

A vibrant field of yellow Black-eyed Susans flowers with numerous monarch butterflies fluttering around them. The scene is set in a lush green field with trees in the background.

Cornell Cooperative Extension Oneida County 2016 Calendar

2015 Annual Report

Cornell Cooperative Extension, Oneida County

121 Second St
Oriskany NY 13424

Cornell Cooperative Extension has over a 100 year history in the communities of New York State and is a trusted partner and educational resource. CCE works closely with Cornell University Colleges of Agriculture and Life Science and Human Ecology to provide relevant research-based information to our constituents. Access to information, education and resources are fundamental to the well-being of our land, economy and people. I am very proud of our professional staff and their commitment to the community, to CCE and to each other. In 2015, we saw tremendous growth at Cornell Cooperative Extension of Oneida County. We welcomed new staff in Youth Development, working in 4H and in the Child Care Council, Eat Smart New York, WIC, and Lead Prevention / Environmental Safety. This allows us to expand programming opportunities throughout Oneida County and in some cases to residents throughout a region that reaches up to the Canadian border! Staff consistently focus on stakeholder engagement and providing programming and outreach activities that address the emerging needs of the residents of Oneida County. We look forward to 2016 and to continuing to build reciprocal partnerships that meet the diverse needs of our community and that provide support to farms, businesses, local governments, child care providers, landowners and all of the residents of Oneida County!

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Interim Executive Director
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Through education, experience, and research, we will build strong and vibrant communities



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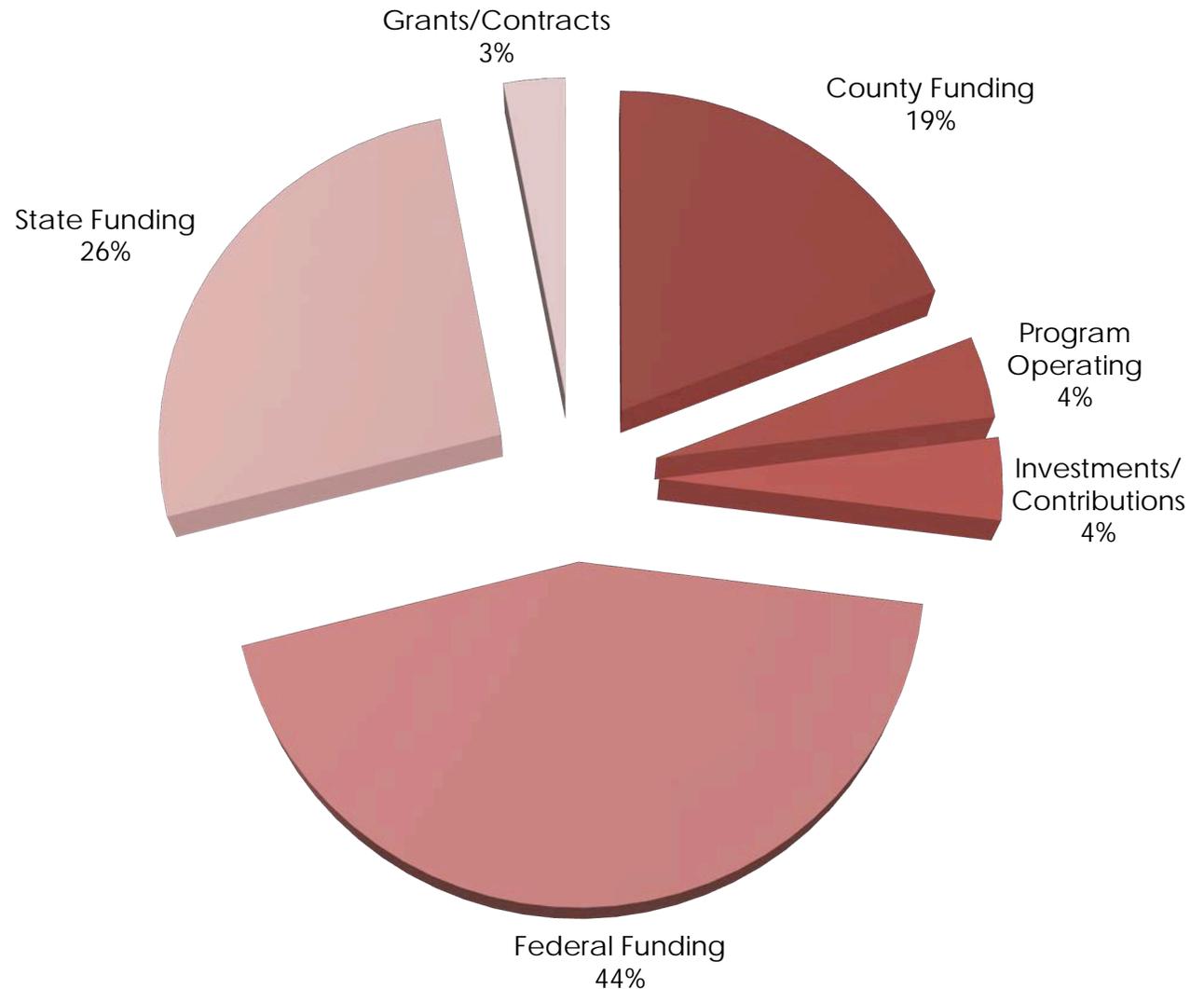
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Funding Sources:

County of Oneida, NYS Department of Agriculture & Markets, U.S. Department of Agriculture, Department of Health, Office of Children & Family Services, NYS Department of Social Services, Cornell University

Farm Business Management



Women in Agriculture

Women comprise just over 30 percent of agriculture in our county. These women have farms that are more diverse, more likely to grow produce, and more likely to raise small animals, and have a net income less than \$15,000 annually.

This number will only continue to increase and by supporting women farmers we are not only helping them to support their families, but our community.

We are helping women across our county to raise their confidence, develop skills, adapt best management practices, and plant the seeds for the next generation, by offering programs that address risk management throughout the year.

These programs have and continue to introduce risk management in the areas of production, finance, marketing, legalities and human risk to over 40 local and over 250 New York State farm women and their families.

Farm Business Management staff delivers relevant and practical programming to current and aspiring farm and food business managers in subject areas including:

Business Plan Development • Business Contract Structure Decision-Making • Leases and Contracts • Human Resource Management • Marketing • Record Keeping • Regulatory Compliance • Risk Management • Taxes



Farm Business Management staff deliver educational programming in a variety of places and formats. We meet our clients on the farm, in our office, over the phone and by email, as well as in face-to-face group workshops and online via webinars. We share current information and in-depth resources through our website and social media as well as through the "Farm Flash" printed newsletter.



Farm Business Management staff works in the community to increase public awareness of and support for the role of farms and related businesses in strengthening the local economy and contributing to the quality of life in the Mohawk Valley. Some of the staff's related activities in 2015 have included:

- Facilitating a continuing role for the *Mohawk Valley Food Policy Advisory Council*, which was launched in 2013 as part of a USDA Hunger-Free Communities grant awarded to CCE. The Council includes representatives from across the food system - producers, consumers, non-profits and government agencies and identifies, develops, promotes and supports local efforts to create a strong and resilient local food system where affordable, nutritious food is accessible to all. Priority areas of focus have included: School food; STEM education; Connecting health care providers and local food sources.
- Responding to the challenges and opportunities represented by an improving local economy by helping local leadership develop robust agriculture and farmland protection policies, bringing an innovative *Local Ag Land Use Leadership Institute* to Oneida County and launching a formal and inclusive Farmland Protection Plan update process.
- Contributing to the development of the *Mohawk Valley Regional Economic Development Council's Upstate Revitalization Initiative* proposal, competing for \$500 million in state economic development funding and successfully positioning agribusiness as one of three top strategic industry sectors for the region.

January

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Ag Economic Development

Waterville Farm to School



The AED Team continues to develop agricultural education outreach at events like Farm Fest and Conservation Education Days by incorporating STEM subjects with agricultural concepts and careers.

Additional 2015 Successes:

- Worked with VVS Central School District to facilitate an application to Oneida County to obtain a \$500,000 grant to support the new Animal Science Education Center that will be available to high school and BOCES students in the region to take Animal Science courses. AGRICULTURE is STEM education.
- Continue to work closely with Mohawk Valley EDGE to do outreach visits to Agri-businesses throughout Oneida County and provide economic development support opportunities.
- Have started the process to update the 2000 Oneida County Farmland Protection Plan. The plan will serve as a template to guide and help propagate Agriculture and Farming in Oneida County for the next 15 years.



In partnership with Oneida/Herkimer/Madison BOCES and Waterville Central School District, the Ag Economic Development team obtained a grant from the Community Foundation of Herkimer and



Oneida Counties to start a Farm to School Program. Since its start last year, the program has seen many successes with students trying healthy, local foods at school. Students of Waterville also took first-place in the Junior Iron Chef Farm to School cooking contest as well as participated in the Farm to School 'Big Day of Action'. At their 'Big Apple Crunch' event, pictured above, each and every child, staff member, faculty member and community guest showed their unity toward Farm to School by biting into a local apple!

February

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Agriculture and Energy

Cornell University researchers are studying how changes in climate trends affect agriculture; the potential impacts on crops, livestock, and weed and pest control; and adaptation strategies with associated risks and costs. The dairy industry is the most prevalent agricultural sector in Central New York. The availability and cost of animal feed will fluctuate as New York's changing climate affects crops like grain and silage.

Oneida County farmers are optimizing their energy options and utilizing new technologies to lower their costs of production, increase their resilience and taking advantage of opportunities that improve their bottom line.

Some of the solutions and options that Oneida County farmers have utilized include:

- Securing energy audits to establish consumptive use patterns for risk management.
- Reducing animal over-crowding and improving barn ventilation.
- Reducing heat exposure.
- Increasing water availability and adjusting diet.
- Planting renewable energy biomass crops that include corn, switch grass, soybeans, and willow.
- Installing solar-thermal systems and solar photovoltaic (PV) systems that are economical for hot water heating, radiant flooring, power, running electric fences, water pumps, and other farm equipment and lighting.
- Installing small wind turbines: 75 kilowatts or less



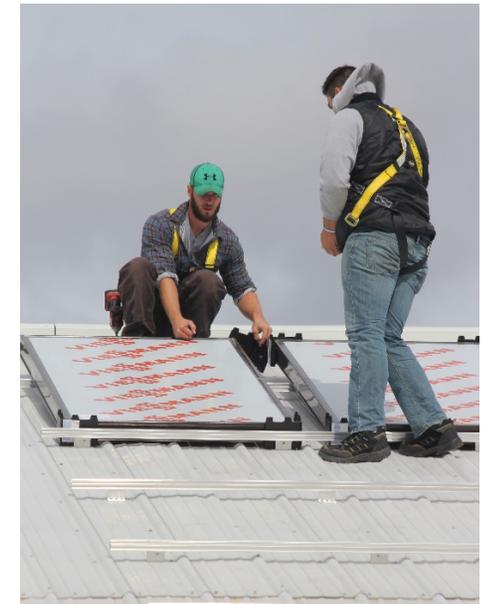
Solar thermal radiant flooring for local calf barn.



Shrub willow biomass harvest in Ava, NY



Wrege presents solar workshop at CCE



Securing solar thermal panels to a barn roof

March

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Early Childhood Education

The Child Care Council of Cornell Cooperative Extension works with families, child care providers and the community to ensure that the children in our area are given the best start to life. Although we don't work directly with children, our education and information has a huge impact in the community. How huge? Let's take a look.

The Child Care Council also provides educational services, such as child care provider training, on-site technical assistance and education and resource sharing via telephone, email or mail. During the 2014-2015 grant year, 64% of the child care programs¹ in our area have used at least one of the above listed educational services. This impacts approximately 6,544 children in the community.

¹ Child care programs who have multiple site locations are counted once for each



Parents and families rely on the Child Care Council for education and assistance in the process of finding care for their children. During the 2014-2015 grant year, the Child Care Council provided 923 child care assistance requests for 1,161 children in Herkimer, Madison and Oneida Counties.

April

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CCE of Oneida County has a history of monitoring new pests that may impact local growers, we participated in a study when western corn rootworm was introduced into our area, continued with monitoring of spotted wing drosophila and now are participating in our 5th year monitoring western bean cutworm.



Western Bean Cutworm Adult



Western Bean Cutworm Egg Mass

Agriculture

CCE monitors new pests to provide alerts to local growers

Western bean cutworm

(Source: J. Keith Waldron, NYS IPM)

Western bean cutworm (WBCW) attacks field, sweet and popcorn and dry beans feeding on developing kernels and beans. Western bean cutworm (WBC) infestations can cause significant yield losses and may facilitate subsequent colonization by pathogens, furthering damage and impacts. Over the past

decade, WBC has expanded its range through the Midwest into the northeastern United States and Canada. WBC moths were first discovered in Pennsylvania and New York in 2009 and Vermont in 2011. Pheromone trapping was initiated in NY and PA in 2010. CCE of Oneida County has participated in this trap network since its start in 2010. The trap network has revealed that western bean cutworms are becoming more widely distributed and populations are increasing, posing a potential risk to dry beans and the over 3.5 million acres of corn grown in NY, PA, and VT. Thus far, only non-economic larval infestations have been found in the Northeast. However, this season there are reports of some WBC damage to untreated fresh market sweet corn in northern NY and trace amounts of suspected WBC damage to dry beans in western NY.

WBC male moths were trapped using a green bucket (pictured right). This year it was placed by a corn field on Kirkland Avenue in Clinton. The trap contained a WBC pheromone lure to mimic a female and attract male moths. WBC trapping was initiated the second week of June and continued until early September. Traps were checked weekly with the number of moths collected per week recorded and a record sent to Keith Waldron at NYSIPM. This information was shared at the local level through a weekly electronic newsletter and monthly in a mailed newsletter. NYS IPM consolidated the information gathered by staff across the state for statewide reports published in a weekly blog and shared the information with Penn State to be published in PestWatch (www.pestwatch.psu.edu).



May

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The Parker F. Scripture Botanical Gardens is recognized by All-America Selections in the 4th Annual Landscape Design Contest. We received word in early October and were awarded Honorable Mention for "Best Community Involvement" Garden". The Brick Annual Garden was another shining light of community involvement including the participation of a local high school, Adirondack agricultural classes started the plants from seed and a local State Prison overwintered some of the plants from the year before.

The 19th Annual Herb & Flower Festival drew large crowds once again. Vendors selling garden-ware, plants and food surrounded the Extension Office and gardening classes were offered throughout the day.

Save the Date for next year – Saturday June 18th!



Horticulture

Master Gardener Volunteers helped to instruct Thea Bowman House Garden Groups in 2 separate Community Gardens this past summer.

Monday and Thursday mornings, over 6 weeks during the summer months, 3 Master Gardener Volunteers taught a total of 60 youth ages 6 to 10 years about gardening at the raised bed gardens at the Utica Public Library and Unity South Community Gardens. The goal of the program is to allow the children to participate in all garden activities. They prepare the soil, plant, tend and harvest the garden. Cornell Cooperative Extension's Eat Smart NY program staff also participated in educating the youth with nutrition lessons from the garden.



3 Master Gardener Volunteers also worked with 4 & 5 year olds one morning a week over 8 weeks during the summer at the newly constructed raised bed garden at Sculpture Space located in Utica.

Oneida, Onondaga, and Oswego Counties participated in the Regional Master Gardener Volunteer Training in 2015. A total of 7 individuals successfully completed the Oneida County training program.

Top 5 Horticulture Hotline Contact Topics, 2014-2015

1. pH Tests – 165 contacts
2. Insects – 111 contacts
3. Trees – 88 contacts
4. Animals – 62 contacts
5. Vegetables – 59 contacts

pH TESTING

Soil health is the foundation of every garden. Every farmer knows it but unfortunately most homeowners are ignorant of the poor yield and diseases associated with outdated or incorrect soil maintenance procedures. In 2014-2015 The Horticulture Department made an extra effort to educate the public about the benefits and importance of having soil pH testing performed. Through radio spots on Big Frog 104.7 and news releases, our homeowner soil pH tests increased from 60 last year to over 150 this year - an increase of over 150%. While the number may appear small, the impact that these tests offer to homeowner savings and reduced chemicals in the environment can be significant. Once the homeowner understands the basic principles about pH and its importance, it can become a lifelong practice and forms a foundation for future gardening endeavors.

June

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BUILD A BUG from a box of recycled materials then write a story

Climb Glider

The Entomologists from Westmoreland School discovered a new bug named Climb Glider. It has little sticky feelers in its mouth to grab things. It eats insects like ladybugs, grasshoppers, butterflies and more. It's body is very light so it can glide on water. Its body parts allow it to fly, sting, climb and glide. It actually has four wings so it can fly very fast. Its eyes see backwards, right, left and forward. Unlike a bee it does not die after it stings something. Its camouflage makes it look like a stuffed animal. Climb glider is a good bug because it helps plants grow for the environment. By Isabella 3rd grade



Oneida County 4-H and Westmoreland Elementary School teamed up to bring STEM education into the classroom.

In total 370 students participated in The 4-H STEM Touring Teacher Program. 3rd and 4th grade students participated in in-school programming while K-2nd came to our grounds for field trip events. Topics included:

- Ornithology
- Botany
- Tobacco Prevention
- Gardening
- Nutrition
- Astronomy
- Maple Production
- Entomology

As a result of our programs, we were featured in the Westmoreland Central School newsletter. Two pages with write ups and images showing the youth participating in our field trip activities. This newsletter was distributed to over 3000 Westmoreland residents.



THE THREE SISTERS

Beans, corn and squash companion planting. Everyone planted and took home a garden in a bucket.



**SCAVENGER HUNT
Walk in the Woods**



HONEY BEES AND BEEKEEPING

Interactive skit about the bees in a hive
"Drones marrying the Queen Bee"

A Thank-You Note received from a Westmoreland Student

Dear Mrs. K & Whitney,

This was one of our favorite Field trips ever! I love how you integrated science, reading, writing & art. The kids got such a kick out of the animals along the trail! I'm happy to report....no spills with the dirt in the buckets! Great idea retelling the story on the pails and planting the seeds. Thanks so much for making our day so fantastic. I hope we can do this again!

Sincerely Denise Beck

July

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The CCE Oneida County Urban Studio connects City, University and grassroots efforts to help transform Utica. This community development model has identified actionable short-term and sustainable development projects that respond to local assets, needs and opportunities.

The R2G team will broadly focus on:

Improved Civic Capacity –
Community-based planning efforts
& project implementation

Community Engagement &
Empowerment – Placemaking
activities and community based
learning

Resource Development – Project
packaging, resource identification,
and volunteer development

Community Development



The One World Flower Festival (OWFF), Mother's Day Weekend, made Oneida Square in Utica, NY pulse and beat with people, creativity, beauty, character and positive energy.

Oneida Square in Utica, NY has seen serious disinvestment for decades. The recent addition of a traffic circle changed circulation patterns and created green spaces that were underutilized. A coalition of individuals and organizations active in the Utica community worked to generate new energy around arts and culture in Utica's



Oneida Square Neighborhood. They conceived the One World Flower Festival as a means to catalyze collaboration among existing organizations and build community participation.



Cornell & CCE facilitated artists, performers, volunteers, students, vendors and sponsors to plan placemaking activities to unite residents, businesses, and organizations in Utica's Oneida Square — during its creation, at the event and throughout the summer season. The Flower Fest fosters appreciation for all the neighborhood has to offer, strengthens ties between community members, and beautifies Oneida Square.

Campus collaborators include Prof. Paula Horrigan and students in the Landscape Architecture Capstone Studio at Cornell University. Partners in Utica include the CCE Rust 2 Green Utica Urban Studio, CCE Master Gardeners, The City of Utica, NYS Department of Health, Eat Smart New York (ESNY), Utica City School District, Oneida-Herkimer Solid Water Authority, Munson-Williams-Proctor Arts Institute, Mohawk Valley Resource Center for Refugees, Sculpture Space, The Stanley Theater, Utica Public Library, Cornerstone Church, OnPoint for College, Royal Landscaping, MadeInUtica.com, Utica Monday Nite, Utica Zoo, Art & Vine, Local Artists and Residents.

August

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Eat Smart NY SNAP-Ed is an obesity education and prevention program. The goal of the ESNY program is to improve the likelihood that persons eligible for SNAP will make healthy food choices within a limited budget and choose physically active lifestyles consistent with the current Dietary Guidelines for Americans and the USDA food guidance. Poor nutrition status is directly related to numerous health problems. Our nutrition educators are available to teach the important connection between nutrition and health as 66.1% of the total population in the NCR is considered overweight or obese.



What Our Participants Say

"This [rosemary watermelon water] is really good! It's so refreshing! I'll have to make it at home!"

– Parent, Northern Adirondack Elementary School

"I thought I only liked broccoli, but after trying this recipe [oriental sweet and sour veggies] I like the carrots as well"

– Individual, community housing complex

Nutrition

NORTH COUNTRY REGION
EAT SMART NEW YORK
 Program



A boy riding our smoothie bike

Improving Health in the North Country Region

(Oneida, Herkimer, Hamilton, Oswego, Jefferson, Clinton, Essex, Franklin, Lewis, St. Lawrence)

Who We Reach

SNAP Recipient and SNAP Eligible Participants:

- Families with Children
- Individuals
- Youth

Adults

- 72% are increasing or intend to increase fruits and vegetable intake
- 74% are drinking or intend to drink more water and fewer sweetened beverages
- 60% are increasing or intend to increase being physically active

Youth

- 65% of youth have desirable behaviors in regard to vegetable and fruit consumption (they reported eating them most or every day).
- 51% of youth have desirable behaviors in regard to doing physical activity (they reported doing it most or every day).

Eat Smart New York
Eat Better For Less!

What We Do

We reach out to low-income and/or at-risk mothers, children, individuals, and families in the community are eligible for SNAP benefits. We provide them with resources and educational lessons that promote healthy eating, healthy food planning on a budget, physical activity, and more.

Main program goals include:

- Increasing vegetable and fruit consumption
- Decreasing consumption of sugar sweetened beverages
- Increasing levels of physical activity and improving calorie balance

This material was funded by USDA's Supplemental Nutrition Assistance Program (SNAP) Nutrition Education and Obesity Prevention Program and the NYS Office of Temporary and Disability Assistance. This institution provides equal program and employment opportunities.

September

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Dairy & Livestock

Beef prices across the United States were rather attractive during 2015. While the average beef herd in New York State is approximately 25 head of cattle, beef producers big and small made an effort to attend CCE programming that provided insight to programs that have potential to improve their individual business.

During 2015 CCE Oneida introduced the *Feeder Cattle Marketing Program* that gave cow-calf producers an opportunity to increase the price per pound for animals in the 550- 650 lb. weight range. Producers interested in developing or improving their existing cattle handling systems had an opportunity to learn tips of the trade from Beef Cattle Extension Specialist, Mike Baker, who gave generously of his time to Oneida County beef producers.

We rounded out a beautiful fall in Oneida County by offering one final pasture walk for beef and dairy producers in mid-October. Many thanks to our local producers who take time out of their schedules and willingly host pasture walks! Pasture walks afford great learning and networking opportunities for producers and extension staff as well.



Oneida County is beginning to see a growing interest in sheep and goat production. Under- utilized and marginal pasture land can be an ideal setting to raise smaller ruminants. Whether marketing interests are geared towards serving resident ethnic groups with local meats, or pursuing a value added sheep or goat cheese, CCE Oneida livestock programming serves as a sound starting point for producers to gain production knowledge and recommendations.



In January 2015, CCE Oneida offered an introductory program for sheep and goat producers. Follow up with more specific programming, addressing in more detail the nutritional needs, disease prevention and daily management tips will be done in 2016.

October

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Technology & Social Media

IT Lead Bryan Jones started October 12th, 2015. Since his start date, the following IT tasks have been completed in the Leatherstocking region:

- Removal of old hosts from SBN LS subnets with DNS DB with subnet admin
- Re-imaged and configured CCE/CAP workstations in Utica and Rome WIC offices
- Coordination of Dell Premier account for future purchasing
- New employee IT support
- Polycom setup in Delaware County
- New battery backup system installation in Otsego County



The CCE Oneida Facebook Page gained 346 new 'likes' in the past year, which is 100 more than was gained in the previous year. This gain was significant in many ways for our association. For one, it means that the 1,555 people who 'like' our page have constant updates of our programs and education. These people, in turn, interact with these updates and allow our message to be shared to their friends. This gives us an average weekly post reach of 3,000 people.

One of the successful tactics used to gain 'likes' for our page was through Facebook advertising. The Child Care Council ran two ad campaigns during the early months of the year, promoting their programming for parents and the community. These ads reached over 10,000 people and were very budget-friendly, costing only \$1 each day.

Most Popular Post on Facebook

"When you walk outside our building you will be bombarded by Asian Ladybugs. These beneficial insects will be looking for sheltered locations to hibernate. You may notice other insect species congregating on the sunny side of your homes. These insects include the red and black box elder bugs and the shield shaped stink bug. None of these insects will cause any serious threat to home or health. Did you know that the Nine-spotted Ladybug is the New York State insect? The only problem is the Nine-spotted hasn't been found in NY for over 20 Years. Have the kids count the spots on the Ladybugs in your home and send them to the Lost Ladybug Project"

3,236 Total Post Reach
536 Direct Engagement
7,248 Total Impressions



The @CCEOneida Twitter page gained 113 new followers in the 2014-2015 grant year!



November

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New CCE Programs and Opportunities in 2015

- In October of 2015, CCE entered into a sub-contract with Madison CAP to provide nutrition education for the WIC program.
- Primary Prevention Program (CLPPP) contract was received and program started under Cornell Cooperative Extension Administration in June 2015. The program will move in to the Oriskany office building on April 1, 2016.
- Eat Smart New York – SNAP-Ed North Country Provided nutrition education to a 10 county region.
- Richelle Singer of the Child Care Council secured a grant through the Community Foundation of Herkimer & Oneida Counties to provide parenting education.

TOTAL NUMBER OF NEW
STAFF HIRED IN 2015

23

Expanding Opportunities

Get LEADucated!

Did You Know?
As of 2013, Oneida County had the highest incidence of elevated blood lead levels in children age 6 and under (31.4/1000 tested), according to the New York State Department of Health. Next highest were nearby Fulton and Montgomery Counties.



There are currently two programs in Oneida County that help residents combat childhood lead poisoning:

- CCE-administered CLPPP program serves inner city Utica, and focuses on prevention by testing and educating in the home...our children's *first line of defense*, and
- The LPPP program administered by the Health Department helps families of children with higher blood lead elevations *find and correct* the environmental sources of lead poisoning, and work to lower the child's levels as quickly as possible.

Staff from the two programs work very closely to prevent lead poisoning in our community's kids!

December

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