



Building Resiliency in Our Food System

189th Annual NYS Agricultural Society Forum, January 7, 2021

9-10:30am

Morning Keynote

Tom Facer – Farm Fresh First, LLC
Martha Hilton – Wegmans Food Markets

11:30am

New Research Explores Opportunities for NY's Food System

Catharine Young – NYS Center of Excellence for Food & Agriculture at Cornell AgriTech
Jenn Smith – Grow-NY
Christine Mehta – Center of Regional Economic Advancement at Cornell University

Noon

Facebook Live Interview with our 2021 Distinguished Service Citation Honoree

Mark Modzeleski – 2021 Forum Program Chair
Hans Kunze – Distinguished Service Citation Chair

2-3:30pm

Welcome CALS Dean Benjamin Houlton

State of Agriculture Address – Commissioner Richard Ball, NYS DAM

Brought to you by Cornell via Zoom

Using one link, participate at your convenience in 3 separate sessions. Go to Facebook at www.facebook.com/nysagsociety to view Distinguish Service interview live. Additional award videos will debut on www.nysagsociety.org on January 7th.



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If “growing” leadership and a public informed about agriculture are important to you, please join the NYS Agricultural Society Foundation as a financial partner.

On behalf of our donors, the Foundation – created in 2011 – has supported:

- ◆ NYS Agricultural Society activities and Forum speakers
- ◆ Ambassador Scholar Leadership Development Program for young adults passionate about agriculture
- ◆ Grassroots programming for youth to grow awareness of agricultural careers

We appreciate the generosity of our donors and look forward to your support of our mission. To make a gift, go to www.nysagsociety.org. For more information on planned giving opportunities and non-cash gifts, please contact Ann Shephard at ann@nysagsociety.org.

NYS Agricultural Society Foundation

www.nysagsociety.org

WELCOME & THANK YOU



Judi Whittaker,
President NYS
Agricultural Society

Welcome to the 189th Annual Forum of the NYS Agricultural Society. Could our founding fathers have predicted we would reach this historic milestone? The Forum continues to allow us to reconnect, exchange ideas, recharge and renew our commitment to the industry.

There is no doubt that the NYS ag industry across the board has been tested in 2020. Our program committee had long considered a thorough examination of the ag supply chain prior to COVID-19 reaching US shores. How we navigate the future will be largely shaped by our individual and collective experience and our inherent ability to respond, absorb and adapt to change. There is no better time for this meeting than now!

Crafting a virtual gathering for our 714 members to enjoy has been a team effort. We thank our program committee led by Mark Modzeleski, partners including CALS at Cornell University and the NYS Department of Agriculture & Markets, our sponsors, and supporters for making this day possible. I also appreciate the year-long effort invested by members of our board, which include:

Mark Modzeleski, VP
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Melissa Osgood
Daren Phillips
Sandra Prokop
Tim Veazey
Nancy Weber
Chris Whipple
Natalee Wrege
Rick Zimmerman

Looking ahead to 2021 and beyond, the NYS Agricultural Society does not have a crystal ball. But our intention is to have an in-person gathering in Syracuse, NY in 2022. We are also seeking the counsel of a task force of individuals who are examining all facets of the Society to make sure we remain valuable and viable for future generations as we near our 200th anniversary. Thank you to John Noble, Rick Zimmerman, Diane Held, Lucy Shephard, Megan Clancy, Anthony Colangelo, Jeannette Kreher, Larry Van De Valk, and Mark Modzeleski for your contributions.

If you have input to share with our leadership or would like to volunteer in some capacity for the NYS Agricultural Society, please contact me at whittfarm@aol.com, or Ann Shephard at ann@nysagsociety.org.



INDEX

Speaker Profiles 4
Board Membership 5, 39

AWARDS

Ag Promotion Awards 7
Business of the Year Awards 9
Bicentennial Awards 11, 13, 15
Century Farm Presentation... 17, 19, 21
"Cap" Creal Journalism 23
Distinguished Service Citation 25
Farm Safety 27
NY FFA Chapter of the Year 29
Next Generation Farmer 32



MEET OUR 2021 KEYNOTE SPEAKERS

Tom Facer, Farm Fresh First, LLC

A 30-year veteran of the vegetable processing industry, Tom Facer is currently president/CEO of Farm Fresh First, LLC, a position he has held since 2007. Farm Fresh First provides crop production, sourcing and supply management of raw fruits, vegetables and other commodities for the food processing and packing industry. Their service area stretches across New York, Michigan, Pennsylvania, Virginia, North Carolina, Nebraska, Washington and Ontario, Canada. Tom is also president of Pomona Apple Packing, LLC. He is a LEAD NY Class 1 member.



Tom Facer

Martha Hilton, Wegmans Food Markets

Martha Hilton is the vice president of produce and floral for Wegmans Food Markets. She is a graduate of Cornell University with a degree in agriculture business and has spent the last 12 years working in the retail space for Wegmans Food Markets. While working for Wegmans, Martha has had the opportunity to be part of many aspects of the business including merchandising and operations as a store manager. Martha is a graduate of the United Fresh Class 25, a LEAD NY graduate and the current president of the Ontario County, NY Farm Bureau. Founded in 1916, Wegmans is ranked 29th on the Supermarket News list of the Top 75 North American Food Retailers based on sales volume.



Martha Hilton

Mid-Day Break to Focus on Emerging Research

The Food System Needs Research Initiative is focused on surfacing the constraints experienced by growers and producers in the ag and food processing sectors that can be addressed by technological and entrepreneurial solutions. Field research is being completed now and a full report will be published Spring 2021. Catharine Young of the NYS Center of Excellence for Food and Agriculture at Cornell AgriTech, Jenn Smith of Grow-NY, and Christine Mehta of the Center of Regional Economic Advancement at Cornell University will release early findings and discuss their implications.



Catharine Young



Jenn Smith



Christine Mehta

Afternoon Session Welcomes New CALS Dean & Features Annual Address by Commissioner Ball

Benjamin Z. Houlton is the Ronald P. Lynch Dean of the College of Agriculture and Life Sciences and a Cornell University professor in the Departments of Ecology and Evolutionary Biology and of Global Development. An accomplished international scientist, his research interests include global ecosystem processes, climate change solutions, and agricultural sustainability. As founding co-chair of the California Collaborative for Climate Change solutions, Ben works with researchers from key research institutions to accelerate the translation of research findings into practical climate solutions. He also directs farmland carbon sequestration projects to improve crop yields and create new financial markets for farmers and ranchers.



Benjamin Houlton

Richard Ball has served as the Commissioner of the NYS Department of Agriculture and Markets since 2014. Following in his grandparents' footsteps, he launched his own career in agriculture at age 18. Today he is the owner and operator of Schoharie Valley Farms in Schoharie, NY, which produces a wide range of vegetable crops, small fruits and greenhouse crops on 200 acres. The farm serves both retail and wholesale consumers through an onsite farm market and ships to brokers and restaurants in the local area as well as New York City. Richard has held a number of industry positions at the local, state and national level, including the NYS Vegetable Growers Association, the NY Farm Bureau, the American Farm Bureau and the Schoharie County Chamber of Commerce. He currently serves as vice president on the National Association of State Departments of Agriculture (NASDA) board of directors. He is also the president of Food Export Northeast.



Richard Ball



THANK YOU FRIENDS, WELCOME NEW BOARD MEMBERS

Our hats are off to the following retiring board members:
Beth Keene, Nancy Weber, Sandra Prokop, Chris Whipple, and Natalee Wrege

A Volunteer Veteran!

Sandie Prokop has had a storied career in NYS agriculture. In addition to being a full-time producer – Crossbrook Farm of Middleburgh, NY – she has held positions in the milk supply chain, agriculture finance and NY Farm Bureau, and served as a board member of Farm Credit East. In 2003 she became a volunteer for the NYS Agricultural Society where she has served as president and chair of the Century & Bicentennial Farms program.



Sandie Prokop

"I came to my first Forum in 1987 as a class member of LEAD NY Class 2," said Sandie. "I was also asked to speak that year and remember fondly being sandwiched at a table between CALS Dean David Call and former LEAD NY Executive Director Bob Gravani. Bob coached me not to use notecards, while Dean Call was taking and using copious notes for his speech. That was an important memory that served me well!" Other important mentors to Sandie have included Roger Barber, Alice Schoonover, and Dave Tetor.

"Getting involved in the NYS Agricultural Society is a great opportunity," said Sandie. "It is the hub of NY agriculture where people can come together to share, reconnect, and communicate at the center, and radiate out through the spokes to distribute information and expertise to a greater audience. Volunteers drive this organization. It's a great group who is committed to agriculture and has helped establish many great programs like LEAD NY and the NYS Ag Society Foundation. I've seen people blossom and grow, and leadership will continue to cope and flex through many more changes like we're seeing now."

New to the NYS Ag Society

Michele Ledoux, Executive Director – Cornell Cooperative Extension Lewis County

Working with producers, youth and local businesses, Michele Ledoux has a 35-year career with Cornell Cooperative Extension where she has been involved in different community boards and state efforts. With a deep commitment to the residents of Lewis County and the North Country, Michele has broadened her experiences with agriculture over the years beyond livestock to include maple



Michele Ledoux

and the marketing of local foods. She and her husband Steve, a sales account manager for Agri-Liquid, have a diversified livestock operation - the Adirondack Beef Company - located in Croghan, NY. Michele holds a BS in animal science from Delaware Valley University and MS in curriculum development from SUNY Oswego.

Christina Nowak, Agriculture Manager – NYS Fair

Christina Nowak grew up on a small Connecticut dairy farm. She attended SUNY Cobleskill, earning a BS in agricultural business. A college internship with NYS Assemblyman Bill Magee segued into a permanent position gaining knowledge in agriculture policy and working on legislative priorities within the Assemblyman's district. Her next stop was the NYS Department of Agriculture and Markets. In 2016, she joined the Executive Chamber where she assisted in creating the NYS Grown and Certified program and the NYS Fair masterplan. In 2018, Christina joined the NYS Fair team, overseeing agricultural exhibits and competitions.



Christina Nowak

Bethany Wallis, Executive Director – NOFA-NY

Bethany Wallis is the executive director of the Northeast Organic Farming Association of New York (NOFA-NY), a nonprofit organization of farmers, gardeners, and consumers working together to create a sustainable regional food system that is ecologically sound and economically viable. Through its subsidiary, NOFA-NY Certified Organic, LLC, NOFA-NY is the largest organic certifying agency in NYS. Raised on a pasture-based dairy farm in Central NY, Bethany earned degrees in agricultural business and dairy science at SUNY Morrisville and Cornell University. She was first introduced to organic agriculture while managing the CSA at Grindstone Farm. Bethany co-authored *The Organic Dairy Handbook: A Comprehensive Guide for Transition and Beyond*.



Bethany Wallis

Also welcome Nathan Rudgers to the Board
Farm Credit East



Congratulations TO ALL OF THIS YEARS AWARD WINNERS



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Congratulations to all Award Winners!



Interaction on Campus:
Our members are very involved in different organizations on campus including Collegiate Farm Bureau, Collegiate 4-H, Collegiate FFA, Hortus Forum, CUDS, and many honor societies. We also spend time getting to know our faculty and fellow students through hosting different events at our house.



AG PROMOTION AWARD

Recognizing individuals and groups for their efforts to improve the understanding of agriculture in NYS.



AMERICAN DAIRY ASSOCIATION NORTH EAST Syracuse, NY

The mission of the American Dairy Association North East (ADANE) is to create and protect dairy sales in schools and the retail marketplace, and engage with consumers using positive stories of dairy foods, dairy farms and dairy farmers. To remain relevant and credible with the audiences they target, ADANE must continuously monitor changes in how the public consumes media to influence buying and eating patterns.

In 2018 ADANE launched the Virtual School Tours Project to provide school children with the unique opportunity to tour real dairy farms from the comfort of their own classrooms. Best practices developed by ADANE over the past three years, including technical expertise, have been shared with other agricultural promotion groups in the region with great success. This toolbox has proven to be invaluable given the impact of the COVID-19 pandemic and how society has been forced to pivot to a largely virtual world for learning and entertainment.

As schools were forced to cancel in-person classroom learning in March 2020, the ADANE team immediately began promoting recorded Virtual Farm Tours as “edu-tainment” for at-home parents with school-aged children. Recognizing the need and growing appetite for quality content, the team also launched the “Fun on the Farm” series, which featured short, Facebook Live episodes that ran Monday through Friday through the end of the school year. The program then transitioned into a weekly Saturday series, featuring different farms, that attracted over 3.4 million views.

COVID-19 also challenged the traditional activities of the ADANE sponsored Dairy Princess Program in 2020. Staff encouraged and guided dairy princesses and their promotion teams to use social media to disseminate their dairy messages. County princess teams conducted virtual pageants, recorded dairy recipes, produced farm facts and school program videos, and assisted with ADANE developed marketing campaigns on their social media platforms to keep dairy prominent to a virtual audience. This included helping with NYS Fair virtual activities including a Dairy Day parade, cow shows, and promotion of the iconic butter sculpture.

**Thank you to our
Ag Promotion Award sponsors.**



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I believe in the future of agriculture, with a faith born not of words but of deeds — achievements won by the present and past generations of agriculturists; in the promise of better days through better ways, even as the better things we now enjoy have come to us from the struggles of former years.

— 1st Paragraph of the FFA Creed by E.M. Tiffany



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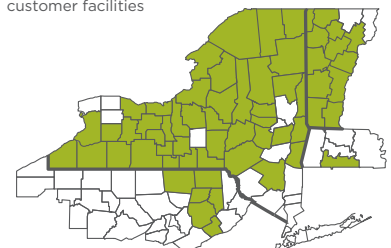
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BUSINESS OF THE YEAR AWARD

Recognizing an agribusiness for the quality, leadership and innovation they demonstrate that enhances the integrity of the agricultural industry.



**MARQUART
COMPANIES,
Gainesville, NY**

Staffed by 100-plus employees, the Marquart Companies is a collection of diverse enterprises including agricultural and industrial hauling, potato and crop farming, a commercial truck repair facility, a dairy farm, and most recently, the New York Chips brand. NY Chips is a potato chip manufacturing company dedicated to producing a 100% NYS grown product using natural avocado, corn and vegetable oils.

In 1943 Herb Marquart and his wife Dimira moved from Buffalo to Gainesville, which is located on the eastern border of Wyoming County. With a note from a local bank, the couple was able to start milking 12 cows on a 120-acre farm. Their sons Tom and Ed expanded the operation several times over. The Marquarts currently have 7,000 acres under cultivation, including potatoes, corn, wheat, snap beans, and hay. The farm's potato storage and conditioning facility houses over 50 million pounds of potatoes annually to supply to a variety of customers. Constantly upgrading equipment and technology, the Marquarts have positioned themselves as one of the foremost suppliers of quality potatoes in North America.

In 1980 Tom and Sandy Marquart purchased a small shop and three trucks to begin hauling potatoes to different buyers. Prioritizing customer needs first and being 100 percent committed to employees, Tom and Sandy's business was able to expand into a variety of different industries. They currently operate a fleet of 50-plus hauling trucks and a state-of-the-art 40,000 square foot repair facility. Currently the company's day-to-day activities are managed by Tom and Sandy's sons Adam, Alex, and Aaron.

Together the Marquart family takes pride in finding ways to give back to their community to develop opportunities for all businesses, as well as local schools. Some of their most recent activities include:

- ▶ The development of a local rail siding to connect Wyoming County with train freight opportunities
- ▶ A BOCES shop program, that provides students with real world tech opportunities
- ▶ An employee mentoring program that allows high school students to job shadow Marquart employees
- ▶ Organizing events and contributing to multiple community organizations including ARC, Wyoming County high schools, the Wyoming County Hospital, and others

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BICENTENNIAL FARM AWARDS

For the past two decades, the NYS Agricultural Society has recognized 62 bicentennial family farms. These operations have been critically tested from one generation to the next and continue to serve as a treasured ideal for NY's 33,000 farm families.



BELLVALE FARMS
Established by William Wisner 1819
**Town of Warwick,
Orange County**

In 1819, the great grandson of Johannes Wisner, one of the first settlers of the Town of Warwick, purchased land for dairying. The fertile soils and abundant rain fall drew William Wisner to this property, which produces lush grass pastures and quality hay enabling cows to produce large amounts of rich milk. The farm passed from William – the first generation – to his son, William Henry – the second generation, to his daughter Emma – the third generation. In April 1949, Emma's son Wisner Buckbee became the farm's owner. He subsequently passed it on to his son and fifth generation owner, Albert W. Buckbee II, in February 1974. Under his direction, the farm has expanded to 450 acres with the purchase of five adjoining farms, and supports a dairy herd of 160 Holsteins and Jerseys.

Quality milk production for fluid milk, butter, cheese and ice cream has been a 150-year old legacy of Bellvale Farms. Bellvale Farms Creamery was opened in 2003 and produces more than 100 flavors of ice cream. Twenty are available daily from April through October. In 2015 Trip Advisor named the farm creamery as the second-best ice cream in the US. Throughout the years, the farm has produced breeding stock that has been sold to dairymen throughout the US and in many foreign countries.

The Buckbees practice sound environmental stewardship. They were the first farm in Orange County to receive the Dairy of Distinction Award in 1986. The operation has also received the Progressive Breeders Award from the Holstein Association of America.

Bellvale Farms is truly a family enterprise. While current owners, Albert and Judy Buckbee II, operate the business, son Albert III (Skip) is responsible for day to day management of the dairy. Albert II's daughter, Amy Noteboom and her husband, Tim, are responsible for Bellvale Farms Creamery, with grandchildren helping when needed. The Buckbees are also active in the community. Albert II is former chair of Orange County Soil & Water, and board member for the Orange County Citizens Foundation. Judith is a former Town of Warwick Planning Board chair. Albert III is a former Orange County legislator and board member for Orange County Land Trust. Tim Buckbee and Amy Noteboom are involved in many civic groups including Town of Warwick Agricultural Advisory Board, Warwick Chamber of Commerce, Applefest, Meals on Wheels and the Warwick Historical Society.

In 2022, the NYS Agricultural Society will recognize bicentennial and century farms in Western New York. For more information, go to www.nysagsociety.org. Our application deadline is September 15, 2021.

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BICENTENNIAL FARM AWARDS



FURMAN FARMS

Established by Isaac G. VanWagner 1820

**Town of Neversink, Hamlet of Grahamsville,
Sullivan County**

Furman Farms has been in the family for 200 years. Prior to the Civil War hemlock tree bark was used in a solution for tanning hides. During the war the demand was great and many hemlock trees were sold off the Furman property, which provided cleared acreage for pasture and field crops. Originally 140 acres, today's acreage is more than 231 acres.

From the 1800s to early 1900s, the farm family milked a few Jersey cows to provide milk and butter for their own needs and a few neighbors. They also raised much of their own food. The cows were milked by hand. Around 1935, when electric milking machines became available, more cows were milked, and milk was transported to a local creamery.

In subsequent years, the herd size continued to grow, and milk was shipped to Dairylea Cooperative, Inc. From the 1970s to the 1990s roughly 100 head were milked twice per day. In 1992, due to low milk prices and labor challenges, the operation transitioned from dairy to beef production. Today the grass-fed herd includes 40 cows and 30 head of young stock. The steers and heifers, once they reach eighteen months of age, are sold for beef with the exception of those used as herd replacements. All of the hay used as feed is raised on the farm.

Furman Farms lies within the New York City Watershed. In 2009, the operation entered into a conservation easement with the Watershed Agricultural Council of NYC, Inc. This easement helps protect the NYC water supply and prevents land from development.

Present farm owners, Van J. and Julie Ann Furman, represent the family's seventh generation. The sixth, seventh and eighth generations work side-by-side on the farm and are involved in the community where they live including school, town board, teaching, service organizations and church activities. The Furmans have earned the respect of their community and their industry in many ways.

AWARD VIDEOS & MORE INFORMATION ONLINE!

Seven of our eight annual award winners have been profiled by video courtesy of the Cornell University College of Veterinary Medicine. Go to <http://www.nysagsociety.org> to sample this content and more concerning the NYS Agricultural Society.

For questions, contact Ann Shephard at ann@nysagsociety.org.



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BICENTENNIAL FARM AWARDS



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PROSPECT HILL
ORCHARDS**
*Established by Nathaniel
and Hannah Marsh Clarke
1817*
**Town of Marlboro,
Ulster County**

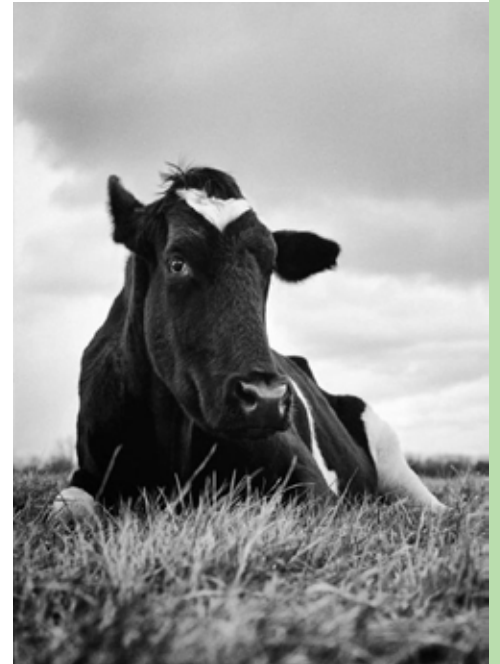
Subsistence farming in the early years of this operation was soon influenced by the wagon trade to Milton Landing on the Hudson River. Here goods were shipped downriver as far as New York City. The family developed a spinning factory, accepting wool from other farmers and weaving it into cloth. A large vegetable patch and farm animals like cows, horses, pigs and chickens provided milk, eggs, and meat for the family. Small fruits like raspberries, blackberries, currants, and grapes were shipped by steamboat to New York City. Together with product from local farmers, "night boats" would arrive at Milton Landing in the afternoon for loading and arrive at Tribeca docks early the next morning where merchants would purchase product for reselling to other buyers.

By the early 1900s tree fruits were introduced and grown on local hilltops where they were less affected by spring frosts. By the 1940s, apple orchards became so successful that they pushed out acreage dedicated to berries and small fruits. Today, the farm produces sweet and sour cherries, stone fruits (apricots, plums, and peaches), apples and pears, along with some berries and specialty crops like gooseberries, Quince and Asian pears that appeal to u-pick customers.

Each generation of the family has embraced new technology. In the 1870s, James Roe Clarke exported apples to England. Walter Roe Clark introduced Macintosh apples to the Hudson Valley and refrigerated storage powered by electricity. Leonard Clarke was a leader in adopting modern farm equipment including tractors and air-blast sprayers. Steven Clarke, the sixth generation, introduced new fruit varieties and up-to-date planting systems. His children, Brad and Pam Clarke Torres, have installed solar arrays at the apple cooler and the commercial bakery. To ensure continued viability of the business, the farm is transitioning from a primarily commercial business to an agritourism operation.

Steve Clarke was a board member of ARDP (Applied Research and Development Program) for the first 20 years of its existence and currently serves on the town planning board and board of appeals. His wife Judy was a long time 4-H leader and serves as president of Meet Me in Marlborough, an agritourism promotion organization. Brad is treasurer of the Hudson Valley Research Lab. Pam is past president and board member of the local library and a church trustee. All have served full terms on the Ulster County Cooperative Extension board.





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NYSERDA

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CENTURY FARM AWARDS

Recognizing Eastern NY farms in continuous operation by the same family on the same property for 100 years or more.



BRADT HOMESTEAD FARM *Settled by Myron J. Bradt 1920* Town of Carlisle, Schoharie County

Bradt Homestead Farm, located in Sloansville, NY, was founded on January 13, 1920. At its start, it consisted of 149 acres, a Greek Revival home, and an 1830s era dairy barn constructed from wood from a nearby sawmill. A barn addition was built to house 56 dairy cows. Myron and his son, Frank, ran the operation. Frank took over in the mid-1940s after his father passed away. He milked 56 cows and raised 24 heifers and calves with his son, Frank Jr. Replacements were raised and few cows were purchased. Frank Jr. continued as the chief operator with his wife Debbie when his father passed in 1984.

Although a tractor was purchased in the late 1940s for field work, horses were used on the farm until the early 1960s. In 1991, a team of Belgian horses was reintroduced. Many "silo fills" were held at the farm. This consists of cutting and assembling corn into bundles, stacking and moving bundles with horses, to eventually blowing the corn up into silos. In the early 1990s, 23 horse teams were present for a two-day event. A plow day was also conducted. Horses were also used to spread manure and seed fields.

The dairy herd was sold in November 2000. Wet weather and poor cropping drove the sale. Heifers were kept and raised for replacements until 2003, but cattle are boarded currently. Horses are still used to seed fields. The farm makes 5000+ bales of hay and plants an average of eight acres of grain corn for cattle.

Frank Jr. is responsible for feeding, planting, harvesting, working with the horses and repairs. Debbie manages the farm's financial records and budgeting. She works with the horses and maintains the house and outside work. Debbie holds the pesticide applicators license. Debbie and Frank are members of Cornell Cooperative Extension and Farm Bureau. They are also members of the Eastern Regional Draft Horse Association where Debbie has served as treasurer and is now secretary. Debbie is also on the Board of Assessment Review for the Town of Carlisle and has been on the county committee for the Farm Service Agency for over 30 years.




In 2022, the NYS Agricultural Society will recognize bicentennial and century farms in Western New York. For more information, go to www.nysagsociety.org. Our application deadline is September 15, 2021.

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CENTURY FARM AWARDS



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Established by John D. Fogarty 1916
Town of Schaghticoke,
Rensselaer County

In 1916 John D. Fogarty purchased this 200-acre farm and operated it as a small dairy of fewer than 20 cows until his death in 1949. John's youngest son, J. Gerald Fogarty, and his mother, Laura Fogarty, became owner/operators. In 1954, Gerald married Joan Fogarty, purchased the farm outright in 1965, and raised a family of six children. In 1978, Gerald and Joan's son William (Bill) entered the business, and in 1982, he and his wife Kathy went into partnership with his parents. In 1990, Bill and Kathy Fogarty purchased the farm and Bill took over daily operations.

Bill increased the herd to 75 milking cows, purchased upgraded equipment, built barn additions and began raising heifers and calves. In 2014, he transitioned from dairy to raising beef cows and replacements. The herd has grown to 130. The farm has always grown its own hay and corn, and currently sells hay and straw. Fogarty's Farm features red barns. White fences outline the entire property. Kathy ensures that the property is well maintained, painted annually and near picture-perfect.

The Fogartys have received the High-Quality Milk and Gold Dairy of Distinction awards. Throughout the years they have opened their doors to thousands of youth, educating them on the source of their food and fiber, in partnership with Cornell Cooperative Extension of Rensselaer County. Bill is a current member of NY Farm Bureau and has worked with Soil and Water Conservation to make improvements to ensure best practices of land management. He is currently a Town Councilman for the Town of Schaghticoke. Bill and Kathy have three grown children and five grandchildren. Their oldest daughter Kandis Freer has worked with Cornell Cooperative Extension for the past decade ensuring the next generation of youth are involved in agriculture. Her passion stems from her parents who are good stewards of animals and land, and were 4-H volunteers. Son William "BJ" Fogarty is an electrician. Son James works in construction. The fifth generation already cannot get enough of Grandma and Grandpa's farm.



AWARD VIDEOS & MORE INFORMATION ONLINE!

Seven of our eight annual award winners have been profiled by video courtesy of the Cornell University College of Veterinary Medicine. Go to <http://www.nysagsociety.org> to sample this content and more concerning the NYS Agricultural Society.

For questions, contact Ann Shephard at ann@nysagsociety.org.



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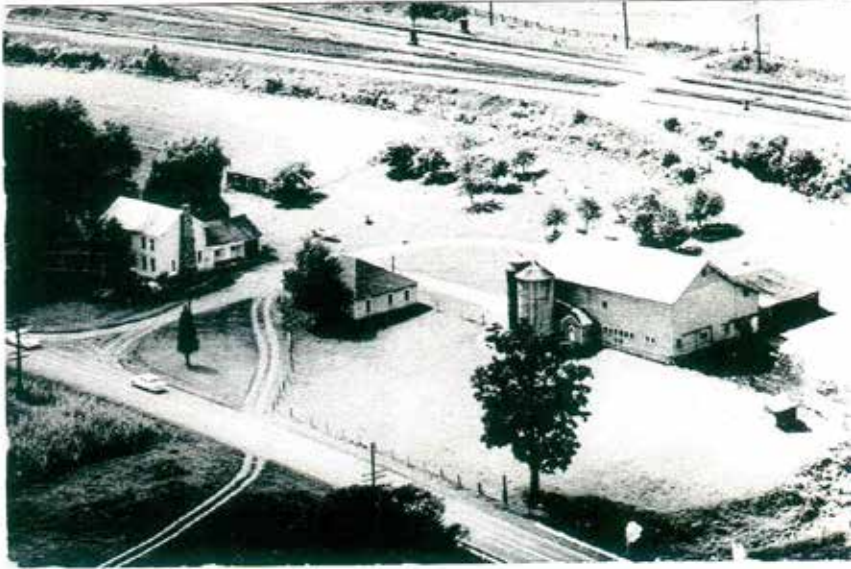
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CENTURY FARM AWARDS



OVERLOOK HEREFORD FARM

Established by Earl W. Shapley & Lena M. Shapley 1919
Town of Afton,
Chenango County

All it took was a concrete road to convince Earl C. Reiling's grandparents to purchase the farm in Chenango County in 1919 over a competing property in nearby Broome County. The 165-acre dairy farm was purchased for \$6,500. An additional 40-acre parcel was purchased in 1930. In conjunction with the farm, founder Earl Shapley operated a Dodge car dealership and harvested timber from the farm property. The timber enterprise continues today. In 1935 the farm transitioned to the Shapley's daughter Irene, upon her father's death. In the early 1940s, Irene's husband, Charles, became the farm owner of record. In the early 1960s the farm transferred to their son, Earl, and Mary Archer Reiling – the third generation, who began a cash crop operation. The dairy enterprise was sold in 1961, but the farm continued to raise first-calf heifers until 1983.



Earl and Mary opened Reiling's Garage in 1965 while continuing to farm. In the late 1970s during the construction of Interstate 88, Mary's home farm was split in half and she acquired 26 acres of river flat land.

The Norfolk & Southern Railway runs through the farm. The property also borders the Susquehanna River, and the farm grew crops on a river island at one time. Soybeans, corn, oats and rye are harvested annually. Other enterprises include timber harvesting and raising Hereford beef cattle, which son Blane launched in high school. Following Mary's death, Earl remarried Carol Armstrong who has become an integral member of the farm team. Overlook Hereford Farm has been recognized as a second place Conservation Farmer in Chenango County, Master Conservation Farmer of Chenango County, and winner of the county's Outstanding Forestry Achievement Award.

Earl and his sons, Ben and Blane, share farm responsibilities. Ben and Blane's families also help with chores and harvesting. The family works closely with Cornell Cooperative Extension and Soil & Water Conservation.

Earl is a member of the Tri-Forum Mason Lodge #167, and the Presbyterian Church of Afton. Carol is a member of the Baptist Church of Afton. Together they are active with a local truck club. Blane is fully involved in his role as the Afton Fire Chief.

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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.

"CAP" CREAL JOURNALISM AWARDS

For over 40 years, the "Cap" Creal Journalism Award has recognized well-written, informative and timely news stories about agriculture in NYS. The award is named after farmer, NYS Agricultural Society member and Assemblyman, Harold "Cap" Creal.



Volunteers from SUNY Morrisville distribute dairy products to community residents.



Ashley Marshall, Assistant Professor of Dairy Science at SUNY Morrisville is an inspired leader.

▶ PRINTED NEWS STORY:

Troy Bishopp
Country Folks/Lee Newspapers
"High Demand for Beef in Time of Stress"

▶ PRINTED SERIES:

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Cazenovia Republican; Eagle News; Oneida Dispatch
"Cornell in our Community"

▶ PRINTED EDITORIAL:

Margo Sue Bittner
Lockport Union-Sun & Journal
"Uncorking a natural wonder – we hope!"

▶ PHOTOGRAPH:

Troy Bishopp
Country Folks/Lee Newspapers
"Mustang power delivers dairy products to thankful community"

Above photos courtesy of Troy Bishopp

Thank you to our
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ATP is a proud sponsor of the Cap Creal Journalism Awards in honor of brother, farmer, NYS Fair Director & member of the NYS Assembly Harold "Cap" Creal.

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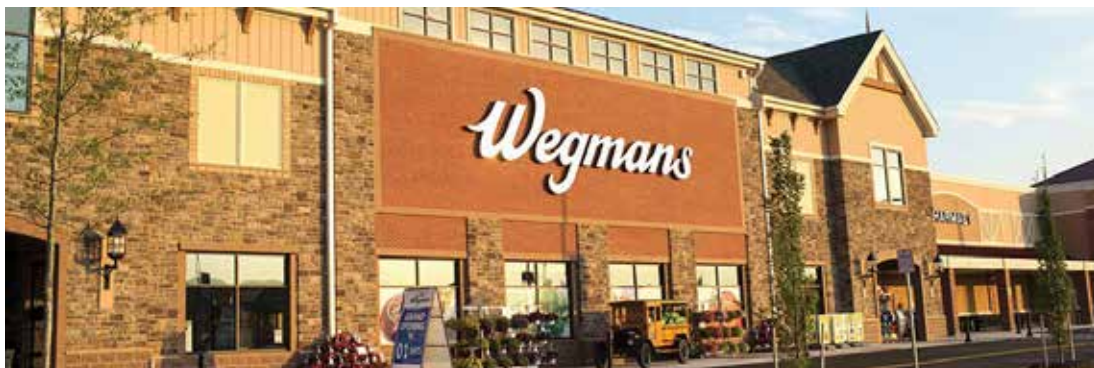
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MARY ELLEN BURRIS
Wegmans Food Markets

After a successful career spanning nearly five decades, Mary Ellen Burris retired from Wegmans Food Markets in 2020 as Senior Vice President of Consumer Affairs. She has been one of the most valued, dedicated, and impactful employees in the company's history. Her commitment to the public and the food and agricultural industry has earned her the NYS Agricultural Society's Distinguished Service Citation which has been awarded annually since the 1930s.

Mary Ellen began her distinguished career as a Cooperative Extension educator in New Jersey and later in Monroe County, NY. A native of West Virginia, she earned a bachelor's degree at West Virginia University and a master's in educational psychology from the University of Rochester.

In 1971 Mary Ellen joined the Wegmans team as its 918th employee. Today the chain has grown from 33, NY stores to over 100 stores and 50,000 employees in seven states. In her tenure dotted with achievements in food safety, quality assurance and sustainability efforts, she diligently promoted the value of farm fresh produce to consumers through multiple activities including writing thousands of articles in weekly store fliers. She established a "Strive for Five" educational program that communicated the importance of eating fruits and vegetables for good health, and advocated for buying local produce where and when possible. Marked with logistical hurdles at the time, including smaller farm trucks using traditional distribution docks, Wegmans has built a reputation for purchasing locally produced fresh foods.

Mary Ellen's dedication, influence, and personal philosophy have been instrumental to growing the Wegmans brand and building trust with millions of shoppers and farm suppliers. "Mary Ellen played a pivotal role in helping our family to write down our philosophy and values decades ago," said Danny Wegman. "In doing so she made an impact on our company that will last for generations to come. She always asked the right questions and raised important considerations to ensure our actions were taken with our people and customers top of mind."

Mary Ellen's list of awards, humanitarian activities, and accomplishments is stellar. She is past president of the United Way of Rochester and serves on the Advisory Council to the Center for Urban School Success at the University of Rochester's Warner Graduate School of Education. Her involvement with the Board of Healing Connection (advocating for work on eating disorders) and involvement with Food Link (advocating for food for the needy and reducing food waste) were key initiatives that continue to help many Western New Yorkers today. Personal accolades include the "Esther Peterson Award" from the Food Marketing Institute and the "NY State of Mind Chairman's Award" from the NY Wine and Culinary Center. In 2018, Mary Ellen received the "Charles Force Hutchinson and Marjorie Smith Hutchinson Medal" from the University of Rochester, which is the highest honor awarded to an alumnus of the school.

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**SALVADOR
SÁENZ**
Public Health
Educator

Salvador Sáenz, a well-known and respected public health educator and artist based in El Paso, TX is making an impact on safety and health priorities in the agricultural industry. He has created a variety of illustrated materials to educate farmworkers on multiple topics including ladder safety and working safely around pesticides.

Throughout his career, Sáenz has frequently collaborated with Migrant Clinicians Network to create educational materials for farmworkers, as well as developing two fotonovelas (comic books) and over 20 posters for the NY Center for Agricultural Medicine and Health (NYCAMH) and the Northeast Center for Occupational Health and Safety (NEC). The fotonovela format is common in Mexico and other Latin American countries, especially for educating learners about health topics. Materials are designed to be colorful and easy-to-read, using images and dialogue to tell a story. Educator Betty Getty has used these comic books for training Spanish-speaking dairy workers in the Northeast. According to Betty, workers using the materials are immediately engaged because of the attractive format and colors.

“We’re always looking at opportunities to get people to think about safety with chemicals, confined spaces, equipment and animals,” said Anna Meyerhoff, a bilingual educator for NYCAMH and NEC. “Salvador has done an amazing job creating print materials in multiple formats and has developed an outstanding reputation in public health and safety. We’re very happy with the reception we’ve received with his newest project — a dairy safety fotonovela — not just in NYS, but outside the region as well.” To date, tens of thousands of copies of these materials have been distributed to farms. Pauline Boyer, NYCAMH/NEC Education & Outreach Coordinator, remarked on the great response from farms requesting the newest safety comic, as well as Cornell Cooperative Extension and teachers in the region.

“It has been very gratifying to have the opportunity to work on what I always dreamed of as a child, and if you add to this, the experience of meeting such fantastic people and institutions whose orientation to community service makes them unique, I feel lucky being part of this joint effort,” said Salvatore. “Each project carried out with NYCAMH has been very rewarding knowing that each member of the team has contributed from their specialty to improving the health and safety conditions of workers.”

For more information or to request free copies of the “Happy Cows, Safe Workers” booklet and other illustrated safety posters, contact NYCAMH/NEC at 800-343-7527 or info@nycamh.org. You can also visit migrantclinician.org to see many of Sáenz’s fotonovelas on other health and safety topics.



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NY FFA CHAPTER OF THE YEAR

FFA has a successful track record for building leadership and talent for the agricultural industry and contributing valuable time and resources to local communities. Identifying and promoting chapters of all shapes and sizes as they pursue these ideals is the mission of the NYS Agricultural Society in presenting this award.



HAMILTON CENTRAL SCHOOL DISTRICT Hamilton, NY

Chartered in 1938, the Hamilton Central School FFA Chapter is our 2021 honoree. The school district of 582 total students, Pre-K through 12, is located in rural Madison County, nestled between Morrisville State College and Colgate University. It has 46 active members. In 2020 the students are in school two days per week, with the balance spent virtually.

Led by advisor and ag education instructor Johanna Bossard, keystone projects include their annual "Thank-A-Farmer" Outreach, where buckets of holiday food are delivered to local farmers each December. In 2019, 27 producers were honored. The chapter also distributed FFA T-shirts to Hamilton faculty and staff in appreciation for their support despite a difficult school year.

In addition to the many skill-building activities conducted annually with members, the chapter is one of two programs in NYS in 2020 to pilot a seed sales project working in conjunction with Brevant brand corn seed. Promoted as their "Turn the Bag Blue and Gold" fundraiser, the project is a short course on salesmanship and gets students out of the classroom and on to local farms.

The chapter is also hands-on at the annual NYS Empire Alpaca Show where they help clean stalls, prepare, load and exercise alpacas, and keep facilities well maintained during the event. They are also active with the Dairy Birthing Center at the NYS Fair sponsored by the NY Animal Agriculture Coalition. Students help with morning chores and interact with fairgoers to answer questions about the dairy industry.

Active on the national stage too, the chapter was involved in the 2019 National FFA Convention hosted in Indianapolis, Indiana. Their senior high horse evaluation team placed first in NYS and was competitive in the national contest. Multiple medals were brought home to Central NY.

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**MICHAEL HOWLETT,
HOWLETT FARMS
Avon, NY**

The history of Howlett Farms dates back to 1880 when Charles Fredrick Howlett began farming on 13 acres with two milk cows in Henrietta, NY. Charles's great grandson Bruce purchased land in Livingston County in the late 1980s and transitioned the operation to cash crops. The family vertically integrated the business to specialize in grain production, trucking, grain handling and marketing. Bruce's son Michael joined the organization in 2013 to focus on grain merchandising, allowing Bruce to focus on growing and increasing efficiencies within the farming and trucking operations.

Michael earned his BS in 2010 from the University of Illinois and began his career with Top Third in Chicago, where he worked as a market analyst, risk manager and executing broker at the Chicago Board of Trade. Michael achieved official certification as a grain merchant in July 2014 through the University of Arkansas and has also completed the Mark-to-Market Accounting Program for Grain Elevators. In June 2019, Michael received his MBA from the University of Rochester's Simon School of Business.

With a state-of-the-art facility located in Avon, NY, Michael has expanded the grain merchandising business to work with over 1,100 local farmers supported by additional facilities in York and Groveland. Howlett Farms ramped up its push for vertical integration and diversification in 2019 expanding into the ag risk and data management arenas with the launch of Clover Ag Risk Management. Michael was also the driver in the acquisition of Pat O'Brien Grain & Feed later that year. The feed mill in Geneva manufactures premier feeds for the dairy and livestock industry while also delivering commodities, providing Howlett Farms an outlet for product and an additional point of contact with Northeast farmers.

Supported by an ever-growing team of talented employees, the Howlett operation partners with over 50 end-use customers including exporters, ethanol plants, feed mills, flour mills, pet food plants, fish food makers, cattle feeders, poultry farms, and distilleries. Howlett Farms has been recognized by their local community for their work, receiving the Livingston County Farm of the Year Award in 2019.

**Thank you to our
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AT THE END OF THE DAY, WE JUST WANT TO SAY ‘THANK YOU’ FOR ALL YOU’VE DONE TO PUT AND KEEP FOOD ON TABLES ACROSS AMERICA DURING ONE OF THE MOST CHALLENGING TIMES IN OUR HISTORY. YOUR HARD WORK NEVER GOES UNNOTICED BY US AND IS APPRECIATED NOW MORE THAN EVER.



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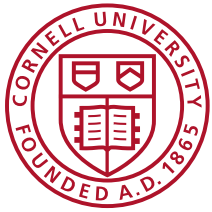
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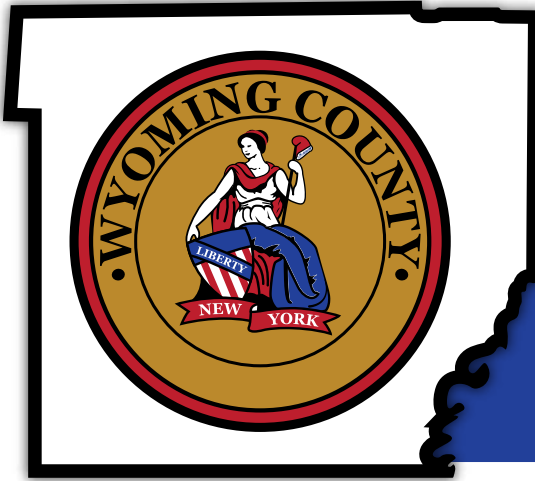
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