



# The CULTIVATOR

www.nysagsociety.org

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

**Over 400 agriculturists** gathered in January for the Ag Society's 181st Annual Agricultural Forum, "Perception is Reality: Understanding How Consumers Perceive Agriculture", co-sponsored by the New York State Department of Agriculture and Markets.

Keynote speaker Larry Kaagan, president of Kaagan Research Associates consulting and polling firm in NYC, engaged audience members with a mini-poll using automated "clickers". More than estimating how much we think non-farm residents understand about agriculture (46% responded "not much", 43% said "somewhat") Kaagan was interested in determining "What do the views of people inside this room mean to people with little exposure to agriculture?" The takeaway: instead of alienating or drowning out the voices of opponents, use opportunities to discuss issues with consumers without finding fault with their opinions. Telling our story is not about saying, "here's what you should think about farming".

Panelists agreed about the importance of listening to customers and responding with an open attitude, using plain language instead of industry jargon. Attendees left with a challenge; to reach out each week to a least one person who is not involved in agriculture, for our collective understanding to multiply!

**The Ag Society wishes to thank the following speakers & panelists:**

**Larry Kaagan**  
Kaagan Research Associates  
New York, NY

**Meghan DeGolyer**  
**Hauser**  
Table Rock Farm  
Castile, NY

**Lisa Tucker**  
Edible Buffalo Magazine  
Buffalo, NY

**Melissa Osgood**  
American Dairy Association  
& Dairy Council,  
Syracuse, NY

**Ellen Leahy**  
bc Restaurant  
Syracuse, NY

**Rick Wright**  
Tops Markets  
Buffalo, NY

## Individuals: Lifetime Membership Rate To Increase October 1.

If you've thought about becoming a Lifetime Member of the Ag Society but haven't done so, you may wish to act now and send your check for \$200, payable to: NYS Agricultural Society, to 493 Charlton Road, Ballston Spa, NY 12020.

Lifetime membership is a tremendous value, eliminates the extra step of annual renewal, and lifetime members are entitled to a discount on Forum registration.

Lifetime membership applies to individuals only and will increase from \$200 to \$300 on October 1; annual membership will increase from \$20 to \$25 on October 1.

Business memberships will remain at the same levels, renewed annually.

## President's Message

*From Diane Held*



In reflecting on my involvement with the New York State Agricultural Society over the years, I recall attending my first Forum as a LEAD New York class

member years ago. LEAD's mission, to cultivate New York agricultural leaders, influenced many of us to become active members and leaders in the Ag Society and numerous other organizations. And to complete the circle, the Ag Society initiated the LEAD New York program over 25 years ago. One of the Ag Society's distinctions is the blending of 181 years of history and leadership, with a collective look forward to opportunities in New York agriculture. The 2013 Forum program, Perception is Reality: Understanding How Consumers Perceive Agriculture, challenged us to consider differing views of the food and agriculture industry.

As we continue to strive to keep the Ag Society current and vital, we are in the process of contracting design services to update and refresh our

*- Please see **PRESIDENT**, page 6*

## What's Inside

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## Seeking Award Applicants & Nominations

# NYS Farm Safety Awards

Receive \$500 per farm

*Applications Due:*  
**Sept. 1, 2013**

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 Ag 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 September 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](http://www.nysagsociety.org)

Questions?  
Dick Peterson (607) 725-2741

## Century Farm Awards

(Western Half of NYS)

This year we are accepting applications from the Western half of the State.

*Applications Due:*  
**Sept. 1, 2013**

The Century Farm program is a 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. Deserving farm families are recognized annually by the Society, sponsored by **Farm Credit Northeast AgEnhancement.**

To apply or nominate someone (See East/West county list), visit [www.nysagsociety.org](http://www.nysagsociety.org) (Awards & Contests, Century Farms)

Questions?  
Contact Sandie Prokop  
(518) 827-5616

**Congratulations** to the following individuals, families, and organizations honored at the Ag Society's 2013 Agricultural Forum. Their stories and photos can be found on the home page of our web site [www.nysagsociety.org](http://www.nysagsociety.org) (2013 Forum Program Book)

### 2 Ag Promotion Awards:

Chris Fesko	Skaneateles, NY
Fun on the Farm	Ontario County, NY

### 2 Businesses of the Year:

Becker Farms/Vizcarra Vineyards	Gasport, NY
Chobani	South Edmeston, NY

### 4 Century Farms:

Crystal Brook Farm	New Kingston, NY (Delaware County)
Humphreys Farm	New Hartford, NY (Oneida County)
The Farm at Kristy's Barn	Schodack, NY (Rensselaer County)
Turning Point Dairy	Saratoga Springs, NY (Saratoga County)

### 7 Journalists:

<b>Printed News Story</b>	
Heather Swanson	Finger Lakes Times
<b>Printed Feature Story</b>	
Debbie Groom	The Post-Standard (Syracuse)
<b>Printed Series</b>	
Paul Post	The Saratogian
<b>Printed Editorial</b>	
David Dudajek	The Observer Dispatch (Utica)
<b>Audio/Video for the Internet</b>	
Saratoga County Chamber of Commerce	The Saratogian
<b>Blogs &amp; On-Line Features</b>	
Debbie Groom	The Post-Standard (Syracuse)
<b>Photograph</b>	
Troy Bishopp	Graze Magazine

### FFA Chapter of the Year:



**Belleville Henderson FFA**  
Belleville, NY

Far left, NYS Ag Commissioner, Darrel Aubertine. Far right, NYS Grange President Steve Coye

## 2013 Distinguished Service Citation Recipient



**GEORGE B. MUELLER**  
received the NYS Agricultural  
Society's highest honor.

It is our distinct honor to award the New York State Agricultural Society Distinguished Service Award for 2013 to George B. Mueller, Clifton Springs, New York.

George graduated from New Rochelle High School in 1950 and Cornell University with a B.S. in General Agriculture in 1954. After college, he worked one year for Lawnel Farms in western New York. George entered the Army in May of 1955 as an R.O.T.C. second lieutenant stationed in Korea after the war. In May of 1957 he started farming on Willow Bend Farm with his uncle Norval Budd on shares, and has been on that farm ever since. George and Mary Lue Morgan were married in 1959 and have five children. With his uncle's help they started their dairy in 1960, and purchased the farm in 1963.

George and Mary Lue developed the current Willow Bend Farm, LLC, a 1000-cow, 2200-heifer, 2700-acre dairy farm located across the NYS Thruway from the Clifton Springs Rest Area, 30 miles southeast of Rochester. George has turned the day to day operation over to his "very capable" son, John, but is still active in the major decisions and helps out driving trucks and tractors and keeping the books. In January of 2003, Willow Bend Farm merged with neighbors, Kevin and Barb Nedrow, and together they built Spring Hope Dairy, a satellite dairy farm located seven miles to the south. Spring Hope has 1800 cows on 2900 acres. Both farms have obtained a very respectable 26,000 pound herd average.

From the leadership perspective, George has served in many areas over the years. He has been President of Cornell Cooperative Extension of Ontario County and the Ontario County Farm Bureau, and a Director of Western New York Farm Credit for 18 years. George has also been on the Upstate Niagara Co-op Board of Directors since 1990, including eight years as Secretary, and is currently Chair of the Quality Committee. He also serves on the Board of Directors of O-AT-KA Milk Co-op, and NY FarmNet. George was one of the founding directors of NEDPA, the Northeast Dairy Producers Association, Inc., in 1993. In March, 2002, he was honored with the first Richard Popp Service to Dairy Farming Award. In 2004, George was awarded the first Ontario County Rodney Lightfoot Agricultural Viability and Innovation Award. In another arena, George has "immensely enjoyed" writing for the "Profit Planners" column in the American Agriculturist (a "Dear Abby" column on farm management) for over 15 years. He says, "It is an honor to be writing for the same magazine which contained written words of H.E. Babcock, Ed Eastman, Gordon Conklin, Eleanor Jacobs, and Harold Hawley."

George's special interest, besides his family, church and farming, is "fiercely defending the American free market system that has blessed our nation with prosperity and peace." George was taught the beauty of the free market, free enterprise, capitalistic system from his Dad, and Professors Stan Warren and

- DSCR continued on page 7

## "Cap" Creal Journalism Awards

(Apply or Nominate Someone)

*Nominations Due: Sept. 1, 2013*

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: Print-NewsStory, Feature, Series, Editorial. Audio/Video-NewsClip, Feature, Internet. Blogs/Online Feature. Photograph. 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](http://www.nysagsociety.org)*

*Questions? Contact:  
Melissa Osgood (315) 472-9143*

## Business of the Year Awards

*Nominations Due: Sept. 1, 2013*

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](http://www.nysagsociety.org)*

*To nominate a deserving business,  
contact Mark Kellogg at  
(315) 782-5027 ext. 1615*

## Distinguished Service Citation

*Nominations Due: Sept. 1, 2013*

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](http://www.nysagsociety.org)*

*To nominate someone, contact  
Judy Littrell (518) 842-5384*



## Foundation Off to a Running Start

### Deadline Extended for Pioneer and Founder Donors

Barely two years old, the NYS Agricultural Society Foundation is arguably still in its infancy. But its vision has surely struck a chord. To date, 61 donors have stepped forward with their generous charitable support to grow the Foundation's capacity to \$64,000 in just 12-months of active fundraising.

Using the tag line "Planting Seeds for the Future," the vision of the Foundation will be to assist established local and regional organizations with ag education efforts targeted to non-farm audiences; to extend current Ag Society programs to youth and young adults; and to leverage available funds with other industry partners to strengthen understanding of the NYS agriculture industry. While the Foundation has supported the keynote speaker for the annual Forum of the NYS Agricultural Society for the past two years, the 12-member board hopes to award \$10,000 in its first grants in 2013.

### Can You Be a Pioneer or Founder?

Extended until May 1, you still have the opportunity to become either a Pioneer or Founder donor to the Foundation. Both designations are a one-time opportunity. A Pioneer donor will contribute a cash gift of \$5,000 or an annual pledge of \$1,000 or more through 2017. A Founder Donor will contribute \$1,000 by the deadline. A donor roster of supporters has been created and will be published semi-annually through the Cultivator and available at the Ag Society annual forum.

"I'm involved as a NYS Ag Society Foundation volunteer and donor because I value the history and the promise of what the organization can do in the future," said Ann Noble Shephard, Foundation president. "Influencing the marketplace is certainly new territory for us. But by working together with other industry partners, we can create positive change. Now is the time to get into the game; not sit on the sidelines waiting for someone else to push their agenda. As a donor, my dollars can help heighten the message while also providing a significant tax advantage. It's a win-win for everyone."

### CNY Community Foundation Assisting Fundraising Efforts

Through a partnership with the CNY Community Foundation, cash and non cash gifts can be accepted. They will also help to acknowledge individual and corporate donors, manage funds, and to research the best opportunities to advance our mission.

For more information, contact:

Ann Noble Shephard  
(315) 727-5449 • [ann@ivypartners.com](mailto:ann@ivypartners.com)

— Or — Penny Heritage  
(518) 384-1715 • [penny@nysagsociety.org](mailto:penny@nysagsociety.org)

### NYS Agricultural Society Foundation Board Members

- Ann Noble Shephard
- Sandie Prokop
- John Mitchell
- Dave Tetor
- Susan Henry
- Craig Buckhout
- Elwyn Voss
- Hans Kunze
- Penny Heritage
- Diane Held
- Nathan Rudgers
- Maureen Torrey



## 2011-2013 DONOR ROSTER

**TOTAL PLEDGED TO DATE: \$63,938**

**Amount Collected: \$26,647 • Total Donors: 61 • Total Collected: \$57,438**

*Includes 2011 "Feast From the Field" proceeds*

### **FOUNDATION PIONEER**

*A 5-year pledge of \$1,000 annually through 2017 for a total gift of \$5,000 or more*

CY Farms, LLC  
Susan and Peter Henry  
IvyPartners  
Paul and Maureen Marshall  
James Vincent  
Elwyn and Jennifer Voss  
Larry and Nadine Walker

### **FOUNDATION FOUNDER**

*A gift of \$1,000 or more since 2011*

Robert W. Bitz  
Kathryn Boor  
Craig and Carol Buckhout  
Mr. and Mrs. Robert V. Call  
Erie & Niagara Insurance Association  
Russell Hodnett  
Kreher's Poultry Farms  
Hans and Leslie Kunze  
Ingrid M. LaMont  
Lawnel Farms, Inc.

Alicia B. Lipinski In Memory of Cathy Wickswat  
Kenneth A. Mattingly  
John C. Mitchell  
Timothy and Sarah Moag  
My-T Acres, Inc.  
John and Marcy Noble  
Lucinda A. Noble  
Orbakers Fruit Farm, Inc.  
Orton Farms, Inc.  
Kenneth and Beulah Pollard  
James Preston  
NBT Bancorp  
Sharyl Pirrung  
Peter G. Ten Eyck  
Whittaker Farms

### **GIFTS OF \$500-\$999**

RSM McGladrey, Inc.

### **GIFTS UP TO \$499**

Arthur L. Berkey Revocable Trust  
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Southview Farm, LP  
David R. Tetor  
Timothy J. Veazey  
James Van de Wetering  
James and Jayne Walker  
William Wickham  
Stuart Ziehm

To make a gift to the NYS Agricultural Society Foundation, visit [www.nysagsociety.org](http://www.nysagsociety.org)

## Promotion & Education Awards

**Nominations Due:**  
**Sept. 1, 2013**

The Ag Promotion & Education Awards were initiated in 2009 to recognize individuals, groups or a team of partnering organizations/individuals for efforts to improve the understanding of agriculture in their communities. Two awards are sponsored annually by **Alpha Zeta Fraternity at Cornell University, American Farmland Trust & NYS FFA Foundation.**

To apply or nominate  
an individual or group  
visit [www.nysagsociety.org](http://www.nysagsociety.org)

Questions? Contact:  
Barb Hanselman at (607) 538-9633

## FFA Chapter of the Year

This award recognizes a NYS FFA Chapter for service to their community and promotion of agriculture. One award is sponsored annually by **New York State Grange.**

## Spring Into Summer

**NYS FFA Convention**  
May 2 - 4  
Albion, NY

**NYS Ag Society  
Summer Board Meeting**  
July 15 - 16  
WNY (TBD)

**Empire Farm Days**  
August 6 - 8  
Seneca Falls, NY

**NYS Fair & Witter Ag Museum**  
August 22 - September 2  
Syracuse, NY

**... See you there!**

## Welcome ... To New Board Members Bruce Dehm And Melissa Osgood!



**Bruce Dehm** is an agricultural economist and owns Dehm Associates, LLC, a farm business services company in Geneseo, New York. He has a Master of Science in Food and Resource Economics from the University of Florida, a Bachelor of Science degree from Cornell University, an Associates degree from SUNY at Delhi and is a Class 11 graduate of LEAD-NY.

Originally from Wayne County, Bruce spent four years in agricultural development work in the Philippines. Since 1986 he has worked with dairy producers in the Northeast helping them understand and grow their businesses. Dehm Associates provides timely business management information to dairy farms with a family of reports called The Dairy Dashboard.

Bruce and his wife Marci have three college-age children. Other interests include promoting modern agricultural practices at the Genesee Valley Farm Discovery Center, backpacking in the Adirondacks and adventure where ever it lurks. Presently, he is also a member of the Livingston County Planning Board and Livingston County Medical Reserve Corps.



**Melissa Osgood** is the Corporate Communications Specialist for the American Dairy Association and Dairy Council, Inc. (ADADC) the checkoff promotion agency in NY, northern NJ, and northeastern PA. Having grown up in the heart of New York's dairy country (Wyoming County) and being involved with agriculture for her entire life, Melissa has a great understanding of New York's dairy industry. A graduate of Hiram College and of LEAD-NY, Melissa has worked in the public relations field for over 10 years.

Her duties at ADADC include coordinating and implementing communication between ADADC and dairy farmers. She also assists with ADADC's crisis and issues preparedness as well as works to increase the frequency of positive dairy farmer and industry media stories. In addition to these duties, Melissa also runs the New York and New Jersey Dairy Princess Programs.

**THANK  
YOU...**

to "retiring" directors: **Dick Church and Eric Hallman**  
for your many years of service on the board.

- **PRESIDENT** continued from front page

website; we have joined the world of social media on Facebook and Twitter; and, we will be conducting a membership drive in 2013. A host of committees are where the action is – from planning the next Forum program to selecting award winners to assisting with organizational management. As a membership organization, this is your NYS Ag Society.

As you consider what your path to membership and involvement has been, please encourage others to become members. We are an organization with a long, rich history but we can only continue to grow our mission of education, leadership development, and recognition if we embrace a new generation of agriculturalists.

# Thank You To Our 2013 Sponsors & Business Members

## Gold (\$1000+)

- Cargill, Inc.
- Cypress Financial Consultants
- Farm Credit East, ACA
- Farm Credit Northeast AgEnhancement
- IvyPartners
- New York Wine & Grape Foundation
- NYS Dept. of Agriculture & Markets
- SUNY Cobleskill
- The Voss Group
- Upstate Niagara Cooperative, Inc.

## Silver (\$500+)

- Alpha Gamma Rho, Cornell University
- Alpha Zeta, Cornell University
- American Dairy Association & Dairy Council, Inc.
- Chobani
- CoBank
- Cornell University College of Ag & Life Sciences
- County of Wyoming
- Erie & Niagara Insurance Association
- Freed Maxick CPAs, P.C.
- Morrisville State College
- New York Farm Bureau Member Services
- NYS Horticultural Society
- Plainville Farms
- Watershed Agricultural Council

## Bronze (\$250)

- Alfred State College
- American Agriculturist
- American Farmland Trust
- Cazenovia Equipment Company
- Cornell Cooperative Extension
- Coyne Farms, Inc.
- Crist Bros. Orchards, Inc.
- CY Farms/Batavia Turf
- Knapp Farm
- Kreher's Farm Fresh Eggs, LLC
- LEAD New York
- Lincoln Financial Advisors
- McCollum Farms
- New York Corn & Soybean Growers' Association
- New York Farm Viability Institute
- New York FFA Foundation
- New York State Grange
- Noblehurst Farms, Inc.
- NYCAMH- NY Center for Ag Medicine & Health
- NYS Agricultural Mediation Program
- NYS Maple Producers Assn.
- NYS Vegetable Growers Assn., Inc.
- NYSERDA/EnSave
- Quality Milk Production Services

- *DSCR* continued from page 3

Herrell De Graff at Cornell. George has been active in Farm Bureau where AFBF President Charles Shuman, NYFB President Dick McGuire, and NYFB Vice President Harold Hawley continued to reinforce George's limited government, free market, beliefs. American Agriculturist editors, Ed Eastman and Gordon Conklin, were two more of George's mentors for the free market cause.

George intends to speak out for freedom even after he dies. The back of his tombstone in the Clifton Springs Pioneer Cemetery has Emerson's immortal words engraved on it:

FOR WHAT AVAIL,  
THE PLOW OR SAIL,  
OR LAND, OR LIFE,  
IF FREEDOM FAIL

It is our special pleasure to recognize George Budd Mueller with the NYS Agricultural Society's 2013 Distinguished Service Citation.

## Would You Like YOUR Product Served At the Ag Society's Annual Forum?

We are looking for vendors and sponsors of farm products produced and/or processed in New York for our meals, reception foods and beverages.

*If you want your product to be considered, please contact Peter Pamkowski at (518) 457-8861 or email: [Peter.Pamkowski@agriculture.ny.gov](mailto:Peter.Pamkowski@agriculture.ny.gov)*



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Agricultural Society**  
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Ballston Spa, NY 12020

518-384-1715  
[www.nysagsociety.org](http://www.nysagsociety.org)

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## NYS Agricultural Society Officers

**Diane Held, *President***

**Hans Kunze, *Vice President***

**Elizabeth A. Claypoole, *Secretary***

**Bruce Dehm, *Treasurer***

**Penny Heritage, *Executive Secretary & Publicity Coordinator***

**Peter Pamkowski, *NYS Dept. of Ag & Markets Liaison***

## Directors

**John Noble, *Cornell Trustee***

**Craig Yunker, *Cornell Trustee***

## Committee Members

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Jim Carrabba  
Richard A. Church  
Tara Collins  
Carol Doolittle  
Patti Dugan  
Brian Hall  
Trina Hall  
Brian Henehan  
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Eleanor Jacobs  
Lucy Joyce  
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Richard Smith  
Tom Sutter  
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Larry Van De Valk  
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Tim Veazey

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Diane Held Richard Peterson  
Hans Kunze Dave Tetor  
Fred Perrin Judi Whittaker

### 2015

Barb Hanselman Sandra Prokop  
Richard Jerome Jack Van de Wetering  
Judy Littrell Nancy Weber

### 2016

Elizabeth Claypoole Melissa Osgood  
Bruce Dehm Elwyn Voss  
Michael Haycook Jessica Ziehm

**Mark your calendar to attend the Society's 182<sup>nd</sup> Annual  
Agricultural Forum on January 9th, 2014!**