

IT'S THE MEETING SEASON!!

January 17 1:00—3:30 p.m. Lodi Town Hall, NYS Rt. 414, Lodi **Estate Planning and Business Transfer**, explains types of business ownership and moving assets to a next generation owner. Presenter: Ed Staehr, NY FarmNet and local farm lender. For more information, contact Bobbie Harrison at 315/539-9251 or email at rmh27@cornell.edu

January 19 **Corn Congress**, Waterloo Holiday Inn, Corn Seeding Rates, Leaf Blight, Cover Crop & Nitrogen, Herbicide Resistance, Western Bean Cutworm, Residue Mgt. on the Combine, Cost \$35. For more information:

January 20 (2:00 – 3:30 pm) **Ag Damage and Economic Loss Estimation for Agricultural Commodities**, explains use of Ag Damage Assessment Form for 3rd parties who document agricultural losses and for farmers to document losses for insurance and tax purposes. Free webinar to be held at CCE Seneca Co. Conference Room, 3rd Floor, Main St. Shop Centre, Waterloo. For more information, express need for accommodations, and to reserve your place, contact Bobbie Harrison at 315/539-9251 or email at rmh27@cornell.edu

January 20-21 **Beef Cattle Feeder's Conference and Winter Management Conference**, Embassy Suites, E. Syracuse, Cost: \$40 to \$70 For more information: <http://www.ansci.cornell.edu/beef/> January 20-22 Northeast **Organic Farming Association – NY Winter Conference 2012** "The Cooperative Economy", Saratoga Springs, NY For more information: <http://www.nofany.org/events/winter-conference>

January 23 8:00am to 4:30pm **Becker Forum**, "Farming In A Non-Farming World, Building Trust, Engaging Communities, and Finding Common Ground" Holiday Inn, Liverpool, NY Cost \$75 to \$100. For more information: <http://www.beckerforum.org/>

January 24-26, **Empire State Fruit and Vegetable Expo & Farmers' Direct Marketing Conference**, OnCenter, Syracuse, NY Seminars and fruits, vegetables, direct marketing, some sessions in Spanish. CCA and DEC credits available. For more information: <https://nysvga.org/expo/>

January 25-26 **Northeast Pasture Consortium Meeting**, Latham, NY Pasture nutrient management, pastureland conservation, Plant Diversity, IPM strategies, Organic Pasture Standards. For more information: <http://grazingguide.net/2011/11/nepc-meeting-jan-25-26-2012-latham-ny/>

January 26 **NY Corn & Soybean Expo**, Holiday Inn, Liverpool, Global Economics, Positioning Your Business, 12 Best Management Practices –presenters Dr. David Kohl and Dr. Danny Klinefelter Cost: \$50-\$60 members, \$75-\$85 non-members.

January 27-28 **Winter Green Up, Grass-Fed Grazing Conference**, Latham, NY, Training animals to eat weeds, grass-fed sheep management, branding your farm products. Cost \$110+. For more information: <http://www.ccealbany.com/Wintergreenupgrazingconf2012edited.pdf>

February 7 (10:00 – 11:30 am) **Marketing for Profit, Exploring Marketing Channels, What's Out There**, Free webinar to be held at CCE Seneca Co. Conference Room, 3rd Floor, Main St. Shop Centre, Waterloo. Learn how to brand your market. For more information, express need for accommodations, and to reserve your place, contact Bobbie Harrison at 315/539-9251 or email at rmh27@cornell.edu

February 9 **Soybean and Small Grain Conference**, Waterloo Holiday Inn, for more information: <http://www.nwnyteam.org/UpcomingEvents.htm>

February 14 & 21 (11:00-3:30 pm, lunch Included) **Core Training for Pesticide Applicator's License—see inside**

Cornell Cooperative Extension provides equal program and employment opportunities, NYS Colleges of Agriculture and Life Sciences, NYS College of Human Ecology, and NYS College of Veterinary Medicine at Cornell University, Cooperative Extension associations, county governing bodies, and U.S. Department of Agriculture, cooperating



Cornell University
Cooperative Extension
Seneca County

SENECA COUNTY COOPERATIVE EXTENSION
308 Main Street Shop Centre
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FOR YOUR INFARMATION



WHAT ARE YOU NOTED FOR???

The holidays are past. Food is always part of the celebration. We come to expect Aunt Mary to bring her pumpkin roll. Why? Because we know it's the best tasting pumpkin roll we've ever had! XXX cheese will be served because we have purchased it numerous times before. It tastes the best time and time again. We as consumers have branded these products as products we prefer and these providers have made us loyal customers because they consistently provide us with products that now meet our expectations without our even thinking about it.

Branding a product sets the product apart from its competition—Aunt Mary's pumpkin pie versus all the other desserts at the table...Muranda cheese versus McCadem cheese versus Helluva Good cheese, When developing a brand it is important to determine how the product is unique. The process to produce it might be unique. One needs to decide how these differences will be expressed to and desired by the consumer.



Why go to all the work and cost of branding a product or service? The main reason is that customers are more likely to remember product. If the product is purchased on impulse, awareness of the brand can make the difference between a sale and no sale. A brand builds loyalty. If one is already branded and launches a new product, trust in the brand name by the consumer will assist the consumer to purchase unknown products. Branding can be expensive to develop in terms of design and marketing costs. Social media markets through Facebook friends, U-tube, etc. can be ways to develop a brand awareness at a lesser cost. The downside of a brand is that bad publicity can damage a brand name, especially if consumers become consistently disappointed with a product or service. Developing a strong brand projects an image of an established company with an advertising budget which builds customer confidence. It implies that the company has a long history of developing quality products and services. It can invoke a sense of pride to those associated with producing, promoting, selling, and distributing the product. Research shows that brand loyalty is a recurring stream of profit generated by repeat and referral sales. Repeat sales can be as much as 90% less expensive than marketing efforts to constantly develop new customers.

What should you think about when developing a brand? Choose a name that is easy to remember (3 words or less). Do some legal investigation to see if anyone else is using the name. Do some consumer testing to see if it is attractive to and appropriate for potential customers. Develop a slogan that is focused on the buyer and why the buyer should buy the product. Think Campbell's soup..."It's Mmm Mmm good!". Create an appropriate symbol or logo. It can be simple or elaborate. Register ® your symbols, slogans and names and use them on every letter, invoice, email, business card, packing materials, advertisement and promotion. This system approach eliminates extra costs in the creation and production fees. It prevents having to recreate the wheel with each new media effort.

From: Ag Decision Maker, "Building Your Brand™" by Nancy Giddens, Agricultural Extension Marketing Specialist, Missouri Value-added Development Center, University of Missouri, File C5-50, June 2010.

SOUND BITES OF THE CORNELL AGRIBUSINESS ECONOMIC OUTLOOK CONFERENCE

The annual Cornell CALS Agribusiness Outlook Conference was held in mid-December. It featured a variety of presentations on finance, grains, dairy, fruits, vegetables, grapes, wine, and ornamental crops. Steven Kyle, Associate Professor, Dyson School of Applied Economics kicked off the event. He graded himself on his previous analysis of projected trends and concluded that he had a strong “B” average. In his overview he sees in the future is a U. S. economy growing as slow in the coming year as it did in the previous year. His largest concern is the impact of Europe on the United States as European banks deal with (or not) with the credit concerns of various nations. Or, “so goes Europe, so goes the United States.”

Mark Stephenson, Director of Dairy Policy Analysis, U. of Wisconsin, sees the dairy sector in a 3-year pricing cycle (2009 + 3 = 2012). While milk prices will most likely not be as devastating as 2009, “U. S. all milk price will average about \$3.80 better than 2010 prices. [He expects] **2012 prices to decline about \$1.80 from 2011 levels but believes there is more upside potential than downside because world demand for milk proteins could be stronger than expected.**” He is concerned in the continuing drop in fluid milk sales.



Tom Maloney Sr. Extension Associate presented on the Immigration and Labor Outlook. Long story short—with the election year upon us he expects little to no movement in the AgJOBS bill or immigration reform. He brought to light the incident of Guatemalan farm worker who died from a farm accident in April 2011 in Adams, NY. Subsequently the farm owner plead guilty to unlawful employment of illegal aliens. On December 15th the farmer was sentenced to 6 months unsupervised release, \$3,000 fine payable to the deceased worker’s family and a \$10 special assessment. **It is important that employers understand labor laws and that employees understand labor laws whether they be domestic or offshore labor.**



Todd Schmit, Assistant Professor and Ed Staehr, Sr. Extension Associate see “tight supply-demand conditions and historically high feed grain prices at least through summer 2012 with strong pressure to maintain, if not increase U.S. corn acres to replenish stocks amid strong competition for crop acres. Concerns about the adequacy of U.S. corn supplies will make production risks from weather more problematic. Price volatility will be on continued high alert with persistent tight stocks going into 2012-2013.” They project a smaller U.S. soybean crop this marketing year. Brazilian exports will beat record levels and global supplies of soybeans will be higher than in 2009-10. China continues to be a key market, purchasing 50% of soybeans available in world export markets. Average prices are projected to be \$11.45. Schmit and Staehr said, “While prices have moderated more recently, soybeans remain in a tenuously high price position, even relative to a new higher regime in prices over the past few years. **Given weaker U.S. exports to foreign competitors, current expectations about supply and demand this marketing year show moderated year-over-year decreases in futures commodity prices for beans and meal.**”

Miguel Gomez, Assistant Professor provided thoughts on grapes, wine and ornamental crops. Grape production has increased 7% while the sales of wine increased 42% between 2009 and 2010. In 2010 the U.S. became the world’s largest wine consumer, mostly through the consumption of table wine and “super value” (cheap) wine. California wines account for 90% of wine production in the U.S. and 60% of wine sales. Wine exports doubled over the past decade because of the weakened U.S. dollar and strong California marketing initiatives. **The exponential growth in the number of wineries will require the industry to access significantly more markets. Wineries are critical to the success of the NYS tourism sector.** More recently NY grape growers see a need to add value to their grapes by establishing a winery to bring the next generation into the business and to offset the decrease in purchase of grapes by Constellation Brands. Gomez also did some preliminary research with ornamental crops growers. He found that 56% of the growers believe that markets will improve. Growers are moving from trees and shrubs (not selling because of housing sector challenges) to high value flowering crops. Small scale growers need to devise ways to develop a local and loyal customer base if they are to survive.



The proceedings of the Cornell Agribusiness Economic Outlook Conference are available electronically via the Internet at http://dyson.cornell.edu/outreach/ag_outlook_conference.php

FROM THE SENECA CO. AGRICULTURE ENHANCEMENT BOARD:

Submit application for Inclusion of parcels containing viable farmland (not already enrolled) into certified agriculture district between March 1– 31 to Bobbie Harrison, CCE Seneca Co. Don’t forget to send forms for agricultural assessment to local assessor by March 1st. Revised Farmland Protection plan adopted by Board of Supervisors, headed to Albany for review.

WHAT’S IN A LABEL?

Producers making value-added products are faced with the task of preparing a label for a product to meet standards of the Food and Drug Administration, Food Safety Inspection Service, and the NYS Department of Agriculture and Markets. In NYS there are 5 basic label requirements. They are the common name for the commodity, the name of the manufacturer, packer or distributor, the place of business, list of ingredients, and the net quantity of the contents. There are additional requirements for the size of the print and components of the label which must be specifically placed in certain areas of the label. A label becomes a tight-wire act as one works to attract the consumer, develop a label that is cost effective to produce, and incorporates the legal requirements of the law.

The labels are important for consumers seeking out product information. Customers who are sensitive to various ingredients now have the information needed to make appropriate decisions. The label may even provide some protection to the processor as the label serves as a notification of the ingredients in the product that if used could compromise the well being of the purchaser with known chemical sensitivity. One of the challenges of labels is concerns of the consumer related to the “chemicals” in food, as some consumers see chemical additives as harmful. They forget that everything in life is chemical.

I came across a label recently that listed the following ingredients of a product produced by Bradeen Farm. The list of ingredients included: caprae lac, glycine soja, helianthus annuus, butyrospermum parkii, glycerol stearate, hydroxypropyl trimonium, citricidal, aloe barbadensis, benzophenone, and allantoin. These are words that I as a consumer are not familiar with and are daunting to consider. So how did the product manufacturer minimize my concerns? Bradeen Farm translated these words for me on the label in parenthesis. The list of ingredients: caprae lac (goat milk), glycine soja (soybean meal), helianthus annuus (sunflower oil), butyrospermum parkii (shea butter), glycerol stearate (organic emulsifier), hydroxypropyl trimonium (honey), citricidal (grapefruit seed extract), aloe barbadensis (aloe vera), benzophenone (UV sunblocker), and allantoin (comfrey extract). Bradeen Farm also told me via the label that my Maine Beach Rose Goat Milk Lotion was made in Maine with love and care with Main Beach Rose oil and a UV inhibitor and that it contained no mineral oil.

WHAT’S GOING ON IN SENECA COUNTY?

FARM BUSINESS TRANSFER & ESTATE PLANNING January 17, 1:00-3:00 p.m. Lodi Town Hall, Rt. 414, Lodi, NY. Ed Staehr, NY Farm Net and local agriculture credit representative will talk about business planning, succession planning and the role of debt financing in transferring the farm business from one owner to the next. RSVP to Bobbie Harrison at 315/539-9251 or email rmh27@cornell.edu.

CORN CONGRESS January 19, 9:00 a.m.-3:00 p.m. Waterloo Holiday Inn, Corn seeding rates, leaf blight, cover crops & nitrogen, herbicide resistance, Western cutworm, residue management. Contact Cathy Wallace at 585-343-3040 x 138.

DAMAGE & ECONOMIC LOSS ESTIMATION FOR AG COMMODITIES January 20, 2:00-3:30 p.m. Webinar to explain use of Ag Damage Assessment Form for 3rd parties and farmers to document agricultural losses. Webinar at CCE Seneca Co. Conference Room, 3rd floor, Main St. Shop Centre, Waterloo, RSVP to Bobbie Harrison at 315/539-9251 or email rmh27@cornell.edu.

MARKETING FOR PROFIT, EXPLORING MARKETING CHANNELS, WHAT’S OUT THERE? February 7 & 21, 10:00-11:30 a.m. Free webinars on branding your farmers market at CCE Seneca Co. Conference Room, 3rd floor, Main St. Shop Centre, Waterloo, RSVP to Bobbie Harrison at 315/539-9251.

FARM BUSINESS TRANSFER & ESTATE PLANNING January 31, 1:00-3:00 p.m. Lodi Town Hall, Rt. 414, Lodi, NY. Learn about the necessary documents wills, power of attorney, health proxy, insurance needs, and financial planning for retirement. RSVP to Bobbie Harrison at 315/539-9251 or email rmh27@cornell.edu.

CORE TRAINING FOR NYS DEC PESTICIDE APPLICATORS LICENSE February 14 and 21, 11:00 to 3:30 p.m. (lunch included) at CCE office, 308 Main St. Shop Centre, Waterloo, Review of key items from Core Training Manuals for preparation to take NYS DEC test. Core manuals and workbooks should be ordered in advance through CCE Seneca Co., if you do not already have copies. Core manual is \$30, category prices vary with Ag plant category workbook is \$30.00. Commercial Ag Plant is \$35.00 and there are other Category books that can be ordered based on the topic and type of license to be attained. Please call ahead to register (maximum 20 in this class) for materials, as we need to order and transport them. Tests offered in Avon, Bath, Cortland, and Syracuse. RSVP to Bobbie Harrison at 315/539-9251 by February 9. Cost is \$25 plus cost of manuals.