



The CULTIVATOR

www.nysagsociety.org

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

Perception is Reality: Understanding How Consumers Perceive Agriculture

January 10, 2013 • Syracuse, NY

Annual Forum Co-Sponsored by NYS Dept. of Agriculture & Markets

Consumer interest in farms and food has grown considerably in the past decade. New York State has over 520 farmers markets, more than twice as many as in 2000. More schools, institutions, and restaurants are sourcing food from local farms. With this focus on local food come questions and perceptions of how food is produced on farms. This year's Forum will address these consumer views and consider how farms can help promote agriculture to the public. We will hear from a researcher who has conducted consumer polls about agriculture as well as from individuals who have worked directly with farmers and consumers: a New York farmer, a chef, a consumer advocate, and a food retailer.



Keynote Speaker Larry Kaagan

is president of Kaagan Research Associates, a polling, trend-analysis and strategy-consulting firm headquartered in New York. He has been a research consultant on many projects evaluating consumer trends, marketing strategies and communications planning for such diverse clients as the California Department of Food & Agriculture; CISCO Systems; Grocery Manufacturers of America; BMW; Elanco Animal Health; Google; Coca-Cola; and the New Zealand dairy industry. He was a founding member of the Food Foresight trend-anticipation program at the University of California – Davis, and also serves on the steering committee of Farm Foundation's Dialogue Project on Food & Agriculture in the 21st Century.

This year, the NYS Ag Society honors Century Farms from the Eastern half of the state, and will also recognize Businesses of the Year, Outstanding Journalists, Agricultural Promotion efforts and Farm Safety winners at its annual Pride of New York awards luncheon.

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

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

We look forward to seeing you in January!
Diane Held, Vice President & Program Committee Chair

President's Message

From Dave Tetor



This has been another challenging year for our NY State farmers...starting out with a nice and early warm Spring, and then killing frosts hurt a lot of our

State's fruit crops. Then Army worms destroyed some of our vegetable crops, followed by a major drought over much of our State.

My spirits were uplifted though, when I attended the NY State Holstein Picnic and Sale at the Lloyd's family farm (Maple Downs Farm) in Schoharie County. Just one year earlier their farm, along with several others, were flooded by Hurricane Irene and then Tropical Storm Lee. With the help of friends and neighbors the Lloyd family was able to host a perfect picnic and sale with over 300 people attending. This proves, once again, the resiliency of our farmers along with the compassion of friends and neighbors.

Our Board of Directors and several committees have been very busy this

- Please see **PRESIDENT**, page 3

What's Inside

Membership 2013.....	2
In The Field	3
From the Witter Museum	4
NYS Ag Society Foundation	5

2012 Business Members

Please Renew for 2013!

Gold (\$1,000)

Cargill, Inc.
 Farm Credit East, ACA
 Farm Credit Northeast
 AgEnhancement
 New York Wine & Grape Foundation
 NYS Dept. of Agriculture & Markets
 SUNY Cobleskill
 The Voss Group

Silver (\$500)

Alfred State College
 Alpha Gamma Rho,
 Cornell University
 Alpha Zeta, Cornell University
 American Dairy Association &
 Dairy Council, Inc.
 Byrne Dairy, Inc.
 Chobani
 CoBank
 Cornell University College of Ag
 & Life Sciences
 Freed Maxick CPAs, P.C.
 IvyPartners
 Morrisville State College
 Nelson Farms
 New York Farm Bureau
 Member Services

Membership...Renew and Recruit for 2013!

Whether you're an individual or business, membership in today's New York State Agricultural Society represents an unparalleled opportunity to involve yourself in a large cross section of New York agriculture. The Society explores issues important to New York's agricultural industry every January at our Annual Forum and participation provides Society members with the best agricultural networking opportunities available anywhere. Membership in the Society is a bargain. **Renew yours today and refer a friend. You won't regret it.**

Business Member Benefits for 2013

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 benefits!

Bronze	\$250	Listing in Forum Program Book	(\$500 Value!)
		Exhibit Space at Forum	
		<i>(To reserve your space, send payment by Dec. 1)</i>	
		Listing in Spring & Fall Cultivators	
		Listing on Society's web site	
		1 Individual Membership for 2013	
Silver	\$500	ALL of the Bronze Level Benefits PLUS:	(\$750 Value!)
		Half Page Ad in Forum Program Book	
		<i>(Camera ready ad must be submitted by Dec. 1)</i>	
		1 Forum Registration, Lunch & Dinner	
Gold	\$1000	ALL of the Silver Level Benefits PLUS:	(\$1500 Value)
		Full Page Ad in Forum Program Book	
		<i>(Camera ready ad must be submitted by Dec. 1)</i>	
		4 Forum Registrations, Lunches, Dinners, Memberships	
		Your Logo on screen during "down time" at Forum	

2013 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 2013!

<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

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 in Delaware County & Cooperstown Area

Barb Hanselman, Sandie Prokop and Judi Whittaker, summer meeting co-chairs, hosted the Society Directors at the Delaware County E-Center in Delhi for our board meeting in July. After business was completed, Barb Hanselman catered a farm feast of local foods at Maple Shade Farm. Producers of farm products from the region’s marketing trail joined the group and sampled their offerings.



Farm Feast at Maple Shade Farm

The following day we toured Fly Creek Cider Mill, Cooperstown Cheese Company, Cooperstown Bat Company, and Brewery Ommegang

- Fly Creek Cider Mill produces 20,000 gallons of cider each fall; the grinder is powered by a 1924 Waterloo Boy two-cylinder engine. A journey through the Mill Store Marketplace is a culinary tour of over 40 different products... from their famous sweet cider to their tangy mill-aged extra sharp NYS cheddar.
- Cooperstown Cheese Company in Milford makes small batches of artisan cheese...fresh, aged, cow’s milk, goat’s milk, sheep’s milk, raw, organic, spreads, and cheese curds.

- Cooperstown Bat Company in Hartwick manufactures fine collector baseball bats since 1981...you can witness a bat’s creation from stick to engraved product.
- Brewery Ommegang is a Belgian farmstead-style brewery located on a 135-acre former hop farm. Six award-winning beers are brewed year-round, as well as seasonal ales.

Thank you to Barb, Sandie, Judi and all of our tour hosts for an enjoyable meeting!

Empire Farm Days

Ag Society Members spent three days interacting with hundreds of folks connected with New York agriculture...a great opportunity to promote awareness of the organization, our new Foundation, and the upcoming Annual Forum.

Thanks to CALS for including us in the Empire Building, and to Carol Doolittle, Barb Hanselman, Dick Church, Hans Kunze, Rich Jerome, Joe Peck, Dave Tetor, Dick Peterson and Penny Heritage for manning the Ag Society’s booth.

NYS Fair – Daniel Parrish Witter Agricultural Museum

Thanks to Dick Church for coordinating the Ag Society display at the Witter Museum; the Society gained several new members from this promotion!

- **PRESIDENT** continued from front page

year working on Ag Society matters and planning January’s 181st Annual Meeting and Forum. A very lively Summer Board meeting was held in Delhi, and after the meeting we enjoyed a delicious farm feast of local foods. The following day we toured local agricultural related businesses in the Cooperstown area. Thank you to our Summer Meeting Committee for an excellent experience.

Our Forum Program Committee, under the leadership of Vice President, Diane Held, has planned an excellent, thought-provoking program for our Forum topic in January.

Our new Ag Society Foundation Board, led by Ann Noble Shephard, has been raising money and spreading the news about how you can give and why you should contribute...see the article in this issue.

A special thank you to our Executive Secretary/ Publicity Coordinator, Penny Heritage, and the volunteers at our Ag Society booths at Empire Farm Days and the NY State Fair in the Witter Ag Museum.

Hope to see you all at our Annual Meeting and Forum on January 10th at the Holiday Inn in Syracuse/ Liverpool. (Note the later date). Bring a friend!



“Like” New York State
Agricultural Society
on Facebook!



In Honor Of Our 180th Anniversary

A Review Of The History Of The New York State Agricultural Society

July 2012 by Bob Bitz

The changes that have taken place in New York's agriculture, since the founding of the New York State Agricultural Society in 1832, undoubtedly extend beyond the wildest imagination of any of its founders. The purpose in founding the Agricultural Society was "to improve the condition of agriculture, horticulture and household arts," which is as valid and important in 2012 as it was in 1832...

Please visit
www.nysagsociety.org
to read about our fascinating history written and recently updated by Bob Bitz.



From the Witter Museum

*Submitted by Debbie J. Stack, President, Board of Directors -
Friends of the Witter Agricultural Museum*

The Friends of the Daniel Parrish Witter Agricultural Museum, located at the New York State Fairgrounds, welcomed a new museum superintendent. In addition, just in time for the NYS Fair, the group installed new signage for its popular log cabin exhibit and delighted fairgoers with three interesting exhibits in the Museum's Memorial Room. The Friends' Board of Directors and its Exhibits Committee, chaired by Randy Nash, have certainly been busy!

Nancy Morey, the Museum's new superintendent, is no stranger to the NYS Fair or to agriculture. She had enjoyed a lengthy tenure as the NYS Fair Wool Superintendent until 2004, and she and husband Bill, now keep 20 sheep (down from a high of 100), with a dozen goats and 40 laying hens. Among her many other accomplishments, Nancy is a graduate of Class VIII of LEAD NY, served on the LEAD Board and has held office in the Chenango County Agriculture Development Council.

Nancy worked closely with Nash and the owners of three collections that were exhibited in the Witter during the Fair. They include the milker display put together by Herkimer's Mike Gleason; antique milk bottles from all 62 counties in NYS as well as bottling accessories from the extensive collection of Cortland's Roger Thomas; and a fascinating exhibit of farm playsets from collectors Delos Dann and John Sterling. All three exhibits were a hit with the thousands of visitors who toured the Witter during the Fair. Also on view, was an exhibit about the NYS Agricultural Society, which the Witter is always happy to have on display.

The Board of Directors of the Friends has been hard at work trying to improve the Museum's permanent exhibits. This year, the Board worked with experts to create new, permanent signage for its most popular Museum artifact – a log cabin – which, in the 1920s was brought from Schoharie County to the Museum. Visitors of all ages are fascinated by the cabin, but an explanation of its history and use was lacking. But no more. Visitors now will learn how log cabins came about, how they usually evolved on farms from quick family dwellings to storage facilities or animal shelters, as families built more substantial family dwellings. They also will learn about the specifics of this cabin and some of the key artifacts on exhibit in it.

At its January, 2012 annual meeting the Friends re-elected its 2011 slate of Board officers:

President:	Debbie Stack of Syracuse
Vice-President:	James Buswell of Baldwinsville
Secretary:	Trina Hall of Hastings
Treasurer:	Randy Nash of Cazenovia

For more information about the Friends, including how you can become a member of the group and support the group's efforts on behalf of the Witter Agricultural Museum, please contact Debbie Stack at djstack@verizon.net.

NYS Ag Society Foundation Turn Up the Volume for Agriculture!

“Put your money where your mouth is” is a spot-on sales slogan for the NYS Ag Society Foundation as the 501(c)3 organization builds its resources from scratch to support the ag and food industry in the Empire State. If we could speak with one, loud voice or heighten the refrains from a chorus of industry partners, think of the difference we could make with consumers of all ages who consistently hear about sustainability and good stewardship from the likes of Martha Stewart and other popular press darlings.

This fall the NYS Ag Society Foundation will be reaching out to friends and colleagues to help build charitable funds to:

- Extend current Ag Society programs to youth and young adults
- Assist established local and regional organizations with ag education efforts targeted to non-farm audiences
- Leverage available funds with other industry partners to strengthen understanding of the NYS agriculture industry

Since early 2011, a 12-member board has been overseeing the development of the NYS Ag Society Foundation, identifying target markets, establishing funding guidelines, and initiating dialogue with potential partners. Board members include: Craig Buckhout, Mike Haycook, Susan Henry, Hans Kunze, John Mitchell, Sandra Prokop, Nathan Rudgers, Ann Noble Shephard, Dave Tetor, Maureen Torrey, Elwyn Voss and Penny Heritage.

For Susan Henry, former Dean of the College of Agriculture & Life Sciences at Cornell University, the NYS Ag Society Foundation is uniquely poised to influence the industry of the future; specifically its leadership. Pioneer donors of the Foundation, Susan and her husband Peter are dedicated to building interest in youth to seek careers in agriculture and food production. *“When I first came to Cornell as Dean, I learned that enrollment trends in College courses of study related to agriculture were declining nationally and Cornell was no exception. While our new courses and programs of study in Agricultural Sciences at Cornell have helped reverse this trend, enrollments in NYS and nationally are still below levels needed to replace the leadership of the current generation of farmers and other agricultural professionals. To correct this course we need to broaden exposure of our youth to the exciting careers in agriculture and the value agriculture has for society. This is especially true in NYS, where we have a deep agricultural heritage, good land and water resources, and a great need to engage our young people in a substantive way. Using the Foundation as a tool, this is an integral part of the Ag Society mission.”*

Can you and/or your business be a Foundation donor?

Consider the following:

- **Pioneer** - Pledge of \$1,000 annually for 5 years or gift of \$5,000 or more through 2017 (*limited opportunity*)
- **Founder** – Gift of \$1000 in 2012 (**ONLY AVAILABLE in 2012**)
- **Empire Harvest** – Gift of \$500 to \$999 in 2012
- **Golden Kernel** – Gift of \$250 to \$499 in 2012
- **Green Sprout** – Gift up to \$249 in 2012

Please consider how you can have a bigger voice in supporting the agriculture and food industry by making a charitable gift to the NYS Agricultural Society Foundation.

To make a gift, visit www.nysagsociety.org or call Ann Shephard, Foundation Chair, at 315-727-4449.

2012 Business Members

- Continued -

Bronze (\$250)

AgCore, Inc.
American Agriculturist
American Farmland Trust
Cornell Cooperative Extension
Coyne Farms, Inc.
Crop Insurance Education Program
– NYS Dept of Ag & Mkts
CY Farms/Batavia Turf
Harvest Fresh Farms, LLC
Hurd Orchards
Knapp Farm
LEAD New York
Linwood Commodities, LLC
McCollum Farms
Mercer’s Dairy
New York Apple Association, Inc.
New York Farm Viability Institute
New York State Grange
NYCAMH – NY Center for Ag
Medicine & Health
NYS FFA Foundation
NYS Horticultural Society
NYS Maple Producers Assn.
NYS Vegetable Growers Assn., Inc.
Plainville Farms
Quality Milk Production Services
Watershed Agricultural Council

**Please Renew
for 2013!**

**New York State
Agricultural Society**
Attn: Penny Heritage
493 Charlton Road
Ballston Spa, NY 12020

518-384-1715
www.nysagsociety.org



“Like” New York State
Agricultural Society on Facebook!

Non-Profit
Organization
U.S. Postage
PAID
Albany, NY
Permit #1016

*Please check your membership
status on the mailing label and
renew for 2013*

NYS Agricultural Society Officers

Dave Tetor, *President*

Diane Held, *Vice President*

Elizabeth A. Claypoole, *Secretary*

Hans Kunze, *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

Liz Brock
Jim Carrabba
Robert Colby
Tara Collins
Carol Doolittle
Brian Hall
Trina Hall
Marilyn Howard
Eleanor Jacobs
Lucy Joyce
Mark Kellogg
Beth Meyer
Paul O'Connor
Melissa Osgood
William H. Peck
Joe Peck
Pat Peck
Kristine Rogers-
Gansz
Ann Noble Shephard
Dean Smith
Tom Sutter
Liz VanBuren
Larry Van De Valk
Tonya Van Slyke

2013

Richard Church
Elizabeth Claypoole
Eric Hallman

Michael Haycook
Elwyn Voss
Jessica Ziehm

2014

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

2015

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

**Online Forum Registration Available
In Mid-November**