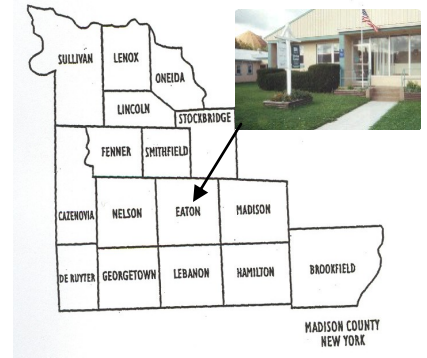


# Madison Manager



## Do You Know Any Youth Interested In Learning More About The Dairy Industry?



The Madison County 4-H dairy program is looking for new members and volunteers. Madison County 4-H club leaders are volunteers, usually with children of their own, who want to help youth have fun while learning the life skills that will make them successful as adults.

4-H is open to youth ages 5 (or Kindergarten) – 19. Members can get involved as independent members or join a club for a specific project area.

“It is kind of neat to think having fun can also help me learn more about the things I like to do,” commented a Madison County 4-H Dairy Club member.

To learn more about 4-H clubs in Madison County, contact CCE of Madison County 4-H Program, 315-684-3001 or email [Madison@cornell.edu](mailto:Madison@cornell.edu)

## Inside this November & December 15, 2010 Issue

Movement to Lower Limits of Grade A Milk Somatic Cell Counts	2
Upcoming DaireXNET Webinars	3
SMART MARKETING: Tips For Marketing in the Local Meats Market Part II, Talking to Customers	3
CAFO Update	5
Improve Convenience Traits to Keep Ranching Enjoyable	6-7
Eat Local/Feed The World - Food Production For The Future	8
Renewable Energy and Your Farm: Madison County AED Announces Conference to Benefit Local Farmers	9
Upcoming Events...	11

## Registration Needed For Cornell Cooperative Extension Meetings.

Although I have been fighting against pre-registration for a long time, conditions have changed and I think that we must adopt a policy that requires pre-registration for most meetings that we at Cornell Cooperative Extension Of Madison County present. Speakers are reluctant to use or are restricted from using limited travel budgets for a meeting with only a few people. In general we will need at least 10 registrations to hold a meeting. I would be happy to speak with anyone concerned about this policy and if conditions ever warrant going back to open meetings we will do so in a heartbeat.



Cornell Cooperative Extension of Madison County wishes you all a very Happy Holiday Season!

Photo submitted by Joan Curtis

# Movement to Lower Limits of Grade A Milk Somatic Cell Counts

By Karen Baase, Extension Issue Leader

You've all heard by now that National Milk Producer Federation delegates approved a resolution to lower Grade A somatic cell count limits to 400,000 cells/ml by 2014. This proposal will make its way to the National Conference on Interstate Milk Shipments (NCIMS) next April in Baltimore. Adoption will require a change in the Pasteurized Milk Ordinance (PMO), which regulates Grade A milk for interstate shipment.

From what I've read, the tide is changing for SCC limits because of the potential loss of markets, pure and simple. As recently as this past spring & summer, milk prices rebounded in part because of the very favorable market overseas including the European Union. And since they've had much more stringent SCC requirements, the time has come for the U.S. to do the same.

National Milk proposes a 3-step phase in. January 1, 2012, the limit will be lowered to 600,000. On January 1, 2013, the limit will be lowered to 500,000. And, finally, the limit will be lowered to 400,000 on January 1, 2014.

## Tools to Improve Milk Quality

On the previous page, I listed a number of upcoming webinars related to dairy management. An archived presentation on **Managing Somatic Cell Counts** featured Dr. Ron Erskine, College of Veterinary Medicine at Michigan State, Dr. Larry Fox, from Washington State University, and Dr. Jeff Reneau from the University of Minnesota. It can be found at [http://www.extension.org/pages/Archived\\_Dairy\\_Cattle\\_Webinars](http://www.extension.org/pages/Archived_Dairy_Cattle_Webinars)

Here are the points that all 3 stressed:

- ◆ Somatic Cell Counts are a "window" into the cow's whole immune system; it's

an indicator on how well a cow responds to infection and the extent to that response.

- ◆ The basic "line of defense" is the teat end and its exposure/non-exposure to pathogens.
- ◆ Records are key in getting to the bottom of a mastitis issue; which group, stage of lactation, the environment, cultures to identify the bacteria in question, consistent milking practices, etc.
- ◆ From Jeff Reneau – benchmarks to monitor
  1. Percentage of cows in the herd with SCC of >200,000. The goal is to be below 20%.
  2. Percentage of chronic infections: goal is have <10%.
  3. Percent of New Infections:
    - ◆ 4-7% means the mastitis "battle" is improving
    - ◆ 8-12% means that the battle is holding its own
    - ◆ >12% means that you're losing ground

4. Ave. Linear SC for the herd: 80% are <4.
5. 90% of 1<sup>st</sup> calf heifers have a LS between 1-3

This chart to the right, is a tool that estimates the likelihood of having a Bulk Tank SCC that's > 400,000 during the next 30 days. Let's say your herd has been averaging 260,000. So that puts you somewhere in the 3<sup>rd</sup> column from the right.

Next, look at the variation in your Bulk Tank SCC (BTSCC) pick-up report. Let's say it's ranges between 45-60,000 sccs. In this case, there is a 55% likelihood that the Bulk Tanks Score will be greater than 400,000 at some point during the month.

Also note the mean BTSCC of herds never having a SCC > 400,000 was 171,000 ± 29,000. So you can see, the days of thinking that a SCC of 250,000 is good are on their way out. And with the impending regulations, the time to act may already be here.

## Probability of a > 400,000 BTSCC during the next 30 days

Lukas et al JDS 91: 433-441, 2008

BTSCC VARIATION Between Milk Pickups (Sigma)	RANGE BTSCC AVERAGE (X 1000)					
	100-149	150-199	200-249	250-299	300-349	350-400
10 – 20,000	4%	6%	7%			
20 – 30,000	5%	9%	14%	31%	51%	81%
30 – 45,000	7%	13%	23%	45%	68%	>90%
45 – 60,000	17%	21%	33%	55%	73%	>90%
60 – 75,000		23%	40%	56%	75%	>90%
75–100,000		33%	44%	57%	80%	>90%
100-125,000				62%	77%	>90%
125-150,000					81%	>90%

**Mean BTSCC of herds never over 400,000 = 171,000 ± 29,000**

[www.extension.umn.edu/dairy](http://www.extension.umn.edu/dairy)



# Upcoming DaireXNET Webinars

Submitted by Karen Baase, Extension Issue Leader

Each of our fall webinars has been approved for one continuing education credit from the American Registry of Professional Animal Scientists (ARPAS).

These webinars are geared toward bringing pertinent information to dairy producers, extension educators, allied industry professionals, and veterinarians across the United States. Sessions will be

recorded and archived at [http://](http://www.extension.org/pages/Archived_Dairy_Cattle_Webinars)

[www.extension.org/pages/Archived\\_Dairy\\_Cattle\\_Webinars](http://www.extension.org/pages/Archived_Dairy_Cattle_Webinars)

Along the right column are links to upcoming webinars and ones that are archived. There are simple instructions to get connected.



---

## February 7<sup>th</sup>, 2011, 12 p.m. CST: Environmental Phosphorus Issues

**Katharine Knowlton, and** a dairy producer will discuss regulations pertaining to phosphorus, and how these can affect the dairy farm.

---

## March 1<sup>st</sup>, 2011, 12 p.m. CST: Environmental Nitrogen Issues

**Mike Van Amburgh, and** a dairy producer will discuss regulations pertaining to nitrogen, and how these can affect the dairy farm.

---

## April 4<sup>th</sup>, 2011, 12 p.m. CST: Air Quality

**Frank Mitloehner, and** a dairy producer will discuss regulations pertaining to air quality, and how these can affect the dairy farm.

---

# SMART MARKETING: Tips for Marketing in the Local Meats Market Part II, Talking to Customers

Matthew LeRoux, Cornell Cooperative Extension – Tompkins County

In the last article I profiled three groups of local meats buyers and their buying habits. For farms directly marketing their meats, identifying a target group is the first step in developing marketing materials and your communication with customers. This article outlines how to further develop your marketing message in a focused and deliberate way.

Marketing materials include business cards, brochures, posters, websites, emails, signs and **conversations**. Any marketing materials that you distribute to potential customers should contain a consistent and simple communication with your farm name and contact information, claims, products and prices. Other things to include are: a logo (if you have one), points of differentiation (see below), a few sentences about your farm history or farm philosophy, and a quality photograph. Any photos used should be of high quality (good lighting, high resolution) and should communicate something to the customers' needs and desires as well as accurately reflect your farm. Your materials are always a work in progress, so initially print small numbers of

copies so you leave room to make changes and test new ideas.

When communicating with consumers about local meats it is best to operate under a few assumptions. Assume that they are not familiar with livestock production or butchering terminology. Specifically, customers may not be familiar with "hanging" or "hot carcass" weights, typical yields from live, to carcass, to retail pounds of product, terms for feed such as haylage, balage, and silage, as well as terms for livestock such as "gilt" and "feeders". Assume that they are nervous about this buying decision and are generally uninformed, or even misinformed about the production, processing and marketing of meats. However, don't assume that they are stupid! Prepare clear and concise answers to commonly asked questions and consider the customers' needs and desires when answering. When answering a question, consider what information the customer is seeking to make their purchase decision. Save unnecessary details for a longer conversation.

Contrast the following answers to the question: "**How much does a quarter of a beef cost?**"

**Answer 1:** "I get \$2.65 per pound hanging weight and the butcher gets 47 cents per pound for cut and wrap plus \$35 for the kill fee, but I pay that directly unless you want to but then I'll have to let you know how much it is". (An actual answer I was given!)

**Answer 2:** "A quarter will cost between \$400-450 and weigh about 90-110 lbs."

One way to begin developing your farm's marketing plan is to choose one specific target audience based on your current customer base, personal preferences, and the types of consumers available in your area. Keep this group, their preferences, desires, and needs in mind with each decision as you develop your marketing materials. Even if your target audience seems too specific or exaggerated, it is the starting point which will focus your message and ultimately have appeal to a larger audience of potential customers. To begin, write a sentence using the following outline:

Our farm raises claims/product(s) for target customers who activity/demographic/behavior.

(Continued from page 3)

Think of popular brands and products that you are familiar with, how do they complete this sentence? How would Hershey's, BMW, and Carhartt write this sentence?

For example, compare these two statements and consider how the marketing would differ:

**Farm 1:** "Our farm raises pork without antibiotics for mothers with young children who want to save money and eat well."

**Farm 2:** "Our farm raises heritage-breed, pastured pork for wine connoisseurs who host gourmet dinner parties."

Each statement identifies a very specific group of consumers with unique buying habits and preferences which guide the development of marketing materials as well as choices for products, prices, and marketing channels.

Next, find ways to match your product offering to your chosen customers. Tailoring the product line to your customers may include your choices on a cut list, value-added products, packaging choice (butcher paper or cryovac plastic), sales of individual cuts and bundles of cuts, and pricing structure. In the examples outlined above, one farm might choose to sell bundles of assorted frozen cuts wrapped in paper directly from the farm for a flat price while the other might sell fresh or frozen pork by the cut, wrapped in cryovac, at specialty stores and farmers' markets. Can you identify which is which?

There are increasing numbers of farms entering the growing local meats market necessitating product and farm-brand differentiation. Differentiation means drawing attention to factors that make your farm and products unique. Chances are, your farm brand is already different, you just need to highlight those factors that are attractive to consumers. A combination of the two or three most important points of differentiation should be all that is needed.

### **Points of Differentiation and Examples for Smart Meat Marketers**

- ◆ Breed of livestock (heritage,

registered, cross)

- ◆ Feed and management (farm-grown, rotational grazing)
- ◆ Claims and certifications (organic, all natural, humane, dry-aged)
- ◆ Points of pride and farm philosophy (treatment of land, animals, community)
- ◆ Farm facts and history (years in operation, traditions, other enterprises, farm size)
- ◆ Family (cultural heritage, family farm, generations on the farm)
- ◆ Product assortment (thick cut steaks, lean ground, value-added, bundles of cuts)
- ◆ Superlatives (such as first, biggest, smallest, only)
- ◆ Awards (awards you, your farm, livestock or products have won)
- ◆ Location (location matters to local foods enthusiasts)

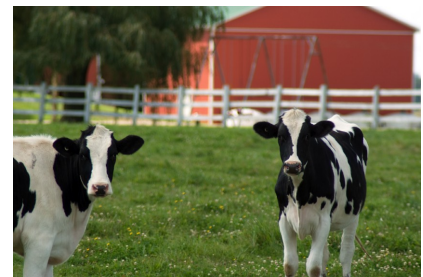
Regardless of your target market, a few details of farm marketing communication are always important. Farm marketing communication should avoid dishonesty and inaccuracy. Brochures, price sheets, websites and conversations should always be honest about the farm, the production methods, the claims, and other details. Marketing is not the craft of misleading people to get them to purchase something; it is the methodology of identifying customers' needs and definition of value, creating a product to satisfy them, and delivering it. In addition, claims should be accurate, for example, "hormone-free beef" is inaccurate, and instead the claim should be "no added hormones".

Other messages to avoid in your communication are "sob stories," complaints and criticisms. Even if you or your farm are experiencing financial or health problems or difficulties with neighbors or government officials, to communicate this to potential customer whether in written materials or

conversation is ill-advised. Use your opportunity to communicate with consumers to tell them what you are proud of and what is good about how you farm. Do not tell them what is wrong with what others are doing, whether from the "industry" or other local farms. Rather, focus on the positive details of your farm and products.

In addition, learn to spare your customers from any unpleasant surprises through good communication. Examples of unexpected surprises include packaging type, questions of legality (meat labeled "not for sale" may cause confusion even when legally sold), product weights and yields, and the selection of cuts. Through clear communication about expectations and deliverables, such surprises can be avoided.

In summary, marketing materials such as brochures and price sheets are a great asset for communicating with customers when they contain clear, concise, and consistent information about your farm and products. Planning and designing your materials based on a target market audience helps "brand" your farm. After a target market is chosen you can tailor your products, marketing channels, and communication to best suit them. Points of differentiation make your farm and products stand out and attract your target market. All marketing communicating from your farm should avoid negativity such as dishonesty, inaccuracy, complaints and bashing competitors. On a final note, remember that your materials are always a work in progress. The design and points of your materials can change and grow as you test them in the marketplace.



# CAFO UPDATE

*Karl Czymmek, Pro Dairy, Cornell University*

Since the new Environmental Conservation Law (ECL) Permit for New York CAFO's was released in June 2009, the CAFO front has been rather quiet. That still seems to be the case today while the states and federal government work out how to implement the 2008 CAFO rule. NY producers should not be lulled into complacency by the apparent calm.

While we await the release of a new Clean Water Act (CWA) Permit for New York that will replace the administratively extended GP-04-02 Permit that many of you have been operating under, below are some scenarios and action items to consider, but the Bottom Line is:

All CAFOs in NY, whether covered by the ECL Permit or not, should be undertaking the engineer and planner evaluations required in the ECL Permit (March 31, 2011 deadline) and moving to implement any needed upgrades based on these evaluations (March 31, 2012 deadline). If you haven't already, review the requirements with your planner and make a plan for moving forward. If you are not

covered under the ECL Permit, you are not currently bound by the deadlines, but it is reasonably likely that the CWA Permit when released will have similar requirements for practice evaluation and upgrades.

**Medium CAFOs:** Medium CAFOs operating under the old CWA Permit (GP-04-02) are supposed to be fully implemented, and if not, are out of compliance. I understand that this has been an issue in at least one EPA inspection of a medium CAFO in New York. Medium CAFOs that are fully implemented can continue to operate under the old GP-04-02 Permit or can elect to shift over to the ECL Permit. Action item: if you are not fully implemented, strongly consider seeking coverage under the ECL Permit and get going with its deadlines accordingly. Many medium CAFOs have been authorized under the new ECL Permit. This allows them additional time (March 31, 2012) to implement remaining structural practices in their CNMP, so they can be in compliance though not fully implemented. A hardship extension

may be granted in some circumstances, and the best case for this will be made with evaluations in hand, related cost estimates, and efforts to secure funds to implement remaining practices.

**Large CAFOs:** A few Large CAFOs are covered under the ECL Permit and should be moving toward compliance in accordance with the deadlines above. Others are still operating under the GP-04-02 Permit, or have filed a notice of intent (NOI) to comply with the ECL Permit, but have not received a notice of coverage from DEC. If you are having second thoughts about being covered under the ECL Permit at this time, it should be possible to recall your NOI by sending a letter to Jackie Lendrum at DEC requesting return of your NOI and to remain under the GP-04-02 Permit until you are able to evaluate the CWA Permit once it is released. DEC is dealing with many issues relating to budget, staffing, the 2008 CAFO Rule and the Chesapeake Bay, so it is unclear when the new CWA Permit will be out. In this circumstance, it may be prudent to remain covered under the GP-04-02 CWA Permit if you still have it.

## 2011 Madison County Crop Congress To Be Held February 1, 2011

The 2011 Madison County Crop Congress has been scheduled for Tuesday February 1 from 9:30-2:30 at Empire Tractor Rt 20 E, Cazenovia, NY. Sponsored by Cornell Cooperative Extension of Madison County in cooperation with Empire Tractor, Cazenovia, the meeting will offer producers the opportunity to hear from agronomy specialists from Cornell University, Cornell Cooperative Extension and NY Department of Environmental Conservation

Topics will cover weed & disease management in field crops particularly corn and soybeans, thoughts on integrated pest management techniques for field crops, and updates on rules and regulations from the DEC. Recertification Credits have been applied for and it is anticipated that there will be at least 2.0 credits for field crops and core areas. Attendees should remember cards and/or numbers must be available at the time of the meeting. In order to receive recertification credits, one must be in attendance during the entire program. Lunch will be provided compliments of the Lucas Family and Empire Tractor. Registrations are requested by January 26, 2011. Please call 655-8146 for lunch reservations. For more information please contact Cornell Cooperative Extension of Madison County at 684-3001.

**Organic Certification Cost Share Program :** The Organic Certification Cost Share Programs reimburse eligible producers and handlers for a portion of the costs of organic certification. Producers and handlers who have received certification or a renewal of certification from an accredited certifying agent (ACA) are eligible to participate. The program is not competitive. Applicants typically submit a one-page application form, along with proof of certification and an itemized invoice, to their State's department of agriculture. After the State agency reviews the application, they may reimburse the applicant for 75% of the cost of certification, up to a maximum of \$750 per year. The program is administered on a first-come, first-served basis until funds are exhausted. For more information visit <http://www.agmkt.state.ny.us/AP/Organic/reimbursement.html>

# Improve Convenience Traits to Keep Ranching Enjoyable

by: F. David Kirkpatrick, Professor, Animal Science Dept., University of Tennessee

Convenience traits are those cattle traits that contribute directly to savings in time, facilities, drugs and labor in a cow calf enterprise. Some examples of these traits would be temperament, polledness, structural and udder soundness, disease and pest resistance, heat tolerance, doing or "fleshing" ability, mothering ability and calving ease. Many of these traits of convenience are not highly heritable but contribute to the ease of participating in and enjoyment of the beef cattle industry.

**Temperament.** Temperament is a measure of the relative docility, wildness or aggression of an animal toward unfamiliar situations, human handlers or management interventions. Temperament reflects the ease with which animals respond to handling, treatment and routine management. Animals with bad disposition problems are a safety risk to handlers, themselves and other animals within the herd. Disposition affects handling equipment requirements, operation liability exposure, beef quality assurance, carcass quality and performance.

Wild, hard to handle cattle are a danger to themselves and the people working with them. They are the ones that create handling and gathering problems. Once they are confined, they are the gate and fence crashers. They are wild eyed upon leaving the chute and exit the head gate on the run. They may look for something to hit and when extremely agitated may look for a human being and charge.

In addition, those wild, unmanageable animals do not perform as well as calmer cattle in the feedlot. Research from Iowa State University has shown that this type of cattle gain nearly one half pound per day less than quiet, easily managed cattle and returned \$61 less profit. Also, easily excited cattle tend to produce carcasses that have a higher incidence of dark cutters that are heavily discounted in market price

in the packing industry. Results of a survey of Tennessee cow calf producers, conducted during three performance tested bull sales, revealed that temperament was rated 4.13 out of 5.0 as being important in sire selection. Cow calf producers do not want a bull with a bad attitude.

Heritability of temperament is moderately high and directional change can be made by selection and culling. The North American Limousin Foundation has developed their own breed EPD for docility or temperament which aids in making directional change in their breed for disposition. Dr. Temple Grandin found that location of the hair whorl on the forehead in cattle is associated with temperament. Cattle with hair whorls above the midpoint of the eyes are more susceptible to excitement than cattle with hair whorls below the midpoint of the eyes. Excitability is measured when the cattle are in the chute by temperament scores assigned to them according to their response to restraint.

## Udder Soundness.

One of the most important functional traits of a beef cow is udder and teat conformation. Beef producers are less likely to consider udder shape and characteristics as would dairy producers, but these attributes affect cow productivity and longevity and should be considered in a beef cow calf operation. Udder and teat quality are important functional traits and appear to be heritable. Their soundness should be an important concern because of their relationship to injury and mastitis and calf performance affected by reduction of milk flow. Oversized teats provide difficulty for newborn calves to nurse and receive adequate colostrum which could lead to a higher incidence of scours or decreased immunity levels in the newborn calf.

At the New Liskeard Agricultural Research Station in Canada examined factors related to the transfer of antibodies from the dam to her calf during the first four hours post calving. Measurements were recorded for maternal behavior, calf vigor, calf time to first standing after birth, calf time to first suckling after birth and physical structure of the cow's udder. Cows with higher (more desirable) maternal behavior scores had calves with higher calf vigor scores. Calf vigor scores were highly related to time to first standing of the newborn calf and time to first suckling for the newborn.

Also, time to first suckling for the newborn was related to teat size score in which cows with more desirable teat scores had calves that nursed sooner after birth. Usually teat circumference will cause problems much more often than teat length. Short to medium length teats are preferred over long teats. Sound well attached udders are less susceptible to injury than very pendulous poor attached udders. The teats should be placed squarely under each quarter. When viewing the udder from the side view, the udder should display a level udder floor without any quartering. The median suspensory ligament is the support that ties the udder to the cow's body wall. A weak suspensory ligament allows the udder to hang down too far from the body and subjects the udder to serious problems.

## Structural Soundness.

Sound feet and legs are essential in order for bulls to cover many acres of pasture for mating with cows and obtaining adequate nutrition. Structural soundness is not an all or none situation but expressed in various degrees. Inspect prospective sires in a systematic manner. Inspect the bull's feet, toes, heels, pasterns, knees, hocks and sheath. When viewed from the front, the feet should point straight ahead, both when the bull is standing and walking. The feet should be large and round with a deep heel and with toes that are similar in size.

When viewing from the rear, the legs should be equally far apart at the hocks and pasterns and then toe out slightly from the pasterns to the ground. The bull should move freely with each hoof striking the ground evenly. When on

the walk, a structurally sound individual's hind feet will cover the footprints made by the front feet. Short, choppy strides are usually the result of the hind leg being too straight (post legged) and/or not enough angulation to the shoulder. Bad feet, pigeon toes, excessively straight or sickle hocks and loose pendulous sheaths are examples of the more common structural problems.

Replacement females should remain functionally sound to advanced ages. Proper foot, leg and udder structure is important in the beef cow or replacement heifer to insure longevity. A cow's udder should be well attached, level across the bottom and have small to moderate sized teats that are not excessively long or excessively large in circumference. Soundness of the udder will generally deteriorate with age. Cows with impaired mobility, unsound mouths, pendulous udders or excessively large or balloon teats are candidates for culling.

#### **Polledness.**

Dehorning is a labor intense management practice that requires additional health attention. Polled cattle are

less troublesome and when working them the possibility of injury to both producer and animal is reduced. Cattle without horns require less time and labor. Dehorning can be accomplished by selection of a polled bull since the polled gene is dominant to the horned gene. (Isnt Polled Recessive? - Dexter)

#### **Calving Ease.**

Assistance at calving is labor intense and can be greatly reduced by selecting herd sires that have below breed average birth weight EPDs or an excellent EPD for calving ease. Also, stress incurred by the cow and calf at birth can lower the resistance of the newborn calf and make it more susceptible to disease and health problems. In addition, stress incurred by the cow during a difficult birth may delay her return to estrus following calving and lengthen the following year's calving season.

#### **Disease and Heat Resistance.**

There are breed differences in cattle for heat tolerance and disease resistance. The Bos Indicus (Brahman

based) cattle are known to be more heat and disease resistant than the British and Continental breeds other than the Senepol breed.

#### **Doing Ability.**

Doing ability or fleshing ability is a measure of the adaptability of the cattle with their given resources on which to produce. "Hard doers" are those that do not adapt to their given set of resources and require extra attention or feed to produce. It also affects the longevity of the animal in question. The Red Angus Association has developed a Stayability EPD which measures the likelihood that an individual will stay in the herd past six years of age.

The cow calf industry is composed of many part time operations that are maintained to supplement other farm enterprises or off farm income. Labor is a limiting resource in many of these operations and there is a trend in selecting for improvement in convenience traits while maintaining optimum performance. Many of these convenience traits are not highly heritable, but by selecting for them and culling those that do not fit the producer's objectives, improvement can be realized and enjoyment increased.

## **Starting a Vegetable Farm Online Course Debuts in January Also Markets & Profits: Making Money Selling What You Grow**

The Cornell Small Farms Program is adding yet another online course to its repertoire: Starting a Small-Scale Vegetable Farm. If you're in the planning stages of a diversified vegetable enterprise, this course will help you with site selection, enterprise budgets, cultivation, equipment, cover crops, and more. The course runs January 5 – February 23, and incorporates optional face-to-face meetings at the Northeast Organic Farming Association conference on January 22-23 in Saratoga Springs, NY. [Beginning farmer scholarships for the conference are available until December 6 for those interested in attending, but you must register separately for the conference.](#)

In addition, the popular online course Markets & Profits: Making Money Selling What You Grow is back, starting January 20 and ending March 2. Explore market opportunities and profit potential for your product to take your planning to the next level.

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. COST is \$150 per course TO REGISTER, or for more details on both courses, please visit <http://www.nybeginningfarmers.org/index.php?page=onlinecourse>



# Eat Local/Feed the World - Food Production for the Future

Over 450 attendees are expected at the Holiday Inn, Syracuse/Liverpool on Thursday, January 6th, 2011, for the New York State Agricultural Society's 179th Annual Agricultural Forum, co-sponsored by the New York State Department of Agriculture and Markets. The Forum focuses on "Eat Local/Feed the World - Food Production for the Future".

With unprecedented momentum behind the local food movement in the U.S., how does this relate to global demand for food production in the next few decades? What is in the future for food production? With fewer acres of farmland and fewer farmers around the world, who is going to feed the world's expanding population, and how are they going to do it? What does all of this mean to local farmers here in New York State? Come to the NYS Agricultural Society's Annual Forum and participate in the discussion of eating local while feeding the world.

Keynote speaker Dr. Robert Thompson is a leading authority on agricultural policy, trade, and international development and speaks throughout the world about international food and agricultural issues. Dr. Kathryn Boor, dean of CALS at Cornell University and former Chair of Cornell's Food Science Department, will moderate discussions as four distinguished panelists share their thoughts on Eat Local/Feed the World - Food Production for the Future.

Other conference highlights include recognition of Businesses of the Year, Century Farm Families, Agricultural Journalism Awards, FFA Chapter of the Year, Ag Education Award, and the Society's lifetime of Distinguished Service Citation. All meals, breaks and reception feature New York produced food and beverages, and allow time for networking with exhibitors and

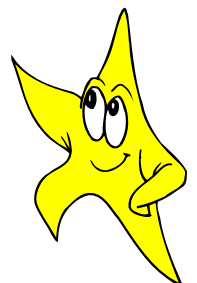
attendees. Following the evening banquet, New York State Agriculture Commissioner, Patrick Hooker, will present the State of the State's Agriculture Address. Also, on the evening prior to the Forum (Wed. January 6th), the Friends of the Witter Agricultural Museum will hold their annual meeting; Robert Call will show a presentation of the History of MY-T Acres & Call Farms. Following the Witter meeting, CALS and its Alumni Association will host a special faculty and staff panel discussion, "Cornell Cooperative Extension at 100: The Power of Extension- Looking Forward with Reflections on the Past" moderated by Extension Director Helene Dillard.

All are invited to the New York State Agricultural Society's Agricultural Forum and special pre-forum events. Early registration is strongly encouraged, and discount applies for Forum registrations received before December 24th. For meeting details or to register online, visit [www.nysagsociety.org](http://www.nysagsociety.org)

**Farmers Wanted for New Educational Cable Series :** A major cable network is casting for a documentary series in development. This series will highlight an American Family and show first hand what it takes to put food on American's Table, as well as day-to-day life on a working farm. The farm selected will have a part in educating people on farming and will be excellent publicity for any farm. If interested, send information about your farm, including location, family, number of people working the farm and anything that you may find relevant that would give us a better idea about who you are. Please include recent pictures of your family & farmland. Contact 917-475-1411 or [farmgrid@gmail.com](mailto:farmgrid@gmail.com) for more information.

## Annie's Project January 13 - February 17, 2011

CCE-Oneida County & Schoharie County are pleased to offer an exciting six-week course designed to empower farm women to manage today's technology based information systems used in critical agricultural decision making processes, and will help participants build a network of support across the state. The program will begin January 13, and run six consecutive Thursday's through February 17, each three-hour session from 10am-2pm, including one hour for lunch. The cost is 450/person, which includes lunch, all course materials, and handouts. Class size is limited, pre-registration will be required. For more information on how to enroll or help sponsor this important program please contact Bonnie Collins at CCE-Oneida County at 315-736-3394 x104 or email [bsc33@cornell.edu](mailto:bsc33@cornell.edu) or David Cox at CCE-Schoharie County at 518-234-4303 or email [dgc23@cornell.edu](mailto:dgc23@cornell.edu).



**Crop Insurance for Beginning Farmers:** Crop insurance is part of risk management. For beginning farmers, there are hurdles to using crop insurance, but keeping the option of crop insurance in mind while planning your farm business and record keeping structure is advisable. Although USDA does not have crop insurance for beginning farmers per se, they are developing crop insurance options for beginning farmers. See the link for a description of how crop insurance can be used today. [www.agmkt.state.ny.us/AP/cropins/NY\\_Beginning\\_Farmers\\_Handout\\_2011.pdf](http://www.agmkt.state.ny.us/AP/cropins/NY_Beginning_Farmers_Handout_2011.pdf). Along with this document there is also a new video. Beginning Farmer Peter Martens discusses how he uses crop insurance in his organic farm operation in the video. Use this link to watch the video: [www.agmkt.state.ny.us/AP/CropInsuranceSpecialty.html](http://www.agmkt.state.ny.us/AP/CropInsuranceSpecialty.html).

# Renewable Energy and Your Farm: Madison County AED Announces Conference to Benefit Local Farmers

By: Lindsey McDonnell, Madison County  
Agricultural Economic Development  
315.684.3001 x 125  
lm523@cornell.edu  
www.madisoncountyagriculture.com

Morrisville, NY – On January 12<sup>th</sup>, 2011, farmers and landowners from the Central New York region are invited to attend the “Renewable Energy and Your Farm” conference, held at the STUAC Building of Morrisville State College. The conference will focus on various incentives and resources available to implement energy-efficiency practices and renewable energy technologies for agricultural businesses and rural landowners.

A wide range of renewable energy topics will be covered, including: accessing incentives, grants, and loans; and opportunities to utilize micro-hydro, solar, wind, and biomass resources. A welcoming address will be provided by Dr. Cross, President of Morrisville State College. Included in the line of presenters will be: Brian Pincelli, Central New York Regional Planning and Development Board; Scott Collins, USDA Rural Development; Phil Hofmeyer, Morrisville State College’s Renewable Energy Training Center; Kathie Arnold, Twin Oaks organic dairy farm; and Owen Pugh, Alternative Power Solutions.

The event begins at 10am and will conclude with a free lunch and networking session in which the attendees will be able to further discuss energy options with the presenters. To register for this FREE event, or if you are interested in setting up a booth (\$25.00) please call the Madison County Agricultural Economic Development Program at 315-684-3001 ext. 125. For more information, visit [www.madisoncountyagriculture.com](http://www.madisoncountyagriculture.com).

This event is made possible through support from the CNY Regional Planning and Development Board, Morrisville State College, NYSERDA, Madison County Energy Committee, Cornell Cooperative Extension of Madison County, the FREE Center, and Madison County Agricultural Economic Development Program. This joint effort provides the latest energy opportunities available to



farmers, helping them save money by reducing their energy consumption.



## Rural Tax Education Website

<http://www.ruraltax.org/>

This website provides farmers and ranchers, other agricultural producers and Extension educators with a source for agriculturally related income and self-employment tax information that is both current and easy to understand.

Tax issues are important for agricultural operations because income and self-employment taxes are a major cost and also because more and more USDA programs are being linked to a producer’s federal income tax return.



# Maple Producers Winter Conference



12th Year in Verona 16th Annual New York

Friday and Saturday, January 7th & 8th, 2011 V.V.S. High School, Verona, NY

Advanced Registration Form

Name(s) of Participant(s): 1. \_\_\_\_\_ 2. \_\_\_\_\_  
(To be used on nametags) 3. \_\_\_\_\_ 4. \_\_\_\_\_  
5. \_\_\_\_\_ 6. \_\_\_\_\_

Name of Maple Business: \_\_\_\_\_ Phone #: (\_\_\_\_)\_\_\_\_-\_\_\_\_\_

Mailing address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_



**Friday: Maple Trade Show 6 – 9 PM**

**Keynote Presentation: 7 PM – 8 PM; Auction after presenter**

**Saturday Conference: Maple Trade Show 8 AM – 4 PM**

**Workshops & Seminars: 9 AM – 4 PM**

### Advanced Payment Calculation

Friday Night Only: # \_\_\_\_\_ x \$ 13.00. = \_\_\_\_\_

Saturday Only: # \_\_\_\_\_ x \$ 25.00. = \_\_\_\_\_

Friday & Saturday: # \_\_\_\_\_ x \$ 34.00 = \_\_\_\_\_

Total \$ \_\_\_\_\_

Friday At-the-door: \$15.00 Saturday At-the-door: \$30.00

**Registration includes light meal Friday night and Saturday continental breakfast and all-you-can-eat luncheon buffet.**

Preregistration deadline: **Postmarked by December 15th**

Please make checks payable to:  
"V.V.S. FFA"

Payment received: \_\_\_\_\_  
(V.V.S. FFA Use only)

**No refunds of pre-registration.**

Receipts will be available at  
conference registration.

**No confirmations will be mailed prior to the  
conference.**

Mail this form and your payment to:

V.V.S. FFA  
5275 State Route 31, Verona, NY 13478

Keith Schiebel, FFA Advisor, Vernon-Verona-Sherrill Central School,  
5275 St. Rt. 31, Verona, New York 13478

School: (315) 829-2520 ext. 7462 Fax: (315) 829-4465 Email: [kschiebel@vvsschools.org](mailto:kschiebel@vvsschools.org)



## Have a Safe and Happy Holiday!



# Upcoming Events

**January 5 - February 23 - Starting a Vegetable Farm, On-line course.** See page 7 for more information.

**January 7 & 8, 2011 - Maple Producers Winter Conference.** For more information see ad to the left.

**January 12 - Renewable Energy and Your Farm:** Madison County AED Announces Conference to Benefit Local Farmers. See page 9 for more information.

**January 13 - February 17 - Annie's Project-6 Week course** designed to empower farm women to manage today's technology based information systems used in critical agricultural decision making processes. The program will begin January 13th and run six consecutive Thursdays through February 17. See page 8 for more information.

**January 13 - Delaware County Catskill Dairy and Grazing Conference** at Delhi State College – A full day of workshops for dairy and livestock farmers, including Grazing 101, stockpiling forages to extend the grazing season, and raising dairy heifers on pasture. For more information contact Dale Dewing at Cornell Cooperative Extension of Delaware County at [drd4@cornell.edu](mailto:drd4@cornell.edu) or 607-865-7090.

**January 21 - 23 - NOFA-NY Winter Conference: Diggin' Diversity!** At Saratoga Hilton & City Center, Saratoga Springs. Join us this January for our 29<sup>th</sup> annual Organic Farming and Gardening Conference! We've got a fantastic lineup of educational workshops this year, covering everything from Soil Health to Community Food Security. Whether you're an organic farmer, gardener, activist, homesteader, business owner, processor, or enthusiast, you'll find plenty of workshops of interest. For a full schedule of events, registration, and further information, please visit [www.nofanyconference.org](http://www.nofanyconference.org) or contact Lynn Barnett at 585-271-19979, ext. 509.

**January 25 - Becker Forum,** Holiday Inn Syracuse, Liverpool, N.Y.

**January 26 - 27 - Empire State Fruit and Vegetable Expo & Farmers' Direct Marketing Conference,** Oncenter, Syracuse, N.Y.

**January 28 - 29 – The Winter Green-Up Grass-Fed Beef Conference** – The Century House, Route 9 (exit 7 off Northway), Latham (Albany County) – Mark your calendar now for this conference that has been a sell-out the last two years! Featuring farmer and author Joel Salatin, Polyface Farms, Swoope, VA, who has written numerous articles and books on raising grass-fed beef, pork, and poultry, as well as direct marketing. Sessions on improving soil health with Ray Archuleta of USDA-NRCS, winter feeding search trials with grass-fed beef with Mike Baker of Cornell, will also be offered. For more information contact Lisa Cox at 518-765-3512, [lkc29@cornell.edu](mailto:lkc29@cornell.edu) or visit [www.ccealbany.com](http://www.ccealbany.com).

**February 1 - 2011 Madison County Crop Congress.** See page 5 for more information

**February 1 - 2 - Northeast Pasture Consortium Annual Meeting** – Ramada Inn and Conference Center, 1450 South Atherton Street (Business Route 322), State College, PA – The Consortium is a collaboration of farmers, researchers, educators, and agency personnel working together across the Northeast region from Maine to West Virginia to promote, advocate for, and educate about grass-based farming systems. The Annual Meeting provides two days of updates on research and outreach that has been on-going over the past year. For the meeting agenda, visit [www.umaine.edu/grazingguide](http://www.umaine.edu/grazingguide) or email Executive Director, James Cropper, at [jbcropper@yahoo.com](mailto:jbcropper@yahoo.com). Registration fee is \$125 and includes the cost of lunch, dinner, and breaks for each of the two days of the meeting. Register by January 7<sup>th</sup>, 2011 by contacting Becky Casteel at [becky.casteel@mail.wvu.edu](mailto:becky.casteel@mail.wvu.edu) or 304-293-6131 ext. 4231. For room reservations, call Ramada Inn at 814-238-3001 by December 31<sup>st</sup> – the block room rate is \$62.00 per night under “NE Pasture Consortium”.

**February 2 - Farms, Folks, and Funding: Cultivating Leadership Through Research and Practice** – Inn on the Lake, Canandaigua – This one-day conference focused on agricultural Best Management Practices and water quality will take a comprehensive look at energy, food systems, planning, funding access, TMDLs, and research through workshops and research sessions on how technology and changing behavior aids local agricultural processes. Abstracts are now being accepted - for more information contact Khris Dodson at [kdodson@syracusecoe.org](mailto:kdodson@syracusecoe.org). Sponsored by the Environmental Finance Center at Syracuse University, Finger Lakes – Lake Ontario Watershed Protection Alliance (FOLLOWPA) and NY Farm Viability Institute.

**February 7 - DaireXNET Webinar.** See page 3 for more information.

**March 1 - DaireXNET Webinar.** See page 3 for more information.

**March 5 - 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 June berry 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](mailto:nea8@cornell.edu).



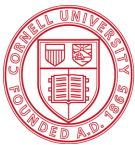
NY FarmNet was established in 1986 to provide farm families with a network of information, contacts and services that are uniquely suited to the financial and personal challenges of agricultural business management. This network covers every aspect of high-pressure decision making from partnerships and 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](http://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	<a href="mailto:kab21@cornell.edu">kab21@cornell.edu</a>
Kathe Evans, Extension Community Educator	Extension # 106	<a href="mailto:kbe4@cornell.edu">kbe4@cornell.edu</a>
Becca B.R. Jablonski AED Specialist	Extension # 126	<a href="mailto:rb223@cornell.edu">rb223@cornell.edu</a>
Darlene Curtis, Administrative Assistant	Extension # 100	<a href="mailto:dme6@cornell.edu">dme6@cornell.edu</a>
April Winslow, Ag in the Classroom Coordinator	Extension # 111	<a href="mailto:amh36@cornell.edu">amh36@cornell.edu</a>
Steve Miller, Farmers Market Nutrition Program Coordinator	Extension # 206	<a href="mailto:sgm6@cornell.edu">sgm6@cornell.edu</a>