.edu

Soybean Small Grains Congress – February 6, 2014
Waterloo, NY. For more information contact: Cathy Wallace at 585-343-3040 x138 or cfw6@cornell.edu

4-H Public Presentations – February 22 and 25, 2014
Wayne CCE. Contact us to volunteer as an evaluator. Registration information will be mailed to enrolled 4-Hers.

4-H Expo at Midlakes Central School – March 8, 2014
4-H members in the Finger Lakes are invited to participate in hands-on workshops. There is a special Cloverbud program. Registration information will be mailed to current 4-H members.

Creating Healthy Places Coalition – March 29, 2014
Contact Susan Coyle smc226@cornell.edu for registration information

From November 1, 2013 to March 31, 2014 call (315) 331-8415 ext. 107 or e-mail us at mgwayne@cornell.edu

GARDEN and HOME GROUNDS QUESTIONS: (from November 1, 2013 to March 31, 2014) 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.

FOR MONTHLY HOME GARDEN and LANDSCAPE TIPS and INFORMATION ABOUT OUR UPCOMING HORTICULTURE and WOODLOT EVENTS: e-mail us at mgwayne@cornell.edu

Free Woodlot Site Visits:
CALL (315) 331-8415 ext. 107 to schedule a FREE woodlot site visit from our Master Forest Owners.

1581 Rt. 88N Newark, NY 14513 • 315-331-8415
www.ccewayne.org