



The

New York State Agricultural Society

Fall 2007

CULTIVATOR

www.nysagsociety.org

Organized to Foster, Promote and Improve the Food and Agricultural Industry in New York State

Energy Alternatives: Impact and Opportunities for New York Agriculture

Annual Forum • Thursday, January 10, 2008 • Syracuse, N.Y.

Plan to attend the New York State Agricultural Society's 176th Annual Forum cosponsored by the New York State Department of Agriculture and Markets. For the producer, processor and consumer, energy continues to play an increasing role in market conditions, business decisions and product choices. Join us as we take a local, national and global view of the impact of alternative energy opportunities for New York Agriculture.

Program Highlights:

- **Ross Korves, Economic Policy Analyst with the ProExporter Network** will review the global and national biofuels market, address the impact of the move toward biofuels, and set the stage for a debate of the facts and opinions surrounding the issues.
- **Ray Cross, President of Morrisville State College** will give an overview of the fast-growing alternative energy industry in New York, its Center for Liquid Biofuels, and extensive research in the use of biofuels and byproducts. He will also serve as MC introducing alternative energy vendors and moderating a panel discussion.
- New York businesses will address both the positive and negative impacts of alternative energy from their perspectives.
- **Larry Walker, Professor Department of Biological and Environmental Engineering at Cornell** will review the evolution of alternative energy, the advantages that New York can and should capture in the marketplace, and how New York producers fit into these opportunities
- Meet and visit with representatives of the **alternative energy industry** and examine the possibilities!

Don't miss this unique event— a chance to learn, network, and ask questions of presenters, hear Commissioner Patrick Hooker's State of the State's Agriculture address, attend a reception cosponsored by the College of Agriculture and Life Sciences at Cornell with Dean Susan Henry, and enjoy "Pride of New York" products!

Join us as we honor Century Farm Families, Agricultural Journalists and two deserving Businesses of the Year during our Pride of New York Awards Luncheon. Share in the excitement as New York's FFA Chapter of the Year and the Society's Distinguished Service Citation recipient are recognized at our New York's Bounty Dinner Banquet.

Watch your mail for Forum details and also a Wednesday night program on January 9, 2008, sponsored by the College of Agriculture and Life Sciences of Cornell University.

New York State Agricultural Society's Mission:
To improve New York agriculture through
Education, Leadership Development & Recognition Programs

President's Message

From Sandie Prokop

Energy at the forefront...

Today's headlines continually focus on energy and the increasing costs attributed to it. Consumers are reminded of volatile resources and pricing while fueling up. On the farm, inputs affected by energy are numerous and diverse. It's a topic of priority for each and every one of us... We hope you'll take advantage of a great opportunity to gain some insight as our 2008 Forum explores "Energy Alternatives: Impact and Opportunities for New York Agriculture".

The Society's forum program committee has done a wonderful job putting together a format that will allow us to learn as well as discuss possibilities with those in the alternative energy industry.

I look forward to seeing and "networking" with all our members on

*-Please see **PRESIDENT**, back page*

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Welcome to our new Treasurer, Hans Kunze

The Society Board welcomes Hans Kunze as our new treasurer. Hans' roots are in agriculture both from a lending and farming perspective. An agricultural and commercial banker for his entire career, he is employed by Steuben Trust Company as SVP/Loan Officer. Hans grew up on dairy farm in Wyoming, New York, and graduated from Cornell University in 1982 where he was also a member of AGR. He and his family reside adjacent to the home farm and operate a small home-based retail shop and greenhouse.

A graduate of LEAD NY Class IV, Hans is active in many agricultural organizations. He is president of the Genesee-Orleans Cornell Club and a lifetime member of CALS Alumni Association. Hans is also very active in the United Church of Warsaw. A longtime nature enthusiast and columnist for several local newspapers, his interests include gardening, agriculture, ornithology, and the outdoors. He is also a 4-H leader and speaker/field trip leader for various groups.

Hans got involved with the Society because it keeps him in touch with his many friends in the agricultural industry and allows him to meet new people and learn more about this great state's wonderful agricultural industry.

"My parents emigrated here from Germany in 1950 to farm in a land of opportunity," says Hans, "and after what my parents went through, I learned to appreciate our great state of New York even more. Agriculture's image and traditions set a very good example for the rest of America's population, and I'm proud to be a part of it!"

Hans and his wife Leslie have three children- Karl 12, Mary 10, and Grace 7.

The Society welcomes Hans and extends a sincere thank you to Dick Church, outgoing treasurer, for his dedicated and proficient service to the position since 2004.

From the Membership Committee.....

The Value of Membership In the New York State Agricultural Society

The New York State Agricultural Society is the oldest, continuously operating Agricultural Society in the nation. While we celebrate our 175th Anniversary in 2007 (the present Society was organized in 1832), its precursor was actually in operation way back in the late 1700s. Much is made of the historical accomplishments of the Society, including our role in the founding of Cornell University (Ezra Cornell himself was Society president in 1862), as founder and operator of the New York State Fair from 1841 until 1898, in the establishment of the New York State Department of Agriculture and Markets, in the founding of the LEAD NY program at Cornell (to which we continue to provide financial support), and countless other lasting achievements in our legacy.

Historical achievements are great, but right now the value of membership in the Society doesn't come from yesterday's achievements, but from what we are doing today and will do in the future to foster, promote and improve the agriculture industry in New York State. Today's New York State Agricultural Society represents an unparalleled opportunity for its members to involve

"No other event equals the Society's Annual Forum. It is the largest statewide agricultural meeting, bringing together all sectors of the food system to explore topics critical to the future of New York Agriculture."

- Eleanor Jacobs, Society President for 2003 & 2004

themselves in a large cross section of New York agriculture. The Society explores the issues important to our agricultural industry every January at our Annual Forum, which is cosponsored by the NYS Department of Agriculture and Markets. Eleanor Jacobs, Society President in 2003 and 2004, spoke eloquently about the Annual Forum when she said, "No other event equals the Society's Annual Forum. It is the largest statewide agricultural meeting bringing together all sectors of the food system to explore topics critical to the future of New York Agriculture". Many Society members plan and participate in the Annual Forum, and the knowledge shared among all attendees provides a great benefit to our present day and future agricultural industry.

For a very low annual membership fee of \$20.00 (or \$200.00 for a life membership!), our members are tapped into a very large community of agricultural specialists from farm operators to agribusiness to educators to government officials, all of whom want to help our agricultural industry to thrive and grow. Membership and Annual Forum participation provides our members with the best agricultural networking opportunities available anywhere. Membership brings two fine publications (the Spring and Fall Cultivator) right to your mailbox. Membership gets you early notice of the Annual Forum, with program information and discounted registration. Membership gets you early information about Society special projects, like the PBS Documentary about today's New York Agriculture- initiated by the Society and produced by WCNY Public Television- shown multiple times on all New York State PBS stations. ***Membership in the Society is a bargain. Join today and participate. You won't regret it.***

November is Membership Month

Great Prizes for Top New Member "Recruiters"

Members are the lifeblood of the NYS Agricultural Society. Every successful organization needs to add new members each year to keep work and activities thriving. The Membership Committee has set November 2007 as Membership Month, and we are kicking off a membership drive that includes nice prizes for the top new member recruiters. We are asking all Society members to look for new members among their agricultural friends and business acquaintances. There are lots of reasons to join the Society, and our annual membership fee is very inexpensive.

So, get started right away. The top three new member recruiters will receive valuable gift certificates in amounts of:

- **\$125** (First prize)
- **\$75** (Second prize)
- **\$50** (Third prize)

Grand Prize Drawing...

In addition, **all successful recruiters** will have their name entered into a Grand Prize drawing for each new member they recruit (1 new member = 1 entry in the drawing, 5 new members = 5 entries in the drawing). **Each new member will also be entered** (one time) in the grand prize drawing.

The grand prize drawing and top three recruiter award announcements will take place at the end of the new member recruitment drive on March 1, 2008. Results of the membership recruitment drive and prize winners will be featured in the Spring 2008 issue of The Cultivator.

Let's all get busy and make this the most successful membership drive ever!

Join our 2008 membership recruitment challenge...

Copy this form - use one for your own membership and use the others to recruit new members! Be sure to put your name at the bottom.

-2008 MEMBERSHIP- NYS AGRICULTURAL SOCIETY

Member Name: _____

Business Name: _____

Address: _____

County: _____ e-mail: _____

Phone: (work) _____ (home) _____

Please circle: Individual Annual Member (\$20) Individual Lifetime (\$200)

Businesses: Friend (\$150) Bronze (\$250) Silver (\$500) Gold (\$1,000)

Please circle: (Production Agriculture) (Food Industry) (Agribusiness)
(Education) (Government) (Lobbyist) (Friend)

Commodities of Interest: _____

New Member Referred By: _____

Why the Society Supports a Farm Safety Recognition Program

Three years ago the Society teamed up with the Cornell Agricultural Health and Safety Program to reward farm operators who have unique and successful farm safety programs for their employees. Nominated farms submitted a summary of their safety programs and activities. Each nominee was evaluated, and one or two farms were selected each year to receive the Safety Award recognition and a cash award of \$500. The awards were presented at the Annual CAO luncheon at the Empire Farm Days. Honorees shared their safety program successes in a venue that included many of their peer farm operators in the audience. The Farm Safety Award spreads the word that on-farm safety programs are effective in reducing injuries and employee down-time.

In late 2006, Cornell closed down its Agricultural Health and Safety Program as well as its participation in this program. The NYS Agricultural Society decided to continue the award in 2007. The call for nominations went out through numerous farm publications and internet venues. Unfortunately, there were no nominees for the award in 2007.

Agricultural safety and health are important issues to the Society, and the Board has voted to continue the program. We want to honor those farm operators who take health and safety issues seriously and who insist that all farm family members and employees follow prescribed safety guidelines at all times. In 2008, the Society will be seeking an appropriate cosponsor and we will revitalize the award program. When nominations are requested, consider nominating your own farm or another farm that you know has a successful health and safety program. The rewards of a planned and meaningful farm safety program don't end with reducing simple injuries and down time. The rewards often include saving lives of family members and employees.

THANK YOU

to Documentary Sponsors

Underwriter: \$20,000

New York State Agricultural Society
New York State Dept. of Agriculture & Markets

Gold: \$2,000+

Indian Ladder Farms
Cargill Meat Solutions (Taylor Beef Division)
Lackawanna Products Corp.
Venture Milling

Silver: \$1,000+

CY Farms / Batavia Turf
Farm Credit of WNY
First Pioneer Farm Credit
Mercer Milling
My-T Acres / Call Farms Inc.
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Friend: Under \$500

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Peter and Mary Pamkowski
Sheppard Grain

DVDs available of...

“The Performers: Taking Center Stage in New York Agriculture”

What:

A new PBS documentary promoting a better understanding of the state's agricultural industry and its importance to all New Yorkers— providing healthy food, a safe environment and sustainable resources.

- This one-hour film examines agriculture today, the variety of products being produced on New York State farms, and cutting edge technology keeping agriculture competitive in a global economy
- The documentary aired on all nine PBS stations across New York State—reaching an audience of more than 18 million

Background:

To mark our 175th anniversary in 2007, the Society suggested the idea to WCNY, and contributed and raised more than half the cost of production.

Farms Featured:

- Intergrow Greenhouses in Albion (Orleans County), growing hydroponic tomatoes and peppers
- Satur Farms, Cutchogue (Suffolk County), with its gourmet vegetables
- Indian Ladder Farms, Voorheesville (Albany County), with its use of experimental tunnels to extend growing seasons
- Evans Farmhouse Creamery, Norwich (Chenango County), an organic dairy
- Dr. Konstantin Frank Vinifera Wine Cellars, Hammondsport (Steuben County), wine-making
- Ivy Acres, Baiting Hollow (Suffolk County), specializing in supplying bedding plants throughout the Northeast
- Patterson Farms, Auburn (Cayuga County), focusing on technological changes at a traditional dairy farm
- Ridgeline Farms, Clymer (Chautauqua County), a dairy farm using methane gas to generate electricity
- Plainville Farms, Plainville (Onondaga County), using organic feed in raising turkeys - the largest turkey farm in the state
- Roxbury Farm, Kinderhook (Columbia County), focusing on CSAs
- Reeves Farm, Baldwinsville (Onondaga County), selling local produce to major grocers
- ESF Willow Plantation, Tully (Onondaga County), growing willow trees to be used as fuel

How to Order DVDs :

Contact WCNY'S Joyce Hamlin at (315) 453-2424, Ext 270 or e-mail joyce_hamlin@wcny.org. The price for a DVD is \$19.99, plus shipping and handling.

Ideas to Educate:

- Your group can purchase a DVD and hold free public showings in your area! (serve locally grown/produced refreshments to drive the message home) National Farm-City week is Nov. 16-22, 2007 - for tips, visit: www.farmcity.org
- Excellent resource for your agritourism business to run year-round... beautiful, eye-catching farm footage, with an entertaining, educational message!
- DVDs make unique holiday gifts...for friends, neighbors, relatives, and business associates!

In the Field...

Society members “took to the field” this summer promoting an awareness of our organization, its contemporary contributions to New York agriculture, and interacting with the agricultural community.

Finger Lakes Tour

Society Secretary Beth Claypoole coordinated some great tours to coincide with our Summer Board Meeting in the Finger Lakes Region. Board members visited the NYS Ag Experiment Station in Geneva (celebrating its 125th anniversary this year) and toured their Food Venture Center which assists small food entrepreneurs, Wine & Beer Lab, the premier site in the East for R&D in the art and science of winemaking and brewing, and the new 72-acre Ag & Food Tech Park fostering the creation of tomorrow’s most innovative technologies into new areas of opportunity for agriculture, food science and bio-based industries. Society board members also enjoyed a cooking demonstration with wine pairing at the New York Wine & Culinary Center in Canandaigua.



NYS Food Venture Center Dir., Olga Padilla-Zakour & Tom Burr, Dir. Cornell's NYSAEs

Empire Farm Days

Society Members spent three days interacting with hundreds of folks connected with New York agriculture— a great opportunity to promote awareness of our mission and our upcoming annual forum on alternative energy, as well as



showcase the new PBS documentary DVDs. In addition to imparting information, we were eager to hear from Farm Days attendees— *“Tell us about a journalist doing an outstanding job reporting on agricultural stories in your area”*.... *“Which families in the Eastern half of the NYS have continuously operated their farms for 100 years or more?”*.... *“What agricultural businesses demonstrate quality, leadership and innovation-deserving Business of the Year recognition?”*.... *“Who has dedicated his/her life’s work to New York agriculture and should be nominated for the Society’s highest honor, the Distinguished Service Citation?”*

Many lively conversations were initiated, and we hope the dialog continues as new members become involved in the Society. Thanks to CALS for including us in the Empire Building, and to Dick Church, Beth Claypoole, Carol Doolittle, Penny Heritage, Eleanor Jacobs, Dick Peterson & Dave Tetor for “hosting” the Society booth.



NYS Fair

Our 175th anniversary celebration continued at the New York State Fair... To recognize the Society as the organization that established the State Fair and managed it

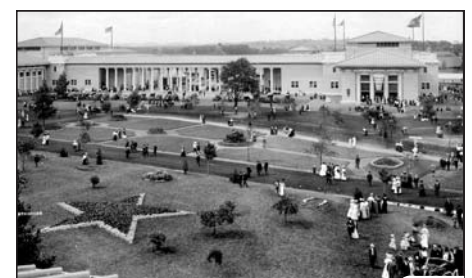
for 57 years, lifetime Society members and guests were invited to the fair’s Opening Day ceremonies. The event saluted New York’s agricultural youth and honored the late Dr. Robert Baker, a long-time Society member, Cornell professor of Poultry & Food Sciences and proprietor of “Baker’s Chicken Coop”, for his lifetime of service to youth, the State Fair and New York agriculture.

Later during State Fair week NYS Agriculture Commissioner Patrick Hooker invited ag leaders to Governor’s Day, to welcome the first family and meet with Governor Spitzer.

“The Performers” film highlighting today’s agriculture ran continuously at the Fair’s New Times Theater along with another PBS documentary on New York barns. Fairgoers were also introduced to the Society at the Witter Museum.



Does anyone remember these “good old days” at State Fair?



Are YOU interested in ACTIVELY serving on the Society Board or on a Committee?

We're always looking for "a few good agriculturists" and strive for a balance of representation:

- **Geographical**
(...from E,W,N,S, & C New York)
- **Commodity/Industry**
(Fruit, Dairy, Veg Crops, Poultry, Wine....)
- **Gender**
- **Ag Organization** (ie., Cornell, Farm Credit, Farm Bureau, etc.)

The Board is comprised of 20 members: 18 elected, and two nominated by agriculture to serve on the Cornell Board of Trustees. Terms of elected members are three years with six expiring each year.

Committees include:

Annual Meeting

Planning
Program

Awards

Business of the Year
Century & Bicentennial Farms
Distinguished Service
Farm Safety
Journalism

Budget & Audit

Grants & Funding

Membership & Outreach

Nominating

Publicity

Rural Health & Safety

Trustees/Delegates: CAO, Cornell, LEAD NY, State Fair/Witter Museum

The Society seeks to engage EVERY Board and Committee member;

In some organizations, appointment to a board or committee may mean "lending your name", but with all the opportunities for NY agriculture, there's no "sitting" on this board!

We ask those who are new or continuing on Society boards and committees to honestly evaluate your commitment. The only way we can continue to grow is by your ACTIVE participation!

A message from...

Friends of the Daniel Parrish Witter Agricultural Museum

581 State Fair Boulevard • Syracuse, New York • 13209

To: Friends of Don Neilson

Each of us who have known Don Neilson feels the loss of a dear friend. For many years Don worked quietly at our side, promoting the cause and story of agriculture. He worked 41 years for NYS Ag & Markets, numerous years as both the Dept. of Ag & Mkts representative to the Ag Society and as its treasurer and was instrumental in the formation of The Friends of the Witter Museum. He worked tirelessly, until his death, as secretary of the Friends of the Witter Museum, obtaining its 501(c) 3 designation and helping bring the Witter Museum back to its original status as The Crown Jewel of the NY State Fair.

The directors of the Friends cherish the memories of Don's tireless efforts for agriculture and invite you to join us with a contribution to a simple but appropriate memorial to Don. As a way of continuing Don's work, we plan to create an exhibit in the Museum's Memorial Room that would include a video component as well as a photograph of Don accompanied with a brief tribute to his accomplishments. The video presentation, on a continuously running DVD, would be shown on a flat panel, plasma screen for the enjoyment of over 100,000 NYS fairgoers, students, and others who visit the Museum each year. The presentation would showcase NYS agriculture, past and present, and would be periodically updated to reflect the inevitable changes, over time, in our state's number one industry.

We feel that \$5,000 would be needed for this exhibit to accomplish the continuance of Don's lifetime work. Should our goal be exceeded, any surplus money would be used to enhance Museum exhibits.

To get things rolling each of us have made out a check for Don's Memorial. We encourage you to join us in remembering Don. Make your tax deductible check out to "The Friends of the Witter Museum" and send it to Ken Pollard, 5173 Plaster Point Road, Cayuga, NY 13034. Many thanks for your help!

Sincerely,

Don Neilson Memorial Committee of the Friends

Dick Church, Ken Pollard, Bob Bitz

Congratulations

to Jessica Chittenden, recent recipient of SUNY Cobleskill's Outstanding Young Alumnus Award! A 1993 graduate with a degree in agricultural business, Jessica has served as Director of Communications for the NYS Dept. of Agriculture and Markets since 2000. She was honored for excellence in media relations and public communications in 2006 by the National Association of State Departments of Agriculture (NASDA), and currently chairs the Society's "Cap" Creal Journalism competition.

The chicken with a college background

Cornell-style barbecue chicken, sometimes referred to as “State Fair chicken,” traces its origins to a Cornell University professor of animal science, Dr. Robert C. Baker. Baker’s original purpose was not necessarily to create a culinary delight, but to simply help New York poultry farmers sell more birds.

In the first half of the 20th Century, chickens were raised primarily as a source of eggs, and often they were not slaughtered until they reach a dressed weight of 4 or 5 pounds. Birds of this size were considered “fryers”; any bird larger than this was a “roaster.” Dr. Baker reasoned that if a market could be developed for a bird with a dressed weight of 2 3/4 to 3 pounds, poultry farmers could send their birds to market sooner, increasing their turnover. Thus the “broiler” with an optimum weight of 1 1/4 to 1 1/2 pounds per half.

For Dr. Baker’s scheme of sending chickens to slaughter sooner to work, he needed to come up with a use for the smaller birds. The chicken barbecue filled the bill nicely. All that was needed was a tasty barbecue sauce recipe:

The Cornell Recipe

- 1 cup cooking oil
- 1 pint cider vinegar
- 3 tablespoons salt *
- 1 tablespoon poultry seasoning
- 1/2 teaspoon pepper
- 1 egg

Beat the egg, then add oil and beat again. Add other ingredients, then stir. The recipe can be varied to suit individual tastes. Makes enough for 10 chicken halves. Leftover sauce can be stored in a glass jar in a refrigerator for several weeks.

Baker suggested that to cook chicken broilers, you need a hot, non-flaming fire. Broilers should be placed over the cooking fire after the flames are gone. Use this barbecue sauce as a basting material, he suggested. During cooking, the sauce should be brushed on the chicken every few minutes.

** Salt may be eliminated to suit health needs.
(Source: Cornell University)*

Did you know?

In the nineteenth century, the New York State Agricultural Society maintained a museum in Albany. In addition to examples of the most modern tools available to New York farmers of the day, the Society displayed historical implements and exotic, primitive devices from around the world. When the Society gave up its museum in 1900, the collection went to the State Museum to form the core of the present agricultural holdings.

While eighteenth century British colonial and nineteenth century Asian Indian plows are interesting in themselves, the Society’s mid-nineteenth century American plows and other farm equipment comprise its most valuable legacy, surviving as unique relics of one of the most vital periods in New York State agriculture. Many of the Society’s objects were acquired for display directly from their inventors or manufacturers in the 1850s and 1860s. A few items, such as plows, were used briefly in contests staged by the Society. But much of the material - feed mills, fodder cutters, weeders, thresher models and sheep feeders - remains as manufactured, given the inevitable deleterious effects of time.

THANK YOU

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Producers, vendors and sponsors may contact **Peter Pamkowski at 518-457-8861**. With over 500 agriculturists in attendance who value NY products, what better forum to promote your specialty?

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- **PRESIDENT** from page 1

January 10th. Please mark your calendars and keep your membership current, whether or not you can attend the forum. Now more than ever, after 175 years of improving New York agriculture through education, leadership development and recognition programs, your membership is vital to continue and grow our mission. Participate in our member recruitment challenge (details in this issue of *The Cultivator*) and we all reap the benefits!

Make a big difference with a small investment of your support and by taking an active role in our industry's future.

Sandra Prokop



Sandie Prokop,
President, New York State Agricultural Society

Visit us on the web www.nysagsociety.org
for the latest updates, online membership and forum registration (starting in November)