



Cornell University
Cooperative Extension
Seneca County

SENECA COUNTY CONELL COOPERATIVE EXTENSION
308 Main Street Shop Centre
Waterloo, NY 13165

FOR YOUR INFARMATION

SENECA COUNTY CORNELL COOPERATIVE EXTENSION WELCOMES ROBERTA HARRISON!!!!!!

Roberta Harrison has accepted the position of Seneca Co. Cornell Cooperative Extension Agricultural Economic Development Specialist. In her roll she will assist farmers to explore new markets, examine new crops and cropping systems, and develop and implement business plans that will lead to increased farm business viability and strengthen the communities in which these businesses are located. The position will also work to raise the awareness of the importance of local agriculture to the non-farm community. Bobbie as her friends and co-workers call her was a co-managing partner on her family's dairy farm in Onondaga County. She served as Secretary of the OnWego Holstein Club, Secretary of the Onondaga County Farm Bureau and currently is a member of the NYS Grange Executive Committee. She assisted with the valuation of property for the New York City Watershed Protection Program. Most recently she served as the Agricultural Program Leader at Cornell Cooperative Extension, Onondaga Co. Her programming efforts focused on intensive pasture management, animal health, and agricultural land use issues. Bobbie believes that informed decision making leads to appropriate business decisions. She and the Northwest Dairy Team, Vegetable Team, and Grape Team look forward to working with farmers, business leaders and local consumers in and around Seneca County. Bobbie can be



reached at phone 315/539-9251 X 109 or email at rmh27@cornell.edu

SENECA COUNTY COMPREHENSIVE PLAN UPDATE

The Seneca County Planning and Community Development Department is in the process of updating the County Comprehensive Plan. Comprehensive land use planning can be a tool to further economic prosperity in local communities. The concept of planning is over 300 years old with one of the first plans created in colonial Williamsburg, Virginia. Comprehensive Plans provide direction to elected officials dealing with change and evolution in the community. Comprehensive Plans when adopted establish policies and guide decisions made by elected officials and staff about public investment in infrastructure and services such as: water and sewer systems, public transportation, housing needs and priorities, environmental resources, protection of open space, and promotion of business growth and development. The plan can be used to attract outside funding sources to accomplish the goals and objectives of the community. **Broad Citizen input is critical in assuring that the plan will reflect the collective vision of the entire community and be an appropriate guide as to what Seneca County should be like in 20 years.**

Some things to think about:

- What sort of policies should be developed about expanding or updating public utilities or services such as water, sewer, road, canal, rail, or trails? What impact would this have on farm families and their businesses?
- What sort of guiding principles could be useful regarding large or small scale renewable energy initiatives in the form of wind, solar power, geothermal, etc.?
- What might be appropriate county policies about value-added processing on farms or large scale food processing? Or the evolution of direct farm markets? Or agri-tourism?
- What guiding principles would be useful when thinking about rural character and right-to-farm?
- How will the purchase or transfer of development rights impact farm business owners, the neighborhood, or the local community?
- Should new housing for non-farming citizens be separated from agricultural operations? What impact does the development of housing in rural areas have on the farm business? Where in the county are the appropriate locations to encourage new housing development? What about clusters of houses with open space around the houses that may or may not be farmed? Would in-filling of housing in semi-developed areas be appropriate? How should renovation of buildings within existing communities be encouraged?

These are just a few of the questions that the local farm and food community could weigh in on. Letters can be sent to Harriet A. Haynes, Planner, Seneca County Department of Planning and Community Development, 1 DiPronio Drive, Waterloo, NY 13165. Comments can be emailed to hhaynes@co.seneca.ny.us

SENECA COUNTY AGRICULTURAL ENHANCEMENT BOARD SEEKS APPLICATIONS

The Seneca County Agricultural Enhancement Board seeks pre-applications for the NYS Department of Agriculture and Markets Farmland Protection Implementation Grants Program (FPIG) funded through the NYS Department of Agriculture and Markets. This program has been used to reimburse farmland property owners for up to 75% of the value of development rights as a means to protect land for farm use in perpetuity. Two farms in Seneca County are under contract. The AEB is accepting applications at this time to gauge the interest of property owners. When the request for proposals is issued by the NYS Department of Agriculture and Markets the AEB will evaluate the pre-applications and make decisions on which projects will be endorsed for further review at the state level. The application is available at the Seneca County Cornell Cooperative Extension website at: <http://senecacountycce.org/>

INTENSIVE PASTURE MANAGEMENT

By now the first rotation through the pasture is mostly complete. Grass came on a bit faster this year as the snow was less and spring temperatures arrived a couple of weeks early. Concern was raised over the dry weather that could reduce yields of early season grass. Cooler temperatures and recent rains have reduced some of those fears. Those paddocks that have yet to be reached should be saved for first cutting hay to be fed later in the growing season when grass growth slows or next winter. The goal of intensive pasture management is that forage should not be wasted. It is important to monitor the pastures. What weeds have emerged? Weeds are most vulnerable just as they flower and before seed is set. Possibly one may need to work some clipping of the pasture into the rotation. Pastures may need to be clipped once but no more than twice in one growing season. Pasture sticks are any easy way to measure

grass. It is important to place the grazing animal in the pasture when the grass length averages 6" to 8" in height and move the animal to the next paddock when the grass height is approximately 2" tall. Dairy cattle are normally moved to a different pasture at least once, if not twice per day. Grazing livestock should be moved to a new pasture every 3 to 7 days. Overgrazing of pasture grass will reduce the seasonal yield of the pasture. Constant over grazing will reduce the roots of pasture plants reducing drought resistance, increasing the potential for plant disease and increase populations of non-succulent weeds.

The pasture should be measured with a pasture stick in several locations and an average taken to determine the overall height of the grass. Once the average height is calculated, subtract 3" and then multiply by the pounds of dry matter per inch. Orchardgrass that has been fertilized can range in yields from 100 to 300 pounds of dry matter per acre per inch. One can expect rotation lengths to average about 15 days and double that time in mid-summer through fall.

NWNY DAIRY TEAM HOSTS PASTURE WALK & FENCING 101 CLINIC

The NWNY Dairy, Livestock and Field Crops Team will host a pasture walk at Annetta and Kevin Herrington's farm, 7763 Reeds Corners Rd., Dansville, NY 14437. The Pasture Walk will be held on June 3rd starting at 11:00 a.m. with lunch at 11:30 a.m. and focus on conservation practices implemented on the farm. The meeting is sponsored by the NWNY Dairy Team, Finger Lakes RC &D with milk provided by Dairylea Cooperative, Inc. For more information contact Nancy Glazier at 585-315-7746. Register for lunch ASAP and express need for accommodation to Cathy Wallace at 585-343-3040 x 138.

Fencing 101 Clinic will be held June 15th at the Steve Wells Farm, 10340 East Rd., East Bethany, NY. Contact Nancy Glazier at 585-315-7746 for more details.

SELL VALUE NOT PRICE

Direct marketers raise concerns over how the products they produce and market can be competitive with products sold through local grocery discount stores and super stores. Direct farm marketers should focus on the value of the products they sell and price their products accordingly. Product value is based on both tangible and intangible qualities. Tangible attributes can include weight, color, flavor, freshness, packaging, convenience, etc. Intangible attributes can be the customer's relationship with the grower, locally grown, drive through the bucolic countryside to a destination market, tastes like my grandmother made it, etc. Think about the difference between Maxwell House coffee---"good to the last drop" both regular drip and instant versus coffee that bears the values of organic, free trade, and bird friendly. There are customers for both types of coffee.

As a direct farm marketer, one needs to think about which market one chooses to access and market accordingly. It is important to assess the market to find out what the customer base prefers and values. **Examine what the purchaser needs to see, feel, smell, experience that will support their sense of value while satisfying the need that drove them to make the original purchase.** This can be done by simple observation or conversation. For example:

Farmer: I'm so glad you stopped by.

Customer: Oh, we were on the wine trail and what goes best with wine, cheese.

Farmer: Some of our customers find that XXXX cheese goes best with YYYY wine. Would you like to try some of our cheese?

Customer: Sure

Farmer: Some of our customers rave about strawberries with XXXX cheese. (Offers fresh strawberry and cheese sample)

Customer: Tastes very good.

Farmer: I enjoy crackers and cheese with strawberry jam. (Provides opportunity to taste cheese and jam).

Customer: I'll take some XXXX cheese and strawberry jam.

Hopefully the customer left with at minimum a purchase of cheese and maximum purchase of cheese and strawberries or jam. Or, the direct marketer might offer a cheese and strawberry tasting as a way to gauge whether or not strawberries or jam should be part of the product mix in the future. Based on these observations, apply what is learned when making decisions as to where products might be sold when accessing other outlets or what products might be sold at your direct farm market. It takes time and practice to merge the concept of value with the price the customer is willing to pay. For those willing to take the time, selling price and business position will improve through time. Source: "Sell Value – Not Price" by Bob Weybright, Extension Support Specialist, Cornell University, Smart Marketing, August 2004, accessed at http://hortmgt.aem.cornell.edu/smart_marketing/index.htm

SMALL GRAINS MANAGEMENT FIELD DAY THURSDAY, JUNE 3RD, 10 AM TO 12 NOON

The Small Grains Management Field day will be held at the Musgrave Research Farm, Poplar Ridge Rd., Aurora, NY. Presentations will be made about 2010 Crop Development Overview, Small Grain Breeding, the Future of Soft White Wheat Production, Summary of the 2009 Phil Needham Wheat Management Seminar, Seeding Rate Considerations, Nitrogen Fertility, Herbicide Application, Choosing Disease Resistant Varieties, and the Use of New Fungicides, Fusarium Head Blight and

Vomitoxin Research Update. NYS DEC recertification credits and CCA credits will be available. For more information or to express need for accommodation, contact Larissa at 607/255-2177 or email at lls14@cornell.edu.

NYSAES STRAWBERRY FIELD DAY – THURSDAY, JUNE 17TH 4PM TO 7PM

The NYS Experiment Station will host a Strawberry Field Day on June 17th at the Darrow Farm, 3227 Gates Rd. (approximately 3 miles west of the Experiment Station off County Rt. 4 (North St.) and one mile south of Gates Rd. Dr. Courtney Weber will unveil the newest strawberry variety which will be available for evaluation and tasting. Drs. Courtney Weber, Marvin Pritts, Kerik Cox and Greg Loeb and Extension Specialist Cathy Heidenreich will also present a program on strawberry production and pest management. The program is free and open to the public. Pre-registration is strongly encouraged in order to ensure adequate handouts and refreshments. Donations to the small fruits breeding program at Cornell University are welcome. To register or express need for accommodation, contact Lou Ann Rago at 315/787-2394 or email at lar28@cornell.edu. Questions may be directed to Dr. Courtney Weber at 315/787-2395 or caw34@cornell.edu.

