



187TH ANNUAL MEETING & AGRICULTURAL FORUM

WWW.NYSAGSOCIETY.ORG



"THE SHIFTING WINDS OF TRADE"

January 10, 2019

Sponsored by:

College of Agriculture & Life Sciences, Cornell University
NY Corn and Soybean Growers Association
NYS Department of Agriculture and Markets

Cover Photo Credit: U.S. Grains Council



Growing Ag Experiences

- * Donors to the NYS Agricultural Society Foundation are seeding positive experiences in agriculture for junior high and high school students. Since 2014, \$50,000 has been invested in hands-on programming focused on production methods, agricultural science, technology and careers delivered by schools and community organizations across the state. What better way to grow informed consumers and employees for the future? Can you help grow this important work?

**Go to WWW.NYSAGSOCIETY.ORG
to donate.**

Gifts to the NYS Agricultural Society Foundation are tax deductible to the fullest extent allowable by law. Cash and non cash gifts - including appreciated securities—are equally acceptable. All contributions are appreciated, and will be formally acknowledged. Matching gift assistance is available. For more information, including planned giving opportunities, contact Ann Shephard at 315-727-5449, ann@nysagsociety.org.

WELCOME TO THE FORUM!



Our theme for the 187th meeting — “*The Shifting Winds of Trade*” — will help us look to and plan for the future of agriculture across the globe, as the world becomes smaller and smaller.

We have four excellent leaders from the national ag and food sectors sharing their insights — Dr. Robert Thompson, Thomas Sleight, Bill Schreiber and Kathryn Bamberger — all will have us thinking about challenges and opportunities for importing and exporting goods around the world.

Help us celebrate our award winners, Foundation grant winners and Ambassador Scholars. Look for distinct identification on everyone’s nametag! Think about how you can support these important programs for next year.

To wrap up the day, we always look forward to comments from Richard Ball, our Commissioner of the NYS Department of Agriculture and Markets.

Your NYS Agricultural Society board of directors has been very busy this year. We are discussing new ways of doing business and you may see some changes next year! For the first time ever, we toured farms and ag related businesses in New York City — Brooklyn in particular — which you can read about in our 2018 fall *Cultivator*.

There is so much to do when we start planning for next year’s Forum as soon as we complete this one! What topics do you want to see explored at the Forum? Do you have an interest in participating on an Ag Society committee and to learn more about our award and recognition programs? Please drop your name at the registration desk if interested.

Please remember to complete your evaluation – we do want your input!

I want to thank all our committee members for a great year and their commitment to making this historic organization a valuable asset to its members. I appreciate all the work that our volunteer board members have done over the years and to the support that Ann Noble Shephard has provided to keep us moving in the right direction. Many thanks to Peter Pamkowski for sourcing all of our local food and to Judi Whittaker for providing leadership to the Forum program planning. As I reflect back on the 15 plus years that I have served on the board, I will miss interacting with all of its members and Forum planning, but I retire knowing that it’s a strong organization that will stick around for another 187 years!

Best regards to all for an informative and fun day to meet with your agricultural colleagues from around the state!

Beth Claypoole
NYS Agricultural Society President

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Thank you to
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during the 2019 Forum.



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MESSAGE FROM COMMISSIONER BALL



Welcome to the NYS Agricultural Society's 187th Annual Meeting & Agricultural Forum

Thank you for joining us at the NYS Agricultural Society's 187th Annual Meeting and Forum. The NYS Agricultural Society has long been a steadfast friend of agriculture through the promotion, education and development of our shared community, and I am grateful for its continued partnership throughout the years.

We have a lot to be proud of when it comes to New York agriculture. Even as we begin to look ahead with the hopes of a new year and new opportunities, the Annual Meeting and Forum provides us the chance to also look back, to assess our challenges, celebrate our successes and discuss new ideas, new strategies and opportunities to grow our industry for the future generation.

This year's Forum highlights agricultural trade policy, an issue that came into sharp focus in 2018, impacting nearly every commodity group across the US and here at home. It is one of several difficulties that farm families are experiencing and weathering today, making our efforts to promote and support the industry even more crucial.

Together, we are working to ensure that agriculture remains a driver of our economy. Through on-product and in-store marketing and targeted advertising campaigns, the New York State Grown & Certified program has provided unparalleled promotion of our homegrown products. In addition, the Taste NY program continues to grow with more store locations open in every corner of the state, including 10 regional welcome centers, helping to put local food and beverage products in the hands of consumers around the world.

I am proud that more of New York's schools are offering fresh, healthy foods from local farmers thanks to the state's Farm-to-School program. In addition, the Governor's No Student Goes Hungry initiative will be a gamechanger for New York's agricultural industry. The program will increase the reimbursement schools receive for lunches to a record 25 cents per meal for districts that purchase at least 30 percent of ingredients from New York farms, producers and processors.

New York's farm community is seeing other new opportunities as well. From the state's industrial hemp research program to two important industry summits—the Concord Grape Summit and the Forestry and Wood Products Summit, we are working to strengthen New York's agricultural economy. Funding to support the farmland protection program and agricultural education are additional ways we are working to ensure the future of New York agriculture for generations to come. We are also investing critical dollars in our county fairs and in agricultural promotion at the New York State Fair.

These efforts have allowed us to further our mission and make a meaningful impact on agriculture. I hope you enjoy the NYS Agricultural Society's Annual Meeting and Forum, engage in productive discussions, and celebrate the many individuals, farms, and agribusinesses that contribute to our industry every day. We have great partners in all of you and we look forward to working together to build on our progress in this new year.

Commissioner Richard A. Ball
New York State Department of Agriculture and Markets

Thank you to Legacy Wealth Advisors for supporting our instant surveying service at the 2019 Annual Meeting & Forum.

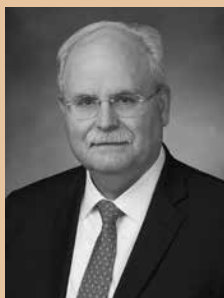


KEYNOTE SPEAKERS



Robert Thompson

Raised on a St. Lawrence County dairy farm, Dr. Robert Thompson has extensive international experience and has lectured, consulted, or conducted research in more than 90 countries worldwide, including extended periods in Denmark, Laos, and Brazil. He is professor emeritus at the University of Illinois at Urbana-Champaign where he held the Gardner Endowed Chair in Agricultural Policy. He is a senior fellow with the Chicago Council on Global Affairs and senior adviser with the Center for Strategic and International Studies in Washington, DC. Dr. Thompson also serves on the International Food Information Council Foundation board of trustees.



Thomas Sleight

Tom Sleight serves as president and chief executive officer of the U.S. Grains Council, a non-profit organization that promotes the global use of US barley, corn, sorghum and related products including ethanol and distiller's dried grains with solubles. Tom has served in a variety of Council roles both domestically and abroad, including as executive director and director of international operations in Asia, Eastern Europe and the Middle East. In NYS, he is a former executive director of the NY Farm Viability Institute and played an integral role in the foundation of the NY Center for Dairy Excellence. Tom grew up as the eighth generation on his family's dairy farm in Dutchess County and is a Cornell graduate.



Bill Schreiber

Bill Schreiber joined O-AT-KA Milk Products Cooperative, Inc. in 2012 and is currently the chief executive officer of the nearly 60-year old venture owned by Upstate Niagara Cooperative and Dairy Farmers of America. A graduate of The Ohio State University, his dairy career spans nearly 40 years, serving in senior level management positions for Land O' Lakes, including regional vice president, president and CEO of Cheese and Protein International. Bill's extensive experience and breadth of knowledge has enabled him to craft short and long-term strategies to create value for O-AT-KA's farmer owners.



Kathryn Bamberger

Kathryn Bamberger is the international trade and investment specialist for Empire State Development, responsible for assisting northeastern New York's manufacturers with exporting and attracting foreign firms to establish manufacturing in NYS. Prior, she was the international trade specialist for the NYS Department of Agriculture and Markets for nearly 13 years. She has managed the New York Pavilion in dozens of national and international trade shows and has led several delegations and trade missions. Kathryn has been the primary liaison between NY Food Producers and Food Export USA-Northeast, a membership organization of 10 states. Food Export USA organizes activities to enhance and grow sales by conducting activities such as international buyer missions, trade show support, trade lead dissemination, market research, and more.

Thank you to the American Agriculturist Foundation for their endowment of the Forum speaker fund for the NYS Agricultural Society. Made possible through the NYS Agricultural Society Foundation, this legacy gift enables the Society to bring top-notch speakers from across the region and nation to address critical, timely industry issues for the benefit of Forum attendees.

Contact Ann Shephard for more information concerning Forum speakers and meeting content at ann@nysagsociety.org

SCHEDULE OF EVENTS



8:30 am

REGISTRATION

Convention Center Foyer

EXHIBITS & REFRESHMENTS

Cotillion Ballroom

9:30 am

WELCOME & BUSINESS MEETING

187th Annual Forum
Convention Center

Elizabeth Claypoole
President, NYS Agricultural Society

Judi Whittaker
VP & Forum Program Chair

REPORTS: Board President, Treasurer, Cornell
Trustees, Nominating Chair

9:45 am

AMERICAN AGRICULTURIST FOUNDATION ADDRESS

Convention Center

Dr. Robert Thompson – University of Illinois
Thomas Sleight – U.S. Grains Council

11:00 am

PHOTOS FOR BICENTENNIAL & CENTURY FARMS, AG PROMOTION, FARM SAFETY AWARDS

Onondaga Room

11:30 am

PHOTOS FOR BUSINESS OF THE YEAR, JOURNALISM, NEXT GENERATION FARMER AWARDS

Onondaga Room

11:30

NETWORKING TIME

Cotillion Ballroom

12:30 pm

TASTE NY BUFFET & AWARDS PROGRAM

Journalism, Business of the Year, Bicentennial & Century Farms, Ag Promotion, Farm Safety, Next Generation Farmer

2:30 – 2:40 pm

BREAK

2:45 pm

AMERICAN AGRICULTURIST FOUNDATION ADDRESS

Convention Center

Bill Schreiber – O-AT-KA Milk Products Cooperative, Inc.
Kathryn Bamberger – Empire State Development

4:15 pm

PHOTOS FOR FFA CHAPTER OF THE YEAR, DISTINGUISHED SERVICE CITATION, AMBASSADORS SCHOLARS, NYS AG SOCIETY BOARD

Onondaga Room

4:30 pm

CLOSING REMARKS

Convention Center

5:15 pm

RECEPTION: CELEBRATING THE 90TH ANNIVERSARY OF THE WITTER MUSEUM!

Cotillion Ballroom

6:30 pm

NEW YORK'S BOUNTY BANQUET

Convention Center

7:15 pm

AWARDS & STATE OF THE STATE AGRICULTURAL ADDRESS

Convention Center

FFA Chapter of the Year, Distinguished Service Citation, Commissioner Richard Ball's address

Plan to attend informal gatherings hosted by the NYS Ag Society President in the hotel's President's Suite and LEADNY at their hospitality area following the Forum.

SPONSORS AND EXHIBITORS

Sponsors: College of Agriculture & Life Sciences, Cornell University
NY Corn and Soybean Growers Association
NYS Department of Agriculture and Markets

NEW YORK PRODUCT SPONSOR SHOWCASE

Morning Refreshments

Alfred State College	Coffee, tea & hot chocolate
Cornell University, CALS	
SUNY Canton	
SUNY Cobleskill	
SUNY Morrisville	
Mountainside Farms	Whole, chocolate, skim milk
New York Apple Association, Inc.	Apples and cider
Upstate Niagara Cooperative	Yogurt and flavored milks
The Farmer's Wife, Barb Hanselman	Sticky buns, pumpkin muffins, blueberry streusel coffee cake, Danish apple bars

Taste NY Buffet Luncheon

Plainville Farms	Turkey breast
Bittner Singer Orchards	Tart cherries for dessert
Doug's Fish Fry	Doug's world famous cole slaw
SUNY Morrisville	Lettuce, spinach, kale, Asian greens, sorrel and chard
Mountainside Farms	Whole, chocolate, skim milk
SUNY Cobleskill	Luncheon dessert – Black Forest Cobbler Cake

Reception

American Dairy Association North East	Milk punch
Cabot Creamery Cooperative	McCadam Cheeses including Adirondack Reserve Cheddar, Empire Pepper Jack, Muenster
Great Lakes Cheese	Aged cheddar cheese
NYS Horticultural Society	Fruit platter
NYS Vegetable Growers Association	Vegetable platter

Reception Beverage Samplers

Finger Lakes Cider House	Cider
KyMar Farm Winery & Distillery	Schoharie Maple Jack, Kymar Aged Apple Brandy, KyMar Malt Whiskey, Cinister Shine
New York Wine Industry Association	Wwine samples
The Winery at Marjim Manor	Wine samples
Wolf Hollow Brewing Company	Craft beer

New York's Bounty Banquet

Knapp Farm	Apple chutney
Plainville Farms	Turkey breast
SUNY Morrisville	Lettuce, spinach, kale, Asian greens, sorrel and chard
Mountainside Farms	Whole, chocolate, skim milk
New York Wine & Grape Foundation	Wine

FORUM EXHIBITORS

Alfred State College
Alpha Zeta Fraternity
American Farmland Trust
CALC Alumni Affairs and Development Office, Cornell University
Community Bank, N.A.
Cornell AgriTech
Cornell CALS PRO-DAIRY
Cornell Climate Smart Farming
Cornell Cooperative Extension
Cornell Cooperative Extension - Harvest NY
Cornell Cooperative Extension of Wyoming County
Cornell Farmworker Program
Cornell Small Farms Program
Cornell University - NYAAE
Cornell University - Risk Management Agency (RMA) Crop Insurance Education Program in NY
Cornell University Animal Health Diagnostic Center
Farm Credit East
Friends of the Daniel Parrish Witter Agricultural Museum
LEAD New York
NY Agriculture in the Classroom
NY Center for Agricultural Medicine & Health (NYCAMH)
NY Corn & Soybean Growers Association
NY Farm Bureau
NY FarmNet
NY Farm Viability Institute
NY FFA Leadership Training Foundation, Inc.
NY Wine Industry Association
NY Women of Agriculture
NYS Agricultural Mediation Program
NYS Grange
NYS Grown & Certified
NYS Integrated Pest Management Program
Northeast Agribusiness and Feed Alliance
Produce Safety Rule in NYS
SUNY Canton
SUNY Cobleskill
SUNY Morrisville
USDA Farm Service Agency
USDA Natural Resources Conservation Service
USDA Rural Development
Wyoming County

BUSINESS OF THE YEAR AWARDS

This is the 17th year that the NYS Agricultural Society has presented Business of the Year honors to both a producer and an agribusiness, recognizing the quality, leadership and innovation they demonstrate that enhances the integrity of our industry. The 2019 award is sponsored by the Northeast Agribusiness and Feed Alliance.



Production Category:
BROOKLYN GRANGE
Brooklyn, NY
Kings County

Brooklyn Grange is a leading rooftop farming and intensive green roofing business in the United States. They operate the world's largest rooftop soil farms, located on two roofs in New York City, and grow over 50,000 lbs. of organically-cultivated produce per year. Brooklyn Grange also operates an apiary, keeping bees in 30 naturally-managed honey bee hives, on roofs dispersed throughout NYC.

At our core, we are a farm. Growing nutritious, tasty food is our passion. Doing so in New York is our dream. We believe that this city can be more sustainable; that our air can be cooler, and waterways can be cleaner. We believe that the 14% of our landfills comprised of food scraps should be converted into organic energy for use by our plants and plants around the city via active compost programs. We believe that food should be fresh, not aging on the back of a flatbed. We believe that food should taste fresh. At the end of the day, that's what it's all about: sitting down with our family, admiring the sunset over the city skyline, snacking on a perfectly ripe, sweet tomato and remembering, this is what real food is.

For their dedication and success in producing and marketing a quality product, strong support of educational programming, and partnering with numerous non-profits to promote healthy and strong communities, Brooklyn Grange has been recognized as a NYS Agricultural Society Business of the Year.

For more information on Brooklyn Grange, view the following videos online at:

https://youtu.be/Nv_KaBUP0jE

https://youtu.be/Nv_KaBUP0jE?t=6



Brooklyn Grange was one of several tour destinations of the NYS Ag Society board this past summer. Other stops included: the NY Harbor School and GrowNYC teaching garden located on Governors Island, Red Hook Community Farm, Crown Finish Caves, Oko Farms, and Square Roots.

BUSINESS OF THE YEAR AWARDS



Agribusiness
Category:
**COUNTRYSIDE
VETERINARY
CLINIC**
Lowville, NY
Lewis County

Countryside Veterinary Clinic (CVC) is proud to be the largest provider of veterinary services for pet owners, dairy/livestock farmers and horse owners throughout northern New York. The practice was first established in 1938 by Dr. E.H. Jones and Dr. Robert Lormore to serve large and small animals. In 1982 the first full service veterinary hospital was built and Countryside Veterinary Clinic as it is known today was introduced to the local community.

Ambulatory veterinarians travel within Lewis, Oneida, Jefferson and St. Lawrence counties serving over 250 dairy, beef and small ruminant clients. Utilizing advanced techniques in reproduction and herd health services, CVC veterinarians support area farmers that are well known to produce high quality food products while remaining competitive in an increasingly global economy. Equine services are focused on preventative healthcare and vaccinations as well as reproduction, dentistry and lameness challenges as needed by the significant population of pleasure horse owners in the area.

Northern NY is much like a big family and CVC doctors and staff strive to be part of the local community through commitment to local rescue organizations and the Lewis County Humane Society. CVC is a proud annual sponsor of Lewis County's Relay for Life, the Lewis County Fair and the Lowville Cream Cheese Festival. CVC is a member of the Chamber of Commerce in Carthage, Lowville and Boonville while being a long-time supporter of The United Way of Northern New York. In addition to local outreach, the practice hosts veterinary students from colleges across the country and internationally for two to four week externship rotations fulfilling a core mission to help teach tomorrow's veterinarians.

CVC employs approximately 70 individuals including 13 staff veterinarians and 14 licensed veterinary technicians. The practice is currently owned by Dr. Peter Ostrum, Dr. Stacy Kenyon and Dr. Craig Pauly.

Thank you to Mark Kellogg for chairing the Business of the Year Committee. Volunteers include: Daren Phillips, Elwyn Voss, Aaron Kimmich, Rick Zimmerman.

"CAP" CREAL JOURNALISM AWARDS

For over 40 years, the "Cap" Creal Journalism Award has recognized well-written, informative and timely news stories about agriculture in New York State. At a time when farmers are less than one percent of the population and people are more curious than ever about where their food comes from and how it is produced, this award hopes to inspire more positive coverage of agriculture.

The award is named after farmer, NYS Agricultural Society member and Assemblyman, Harold "Cap" Creal. Thank you to Zeta Chapter of Alpha Gamma Rho (ΑΓΡ) Fraternity at Cornell University for once again financially supporting the award.

ΑΓΡ is the premier national agricultural fraternity with chapters on campuses nationwide. Founded in 1914, Zeta Chapter has been the starting point for many agricultural careers, including Cap Creal's. Through a common passion for the agricultural industry, ΑΓΡ strives to inspire young men involved in all aspects of agriculture – from farm backgrounds to agri-businesses. Its members are involved in a variety of campus leadership and extracurricular activities as well as community service projects. To learn more about Alpha Gamma Rho at Cornell University please visit <http://www.cornellagr.com>

2019 "CAP" CREAL JOURNALISM AWARD WINNERS:

Each will receive a \$100 cash award as a token of our sincere appreciation.

▶ PRINTED NEWS STORY:

Paul Post
The Saratogian
"Analysts Sour on U.S. Milk System"

▶ PRINTED FEATURE STORY:

Corey Kilgannon
New York Times
"When the Death of a Family Farm Leads to Suicide"

▶ PRINTED EDITORIAL:

Bob Confer
Lockport Union-Sun & Journal
"The Deadly Stress of Farming"

▶ AUDIO/VIDEO NEWS CLIP:

Dennis Webster
WJTN-WWSE
Farm Bureau Radio Show: "Grape Summit"

▶ PHOTOGRAPH (see above):

Julie Lewis
The Daily Star
"Fowl Play"

▶ BLOGS/ONLINE FEATURE:

Jason Detzel
Jason Detzel CCE Livestock
"Are the Cows Cold?"



Thank you to Melissa Osgood for chairing the "Cap" Creal Committee. Volunteers include: Nancy Weber, Jay Matteson, Kate Ziehm, Samara Sit, Kathaerine Brosnan, Mary Jeanne Packer.

BICENTENNIAL & CENTURY FARM AWARDS

Sponsored by Farm Credit Northeast AgEnhancement, the Bicentennial and Centennial Farm Awards recognize New York farms in continuous operation on the same land by the same family for 100 years or more. Each year, eligibility alternates between farms located in western and eastern New York. In 2019 three eastern operations are honored for their outstanding farm legacy that has impacted thousands of students, the local community, and greater agricultural industry.



DANFORTH JERSEY FARM

Established 1817 by Nahum Danforth
Jefferson, NY
Schoharie County

Located in Jefferson, NY, the Danforth Farm was established in 1817 by Nahum Danforth, who was the first of seven generations to live and farm there. He and his wife, Esther Mann, had eight children. Upon Nahum's passing in 1860, his son, George Washington Danforth, took over farm operations. He married Martha Baird and had seven children. After George passed away suddenly in 1882, Martha assumed operation of the farm and began making butter. In 1893, Martha's original sweet cream butter won the Chicago World's Fair Award of Excellence.

George and Martha's son, Everett, and his wife, Anna, took over the farm in 1900. The first registered Jersey bull and heifer were purchased in 1919. The pair founded the current herd, which is now one of the longest-established Jersey herds in the US. In 1925 the barn was struck by lightning and burned to the ground. The following year the barn was rebuilt using concrete block and timber sourced from the farm.

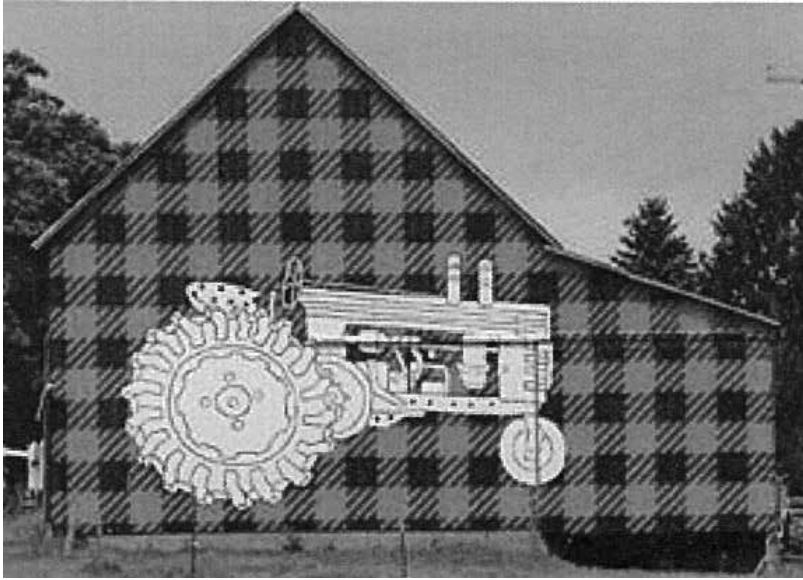
Everett and Anna's son, George, and his wife, Marietta, took over the farm in 1937, following Everett's sudden passing. George and Marietta's son, Russell, became a farm partner in 1968. An adjoining 100 acres of land was purchased, and many improvements followed, including the addition of silos. George and Marietta's daughter Gail joined the family farm with her husband, Dave Peake, in 1975 when their daughter Shannon was born. The farm transferred to Russell and Gail in 2004. Shannon assumed operation of the farm in 2005. In 2010, Cowbella was formed to create value-added dairy products. Starting with the production of butter and yogurt at their farmstead creamery, they use milk from their 40-cow Jersey herd in combination with Dan Finn's herd of 30 organic cows to produce butter, yogurt, bottled milk, fresh and aged cheeses. Husband and wife, Shannon and Dan run farm and creamery operations, while Dave Peake concentrates on sales and deliveries to over 60 locations in their area and downstate to New York City.

The farm was transferred to Shannon in 2011. In 2017 the farm celebrated its bicentennial and the marriage of Shannon to Dan Finn. The seventh generation, Shannon's children, Gus, Daisy and Meadow, continue the farming legacy at Danforth Farm. Shannon is involved with the Watershed Agricultural Council Economic Viability Committee and the Jefferson Historical Society, while Dave Peake lends his skill and dedication to the American Legion.

The farm has a long history of recognition beginning in 1893 at the Chicago World's Fair. In 1981 Danforth Jersey Farm was recognized as a Century Farm. In 2015 Shannon was awarded the American Jersey Cattle Association Young Breeder of the Year. In 2017 she was the winner of the NYS Agricultural Society's Next Generation Farmer Award.

There is great family pride in their farm, as every building, stone wall, and cleared field was the work of ancestors' past. There is also pride in their legacy of producing great Jersey milk. Preserving this legacy has inspired Shannon and family to pass their farm on with love to many more generations in the future.

CENTURY FARM AWARDS



DELLAVALE FARM *Established 1918 by Claude Phillips* Pattersonville, NY Montgomery County

Claude Phillips purchased 170 acres in 1918 in the Town of Florida, Montgomery County. The farm's income was derived from dairy and crop sales. As was typical for farms of that era, food was provided by their livestock and garden. Claude's son, Harold, together with his wife, Della Mae, bought the farm in 1936 from Harold's siblings. Harold and Della Mae worked hard to create a dairy of excellence. They were the first local farm to purchase a bulk tank in 1958, eliminating the need to haul milk cans to the creamery. Their milk was shipped to Sealtest Company of Schenectady. They maintained a registered Holstein herd of 30 milkers and received many top production awards.

In 1938, a tornado ripped off the barn roof and leveled a wooden silo, providing the impetus for new buildings and updates. Harold began purchasing used tractors for field work in 1939, buying his first Farmall tractor. Oxen and horses were still maintained, while no longer needed for field work. In 1953, the NYS Thruway bisected the farm. Money acquired through eminent domain provided necessary funding for the purchase of a neighbor's property on the south side of the Thruway. This eliminated a two-mile drive to get from one end of the farm to the other. In 1970, Harold and Della Mae's son, Ronald Phillips, and his wife, Elma, purchased the farm.

Ronald and Elma's children helped with everyday work, raking, cultivating, plowing, and barn work. The farm was expanded to 46 milking cows, and a Harder Silo was added for corn storage. A milk pipeline was added later, which saved milking time. Ronald also designed a manure pit at a significant cost savings. New barns were built and sided with steel, and new roofs were installed.

A second tornado hit the farm in 1983 destroying a concrete garage. Neighbors helped pick up the pieces. The garage was replaced with a 40' x 80' Morton Building. In 2001, Ronald and Elma's daughter, Theresa Phillips, married Tom Nelson, and they purchased the farm to begin the fourth generation of the Phillips' operating Dellavale Farm. Crop acreage increased from 220 to 500 acres. A mixer wagon was purchased. A tunnel ventilation system was installed in 2004. The barnyard was redone in 2008 with a filter strip to divert runoff. The farm currently ships to Agri-Mark, maker of Cabot and McCadam products, which Theresa and her niece help to promote.

Theresa and Tom promote agriculture through other ventures. Annually they host a youth from John Bowne High School to enable students to experience agricultural life outside NYC. These young people have become part of the family, and often come back to visit. Untilled fields are utilized by a new venture called "Dellavale Farm Dwellings," which provides a farm-stay in a teepee or tent enabling urban families to have a farm living experience.

The Phillips family has a long history of community involvement and service. Currently Tom serves on the Town of Florida Zoning Board of Appeals; both Tom and Theresa are members of the Montgomery County Agricultural Society. Theresa is a past youth advisor at her church, coaches youth softball teams, and promotes dairy products after being crowned the 1986 Montgomery County Dairy Princess. With her sister and nephew, Theresa rebuilt Kline Klimbers 4-H Club four years ago which now includes 18 members. The farm hosts many events, including Montgomery County Sundae on the Farm.



CENTURY FARM AWARDS



HAND MELON FARM *Established 1909 by* *Aaron Allen Hand* Greenwich, NY Washington County

For close to 110 years, the recipe for success at Hand Melon Farm has been satisfying ever-changing consumer demand through technological and marketing innovation. The farm was first established in 1909 by Aaron Allen Hand. His death within a year, left his 18-year old son, Allen Furman Hand, and his mother in control of the operation.

After several years as a successful dairy operation, Allen planted a novel new cash crop, cantaloupe, to supplement his income. In 1925, he planted one acre of melons and come October, harvested a great crop receiving rave reviews. With the threat of frost always a danger in the fall, he realized he needed earlier planting methods. Allen developed a hotbed with underground, electric heating cables and used glass window frames to cover and protect young plants. He also used waxed paper "hot caps" to diffuse sunlight and increase protection against wind and evaporation damage. With these advances, his new crop ripened earlier, enabling him to target the affluent Saratoga racing crowd. Realizing the market potential, in 1937 he trademarked his signature sweet melon - "The Hand Melon" - and his farm - "Hand Melon Farm" - using the simple image of a red hand within a circle as the logo. After World War II, son Aaron Allen Hand joined his father in farm operations and raised a family, including his son, John Hand, who runs the farm today. They continued their diversified operation for three decades until the decision was made to focus exclusively on growing field crops and produce.

The Hands use a variety of models to market production from their 425 acres now under cultivation. They sell wholesale to distributors, as well as operate two retail stands. Their pick-your-own strawberry, blueberry, raspberry, tomato, and pepper business is a perennial favorite. Two recent additions include horse boarding, which has allowed John to make use of the old dairy barn, and cut flowers and other ornamentals grown on the farm.

Innovation continues today at Hand Melon Farm. John uses Integrated Pest Management (IPM) practices to reduce chemical use by choosing more tolerant crops, rotating fields, and improving the soil with organic matter. Recently, he dramatically improved irrigation capabilities by installing a farm-wide, underground water system with automatic controls that services trickle irrigation units and connects with mobil equipment.

The farm recycles plastics wherever possible. Hand Melon Farm is in the final phases of being certified with the Food Safety Modernization Act (FSMA) and has developed a Good Agricultural Food Safety Plan. In recent years, the Hands have worked with the Agricultural Stewardship Association to preserve the farm with the hope that John's son Zachary, who is currently a student at SUNY Cobleskill, will carry on the family operation.

Hand Melon Farm received a NYS Assembly Citation by Carrie Warner. In addition to their 30-year history of being a premier direct fruit and vegetable marketer, they are recognized for growing high-quality cantaloupes which have been served at the White House and used by noteworthy chefs and aficionados in the Northeast. The Hands are actively involved in the Agricultural Stewardship Association, provide a stop for a variety of charity bike rides through the Battenkill Valley, participate in many community food-related programs, grower associations, and horticultural programs.

AG PROMOTION AWARDS

Launched in 2009 to recognize individuals and groups for their efforts to improve the understanding of agriculture in NYS, the Ag Promotion Award is co-sponsored by Alpha Zeta Fraternity at Cornell University, Kreher Farms, and the NY FFA Foundation.



Individual Recognition:
JEFF KATRIS
INDIAN CREEK FARM
Ithaca, NY
Tompkins County



As the communications director for Indian Creek Farm, Jeff Katris has been attracting thousands of customers to the farm with his “playful perspectives and fanciful tales” about crops grown on the 40-acre operation. Reaching out to 5,000 readers, he’s produced 200 issues of the entertaining weekly newsletter – “Fresh Crop Alerts.”

His newsletters playfully educate consumers about the seasonality of produce, weather challenges, the different flavors of each new crop as it becomes available, and the realities of farm life. This spring, over 86,000 people watched a video clip showing, in Jeff’s words, “the primordial chicken emerging from the brush.” It’s his creative way of announcing spring’s arrival, showing fruit buds emerging, and teasing customers about the upcoming growing season.

Jeff shares his love of food daily through his social media posts. He is friendly and upbeat, and often addresses members of the Indian Creek community as “Loyal Creekniks” or “Farmketeers.” His posts have helped his “Creekniks” understand and appreciate the farm and its crops by sharing information about crops, seasons, cycles, and even pest management. He shares pictures and encourages farm visitors to share their culinary delights made with produce from Indian Creek.

Jeff’s creative talents continue to entertain and educate farm fans with new ideas, including an apple named Esmeralda and a pianist chicken performing the Indian Creek theme song. His amazing work has helped Indian Creek Farm grow from a small orchard to a destination for families, college students and tourists. But perhaps most importantly, he has shared with locals as well as people from across the globe, the story of agriculture and food production in an entertaining way. They want to read more, and learn more, and as they do, they hear first-hand from farmers about food production.

AG PROMOTION AWARDS



Group Recognition: WAYNE COUNTY APPLE TASTING TOUR

Wayne County is the largest NYS apple producing county, and with that, agritourism is key to attracting visitors. Now in its 21st year, the month-long Wayne County Apple Tasting Tour drives visitors to the region and educates consumers about apples through an aggressive social media campaign.

This cooperative program is made up of an exceptional group of tourism partners including farms, cideries, vineyards and wine cellars, and local restaurants. Wayne County Tourism and Wayne County Cooperative Extension provide agency support. Wayne County Tourism has been working with Break the Ice Media for several years to execute their public relations and social media campaigns. In 2017 the plan grew to include a video project that helped increase tour awareness as well as educate consumers about apples and Wayne County agritourism destinations.

The tour itself takes place in October. The largest single event is a Tasting Weekend coinciding with Columbus Day. Visitors are encouraged to visit 13 tour stops, making sure to collect a stamp for their passport at each location. Participating businesses provide apple tastings and apple literature. The public has the opportunity to purchase food from farm operations, helping them make the farm to table connection. At the end of the month, visitors mail in their passports for a chance to win a gift basket.

A huge public relations campaign promotes the tour and includes press releases, TV spots, social media, paid advertising, and videos. Media kits are sent to Rochester TV stations that last year resulted in two notable placements. The social media campaign features regular posts from late August through October and includes a Facebook Trivia Contest. Facebook posts reached over 80,000 people in 2017, and video, Instagram, Twitter, and digital advertising totals were estimated at 500,000 impressions or views.

The tour is a win-win-win for local business partners who are positive about sharing the beauty of the county and promoting the diversity of tour participants with customers. Consumers look forward to the tour, and it brings local residents together annually.

Thank you Barb Hanselman for chairing the Ag Promotion Committee. Volunteers include: Katie Carpenter, Joe and Pat Peck, Melissa Osgood, Jeannette Kreher, Marianne Fessenden.



DISTINGUISHED SERVICE CITATION

For over six decades, it has been the pleasure of the NYS Agricultural Society to award this high honor to an individual who has dedicated a lifetime of service, resulting in outstanding contributions to New York agriculture. Thank you to NY Farm Bureau Member Services for their sponsorship. Please go to www.nysagsociety.org for a complete list of Distinguished Service Citation honorees.



NYS Agricultural Society's 2019 Distinguished Service Citation Recipient JIM ALLEN

Jim Allen grew up on a small produce and fruit farm in Waterville, NY called Allen Acres. His father believed that strength was in numbers, and he was responsible for forming agricultural cooperatives in the 1950s and 1960s. His mother was an English teacher. Jim says his parents brought him up to respect others and instilled in him small town, farming values. "My success began with them," said Jim.

Jim graduated from SUNY Morrisville in 1972 with a degree in food science and marketing. During the 1970s, Jim was a buyer for Comstock Foods in western New York. From 1980 to 1993, he worked for Keystone Fruit Marketing, "whose people were the greatest in the world," said Jim. The three top Keystone principals were his mentors, teaching him about marketing and customer service. From 1993 to 1996 he worked with Sun Orchards Fruit Company where he was involved in export and procurement.

In 1996 Jim joined the NY Apple Association (NYAA) where his job focused on promoting New York apples. Memorable moments included NYAA's first year of involvement with the NYC Marathon in 1998. He recalls that the association initially launched the project promoting "Apple Country" apples from New York State. "No one knew what Apple Country or New York apples were," he said. "The following year I told my press agent that the only way I would agree to participate again was if we promoted a true New York apple variety. We've promoted McIntosh at the event every year since. Every person who crosses that finish line gets a prized NYS McIntosh apple."

Allen became NYAA President in 2000 and worked tirelessly and with enthusiasm for not only New York apples, but the entire domestic industry. He also likes to write, and is particularly proud of a 2008 article published in the now defunct *New York Sun*. "It was about immigration, playing ball and apple picking," explained Jim. "Why could the Boston Red Sox and other franchises have famous players from the Dominican Republic while we can't get Dominicans into the US who would like to pick apples?" Jim won the "Cap" Creal Journalism Award three times for his writing.

When Allen started with NYAA, the industry was somewhat fragmented. Jim's legacy, however, will be as a leader who helped unite all apple-producing states. He worked hard to pull groups and growers together. Farm Bureau and the NYS Horticultural Society partnered on the marketing order to put new facts on NYS's apple industry to step up consumer and trade advertising. Allen chaired the US Apple Export Council three times. Exports are important to New York, but if Washington State is successful at exporting apples, the result benefits all apple-producing states. In January 2016, a successful agreement was signed allowing US apples into China, Allen noted. Washington is now approaching 5 million packed cartons or bushels going into China, which strengthens the domestic apple market.

After 40 years in the apple industry and 20 years working directly with NYAA serving as both president and CEO, Jim retired with many accolades, including the honor of being the 2002 "Apple Person of the Year." Congratulations Jim Allen on your decades of service and leadership to the NY apple industry, an important component of NYS agriculture.

FARM SAFETY AWARDS

Initiated in 2005, the NYS Agricultural Society's Farm Safety Award recognizes farm operators who have unique and successful farm safety programs that benefit their employees first and foremost. Thank you to Cargill, Inc. for their award sponsorship.



PEDERSEN FARMS, INC., Seneca Castle, NY Ontario County

Pedersen Farms, Inc. is a large, diversified vegetable and grain farm owned since 1983 by Rick and Laura Pedersen. The farm is located on County Route 4, Seneca Castle, NY. They produce certified organic vegetables and grains on 600 acres. They also produce conventional vegetables and grains on an additional 900 acres. The farm employs 37 workers dedicated to the crop and produce handling operation. Five employees help produce hogs under contract. Pedersen Farms produces a variety of vegetables including asparagus, sweet corn, butternut squash, parsley, red and green cabbage and kale. They also produce hops for the regional craft beer market including heirloom hops unique to their farm. Grain production includes barley, corn, rye and wheat.

The health and safety of employees is of great importance to Rick and Laura. The simple safety motto they instill in all employees is: "safety first, work later." John Bradley is their full-time safety manager. He previously worked for a major national corporation that had a strong safety ethic. John has carried that philosophy to his current position at Pedersen Farms, Inc.

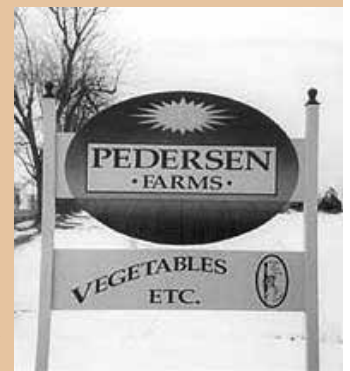
Management's commitment to safety is thorough. They conduct annual safety trainings provided by staff at the New York Center for Agricultural Medicine and Health (NYCAMH), and if safety issues arise during the year, NYCAMH is again utilized. All farm equipment includes accessories that enhance employee safety and hazard issues are corrected immediately. Guards are inspected and repaired/replaced whenever noted by frequent inspections or by employee operators. Brake and turning signal lights are added to any equipment that travels local highways, including haul wagons. Pickup trucks have lights added to their roofs so that brake and turning signal lights are easily visible to other vehicles sharing roadways.

There are many work areas on the farm that have fall hazard potential. Railings are installed on all fall hazard areas to keep workers safe.

Safety meetings are mandatory for employees. There are signs posted in many work areas to remind employees about working safely. Restroom mirrors have signs stating: "This is the person responsible for your safety." Any work-related injury, regardless if medical care is required, is reviewed to pinpoint how injury can be prevented.

Pedersen Farms, Inc. has a formal training/mentoring program to maintain safety awareness among all 42 employees. The safety manager oversees a thorough safety inspection program as well as a hazard correction program. Employees are kept up to date on safety issues through regular safety meetings, consistent safety reminders, and accident reviews. All employees are instructed that each person is responsible for his or her own safety as well as the safety of their fellow employees.

Thank you Dick Peterson for chairing the Farm Safety Committee. Volunteers include: Jim Carrabba, Nancy Weber, Dave Tetor, Mary Beth LaMay, Eric Hallman



FARM SAFETY AWARDS



HUDSON VALLEY FARM HUB Hurley, NY Ulster County

Hudson Valley Farm Hub (HVFH) is a non-profit center for resilient agriculture located on 1,255 acres of prime farmland in Hurley, NY. Originally a private farm operation, HVFH began in 2013 and is dedicated to professional farmer training, agricultural research, technology demonstration and service as an educational resource for advances in food and farming. Farmland is host to field crops including grain corn and heritage wheat and rye varieties. Numerous cover crops are planted to protect and improve the soil during carefully planned rotations. The farm also produces a wide variety of organic vegetables. The vegetable operation is central to the ProFarmer and staff training programs. The ProFarmer program is a unique multi-year, salaried training program for individuals who have farm experience but want to advance to professional farm management or owning and operating their own farms. The program offers classroom education and hands-on training over a period of three to five years.

HVFH works with area farm operators and numerous partners, including Cornell University and Cornell Cooperative Extension. A full list of partners can be found on the Hudson Valley Farm Hub website at (www.hvfarmhub.org). The farm has 41 employees including full-time management positions and seasonal employees. Their philosophy regarding health and safety is that safety and employee well-being is everyone's responsibility. Since the farm is a bilingual organization, all safety training is inclusive and accessible. Farm management uses interpreters, bilingual trainers and multi-language emergency drills to make sure every employee is trained and focused on safety. Farm manager Eddie Clevenger is dedicated to the culture of safety, which has led to the establishment of a Farm and Food Safety Manager position held by Danielle Fontaine to oversee all safety activities. She works with other training professionals to create safety protocols and written compliance policies that can be understood and supported by all employees. HVFH has established an active safety committee to help develop safety policies and training for all employees. A major goal for 2019 is to host safety and emergency management outreach trainings for local first responders and neighboring farms.

Anna Meyerhoff, training specialist at the NY Center for Agricultural Medicine and Health (NYCAMH), provided the following statement about the importance of safety at HVFH:

"Eddie and Danielle are extremely enthusiastic about what they do, and are committed to strengthening the farm's safety culture and making employee well-being a priority. The farm offers frequent refresher training opportunities, so safety always stays at the forefront. Everyone has ownership in the process; the safety committee requests feedback from employees at all levels. An effort is made to have engaging trainings that include a participatory element, and NYCAMH educators have delivered bilingual field, equipment, pesticide, CPR and first aid trainings there every year to remind workers of best practices and to reinforce safety and health messages. Everyone is trained on emergency procedures, and hands-on training components cover specific equipment and scenarios. The creation of protocols and written policies further the goal of setting clear expectations and keeping everyone safe and healthy. Eddie and Danielle should be very proud of all they have accomplished!"

Key elements of the Farm Hub's safety and health program include first aid/CPR training (98% of staff are certified), in-depth Personal Protective Equipment training, an active safety committee, coordination with county emergency management to have 9-1-1 addresses for all field entrances and other key farm locations, comprehensive training on OSHA rights and employer responsibilities, and the development of a Health and Safety Plan.

NYS FFA CHAPTER OF THE YEAR

FFA is among the largest youth organizations in the United States, with roughly 650,000 members in chapters throughout all 50 states. Founded in 1925, FFA makes a positive difference in the lives of students by developing their potential for premier leadership, personal growth and career success through agricultural education. The NYS Ag Society FFA Chapter of the Year Award is sponsored by the NYS Grange.



PIONEER CENTRAL SCHOOL FFA Yorkshire, NY Cattaraugus County

Pioneer FFA is recognized as the 2018 NYS FFA Chapter of the year. To achieve this award, the chapter showed exemplary status in the following areas: Growing Leaders, Building Communities and Strengthening Agriculture as part of the state's "Superior Chapter Program." Members complete an application that highlights 15-chapter activities. Once completed, a panel of judges select chapters with exemplary status according to specific criteria. Pioneer FFA was selected top chapter in the areas of Building Communities and Growing Leaders.



Highlights of their year include operating a weekly fall farmers' market, hosting a "Farmer for a Day" educational program for elementary students and local trade fairs, and attending leadership camp for officer training and leadership development for members. Other activities include raising six turkeys that provide Thanksgiving dinners for deserving families, filling 50 Christmas boxes for Operation Christmas Child, and developing an agricultural literacy program for second graders within the school district.

Additionally, FFA officers develop activities for monthly member meetings which include FFA Fall Carnival, woodsman competition, maple production, bowling, FFA murder mystery and honey production. Approximately 40 members attend monthly meetings.

Pioneer's FFA Chapter has close to 100 members who participate in various activities throughout the year ranging from leadership development to career skill preparation. In 2018, Pioneer competed in 20 events, including Safe Tractor Operation. Patrick Fontaine took first place in NYS and at the Eastern States Exposition in Springfield, MA. Pioneer also competed at the National FFA Convention in Indianapolis, IN. The Career Development Team participated in events including Agricultural Issues, Marketing Plan, Meat Identification, Farm Business Management, and Agricultural Communications. Pioneer also competed in Prepared Public Speaking where Danielle Herrick gave her state winning speech on Dairy Genomics. Pioneer also represented NY at the convention by displaying many different agricultural products in their farmers' market display. Members gave out NY maple products and 1 oz. bags of NY Chips to FFA members from all over the country. Congratulations on a successful year!

Thank you Judi Whittaker for chairing the FFA Chapter of the Year Committee. Volunteers include: Sandie Prokop, Gabby Wormuth, Rich Bennett.

NEXT GENERATION FARMER

This is the fourth year that the NYS Agricultural Society has honored long time producers and industry newcomers who are together farming in new and vibrant ways. For NY agriculture to be successful long term, a next generation of innovative farmer is needed to work the land, plant crops, raise livestock, and feed our population. This special recognition is sponsored jointly by The Voss Group and Freed Maxick CPAs, P.C.



RULFS ORCHARD Peru, NY Clinton County

Bob Rulfs arrived in Peru, NY in 1952 with a Farmingdale University degree in animal husbandry. Originally from Westchester County, he dreamed of owning a small dairy farm. With four milk cows and three heifer calves in tow, Bob became the immediate steward of 12 acres of apple trees. As the years went by he sold apples in a wagon on the front lawn of his home, a suggestion made by his father Herman who was a grocer at Gristedes Brothers. The farm operation has undergone numerous changes through the years. Construction of the Northway (I-87) forced the purchase of a second farm, crops have evolved, and new enterprises added including a cider mill and a bakery in the 1980s. In 1988, Bob's eldest son purchased the dairy so more time could be devoted to the orchard and roadside stand. Today Rulfs Orchard offers a variety of produce, apples and berries. In addition to the retail operation, products are sold wholesale to many area grocery stores and businesses.

At eight years old, Bob's granddaughter Shannon Wilkins started handing out cider samples. She soon transitioned into bakery help, and in high school, she was a regular hand during the summer months. She earned a business degree from Sienna College, and for five years worked in accounting in both Albany and NYC. "In 2007, my dad Jon Rulfs took his first and last trip to NYC to pick me up and move me back to the North Country," said Shannon. "I decided to work at the family business until I figured out what I wanted to do with my career. Needless to say, I never left. I used my auditing background to identify where the orchard needed to improve. I'm not really sure what made me stick through the next few years, but I think it was a feeling of responsibility to carry on our family business. I couldn't imagine the North Country without Rulfs Orchard."

In 2014, Shannon's sister Amanda Whisher joined the business after earning a college degree and establishing a career in healthcare and the insurance industry. Her HR experience was a welcome addition. "We had no idea how we would work together," added Shannon, "but our different personalities provide us with a great balance. It just works."

Now a year-round business, the sisters have rebuilt the roadside stand, purchased a flower shop - Apple Blossom Florist, and serve breakfast and lunch at their cafe. They added a greenhouse and use it to showcase spring flowers, hanging baskets, Christmas trees and wreaths. It also serves as a special events venue.

"To this day, when people ask us what we do, it's a difficult question to answer," said Shannon. "You just do what needs to be done. Our business is very diverse. Neither of us are experts in all departments; we'll openly admit that. It takes years to learn all the moving pieces."

"Working together, regardless of our ages or that of our staff, we will continue to lay a solid foundation for growth," said Amanda. "We feel an obligation to pass down our knowledge just as our father and grandfather did for us. We lead by example, and we hope that by doing this day-in-and day-out, we will instill in all generations the importance of farming, strengthen their appreciation for the business, and point to the endless possibilities of where it could go in the future."

NEXT GENERATION FARMER



WILD BRUTE WINERY, LLC Arkport, NY Steuben County

The NY wine industry is bubbling over in terms of number of wineries, varieties sold and quality vintages. The third-largest wine-producing region in America, New York is home to five major wine regions and over 400 wineries producing award-winning Rieslings, Cabernet Francs, Chardonnays, and other varieties. For fine wine lovers and novice alike, NYS has it all.

Wild Brute, launched with just two barrels in 2013 by Justin Recktenwald, is a great example of the creative and independent spirit that is taking the industry to new heights in terms of production and marketing. Created in small batches, "Wild" refers to wild fermentation favored by this artisanal wine. "Brute" refers to many things, among them the unfiltered and unrefined nature of finished reds. "Not having a vineyard ourselves, we rely on the viticulturalists and farmers to give us good fruit to work with," said Justin. "From there, we pretty much let the wine do its own thing. It's a great artistic expression of what's happening in the region."

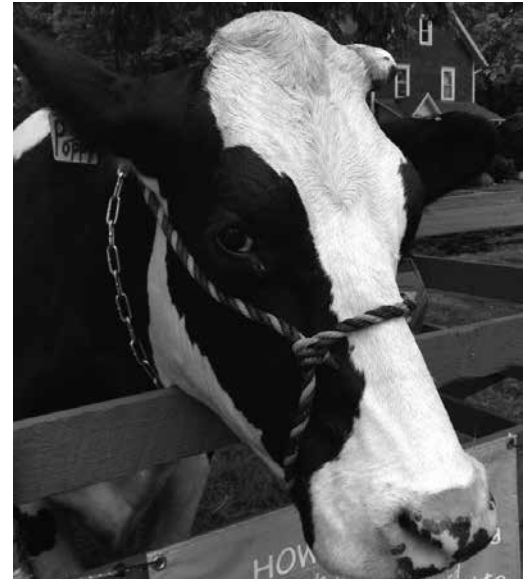
Justin and his wife Kyleigh, both of nearby Arkport which is west of Hammondsport and the established Keuka Lake Wine Trail, are selling much of their wine through their wine bar and New American eatery – The Brute. It serves food prepared by Justin and a wide variety of beers and wine from other labels in a downtown storefront in Hornell, NY. "Given our limited production capability, it makes more sense to focus our sales on retail versus wholesale to stay relevant," added Justin. "Working within state regulations for farm wineries, we developed The Brute to showcase our wines as well as others primarily from the Finger Lakes. Three years ago, we started this venture relying primarily on family to run the operation. Today we have seven employees with the goal of establishing our own vineyard in five years as well as expanding our culinary vision."

In addition to good wine and food served Wednesday through Saturday 11am to 11pm, The Brute is known for its live music and unique motorcycle motif. Justin's grandfather and uncle were national motorcycle champions in their day, and John Koester, a renowned hill climbing star, built the bar.

Before launching his business, Justin graduated from Cornell University's viticulture and oenology program in 2012. He then spent time working at Dr. Konstantin Frank Wine Seller and wine operations in Sonoma, CA. His first vintages were barreled working with another winery. "This is nothing that I aspired to," said Justin. "It's been a wild ride."

Thank you Daren Phillips for chairing the Next Generation Farmer Committee. Volunteers include: Elwyn Voss, Tim Veazey, Ehle Shachter, Barb Hanselman, Tim Moag.

MEMBERSHIP NEWS



Individual 2019 Annual Membership: \$40

- Join one of the oldest agricultural associations in the US, which is committed to the promotion of the ag and food industry through education, leadership development and recognition programs
- Receive 2 issues of the *Cultivator* newsletter annually
- Invitations to regional member events

Individual Lifetime Membership: \$400

- Receive 2 issues of the *Cultivator* newsletter annually
- Receive permanent recognition at the Witter Museum at the NYS Fair and www.nysagsociety.org
- Attend the NYS Ag Society Forum at a reduced rate

Farm Membership: \$100

- Promote membership to neighbors, customers and others
- Receive 2 issues of the *Cultivator* newsletter annually
- Receive 1 free individual membership
- Receive a \$10 NYS Ag Society Forum registration discount each for up to 2 attendees
- Be recognized in our annual spring *Cultivator* newsletter and website

Business Membership: \$125

- Promote membership to neighbors, customers and others
- Receive 2 issues of the *Cultivator* newsletter annually
- Receive 1 free individual membership
- Receive a \$10 NYS Ag Society Forum registration discount each for up to 2 attendees
- Be recognized in our annual spring *Cultivator* newsletter and website

Forum Sponsors Receive Benefits Too!

Co-Sponsor \$5,000

Large screen visibility at Forum meeting, front cover placement and 1 full page ad in Forum program book, Forum exhibit space, placement on NYS Ag Society website and biannual publications, 4 free Forum registrations and meals.

Gold \$1,000

Large screen visibility at Forum meeting, 1 full page ad in Forum program book, Forum exhibit space, placement on NYS Ag Society website and biannual publications, \$20 off 2 registrations and 2 free meals at Forum.

Silver \$500

Large screen visibility at Forum meeting, 1/2 page ad in Forum program book, Forum exhibit space, placement on NYS Ag Society website and biannual publications, \$10 off 1 registration and 1 free meal at Forum.

Bronze \$250

Mention in the Forum program book, Forum exhibit space, placement on the NYS Ag Society website and biannual publications.

Thank you to all of our NYS Ag Society volunteers (see back page). This is a special call-out to our Bicentennial & Century Farms and Distinguished Service teams.

Bicentennial & Century Farms: Chair – Sandra Prokop, Chris Kelder, Rich Bennett, Brymer Humphreys, Shawn Bossard.

Distinguished Service: Chair – Richard Church, Hans Kunze, Chris Whipple, Joe Peck, Beth Keene.

WELCOME 2019 AMBASSADOR SCHOLARS

Since 2014, donors to the NYS Agricultural Society Foundation have supported a class of 15 young people – ages 18-25 – to attend the Annual Meeting & Forum to gain exposure to priority agricultural issues, sample potential educational, research and career paths, and to meet and network with decision-makers. In 2018, Ambassadors past and current sharpened their advocacy skills at the NYS Fair courtesy of Bayer and LEADNY. Meet our 2019 class which includes:

- 9 college students representing Cornell University and SUNY Cobleskill studying agricultural business, communications, and plant/animal/agricultural sciences.
- 7 are employed with Grow NYC, Hudson Valley Fresh Dairy LLC, Cornell Cooperative Extension, Dairy Farmers of America, and PRO-DAIRY
- Over 50% are 19 to 20 years old
- 2 reside in the Metro New York region

2019 First-Year Participants:

Massa Sidibey – Youthmarket Staff
Kimberly Doyle – SUNY Cobleskill, Agricultural Business
Vanessa Lau – Cornell University, Plant Science
Corey Wilkins – GrowNYC, Compost Coordinator
Stephanie McBath – Cornell University, Animal Science
Faith Clancy -SUNY Cobleskill, Agricultural Business Management
Emily Hiller – SUNY Cobleskill, Animal Science
Katherine Gingrich – Cornell University, Agricultural and Animal Science
Courtney Dearnley – Hudson Valley Fresh Dairy LLC
Lauren Hill – Cornell University PRO-DAIRY

2019 Second-Year Participants:

Christina Hall - Chenango County CCE, 4H Educator
Will Shephard – Cornell University, Communications
Cheyanne Matulewich – SUNY Cobleskill, Agricultural Business
Stephanie Luders – Wyoming County CCE, 4H Educator
Megan Clancy – Dairy Farmers of America, Milk Marketing Analyst
Miquela Hanselman – Cornell University, Public Health/Food Systems

Please introduce yourself to an Ambassador during the Forum. This is a unique opportunity for you to share your agricultural experience, your career trajectory, and advice for the future. These young people are here to learn about the pressing issues influencing our livelihood, make important connections with decision-makers, and grow leadership skills.

Ambassador Definition

A young adult—18 to 25—who's attending college or newly employed, seeking professional development opportunities and increased exposure to the ag and food industry. Sponsored by individual and corporate donors to the NYS Agricultural Society Foundation.



2018 Ambassador Class



Thank you Bayer, Inc. for their continued support of the Ambassador Scholars program. L to R: Mark Modzeleski, NYS Ag Society Foundation president, and Bayer's Ryan Locke.

INSPIRING AND DEVELOPING LEADERS

LEAD New York Recruiting Class 18

By Larry Van De Valk, PhD, Executive Director, LEAD New York



With over 500 alumni and in continuous operation for over 30 years, few can dispute that the LEAD New York Program has had a dramatic influence on the food, agriculture and natural resource sectors in the northeast. We are pleased to share that we are soliciting applications for our 18th class.

This exciting program has had considerable influence on its participants and the businesses and organizations they lead. One recent graduate said: "LEAD has had a more significant impact on how I run my farm than my four-year college degree in agriculture." LEAD NY graduates hold prominent leadership positions in New York State. Many of the skills developed in our program are precisely the skills leaders need to fulfill their responsibilities effectively, and the professional networks that are built are an asset that alumni benefit from for years.

LEADNY and the NYS Ag Society have enjoyed a long and mutually beneficial relationship. Nearly half of the society's current board members are LEADNY alumni, including the four most recent presidents and many of the committee chairs and volunteers. Clearly, LEADNY is an important professional development opportunity for the leaders of the NYS Ag Society, and for many of the organizations that are represented at the event!

LEADNY is a leadership development program for adult professionals in the food, agricultural and natural resource industries of the Northeast. Participants meet monthly from October through April in each year of the program. In the first year, meetings are held at different locations throughout New York State, and the 25 days of training focus largely on self-awareness and leadership skill development. Individuals that successfully complete year one will receive a certificate of completion for the "Leadership Fundamentals" portion of our program, and will be well-positioned to serve in a variety of local leadership roles. At the end of the first year, participants reapply for the second year of the program, which will entail 25-30 days of commitment and involve more out-of-state and international travel, including a 10-12 day study tour. Individuals successfully completing the second year of the program will have the distinction of being known as "LEAD Fellows".

For more information please contact Larry Van De Valk, Executive Director, LEAD NY Program, 275B Warren Hall, Cornell University, Ithaca, NY 14853 (607) 255 – 7907, lv4@cornell.edu. Applications will be available on our website at www.leadny.org beginning January 1, 2019, and will be due March 1. Interviews will be conducted during the week of March 18, and our new class will be selected by early April.



HERE'S HOW THE SOY CHECKOFF WORKS

The national soy checkoff was created as part of the 1990 Farm Bill. The federal legislation that created the soy checkoff requires that all soybean farmers pay into the soy checkoff at the first point of purchase. These funds are then used for promotion, research and education at both the state and national level.

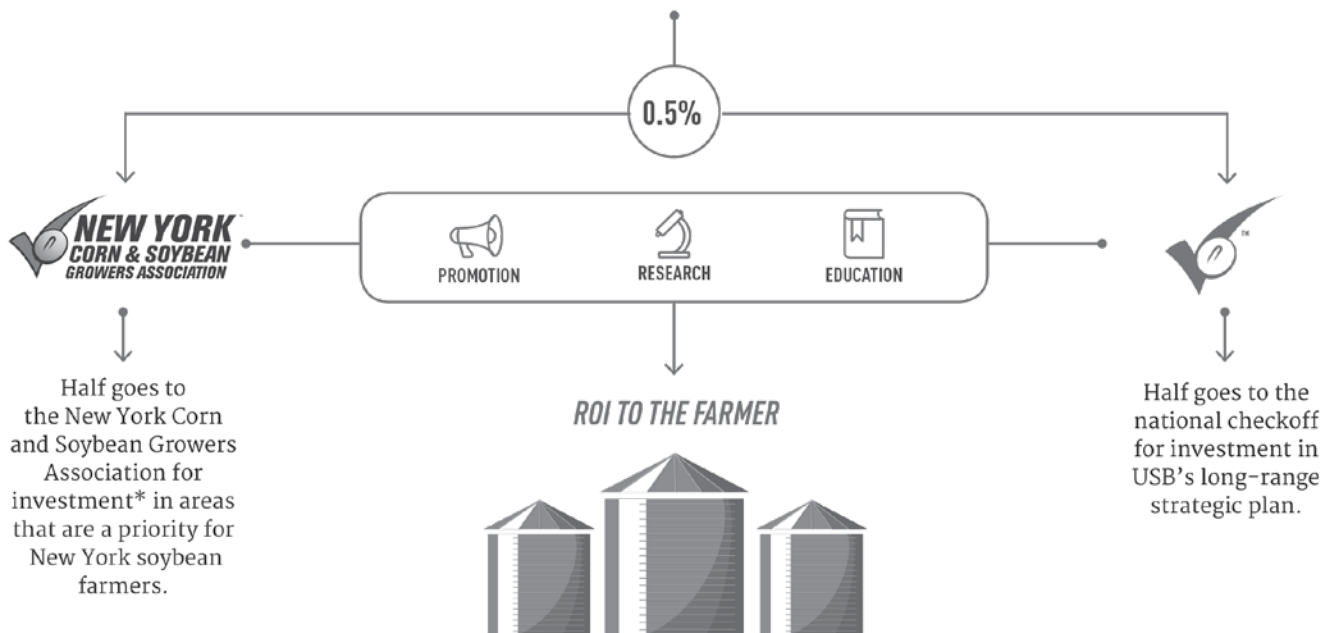
FARMERS SELL BEANS TO ELEVATORS,
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1/2 of 1% of the total
selling price.



Collected per
federal legislation.

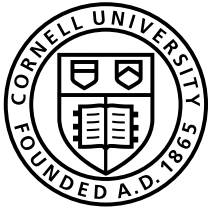


CHECKOFF MATH: RETURNING \$5.20/\$1 INVESTED

Source: Texas A&M 2014

*Led by 10 volunteer soybean farmers, the New York Corn & Soybean Growers Association invests and leverages soy checkoff dollars to MAXIMIZE PROFIT OPPORTUNITIES for all New York soybean farmers.

For more information on how your soy checkoff dollars are invested, visit www.nycornsoy.org or unitedsoybean.org.



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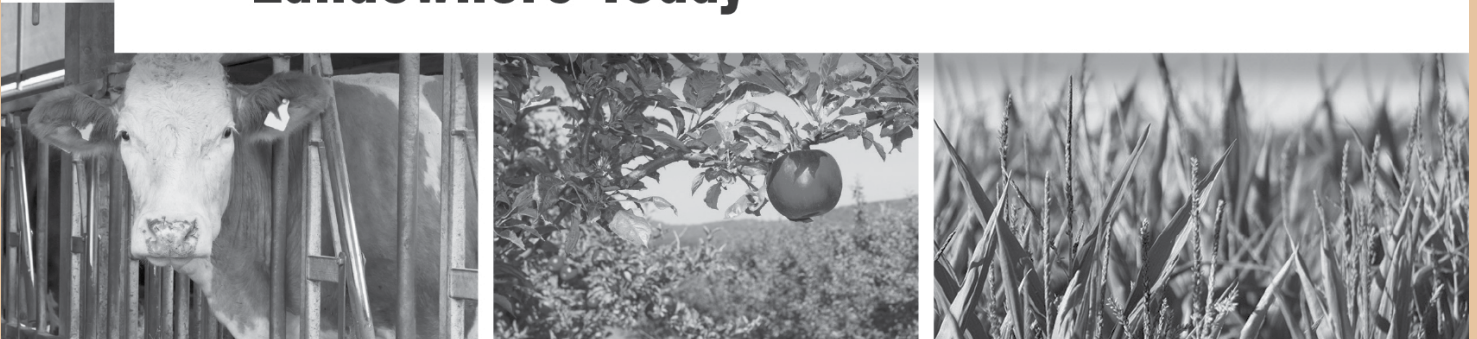


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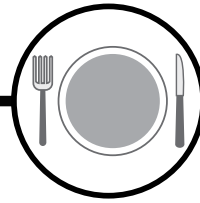
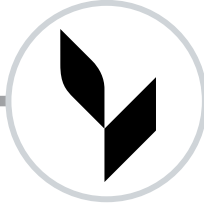
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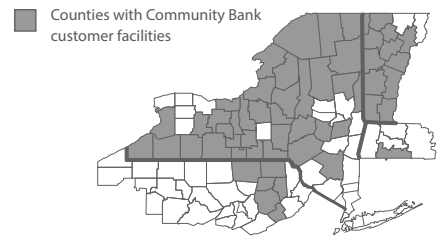
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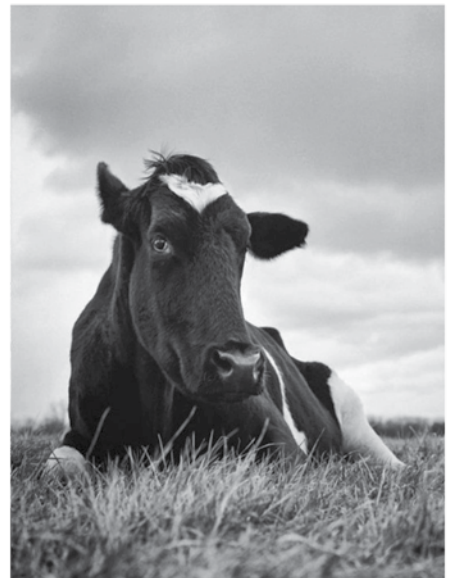
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(Total economic benefits to New York State from New York grapes, grape juice and wine)

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Vineyard Workers
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Grape Vines
Fertilizers & Chemicals
Tractors & Harvesters
Farm Equipment
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Land for Winery
Winery
Winery Employees
Mortgage
Insurance
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Bottling Lines & Labelers
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Labels
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Employees & Families	Federal, State, County
Banks, Lawyers	County
Manufacturers, Suppliers, Shippers	State, County
Nurseries	State, County
Manufacturers, Suppliers, Shippers	State, County
Manufacturers, Suppliers, Shippers	State, County
Manufacturers, Suppliers, Shippers	State, County
Insurance Companies	State, County
Real Estate Brokers, Lawyers	State, County
Building Construction Trades	County
Employees & Families	Federal, State, County
Banks, Lawyers	State, County
Insurance Companies	State
Manufacturers, Suppliers, Shippers	State, County
Manufacturers, Suppliers, Shippers	State, County
Manufacturers, Suppliers, Shippers	State, County
Manufacturers, Suppliers, Shippers	State, County
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