

# 188<sup>TH</sup> ANNUAL MEETING & AGRICULTURAL FORUM



[WWW.NYSAGSOCIETY.ORG](http://WWW.NYSAGSOCIETY.ORG)



## TAKING THE PULSE OF AGRICULTURE IN NY

CHALLENGES & OPPORTUNITIES

January 9, 2020

Sponsored by:  
NYS Agricultural Society Foundation  
College of Agriculture & Life Sciences, Cornell University  
NYS Department of Agriculture and Markets





# Growing Talent for Agriculture

## Support an Ambassador Scholar

Ambassador Scholars are leaders-in-training. They're 18-25 years old, eager to learn about agriculture and food, connect with decision-makers, and sharpen their professional skills.

Guided by a mentor, Ambassadors actively participate in the NYS Agricultural Society Annual Forum and two additional days of industry programming. A summer leadership experience offers tours and skill-building activities.

By gifting to the Ambassador program through the NYS Agricultural Society Foundation, you are shaping the academic, research and career paths for agriculture's next generation of leaders.

Consider sponsoring a single Ambassador for as little as \$300. Although all contributions are appreciated, this small investment can make a lifetime of difference to the NYS agriculture and food industry. To make a gift, go to [www.nysagsociety.org](http://www.nysagsociety.org).

## Welcome 2020 Ambassadors:

**Ellie Ainslie**

**Molly Gildea**

**Karly Marshman**

**Zachary Boekeloo**

**Damian Hill**

**Alexis Payne**

**Phillip Brady**

**Emily Hiller**

**Shayla Peters**

**William Britt**

**Bailey Jordan**

**Michaela Ritz**

**Hannah Bush**

**Courtney Livecchi**

**Jessica Skellie**

**Faith Clancy**

**Emma Rose Wegner**



# WELCOME TO THE FORUM!

## How Healthy is Our Industry? – Judi Whittaker



Judi Whittaker,  
President NYS  
Agricultural Society

The Forum is a great opportunity to gather with peers, discuss small and big picture issues, and make important decisions individually and collectively for the coming year. With the release of the most recent Ag Census data, our program committee, led by Mark Modzeleski, is digging at the very health of our state agricultural industry from the bottom to the top. Speakers will not only address the subtle and obvious changes that are occurring from field to plate, but also threats and opportunities that will guide our future course. As we discuss our future, this is also a perfect time to honor individuals and organizations that are setting the bar

high for best practices ranging from farm safety to advocacy. Thank you for joining in on the conversation, and most importantly, being a Society member. Working together we can do great things!

## The View from Albany – Commissioner Richard Ball



Commissioner  
Richard Ball, NYS  
Department of  
Agriculture and  
Markets

I have always said that the annual meeting is the biggest family reunion in the state, bringing the agricultural community together to assess our challenges, celebrate our successes and discuss new ideas, new strategies and opportunities to grow our industry for the future generation. We have a lot to be proud of, and, as I will share in my State of the State of Agriculture Address, there is no better time to be in agriculture. We have the attention of our consumers, who increasingly want to know where their food is from and how it is grown. I look forward to providing more detail about the State's ongoing efforts to help New York's farmers and agricultural businesses overcome

today's marketplace challenges. New York is also making strategic investments to ensure the viability of our farms while assisting their growth into new markets. We appreciate your partnership and look forward to the agricultural community's collective progress in 2020 and beyond.

## From Our Land Grant – Dean Kathryn Boor



Dean Kathryn  
Boor, College of  
Agriculture and Life  
Sciences, Cornell  
University

Cornell's College of Agriculture and Life Sciences is committed to its Land-Grant mission, established at our founding in 1865. Since then, CALS has evolved continuously to meet the changing needs of people, environments and economies, in NYS and around the world. Today, much of our work is focused on discovery and application of strategies to support innovation and economic vitality in agriculture to provide safe, wholesome and healthy food for our population while also protecting our environment and planet. We look forward each year to meeting and exchanging ideas at this forum to support NY's farm families.

## INDEX

Speaker Profiles .....	4
Schedule of Events .....	6
NY Product Showcase & Exhibitors ....	7

## AWARDS

Business of the Year Awards .....	8-9
"Cap" Creal Journalism .....	10
Ag Promotion Awards .....	11
Century Farm Presentation.....	12-13
Distinguished Service Citation .....	14
Farm Safety .....	15
NY FFA Chapter of the Year .....	16
Next Generation Farmer .....	17-18

## BACK COVER

NYS Ag Society Board & Committees

Thank you to  
JMS Studio & Gallery, Ltd.  
for their photography services  
at the 2020 Forum.



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jmsstudioandgallery.com

# MEET OUR 2020 SPEAKERS

**JULIE SUAREZ** serves as the Associate Dean for Government and Community Relations within the College of Agriculture and Life Sciences at Cornell University. Her responsibilities include strengthening the connections between NY's Land Grant College, policy makers and the community at large. She serves on the NYS Food Policy & Anti-Hunger Council, NYSERDA's Clean Energy for Agriculture Task Force, and a variety of advisory councils and task forces at the Department of Agriculture and Markets including the Industrial Hemp Work Group, Craft Beverage Task Force, Beginning Farmer Task Force and the multi-agency Pollinator Health Committee. She also serves as the Governor's agricultural appointee on the Office of General Services Procurement Council, the NY Wine and Grape Foundation, and the NY Cider Association.



**BILL JORDAN** is the founder and CEO of Jordan Energy & Food Enterprises, LLC. He has over 30 years of experience in renewable energy, building materials, and sustainable agricultural markets. Founded in 2007, 75% of Jordan Energy's customers have been farmers and food companies. Prior to starting Jordan Energy, LLC, Bill served as special assistant to the Commissioner of the NYS Department Agriculture and Markets.



<https://www.jordanenergy.org/>

**STEVE AMMERMAN** joined NY Farm Bureau (NYFB) as its public affairs manager in 2012. He handles all areas of communication for NYFB's public policy department and serves as the organization's spokesperson. In addition, he represents NYFB on the board of the NY Animal Agriculture Coalition (NYAAC). He is a LEADNY Class 15 alumnus.



<https://www.nyfb.org/>

**JEAN O'TOOLE** is the Executive Director of the New York Beef Council. She also serves as their social media strategist and oversees foodservice, retail, as well as Veal public relations and promotion. An alumnus of LEADNY, Jean is active on the LEADNY board and Food Bank of Central NY. <https://www.nybeef.org/>



**EILEEN JENSEN** grew up on a dairy farm in the Finger Lakes, studied agricultural business at SUNY Cobleskill and received a master's degree in education at Cornell University. She has worked both in the classroom and in corporate advertising. Eileen is Executive Director of NYAAC whose mission is to enhance the public's understanding of and appreciation for animal agriculture. <https://www.nyanimalag.org/>



**COLLEEN KLEIN** is the Executive Director of the New York Corn & Soybean Growers Association; a grassroots body representing the interests of corn and soybean farmers across the Empire State. The association is a Qualified State Soybean Board and administers NY's soybean checkoff. She was raised on a 4th generation dairy farm where her parents and brother are still farming today. <https://nycornsoy.org/>



**TONYA VAN SLYKE** has been the Executive Director of the Northeast Dairy Producers Association (NEDPA) for the past seven years. NEDPA was first established in 1993 to give Northeast dairy producers a united voice in addressing environmental regulations. Over the past two decades, NEDPA continues to broaden its scope to help members successfully seek opportunities and meet the challenges and demands of today's dynamic dairy industry. <https://www.nedpa.org/>



**COREY MOSHER** is a partner at Mosher Farms in Bouckville, NY, a five-generation fruit, vegetable, grain, and hop farm. Mosher Farms employs approximately 25 employees on roughly 1,200 acres which is planted to a variety of fruit and vegetable crops. They also raise 300 acres of green beans and run a harvest crew for Seneca Foods. A LEADNY graduate, Corey is board president of Madison County Cornell Cooperative Extension, a board member of the New York Vegetable Growers Association and participant of the National Barley Improvement Committee. <http://nysvga.org/>



**Thank you to the American Agriculturist Foundation for their legacy gift to the NYS Agricultural Society Foundation which supports Forum speakers and panelists.**

# WELCOME GROW-NY WINNERS

RealEats America is the \$1 million winner of the inaugural New York food and agriculture challenge known as Grow-NY. Based in Geneva, RealEats was chosen following a two-day summit in Rochester during which 17 selected finalists pitched their businesses to a live audience and panel of experienced judges for their share of \$3 million in prize money. The Grow-NY competition is focused on growing an enduring food and agriculture innovation cluster in Central New York, the Finger Lakes, and the Southern Tier regions of NYS.

**\$500,000 Winner - Dropcopter**  
Syracuse, NY

**\$500,000 Winner - Tilter**  
Munche, Germany

**\$250,000 Winner - Capro-X**  
Ithaca, NY

**\$250,000 Winner - Complex**  
Ithaca, NY

**\$250,000 Winner - The Perfect Granola**  
Victor, NY

**\$250,000 Winner - Whole Healthy Food**  
Ithaca, NY



## ACCOMPLISHED PROMOTERS MAKE SPECIAL TRIP TO NYS

We welcome the Peterson family of Assaria, KS to the Forum's afternoon program. The Peterson brothers, Greg (28), Nathan (25), Kendal (22), and honorary "bro" Laura (18), have over 50 million online views of their 13 agricultural parody videos. Due to their online success, they have had many opportunities to promote agriculture around the world. Their goal is to continue operating the family farm together, while off the farm, make a positive impact with their social media content on non-farm audiences. To sample their content and gather more information on their activity, go to: <https://petersonfarmbrothers.com>



**We want your feedback! Please complete an evaluation and remit at the registration desk to receive a complimentary bag courtesy of Craigs Creamery.**



For more information on special opportunities to engage with Forum planning, attendees and the NYS Agricultural Society, please contact Ann Noble Shephard at 315-727-5449 or [ann@nysagsociety.org](mailto:ann@nysagsociety.org).



# FORUM SCHEDULE



8:00 am

## REGISTRATION

Convention Center Foyer

## EXHIBITS & REFRESHMENTS

Cotillion Ballroom

8:45 am

## WELCOME & BUSINESS MEETING

188<sup>th</sup> Annual Forum  
Convention Center

**REPORTS:** Treasurer, Cornell Trustees,  
Nominating, Foundation

## Cap Creal Journalism Awards

9:15 am

## AG CENSUS INDICATORS & INDUSTRY PERSPECTIVES

Convention Center

**Julie Suarez – CALS at Cornell University**  
Panelists: Jean O'Toole, Colleen Klein,  
Corey Mosher

11:15 am

## AG PROMOTION AWARD & CENTURY FARM PRESENTATION

Convention Center

11:30

## NETWORKING TIME

Cotillion Ballroom

12:30 pm

## TASTE NY BUFFET

Convention Center

## BUSINESS OF THE YEAR AWARD

## DISTINGUISHED SERVICE CITATION

## STATE OF AGRICULTURE ADDRESS

**Commissioner Richard Ball**  
NYS Department of Agriculture and Markets

2:15 pm

## NETWORKING TIME

Cotillion Ballroom

2:30 pm

## NEXT GENERATION FARMER AWARD

Convention Center

## NY'S ENERGY OPPORTUNITY & ADVOCACY ROUNDTABLE

**Bill Jordan, Jordan Energy & Food Enterprises**  
**Steve Ammerman, NY Farm Bureau**  
**Eileen Jensen, NYAAC**  
**Tonya Van Slyke, NEDPA**

3:45 pm

## RECOGNITION OF GROW-NY WINNERS

Convention Center

## Farm Safety & NY FFA awards

4:00 pm

## ADVOCATING FOR AGRICULTURE THROUGH SOCIAL MEDIA

Convention Center

## The Peterson Brothers

5:00 pm

## NEW YORK'S BOUNTY RECEPTION

Cotillion Ballroom

## PHOTOGRAPHY SCHEDULE WINNERS, SPONSORS & AMBASSADORS

Onondaga Room

9:15 am

Ag Promotion

10:00 am

Cap Creal Journalism

10:30 am

Century Farms

11:00 am

Distinguished Service

11:30 am

Business of the Year

11:45 am

Ambassadors

Noon

Next Generation

12:15 pm

FFA

2:00 pm

NYS Ag Society Board

2:15 pm

Farm Safety

# NEW YORK PRODUCT SHOWCASE

# FORUM EXHIBITORS

## REFRESHMENTS

Byrne Hollow Farms *	Byrne Hollow Farms Greek Yogurt
Garelick Farms *	Whole & 2% White Milk
Trinity Valley *	Chocolate Milk
New York Apple Association	Empire Apples & Cider
Saputo Friendship *	Cottage Cheese
The Farmer's Wife - Barb Hanselman	Sticky buns, pumpkin muffins, blueberry streusel coffee cake, & apple pie bars

## TASTE NY BUFFET LUNCHEON

Doug's Fish Fry	World Famous Coleslaw
Garelick Farms *	Whole & 2% White Milk
Trinity Valley *	Chocolate Milk

## NY'S BOUNTY RECEPTION

American Dairy Association North East	Milk Punch
Craigs Creamery *	Sharp Cheddar Cheese & Canvas Bags
Great Lakes Cheese of NY *	Current & Super NYS Cheddar Cheese
Knapp Farm	Raspberry Hot Pepper Jam
McCadam / Cabot Creamery Coop. *	Flavored and Cheddar Cheese
NYS Horticultural Society	Fruit Tray
NYS Vegetable Association	Vegetable Tray
SUNY Cobleskill	Roasted Red Pepper & Feta Tarts, Roquefort & Caramelized Onion Tarts
Yancey's Fancy **	Chastinet Cheese

## RECEPTION SAMPLERS

Brewery Ommegang	Rare Vos (amber ale) & Nirvana (IPA)
Myer Farm Distillers	Bourbon & other Spirits
New York Wine Industry Association ***	Six Mile Creek Vineyard & Wagner Creek Vineyard
Nine Pin Cider	Signature Cider, Ginger Cider, Earl Grey Cider

\* Won Gold in 2019 NYS Fair Dairy Products Competition

\*\* Won Grand Champion in 2019 NYS Fair Dairy Products Competition

\*\*\* Six Mile Creek Vineyard won Governor's Cup and Wagner Creek Vineyard won Winery of the Year at the 2019 NY Wine Classic

Alfred State College  
 Alpha Zeta Fraternity at Cornell University  
 College of Agriculture & Life Sciences, Cornell University  
 Cornell AgriTech  
 Cornell CALS PRO-DAIRY  
 Cornell Climate Smart Farming Program  
 Cornell Cooperative Extension  
 Cornell Cooperative Extension Enterprise Program  
 Cornell Farm Worker Program  
 Cornell Small Farms Program  
 Cornell University Animal Health Diagnostic Center  
 Farmland for a New Generation New York  
 FSMA's Produce Safety Rule  
 Harvest NY  
 Jordan Energy & Food Enterprises, LLC  
 LEAD New York  
 Next Stage Legacy Advisors  
 NY Agricultural Education/NY FFA  
 NY Agriculture in the Classroom  
 NY Center for Agricultural Medicine & Health (NYCAMH)  
 NY Corn & Soybean Growers Association  
 NYS Workers' Compensation Board  
 NY Farm Bureau, Inc.  
 NY FarmNet  
 NY Farm Viability Institute  
 NY Wine Industry Association  
 NYS Ag Mediation Program (NYSAMP)  
 NYS Grange  
 NYS Integrated Pest Management  
 Nine Pin Cider  
 Northeast Agribusiness and Feed Alliance  
 Solar Liberty  
 SUNY Canton  
 SUNY Cobleskill  
 SUNY Morrisville  
 USDA / NRCS  
 Women of Agriculture – Annie's Project  
 Wyoming.County Chamber of Commerce & Cornell Cooperative Extension of Wyoming County

# BUSINESS OF THE YEAR AWARDS

Recognizing both a producer and an agribusiness for the quality, leadership and innovation they demonstrate that enhances the integrity of the agricultural industry.



LAKEWOOD  
VINEYARDS

Production Category:  
**LAKEWOOD VINEYARDS**  
Watkins Glen, NY

Lakewood Vineyards has a 70-history in the Finger Lakes wine country. Frank and Lucy Stamp, together with their son Monty, must have seen a diamond in the rough when they purchased this run-down peach and apple orchard in 1951. With its fields of east-facing vines gradually leading down to the shores of Seneca Lake, this is ideal country for producing sparkling wines, Riesling, Pinot Noir, Chardonnay and Cabernet Franc. Today three generations of family still tend to their 80-acre vineyard and produce some of the best vintages NYS has to offer.

At the start, the Stamps grew grapes favored by Welch's Grape Juice Company and large wineries in the region. In the mid-1980s, however, small commercial grape growers were at economic cross-roads. One of the first in the area to jump into retail, the family began replanting their fields with boutique varietals including Riesling and Chardonnay with the vision of producing wines under their own label. In 1988, Lakewood Vineyards pressed their first crop. A year later, the winery was launched offering seven varieties from estate-grown grapes. Production has since grown to 100,000 gallons.

Upon its founding, Monty made certain Lakewood Vineyards was involved in Wine America, the New York Wine and Grape Foundation, and the Seneca Lake Wine Trail. His spirit of cooperation and participation in these industry organizations is still the hallmark of this family owned business and a legacy taken seriously by the fourth generation of owner/operators.

Working first alongside his father Monty, vineyard manager Dave Stamp has gradually expanded acreage and varieties grown as the winery's need for grapes has swelled. Lakewood Farm produces 15 grape varieties, including Riesling, Gewurztraminer, Cabernet Franc and Pinot Noir. The vineyard crew practices careful management of the vines and land, with a focus on sustainable practices, including composting, mulching and use of cover crops.

Brother Chris Stamp is the head winemaker. He is now supported by a staff including his two grown children Ben and Abby. They use traditional practices as well as new technology to make consistently exceptional wines.

Finding ways to be creative and innovative in the burgeoning NYS wine industry is an ongoing challenge. The Stamps have continued to modify their tasting room, which attracted nearly 60,000 visitors in 2018. On the production side, they have worked with Cornell University testing experimental processes both within the vineyard and cellar. With the rise in interest of sparkling wines like Prosecco, the Stamps are bottling a carbonated Cayuga White. They are also experimenting with alternative packaging, such as canned wines.

Building a vibrant business that future generations of family will want to be a part of is a top priority for the Stamps. That means continuing to invest and expand their wine production facility. Working side by side with the third and fourth generations, Monty's wife Beverly is still active in the business, which operates 361 days a year.



# BUSINESS OF THE YEAR AWARDS



## Agribusiness Category: KING BROTHERS DAIRY Schuylerville, NY

The King family of Schuylerville has a century-long dairy history in Eastern NY. Until the 1960s, they were also in the creamery business in addition to managing their own herd. For King brothers Jan and Jeff King, bringing their farm fresh milk back to their community is not only connecting with their grandparents, but realizing a life-long dream.

From a business perspective, processing value-added products from their 1000-cow dairy is a unique opportunity to grow their farming operation outside of marketing milk through their cooperative. Although processing a small percentage of their total production through their creamery, they have returned to the bottled milk home delivery business of previous generations. Customers can receive farm fresh milk, eggs, meat, and more delivered weekly to their front door. The Kings are also producing 34 ice cream flavors that are available at their new 3,000 square foot retail store constructed on the front-end of their home dairy complex. All together, the business is operated by 40 employees.

"We really consider ourselves a start-up in the processing business," said Jan. "Volume sold is critical for retail clout. Part of the evolution of what we're doing is finding products with more margin."

A fixture in the greater Saratoga region, the Kings have a great product story to communicate to locals and tourists at area groceries in the Hudson Valley and their own retail location. Building on their family farm history, complete control of the production process, and being NY Grown & Certified approved, the Kings have worked hard to build a brand that millennials will enjoy. Logo, packaging and store design have been carefully designed to reflect key attributes they think their customers are looking for. "This has been a really cool experience," said Jeff King. "It has helped us create a consistent look right through to our store. We want to be trustworthy, straight-talking, and maybe even a little bit edgy."

At the 2019 NYS Fair, King Brothers Dairy received the "Dairying for Tomorrow" Award from the American Dairy Association North East for their community outreach. The Kings host tours, field trips and other farm-based events and have over 11,000 followers on social media.

Thank you to our  
Business of the Year Award sponsors.



Northeast  
Agribusiness  
& Feed Alliance



# "CAP" CREAL JOURNALISM AWARDS

Recognizing well-written, informative and timely news stories about NYS agriculture.



▶ **PRINTED NEWS STORY:**

Judy Rife  
*Times Herald-Record*  
"Orange County Farmers Investing in CBD Hemp"

▶ **PRINTED FEATURE STORY:**

David Sit  
*Ithaca Times*  
"Will our Rieslings Survive?"

▶ **PRINTED SERIES:**

Margo Sue Bittner  
*Lockport Union-Sun & Journal*  
"Outstanding in the Field"

▶ **AUDIO/VIDEO NEWS CLIP:**

Fernando Narro  
North Country Public Radio  
"How One North Country Dairy Farmer is Surviving the Long Slump in Milk Prices"

▶ **PHOTOGRAPH:**

*above left*  
Troy Bishopp  
*Farming Magazine*  
"Beef Calf in the Pasture"

▶ **BLOGS/ONLINE FEATURE:**

Christa Lemczak and Kelsey Thompson  
*Syracuse.com*  
"Hemp in NY: How Marijuana's Controversial Cousin Could Benefit NY Farmers"

*2nd place photo above right*

"Scoop of the Day"  
Julie Lewis

Thank you to our  
"CAP" Creal Journalism Award sponsor.





# AG PROMOTION AWARD

Recognizing individuals and groups for their efforts to improve the understanding of agriculture in NYS.



## WASHINGTON COUNTY FAIR Greenwich, NY

Who doesn't love going to the county fair? Originally an opportunity for farmers and their families to compete for the crown of best livestock, produce, pies, quilts, and more, today's fair is also educating the public about agriculture. There are still lots of contests and pride in exhibiting, but the county fair has evolved into a greater purpose.

In Washington County, the fair has been bringing together the ag industry and the greater community since 1840. Orchestrated by an army of volunteers, the fair's mission is to provide an inside look to Washington County agriculture through a series of interactive exhibits, livestock demonstrations and shows, educational materials, and food and drink samplings. Livestock contests alone operate throughout the week with over 700 exhibitors participating.

At the Ag Center, fairgoers can watch cows being milked in a fully operational milking parlor as a guest speaker explains the milking process and shares the journey that milk travels from cow to consumption. While the dairy princess and her court provide fun activities, Battenkill Creamery and Cabot Cheese contribute dairy products to be sampled. Beef producers provide youth activities to explain the variety of beef cuts available and how best to prepare them. The opportunity for fairgoers to pet a farm animal and ask questions is found at FFA Farmland.

The miracle of life can be witnessed at "The Big Push," a dairy cattle birthing exhibit that was launched two years ago. The exhibit is manned by farmers, veterinarians, nutritionists, and other industry experts who can answer consumer questions while onlookers watch a calf being born.

In the "County Bounty" building, maple producers share their story of maple production and apple growers have an exhibit on apple production. During the week fairgoers can participate in various demonstrations on topics including hemp production, wine and cheese pairing, and beer brewing. On two nights, fairgoers over the age of 21 are able to purchase Washington County craft beverages by the glass.

Local youth groups from Albany and Saratoga are invited to participate in Fair Camp. This program features special tours through the livestock barns. There is also a livestock auction and a farm museum.

In 2019, over 100,000 people attended the Washington County Fair. An additional 18,000 people followed fair events on social media. Local newspapers and TV stations provided extensive coverage throughout the week.

**Thank you to our  
Ag Promotion Award sponsors.**





# CENTURY FARM AWARDS

Recognizing Western NY farms in continuous operation on the same land by the same family for 100 years or more.



## BRICDALE FARM *Established 1889 by Thomas Brick Perry, NY*

The Brick family moved to Perry, NY from nearby Nunda when Thomas Brick purchased the home farm on Route 20A. His son John purchased the neighboring farm in 1906. Eight milking cows were supported on a combined 200 acres in Wyoming County.

Subsequent generations sold and reacquired the original property and grew acreage to 412 acres and three homesteads. Crops grown included hay and corn for the dairy, and cash crops including dry beans and wheat. From 1955 to 1994 the dairy expanded from 28 to 80 cows. The farm has been active in showing cattle at local, regional, and state events. Active in 4-H and FFA, the family has earned showmanship, confirmation, futurity, and production awards.

Bricdale dairy cattle were dispersed in 2006 after James Brick was elected Town of Perry Supervisor. The farm continues to produce corn and hay for sale to other large dairies. They also raise wheat, corn, sweet corn, and peas.

Bricdale maintains a small beef herd, and boards beef animals for neighboring farms through the winter. In 2013 the next generation reengaged with the farm enterprise to grow specialty crops. With NRCS grant support, they built a high tunnel and began growing lettuce under the Pa's Produce label. In 2016 they installed a top-dry grain bin with a grain leg and added two more tunnels. Today they grow leaf lettuce, microgreens and sunflower sprouts, which are marketed locally to restaurants and sold on a small roadside stand from April through November. Jim and wife Sandy, in combination with their two sons, Tim and Jeff, help manage the lettuce business. Daughter Dr. Tracy Rutherford is a professor and department head in Agriculture, Leadership, and Community Education at Virginia Tech University. The farm has been transferred to the Bricdale Land Trust in the names of Tracy, Tim, and Jeff.

The Brick family has been devoted to the local community and agricultural industry for generations. Jim has served as Perry Town Supervisor for 14 years. He is also a NY Farm Bureau member, director of the local Soil and Water and Co-Op Eastern boards, 51-year member of the Perry Center Fire Department, and president of the Perry Rotary Club. Sandy is an Elections Inspector, member of the Perry Center Fire Department Auxiliary, teaches adult swimming, and volunteers with the Wyoming County 4-H program. Daughter Tracy is active in the National FFA Association and serves as an officer for the Southern Region American Association of Agricultural Educators. Tim Brick serves on the Wyoming County Chamber of Commerce, and Jeff volunteers as a Little League baseball coach.



***In 2021, the NYS Agricultural Society will recognize farms in Eastern New York. For more information, go to [www.nysagsociety.org](http://www.nysagsociety.org). Our application deadline is September 1, 2021.***

# CENTURY FARM AWARDS



## WINDMILL FARMS, LLC *Established 1916 by Theophil and Emma Coene* Towns of Webster & Ontario

Theophil and Emma Coene emigrated from Belgium in 1907. They settled the home farm on 55 acres in the Town of Webster in 1911, which they officially purchased five years later. Farm operation transitioned to the Coene's son, Richard, and his wife Margaret, in the late 1920s.

From the start, the Coene farm produced apples, tart cherries, wheat, corn, beans, beef, poultry, and swine. Commodities were sold at retail markets and to several local processors.

In 1964 Robert Coene and his wife Judith purchased the farm from his parents. In 1973 the farm was renamed "Windmill Farms" and featured a cider mill and farm market which operated until 2005. Today more than 30 varieties of apples are exclusively grown on 500 acres using modern growing technologies developed at Cornell and Washington State universities. Coene apples are sold to buyers in several states and the Province of Quebec where they are processed into Mott's Applesauce, McDonald's apple slices, Grab Apple brand apple slices, and the Hess Brothers Fruit Company brand of fresh market apples. Due to global competition, the farm has been pushed to become increasingly specialized and mechanized. They now employ about 40 individuals throughout the year and follow strict FDA and USDA food safety protocols to ensure that only the highest quality and safest apples are marketed.

Since 1996, Windmill Farms has been jointly owned and operated by Robert and Judith Coene, and their son David. In 2019, the fifth generation is now actively involved. David's oldest son Tom, a recent graduate of SUNY Cobleskill with degrees in Agricultural Business Management and Sustainable Crop Production, now works full-time. He was recently elected to serve as the first-ever president of the Young Fruit Growers of Western New York.

Both David and Tom are actively involved in Wayne County Farm Bureau. David serves as treasurer and secretary; Tom serves as the Young Farmer and Rancher chairperson. The Coene family are active members of the Holy Trinity Roman Catholic Church in Webster, where the family has attended for five generations.

Thank you to our  
Century Farm Award sponsor.



# DISTINGUISHED SERVICE CITATION

Recognizing an individual who has dedicated a lifetime of service, resulting in outstanding contributions to NY agriculture.



**KATHRYN J. BOOR**  
Ronald P. Lynch Dean of  
the College of Agriculture  
and Life Sciences at  
Cornell University

Kathryn Boor grew up on her family's dairy farm outside of Horseheads, NY. As a youth, Kathryn was actively involved in 4-H and served as the Chemung County Dairy Princess. She was off to Cornell in 1976 where she became a committed student of food science.

Kathryn's journey took her to Wisconsin, Kenya and California before returning to her Cornell roots in 1994 when she was appointed as the first woman faculty member in the Department of Food Science. Armed with a Ph.D. in microbiology, Dr. Boor established the Food Safety Research Laboratory at Cornell University, a group that is responsible for over 165 peer reviewed publications focusing on improving the safety and quality of New York's and the nation's food supply. She has not strayed far from her dairy background with her lab focusing on work supported by the New York Milk Promotion Advisory Board to improve the quality and safety of locally produced fluid milk and dairy products. Specifically, her team provides dairy companies with research-based strategies for making milk products taste better longer.

In 2010, Kathryn was appointed Dean of CALS, overseeing the second largest college at Cornell University, an Ivy League school with a public mission as New York's Land-Grant institution, including the Cornell Cooperative Extension system. CALS has grown to nearly 3,400 undergraduate students, 1,000 grad students and now includes 16 Departments with 21 majors. During her tenure, CALS has consistently ranked as one of the top universities in the world in both agricultural sciences, and plant and animal sciences.

Dr. Boor's leadership of CALS is uniquely focused on the academic institution's impact on the farm and food community in New York. Under her direction, the College has re-doubled its efforts to meet emerging needs spanning from farm to consumer. Dr. Boor is working to establish an Institute for Digital Agriculture to focus on emerging technologies and data management for farmers. She and her team brought new life into student majors including Environmental Sciences & Sustainability and Plant Sciences. She has revitalized food product development and safety training with the establishment of the Institute for Food Safety and the High Pressure Processing Lab at Cornell Agri-Tech, the Geneva campus of Cornell CALS. She drove creation of the CALS School of Integrative Plant Science from five constituent departments, creating an enhanced collaborative environment to enable CALS scientists to tackle the challenge of sustainably feeding a growing global population.

In 2018 the New York State Senate honored Dr. Boor as a Woman of Distinction. Her leadership and expertise has made her a valued member of many boards and councils including the Foundation for Food and Agriculture Research Board of Directors, the Science Board to the Food and Drug Administration, the Seneca Foods Corporation Board of Directors and the Boyce Thompson Institute Board of Directors (a major plant science research institute on the Cornell campus). She also serves on the International Life Sciences Institute Board of Trustees, the New York State Council on Hunger and Food Policy, the Friends of the New York Youth Institute, and the New York Department of Agriculture and Markets Milk Marketing Advisory Council.

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# FARM SAFETY AWARD

Recognizing farm operators who have unique and successful farm safety programs that protect employees and valuable resources. Congratulations to Cargill, Inc, our award sponsor, for receiving the 2018 Sentinels of Safety Award for their Cayuga salt mine operation in Lansing, NY.



## DU MOND COMPANIES

*Du Mond Farms, Du Mond Ag, Du Mond Grain, Du Mond Trucking*  
Union Springs, NY

Du Mond Companies is operated by Todd Du Mond and a team of 30 dedicated managers and employees. Safety is not just a philosophy at this diversified agribusiness, but a lifestyle. Given the physical and mental demands of their multiple operations, including a 6,000-acre farm, and trucking and grain businesses, all team members are encouraged to ask questions and provide input, so they feel safe in every situation or activity.

Safety at Du Mond does not begin and end with wearing high visibility uniforms or using radios for easy communication between team members. It starts with a safety committee, comprised of all departments and Todd Du Mond, which meets monthly to discuss safety, possible improvements, and to prepare plans for weekly employee training presentations. On Monday mornings, these weekly meetings with all team members review operations, and encourage information sharing. A safety committee representative is responsible for giving a presentation on a specific topic delivered with visual aids, photos, and hands-on exercises that strengthen every employee's understanding of safety concerns and solutions that are work related. Likely these same lessons are beneficial off the farm too. Topics include trip/slip fall hazards, seasonal safety, operational safety, trust and communication in the workplace, mental/emotional safety, good nutrition, and technical safety such as working in and around grain bins in all types of weather. Sessions have also emphasized the importance of sleep when working long hours and how to know when you are reaching your physical limit.

Du Mond team members are encouraged to actively participate in the safety program. Workplace assessments can be filled out after every job or when/if an employee thinks there could be a safer way to do a task. To ensure their input and concerns are heard, employees also have access to a comment/suggestion box where they can anonymously communicate issues of concern. By doing this, Du Mond management believes they are creating a safe and trustworthy work environment for the entire team.

Safety protocols and systems at Du Mond continue to evolve. Equipment is operating on the best software available to maximize safety and control in the field. Fire extinguishers, first aid kits, respirators, eyewash, and other safety tools are easily accessible. Before planting, employees receive training on all equipment protocols, chemicals, and protection standards to ensure they feel comfortable both in the field and on the road. When exiting fields, team members are trained to get off equipment and to conduct a thorough visual inspection to check for any dragging, damaged, or broken parts. This ensures their personal safety as well as other drivers sharing roadways. It also increases their personal heart rate to make them more alert after remaining stationary for long periods of time.

In the Du Mond grain facility, team members undergo rigorous training to understand production systems and proper equipment maintenance especially when dealing with soy meal and soy oil. Staffed around the clock, a minimum of two people work each shift for both efficiency and safety.

Thank you to our  
Farm Safety Award sponsor.



# NY FFA CHAPTER OF THE YEAR

Honoring a new or evolving NYS FFA chapter who is contributing to their local community and developing youth for premier leadership, personal growth and career success through agricultural education.



## DELAWARE ACADEMY CENTRAL SCHOOL DISTRICT AT DELHI

The NYS Agricultural Society and the NYS Grange are excited about the 2020 NYS FFA Chapter of the Year honoree – the Delaware Academy FFA. The award criteria have been re-evaluated and finetuned to reflect the resurgence of agricultural programs throughout the state and to recognize the good work in schools and in local communities that new and emerging NY FFA chapters are executing. Goals for NY FFA for the 2019-2020 academic year are to build membership to 10,000 students and to launch 15 new chapters.

At Delaware Academy, FFA Leadership is a credit bearing course that all high school members participate. A sample of high school juniors can attend INTeNse, a summer program enabling college bound students to tour NY's SUNY colleges.

Delaware Academy's maple sugaring enterprise is giving members hands-on business experience from the ground up as they transform a raw commodity into a saleable product. Their sap house has evolved into a teaching center for both elementary students and local residents. Building on their growing expertise, FFA members have participated in the NYS Fair Maple Day and NYS Maple Conference providing great opportunities for youth to engage with consumers and network with industry producers and distributors.

On the dairy side, FFA members are teaming up with local government officials and school administrators at the Delaware County Fair. These VIPs are getting first-hand experience on the care and professionalism required by youth participating in cattle showmanship.

Produce harvested in the school Garden Project is used in district cafeterias so all students have fresh vegetables as a lunch option. FFA members and their peers in agronomy class are partnering with elementary classrooms to grow crops in raised beds.

All Delaware Academy members complete a minimum of two hours of community service each school quarter. Students have hosted a free, community-wide pancake breakfast. They have donated milk to the local food bank through their "give a gallon of milk" challenge. And for the past six years, the FFA miniature sugar house float has appeared in the local Christmas parade.

Congratulations to the Delaware Academy FFA program and the outstanding work being done to build community and young leaders for the NYS food and agricultural industry.

**Thank you to our  
FFA Chapter of the Year Award sponsor.**



# NEXT GENERATION FARMER

Recognizing long time producers and industry newcomers who are farming in new and vibrant ways.



## DEAD END FARM Candor, NY

Ben and Kate Whittemore own and operate Dead End Farm in Candor, NY, where they milk approximately 170 cows on a certified organic dairy. With help from Kate's parents, they have grown from a single heifer to eventually shipping milk in 2008. Since that time, the Whittemores now manage over 300 acres of pasture for rotational grazing, plus an additional 500 acres for producing hay, corn, soybeans, and small grains. When not grazing, the dairy herd is housed in a free-stall barn and is milked twice daily in a parlor. Milk is marketed through Organic Valley, who has worked closely with the couple as they have expanded their herd despite a difficult dairy economy.

The farm's labor force consists of Ben, Kate, and three employees. They meet quarterly with a profit team that consists of their bank, nutritionist, extension specialists, and other professionals to keep moving the business forward.

"I can speak to their passion for the dairy industry and their exceptional drive to continuously improve farm operations," said Mary Kate Wheeler of the South Central NY Dairy and Field Crops Team. "Their open-minded approach leads them to seek out educational opportunities and solicit input from outside advisors when making major farm business decisions. I am also impressed by their commitment to think holistically about farming and family goals. Ben and Kate prioritize and make time for family and community activities despite the heavy demands of their farming schedule."

Dead End Farm has adopted modern technologies to conserve and carefully manage natural resources. The operation has a manure storage pit that allows for careful management of nutrients and planned manure applications to optimize nutrient efficiency and protect water quality. The farm also has a new bunk system for storing haylage, and uses a leachate treatment system to minimize nutrient runoff. Their intensively managed rotational grazing system helps enhance soil health and conserve natural resources.

Ben and Kate are active participants in the Tioga County agricultural community. Their family supports the Tioga County Fair, where their three children show calves in the 4-H dairy show. They are active members of Tioga County Farm Bureau and have also promoted the dairy industry by sharing their own story and opening their farm to visitors. In 2016, the Cornell Cooperative Extension video "Our Farms, Our Stories" highlighted Dead End Farm and included an interview with Ben and Kate (<https://www.youtube.com/watch?v=u3LtATNZzdw>). This past fall, Ben and Kate hosted a group of students from Cornell University in a food systems class entitled "Agriculture, Food, Sustainability, and Social Justice."

**Thank you to our  
Next Generation Farmer Award sponsors.**





# NEXT GENERATION FARMER



## HANEHAN FAMILY DAIRY, LLC Saratoga Springs, NY

In 1946 Edward Hanehan purchased farm property adjacent to his family's dairy in Saratoga Springs. With 18 cows in his stanchion barn, "Ned" founded the business known today as Hanehan Family Dairy. According to family lore, Ned's father thought he was crazy for erecting a 16x40 foot upright silo, convinced it would remain unfilled. Eight decades later the silo is long gone, but this Dairy of Distinction farm is still operating with an eye on the future.

Edward's three sons – Charles, David and Clifford – successfully grew the home farm to its present size of 700 milking head, with 1,400 owned and rented acres. Charlie's oldest son Kurt was the first from generation three to return to the business in 2001. Kurt had taken over the feeding program, but was looking for additional challenges. Cousin Dan returned a year later. As more family began expressing interest in returning home after graduating college, the business had to confront how best to integrate these future owner/operators. With the Saratoga location at capacity and fully staffed, generation two considered how best to provide opportunities for generation three.

After several years of research and planning, the Hanehan family purchased a satellite location 140 miles west in Mount Upton, NY in 2006. The family chose this farm, because it was the right size to accommodate the energy and enthusiasm of generation three, while being close enough to the Saratoga location to share key equipment and management. Additional members of generation three returned to the farm over time, totaling five family members age 40 and under today. According to Megan, who spent eight years at Farm Credit before joining the farm, brother Kurt helped pave the way for others in the third generation to follow: "Kurt's decision to move to Mt. Upton green-lighted the farm purchase, which quickly doubled the farm's size and provided management opportunities for generation three." Their brother Matt signed on and moved directly from Cornell to the Mt. Upton farm in 2006. Youngest brother Philip returned home to Saratoga in 2009.

Originally a 400-cow free stall operation, the Mt. Upton farm was steadily grown to 900 milking cows by 2017. With generation two more seriously contemplating retirement, the family began discussing how to better accommodate the transition financially. This led generation three to head up the 2018 Mt. Upton expansion. Presently the farm has grown to just over 2,000 cows, milked in a new 72-cow rotary parlor. "We've always done things as low budget and conservatively as possible," says Kurt. "This current expansion was more capital intensive than we were used to."

"We're thankful for the support of generation two, who were willing to trust us to evolve the business," adds Matt. The family manages well together, and all business decisions are unanimous. "We have a lot of respect for the second generation and are cognizant of their success," adds Megan. "Our goal is to allow Hanehan Family Dairy to continue to be profitable and provide opportunities for our own growing families if they choose."

The Mount Upton operation is still in the growth mode, having completed just shy of half the total planned expansion. At the Saratoga location, there is potential for direct marketing of products to consumers. Given the tight labor market for agricultural workers, Phil Hanehan also suggests that robotic milking units may be an option to consider.

# HERE'S HOW THE SOY CHECKOFF WORKS

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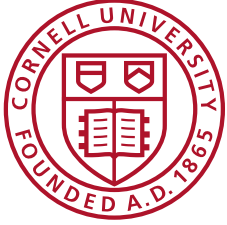
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Source: Texas A&M 2014

\*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](http://www.nycornsoy.org) or [unitedsoybean.org](http://unitedsoybean.org).



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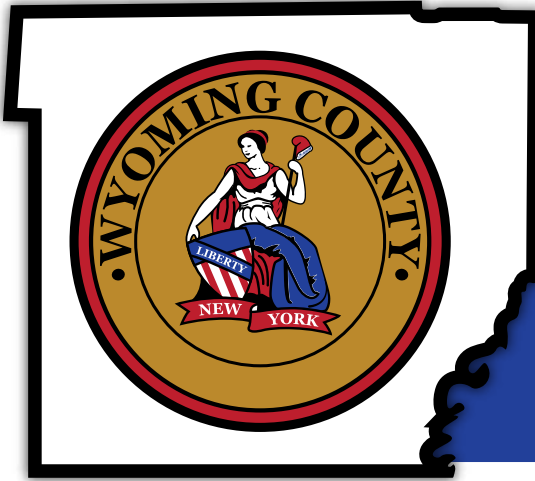


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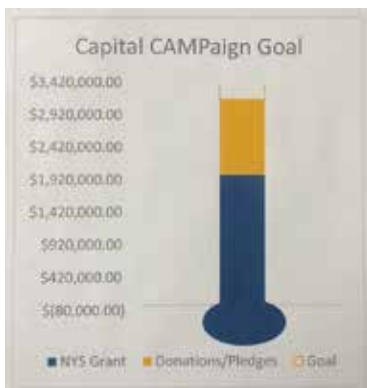
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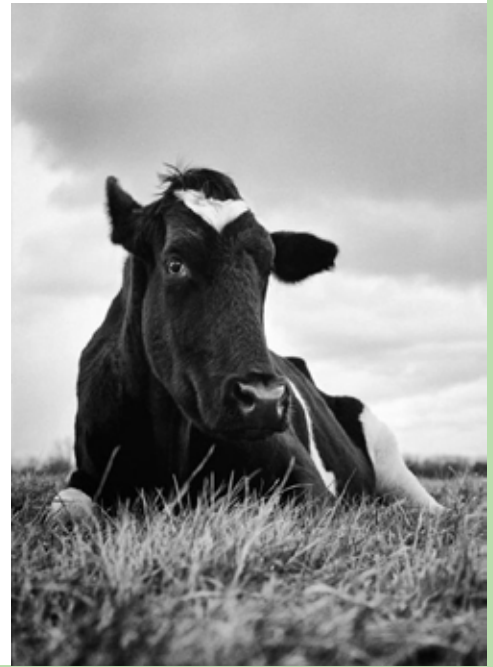
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