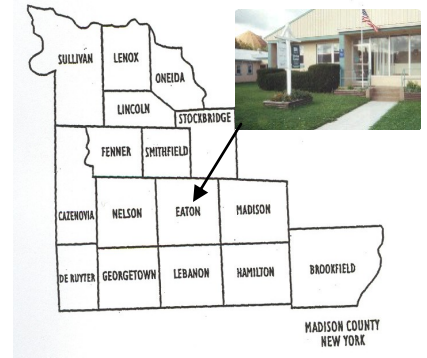
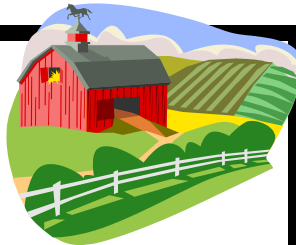


Madison Manager



Agricultural District Open Enrollment in October



Agricultural Districts play a vital role in protecting agricultural land in Madison County. These areas have been officially designated by the County within thirteen Agricultural Districts. Agricultural Districts help preserve the agricultural industry, but also preserve open space and rural character.

October has been designated as Madison County's "open enrollment" period during which properties can be added to an existing agricultural district. Please contact Madison County Planning Department by calling 315 366-2376 and asking for a Survey Form. Each Survey Form requires the Tax parcel ID number and acreage of the property. A description of the land must be included with the request.

All requests for inclusion into an Agricultural District must be **postmarked by Saturday, October 30, 2010.**

The legal criteria for an addition requires that the land be highly suitable for agricultural production, and that there be evidence of ongoing, genuine farm activities such as annual gross farm sales, recent capital farm investment, and evidence of it being a major farm operation

Inside this October 15, 2010 Issue

Kriemhild Dairy Farms LLC Receives Value Added Grant	2
Box Elder Bugs Are Everywhere	2
Ag Implement Demonstration Held on October 13	3
NYS Policy on Burning Ag Plastics	3
Tips For Marketing in the Local Meats Market	4
NYCAMH Information	5
Are You A "Looking Up" or "Looking Down" Manager	6
Upcoming Events	7-11

Check out the Many Opportunities for meetings this Fall...

Kriemhild Dairy Farms LLC Receives Value Added Grant

By: Lindsey McDonnell, Agricultural Economic Development Specialist Assistant
October 7, 2010

Kriemhild Dairy Farms, LLC will soon be able to sample their grass-based butter! Kriemhild Dairy Farms, LLC is composed of four Madison County dairy farm families, Bruce and Nancy Rivington, Maurice and Amy Kelsey, Will and Megan Soden, and Doug and Kathe Evans, and has a contractual relationship with Nathan and Christine Weaver. The butter will be available at regional grocery stores and wholesale markets starting in the Spring of 2011.



GRASS FED BUTTER274

funding from a private donor as well as a USDA value added grant (Kriemhild was one of only five USDA value added grants awarded to farms in New York State, and one of two in Madison County), Kriemhild has been

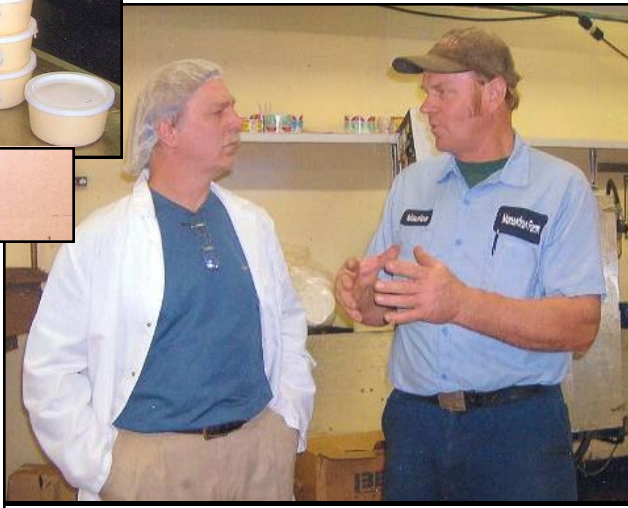
AED Program was searching for ways to generate a living wage for dairy farmers.

All of the participating farmers currently ship their milk to Queensboro Dairy Products; the company has agreed to segregate the farmers' milk and process it into butter. Queensboro is a family owned business that has been in existence in Madison County for over 70 years.

As the test run of the grass-based butter will be small, it is going to be made with milk from Bruce and Nancy Rivington's farm. They have a herd of 500 cross-bred dairy cows which have been feeding on the lush grass of their Earlville farm all summer long. The Rivingtons choose to raise their cows on pasture for several reasons.

Kriemhild is the name of the first herd of Holstein dairy cattle that were brought to the US in the 1800's. That herd was established in Madison County, in the town of Smithfield, on the Garret Smith Estate. The name may be nostalgic, but the method of raising pastured dairy cattle has remained much the same for many of these farmers.

The group started working with Becca Jablonski, Agricultural Economic Development Program (AED) Specialist, and Wayne Mellor, Management Consultant, through a grant from NE SARE over two-years ago. More recently, with



Maurice Kelsey of Cream Hill Dairy talking with Kevin Osgood, Plant Manager from Queensboro Farm Products, Inc.

conducting cash flow analyses, developing a business plan, and designing a logo.

The participating farms' interest in pursuing the value-added butter was spurred by the volatility of milk prices. When the AED Program applied for the grant from NE SARE, dairy farmers were in the midst of \$11/cwt milk. The

"We feel that for us it's good for the livestock, good for the land and good for our personal goals. We are a seasonal operation which gives us the freedom to change our work load and lowers our initial investment," said Bruce Rivington in a recent interview.

Stay tuned, Krimhild Dairy Farms' butter will be available this spring – and it certainly is not something to be missed!

Box Elder Bugs Are Everywhere

By Steve Miller, CCE Madison Co.

If you have noticed a number of black and red bugs on the sunny side of your house recently, they are box elder bugs. These insects feed on, what else?, box elder trees which are in the maple family. They start looking for a warm safe place to spend the winter and so they find their way into the cracks and crevices in the siding and around windows.



may stain the walls etc. My recommendation is to just vacuum up any that make their way into the house. It is not only unnecessary to spray but

This year there are a lot of them. They don't feed on anything in the house but can be a nuisance. Don't swat them as they

ineffective in the house because they are very mobile and you don't know where they will be next. Like all insects they like warm conditions so you will often find them near sunny windows. You may also find them in the house all winter, but these are individuals who made it in during the Fall. Like cluster flies, they do not reproduce in the house during the Winter. The box elder bug population seems to go in cycles with great swings in the number of them out there from year to year. Hopefully we'll see a lot less next year!

Ag Implement Demonstrations Held On October 13

By *Katbe Evans, Community Educator, CCE Madison County*

On a bright and crisp day, Madison County farmers had an opportunity to visit with and observe demonstrations of tillage equipment available from local dealers. A well compacted field provided the perfect opportunity to demonstrate the tillage capabilities of implements provided by Empire Tractor, Cazenovia and White's Equipment, Canastota. Although the crowd was not large, it was select. We appreciate the time and effort the dealer's made to bring the equipment to Morrisville and would like to thank them for their cooperation.



New York State Policy On Burning Agricultural Plastics

It is against the law to burn waste plastic in open fires on farms or anywhere else in New York State.

NYS Department of Environmental Conservation (DEC) regulations prohibit burning any plastics (including horticultural mulch film, dairy bunk silo covers, pesticide containers) or any other non-organic trash in burn barrels or open fires.

Farmers may still burn brush and other organic agricultural wastes, providing that the material was

generated on-site, that it can be fully burned within 24 hours, and that the fire is located on five acres or more of agricultural land.

The October 2009 regulations affect both household and agricultural trash burning. (NYS DEC Air Resource Regulations, Chapter III, Part 215, <http://www.dec.ny.gov/regs/4261.html>);

Factsheet: <http://www.dec.ny.gov/chemical/58519.html>)



Photo: Patrick Atagi (provided by Todd Abel)

Tools for Woodland owners:

www.forestandrange.org has modules for woodland owners that span a variety of topics. Examples of modules include: management planning, forest farming, inventorying your woods, estate planning and more. Most of the modules have activities that will assist the user in learning the content of the module. The site is managed by the University of TN with individual modules created by specialists from through the land grant university system.

www.forestasyst.org is a web-based tool for woodlot owners throughout the US to help them collect some baseline information about the location of their property, soils information, and connect them with agency / extension folks in their region. It is possible to view and print soils maps and aerial photos. The site provides general information on timber and wildlife management, recreation, forest health, and management planning. The software was developed by the University of Georgia by Kris Irwin.



Tips for Marketing In The Local Meats Market

Matt LeRoux, Cornell Cooperative Extension-Tompkins County

Local foods are enjoying strong demand, however, until recently the buy local movement has been largely concentrated on fresh seasonal produce. Many livestock farmers are now aware that the “buy local” movement is strong and that there is demand for their products in local markets. However, tapping into those markets may be intimidating to farmers new to direct marketing. Who are local meats consumers and where do they shop? What products are they looking for and how do you set pricing? This article begins to answer such commonly asked questions.

Local meats buyers can be divided into three basic groups, experience-driven “foodies”, cause-driven “greens” and price-driven traditional buyers. Each group is driven to local meat, and arguably local foods, by different desires and needs. Here is a basic profile on each group (and summarized in Table 1):

Foodies are food enthusiasts; they seek authentic eating experiences including gourmet and regional specialties. A foodie wants an excellent eating experience and to taste foods that have a story and a known source. Foodies consider the farm name, the cut, and the way it was prepared as bragging rights. As such, foodies are primarily interested in buying high-value cuts, such as steaks, but also other cuts. Of the three consumer groups, foodies are the least price sensitive. They primarily buy meat in small quantities and individual cuts, but may also be interested in buying in bulk or joining a meat CSA. Part of the experience they seek is shopping and talking to the farmer. Foodies like to shop at farmers’ markets and specialty stores when buying meat to prepare at home and also like to order locally raised meats at restaurants.

Green consumers are seeking local meat in the quest for a safe, sustainable, and healthy meal. This category broadly groups all consumers motivated by “social causes” including the environment, humane treatment of animals, supporting the local economy and farmers, as well as those seeking local meats for personal health reasons. Green consumers may also be recently converted vegetarians, or people who choose to not eat commodity meat. These consumers are motivated to purchase meats that they perceive to support any number of social causes and view a purchase as a way to support their beliefs. Such consumers will shop at natural food stores, locally-owned stores and restaurants, and will also like to buy direct from the farmer through farmers’ markets, meat CSA’s and in bulk. Green consumers want to learn more about the products they buy, such as how and where they were raised and while they will identify with claims such as “natural” and “pasture raised”, they will want to verify the validity of such claims.

Table 1: Local Meat Buyers Overview.

	Foodies	Greens	Traditional
Primary motivation	Experience	Social cause/ Personal health	Price and value
What they buy	High value cuts	A variety, from cuts to bulk quantities	Bulk, sides & quarters
Where they shop	Farmers’ markets, restaurants, specialty stores	Meat CSA, farmers’ market, freezer trade, natural foods store	At the farm, freezer trade
Price sensitivity	Least	Medium	Most

The final group is the **traditional local meat buyers**. This group includes consumers that have purchased a quarter or side of beef or other meat for many years. In decades past, it was common to buy the household supply of meat through what is called the “freezer trade”. People, mostly rural residents, would buy a side from a

nearby farm and keep a spare freezer in which to store it. Traditional buyers definitely appreciate the quality and range of cuts that come from purchasing local meats in bulk, but are mostly motivated by the low price and high value. Traditional buyers are less likely to buy individual cuts or to shop for meat at

farmers’ markets or specialty stores. Traditional buyers, once they have a good experience with a farm, remain loyal, returning to buy again and again.

On-Farm Safety Survey

Available to any agricultural operation

- Dairy
- Livestock
- Equine
- Greenhouse
- Orchard
- Vegetable
- Crop

Safety surveys look at potential hazards around the farmstead, tractors and machinery. They also evaluate use of personal protective equipment.

Survey takes about 1-1/2 hours and is geared to the farm owner or manager, but can include others. A checklist is used and a copy will be provided to you after the survey.

On-Farm Safety Training

Some safety training topics that we cover**:

- Tractor & machinery
- Skidsteer, forklift, payload
- Personal protective equipment
- Hazard Communication (Chemical)
- Safe animal handling
- Worker Protection Standard

**Other safety topics presented upon request.

Each farm that completes an on-farm safety survey or training receives a certificate of completion and a copy of the training roster. All trainings can also be done in Spanish.

Jim Carrabba
Agricultural Safety Specialist
800-343-7527 or jccarrabba@nycamh.com

Hazard Communication Training (Chemical Safety) & Animal Handling

Quality Milk Production Services is partnering with The New York Center for Agricultural Medicine and Health (NYCAMH) to offer you free safety training in Spanish or English.

Hazard Communication training covers chemical labels, Material Safety Data Sheets (MSDS), and personal protective equipment (PPE).

Animal Handling training covers medicines, needlestick injuries, cattle restraint, bull dangers, and personal hygiene.

Foodborne Pathogens training is designed to teach dairy farm workers how they can help reduce the spread of foodborne pathogens on the farm.

For more information about these trainings, please call or email:

Tonya Van Slyke
Quality Milk Production
Services
585-243-1780
tmv5@cornell.edu



4-H Club - Farm Safety Activity

Available to any 4-H agricultural club with access to any type of agricultural operation

- Dairy
- Livestock
- Equine
- Greenhouse
- Orchard
- Vegetable
- Crop

Activities facilitated by a NYCAMH safety trainer include:**

- On-farm safety survey or training includes hazard awareness around tractors, machinery, farmstead, shop, livestock including dairy and equine
- Play-it-Safe Farm Safety Challenge Game (Jeopardy format with topics on tractor & machinery, unsafe pictures, farm emergencies, injuries/fatalities, animals, and PPE)
- Farm safety training for Tractor/Machinery Operator classes coordinated by county Cooperative Extension 4-H programs

**Other safety topics presented upon request.

For more information or to schedule an activity for your 4-H club, please contact:

Sharon Scofield
Education & Outreach Supervisor
800-343-7527
sscofield@nycamh.com

Anna Meyerhoff
Bilingual Farm Safety Educator
800-343-7527 or ameyerhoff@nycamh.com



These projects are funded by a grant from the New York State Department of Labor Hazard Abatement Board. Services are voluntary, confidential and provided at no cost.

Are You A “Looking Up” Or “Looking Down” Manager?

By: *Chuck Schwartau, University of Minnesota, Cooperative Extension*

I'm a fan of home improvement programs on public TV. A program earlier this year featured a company that builds post and beam framed houses. The program host was visiting with the construction company president while they watched a construction crew at work.

The president made the comment, "We want our foremen looking up, not down." He wasn't just referring to watching what might be coming at you overhead, though. He went on to explain that if his foremen were spending too much time looking down at nails they were pounding, they might be missing other things about the job that would affect the quality or integrity of the final product. He wanted his foremen observing and continually analyzing the work the crew was doing to be sure the end product met their high standards; not just pounding nails like the carpenters. He wants his foremen to be performing tasks that have a higher level of importance to the final product.

It occurred to me that same concept applies to dairy farms striving to achieve high standards of milk quality, production and profitability. The farm owner and key managers need to devote adequate time to the details that make the system work well. This doesn't come easy on a lot of farms.

Everyone is trying to get as much work done on the farm as possible while keeping labor costs as low as possible. That often means the owner or manager is performing relatively menial tasks that may be important but aren't tasks that require their high management skills. Controlling labor costs is an important function, but if doing so means key people don't have time to really be managers, it might be a false saving.

If you as the owner or a key manager is spending a good deal of time scraping barns or mixing feed so you can hire less help,



who is checking on feed prices, selecting appropriate bulls, or entering health information into the record system so it is current and ready for the next herd health check? Probably, no one is doing it. There is not a cash cost realized by those missed management tasks, but there are real costs just the same.

Financial decisions like milk marketing and feed contracting often have narrow windows of opportunity for the best prices. An owner or manager working in the barn rather than devoting specific time to the financial decisions is more likely to miss the opportunities when they occur. There is also that time necessary to observe the work of others on the farm and visit with them about the issues affecting their work. Training staff is important, too. These tasks help ensure quality work is done consistently on the farm. Without regular attention, routine tasks may experience something called 'procedural slippage,' when workers tend to let the quality of their work slip from its desired level.

It is common for farmers to define work as 'physical labor'. If they haven't

gotten dirty or worked up a sweat on the farm, they haven't accomplished anything in the day. An owner/manager's work should include (and focus on) making the right decisions. That person needs to develop the attitude that their work is extremely valuable to the success of the farm, and will often be done at a desk or on the computer. That is the **JOB** of the owner/manager. That means the person has to spend time researching the topic, analyzing data if necessary, making a decision, and then executing that decision. It should be part of that person's **assigned** responsibility to truly manage.

Too many owners and managers use 'spare time' or evenings on management tasks. First of all, when was the last time a dairy farmer admitted they had any spare time? That often results in tasks being put off past their optimum time, or being worked on when the person is tired and less focused on the task. The best thinking is done and decisions made when the mind is fresh. Designate time early in the day for the tough management work. This should be time deliberately set aside for the important tasks that can save the farm money, or help it realize greater profits from better marketing.

So -- are you "looking down" by being a manager who is involved in all the daily labor-intensive tasks of the dairy farm, or are you a "looking up" manager who is looking out for the good of the entire business by making the time to carry out the management functions and truly manage?

Check out the next 5 pages of upcoming events to keep you busy through the months....

Enjoy Locally Grown Products All Winter!

3 Winter Farmers Markets Opening This Fall!

Where: Madison Hall, Route 20, Morrisville

When: 1st Saturdays, November 6, December 4, February 5,
March 5 & April 2
9:00-1:00pm

Sponsored by: "Madison Hall Association"

Where: Poolville Community Center County Route 89, Poolville.

When: 2nd Saturdays, November 13, December 11,
February 12, March 12 & April 9
10:00-12:00pm

Sponsored by: "Things From Here"
Contact: Susan Tallman at 315-824-1720.

Where: Cazenovia American Legion Hall, Chenango St., Cazenovia.

When: 3rd Saturdays, November 27, December 18, January 15, February 19,
March 19 & April 16
10:00-2:00pm

Sponsored by: Cazenovia Chamber of Commerce
Contact: Andy Shepherd at 315-655-9243.

Meat

Eggs

Produce

Baked
Goods

Food



We are Proud to Support our Local Producers.

Each of these Markets offer unique flavors...

Visit Them All!

Morrisville State College Hosts Fall Nut Growers Association Meeting

Morrisville State College is hosting the New York Nut Growers Association (NYNGA) fall meeting on Saturday, October 23rd. The NYNGA is for anyone interested in planting and caring for nut-bearing trees that grow in New York state and cooking and eating those nuts.

The meeting begins at 9 a.m. in the John W. Stewart Activities Center (STUAC), and includes presentations, a chestnut roast, and tree planting. The cost to attend is \$18 and includes breakfast, lunch and handout materials.

For more information, or to register, call 914-423-7458, or e-mail sprout-nut@aol.com. Please send a check payable to "NYNGA" to Rick Monheim, NYNGA treasurer, 1023 County Road 6, Phelps, N.Y. 14532 – 9548. Attendees are strongly encouraged to register by Oct. 16. Registration will also be available the morning of the event.

The tentative schedule for the NYNGA meeting is:

9-9:30 a.m. Student Activities Ctr., registration, breakfast,



		11:40-11:55 am	program director Hazelnut & heartnut planting led by Robert Nowack, NYNGA member
9:30-10 am	participant introduction NYS Agricultural Mediation Program presentation by Charlotte Carter, statewide program director	12-1:15 pm	Lunch at Seneca Dining Hall Presentation on nut-based recipes by Rebecca Dowsland, executive chef NYNGA Business Meeting led by John Wertis, NYNGA president
10-10:45 am	Starting a nut tree farm presentation by Peter Haarmann, NYNGA Board of Directors	1:15-1:30 pm	Stratifying nuts for spring planting presentation by Jerry Henkin, NYNGA vice president
11-11:40 am	Nut composition and nutrition: the role of nuts in the human diet for pleasure, health maintenance, and disease prevention by Margaret Argentine, professor & director, baccalaureate program, division of nursing & Joan Nicholson, assistant professor, dietetics	1:30-2 pm	Drainage: the most overlooked aspect of nut tree farming presentation by Richard Fahey, director, Catholic Homesteading Movement
		2:00-2:30 pm	Nut trees and forestry presentation by Bob Barton, NYNGA secretary, member of New York Forest Owners Association
		2:30-3:30 pm	Outdoor activities: chestnut roast, stratifying seeds for spring planting; planting nut trees and sowing a cover crop for next year's planting

Upcoming 2010 Field Crop Dealer Meetings

October 20 - Holiday Inn, 1777 Burrstone Rd., New Hartford, NY
October 22 - Holiday Inn, 75 North St., Auburn, NY

Registration begins at 9:00 am with the program underway at 9:50am.

Registration (including lunch) at the door - *no preregistration* - will be \$35.00. Registration alone will be \$20.00. The agenda features topics of current interest to those involved in field crop production. Copies of the *2011 Cornell Guide for Integrated Field Crop Management* will be available. (Please let Larissa Smith (607-255-2177) know in advance of meetings if you will be needing 10 or more copies of the guide).

9:50 a.m.	INTRODUCTION
10:00	2010 Corn Silage Hybrid Tests and Soybean Seed Treatment Results - W.J. Cox
10:40	The Future of Grass Biomass in the Northeast - J.H. Cherney
11:20	Soil Testing for Fertility Management of Field Crops; Do's and Don'ts - Q.M. Ketterings
12:00	Questions and Discussion
12:10	LUNCH
1:00 p.m.	Saflufenacil – a New Herbicide for Corn and Soybeans - R.R. Hahn
1:30	Managing GMO Resistance in Western Corn Rootworm - E.J. Shields
2:00	A Look Ahead at Herbicide Resistance Management Strategies - R.R. Hahn
2:30	Mitigating and Adapting to Climate Change Through Adaptive Nitrogen and Soil Health Management - B.N. Moebius-Clune
3:00	Questions and Discussion
3:15	ADJOURN

Upcoming Events

October 14 – November 24, 2010 - Online Courses for Beginning Farmers. Join experienced CCE and farmer instructors and 25 of your farmer peers in a dynamic learning experience that incorporates both self-paced readings and real-time virtual meetings with discussion forums, homework activities, guest presenters, and developing a customized plan for your next steps in farming. Courses being taught this fall include

BF 110: Soil Health Basics: Investing in the Vitality of Your Farm;
BF 104: Financial Record-keeping: A Cornerstone of Farm Profitability;
BF 101: Taking Stock: Evaluating Your Land and Resources and Choosing an Enterprise.

All courses incorporate live webinars featuring farmers, agency staff, and University faculty. The cost is \$150 per course, except the Soil Health course, which is \$165. To register, or for more information on course format and requirements, please visit www.nybeginningfarmers.org/index.php?page=onlinecourse.

November 1-2 - 2010 Strategic Marketing Conference & Post-Conference Workshop. Henry A. Wallace Center at the FDR Presidential Library and Home, 4079 Albany Post Road, Hyde Park, NY & CCE-Dutchess County, 2715 Route 44, Millbrook, NY.

The 2010 Cornell Strategic Marketing Conference is aimed at helping agricultural producers and agribusinesses develop and improve their social media marketing practices with tools that attendees can take back and apply to their own businesses right away. The goals of this year's conference and workshop include: (1) highlighting educational and service opportunities with social media marketing for agricultural producers, value-added food processors, and marketers; (2) showcasing success stories from the field; and (3) identifying how to evaluate the performance of your social media marketing skills. If you want to know how to use or better develop your social media marketing strategies for your agribusiness and improve your produces, customer service, marketing performance, and communications, then this is for you! For more information and to get the registration information go to <http://marketingpwt.aem.cornell.edu> and follow the links to the conference website.

November 4 - Cornell Maple Program 2010 Webinar Series. The Cornell Maple Program is providing webinars on the first Thursday of the month through December from 7 to 8pm. A webinar link is available at www.CornellMaple.com.

November 4th – Director of the Uihlein Forest, Mike Farrell will be presenting on the topic “Leasing Taps, Buying and Selling Sap”.

If you missed any of the following webinars: “The Latest in Maple Tubing Research and Tap Hole Sanitation”, “Maple Production for the Beginner” or the NYS Extension Forester, Peter Smallidge will be presenting on the topic “Sugarbush Management and Thinning” they can be viewed by going to the www.CornellMaple.com webpage, click on the maple webinars choice. Next select “scheduled and saved past conference” then click on view. If you are interested in servicing as a group host site for a maple webinar please notify Stephen Childs by email at slc18@cornell.edu. The list of host sites will be available at the website. You can access the online conference site directly at <http://breeze.cce.cornell.edu/cornellmaplewebinar> at any time.

November 11 - Social Media or How To Tell Your Story, CCE of Madison County and American Dairy Association of Syracuse will team up to present a program from 1-3 pm on how to effectively use Social Media to connect with the public. The program will be at the Cornell Cooperative Extension of Madison County Office - Ag Center on 100 Eaton Street in Morrisville. As the consuming public becomes further and further from any day-to-day contact with real agriculture, it becomes more important that all of us become ambassadors for agriculture. Most of us have some of the tools, we just

Upcoming Events

need more resources, examples and ideas to help more effectively communicate why agriculture matters. It's not just about public relations; it's about protecting our family businesses. Social Media is made up of different methods of interacting with the general public; for instance - YouTube, Facebook, and Twitter. Although for those of us over 25 these terms may seem foreign, they are relatively easy methods to employ once we become comfortable using them. Beth Meyer, from the American Dairy Association has worked with farmers and agribusiness people, helping them to hone their skills and become more comfortable when addressing agricultural concerns and communicating with the public. She will be working with us as a group and one-on-one. Please join us on Thursday, November 11 in Ag Center, 100 Eaton Street, Morrisville for this important opportunity. To register, please call 684-3001.

November 11 – 12 - The American Livestock Breeds Conservancy Annual Conference. The ALBC conference will be held at the White Eagle Conference Center, Hamilton, NY. The conference is unique and unlike any other "ag" conference in the United States. Agricultural conferences are about the "how-to's" of farming. ALBC's is about this too, but the underlying theme of the ALBC Conference is genomic conservation and the "music of biodiversity". This year's conference will offer advice on managing bulls, rams, and bucks; raising turkeys and hogs; cooking poultry; and on farm dairy processing. For more information visit www.albc.usa.org/Conference2010/brochure_web.pdf.

November 12-13 - Northeast Sustainable Agriculture Working Group Annual Conference. Desmond Hotel and Conference Center, Albany, NY. This year we'll build from the success of NESAWG's 2009 "It Takes a Region" conference. Once again, we'll look at exciting efforts underway in our region, including alternative supply chain networks, research and food system assessments, regional planning, infrastructure initiatives, and policy advocacy. We'll move our work forward and address pressing new issues in work groups, listening sessions, break-outs and open networking. We'll continue to explore scale, size, geography and cross-sector partnerships. Watch for new features this year! For more information email Kathy Ruhf, NESAWG coordinator at nesawg@nesawg.org.

November 19 - Cover Crop Workshop and Tour: *Registration and tour of cc demo at PMC 9:15 am – 10:15 am Travel to BF Community Center 10:15 am – 10:30 am Speakers 10:30 am – 12:30 pm Lunch (provided no charge) 12:30 pm – 1:00 pm Speakers 1:00 pm – 2:30 pm Farmer panel/discussion 2:30 pm – 3:30 pm The demonstration at the Big Flats Plant Materials Center will provide the opportunity to observe 25 different cover crops or mixes, some with several seeding dates. Observe the establishment of rye by drilling compared to broadcasting with and without cultivation. **Sjoerd Duiker** – Penn. State Dept. of Crop and Soil Sciences; Associate Professor, soil management and applied soil physics; Presentation on his cover crop demonstration project; and update of the Pennsylvania Cover Crop Working Group and web sites. **Quirine Ketterings** – Cornell University Dept. of Animal Science, Associate Professor, Nutrient Management Spear Program; Update on latest research findings on nitrogen management with cover crops. **Ray Archuleta** – USDA-NRCS National Technology Support Center–East, Agronomist; The impact of cover crops on soil health and function, and case studies of diverse cover crop mixes. **Thomas Bjorkman** – Cornell Dept. of Horticulture, NY Exp. Station, Geneva; Use of alternative cover crops, specifically brassicas, and some organic farming considerations. **Alan Westra** – Cornell Dept. of Plant Breeding; Cover crop seed production and seed laws. **Joel Myers** – Pennsylvania Farmer and Consultant; No-till and cover cropping. * **We will make every effort to accommodate everyone. Please RSVP with the names and number attending and let us know if you have any special needs by Nov. 12th by calling 607- 562-8404, or by emailing shawna.clark@ny.usda.gov. Directions:** Take Route 17 (I 86) to Exit 48 (East Corning/Route 352). Follow Route 352 east for 1.5 miles. PMC entrance is on the left. To BF Community Center/Municipal Campus – Route 17 (I86) Exit 49 go south on Bridge St., Make left at "T" onto Maple St., go .4 miles, BF Municipal Campus is on right, (476

Upcoming Events

Maple St.) ~5.5 CCA credits available~

Hosted by the USDA-NRCS Plant Materials Program in cooperation with the Upper Susquehanna Coalition, Empire State Chapter of the Soil and Water Conservation Society and Cornell Cooperative Extension. *USDA is an equal opportunity provider, employer and lender. To file a complaint of discrimination, write: USDA, Director, Office of Civil Rights, 1400 Independence Ave., S.W., Washington, D.C. 20250-9410 or call (800) 795-3272 (voice) or (202-720-6382 (TDD). Visit the Plant Materials Program website at: <http://Plant-Materials.nrcs.usda.gov/> Plant Solutions for Conservation Needs The USDA is an Equal Opportunity Employer **Empire State Chapter***

December 14 - Cornell University Agribusiness Economic Outlook Conference. David L. Call Auditorium on the Cornell campus. This annual event examines trends and presents forecasts for agriculture in New York. The program will focus on the current situation and outlook for the national economy as well as a fruit, vegetable and horticulture; and dairy and feed grains sessions. Special general sessions on the world outlook and financial situation are planned. The program is presented by the Dyson School of Applied Economics and Management in the College of Agriculture and Life Sciences at Cornell University. Please contact Carol Thomson at cmt8@cornell.edu or (607) 255-5464 or visit the website at http://aem.cornell.edu/outreach/ag_outlook_conference.php for upcoming registration and program information.

March 5, 2011 - Planting, Cultivating, and Marketing Juneberries (*Amelanchier alnifolia*) in the Great Lakes Region. 9:00am – 2:00pm. Jordan Hall, NYS Agricultural Experiment Station, 630 West North Street, Geneva, NY. This new seminar is an introduction to small-scale juneberry production. Juneberries (a.k.a. saskatoons) are a cold-hardy fruit grown widely in central Canada and have already demonstrated marketing promise in the Northeast. Michigan State University Extension juneberry/Saskatoon specialist Stephan Fouch will present details about orchard establishment, variety selection, pest management, and insights gained from coordinating more than 40 acres of plantings on small farms in Northern Michigan. We will also review marketing data, nutritional information, and acquisition of plant material in the Great Lakes region. Seminar Fee is \$40 which includes educational materials, morning refreshments and a full lunch. Pre-registration required by February 28, 2011. To register you can call CCE of Ontario County at 585-394-3977 x427 or e-mail Nancy Anderson nea8@cornell.edu.

Social Media

or

How To Tell Your Story

How to effectively use Twitter, Facebook and YouTube to
Connect with the Public

Thursday, November 11 from 1-3 pm at CCE-Madison. See the bottom of page 9 for more details.

✂



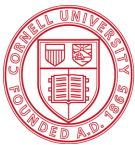
NY FarmNet was established in 1986 to provide farm families with a network of information, contacts and services that are uniquely suited to the financial and personal challenges of agricultural business management. This network covers every aspect of high-pressure decision making from partnerships and transfers to stress management, family communication, domestic concerns, and disaster response. FarmNet is a working resource to help build positive solutions for future success. Key program support is provided by the New York State Department of Agriculture and Markets and NY Farm Viability Institute.

Contact Us

For urgent inquiries, please call: 1-800-547-FARM (3276)

Regular Business Hours: 9:00 AM - 4:00 PM EST Monday - Thursday
9:00 AM - 3:00 PM on Friday

There is a 24-hour, 7 day a week answering service is available. Most calls are returned by the next business day.



Cornell University
Cooperative Extension
of Madison County
Agricultural Department
P.O. Box 1209, 100 Eaton St.
Morrisville, NY 13408

Non-Profit Rate
U.S. Postage Paid
Permit #10
Morrisville, NY 13408

Building Strong and Vibrant New York Communities

Madison Manager

This newsletter is published monthly by the Agricultural Program of Cornell Cooperative Extension of Madison County. Cornell Cooperative Extension and its employees assume no liability for effectiveness or results of any chemicals for pesticide use. No endorsement of products is made or implied. Every effort has been made to provide correct, complete, and up-to-date pesticide recommendations. Nevertheless, changes in regulations occur constantly, and up-to-date pesticide recommendations are not a substitute for labeling. Please read the label before use. Whenever trade names or the names of manufacturers are used herein, it is with the understanding that no discrimination is intended and no endorsement by Cornell Cooperative Extension is implied.

The *Madison Manager* is edited by Kathe Evans and produced by Darlene Curtis. For more information contact Cornell Cooperative Extension of Madison County P.O. Box 1209, 100 Eaton St., Morrisville, NY 13408. phone: 315-684-3001 or fax: 315-684-9290, www.cce.cornell.edu/madison.

Ag Program Committee: Doug Ford - Bouckville, Ginger Scoville - Morrisville, Nathan Durfee - Chittenango, Denise Goedel - Earlville, Roy Meeker - Munnsville, Doug Trew - Munnsville.

Staff:

Karen Baase-Extension Issue Leader	Extension # 105	kab21@cornell.edu
Kathe Evans, Extension Community Educator	Extension # 106	kbe4@cornell.edu
Becca B.R. Jablonski AED Specialist	Extension # 126	rb223@cornell.edu
Darlene Curtis, Administrative Assistant	Extension # 100	dme6@cornell.edu
April Winslow, Ag in the Classroom Coordinator	Extension # 111	amh36@cornell.edu
Steve Miller, Farmers Market Nutrition Program Coordinator	Extension # 206	sgm6@cornell.edu