



Improving New York Agriculture through Education, Leadership Development and Recognition Programs since 1832

A crowd of nearly 400 agriculturalists gathered in Syracuse on January 8th for the Society's 177th Annual Agricultural Forum on NY Agriculture: Planning for the Future with a Smile on your Face! The annual forum, cosponsored by the New York State Department of Agriculture and Markets, is the only statewide agricultural meeting that brings together all sectors of the food system... producers, manufacturers, distributors, marketers, consumers, and policymakers to explore topics critical to the future of New York Agriculture.

Ag Speaker: Today's Recession Offers Opportunity for Farmers

By PAT MALIN (Reprinted with permission from Country Folks)

The economic crisis that has enveloped the world's economy has been compared to the Great Depression, one of the bleakest times in American history. In David Okerlund's quirky view of hard times, it's not despair that's knocking on the barn door, but opportunity instead for American farmers.

The energetic keynote speaker at the New York State Agricultural Society's 177th Agricultural Forum on Jan. 8 at the Holiday Inn outside Syracuse raised some eyebrows with his talk entitled, "Sacred Cows Sometimes Do Make the Best Burgers." Nevertheless, his animated discussion on how to create a positive mindset about change was well received.

"He's looking at the glass as half-full or perhaps three-quarters full," commented Skip Olsen, a field advisor for the New York Farm Bureau in Cayuga, Cortland, Onondaga, Schuyler and Tompkins counties.

The Agricultural Society's annual conference is designed to offer new ideas to New York's agricultural community and to showcase new products. The conference opened with morning sessions addressing Strategic Planning, Intergenerational Transfer of family farms and Risk Management.

Nearly 400 people attended the event, co-sponsored by the New York State Department of Agriculture and Markets, despite steady, lake effect snows that hit the region and added a touch of realism to Okerlund's references about a stormy era.

Lunch and dinner served to highlight the Bounty of New York farm products. After the evening banquet, New York State Agriculture Commissioner Patrick Hooker presented a special tribute in memory of Bernie Potter followed by the State of the State's Agriculture Address.

Using broad gestures, Okerlund chatted and mingled with people in the audience. He looked them in the eye, told jokes, made them laugh and think, and reminisced about old times, including the use of S & H Green Stamps (which had to be explained to one 20-something woman.) He exhorted his audience to anticipate the change that is coming in the midst of the economic tsunami.

He recalled how his father and grandfather described the Depression as "hell on earth." On the other hand, he commented on some of the positives that came out of those dark days: folks gave up their cars, spent more time with their families and got to know their neighbors. They delighted in simple, homemade meals and found more time to attend church. They learned to appreciate less material things. In that respect, even today we could learn to "love the recession," he said.

-Please see **Ag Speaker**, page 6

President's Message

From Mike Haycock

Since 1832, the New York State Agricultural Society has served an important role in helping shape and nurture agriculture in New York State. Over the years, the Society has provided a leadership role which has included: helping establish the College of Agriculture and Life Sciences, establishing the New York State Fair, promoting the creation of the Department of Ag and Markets and nearly 25 years ago, serving as a founding organization for Lead NY (Empire State Food and Agricultural Leadership Institute).

On April 24th, I was honored to represent the Society at the graduation of LEAD Class 12. As a previous graduate of Class 8, it was nostalgic to learn about the class member's individual accomplishments and leadership plans for the future. As an industry we should be proud of the graduates and welcome them as they move forward with their ongoing leadership efforts.

In reflecting though, much like the recent graduates, while the Society should feel good about our past, we also need to be active in creating our future. As the Society prepares for the opportunities that lie ahead, I encourage all membership... including new LEAD graduates... to be active in helping shape our future.

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Attend the Society's 178th Annual Agricultural Forum on January 7th 2010!

Seeking Award Applicants & Nominations NYS Farm Safety Awards

Receive \$500 per farm
Applications Due: July 1, 2009

Agricultural Safety and Health are important issues to the New York State Agricultural Society. The benefits 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. The Society's Farm Safety Award recognizes New York farm operators who have unique and successful farm safety programs for their employees. Applications must be submitted by July 1 and include a summary of farm safety programs and activities. Nominees are evaluated, and up to 2 farms are selected to receive recognition and a cash award of \$500 per farm, sponsored by **Cargill, Inc.**

To apply or nominate someone, visit
www.nysagsociety.org
(Awards & Contests, Farm Safety)

Questions? Dick Peterson (607) 725-2741
or Eric Hallman (607) 387-3041

Century Farm Awards (Eastern Half Of NYS)

This year we are accepting applications from the Eastern half.

Applications Due: Sept. 1, 2009

The Century Farm program is testament to the fine traditions of progressive agriculture and community service by farm families in New York State. The program began in 1937 and honors New York Farms in continuous operation on the same land by the same family for 100 years or more. Approximately ten deserving farm families are recognized annually by the Society, sponsored by **Farm Credit Associations of New York.**

Eligibility for Century Farm Awards alternates each year between farms located in the Western half of the state and farms in the Eastern half of the state. This year we are accepting applications from the Eastern half. (Bicentennial farms, located throughout the entire state, are eligible for awards every fifth year)

To apply or nominate someone
(and to see East/West county list),
visit www.nysagsociety.org
(Awards & Contests, Century Farms)

Questions? Contact:
Sandie Prokop (518) 827-5616 or
Dave Tetor (845) 868-7796

Congratulations to the following individuals, families, and organizations honored at the Society's 2009 Agricultural Forum. Their stories and photos can be found on the home page of our web site www.nysagsociety.org (2009 Forum Program Book)

11 Century Farms:

Amos Zittel & Sons, Inc.	Eden, NY
Becker Farms	Gasport, NY
Bray Farms	Arcade, NY
Cottonwood Farms, LLC	Pavilion, NY
Elkendale Farms, LLC	Locke, NY
G.M. Bee Farm	Pennellville, NY
Marlindale Farms	Groton, NY
Mills Dairy Farm	Port Byron, NY
Norton Farm/Oak Orchard Dairy	Elba, NY
Patterson Farms, Inc.	Auburn, NY
Raymond Donald & Sons Farm	Moravia, NY

9 Journalists:

Agricultural Media - Single Print Article

Susan Harlow and David Natzke

Northeast Dairy Business

Agricultural Media - Print Series

Kara Lynn Dunn

American Agriculturist

Agricultural Media - Editorial

John Vogel

American Agriculturist

General Media - Single Print Article

Matt Lee and Ted Lee

New York Times

General Media - Print Series

Tom Rivers

The Daily News, Batavia

General Media - Editorial

Jim Allen

New York Sun

Electronic Media

Keith Kobland

WTVH, Syracuse



Photograph

John Vogel
American Agriculturist
"An Easy Load"

A classic Farm Days scene-- tired children piled into a wagon towed by Dad making their way through endless rows of equipment and exhibits.

FFA Chapter of the Year:

Vernon-Verona-Sherrill FFA Vernon, NY

Two Businesses of the Year:

Hourigan's Dairy Elbridge, NY
Carolina Eastern-Vail, Inc. Salem, NY

2009 Distinguished Service Citation Recipient

J. ROY ORTON RIPLEY, NY

Since 1956 the Distinguished Service Citation has recognized individuals who have dedicated a lifetime of service resulting in outstanding contributions to New York agriculture. The award, sponsored by New York Farm Bureau Member Services, is the highest honor bestowed by the New York State Agricultural Society.



J. Roy Orton

Born on a chicken farm and cherry operation in Ripley, NY in rural Chautauqua County, Roy Orton developed a love of agriculture early in life that has continued over these many years. During his childhood, the farm grew into the largest poultry and cherry operation in the county. At 18, Roy headed off to Ithaca to study Pomology at Cornell University where he received his Associates Degree in 1958.

Anxious to get started in farming, at age 20 he purchased his neighbor's farm, a Concord vineyard, and began a 50 year "love affair" with the purple grape. In those days grapes had to be hand trimmed, hand tied, and hand picked and then trucked to Welch's for processing into juice and jelly. Hand picking of grapes is tedious, time consuming work, weather dependent, and costly. Inspired to streamline vineyard operations, Roy and his Uncle Max brainstormed on a faster, cheaper way to harvest the indigo fruit. Exploring mechanization, the Orton's knew their contraption had to be substantially faster than hand picking and would have to pick the vines clean.

Increasing the odds was the narrow window of opportunity in the autumn to test their ideas while still hand harvesting the crop. They also had to contend with naysayers. Nevertheless, the men experimented with an over-the-row framework, with vibrating internal "fingers" that jiggled off the fruit. The framework was a cinch. The main challenge was in finding the right material and a shape for the fingers. Substituting a horizontal vine-shaking mechanism in place of the vertical-shaking mechanism that others were researching also proved critical to the Ortons' design.

A Resolve To Succeed

At the time, Orton was (and remains, now for 49 years!) a member of National Grape Cooperative, the growers' co-op that owns Welch's. As word of Orton's experiment spread, many responded with cynicism. But the doubters did not shake his resolve. By age 26, Orton had built a slick prototype harvester and reached a deal with a licensee-buyer for his patent on his mechanical grape harvester.

In 1967, Chisholm Ryder Co. built a model using Orton's patented machine. The new machines slashed harvest costs. Grower returns ballooned. One farm worker would do well to harvest a ton of grapes per day, whereas the big blue, self-propelled machines that used the Ortons' technology could harvest four or five tons per hour. This huge advance prompted more acres of grapes to be planted, because growers could now manage more vines. "No new product of ours has ever had such immediate acceptance, and no other new product seems to have fewer mechanical problems," Lee Towson, of Chisholm Ryder, said at the time. Sales of the harvesters shot up like a champagne cork and the naysayers quickly moved on, raining on someone else's dream. Reflecting on the innovation that revolutionized the grape industry, Orton, with characteristic humility, says "We didn't know any better." Tom Davenport, Director of Viticulture for National Grape Cooperative, who's known, watched and admired Roy for 40 years, comments "One could liken the impact of this development to the development of the grain harvester by McCormick. I will always remember his words of many years ago that "I must find a way to make my farm more efficient every year".

Leadership Across The Spectrum

Roy also recognized the need and value of cooperatives. As an owner and member of National Grape Cooperative he saw cooperatives as an extension of "his" business. He became active in National's governance structure becoming a Director on the National Board in 1970. He became President of the National Board and Chairman of the Welch's Board in 1981, a position he held for 13 consecutive years. As Roy became Chairman of the Welch's Board the company was in deep trouble. The current Welch's management could not market all of the National members' grapes - one of the basic requirements of the Coop. Payments to members were declining, and crop allocation was being considered.

It was at this point in time that Roy brought strong, focused leadership to both boards, recognizing that change was needed in order for the cooperative to survive and prosper. Under Roy's leadership a new Welch's CEO, Everett Baldwin, was hired. With a teamwork approach Roy and Everett worked closely together to make necessary changes, and bring

"Cap" Creal Journalism Awards (Apply or Nominate someone) *Applications Due: Sept. 1, 2009*

Named for farmer, Society member, and Assemblyman Harold "Cap" Creal, the "Cap" Creal Journalism Awards were created in 1978 to inspire more coverage of the positive aspects of agriculture in NY State. Awards are presented in the categories of Single print article, Print Series, Editorial/Commentary, Electronic (Video, TV Broadcast, Radio Broadcast, Website) & Photography to both General Media and Agricultural Media. Journalism awards are cosponsored by the **New York State Agricultural Society & Alpha Gamma Rho Fraternity at Cornell University.**

To apply or nominate someone visit
www.nysagsociety.org
(Awards & Contests, Cap Creal Journalism)

Questions? Contact:
Jessica Chittenden (518) 457-3136

Business of the Year Awards

Nominations Due: Sept. 1, 2009

The Business of the Year Award was initiated in 2001 to promote the state's food system and recognize the quality, leadership and innovation demonstrated by New York agribusinesses. Two businesses are honored each year; one farm (production agriculture) and one agribusiness. The awards are sponsored by the **New York State Agricultural Society.**

To see a list of past recipients, visit
www.nysagsociety.org
(Awards & Contests, Business of the Year)

To nominate a deserving business, contact
Diane Held (716) 652-0100

Distinguished Service Citation

Nominations Due: Sept. 1, 2009

Since 1956 the Society's Distinguished Service Citation has recognized individuals who have dedicated a lifetime of service, resulting in outstanding contributions to New York agriculture. It is the highest honor bestowed by the New York State Agricultural Society. This annual award is sponsored by **New York Farm Bureau Member Services.**

To see a list of past recipients, visit
www.nysagsociety.org (Awards & Contests, Distinguished Service Citation)

To nominate someone, contact
Dick Church (607) 898-3438

Welcome

To new Board Members:

Richard Jerome, Paul Lichtman
& Suzanne Mayer

Richard Jerome and his wife Mary operate a pick your own fruit farm in Naples, N.Y. and grow strawberries, raspberries, peas and a wide variety of grapes. They celebrated their 50th growing season last year.



Richard Jerome

Paul Lichtman teaches agriculture and environmental sciences at Uniondale High School on Long Island, N.Y.

Suzanne Mayer served as Moderator for our Strategic Planning session at this year's Forum. Suzanne grew up on a farm, and is the founder of Sirius Change LLC. She has helped for-profit and not-for-profit organizations, including Seneca Foods, to develop strategic plans to remain viable and financially sound.



Suzanne Mayer

Society's "Cap" Creal Journalism Award Recipients Shed National Spotlight on Farm Labor

(Refer to the "Playing Ball"
article on page 4 and the
"Farm Labor Series" on page 5)

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the business back to prosperity. Roy always was keenly aware that the marketplace drove what growers could produce. While he was often pressured by growers to get more money to them quicker, Roy realized that there must be a balance between the needs of growers and the business that they owned. He further understood and was a strong proponent for a longer-term view that is and continues to be essential to business success today.

Roy persisted to be a strong cooperative supporter and was elected as a Director of the Springfield Bank for Cooperatives. He was a proponent for the need of consolidation within the cooperative lending community, continuing to serve as director of the new cooperative bank, CoBank in 1992. Roy served as Chairman of CoBank from 2002 to 2007. He also served as chairman of the Northeast Regional Farm Credit Council for 2 years, and a Director on the National Farm Credit Council in Washington, DC. Past CoBank Chairman, Otis Molz, remarked, "One of the very prominent characteristics of Roy is he isn't afraid of change. He's always willing to try something new if there is a chance of improvement."

Roy also served as Chairman of the Great Lakes Grape Industry Advisory Committee, and as a Director of the New York Wine and Grape Foundation. On the local level, Roy has been a member of Chautauqua County Farm Bureau, Chautauqua County Cooperative Extension, and a member of his local school board.

Recognition Of Cooperative Leadership

Over the years Roy has been recognized for his commitment to success. He has been honored with the Outstanding Young Farmer Award, Association of American Vintners Distinguished Industry Leaders Award, and in 2008 with the National Council of Farm Cooperatives Director of the Year Award. And now the New York State Agricultural Society is pleased to present Roy Orton with the 2009 Distinguished Service Citation.

Playing Ball Vs. Apple Picking

By JAMES ALLEN | NY Sun- August 20, 2008

What is the difference between David "Big Papi" Ortiz and Juan "Papi" Sanchez? The differences will become obvious, but let me first identify the similarities that both these gentlemen share. Both are professionals performing a job that is very important to their employers. Both David and Juan are the best at what they do and their bosses recognize their talents and are willing to compensate them based on their performance.

AS AMERICAN AS BASEBALL AND APPLE PIE

David Ortiz, who is from the Dominican Republic, became an American citizen in June.

David and Juan both are driven to work hard and provide for their families. Their friends call them Papi. Both are from the Dominican Republic. David has never heard of Juan, yet each day Juan takes the time to check how many hits Big Papi had for the Red Sox because, like David, he too loves baseball.

Other than the many traditional and ethnic characteristics, for the most part the similarities stop there. The differences between them are huge.

David "Big Papi" Ortiz, a star batter for the Boston Red Sox, became an American citizen on June 11, 2008, while Juan "Papi" Sanchez, a migrant farm laborer, did not. Both David and Juan came to America to make their fortune based on their skills, one hitting a ball better than most Americans, the other doing a job that most Americans would not do.

Both took different paths to get to America. More than 15 years ago, Mr. Ortiz was recruited by many wealthy baseball owners that saw his value and spared no expense to get him into the U.S. David always dreamed of playing ball in America and all he had to do was be good enough to be discovered; as he was. He was welcomed into the professional baseball leagues, paid handsomely, and treated as a national treasure.

Mr. Sanchez's entry into the U.S. was much different. Immigrating to America was also Juan's dream, not to play ball, but to have the opportunity to work hard and earn a respectful living. His efforts to obtain legal entry papers were constantly denied for no apparent reason; except perhaps because his talents were his work ethics and not his ability to entertain.

David was blessed to be a talented athlete, while Juan's talent was working hard. Juan's dream was to not be denied and he finally did find his way to America. No one welcomed Juan, but once here his talents were in demand.

Being a hard worker is a simple talent that so many Americans lack, or chose not to use, especially harvesting produce. Juan had the desire and ambition to work hard, performing backbreaking jobs in the fields and orchards across the country. Juan harvested crops with

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Farm Labor Series Named National Award Finalist

FRIDAY, MAY 8, 2009

Daily News reporter Tom Rivers' farm labor series was among two finalists for the 2009 Mike Berger Award given out by Columbia University's Graduate School of Journalism, the school announced today.

The prize, named after the late New York Times reporter Meyer "Mike" Berger, is annually conferred by the Journalism School for the best in-depth, human-interest reporting among all newspapers in the United States.

The award was won by Brendan McCarthy, a reporter at New Orleans Times-Picayune, whose eight-part series, "Homicide 37," chronicled the murder of 17-year-old Michael Zarders and the aftermath of this tragedy in New Orleans. In the end, the grand jury failed to indict anyone in the killing, and "Homicide 37" was not solved.

In addition to McCarthy's winning series, the judges, a panel of three professors, including Sandy Padwe, Andie Tucher and Sheila Coronel, also picked two finalists, which they said "also mirrored Berger's work."

Rivers' 2008 series about seasonal farm workers and his own experiences working on various local farms earned special recognition from the judges, along with Rita Giordano of the Philadelphia Inquirer, for her work on high school dropouts and their struggle to eventually graduate.

The award will be presented to McCarthy, along with a \$1,000 honorarium, May 19 during the school's annual Journalism Day celebration.

Rivers, 35, worked at about a dozen farms last year. He wanted to know why so few local residents were willing to try the jobs. He found out the work - cutting cabbage, picking cucumbers and apples, and harvesting other fruits and vegetables - is physically grueling and also requires lots of care to not bruise the produce.

The workers from Mexico, Jamaica and Haiti also accepted him as part of the work crew, and provided encouragement to get through the end of the day.

"I'm thrilled so many people have responded to the series on farm work," Rivers said. "It's a tribute to the farmworkers. Even readers with hostile attitudes towards these workers, many here without legal papers, were moved by their work ethic, their sacrifices for their families back home and their kindness to me."

Rivers tried for three or four years to cover the immigration angle for the newspaper, but struggled to get the perspective from farmers and their workers because of their vulnerabilities to immigration raids. Few farms and their workers wanted to be in the paper, fearing it would draw attention from unsympathetic neighbors and law enforcement.

But last year several farms in Genesee and Orleans counties were willing to let Rivers come and try farm work after the reporter convinced them he wasn't on a "witch hunt" and the articles would focus on the jobs, with the mission to find out whether the work was truly "unskilled." Rivers discovered it takes extraordinary people with amazing willpower to be farmworkers.

The farm labor series also has been honored by the North American Agricultural Journalists and the New York State Agricultural Society, which presented Rivers with a "golden pitchfork" in January. The Genesee County Chamber of Commerce also gave Rivers an award for the project in March.

A selection of articles drawn from Tom Rivers' farm labor series is available online at www.thedailynewsonline.com/articles/2009/05/07/agriculture:

Aug. 16, 2008: The hardest to harvest? Cabbage, without a doubt
Aug. 30, 2008: It's a dirty job but ... somebody has to harvest cukes
Sept. 27, 2008: Picking plump pumpkins no treat



Tom Rivers accepts golden pitchfork award and "Super Reporter" Carhartt jacket from the farmers he worked with and wrote about. Pictured with Tom are Shelly Stein, an Orleans County dairy farmer, and Jessica Chittenden, Chair of the NYS Agricultural Society's Cap Creal Journalism Competition.

With Appreciation

The Society sincerely thanks our retiring Board Members for many collective years of service: Donald House, Cheryl Rogowski and Peter Ten Eyck II.

Society Creates 2 New Ag Education Awards

NY Ag In the Classroom to sponsor one award; Society seeks second sponsor

PURPOSE

To recognize individuals, groups, or a team of partnering organizations/individuals for efforts that improve the understanding of agriculture in their communities.

ELIGIBILITY

Eligible efforts include but are not limited to a single event, ongoing program, special event or program that increases the understanding of agriculture. All individual entrants must be members of the New York State Agricultural Society. For Team entries, only the lead applicant of the team must be a member. Membership in the Society is available year-round. The award will be presented at the Society's annual forum in January. Efforts submitted for judging must have been conducted within the past 13 months preceding the deadline submission date of September 1st. Previous winners are ineligible for a period of three years.

ENTRY

Criteria & Application are available on the Society's web site www.nysagsociety.org

RECOGNITION AND AWARDS

If adequate donor funds are secured, one individual and one team winner will receive a cash award of \$200.

DEADLINE

Entry must be received by September 1st. Submit your entry to:

Mr. & Mrs. Joseph Peck, Chairs
New York State Agricultural Society
Ag Ed Recognition Award
178 Wagman's Ridge
Saratoga Springs, NY 12866-6620
518-584-4129

FRIENDS OF WITTER MUSEUM UPDATE

Friends Membership Growing!!

As a result of recent membership efforts, especially at the 2009 Ag Society Meeting on January 8th and a recent mailing to all Society members, the FRIENDS of the Daniel P. Witter Agricultural Museum now have over 60 new memberships or renewals. Thanks to every one who responded. Membership is open to any one interested in this worthwhile venture. If you have questions, concerns or for more information, please contact Dave Tetor, Membership Chair, 5626 Rt.82, Clinton Corners, NY 12514, 845-868-7796, or e-mail tossupervisor@yahoo.com. New memberships should be mailed to Randy Nash, Treasurer, (address below).

Museum Upgrade And Planning Continuing

After much discussion and planning, Exhibits and More, a nationally recognized museum planning company, located in nearby Liverpool, NY, has offered some exciting new ideas to re-configure and revitalize the Museum. The first steps in planning this effort are now underway. More details will be forthcoming in the next FRIENDS Newsletter which all members will be receiving. Questions or comments may be directed to: Randy Nash, 4038 Burlingame Rd., Cazenovia, NY 13035, 315-655-4806, e-mail: nysbarn@aol.com.

Richard Church
Friends President
607-898-3438
rac15@cornell.edu

Letters...

NYS Agricultural Society,

Thank you for sponsoring the 2nd annual New York Collegiate Agricultural Leadership Conference on April 17-19th this year. Your financial support underwrote a speaker and helped add value to the conference without raising the cost to our attendees. We all had a great time and gained valuable leadership experience. We really appreciate your assistance and look forward to a successful 3rd annual Agricultural Leadership conference next year.

Sincerely,
Jeremy Elliott-Engel
NYCALC Coordinator

-Ag Speaker, continued from front page

For many people, he said, change is something dreadful, to be avoided. He used the analogy of both a literal and figurative avalanche to describe our reaction to the sudden economic changes we're witnessing.

Typically, an avalanche has the power to smother everything in its path. Even so, as powerless as we are as individuals to prevent natural disasters, Okerlund noted how some trees caught in an avalanche will survive if they bend, rather than break.

"We're in a lightning world of change," he said. "There's little time for us to sit back and consider how change affects us. In fact, there's so much negativity around...that some experts say that one in three people are in need of psychiatric treatment," he joked.

A former hospital administrator, Okerlund added that people need to "share their core values" in order to accept change. One important value is the commitment to better oneself, to continue to dream, to discover one's creativity and to reach out to others in your community.

The naysayers believe the family farm is dying, but Okerlund disputes that view. The times are changing, and the best way to deal with it is to become more proactive. Discovering creative solutions to problems starts by finding one's passion. "That farm that gave up the ability to feed yourself...by using your passion, you can turn it into an even greater legacy," he said.

He reminded listeners that "innovation and inventions came not from research and development, but from people in the trenches." Too often, people take the clichéd path of least resistance that says, "If it ain't broke, don't fix it." Okerlund challenges us to turn around that perception. In order to improve, we should look for the road less taken: "If it ain't broke, then break it!" he asserted.

He invoked the listeners to aim high and to pledge "to be better than yesterday! Ask yourselves, 'What can I do, as a member to make this Society better next year?'"

-PRESIDENT, continued from front page

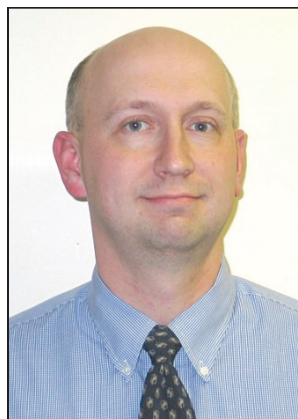
Our ability to ensure future success is dependant on three primary factors: Growing Membership, Increasing Funding and continuing to promote relevant and timely topics in our leadership, education and recognition programs.

In an effort to begin to build on these factors, the Society has started efforts to establish the New York State Agricultural Society Foundation. This foundation will be an offshoot of the Society with the purpose of raising tax deductible funds which can be used to fulfill our mission. We hope to launch the Foundation at the January 2010 Forum and will be reaching out for qualified candidates to serve on the Foundation's board by early fall.

To build on the other factors, we are counting on you, our membership, to help carry the ball. As evidenced by several years of excellent Forum turnout, we are confident that we are offering a quality product that is worth sharing with your friends and acquaintances. Share the Society's story and be sure to bring a few new members to the 2010 Forum with you. Our strength lies in both our message and our numbers and we appreciate the efforts of those members who regularly introduce prospective members to the Society.

In addition, our planning efforts for the 2010 Forum have begun. As always, we are looking to bring to you the best Forum possible. If there is a topic that you believe needs to be addressed, please be sure to bring it to the attention of Program Chairman Dave Tetor and the Program Committee.

Lastly, I sincerely thank you for the privilege of serving as the Society's President for the next 2 years. In am honored by your trust and hope to assist the Society as we move forward towards our future success.



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

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his hands, on his knees or on a ladder, in the harsh elements of the outdoors, to earn enough money to support his family.

Of course the story does not end here. For David Ortiz, making \$13 million a year playing baseball, being a hero to millions of loyal fans across the country, one would think, "What more could David Ortiz want or need?" He wanted one more thing - to be a U.S. citizen, and he got it.

Juan Sanchez felt exactly the same, yet because of our antiquated immigration system in America, his dream of citizenship is a nightmare. Becoming a U.S. citizen is highly improbable since Juan's talents are not in the sports arena, but instead are used to harvest America's food.

American farmers across the country need to be able to recruit and hire the most talented farm workers available. Same as John Henry, owner of the Boston Red Sox's, farmers need the best labor to compete. Mr. Henry has much invested in Mr. Ortiz and he hopes that his return on his investment will continue to yield championship teams, batting records, and a full house at Fenway.

The same goes for American farmers that rely on millions of farm workers like Juan to harvest the crops that feed America. Leaving crops in the field is far worse than empty seats at Fenway. If you love to watch baseball or listen to anti-immigration pundits, my final question is, why is there a difference between David "Big Papi" Ortiz and Juan "Papi" Sanchez?" When I hear, "It's as American as baseball and apple pie," it's clear to me who will be playing ball, but who will be picking the apples?

Mr. Allen is the president of New York Apple Association Inc., a nonprofit trade association representing more than 600 commercial apple growers in New York State.

Got New Members?

The NYS Ag Society's membership revenues are our key source of operating revenues. We, as supporters of agriculture (and as members of this fine organization) have an obligation to stay paid up on our dues, and to recruit new members. Certainly, the annual dues of \$20 is very reasonable for an organization that represents us in agriculture so well, not to mention the savings that a membership brings at Forum registration time. A life membership is still very reasonable at \$200. (Better get one before they go up!)

Please help promote membership whenever you can. Every day all of us interact with potential members and friends of agriculture. Try to encourage your county's town supervisors or legislators to join. Feel free to call me with any suggestions for improving our membership so we can share your ideas with others!

Let's keep the state's original Ag organization viable for a long time to come!

Thank you!

Hans Kunze, Membership Chairman
585-495-6797

Please help us grow – recruit a new member today!

-2009 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: _____

Thank You to our 2009 Contributing Members

Gold (\$500)

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

Silver (\$250)

Commodity Resource Corp.
Crist Bros. Orchards, Inc.
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