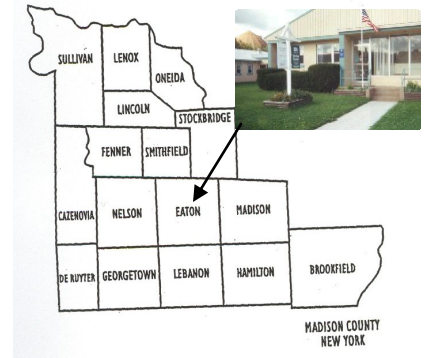


Madison Manager



2011 Madison County Crop Congress
Tuesday, February 1, 2011
9:30-2:30pm
at Empire Tractor Rte 20 E, Cazenovia, NY.

The meeting will offer producers the opportunity to hear Agronomy specialists from Cornell University, Cornell Cooperative Extension and NYDEC.

- ◆ We anticipate at least 2.0 Recertification Credits in field crops and core areas.
- ◆ Bring DEC cards to the meeting; no card, no credits.
- ◆ You 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.

Program is sponsored by Cornell Cooperative Extension of Madison County in cooperation with Empire Tractor, Cazenovia.

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January 15, 2011
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Transitioning Your Farm Business to the Next Generation
Thursday, February 24th, 11 am – 2:30 pm
Ag Center, 100 Eaton St., Morrisville

Featuring: Jeanne & "Skip" Jackson, owners of Iron Kettle Farm, Candor, NY and Bruce Erath, Estate & Financial Planning Consultant w/ Elwyn G. Voss Associates, Norwich

Benefits in Attending: 1) You'll receive Up-to-date advice about transferring the farm to the next generation; 2) You'll hear the Jackson's "success story" first-hand. 3) You'll be better prepared for the pitfalls & roadblocks along the way. 4) You'll learn from their mistakes.

Advance Registration is REQUIRED!

Please RSVP by calling 684-3001 by Tuesday, February 22nd.

Program Fee for Lunch and Materials is \$7 per person.



Looking forward to 2011

By Kathryn Evans, Community Educator

Agriculture has always been a volatile business, however wider swings in price received/paid have made many producers a little seasick. As a group, the farming community has always been resilient even in the face of ongoing challenges. The coming year will offer opportunities and problems as always and as always, we in the agriculture community will persevere.

The upcoming growing season does not look like it is going to be smooth sailing. Crop inputs, although not as high as two seasons ago, are predicted to increase. The price of glyphosate has dropped by half but seed costs especially for corn have continued to rise particularly as multiple traits have been stacked into the seed. If you don't need the trait don't

buy it unless forced to. As of today, 1/12/11, the USDA has put out their final figures on ending supplies of corn, soybean etc. The numbers imply a continuing rise in feed costs. "Beans in the teens" looks like it will be the norm and corn is at the \$6.00 range for futures on the CME.

Nitrogen prices are swinging back and forth and according to Purdue projections the cost for fertilizer overall will be in the 120-150 dollar per acre range. There is chatter about phosphorus supplies, certainly we need to keep an eye on what is available but equally check out rations to make sure that P is not being overfed. We in New York can offset fertilizer cost with manure on dairy farms but it will still pay to push a

pencil and keep a close eye on the cost of producing crops.

Dairy farmers are facing the double whammy of rising feed costs and a declining futures market. Programs for hedging and using insurance for gross margin are available and will undoubtedly become less foreign to producers as time goes on. Chuck Schwartau's article in this issue of the *Madison Manager* discusses the new LGM insurance program for those not feeling comfortable with the concept.

Fortunately, Madison County was blessed with a good growing season. Maximizing the use of forage intake for dairy and livestock herds will most always help the bottom line. Going forward, keep your eyes on the prize, take a deep breath and make the future yours.

Training and Pruning Apple Trees: A Demonstration

February 12, 2011

10:00 am

134 Nabob Row, Bainbridge, NY



Join Extension Educator Steve Miller from Cornell Cooperative Extension of Madison County in an apple tree training and pruning workshop in Bainbridge, NY on February 12, 2011. He will cover the basics of apple tree pruning and answer other fruit growing questions. This is a field session, please come dressed for the weather. Warm snacks and an enclosed shelter will be provided, but there may be no facilities. **Cost: \$10 per family. Please pre-register by February 9, to CCE Chenango at 607-334-5841.**

Madison County Ag District Consolidation

By Karen Baase, Association Issue Leader

Last October, the Madison County Board of Supervisors adopted 2 resolutions pertaining to Ag Districts. In the 1st, they reiterated their support for Ag Districts, and in the 2nd, they authorized the Planning Department to take the necessary steps to begin consolidating the 13 existing Ag Districts into 4. The newly formed Ag Districts will be based on municipal boundaries.

Thanks to the support and guidance from field staff with NYS Department of Agriculture and Markets, Madison County Planning Department will implement a plan which involves a number of closely-held Ag District Reviews for several Districts over the next 3 years. Through this process, new/different Ag Districts will be delineated by municipal boundaries.

By 2013, new Ag Districts will be:

- ◆ Ag District 1 – Ag District parcels in Cazenovia, DeRuyter, Nelson, Eaton, and Madison.
- ◆ Ag District 2 – Lincoln, Smithfield, and Stockbridge.
- ◆ Ag District 3 – Lennox, Sullivan, and the City of Oneida.
- ◆ Ag District 4 – Brookfield, Georgetown, Hamilton, Lebanon.

Beef Cattle Comments

Information from Mike Baker, Beef Specialist for New York State



TO DO January/February

1. Pregnancy test and cull all open cows.
2. Cull problem cows and marginal producers. Production data is easily obtained using CHAPS.
3. If you have access to corn stalk fields you can reduce feed costs to less than \$0.10/hd/day.
4. Wean calves less than 120 days old before hard winter weather sets in. They will do better on grain plus hay, than if left on their dams.
5. Calves kept over the winter should be fed to gain 1.3-1.5 lb/day. Full fed legume/grass hay plus 5-6 lbs. of grain will support this level of growth.
6. Take forage sample for nutrient analysis. Depending on your locality, hay may be in short supply or of poor quality. Allocating the best feed to younger, higher producing animals will stretch out your supply. If practical feed and manage separately: 1) weaned heifer calves 2) first and second calf heifers and old thin cows, 3) the rest of the dry herd, 4) lactating cows and their calves, and 5) herd sires.
7. Cows should be in body condition score of 5.0-6.0 for March calving (Smooth appearance, last 3-4 ribs are just visible, and there is some brisket fat).
8. Heifers should be in body condition score 5.5-6.5 (slightly fatter than cows, can begin to see pockets of fat on either side of tail head).
9. If forage quality is low, send sample in for nutrient analysis. Contact your Cooperative Extension agent, your feed dealer, or Dairy One Forage Testing Laboratory at 800-496-3344.
10. If hay for the cow herd is in short supply, replacing up to three pounds of hay with two pounds of whole shelled corn will stretch hay supplies. Include corn at no higher than 50% of the ration. Small grains like barley, wheat and rye can also be used, but unlike corn, must be processed.
11. If corn or corn silage is a significant portion of the diet, calcium could be in short supply. Contact feed dealer or Cooperative Extension agent for assistance in balancing minerals in the ration.
12. A good windbreak, e.g., woodlot, building, hillside- can reduce energy requirements 10% in cowherd.
13. Watch of outbreaks of lice. Treat whole herd, not just affected individuals.

Profit Optimization and Evaluation Programs That You Might Consider While Developing Your Beef Marketing Program

By Mike Baker,

a. New York Feedlot and Carcass Value Discovery Program

Purpose: Teach cow/calf producers the value of their calves based on performance in the feedlot and on through the packing plant. Calves are accepted in November or June and fed till their most optimal profit potential.

b. New York Pasture Finished Performance and Carcass Value Discovery Program.

Purpose: Patterned after the grain finished Value Discovery Program,

yearling cattle are delivered in May and rotationally grazed through market or end of grass. Owners of cattle are responsible for the marketing of their cattle. Every effort will be made to collect carcass data on cattle.

c. Empire Heifer Development Program

Purpose: A management and marketing program for cow/calf producers to evaluate replacement heifer prospects and offer a marketing

opportunity for quality heifers. Calves are accepted in November or December. Heifers can be bred artificially at the heifer rearing facility, or returned home for breeding. Eligible heifers can be sold as open in April or as bred heifers in the October Cornell Beef Replacement Sale.

For more information on any of these programs contact Mike Baker, Cornell Beef Specialist mjb28@cornell.edu, 607-255-5923, <http://www.ansci.cornell.edu/beef/>.

Madison County's Agricultural Economic Development Program 2010

OUR MISSION:

To maintain, develop, and promote a vibrant agricultural economy that benefits Madison County.

Our priorities: (1) marketing Madison County's agricultural products and services by creating market opportunities and encouraging value-added enterprises; and, (2) maintaining an appropriate agricultural land base to support a viable agricultural economy in Madison County by assisting existing Madison County farmers and attracting and supporting new farmers.

Major Program Accomplishments

- Established the Northeast Hop Alliance (NeHA) as an independent, not-for-profit entity and utilized funding from the NYS Dept. of Ag and Markets to purchase a mechanical hop harvester for the use of NeHA members
- Assisted a group of dairy farmers in funding and forming Kriemhild Dairy Farms, LLC and in launching their first product: Meadow Butter
- Delivered over 10,000 orders, utilizing product from over 115 farmers and processors through CNY Bounty, with revenue over a half million dollars
- Assisted in applying for and receiving a \$750,000, 1% interest loan from the USDA Rural Dev to be used by the NY Beef Farmers Cooperative in the building of a meat processing facility
- Improved and expanded the 3rd Annual Buy Local Week – in which 2000+ people participated
- Organized and hosted several sold out hops courses, which taught farmers how to grow, process, and market hops; and, assisted in the planning of hop field day events
- Awarded 2nd place for CNY Business Journal's non-profit Impact Award
- Received a Specialty Crop Grant from the NYS Dept. of Ag and Markets to hire a CCE Community Educator, NYS Hops Specialist

Kriemhild Dairy Farms, LLC

Dairy processing and marketing

Kriemhild Dairy Farms, LLC is now selling their meadow butter! Four Madison County dairy farm families own Kriemhild Dairy Farms. Through a partnership with Queensboro Farm Products, located in Canastota, NY, Kriemhild is able to keep their milk segregated and have it processed into butter.

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 Gerrit Smith Miller Estate.

The group started working with the AED Program, and Wayne Mellor, Management Consultant, through a grant from NE SARE over two-years ago. More recently, with funding from a private donor as well as a USDA value added grant (Kriemhild was one of five value added grants awarded to farms in New York State, and one of two in Madison County), Kriemhild has finished their business planning.



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

Butter is available in limited quantities. It can be purchased in 8oz containers through CNYBounty.com

2010 AED Programs and Projects

Major Programs

Meat Processing & Marketing
 Dairy Processing & Marketing
 CNY Bounty
 Agricultural E-Newsletter
 Come Farm With Us
 Hops & Culinary Trail
 Local Farm & Agri-Business
 Guide
 Agricultural Revolving Loan Fund
 Buy Local Week
 Farmers' Market Promotion
 Renewable Energy



Grazing Belted Galloways at Meadowood Farms in Cazenovia, NY

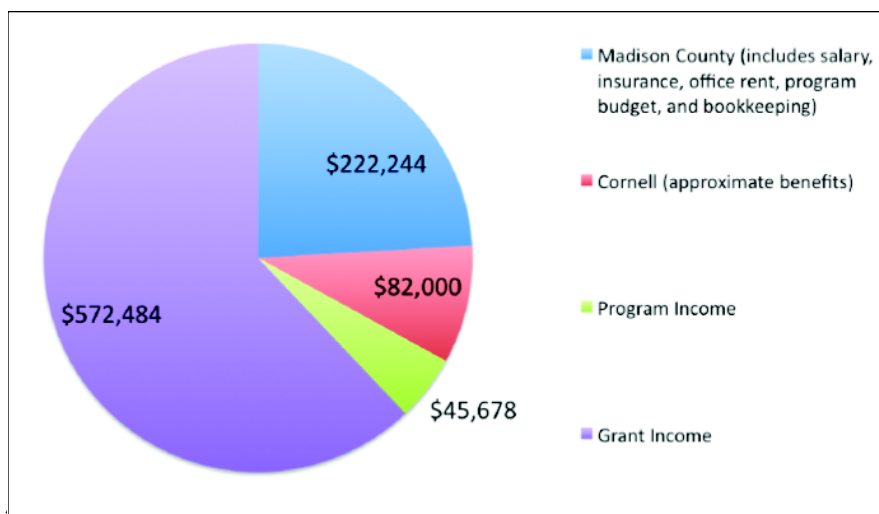
NY Beef Farmers Cooperative: *Meat processing and marketing*

Madison County's AED Program helped to establish the NY Beef Farmers' Cooperative, Inc. (NYBFC) in early 2009. The NYBFC is comprised of 6 farmer organizers who provided seed funding to help facilitate the development of a meat processing facility located in Madison County.

2008 funding from Assemblyman Bill Magee, obtained by the AED Program, enabled Keith DeHaan of Food and Livestock Planning, Inc., to develop a business plan for the project. The NYBFC organizers were impressed with the proposed plant's projected feasibility and decided to continue with the project.

In 2010, Madison County was awarded a 1% interest loan for \$750,000 from the USDA Rural Development, through their Intermediary Relending Program (IRP). The purpose of the IRP is to assist farmers interested in joining the Cooperative, with financing to purchase membership shares. Loan recipients may borrow up to \$150,000. The NYBFC has been hard at work on a marketing strategy and hopes to have more information to announce in early 2011.

AED Program Budget – Jan 2008-Dec 2010



Our funders:

Madison County, Cornell Cooperative Extension, USDA Rural Development, NY Farm Viability Institute, NYS Department of Agriculture and Markets, NYS Pride of NY Program, NYS Assembly, CNY Community Foundation, the Rosamond Gifford Foundation, USDA Northeast Sustainable Agriculture Research and Education, Gorman Foundation, Madison County Tourism, Colgate University's Konosioni Honors Society

2010 AED Programs and Projects

CNY Bounty

The mission of CNY Bounty is to support local farmers and producers by creating new markets for locally produced foods, thereby strengthening the local economy and providing healthy food to all citizens of Central NY in an environmentally responsible way.

Each week, Bounty staff coordinate weekly product availability with many of the 119 participating farmers and producers and upload the products, prices, photos and descriptions on the website. Each producer decides on their own price, and Bounty staff mark up that price by 30% to cover all of Bounty's overhead costs. Consumers can go online to www.cnybounty.com between Friday at noon and Monday at noon to place an order. Orders are collected from the farm on Tuesday by Bounty staff, taken to the shared distribution center in Greene, NY, and distributed by Bounty staff to customers' doorsteps or strategically located drop off points on Wednesday or Thursday afternoon. Delivery is free for orders over \$35 or for orders of any size to drop off points.

2010 has been a fantastic year for CNY Bounty. CNY Bounty has grown from approximately 80 orders per week to 152. It has now delivered over 10,000 orders, and collected over one-half million dollars in revenue. The customer base has expanded from 731 to 1,495 (including over 2,500 people on the weekly email list), and the Bounty is developing an institutional local foods sales channel for Hamilton College and cultivating many wholesale accounts. In addition, the Bounty has established 18-drop sites throughout 4 counties, grown from 89 to 119 local

farmers and processors, helped in the establishment of 6 new farms, and created over 13 full-time equivalent jobs. The other major CNY Bounty success has been the large growth of orders from SNAP recipients (food stamps). CNY Bounty also promoted local farms with over 45 talks to various community groups and at 3 major regional conferences.



Michael Pollan (author and local food advocate), with Jody Horsman (CNY Bounty Marketing Manager), and Sue Parker (CNY Bounty Customer Service Manager) in Syracuse, NY

Hops & Beverage Trail



Larry Fisher (President of the NeHA and Owner of Foothill Hops Farm in Munnsville) talking about the new hop harvester at Morrisville State College

It has been a big year for Madison County hops and the Northeast Hop Alliance (NeHA). 2010 started with a grant from the NYS Department of Agriculture and Markets and Assemblyman Bill Magee to purchase a hop harvester. The harvester is housed at Morrisville State College and will be used beginning in the 2011 growing season by NeHA members. In addition, the AED Program received a proclamation from Senator Valesky and the NYS Senate officially recognizing the NYS Hop and Beer Institute, headquartered in Madison County.

The AED Program, in conjunction with the NeHA the NYS Brewers Association, University of Vermont Extension, Gorst Valley Hops, Ommegang Brewery, the FX Matt Brewery, Atlantic Hops, and Cornell Cooperative Extension of Madison County successfully launched the Hops Institute in March, and its inaugural three classes. In total, over 200 people attended the courses, and we anticipate at least a quadrupling in total acreage of hop production in NYS throughout the next 3 years.

2010 witnessed the first commercially brewed beer made with 100% Madison County hops in over 50 years; Empire Brewing Company launched their Empire State Pale Ale (ESPA) made with 100% Cascade Hops from Foothill Hops Farm in Munnsville. The AED Program and the NeHA were invited to take part in the NYS Brew Fest on Governor's Island in NYC – there were 15,000 people in attendance, many of whom got to sample ESPA and learn about hop production in Madison County.

In September, the AED Program and NeHA learned that we received funding from the NYS Department of Agriculture and Market's Specialty Crop Grant program to hire an Extension Educator/ Hop Specialist to work with growers across the State. The grant start date is 2/1/2011.

The AED Program has also been working diligently with the NYS legislature to pass a Farm Brewery law, which would be the first of its kind in the Country. We believe the legislation could provide an additional incentive for brewers to add-value to New York State hops. The timing could not be better, as we are working to get a NYS Department of Ag and Markets "culinary" trail in Madison County.

2010 AED Programs and Projects

3rd Annual Buy Local Week

Buy Local Week was conceived and launched in 2008 by Madison County's AED Program to highlight the benefits of buying local to Madison County's economy, environment, and agricultural community. Buy Local Week 2010 included three events: Local Food Showcase, Fresh! Gala, and Open Farm Day.

Support from Price Chopper Grocery Stores, Cazenovia Equipment, National Grid, Empire Brewery, and Shapna teas and coffees paved the way for the most successful Buy Local Week to date. Buy Local Week resulted in 26 print articles, 5 television appearances, and 3 radio interviews, along with the distribution of 18,000 "passports." The broadcast area for the media cover reached over 2.45 million readers, viewers and listeners in CentralNew York and New England.

Through the tremendous media outreach efforts and week long events, participating farms had the opportunity to interact with many new customers – including caterers, restaurant chefs, distributors, retailers, and individual households. Eight of the Open Farm Day participants supplied product to the restaurants that participated in the Showcase, and fifteen farms sold product to Serendipity Catering and were featured in photos/ menus at the Fresh! Gala.

Direct farm sales on Open Farm Day were impressive. Many farms reported over \$600 in sales. Several farms completely sold out of their entire product. Meadowood Farms, for example, sold over \$1,300 worth of yogurt and cheese. Johnston's Honeybee Farm sold out of product as did Loomis Maple Homestead, who reported over \$700 in sales for the day. Maple Hill Farm & Orchard not only sold out of their product, but like many other farms, established a new customer base. In addition to direct Open Farm Day sales, many of the participating farms noted in the follow up surveys and evaluation that the greatest impact of Buy Local week was the establishment of a new customer base. Many of the farms reported selling product year round to customers who had visited their farms last year. They anticipate a similar reaction this year.



Photo by Bruce Moseley, 2010, at the Fresh! Gala at Endless Trails Farm. Hubbardsville

Coming in 2011

NYS Hops Specialist, more hop courses and field day events

Kriemhild Dairy Farms' Meadow Butter in stores region wide

Expanded 4th Annual Buy Local Week

Renewable Energy and Your Farm Conference

Cuisine/Beverage Trail

Updated 2011 Madison County Farm Guide

Expanded CNYBounty with new delivery trucks

Agricultural Economic Development Advisory Committee

Active Farmer.....	Eve Ann Shwartz
Active Farmer.....	Bee Tolman (chair)
Active Dairy Farmer.....	Bruce Rivington
Agribusiness Person.....	Craig Pollack
Agricultural Educator.....	Glenn Osterhaut
Board of Supervisors Designee.....	Russ Cary
Cooperative Extension Designee.....	Paul O'Mara
Farm Bureau Designee.....	Nate Durfee
IDA Board Designee.....	Rick Bargabos
Ex Officio.....	Paul Fitzpatrick

Becca Jablonski
and Lindsey McDonnell
Agricultural Economic
Development Program
315-684-3001 x 125
Lm523@cornell.edu

Cornell Cooperative Extension
100 Eaton Street, PO Box 1209
Morrisville, NY 13408

www.MadisonCountyAgriculture.com



It's The Margin

By: Chuck Swartzan Extension Specialist
University of Minnesota

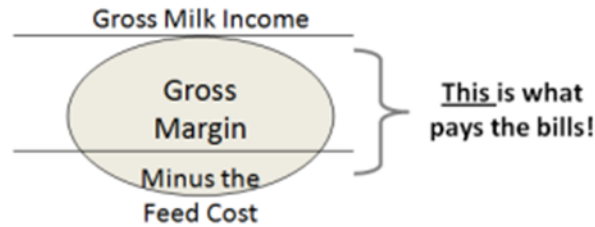
Most people are thankful another election cycle is behind us. A frequent subject of recent elections has been the economy. A commonly heard response when candidates were asked about issues was "It's the economy!"

While the economy is still on the minds of many farmers, we should be starting to think in the more specific concept, "It's the margin." Farmers look and listen for market prices on a regular basis. Some have radios tuned to stations with lots of market reports, or have web pages bookmarked for quick, up-to-the-minute market reports. Those reports are valuable for making marketing decisions, but they only cover part of the profit equation necessary to realize a profit. The cost side needs to be subtracted to determine the margin that the farmer has for paying the bills and keeping the operation in business.

If a cash crop producer wants to work for a particular margin, they can pretty well determine the majority of their input costs and watch the market for pricing opportunities to achieve their goals. For dairy producers, input costs keep changing unless they grow every bit of their own feed and the milk price moves every month. This makes margin planning a difficult process.

A relatively new product available to dairy producers (first available in 2008) is the **livestock gross margin-dairy (LGM-D) insurance policy**. LGM-D is like a crop insurance policy but is specific to dairy. The biggest hurdle to getting more operators using this policy is changing their thinking from **milk price** to **gross margin**. The idea of insuring a margin, regardless of the milk price, is a bit foreign.

The policy uses futures prices for milk, corn, and soybean meal on specific days



each month for income and feed cost calculations. The producer is able to input ration amounts, with all feeds automatically converted to corn or soybean equivalents for their energy and protein contributions to the total diet. With these inputs, an estimated gross margin for each month is calculated and a premium cost determined for various protection levels. Producers can then use this information for deciding whether or not they want to insure any given month's estimated margin.

During the period that the policy is in force, the price of milk, corn, and soybean meal might move all kinds of directions and have little resemblance to the prices at the time of the original calculations. But if the actual gross margin at the maturity of the policy is less than what was guaranteed, a settlement check will be issued. If the final actual gross margin is higher than the policy insured, the policy simply expires, just like any other insurance policy. While this may seem funny, you really are a winner any time you do not collect on your insurance because the profit margin was higher than predicted.

The USDA Risk Management Agency (RMA) has made some recent changes that make gross margin insurance more attractive to farmers.

- ◆ Premium payments may be made at the end of the insurance coverage period. Up until now, one had to pay

the premium at the signing of the contract so this is now more like crop insurance.

- ◆ There is a premium subsidy available of 18% to 50% if you insure more than one month.
- ◆ The maximum deductible will increase from \$1.50 to \$2.00 per hundredweight. Higher deductibles allow for lower premiums.
- ◆ The new product increases the amount of corn and soybean meal equivalents that can be included in the premium calculator to cover the feed for the *whole* herd. By using available feed calculators, producers will be able to calculate the *equivalents* of corn and soybean meal necessary to feed their youngstock as well as their milking herd. This is so they can cover a greater portion of their total risk incurred by potentially rising feed costs and reduced milk prices.

A key component for making a gross margin insurance decision is to know what margin is necessary for your farm to be profitable. It is an unfortunate fact that far too many farms do not know their real cost of production. If you don't already have a good recordkeeping system for your farm, this is the time to get one. While simple, hand-kept systems may be inexpensive, today's business management needs may not be met by that simple system. The investment in proper accounting software and/or a system that has an advisor or supervisor involved could be a good investment in the long run. It will enable you to determine accurate margins of your current business and set targets for the future that are reasonable and attainable

Rural Tax Education Website: A Valuable Resource for Preparing 2010 Income Tax Returns

by John Hanchar, Farm Business Mgt., NWNY Dairy, Livestock & Field Crops Team

Many farm families still do their own taxes. If you are not aware of the web site www.ruraltax.org and have access to web.

This would be an excellent site to visit. According to Dave Hancher, farm management specialist for the NWNY Dairy Team.

Kathe Evans

These are four of several useful items that stand out when you visit the home page of the Rural Tax Education website at www.ruraltax.org

- ◆ Tax Topics
- ◆ Related Links
- ◆ Hot Topic
- ◆ Webinar Announcements

Overview

The purpose of the Rural Tax Education website is to provide farmers

and ranchers, other agricultural producers and Extension educators with a source for agriculturally related income and self-employment tax information. The emphasis is on information that is both current and easy to understand. The home page notes that "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."

The National Farm Income Tax Extension Committee oversees the website. A variety of contributors provides content. Joe A. Bennett, Cornell University, is a committee mem-

ber and contributor.

Tax Topics

This section contains fact sheets and articles covering some of the most important income tax and self employment tax topics as they apply to farm business owners. Highlights for this section include: a series of fact sheets covering depreciation; a fax sheet on like kind exchanges (trades) of business assets; and form 1099 information returns, among others.

Related Links

This section contains the valuable IRS publication Farmers' Tax Guide for 2010 Returns. Links to websites and articles also are placed in this section.

"Counting Heads" in the Dairy Industry

by Karen Baase, Association Issue Leader

When I was in elementary school, "counting heads" was a standard every-day practice with my teachers. It was especially important when we traveled away from the school premises e.g. trips to the zoo or museum. Heaven help a teacher if they came up short!

I'd suggest that "Counting Heads" – or rather farms – in the dairy industry is just as important. In my opinion, the industry has lost its way by being caught up in the numbers game; size, scale, and how many numerical digits there are implies that bigger must be better. I realize that many dollars are imbedded those numbers and that economies of scale play a role.

How does this play out? An example would be dairy nutrition experts who work on commission. They are naturally going to "get the most bang for their buck" by focusing on a few, high volume sales farms with growth potential. That's totally understandable. It would be foolhardy to

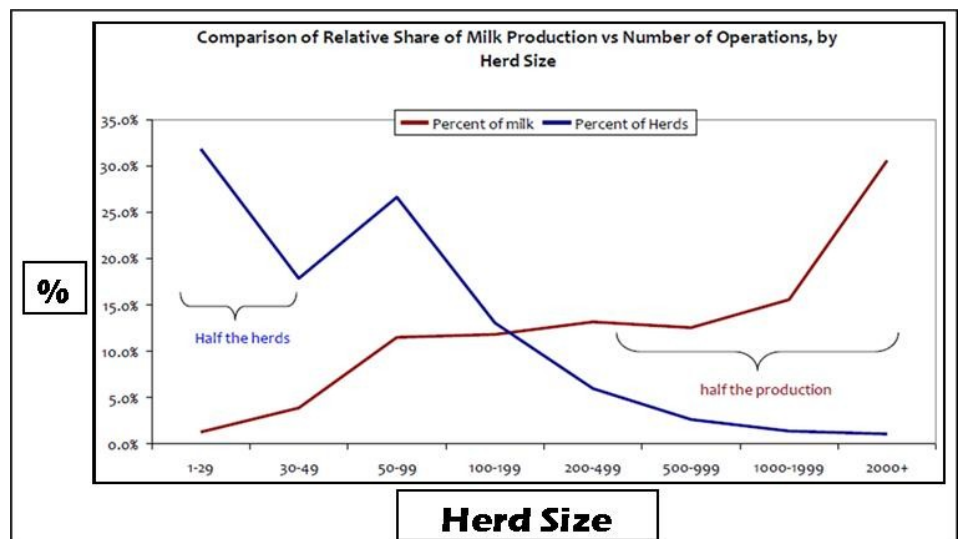
do otherwise. It's generally the same for most service providers. At the same time, we recognize that larger dairies are key players in the industry overall and important contributors to NY State agriculture.

My take is simply this: By focusing on numbers (which Cooperative Extension is also complicit), we have overtly walked away from the "base" of New York's dairy industry: Smaller dairy operations.

A presentation at Cornell's Agribusiness Economic Outlook Conference in December acknowledged this dichotomy. The chart below was titled:

"Very Few Big Farms Account for Most of the Milk Produced. Most Farms are Small."

(Continued on page 10)



(Continued from page 9)

The line sloping upward from left to right is the percent of all the milk produced in the state. In this chart dating from 2008, 30% of all New York State milk is produced by herds with $\geq 2,000$ cows. The other line which slopes down from left to right is the percent of herds of various herd size categories as

indicated on the horizontal axis. In New York, 50% of all herds have ≤ 49 milk cows.

What does that mean for Madison County? In my humble opinion, these "NY State" numbers just acknowledge what we in Madison County have known for years. Yes,

most of our dairies are small by industry standards. But soil quality and topography have been critical "deciders" of where dairies, big and small, have/are located and remain viable. That will continue.

Upcoming Events...

Agro-One Soils Lab A Cornell & Dairy One Collaboration

Open House & Tour

Wednesday February 2, 2011

1:00 pm - 4:00pm

730 Warren Road, Ithaca NY 14850

2.5 CEU's pending*

- ◆ 1:00 Welcome & light refreshments
- ◆ 1:14 Dairy One Agronomic Services
Jamie Zimmerman .
- ◆ 1:45 Dairy One Soil Testing Services Fallon & Sirois
- ◆ 2:15 Cornell Soil Health Lab Dr. Robert Schindelbeck
Cornell Crops & Soil Sciences
- ◆ 3:01 Tour Lab Mark Joyce, Lab Manager
- ◆ 3:30 Other topics & Q&A Zimmerman et al

R.S.V.P by January 26, 2011, janet.fallon@dairyone.com or 607-345-2989

Space is limited so don't wait! * 1.5 PD, 1 SW

Sheep Shearing School To Be Held March 5 & 6, 2011

The shearing school will be held at the Cornell Teaching & Research Center Sheep Farm near Harford, NY south of Dryden, NY off of Route 38 on Slaterville Road.

Instruction will include: shearing pattern, blade sharpening techniques, physical fitness, hand piece maintenance and more.

Instructor, Doug Rathke from Minnesota is one of the top shearers in the United States and has had extensive training from the New Zealand Wools. Rathke is skilled at both machine and blade shearing.

If you are unable to attend the shearing school, but are still interested in learning more about sheep shearing an instructional video tape or DVD is available. This 90-minute "how-to" video is filled with useful tips and information on shearing. The cost of the video or DVD is \$44.95 and may be obtained at the address below. To register for either shearing school or to purchase the video or DVD send your name, mailing address, phone number and a check or money order in US funds made payable to Doug Rathke and mail to Doug Rathke, 61231 MN Hwy 7, Hutchinson, MN 55350.



Class size is limited to 20 students.

The registration cost is \$150 per person.

Deadline for registration is February 12, 2011.

Upcoming Events...

January 28 & 29 - 2011 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 silvopasturing with Brett Chedzoy of Schuyler County CCE, improving soil health with Ray Archuleta of USDA-NRCS, winter feeding research 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 or visit www.ccealbany.com.**

February 1 - 2011 Madison County Crop Congress, 9:30-2:30 Empire Tractor, Rte 20, Cazenovia, NY. **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. **Registrations are requested by January 26, 2011. Please call 655-8146 for lunch reservations**

February 1 & 2 - 2011 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 or email Executive Director, James Cropper, at 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 7th, 2011 by contacting Becky Casteel at becky.casteel@mail.wvu.edu or 304-293-6131 ext. 4231.** For room reservations, call Ramada Inn at 814-238-3001 – the block room rate is \$62.00 per night under “NE Pasture Consortium”.

February 8 - 2011 Corn Day, 10:00 -3:00 Otesaga Resort Hotel, 60 Lake Street, Cooperstown, NY. **Pre registration of \$30 is required and must be received by February 4, noon -- No exceptions Call 315-866-7920 for more information**

February 10 - Finger lakes Soybean/Small Grain Congress, Holiday Inn, Rt 414, Waterloo, NY. **For more information call Cathy Wallace at 585-343-3040 ext 138**

February 12 - Fruit Tree Pruning Class, Cornell Cooperative Extension of Chenango County is offering a fruit tree pruning class on Saturday morning February 12th. The class will run about 2 hours and will be held both outdoors and indoors so dress appropriately. There will be demonstrations of pruning and grafting techniques. Learn how to care for your own trees. There is a fee for the class and you must **preregister for the class by calling the CCE office at 607 334-5841. More details are available from CCE of Chenango County.**

February 24-26 - 2011 NY Farm Show, NYS Fairgrounds, Syracuse, NY

**Reservations are needed to attend meetings!!
Please call the number listed to make reservations for any meeting. If there is not a number listed feel free to call our office at 315-684-3001 or email madison@cornell.edu
See You There!**

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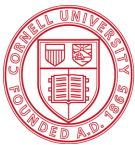
NY FarmNet was established in 1986 to provide farm families with a network of information, contacts and services that are uniquely suited to the financial and personal challenges of agricultural business management. This network covers every aspect of high-pressure decision making from partnerships and 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.



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Building Strong and Vibrant New York Communities

Madison Manager

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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.

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