



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

Over 500 agriculturists gathered for the Society's 179th Annual Agricultural Forum: *Eat Local / Feed the World: Food Production for the Future*. 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 policy makers to explore topics critical to the future of New York Agriculture.

## Keynote Speaker: Food for the Future – How, Where and Who will Produce it?



Dr. Robert Thompson, a native New Yorker raised on a St. Lawrence County farm and Senior Fellow with the Chicago Council of Global Affairs, addressed the challenges and opportunities for future food production which revolve around the dynamics of:

### Demand, Trade, Production & Policy

#### Did You Know?

- 1.4 billion people live on less than \$1.25 per day; 70% of them are rural, and most of these depend on farming for their meager incomes.
- 2.6 billion (almost 40% of the world's population) live on less than \$2.00 per day.
- Projected World population growth: 38% by 2050
- As incomes rise from about \$2 to \$10 per day, people eat more meat, dairy products, fruits, vegetables & edible oils, causing rapid growth in raw ag commodity demand.
- World food demand could double by 2050 - 50% increase from world population growth - from 6 to 9 billion – all in developing countries - 50% increase from broad-based economic growth in low income countries
- With population growth, urbanization and broad-based economic development, many low-income countries' food consumption will outstrip their production capacity, and they will become larger net importers.
- There is at most 12% more arable land available worldwide that isn't presently forested or subject to erosion or desertification.
- Most available cropland is in South America and Sub-Saharan Africa, inferior in quality to the fertile soils of North America & will require large investments in infrastructure & ag research.
- The world's farmers need to double food production using less water than today.

HOW? What adaptations will be required? What is the agricultural research potential? How does biotechnology open new frontiers? How can agriculture

-Please see **KEYNOTE SPEAKER**, page 4

To view Bob Thompson's presentation, "Food for the Future...How, Where and Who will Produce it?" please visit [www.nysagsociety.org](http://www.nysagsociety.org)

## President's Message

From Dave Teter



Happy Spring! Here's hoping that the rain has stopped by the time you read this and that the 2011 crop season is really underway!

I was very happy to see so many of you

at our Annual Meeting/Forum in Syracuse in January. I have been Vice President for the last two years and Chair of the Program Committee. We have enjoyed some outstanding Forums, and I hope even more of you will come to our meeting next January 5th. Bring some friends!

I am a retired Cornell Cooperative Extension Agriculture Extension Agent/Educator having spent 31 years at Cornell and as Program Leader in Herkimer and Dutchess Counties. I am a past President of the CALS Alumni Board and a recipient of the Outstanding Alumni Award. I am still active and involved with Farm Bureau, Grange, FFA, the Dutchess Land Conservancy, and many other agricultural organizations. I was raised

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## Seeking Award Applicants & Nominations

# NYS Farm Safety Awards

Receive \$500 per farm

**Applications Due:**  
**Sept. 1, 2011**

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 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  
or Eric Hallman (607) 387-3041

## Bicentennial Farm Awards (All Of NYS)

**Applications Due:**  
**Sept. 1, 2011**

The Bicentennial 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 2000 and honors New York Farms in continuous operation on the same land by the same family for 200 years or more. Deserving farm families are recognized every 5th year by the Society, sponsored by **Farm Credit**.

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

Questions? Contact:  
Sandie Prokop (518) 827-5616

**Congratulations** to the following individuals, families, and organizations honored at the Society's 2011 Agricultural Forum. Their stories and photos can be found on the home page of our web site [www.nysagsociety.org](http://www.nysagsociety.org) (2011 Forum Program Book)

### 1 Ag Promotion & Education Award:

Oneida County Farm Fest Oneida County, NY

### 2 Businesses of the Year:

Coyne Farms, Inc. Avon, NY  
Hudson Valley Fresh Poughkeepsie, NY

### 4 Century Farms:

Bowe Farms, Inc. Farmington, NY (Ontario County)  
Kinland Jersey Farm Marietta, NY (Onondaga County)  
Lagoner Farms Williamson, NY (Wayne County)  
Mar-Dan Farms Java Center, NY (Wyoming County)

### 10 Journalists:

#### Agricultural Media - Single Print Article

Susan Harlow

*Northeast Dairy Business*

#### Agricultural Media - Print Series

Barbara Silvestri

*Small Farms Quarterly*

#### Agricultural Media - Editorial

Julie Suarez

*Grassroots*

#### General Media - Single Print Article

Karen Bjornland

*Saratoga Living Magazine*

#### General Media - Print Series

Tom Rivers

*The Daily News, Batavia*

#### General Media - Editorial

Carol Doolittle

*Ithaca Journal, Elmira Star Gazette & Binghamton Press & Sun*

#### Electronic Media

WICZ TV 40, Binghamton

*Down on the Farm series*

#### Photograph

Linda Haley

*Madison County Courier*

### FFA Chapter of the Year:



Vernon Verona Sherrill FFA  
Vernon, NY

# 2011 Distinguished Service Citation Recipient

**JOHN W. LINCOLN, BLOOMFIELD, NY**



It is our distinct honor to award the New York State Agricultural Society's Distinguished Service Award for 2011 to John W. Lincoln, of Bloomfield, New York.

To achieve what John has achieved, and to serve the agricultural community at the highest levels, as he has done, is all the more remarkable in that he was not born into agriculture. His family was not a farm family. And yet he rose steadily from boyhood aspiration, through diligence, through education at Cornell, through service, and through interpersonal skills to become not only a dairy farmer whose farm has survived the decades - no small achievement nowadays - but a long-serving leader in the state's largest farm-advocacy organization - Farm Bureau - and a strong, reasoned, and respected voice for northeastern agriculture at the national level.

John served as president of New York Farm Bureau for 14 years and nine years before that as its vice president. For six year prior, he was a director on the New York Farm Bureau Board, representing the region around his home. He has also served as president of Ontario County Farm Bureau. In his role as State President, John became a well-known and well-respected spokesperson for the agricultural industry. His thoughts and views on issues are sought on a regular basis by legislative leaders, agency personnel, and industry experts at both the state and national levels. John has presented testimony to Congress, to the state legislature, and to regulatory agencies on many issues related to agriculture. John has also served as a long time member for the Farm Family Insurance Company Board of Directors; New York State's largest agricultural insurance company.

Testimony to John's quiet, effective leadership style, he was selected to serve on the American Farm Bureau Federation Board of Directors. In that role he was involved in numerous immigration, trade, and environmental policy issues, ensuring the needs and views of northeastern farmers were represented. He rose still further to serve on the American Farm Bureau's Federation Board of Directors Executive Committee, its audit committee; and on overseas trade missions.

But John Lincoln has never forgotten where he came from: rural New York. He has served on the Ontario County Farmland Protection Board, as a town assessor, and is a member of the St. Bridget's Church, East Bloomfield Historical Society, New York State Agricultural Society, New York Holstein Association, CALS Alumni Association, and is a Friend of East Bloomfield Public Library.

John has seen New York agriculture through some major victories, including substantial revisions to the agricultural districts and agricultural assessments program in the 1980s, the inception of the farmland protection program, passage of the farmers' school property tax credit in 1996, authorizing interstate shipment of wine, various incentive programs through NYSERDA and the tax code to encourage on-farm production of renewable energy, and fighting for specialty-crop funding in the federal Farm Bill.

He also helped with the creation of the Farm Viability Institute in Syracuse. The Institute serves as a primary economic development engine for agriculture, marrying applied research, entrepreneurship, and farmers to create additional value-added farm products, improve farm profitability, build sustainability, and help maintain and create investments and jobs in agriculture. John has served as chairman of that organization's board of directors since its inception.

*DSC RECIPIENT continues on page 5*

## "Cap" Creal Journalism Awards

**(Apply or Nominate someone)**

**Applications Due: Sept. 1, 2011**

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

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

## Business of the Year Awards

**Nominations Due: Sept. 1, 2011**

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, 2011**

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  
Dick Church (607) 898-3438

## Agricultural Promotion & Education Awards

**Nominations Due: Sept. 1, 2011**

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 someone visit [www.nysagsociety.org](http://www.nysagsociety.org)

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

### KEYNOTE SPEAKER

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return to the global development agenda? These long-run prospects and more are outlined in Bob Thompson's presentation, "Food for the Future – How, Where and Who will Produce it?" at [www.nysagsociety.org](http://www.nysagsociety.org)

The Society also thanks Dr. Katherine Boor, Dean of CALS, for moderating the forum panel, as well as the following speakers:

- Dr. Robert Gravani -  
Department of Food Science  
Cornell University
- David Swenson -  
Department of Economics  
College of Agriculture  
Iowa State University
- Dr. Jennifer Wilkins -  
Division of Nutritional Sciences  
Cornell University
- Jim Bittner -  
Singer Farms  
Appleton NY

### See articles:

"Forum Addresses Nutritional Value of Local Food" and "Local Food and the Bottom Line" by Maegan Crandall, *Lancaster Farming* at [www.nysagsociety.org](http://www.nysagsociety.org)

## Membership Committee

Membership is extremely important to the success of the NYS Ag Society – not only for support and ideas from our members, but also by providing the financial strength for growth. Let's all work together to grow our membership and improve NY Agriculture through Education, Leadership Development, and Recognition Programs! Please ask your friends, neighbors, local politicians, and agricultural associates to join...we are proud of what our Society has accomplished in nearly 180 years, and its vital role for the next century.

Thanks again to everyone for your membership support and have a great year in agriculture!

Hans Kunze  
Membership Chair

## Please help grow your Society by recruiting a new member today!

### 2011 MEMBERSHIP NYS AGRICULTURAL SOCIETY

**Copy this form and introduce  
a friend or business associate to the Society!**

#### Sign me up for 2011!

- Individual Annual Membership (*one person*) \$20
- Individual Lifetime Membership (*one person*) \$200
- Business Membership (*circle one*) \$250 \$500 \$1000

Name: \_\_\_\_\_

Business/Organization: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Please make check payable to: **NYS Agricultural Society**

Mail to: 493 Charlton Road, Ballston Spa, NY 12020



**Did you know we have a Facebook page?  
Look for NYS Agricultural Society and become a fan.**

# Volunteers Breathing Life into New Ag Society Foundation

Still in its infancy, volunteers have spent the winter formalizing the framework for the NYS Agricultural Society Foundation. Ann Noble Shephard, Elwyn Voss, Sandie Prokop and Hans Kunze have created bylaws, director job descriptions, and drafted initial funding guidelines working in tandem with the Executive Committee of the NYS Agricultural Society. The next step is to recruit a targeted list of candidates that will round out the 12-member board who will be charged with giving life to the organization.

Established with the assistance of John Sterling, Freed Maxick & Battaglia, PC and Scolaro Shulman Cohen Fetter & Burstein, PC, the foundation is a 501(c)3 charitable organization allowing donors to receive a tax benefit for contributions. Funds will be directed to the Central NY Community Foundation, where they will be acknowledged and professionally managed for future use.

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. Once the foundation’s board of directors is seated, funding guidelines will be further defined; including supporting the overall mission of the Ag Society, and active fundraising will begin.

For more information on the NYS Agricultural Society Foundation, contact Elwyn Voss at 607/334-7080.

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## “Feast From the Field” to Support New Foundation



A dedicated team of supporters in Western NY are “cooking-up” a unique fundraising concept to support the new Agricultural Society Foundation on Saturday, August 13, 2011 at 4pm. For a \$100 per plate donation, up to 150 guests will be treated to a “Feast from the Field” dinner featuring local produce, meats, beverages and entertainment. The event will not only take place alfresco and in alfalfa, but immediately overlooking Noblehurst Farms and the beautiful Genesee Valley to the west. For more information on the event or to lend your assistance, please contact Sarah Noble-Moag at 585-584-3122. More details will be forthcoming.

*DSC RECIPIENT continued from page 3*

John Lincoln’s devotion to his alma mater, Cornell, continues to remain strong. During his Farm Bureau presidency, he was a strong supporter of many College of Agriculture and Life Sciences programs, including the Geneva Experiment Station, Cooperative Extension, the Agriculture in the Classroom program, NY FarmNet, Pro-Dairy, and LEAD NY, where he served on the Board of Directors.

Through it all he has remained a farmer, operating Linholm Dairy with his wife, Anne. They have four children: daughter Julie Pellett, and son Michael, both deeply involved in the farm, daughter Christie, and son David.

John Lincoln has meant much to New York’s agricultural community. As a farmer, leader, and mentor to many, John has been an important figure in New York agriculture for many years. His many contributions have earned him the friendship and respect of people throughout the state. It is our special pleasure to recognize John Lincoln with New York State Agricultural Society’s 2011 Distinguished Service Citation.

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*PRESIDENT continued from front page*

on a family farm in the Finger Lakes and aside from four years in the Army, I always have been involved with my greatest passion: agriculture. It is my honor and privilege to serve as your President.

If you have any suggestions for Forum topics or would like to nominate potential award winners, please let us know. The Society is YOUR organization and you can make it better by getting involved.

Speaking of involvement, we are so happy to have our Forum serve as one of LEAD New York’s bi-monthly sessions. Having the LEAD class with us brings great enthusiasm to our organization and I was proud to attend Class 13’s Commencement Ceremony in April.

Enjoy spring and may your enthusiasm be renewed as the nicer weather continues. Hope you all have a great year.

## From The Friends Of The Witter Museum

*In January, the Board of Directors of the Friends of the Witter Agricultural Museum elected its slate of officers for 2011:*

### **President**

Debbie Stack  
Syracuse

### **Vice President**

James Buswell  
Baldwinsville

### **Secretary**

Trina Hall  
Hastings

### **Treasurer**

Randy Nash  
Cazenovia

Richard Church, longest-serving president of the Board, was thanked for all his hard work and well-deserved “presidential” retirement. He will continue to serve as a member of the Board’s executive committee.

The Friends of the Witter Agricultural Museum also announced that it is working with museums and historians in Cayuga County to prepare an exhibit about the County’s agricultural prominence, past and present. The exhibit will open in the Museum’s Memorial Room just in time for the 2011 New York State Fair. There are still sponsorship opportunities available to help fund this exhibit, which will be seen by nearly 200,000 visitors during its two-year run at the Witter.

*Any individual or organization interested in becoming an exhibit sponsor may contact:*  
Debbie Stack at  
[djstack@verizon.net](mailto:djstack@verizon.net)

## Welcome... To New Board Member, Jack Van de Wetering, Owner of Ivy Acres, Inc.



Jack was born in Holland, and true to his heritage, always had an interest in plants and flowers. At the age of 11 he came to the United States with his family. Always ambitious, Jack obtained his Certificate of Drafting from Delhanty Institute of Technology and continued his education taking evening classes at Farmingdale University while he worked at his brother’s greenhouse tomato business which he soon took over. Still young and eager to learn, Jack realized that flowers would be more profitable than tomatoes,

so he apprenticed during the winters at a company growing ivy and potted plants. Jack soon bought the business and named it Ivy Acres. From that point on Ivy Acres has grown from a small parcel of land on Edwards Avenue to three state-of-the-art facilities in Long Island and New Jersey growing a total of over 65 million plants per season. Each greenhouse has been carefully designed by Jack who is a leader in innovation, modernization and efficiency. He is very proud of the double layer system used at Ivy Acres which allows them to grow two crops simultaneously. Under Jack’s direction, Ivy Acres has become a major supplier of bedding plants, ground cover and perennials and their customers include mass merchants throughout the country.

Jack is known internationally as a progressive leader in the horticultural industry. In addition to features in trade publications, Jack has been featured on News 12 and in *Newsday*. He serves on the Dean’s Advisory Committee to Cornell University including their local Research Forum; he is a member of the Farmingdale University Education Advisory Committee and a member of many industry groups including the American Nursery and Landscape Association and Bedding Plants International. Locally, Jack is involved in the community working with the Long Island Farm Bureau, Aid to the Developmentally Disabled, Peconic Bay Hospital Board of Directors and Rotary.

Jack has been the recipient of many prestigious awards including:

- New York State Agricultural Society’s “Business of the Year” Award
- Farmingdale University “Ram’s Head” Award
- Greenhouse Grower Magazine “Grower of the Year” Award
- Rotary International “District Service Award”
- Town of Riverhead/Townscape “Beautification” and “Business of the Year” Awards
- Farm Bureau “Citizen of the Year” Award

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**LEAD NY** continued from page 7

has accompanied a recent class on a study tour or other event, and they will tell you that it brings back fond memories of their own LEAD experience, and (re)energizes them once more. The program has also evolved during the past 26 years, and alumni from our earlier classes are sure to learn a new thing or two alongside our newest class members. And the training provided to mentors will be another way to refresh your own leadership skills.

Keep your eyes open for further details on this opportunity in the coming months. In the meantime, feel free to let me know if you’d like to be considered for this opportunity - I will be developing a list of prospective mentors.

Contact: [larry.vandevalk@cornell.edu](mailto:larry.vandevalk@cornell.edu)

## MENTORING PROGRAM TO BE IMPLEMENTED FOR CLASS 14: Curriculum Enhancement Offers Benefits to Alumni Volunteers

Every other year, the Program Committee of the LEAD Board of Directors meets to review the curriculum for our current class, and to discuss potential revisions for the incoming cohort. We ask broad questions like: What worked? What didn't? What elements of the current curriculum should we keep, and what should be changed? What ideas do we have for improvement, and what can we learn from the literature on leadership development, or other programs? We take into account a broad range of information, including seminar evaluation results, class and board member input, research and faculty expertise, as well as our own (i.e. staff) experience.

Often, the changes we decide to implement for new classes are relatively minor, e.g. a new reading assignment, a different tour location or speaker, or perhaps more time devoted to a given topic. Sometimes, we decide to make a more substantial change to the curriculum, and that is the subject of this article.

There is a significant body of literature on the merits of coaching or mentoring programs in leadership development. Indeed, a substantial industry has evolved offering the services of professional, executive coaches, and many businesses have instituted in-house mentoring programs as a means to enhance human resource development. Additionally, our alumni have often told us that they wish there was a more formal way to remain connected to the program, and/or continue their own professional development. We also realize that our alumni have much wisdom to offer our new class members because of their own leadership experience. Several of our sister programs (e.g. Pennsylvania, Indiana, Australia) have already instituted formal mentoring efforts in their respective programs, and we feel it is time to do the same in LEADNY.

We have yet to work out all of the details, but anticipate being ready to launch this effort by the time class 14 begins their monthly seminars in October. In general, we anticipate the following sequence of events and program features:

- LEAD will issue a call for interested alumni volunteers in early summer
- LEAD will host a one-day training session for prospective mentors in August or September
- Final mentor assignments will be made in September/October
- Mentors will have their own "homework" (e.g. reading, discussion preparation) throughout
- Mentors will attend approximately 4 to 5 of the class seminars throughout the class 14 program (October 2011 - April 2013)
- In addition, mentors will meet or have conversations with their mentees on a regular basis between monthly seminars

As the outline above suggests, serving as a mentor will require commitment and sacrifice. As one of my colleagues reminds each new crop of mentors: "It's not about you". What she means, of course, is that the primary reason for having the mentoring program is for the benefit of the class members, not the mentors. Individuals interested in serving as a mentor purely for their own benefit need not apply. On the other hand, most of us realize that serving others often comes with its own intrinsic rewards.

We truly believe that serving as a mentor will be a rewarding experience for the alumni that are selected to do so. Ask any board member or alumnus that

## Thank You to our 2011 Sponsors & Business Members

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**New York State  
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Attn: Penny Heritage  
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**Attend the Society's 180th Annual Agricultural Forum  
on January 5th, 2012!**