



“Water: The New Liquid Gold – Local to Global Impacts for Agriculture”

Annual Forum • January 7, 2010 • Syracuse, NY

The theme of our 178th Annual Meeting and Forum is something we all take for granted: WATER. It has been said that water is the next oil and all of us will become increasingly aware of and concerned about water – too much or too little, good quality or bad, and who does it belong to? This year’s Forum features speakers on water from a global perspective, a national perspective, as well as regional and down to an individual farmer’s perspective. We will also hear about the watershed approach here in NY State. You will be amazed at what is going on with water issues all around us. So don’t take this Forum for granted...come and learn more about one of our most precious resources: WATER.

As always, the Society will present the Century Farm, Businesses of the Year and Journalism awards at the annual Pride of New York awards luncheon, and a new Agricultural Education award has been added to recognize individuals or groups for their efforts to improve the understanding of agriculture in their communities.

All are encouraged to stay for our evening activities to include the New York Bounty Banquet dinner, awarding of the FFA Chapter of the Year, the Distinguished Service Citation and the State of the State’s Agriculture Address by NYS Dept. of Agriculture & Markets Commissioner Patrick Hooker.

The annual Forum is a great opportunity to take a break from routine, explore a new topic applicable to us all, and to network with agricultural exhibitors and colleagues.

We look forward to seeing you in January!

Watch your mail for Forum details and also a special Wednesday night program on January 6, 2010 sponsored by the College of Agriculture and Life Sciences at Cornell University.

Improving New York Agriculture through Education, Leadership Development & Recognition Programs

President’s Message

From Mike Haycock

Looking back at the quantity of rain that much of New York State had this summer, it’s hard to image the vast acreage in the Central Valley of California that is sitting idle due to a lack of water. The lack of water has come as the result of ongoing drought, competing farm vs. urban needs as well as governmental intervention. Politics aside, the impact of the lack of water is huge and is likely to have long lasting implications on many fronts.

Effects in California have included higher food prices, rapidly increasing local unemployment rates and a loss of personal wealth both from shrinking revenue sources and asset depletion including the need to cut down large stands of mature almond trees which produce 90% of the national almond crop.

It would be easy to cast aside concern for California’s water woes as a local issue, but that would be a serious mistake. Water is the life

*-Please see **PRESIDENT**, page 5*

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Membership Matters...

As 2009 starts to wind down and Forum registration approaches, the Society is looking to build its membership numbers. We thank each of you for being members, and ask that you renew your membership for 2010. We also need your help in promoting the Ag Society to your friends and neighbors in the "ag arena." Our membership has huge potential for increase if we could only spend a little time bringing the Ag Society to the attention of our agricultural associates. We need to train ourselves to think of the Society on a regular basis and to market it – not only for memberships, but also to let people know our story. We're all a part of agriculture and encourage involvement and input from our membership!

So, please encourage your friends, neighbors, legislators, and others to consider a \$20 individual membership for 2010. If every one of our members generated one new member, our Society would become twice as strong as it moves forward to improve New York agriculture through education, leadership development, and recognition programs.

Hans Kunze, Membership Chairman

NEW!... Business Member Benefits for 2010!

We appreciate the generous support from our business/organization members and want to reward your loyalty with greater visibility in our publications and at our Forum. Please act by December 1st to take full advantage of these NEW benefits!

| | | | |
|---------------|---------------|---|-----------------------|
| Bronze | \$250 | Listing in Forum Program Book Exhibit Space at Forum <i>(To reserve your space, send payment by December 1)</i> Listing in Spring & Fall Cultivators Listing on Society's web site 1 Individual Membership for 2010 | (\$500 Value!) |
| Silver | \$500 | ALL of the Bronze Level Benefits PLUS: Half Page Ad in Forum Program Book <i>(Camera ready ad must be submitted by December 1)</i> 1 Forum Registration, Lunch & Dinner | (\$750 Value!) |
| Gold | \$1000 | ALL of the Silver Level Benefits PLUS: Full Page Ad in Forum Program Book <i>(Camera ready ad must be submitted by December 1)</i> 4 Forum Registrations, Lunches, Dinners, Memberships Your Logo on screen during "down time" at Forum | (\$1500 Value) |

2010 MEMBERSHIP- NYS AGRICULTURAL SOCIETY

*Copy this form - Use one for your own membership
and introduce a friend or business associate to join the Society!*

Sign me up for 2010!

- | | | |
|--------------------------|---|--------------------|
| <input type="checkbox"/> | Individual Membership <i>(one person)</i> | \$20 |
| <input type="checkbox"/> | Lifetime Membership <i>(one person)</i> | \$200 |
| <input type="checkbox"/> | Business Membership <i>(circle one)</i> | \$250 \$500 \$1000 |

Business Members:
**Act by December 1st to take advantage
of new opportunities for visibility!**

Name: _____

Business/Organization: _____

Address: _____

Phone: _____ E-mail: _____

Please make check payable to: **NYS Agricultural Society** Mail to: 493 Charlton Road, Ballston Spa, NY 12020

LEAD New York's Thirteenth Class

LEAD New York is a leadership development program for adult professionals in the food and agricultural industry. It consists of 50 days of seminars, workshops, and field travel experiences both in and out of New York State, including a week-long study trip. The program focuses on leadership skill development, civic engagement, a greater understanding of issues facing our food system and rural communities, and cultivating leadership networks.

As one of the founding organizations of LEAD NY, fostering leadership development as part of our own mission, the New York State Agricultural Society gives complimentary 2-year memberships to each current LEAD class member. Congratulations to the 30 new members in LEAD Class 13!

LEAD Class 13 - 2009-2011

| Name | Employment | County (State) |
|-----------------------|-----------------------------------|----------------|
| Adams, Gerry | Timmerman Adams Insurance | Jefferson |
| Anderson, Joe | Northwest Mutual Insurance | Saratoga |
| Balbian, John | Blue Seal Feeds | Montgomery |
| Beebe, Briana | First Pioneer Farm Credit | MA |
| Biasillo, Laura | CCE Broome (Ag. Bus. Educator) | Broome |
| Boerman, Brian | Ag. Consulting Services, Inc. | Tompkins |
| Brown, Erin | Northeast Biofuels | Onondaga |
| Comer, Challey | Watershed Ag Council | Sullivan |
| DiCarlo, Bob | Fa-Ba Farms (Dairy) | Ontario |
| Dziedzic, Eric | Dziedzic Farms, LLC (Dairy) | Wyoming |
| Farrell, Mike | CU Uihlein Forest (Maple Prod.) | Essex |
| Giltner, Phil | NYS Dept. of Ag & Markets | Columbia |
| Hadyk, Gary | Seneca Foods | Seneca |
| Hall, Contrina | Dairylea – ASA | Oswego |
| Hardenburg, Jay | National Grape Coop. (Also Prod.) | Chautauqua |
| Jensen, Natalie | Welcome Stock Farm (Dairy) | Saratoga |
| Long, Carl | Long Farms (Crops) | PA |
| Oleksak, Michael | CoBank | MA |
| Purdy, Linda | Pendleton Farms (Crop & Grapes) | Ontario |
| Rogers-Ganz, Kristine | Cargill Animal Nutrition | Wayne |
| Schell, Jonathan | CCE – Oswego (Ag. Prog. Leader) | Jefferson |
| Sheehan, Seth | T&S Crop Service (Retailer) | Wyoming |
| Smith, Larissa | CALS – Crop & Soil Science | Tompkins |
| Tones, Gregory | Clearview Farms (Grapes) | Steuben |
| Walter, Michael | USDA – Farm Service Agency | Onondaga |
| Webster, Paul | Farm Credit WNY | Wyoming |
| Whitten, Diane | CCE Saratoga (Nutrition Educ.) | Saratoga |
| Young, Kelly | NY Farm Bureau | Albany |
| Youngblood, Abigail | Just Food | Kings (NYC) |
| Yunker, Christian | CY Farms, LLC / Batavia Turf | Genesee |

Van De Valk Receives Outstanding Leadership Program Director Award from IAPAL

Lawrence J. Van De Valk, director of the Empire State Food and Agricultural Leadership Institute (LEAD New York) was recently honored by the International Association of Programs for Agricultural Leadership (IAPAL) with their “Outstanding Leadership Program Director” award. IAPAL is a consortium of agricultural and rural leadership development programs in nearly 40 U.S. states and Canadian provinces, and several other countries including Australia, New Zealand and Scotland. Van De Valk is the 11th director to receive the organization’s highest award. Selection of the recipient is based on creativity, leadership, vision, integrity and program quality.

“I am very honored to receive this award,” said Van De Valk. “Whether they realize it or not, virtually every LEAD class has benefitted from the network of program directors that make up IAPAL. We constantly share ideas, speaker contacts, tour suggestions and training tips. LEAD New York would not have such a quality program were it not for the cooperation and sharing that occurs among my colleagues. The directors and staff of these programs are more than my peers – they are my friends – making this award that much more meaningful.”

Van De Valk is a senior extension associate in the department of education, at the College of Agriculture and Life Sciences at Cornell University. He has served as director of the LEAD New York Program since 2001, and is a graduate of class 6 of the program. He was awarded the SUNY Chancellor’s Award for Excellence in Professional Service in 2006, and previously served as professor in the Agricultural Engineering Technology Department at SUNY Cobleskill.

New York State Agricultural Society Announces Annual Farm Safety Awards At the 2009 Empire Farm Days

The New York State Agricultural Society has long supported farm health and safety programs. Its annual Farm Safety award is sponsored by Cargill, Inc.; the Society thanks them for their financial support and their strong interest in promoting safety on the farm. 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.

Award contenders are either self nominations or are nominated by a person or organization familiar with safety efforts on the farm. The farms recognized this year received a commemorative plaque and a \$500 cash award.

This year, two farm operations were recognized for their excellent health and safety and employee awareness programs. The farms were recognized at the annual Agricultural Leadership Luncheon at the 2009 Empire Farm Days. They were specifically honored because of their extensive efforts to ensure the safety of family, employees and visitors on their farms.

A & J Dembroski Orchard Al, Alex and Helene Dembroski, Owners Plattekill, NY

A & J Dembroski Orchard is an apple orchard and packing house business owned by Al Sr., Alex, and Helene Dembroski. The 350 acre farm has 11 full time employees, 35 packing house employees and 60 pickers during the harvest season. The management's safety philosophy cannot be summed up in a few words. Their entire safety program is geared toward extensive employee training to maintain high standards in operational and food safety. Training sessions are conducted often to provide workers with knowledge and procedures to ensure that:

- 1) All workers perform their tasks in a safe and secure manner
- 2) Requirements for food safety audits and certifications are met
- 3) Workers understand that the employers care about their safety and welfare
- 4) Workers are instilled with a sense of pride for working in a safe manner

The owners of A & J Dembroski Orchard understand that safety training is not only beneficial to the business but essential to its continued existence. They work closely with the New York Center for Agricultural Medicine and Health (NYCAMH) to provide extensive training through the New York State Department of Labor Hazard Abatement Grant program.

Workers have been trained in the following areas:

- Worker Protection Standard
- Personal hygiene, West Nile Virus, Lyme Disease, lifting, ladder safety and sun safety
- Packing House Safety
- Mechanical Hazards training
- Company safety policies training

The farm has a safety committee, a safety incentive and motivation program, an employee wellness program, a formal safety training and mentoring program, a safety inspection program and a hazard correction program. They maintain a strong educational tie with the safety programs of NYCAMH and Cornell Cooperative Extension of Ulster County.

Safety will continue to be of major importance at A & J Dembroski Orchard. The NYS Agricultural Society and Cargill, Inc. are pleased to present this Farm Safety Award to A & J Dembroski Orchard and the Dembroski family.



Eric Hallman and Dick Peterson (NYS Agricultural Society Safety Committee) present the Annual Farm Safety Award to Helene Dembroski, co-owner of A & J Dembroski Orchard and Marisol Meyer, Quality and Safety Manager for the Farm. With them are Helene's children, Justin and Bianca.

Jerry Dell Farm Inc.

Vaughn and Susan Sherman
Dryden, NY

Jerry Dell Farm Inc. is one of the largest organic dairy farms in New York State. The farm is owned and operated by Vaughn and Susan Sherman. They milk 400 cows, have a total of 800 head and they work about 2,000 acres of cropland. The farm has 9 employees including family and hired labor. The farm has always taken safety seriously, and their safety philosophy is focused on three strong messages to all workers:

- 1) Speed kills
- 2) Be conscious of what is going on around you
- 3) Operate machinery and equipment only within your ability

The farm operators have a rigid procedure regarding farm equipment and operations. They are very careful to keep all guards in place on all machinery. They hold safety meetings to discuss safe operation of equipment. Employees are taught to conduct a full visual check of equipment before each use. Any safety related problems are corrected before the equipment is used. Employees are constantly reminded of the dangers to life and limb of operating equipment in an unsafe manner or using unsafe equipment. Employees are also taught the dangers of working too fast and not paying close attention to what is going on in their area of work activity.

Jerry Dell Farm Inc. has had a thorough safety audit within the last two years and has addressed any safety concerns identified in the audit. They maintain a full safety inspection program and a hazard correction program on the farm. Damaged or unsafe equipment is repaired before use to minimize danger to workers and others.

To further emphasize the safety message, the operators of Jerry Dell Farm Inc. would also like to host third party safety meetings on the farm, with lessons provided in both English and Spanish.

Jerry Dell Farm Inc. understands the importance of safety as a component of successful farm management. They feel strongly that the agricultural industry needs to focus more on safety. The NYS Agricultural Society and Cargill, Inc. are pleased to present this Farm Safety Award to the Sherman Family, operators of Jerry Dell Farm Inc.



Eric Hallman and Dick Peterson (NYS Agricultural Society Farm Safety Committee) present the 2009 Farm Safety Award to Vaughn Sherman, owner of Jerry Dell Farm, Dryden, NY.

-PRESIDENT, continued from front page



blood to so many and increasingly is becoming a limited resource. On January 7, 2010, we will be holding the Society's 178th Annual Forum and will be examining the issues surrounding water and how the global water crisis can and likely will affect all of us no matter where we live. The Program Committee has put together an exciting agenda that will bring home how this global problem will have lasting effects for all of us. Please be sure to join us.

On a separate note, the Society has had an active summer, continuing to move forward with plans to establish the NYS Ag Society Foundation as well as holding the Summer Board meeting at SUNY Morrisville where a good time was had by all. We greatly appreciate the hospitality shown by the College. The Society was also active at Empire Farm Days and personally speaking, it was nice to catch up with the many friends and industry representatives that stopped by the booth.

Enjoy the fall harvest and please be sure to mark your calendars so you can join us at the Forum in January.

Mike Haycock,
*President, New York State
Agricultural Society*

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.

Summer Board Meeting at Morrisville State College

Jim Van Riper, board liaison for LEAD New York, hosted the Society Board at Morrisville State College for our summer meeting in July. After business was completed a delicious meal was served at the college’s Copper Turret restaurant featuring local products. Dr. Christopher Nyberg, Dean of Agriculture at Morrisville, gave board members a tour of the college’s dairy complex, aquaculture facility and equine program, and Dave Evans concluded the tour with an overview of Nelson Farms. Thank you to Jim and colleagues at Morrisville State for an enjoyable summer session!



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. 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”....

“What individuals or groups should be recognized for their efforts to improve the understanding of agriculture in your community”... “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?”

Thanks to CALS for including us in the Empire Building, and to Dick Peterson, Carol Doolittle, Dick Church, Judi Whittaker, Dave Tetor, Mike Haycock, and Dave Lauzon for manning the Society booth.

NYS Fair

The State Fair continued efforts to promote New York products, providing expanded opportunities to buy, eat and learn about items produced in New York State. An estimated one out of every 10 Fairgoers, for example, visited either the New York Café or the New York Grill; two new restaurants that served nothing but dishes prepared with Empire State ingredients. Feedback from those patrons has been extremely positive. Visitors also took home three times as much fresh, New York produce as they did last year - thanks, in large part, to the re-location of the Fair's Farmer's Market to a spot near the main gate.

Commissioner Hooker officially dedicated the Dairy Cattle Building show ring in memory of Bernie Potter (former Ag Society President, Deputy Commissioner of Agriculture and Director of the State Fair). And in honor of his wife Margaret. Members of the Potter family were recognized at the annual Dairy Day Breakfast and later at the celebration marking the 100th anniversary of the Dairy Products Building. Three generations of Potters were in attendance including grandson Greg who was an exhibitor that day in the State Fair Holstein Show!

Board of Directors News

Congratulations to Ag Society Board member Jessica Chittenden! She and Stuart Ziehm were married on September 6th at the Historic Barns at Nipmoose in Buskirk, NY. Jessica is Director of Communications for the NYS Department of Agriculture & Markets and Stuart owns and operates Tiashoke Farms along with his family; a 500-cow dairy farm in Washington County.



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

We're always looking for "a few good agriculturalists" ...willing to take an ACTIVE role...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
- Producer/Grower, Agri-Business or Farm Organization

The Board is comprised of 20 members: eighteen elected, and two nominated by agriculture to serve on the Cornell Board of Trustees.

If you're interest in serving on the board or a committee, please contact: Society President, Mike Haycook at 315-212-1440.

Thank You to our 2009 Business Members

Silver

Blue Seal Richer Dairy Nutrition
Erie & Niagara Insurance
Association
First Pioneer Farm Credit, ACA

Bronze

Commodity Resource Corp.
Crist Bros. Orchards, Inc.
Farm Credit of Western NY, ACA
Tree Crisp Orchards

Friend

AgCore, Inc.
Alfred State College
American Agriculturist
American Dairy Association &
Dairy Council, Inc.
Arnold's Feed & Grain Service
CaroVail
Cornell University
Cornell University - NYS
Agricultural Experiment Station
CY Farms/Batavia Turf
Dairy Farmers of America
Dairylea Cooperative, Inc.
Dutchess County Agricultural
Society
FARMING, The Journal of
Northeast Agriculture
Henry, Susan A.
Jefferson County Agricultural
Development
Lacy Katzen LLP
Linwood Commodities, LLC
McCullum Farms
Morrisville State College
New York Apple Association, Inc.
New York Farm Viability Institute
New York State Grange
NYCAMH- NY Center for Ag
Medicine & Health
Shearing, David and Jacobs,
Eleanor
SUNY Cobleskill

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2010

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2011

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2012

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**Visit us on the web www.nysagsociety.org for more information
and online Forum registration starting mid-November**