



186TH ANNUAL MEETING & AGRICULTURAL FORUM

CoSponsors:

The NYS Department of Agriculture and Markets
College of Agriculture & Life Sciences, Cornell University

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**"HARNESSING
THE POWER OF
AGRICULTURAL
TECHNOLOGY"**

January 4, 2018

“Leaders-in-Training” for Agriculture



Pictured left, 2017 Ambassadors for Agriculture with Commissioner Richard Ball, Coordinator—Katie Carpenter, and former NYS Ag Society President—Hans Kunze.

AMBASSADOR DEFINITION

Young adult—18 to 25—seeking professional development opportunities and increased exposure to the ag & food industry. Sponsored by donors to the NYS Agricultural Society Foundation to attend the annual Forum and pre-Forum activities without charge, including overnight accommodations and meals. A total value of \$300 per participant.

NYS Agricultural Society Foundation Ambassadors are leaders-in-training, soon to inherit guardianship of the agricultural and food industry and the weight of ensuring a profitable, sustainable course for the industry’s diverse stakeholders.

Ambassadors are 18-25 years old, eager to sharpen their professional skills, learn and connect. They’re college students or newly employed actively investigating a future in agriculture.

Foundation donors to the Ambassador program are shaping the academic, research and career paths for this younger generation, and often serve as mentors.

Consider sponsoring a single Ambassador to attend the NYS Agricultural Society Forum for as little as \$300. Although all contributions are appreciated, this small investment can make a lifetime of difference. It’s also tax deductible. Working with the CNY Community Foundation, gifts of appreciated securities, life insurance, retirement funds, charitable bequests, real estate and other assets can be accepted. Contact your personal financial advisor to determine what option is most beneficial for you.

Make a contribution online at

[http://www.nysagsociety.org/
foundation/donate-now/](http://www.nysagsociety.org/foundation/donate-now/)

For more information, contact:
Ann Shephard, 315-727-5449,
ann@nysagsociety.org.



WELCOME TO THE FORUM!



As you read this Forum program, you will see the bounty of information that will be presented as part of our 2018 Agricultural Society Forum. Our theme for our historic 186th meeting – *“Harnessing the Power of Agricultural Technology”* – will help us look to and plan for the future of agriculture across the globe.

We have two excellent leaders in the national ag and food sector sharing their insights – Gregg Halverson and Dr. Nick Dokoozlian. In addition, local agricultural leaders will comment on these presentations and share what and how New York farmers are responding to the challenges of increasing efficiency with new technologies. To wrap up the day, we always look forward to comments from Richard Ball, our Commissioner of the NYS Department of Agriculture and Markets.

Your NYS Agricultural Society Board of Directors has been very busy this year. We are creating Standard Operating Procedure documents for each committee so that new volunteer chairs will have more information as they take on their assignments. We invited all members to the summer board meeting and tour in Buffalo, NY, which included stops at the Massachusetts Avenue Project (MAP), James Desiderio, Inc., Eden Valley Growers, Lockwood’s Greenhouses & Nursery, and Silo City – a new use for historic, agricultural buildings.

There is much to think about as we look to the future of the NYS Ag Society. What future topics do you want to see at the Forum? Want to take part in an Ag Society committee and learn more about our award and recognition programs? Please drop your name at the registration desk if interested.

Please remember to complete your evaluations – we do want your input!

I want to thank all our committee members for a great year and their commitment to making this historic organization a valuable asset to its members. More changes are coming!

I look forward to seeing many of you at this “must do” meeting - please make sure to say hello!

Best regards to all for an informative and fun day to meet with your agricultural colleagues from around the state!

Best regards,

Beth Claypoole
NYS Agricultural Society President

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Thank you to
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during the 2018 Forum.



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MESSAGE FROM COMMISSIONER BALL



Welcome to the NYS Agricultural Society's 186th Annual Meeting & Agricultural Forum

For 186 years, the Agricultural Society has fostered a brighter future for our industry through promotion, education and leadership development. As we celebrate this historic milestone, I can think of no better place than this annual Forum to highlight the achievements of our agricultural community and to explore new ideas for advancement in the years to come.

This year, the Forum focuses on rapidly changing technology on today's farms. From unprecedented investments in drone technology to historic funding for water quality protection projects, New York State is doing more to enhance the long-term sustainability of our farms and grow this sector of the economy than ever before.

Governor Cuomo understands the need for future industry leaders, so has invested in agricultural education programs across the State to support workforce development. At the Governor's direction, we here at the Department of Agriculture and Markets have created a one-stop shop to assist new or prospective farmers launch successful operations across the State.

Capitalizing on the emerging industrial hemp industry, New York has developed one of the nation's leading research pilot programs. More than 2,000 acres are now dedicated to innovative industrial hemp research in New York. The State also committed \$10 million to advance these studies and provide resources to future processing businesses.

New York State Grown & Certified is the State's forward-looking program, helping farmers meet the growing demand for foods that are produced locally and to a higher standard. The program covers a wide range of commodities, including dairy, beef, poultry and nursery products. In addition, the Taste NY marketing program continues to grow, putting more of the state's local products in the hands of consumers around the world.

Despite another year with challenging weather conditions, we were pleased to have been able to continue working with farmers to better prepare for and recover from extreme weather events. We also expanded our Farm-to-School program and made major investments in our State and county fairs.

Together, these efforts allowed the Department to further its mission and make a meaningful impact on our shared community. We have great partners in all of you and we look forward to working together to build on our progress in this new year.

Sincerely,

Richard A. Ball
Commissioner

Thank you to Kevin Keenan of Kevin Keenan Photography for his drone photography sponsored by Legacy Wealth Advisors of NY at the 2018 Forum. Kevin's business vision is to raise awareness of modern agriculture through photography and video production. Go to www.KevinKeenanPhotography.com for more information.



KEYNOTE SPEAKERS & LOCAL EXPERTS



Gregg Halverson

Gregg Halverson is President and Chairman of the Board of Black Gold Farms, headquartered in Grand Forks, ND. This fourth-generation family business is renown as a leader in potato production, handling and service. Growing over 25,000 acres of potatoes with locations in 12 states, the Black Gold team is currently the largest producer and handler of fresh potatoes for the potato chip supply chain in the world. Additionally, Black Gold processes and packs both Irish and sweet potato table stock potatoes in three, year-round potato packing facilities and two seasonal plants.



Dr. Nick Dokoozlian

Dr. Nick Dokoozlian is Vice President, Viticulture, Chemistry and Enology at E&J Gallo Winery in Modesto, CA, Research Chair for the National Grape and Wine Initiative, and an Associate Editor of the American Journal of Viticulture and Enology. Dokoozlian has been working with IBM to develop a new irrigation system to grow grapes using less water. Utilizing IBM's Watson Super Computer, the project's goal is to deliver data that farmers across the globe can utilize. Prior to joining E&J Gallo, Dokoozlian was a member of the Department of Viticulture and Enology at the University of California, Davis, where his research focused on the effects of cultural practices and environmental factors on grape and wine composition.

SHARING THE STAGE WITH OUR KEYNOTERS ARE:

DALE HEMMINGER

Dale is head coach and primary owner of Hemdale Farms & Greenhouses located in Seneca Castle, NY. Hemdale is a diversified farm, focused on capturing the synergies of complimenting enterprises, while staying true to its mission of *"Land and Cattle Stewardship with Integrity and Pride."* The operation includes a 1,200-cow dairy with 100% robotic milking, forage and specialty crops, and a greenhouse operation starting vegetable plants for growers across NYS.



JIM LIVENGOOD

Jim is co-founder and owner of Radicle Farm Company of Newark, NJ, a year-round hydroponic grower of baby greens and herbs. He has built and/or refurbished more than 60,000 square feet of greenhouse space, and has designed and implemented a range of diverse production systems. Since its inception in 2014, Radicle has produced and sold roughly 500 million pounds of greens and herbs.



DR. CHRISTINE SMART

Christine is Director of the School of Integrative Plant Science at Cornell University. Chris works with faculty, students and staff to enhance plant science research, education and extension in New York. Her research as a Professor of Plant Pathology and Plant Microbe Biology focuses on vegetable diseases with the goal of developing improved management strategies through increased understanding of pathogen biology and diversity under field conditions.



RICH WILDMAN

Rich is founder and CEO of Agrinetix, a precision agronomy and technology integration firm that serves crop producers throughout the Eastern US. Rich also founded Agricultural Consulting Services, Inc. (ACS), a crop advisory, agricultural technology, and nutrient management firm headquartered in Ithaca, NY. Rich and his companies work with many of the most successful grain, livestock and vegetable farms in the Northeast by providing independent, unbiased counsel and state of the art technical information related to nutrient management, pest management, agronomic cultural practices and technology integration/intelligent vehicle systems.



CRAIG YUNKER

Craig is the managing partner of CY Farms, a 6,000-acre diversified farming entity in Western New York; Batavia Turf, a commercial sod farm; and CY Heifer Farm, LLC, a 3,800-head dairy replacement facility. He currently serves as a Cornell University and Farm Foundation trustee.



Contact Ann Shephard for more information concerning Forum speakers and meeting content at ann@nysagsociety.org

BUSINESS OF THE YEAR AWARDS

This is the 16th year that the NYS Agricultural Society has presented Business of the Year Award honors to both a producer and an agribusiness, recognizing the quality, leadership and innovation they demonstrate that enhances the integrity of our industry. The 2018 award is sponsored by the Northeast Agribusiness and Feed Alliance.



Production Category:
CRITZ FARMS
Cazenovia, NY
Madison County

Critz Farms is a family owned, diversified business established in 1985 that focuses on family entertainment and education. Located in Madison County, Critz Farms consists of approximately 350 acres, situated 3 1/2 miles south of scenic Route 20 in Cazenovia, NY. Most of Critz Farms' land is now permanently protected through the NYS Farmland Protection Program to remain forever development free and available for agricultural purposes. Owners Matthew and Juanita Critz are first generation farmers and live on the farm. Their youngest son works in the business full time, and their remaining two adult children help out periodically during the year.

A wide variety of crops are grown at Critz Farms, including pumpkins, apples, conifer trees grown for use as Christmas trees, gourds, strawberries, blueberries, and flowers. Farm produced products include sweet apple cider, award-winning hard cider, craft beer, pure maple syrup and other maple products, as well as balsam fir wreaths. The farm is also home to a small herd of goats, ponies and a llama.

The farm's innovation and continuous improvement have occurred gradually over the past 30 years. Driven by customer interests, Matthew and Juanita have combined their entrepreneurial spirit and education to create a popular agri-tourism destination for Syracuse and Central NY residents. The family has developed every aspect of Critz Farms as a potential learning experience incorporating educational tours for visitors. They believe that people are interested in learning where their food comes from and are seeking a fun, educational farm experience. Their mission is to help people understand agriculture better while enjoying a day on the farm.

Critz Farms, Inc. has been previously recognized by the NYS Department of Economic Development as a winner of the NYS Agritourism Business of the Year Award.

For a complete historical listing of all NYS Ag Society award winners, go to www.nysagsociety.org. 2019 nominations can also be completed online.

BUSINESS OF THE YEAR AWARDS



Agribusiness Category: NEW YORK APPLE ASSOCIATION, INC. Victor, NY

The New York Apple Association (NYAA) represents the state's nearly 700 apple growers by promoting New York apples and apple products such as cider to retailers and consumers.

To encourage retailers in New York and across the country to buy and promote apples to their customers, NYAA offers a broad marketing toolbox, including advertising, custom promotions and exclusive online content. NYAA is working to create linkages between local apple suppliers, schools and other foodservice institutions. To reach consumers directly, NYAA is increasingly using new media tools such as Facebook and online ads to supplement traditional television, radio and billboard advertising, and supplies on-trend reporting content to consumer media outlets.

NYAA works at the local level with the NYS Department of Agriculture and Markets to promote New York apples and the New York Grown and Certified Program. NYAA is also involved with the Produce Marketing Association, the United Fresh Fruit and Vegetable Association, the Institute of Food Safety at Cornell University, the New York Horticultural Association, New York Ag Affiliates, Eastern Produce Council and many other organizations.

"The New York Apple Association is pleased and honored to receive this notable acknowledgment," said Cynthia Haskins, NYAA president. "To be recognized by the NYS Ag Society is one of our association's finest highlights and we are proud with gratitude."

For more information on the NY Apple Association, visit their website at www.nyapplecountry.com.



"CAP" CREAL JOURNALISM AWARDS

For four decades, the "Cap" Creal Journalism Award has recognized well-written, informative and timely news stories about agriculture in NYS. At a time when farmers are less than one percent of the population and people are more curious than ever about where their food comes from and how it is produced, this award hopes to inspire more positive coverage of agriculture.

The award is named after farmer, NYS Agricultural Society member and Assemblyman, Harold "Cap" Creal. Thank you to Zeta Chapter of Alpha Gamma Rho (AGR) Fraternity at Cornell University for once again financially supporting the award.

AGR is the premier national agricultural fraternity with chapters on campuses nationwide. Founded in 1914, Zeta Chapter has been the starting point for many agricultural careers, including Cap Creal's. Through a common passion for the agricultural industry, AGR strives to inspire young men involved in all aspects of agriculture – from farm backgrounds to agri-businesses. Its undergraduate members are involved in a variety of campus leadership and extracurricular activities as well as community service projects. To learn more about Alpha Gamma Rho at Cornell University please visit <http://www.cornellagr.com>

2018 "CAP" CREAL JOURNALISM AWARD WINNERS:

Each will receive a \$100 cash award as a token of our sincere appreciation.

▶ PRINTED NEWS STORY:

Paul Post
The Saratogian
"Veterans Find New Careers in Farming"

▶ PRINTED FEATURE STORY:

Paul Post
The Troy Record
"Farmers Face New Challenges"

▶ PRINTED EDITORIAL:

Justine Vanden Heuvel and Mary Jo Dudley
MarketWatch
"Your Food and Wine Costs are Going to Rise When Donald Trump Takes Office"

▶ AUDIO/VIDEO NEWS CLIP:

Spectrum News Staff
Spectrum News
"Grown in New York"

▶ AUDIO/VIDEO FOR THE INTERNET:

NYFB Foundation for Agricultural Education Inc.
"Meet Your Farmer"

▶ PHOTOGRAPH:

Julie Lewis
The Daily Star
"The Chase is On"

▶ BLOGS/ONLINE FEATURE:

Christa Lemczak and Michelle Breidenbach
Syracuse.com
"What's the Poop on Manure Lagoons? See How They Work, Why Farmers Need Them."



BICENTENNIAL & CENTURY FARM AWARDS

Sponsored by Farm Credit Northeast AgEnhancement, Bicentennial & Century Farm Awards recognize NY farms in continuous operation on the same land by the same family for 100 years or more. Each year, eligibility alternates between farms located in Western and Eastern New York. In 2018 the NYS Ag Society honors two WNY operations, and SUNY Cobleskill for their outstanding farm legacy that has impacted thousands of students, the local community, and greater agricultural industry.



JEROME'S FRUIT FARM/ JEROME'S U-PICK

Original purchase by Nathan Tyler in 1817
Naples, NY
Ontario County

In 1817, 108 acres was purchased and seeded by Nathan Tyler, blossoming into what is today the Jerome family fruit enterprise in Naples, NY. Nathan was known as a pioneer and co-founder of the area school district. The next generation, William Tyler, cleared land, split rails, erected rail fences and stone walls to establish an apple orchard. Asel Tyler, the succeeding generation from 1850 – 1890, was a well-respected and excellent manager, remaining on the farm when his two brothers were killed in the Civil War. He diversified the operation adding sheep for wool, steers, horses and colts, wheat, barley, maple syrup, sugar, apples and other commodities.

Raising many of the same crops as his father-in-law, John Buck, the fourth generation, raised sheep, added more apples, berries, plums, peaches, pears, peas and grain. He was the church song leader and trustee of the local school district. William Jerome (the current owner's grandfather) married the daughter of John Buck. He came to the Naples area with muck land experience, but little expertise in upland farming. He and his wife transitioned the farm into a cash crop and dairy operation. In the mid-1960s, Ralph and Carol Jerome, the sixth generation, phased out of livestock entirely focusing instead on raspberries, grapes and strawberries, and pioneering a "pick your own" operation in 1958.

Today the original acreage is still the core of the farm with grapes, raspberries, peas and pumpkins highlighting the U-Pick operation. Total cropland has changed little over the years, but higher intensity crops are utilized. As U-Pick became the main marketing effort, Rich and Mary continued to expand the business. New grapes compliment their traditional varieties. Their operation has become a destination for many families during the fall. Their marketing creativity using social media and traditional avenues has clicked with the local market. Their three children and six grandchildren all play a role in the business.

As young farmers, Rich and Mary were finalists for the NY Farm Bureau (NYFB) Outstanding Young Farmer Award, as well as recipients of the Ontario County Farm Bureau Paul Zimmerman Young Farmer Award. Both have received numerous types of recognition for their leadership, innovation and community dedication. Rich received the Distinguished Service Award to Agriculture, NYFB's most prestigious award. He serves on several Farm Bureau committees, the Grape Extension Advisory Board and is a past director of the NY Wine & Grape Foundation. In addition, he is also a long-time member and past chair of the Town Planning Board and Assessment Board of Review. Mary is a trustee for the Naples Library Board of Directors, former secretary to the Board of Appeals, and a Girl Scout leader.

The Jerome's three grown children live close enough to help when needed, and their grandchildren are learning direct marketing skills. Two hundred years of experience plus 60 years of building a U-Pick customer base will provide a solid foundation for this family operation. They believe that a small, efficiently run operation, with specialized marketing, can compete with major players in the agriculture industry.

CENTURY FARM AWARDS



JOHNSON ESTATE FARM & WINERY

Established by Frederick William Johnson in 1911
Westfield, NY
Chautauqua County

Immigrant Frederick William Johnson, an English orphan, bought a home and farm near Westfield, NY in 1911. He studied entomology at Cornell University in the early 1900s and worked for USDA as an entomologist before purchasing the farm. The farm had apple, peach, and cherry orchards and produced Concord grapes. Family lore credits Frederick with founding the winery during Prohibition when he made wine in the farmhouse basement from grapes and fruit grown on the premises.

The second generation, Frederick Spencer Johnson was a decorated Navy aviator in World War II, and graduated from Cornell in 1946. After college he worked for Dole Pineapple in Hawaii and Nelson Rockefeller in various South American agricultural endeavors. In 1961, after his father died, Frederick returned to the farm. He replaced the aging fruit orchards and some of the Concord vines with new grape varieties – all suitable for making wines. He was truly a pioneer, being the first in the area to plant wine grapes on a commercial basis. In 1961 he opened the winery with plans to sell bulk wine to Finger Lakes' wineries. This was 15 years prior to the NYS Farm Winery Act, which is credited for stimulating the growth of the industry to over 400 NY farm wineries today.

Frederick Spencer Johnson died in 1998, and the farm and winery were inherited by his three children – Frederick Junior, Elizabeth and Anthony. The business continued to expand, adapt, and modernize. Jeff Murphy was hired as winemaker and new wines were introduced. The siblings owned the farm together until Elizabeth and Anthony sold their shares (in 2007 and 2010) to Frederick Jr. and his wife, Jennifer. Fred and Jennifer met while attending graduate school at Cornell in the late 1970s. Before returning to the farm, Fred worked for Frito Lay and managed large agricultural operations (pears, roses, grapefruit, bananas, tomatoes) in Oregon, California, Florida, Panama, and Mexico. Jennifer was a commercial banker for Chase Manhattan Bank, Republic Bank and GE Credit. Their first project together, the couple renovated the tasting room to celebrate the winery's 50th anniversary in 2011. Since then, they have added new vinifera vineyards, increased tank capacity, and continued to grow both retail and wholesale wine sales. They have beautified the farm, winery, and vineyards to enhance the customer experience and to show their strong stewardship of natural resources.

The farm currently makes over 38 different wines annually from 13 varieties of grapes grown on the farm. A crew of five cares for the vineyards (15-year average tenure), and four assist the winemaker. Jennifer is responsible for promotion and marketing, including the website and social media presence. She organizes events for the winery, and is a keen gardener and historical building advocate.

Fred and Jennifer's son Spencer is a 2010 Cornell graduate and a Navy officer. Daughter Blaine, a 2013 Dartmouth graduate, is a "think-tank" analyst in Washington DC. Both siblings have been encouraged to pursue careers off the farm like previous generations in the family. Developing a strong business that can offer future generations the flexibility to return to the operation and/or to retain ownership as a profitable business investment is a goal of Fred and Jennifer.

The Johnsons are active in numerous community organizations and the farm is a key community asset.

CENTURY FARM AWARDS



SUNY COBLESKILL Cobleskill, NY Schoharie County

In 1916 SUNY Cobleskill admitted its first students as the Schoharie State School of Agriculture. The college was founded as an experimental, alternative, secondary school for young men interested in agriculture who had dropped out of high school. The model was similar to what would eventually become the NYS Board of Cooperative Education Services or BOCES. Cobleskill quickly grew into a comprehensive university, ultimately granting associate and bachelor degrees in areas such as agricultural business, animal science, plant science, agricultural engineering, renewable energies, biotechnology, culinary arts, fisheries and wildlife. What began as one building and eight students has now grown to over 70 buildings and 2,500 students.

The campus farm has been an integral part of applied agricultural education at SUNY Cobleskill. From the very beginning, students received both classroom and hands-on instruction in a wide variety of farming activities including dairy, livestock, poultry, fruit and vegetable production, as well as machinery operation and maintenance. The college developed a reputable Guernsey herd, and campus cow shows became commonplace. The first barns were constructed adjacent to the Old Quad, and students processed dairy products in what is presently known as Alumni Hall. Students constructed many of the smaller structures used to house chickens and sheep, and maintained orchards on acreage presently used by athletics.

The original SUNY Cobleskill farm was razed in the 1960s to make way for Wheeler and Bouck Halls. A new farm complex was constructed on the north side of Route 7, providing a state-of-the-art, 60-cow tie-stall barn featuring a herringbone single-four milking parlor with a public viewing area. The complex included livestock and horse barns, hay storage, show arena, farm shop, classroom and faculty offices. Additional lands were purchased to the west of campus increasing total tillable acres to over 200. The farm earned the honor of receiving one of the first Schoharie County Dairy of Distinction designations.

To reflect emerging trends in agriculture, a new 200-cow dairy facility was constructed in 2003 and featured cutting-edge technologies such as a double-eight parallel milking parlor, a flush manure system with composting of solid waste, and a radio transmitted animal identification system. A new equestrian center was opened in 2005 providing an indoor arena and comfortable space for 60 horses. A heifer barn was completed in 2011 followed by a large sheep and goat complex in 2012. Many buildings from the second farm complex were removed to create space for the Center for Agriculture and Natural Resources, commissioned in 2014. A new beef barn and dairy processing center are slated to open in 2018 to support these vital parts of New York agriculture. Presently, staff and students farm over 500 acres and raise a combined total of 500 livestock to provide hands-on experiences that are the hallmark of a SUNY Cobleskill education.

AG PROMOTION AWARDS

Launched in 2009 to recognize individuals and groups for their efforts to improve the understanding of agriculture in NYS, the Ag Promotion Award is co-sponsored by Alpha Zeta Fraternity at Cornell University, Kreher's Farm Fresh Eggs, and the NY FFA Foundation.



NY BEEF INDUSTRY COUNCIL Rome, NY

The "Meat Your Beef" Farm Tour was developed by the NY Beef Industry Council to connect food service, retailers, educators, government representatives, and bloggers with NY beef producers to educate them about farm practices. Since 2010 over 28 farm tours have been conducted reaching over 575 influencers. The 2017 tour was conducted in partnership with NY Agriculture in the Classroom and the South Dakota Beef Council. The farm tours support the NY Beef Industry Council mission *"to enhance the lives of consumers by connecting them to beef."*

Promotion begins in May — "Beef Month" — for June tours. Principal messages included sustainability, environmental stewardship, production methods, and animal welfare. Connecting influencers to producers — where they can see and hear about the industry for themselves — increases overall understanding of beef production and helps drive home a positive message. The tour builds relationships from the farm gate to consumption, and positions the Beef Council as a credible information source.

Working with Ag in the Classroom in 2017 enabled the Beef Council to promote the tours to educators, and a pre-tour curriculum workshop was offered. In just its first year, 43 teachers seized the opportunity. In addition, five reporters attended, and articles were printed in four different publications.

2017 tour attendees were directed to complete an on-line survey prior to the tour, as well as a post-tour evaluation. Over 60% of attendees knew very little about beef production pre-tour. Post tour, 99% agreed that they could explain how beef is produced; 65% no longer had concerns with beef industry practices; 62% no longer had concerns with beef's nutritional value.

The "Meat Your Beef" tour has made great strides connecting consumers, bloggers, nutritionists, educators, and more with NY producers. By providing direct access to the evolving beef story happening on the farm, key public influencers can build consumer trust and confidence in the industry.

For more information on the NY Beef Industry Council, visit their website at www.nybeef.org.

AG PROMOTION AWARDS



DRYDEN DAIRY DAY Dryden, NY Tompkins County

From its humble beginning 34 years ago as a Dryden Grange service project, Dryden Dairy Day has educated the public about the dairy industry. Although it began as a one-day event, it's evolved into a celebration of "*June is Dairy Month.*" Educational opportunities are coordinated weeks before the actual Dairy Day.

For the silver anniversary of Dairy Day, the committee dreamed up the concept of "Cows in Times Square" — Times Square of Dryden, NY! Volunteers sold cut-out cows for \$20. The cows were painted and displayed by groups, businesses, and families, and several sported messages about dairy products and the dairy industry. The cows begin appearing in May to promote Dairy Day. This tradition continues as part of current Dairy Day festivities.

All elementary students in the Dryden School District participate in the annual coloring contest. All entries are displayed, and Dairy Day attendees vote for their favorites.

A huge parade with over 50 participants takes place on Dairy Day. Each year a theme is selected for entries to promote. In 2016 it was estimated that over 3,000 people attended Dairy Day and festivities hosted in Montgomery Park. Montgomery Park is filled with activities for all members of the family, including cows for petting, farm equipment, games, crafts, and demonstrations. Local farmers are available to answer consumer questions. Cartons of milk sell for a dime; hand-dipped ice cream for just a quarter. For many attendees, visiting Dairy Day farm animals is the first time they have ever seen or interacted with real dairy cows.

The committee awards a \$300 scholarship to a graduating senior in the Dryden School District who is accepted to study an agricultural related field in college.

Social media and paid advertising help promote Dryden Dairy Day. Compounding the dairy message beyond the thousands attending events is newspaper coverage by four major daily newspapers, two weekly newspapers, an ag publication, and local radio.

Dryden Dairy Day helps educate and promote dairy and agriculture to consumers of all ages through its multitude of activities in May and June. The culmination of the committee's work is Dairy Day — 34 years and going strong!

DISTINGUISHED SERVICE CITATION

For over six decades, it has been the pleasure of the NYS Agricultural Society to award this high honor to an individual who has dedicated a lifetime of service, resulting in outstanding contributions to NY agriculture. Thank you to NY Farm Bureau Member Services for their award sponsorship.



NYS Agricultural Society's 2018 DISTINGUISHED SERVICE CITATION RECIPIENT JIM BITTNER

Jim Bittner grew up on a small beef farm outside of Lockport, NY. For 10 years after college, he and his wife Margo were dairy farmers until a mentor suggested a change to apple production. Jim pragmatically ran the numbers and ended up in a partnership with Singer Orchards in 1991. Today Bittner-Singer Orchards is still going strong thanks in part to Jim's relentless focus on meeting customer needs.

Jim has tirelessly led many New York agricultural organizations, including serving as chairperson for the Council of Agricultural Organizations. From 2011 to 2017, he chaired the New York Farm Viability Institute (NYFVI). "Jim was a founding board member in 2003 and led NYFVI as its chair with a level head, steady hand and inquisitive spirit," said Dave Grusenmeyer, NYFVI Executive Director. "Over the last decade, the NYFVI board has pushed for farm-level impact in all projects selected for \$15 million in total funding. This diligence has delivered a 7:1 return on investment.

"It hasn't always been easy," added Dave. "The organization went through tough times that forced a halt to all projects, but Jim's leadership, commitment, and faith in the organization's mission — to improve the economic viability of New York's farms — kept the organization intact. Today NYFVI has a clearly articulated plan, revitalized governance structure with additional board members, and is poised for growth."

"It is rare to find a more dedicated and level-headed leader," said Richard Ball, Commissioner of the NYS Department of Agriculture and Markets. "Even in tough times, his commitment to NYFVI has allowed the board to advance its mission to improve the economic viability of New York's farms. During his time as chairman, the organization has seen hundreds of projects through completion. The industry is stronger today because of this great work."

Jim understands the intersection of regulation, policy and agriculture and the importance of outreach to policy-makers. He is a long-time leader in Niagara County and NY Farm Bureau, and travels regularly to visit lawmakers in Albany and Washington D.C. He is a member of the US Council for Agricultural Research, Extension and Teaching (CARET) delegation for New York, which advocates for federal dollars to support agricultural research and education programs at Land Grant colleges. He serves on the NYS Advisory Council on Agriculture, the New York Specialty Crop Advisory Committee, the Agriculture Labor Advisory Group and the SILO committee, which is focused on improving coordination among state agencies. Jim is also a long time member of the CALS Dean's Advisory Council and has served on the board of the NYS Horticultural Society.

In his community, Jim is a longtime member of the Barker Lions Club, where he has received the Melvin Jones Award, the highest honor in Lionism. He is also a strong supporter of the Lewiston Kiwanis Club and its Niagara County Peach Festival, where he has supplied more than 13,000 pounds of Niagara County peaches.

Jim and Margo have been married for 36 years. Their sons Kevin and David have joined the orchard business and daughter Janet is working with Margo at her winery, Marjim Manor.

FARM SAFETY AWARDS

Initiated in 2005, the NYS Agricultural Society's Farm Safety Award recognizes farm operators who have unique and successful farm safety programs for their employees. Thank you to Cargill, Inc. for their award sponsorship.



**E-Z ACRES, LLC,
MIKE AND PETER MCMAHON**
Homer, NY
Cortland County

"Our people are our most important asset," said Mike McMahon, co-owner of E-Z Acres, LLC. "We are committed to maintaining a work atmosphere which mitigates the risk of peril and personal injury to our people and making this a team effort." This commitment to an excellent farm health and safety program highlights the qualifications for E-Z Acres, LLC to receive the 2018 NYS Agricultural Society Farm Safety Award.

E-Z Acres is owned and operated by brothers Mike and Peter McMahon in Homer, NY. The McMahons have developed a strong health and safety program that involves all employees. They utilize NYS Department of Labor On-Site Farm Inspection and carefully scrutinize every aspect of their operation. They have developed a monthly Health and Safety Checklist that is completed at the end of every month. The safety officer is required to follow the checklist and perform a thorough walk-through of the farmstead with an eye on 12 categories of possible safety issues.

Instituted in 1995, all farm employees and management are required to carry pocket-sized action cards that are used to report animal and safety issues such as worn-out tires, faulty electrical devices, or other issues that pose a danger to livestock and staff. The cards are turned in daily to the main farm office so problems can be quickly addressed.

Beginning in 1980, all personnel are required to wear a shoulder holster to carry a two-way radio. This facilitates immediate communication of work related issues. It also enables employees to summon help quickly when a dangerous or compromising situation arises. E-Z Acres management has an active safety committee, an incentive/motivation strategy, a formal training and mentoring program, and safety inspection and hazard correction programs. They conduct yearly trainings and special update meetings to address safety issues such as bunk silo and animal handling safety. Following training programs, employees are required to sign off that they understand the risks involved on the farm.

For decades, the McMahon brothers have made farm safety a top priority. They have also hosted health and safety events for neighboring farms to help educate more farm operators and workers.

FARM SAFETY AWARDS



2018 AGRICULTURAL HEALTH & SAFETY SUPPORTER OF THE YEAR John G. Pollock, Former Executive Director, NYS Rural Health and Safety Council

For many years, John Pollock has been a well-known farm health and safety advocate. As executive secretary of the NY State Rural Health and Safety Council, which operated within the former Department of Agricultural Engineering at Cornell University, John traveled the state to promote a strong rural and farm health and safety message. The council programs included priority work with 4-H and FFA groups to develop knowledge and respect for safety issues among young, future farmers. Safety demonstrations were presented at Empire Farm Days, and programs on farm safety were distributed to partner agencies such as farm cooperatives, NYS Grange, NY Farm Bureau, NYS Department of Agriculture and Markets, NYS Division of Safety, Cornell Cooperative Extension, and the Rural Radio Network.

The NYS Rural Health and Safety Council operated on contributions from individuals and supporting organizations. The NYS Agricultural Society was a long-time supporter. From its inception in 1954 until 1987, there were five council executive secretaries, all of whom were members of Cornell's Department of Agricultural Engineering. They included Edward Foss, Edward Eaton, John Sterling, L. Dale Baker and John Pollock. In 1987, under Pollock's leadership, the council was incorporated as a non-profit corporation, with its principal office in Riley Robb Hall. The council was known by the acronym NYS RHSC. John was appointed executive director with a joint appointment as safety specialist within the Department of Agricultural Engineering. As a non-profit entity, funding levels of up to \$5,000 per year were developed for participating organizations. Individuals could become council members for a \$25 contribution.

During John's leadership, the council developed countless safety educational presentations for a variety of rural audiences, with a focus on youth. The presentations included Hazard Identification and Control, Risk Management, Principles for Effective Youth Safety Training, Chainsaw Safety and Proper Tree Felling Techniques, Tractor Overturn Prevention, First-on-the-Scene Injury Response Training, OSHA Compliant Hazard Communication Kit for Hired Workers, and FARMEDIC Training programs for fire rescue and first responders. John also developed a farm safety newspaper entitled *RHSC Manager*.

In the late 1980s, the NY Center for Agricultural Medicine and Health (NYCAMH) was formed at Bassett Hospital in Cooperstown. John worked with NYCAMH to enhance farm health and safety awareness. The NYS Rural Health and Safety Council activities were discontinued in 1996, but John continued to be the consummate farm safety educator even in his retirement. His role in expanding NY rural and farm health and safety programs and his life-long commitment to our farm communities have earned him the honor of receiving the NYS Agricultural Society's Agricultural Health and Safety Supporter of the Year – 2018. Thank you for all you have done, John.

NYS FFA CHAPTER OF THE YEAR

FFA is among the largest youth organizations in the US, with roughly 650,000 members in chapters throughout all 50 states. Founded in 1925, FFA makes a positive difference in the lives of students by developing their potential for premier leadership, personal growth and career success through agricultural education. The NYS Ag Society FFA Chapter of the Year Award is sponsored by the NYS Grange.



PIONEER CENTRAL SCHOOL FFA Yorkshire, NY Cattaraugus County

With approximately 100 active members participating in local, state and national events, Pioneer FFA was recognized as the New York State Chapter of the Year at the annual NYS FFA Convention in May 2017. Current officers include: Katie O'Hare - President, Katharina Heitzman - Vice President, Raeleigh May - Secretary, Justin Cope - Treasurer, Peyton Fontaine - Reporter, and Paige Williams - Sentinel. Senior FFA advisors are Mary-Lou Genaway and Jon Clayson.



The chapter was honored with the National Superior Chapter Award at the 90th Annual National FFA Convention in Indianapolis, IN in October. To receive this award, members completed several local, state, and national activities in the areas of Growing Leaders, Building Communities, and Strengthening Agriculture. Each activity was documented, and members completed a lengthy application outlining their successes. Representing New York, the chapter also took part in five career development events, including Extemporaneous Speaking, Parliamentary Procedure, Chapter Meeting, Agricultural Sales, and Meats Evaluation. Nine members received their FFA American Degrees.

Additional highlights of the year include sponsoring a weekly farmers' market in the fall, hosting a "Farmer for a Day" program for elementary students, attending leadership camp and providing officer training, raising six turkeys and providing Thanksgiving dinners for deserving families, filling 50 Christmas boxes for children around the world as part of Operation Christmas Child, and developing an agricultural literacy program for second graders within the school district.

Pioneer Central School District is one of the largest geographical school districts in New York State. Covering approximately 250 square miles Pioneer Schools includes parts of Erie, Wyoming, Cattaraugus and Allegany counties and 12 different towns and villages including Arcade, Delevan, Machias, Freedom, Bliss and Wethersfield.

For more information on NY FFA, visit their website at www.nysffa.org.

SPONSORS AND EXHIBITORS

CoSponsors: College of Agriculture & Life Sciences, Cornell University
NYS Department of Agriculture and Markets

Keynote Speakers & NYS Outlook: American Agriculturist Foundation
Ambassadors for Agriculture Scholars: Northeast Agricultural Education Foundation

NEW YORK PRODUCT SPONSOR SHOWCASE

Morning Refreshments

Alfred State College	Coffee and tea
Cornell University CALS	
Morrisville State College	
SUNY Canton	
SUNY Cobleskill	
Argyle Cheese Farmer*	Assorted sweet Greek yogurts
New York Apple Association, Inc.	Apples and cider
Nounos Creamery*	Assorted Greek yogurts
Stewart's Shops*	Milk
The Farmer's Wife/Del-Rose Farm	Sticky buns, pumpkin muffins, blueberry streusel coffee cake, Danish apple bars

Taste NY Buffet Luncheon

Bittner-Singer Orchards	Peaches for dessert
Doug's Fish Fry	Doug's World Famous Cole Slaw
Hinerwadel's, Inc.	Salt potatoes
Mazzoni's Pickles	Original pickle spears
Morrisville State College	Lettuce and basil
New York Chips	New York Potato Chips
Red Jacket Orchards	Assorted juices
Stewart's Shops*	Milk
SUNY Cobleskill	Peach cobbler

Reception

1911 Established	1911 Original Hard Cider, 1911 Raspberry Hard Cider samples
American Dairy Association North East	Milk punch
KyMar Farm Winery and Distillery	Spirit samples
McCadam Cheese/Agri-Mark*	Award-winning Cheddar cheese
New York State Horticultural Society	Fruit platter
New York State Vegetable Growers Assoc.	Vegetable platter
New York Wine Industry Association	Wine samples
Red Jacket Orchards	Cider
SUNY Cobleskill	Salami Cotto
Tumino Cheese Company	Old Grey Mare Cheese
Wolf Hollow Brewing Company	Craft beer samples

New York's Bounty Banquet

Knapp Farm	Cranberry Tangerine Conserve
Morrisville State College	Lettuce and basil
Plainville Farms	Plainville Farms All Natural Turkey Breast
Rulison Honey Farms LLC	Honey for honey flavored carrots
Stewart's Shops*	Milk
The New York Wine & Grape Foundation	Wine

*Gold Winners of the NYS Fair Dairy Competition for best tasting products.
Argyle – Plain Yogurt; Nounos – Flavored Yogurt – Coconut Mango; McCadam – Mild and Sharp Cheddar Cheese; Stewart's Shops – "Best Tasting Milk in NYS."

FORUM EXHIBITORS

Alfred State College
Alpha Gamma Rho Fraternity, Cornell
Alpha Zeta Fraternity, Cornell
Community Bank, N.A.
Cornell CALS PRO-DAIRY
Cornell Climate Smart Farming Program
Cornell Cooperative Extension
Cornell Cooperative Extension - Harvest NY
Cornell Cooperative Extension Northwest NY
Dairy, Livestock & Field Crops Team
Cornell Cooperative Extension of Wyoming
County
Cornell Farmworker Program
Cornell Institute for Food Systems Industry
Partnership Program
Cornell Plant Disease Diagnostic Clinic
Cornell Small Farms Program
Cornell University Animal Health Diagnostic
Center
Cornell University CALS
County of Wyoming
Crop Insurance
Daylight Savings Company
Friends of the Daniel Parrish Witter Museum
LEAD New York
Morrisville State College
New York Agriculture in the Classroom
New York Center for Agricultural Medicine and
Health
New York Chips
New York Corn & Soybean Growers Association
New York Farm Bureau, Inc.
New York FarmNet
New York Farm Viability Institute
New York FFA
NextStage Legacy Advisors
NYS Agricultural Experiment Station
NYS Agricultural Mediation Program
NYS Association of County Agricultural Agents
NYS Department of Agriculture and Markets
NYS Grange
NYS Grown and Certified
NYS Integrated Pest Management Program
NY Wine Industry Association
Northeast Organic Farming Association of
New York
Produce Safety Rule in NYS
SUNY Canton
SUNY Cobleskill
The Voss Group
USDA Farm Service Agency
USDA Rural Development

SCHEDULE OF EVENTS



8:30 am

REGISTRATION

Convention Center Foyer

EXHIBITS & REFRESHMENTS

Cotillion Ballroom

9:30 am

WELCOME & OVERVIEW

186th Annual Agricultural Forum
Convention Center

Elizabeth Claypoole
President, NYS Agricultural Society

Judi Whittaker
VP & Forum Program Chair

9:45 am

NYS AGRICULTURAL SOCIETY BUSINESS MEETING

Convention Center
REPORTS: Board President, Executive Secretary,
Treasurer, Cornell Trustees, Nominating Chair

ELECTION OF BOARD, APPROVAL OF REVISED
BYLAWS

10:00 am

AMERICAN AGRICULTURIST FOUNDATION KEYNOTE ADDRESS

Convention Center
Gregg Halverson, Black Gold Farms
Host: Craig Yunker, CY Farms, Inc.
NYS Outlook: Rich Wildman, Agrinetix, Inc.

11:00 am

PHOTOS FOR BICENTENNIAL & CENTURY FARMS, AG PROMOTION, FARM SAFETY AWARDS

To be taken in the Onondaga Room

11:30 am

PHOTOS FOR BUSINESS OF THE YEAR, JOURNALISM, NEXT GENERATION FARMER AWARDS

To be taken in the Onondaga Room

11:30 – 12:15

NETWORKING TIME

Cotillion Ballroom

12:30 pm

TASTE NY BUFFET & AWARDS PROGRAM

Journalism, Business of the Year, Ag Promotion, Next Generation Farmer, Bicentennial & Century Farms, Farm Safety

2:30 – 2:55 pm

BREAK

3:00 pm AMERICAN AGRICULTURIST FOUNDATION KEYNOTE ADDRESS

Dr. Nick Dokoozlian, E&J Gallo Winery
Host: Dr. Christine Smart, Cornell University CALS
NYS Outlook:
Dale Hemminger, Hemdale Farms & Greenhouses
Jim Livengood, Radicle Farm Company

4:15 pm

PHOTOS FOR FFA CHAPTER OF THE YEAR, DISTINGUISHED SERVICE CITATION, AMBASSADORS

To be taken in the Onondaga Room

4:30 pm

CLOSING REMARKS

Convention Center

5:30 pm

RECEPTION: CELEBRATING 186 YEARS!

Cotillion Ballroom

6:30 pm

NEW YORK'S BOUNTY BANQUET

Convention Center

7:30 pm

AWARDS & STATE OF THE STATE AGRICULTURAL ADDRESS

Convention Center
FFA Chapter of the Year, Distinguished Service Citation, Commissioner Richard Ball

Plan to stay and socialize following the Forum. All are invited to informal gatherings hosted by the NYS Ag Society President in the hotel's President's Suite, SUNY Cobleskill in the East Ballroom, and LEAD NY at their hospitality area.

NEXT GENERATION FARMER

This is the third year that the NYS Agricultural Society has recognized long time producers and those new to the industry who are farming in new and vibrant ways. This special recognition is sponsored jointly by The Voss Group and Freed Maxick.



DAN & NATE OSBORN
Genoa, Auburn and Perry, NY

Dan and Nate Osborn grew up on a 100-cow dairy in Western NY where they developed a solid work ethic and strong passion for farming. Long after the farm sold, they continued to work for neighboring farms and other ag businesses before continuing their education at Cornell University.

When Dan graduated from Cornell in 2004, he owned three heifers. After becoming a manager at Ridgecrest Dairy in Genoa, NY, owned by Dave and Sally Galton, he increased his personal herd to 30 as the farm was expanding from 800 to 1,200 cows. Two years later, Nate graduated from Cornell, joined Dan at Ridgecrest, and purchased his own 30 cows. By 2009 the Ridgecrest herd had grown to its present size of 1,800 cows.

Also in 2009, the brothers capitalized on a lease opportunity for a southern Pennsylvania dairy, and formed a new partnership with Bruce Austic, owner of a large Seneca County crop farm. Nate moved to Pennsylvania to operate the dairy until the lease ended in 2011. Dan and Nate then purchased an Auburn, NY farm, relocated the herd, and expanded from 750 to 4,250 cows currently. In 2014, the Osborn brothers purchased a second dairy in Perry, NY, which has grown from 1,200 to 1,800 cows. Stretching from Central to Western NY, the Osborns collectively manage 7,850 mature cows and 7,200 replacement heifers between the three enterprises.

Establishing successful partnerships with great people like the Galtons and Bruce Austic has allowed Nate and Dan to broaden their horizons beyond owning cattle to being enterprising business owners. They've prioritized investing in higher-return assets such as cattle and facilities to foster growth and to create opportunities to expand their businesses. Utilizing new technology has had a major impact on the Osborns' profitability including sexed semen, Feed Watch, GPS and RTK guidance systems, seed corn traits like BMR, and automated logic control systems allowing for quicker response to emerging issues. Together they are grateful for, and feel very fortunate to have, good people working with them who share their core values and are eager to improve best farm practices for a successful future.

NEXT GENERATION FARMER



KAST FARMS Albion, NY Orleans County

A New York State Century Farm, the Kast family got their start in farming in 1884 when Aldelbert Chapman purchased the original 140-acre farmstead. Since that time, the operation has passed through the hands of five family generations and grown to 4,500 acres. It's a diversified fruit, vegetable, and grain operation that takes full advantage of Orleans County soil and climate afforded by its proximity to Lake Ontario.

John and Brett Kast each pursued separate careers off the farm prior to returning home within the last 10 years. Until 2012, John was employed by the Buffalo and Fort Worth zoos. Brett worked in the Texas oil business before returning in 2008. The family business has immediately felt their combined impact. Owned and leased orchard acreage has increased, and the brothers created their own land limited liability corporation, adding another 600 acres of crop land.

Using new precision technology has allowed the pair to put their own stamp on Kast Farms, including prescription planting, fertilizing and spraying. Working with Cornell University and others, new consumer-friendly apples such as RubyFrost and SnapDragon are being grown on tall spindles and the future may dictate even more diverse varieties. For the past four years, Kast Farms has been malting barley and growing industrial hemp. Partnering with Farm Fresh First, they've expanded into spinach production, all with an eye to adapt and drive efficiencies for where customers and new markets are driving.

Both brothers believe that having off-the-farm work experience has enabled them to uniquely challenge the status quo to help grow farm profitability. But they're quick to look to long time employees, vendors and Cornell to mine for new ideas, efficiencies and mentoring. "It's this combination that has allowed the farm to continue to grow and be profitable," said John.

Off the farm, John — a LEAD NY Class 15 graduate — is involved in the Orleans County Soil and Water District, and a local board member of NY Farm Bureau. He's also very active in Cub Scouts and the Albion Central School FFA program. Brett participated in the US Apple Association 2015 Class of Young Apple Leaders, is a member of the Leadership Orleans 2018 inaugural class, director of the NYS Horticultural Society, and member of both the Lake Ontario Fruit Program Advisory Committee and Crunch Time Apple Growers Varietal Evaluation Committee.

MEMBERSHIP NEWS



Individual 2018 Annual Membership: \$40

- Join one of the oldest agricultural associations in the US, which is committed to the promotion of the ag and food industry through education, leadership development and recognition programs
- Receive 2 issues of the *Cultivator* newsletter annually
- Invitations to regional member events

Individual Lifetime Membership: \$400

- Receive 2 issues of the *Cultivator* newsletter annually
- Receive permanent recognition at the Witter Museum at the NYS Fair and www.nysagsociety.org
- Attend the NYS Ag Society Forum at a reduced rate

Farm Membership: \$100

- Promote membership to neighbors, customers and others
- Receive 2 issues of the *Cultivator* newsletter annually
- Receive 1 free individual membership
- Receive a \$10 NYS Ag Society Forum registration discount each for up to 2 attendees
- Be recognized in our annual spring *Cultivator* newsletter and website

Business Membership: \$125

- Promote membership to neighbors, customers and others
- Receive 2 issues of the *Cultivator* newsletter annually
- Receive 1 free individual membership
- Receive a \$10 NYS Ag Society Forum registration discount each for up to 2 attendees
- Be recognized in our annual spring *Cultivator* newsletter and website

Forum Sponsors Receive Benefits Too!

Co-Sponsor \$5,000

Large screen visibility at Forum meeting, front cover placement and 1 full page ad in Forum program book, Forum exhibit space, placement on NYS Ag Society website and biannual publications, 4 free Forum registrations and meals.

Gold \$1,000

Large screen visibility at Forum meeting, 1 full page ad in Forum program book, Forum exhibit space, placement on NYS Ag Society website and biannual publications, \$20 off 2 registrations and 2 free meals at Forum.

Silver \$500

Large screen visibility at Forum meeting, 1/2 page ad in Forum program book, Forum exhibit space, placement on NYS Ag Society website and biannual publications, \$10 off 1 registration and 1 free meal at Forum.

Bronze \$250

Mention in the Forum program book, Forum exhibit space, placement on the NYS Ag Society website and biannual publications.

For information concerning membership or Forum sponsorship opportunities, go to www.nysagsociety.org or contact Ann Shephard at 315-727-5449 or ann@nysagsociety.org

WELCOME 2018 AMBASSADORS FOR AGRICULTURE

Since 2014, donors to the NYS Agricultural Society Foundation have supported a class of 15 young people – ages 18-25 – to attend the Annual Forum free of charge. This unique opportunity includes overnight accommodations and participation in pre-Forum presentations by industry partners. For our 2018 class, selected in mid-November, the Foundation received the largest and most diverse applicant response to date.

- 33 first and second-year applications
- Average age: 20, range: 18-23
- Students from 8 academic institutions: Cornell University, Tarleton State, SUNY Cobleskill, Alfred State College, Kansas State University, Clarkson University, Morrisville State College, Gordon College
- Nine different majors represented: agricultural sciences, ag business, animal science, agriculture technology, agricultural communications, dairy production management, plant breeding, viticulture & enology, finance
- Of the 15 selected, the group includes 4 males/11 females, 5 professionals, 3 graduate students, 8 undergraduates



2016 Ambassador Class

2018 First Year Participants:

Sara Millspaugh – Cornell University, Agricultural Sciences
Ashley Howlett – Cornell CALS PRO-DAIRY, Cornell and Kansas State Universities' Master's of Agribusiness
Megan Clancy – Dairy Farmers of America, Milk Marketing Analyst
Cheyanne Matulewich – SUNY Cobleskill, Agricultural Business
Miquela Hanselman – Cornell University, Master's of Public Health
Melissa Keller – SUNY Cobleskill, Animal Science
Andrew Richards – Alfred State, Agriculture Technology
William Shephard – Cornell University, Communications
Courtney Luskin – Ag lender
Christina Hall – Cornell Cooperative Extension of Chenango County, 4-H Subject Educator
Jacob Ernst – The Voss Group

2018 Second Year Participants:

Kaylah Gulley – SUNY Cobleskill, Agricultural Business Management
Karl Kunze – Cornell University, PhD Plant Breeding
Ashley Willits – Tarleton State University, Agricultural Communications
April Gokey – SUNY Cobleskill, Agricultural Business & Dairy Production Management

Why Participate as an Ambassador?

I attended this conference last year as president of the Tri-Valley FFA Chapter, the 2017 Chapter of the Year. I got a taste of the amazing opportunities this organization provides to agriculturalists and would like to learn more this year as an Ambassador.

My career goals are in flux. I'm torn between working in food systems in developing countries and agricultural advocacy in the US. Attending this will help me make connections and learn from people who are in all aspects of agriculture.

Attending this conference will give me the opportunity to expand my network, learn about opportunities outside of what I know, and explore ways to pay my passion forward.

As an agricultural science educator, I feel as though the Forum is a perfect experience to broaden my horizons and sharpen my knowledge on current industry matters. I am also interested in making connections with industry professionals that I know can improve the educational experience my students have.

WHERE ARE 2017 AMBASSADORS?



Sarah Peavey –
Agricultural Education
Program Specialist, New
York Agriculture in the
Classroom



Sayvanna Sfabian –
AgriCorps, Liberia



Catherine Rowe – FFA
Program Specialist, New
York FFA Association



Lucy Shephard – Excelsior
Service Fellowship
Program, NYS Department
of Agriculture & Markets

DISTINGUISHED SERVICE RECIPIENTS

2017	Jim Tresize	1994	Lucinda A. Noble	1975	Fern Palmer
2016	Peter Ten Eyck II	1993	Bernard W. Potter		James E. Dewey
2015	Assemblyman Bill Magee	1992	Leland P. Beebe		Paul Taber
2014	Robert Lewis	1991	Gordon L. Conklin	1974	Donald Wickham
2013	George B. Mueller	1990	Robert C. Baker		John Swan
2012	Susan A. Henry	1989	Michael J. McCarthy	1973	Arthur B. Burell
2011	John Lincoln	1988	James C. Preston		Clifford Harrington
2010	Donald M. Bay		Charles H. Riley	1972	Harold G. Soper
2009	J. Roy Orton	1987	Howell Hughes	1971	Spencer G. Duncan
2008	Richard C. Call	1986	Ronald N. Goddard	1970	Stanley W. Warren
	Robert V. Call, Jr.	1985	Max E. Brunk	1969	Robert M. Smock
2007	Gary B. Fitch	1984	Edward O. Jones	1968	Edmund M. Fallon
2006	Carl Peterson		Robert L. Plaisted	1967	Neal F. Jensen
2005	Clyde Rutherford		Howard Sidney	1966	J.C. Corwith
2004	Charles E. Wille	1983	Robert Buyer	1965	Harold L. "Cap" Creal
2003	Diane Conneman		W. Keith Kennedy	1964	Marlin G. Cline
	George Conneman	1982	Robert E. Smith	1963	Harold M. Stanley
2002	Kenneth Pollard	1981	Charles E. Palm	1962	
2001	George Lamont	1980	Daniel L. Dalrymple	1961	
2000	Edwin L. Slusarczyk		Rosalyn Schoonmaker	1960	Harry H. Duncan
1999	Alice Schoonmaker	1979	Kenneth Noble	1959	L.B. Skeffington
1998	J. Roger Barber		Edward Patrick		Thomas E. Milliman
1997	Richard McGuire	1978	Morton Adams	1958	Frank W. Beneway
1996	David L. Call	1977	Verne A. "Misty" Fogg	1957	Jared Van Wagenen, Jr.
1995	Robert W. Bitz	1976	Gordon Danks		Harry Houser Love
				1956	Halsey B. Knapp

2017 SUMMER MEETING

“Get Out of Dodge” or more specifically “Shuffle Off to Buffalo” was exactly what the board of directors for the NYS Agricultural Society did this past July. Every summer the board selects a different destination on the map to deliberate issues and explore our state’s diverse agricultural industry. In 2017 all Society members were welcomed to participate.



Photo 1: Located 20 minutes south of Buffalo, Eden Valley Growers is a vegetable cooperative featuring 10 multi-generational farms. Members use the coop for marketing and distributing over 45 specialty vegetable varieties including: peas, leafy greens, beans, cauliflower, cucumber, eggplant, green peppers, cabbage, corn, tomatoes, summer squash, kale and winter squash. Product is cooled down directly from the field utilizing four different technologies ranging from slush ice coolers to forced air.

Photo 2: In 1905, the first continuously poured cement grain elevator was constructed in Buffalo, and together with its peers, continues to stand today to be ogled by tourists, artists, historians and architects alike as part of Silo City.

Photo 3: At 75 years old, James Desiderio, Inc. distributes nearly 450 products to retailers in Buffalo Bill’s country that are sourced from as far away as South America and as close as the Eden Valley. One hundred-ten employees help repackage fresh product into clamshells, trays, mesh bags and the like.



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Northeast AgEnhancement
AgEnhancement@FarmCreditEast.com

The Farm Credit Northeast AgEnhancement Program is a joint effort of Farm Credit East, Yankee Farm Credit and CoBank, to support programs that promote northeast agriculture, support young and beginning farmer initiatives and fund agricultural youth programs.



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Brett Challenger, Eastern Division President
Will Baildon, Regional Vice President
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Noiel Fontaine, Regional Vice President
860-814-4049
Mike Fleming, Senior Relationship Manager
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What's in a Bottle of Wine?

\$ 4.8 Billion!

(Total economic benefits to New York State from New York grapes, grape juice and wine)

The Ingredients...

Vineyard Land
 Vineyard Workers
 Mortgage
 Trellises (posts & wire)
 Grape Vines
 Fertilizers & Chemicals
 Tractors & Harvesters
 Farm Equipment
 Insurance
 Land for Winery
 Winery
 Winery Employees
 Mortgage
 Insurance
 Stemmer/Crusher & Press
 Fermentation Tanks & Barrels
 Bottling Lines & Labelers
 Bottles, Corks & Capsules
 Labels
 Cartons & Shipping Boxes
 Gift Shop Displays & Items
 Shipping of Wine
 Promotion & Publicity
 Excise Taxes
 License & Other Fees
 Employment & Related Taxes
 Property Taxes
 Sales Taxes
 Tourism
 Quality of Life
 Resveratrol, Antioxidants



The Beneficiaries...

Business	Government*
Real Estate Brokers, Lawyers	State, County
Employees & Families	Federal, State, County
Banks, Lawyers	County
Manufacturers, Suppliers, Shippers	State, County
Nurseries	State, County
Manufacturers, Suppliers, Shippers	State, County
Manufacturers, Suppliers, Shippers	State, County
Manufacturers, Suppliers, Shippers	State, County
Insurance Companies	State, County
Real Estate Brokers, Lawyers	State, County
Building Construction Trades	County
Employees & Families	Federal, State, County
Banks, Lawyers	State, County
Insurance Companies	State
Manufacturers, Suppliers, Shippers	State, County
Manufacturers, Suppliers, Shippers	State, County
Manufacturers, Suppliers, Shippers	State, County
Manufacturers, Suppliers, Shippers	State, County
Designer, Printer	Federal, State, County
Manufacturers, Suppliers, Shippers	State, County
Manufacturers, Suppliers, Shippers	State, County
Transportation Companies	Federal, State
Ad Agencies, Printers, PR Firms	Federal, State
	Federal, State
	State, Local
	State, County
	State, County
	State, County
Hotels, Restaurants, Gift Shops	State, County
Consumers, States, Regions	
Consumers, Health Care System	

Wine—The Ultimate Value-Added Product (And Pleasure of Life)



*Different types of taxes, especially sales taxes on the state and county levels.
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PLANS GROWN.**

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Tim Moag, Director
Freed Maxick CPAs

Paul Battaglia, Director (Retired)
Freed Maxick CPAs

Craig Yunker, Managing Partner
CY Farms

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† Meets Plainville Farms® brand's humane policy of raising turkey on family farms in a cage-free, stress-free environment.



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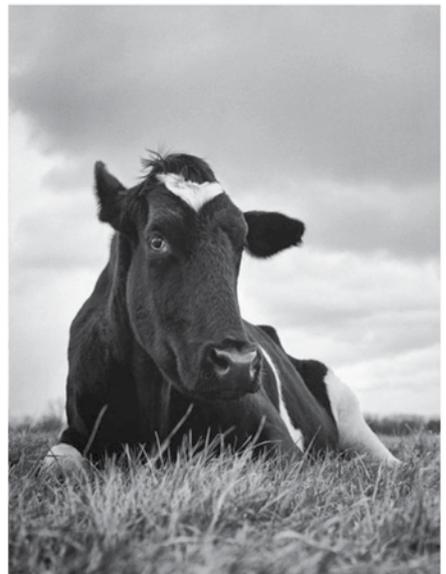
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