

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



## TAKING THE PULSE OF AGRICULTURE IN NY

CHALLENGES & OPPORTUNITIES



Agriculture is a major economic driver in New York State generating more than \$5 billion worth of annual economic activity statewide and providing a livelihood for residents across all 62 counties. On the national playing field, NY ranks in the top 10 in the production of 30 commodities. While the future holds promise for our 33,000 family farms and their expansive network of suppliers, consultants and lenders, challenges including labor, climate change, trade, regulation and more are muddying the waters and promising stormy seas for years to come. Presented by the NYS Agricultural Society, Forum participants from multiple vantages and specializations will take the pulse of agriculture's business climate, discussing potential remedies and pointing to opportunities on the horizon.

## AGENDA FEATURES DECISION-MAKERS, AWARD WINNERS & ADVOCATES

### CALS' Julie Suarez Offers Insights from Ag Census

Released April 2019, industry decision-makers are still chewing on results from the 2017 Ag Census. Julie Suarez, Associate Dean of CALS at Cornell University, will review major findings and discuss how NY agriculture is evolving. Did you know that:

- The average age of all producers is 57.5, up 1.2 years from 2012.
- The number of producers who have served in the military is 370,619, or 11 percent of all. They are older than the average at 67.9.
- One in four producers is a beginning farmer with 10 or fewer years of experience and an average age of 46.3
- Thirty-six percent of all producers are female and 56 percent of all farms have at least one female decision-maker.



**THURSDAY – JANUARY 9, 2020  
8AM-5PM**

### FORUM DETAILS

**LOCATION:**  
**THE HOLIDAY INN**  
441 Electronics Parkway  
Syracuse, NY 13088

**REGISTRATION:**  
Total cost to attend includes Forum registration/ lunch/reception (\$90) and NYS Ag Society membership (choose from 5 levels). Lifetime members pay for registration only. Register online at [www.nysagsociety.org](http://www.nysagsociety.org) or complete and remit the attached insert. \$25 additional fee if registration completed after 12/16/19. No refunds accepted after 12/31/19. Discounts available for silver, gold, and platinum business supporters and Forum sponsors. Exhibit space available beginning at the bronze supporter level.

**HOTEL ROOMS: \$92 SINGLE OR DOUBLE**  
Call: 315-457-1122 • Ask for group rate by 12/16/19.

### SPECIAL APPEARANCE BY THE PETERSON BROTHERS

***Straight from Kansas, learn from the experts on using social media to advocate for agriculture***

# ANNUAL AGRICULTURAL FORUM

## Major Commodities Add Their 2 Cents

As moderator, Julie Suarez will welcome Jean O'Toole, Colleen Klein and Corey Mosher to the stage to share NY producer perspectives representing multiple commodities and crops.

**JEAN O'TOOLE** – Jean 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 PR and promotion. An alumnus of LEADNY, Jean is active on the LEADNY board and Food Bank of Central NY.



**COLLEEN KLEIN** – 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.



**COREY MOSHER** – 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; marketed at Mosher Farms retail stand. 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.



## State-of-the-State of Agriculture

NYS Department of Agriculture and Markets Commissioner Richard Ball will present his 2020 state-of-the-state agricultural address following lunch. Hear about the State's ongoing efforts to help NY's farmers and agricultural businesses overcome today's marketplace challenges and weather the impact of federal policies. From continued marketing initiatives, to new procurement opportunities, to an expanded farmland protection program for dairy, NY is making strategic investments to ensure the viability of local farms while assisting their growth into new markets.



## Afternoon Panel Discusses Energy, Advocacy & Introduces Grow-NY Winners

Julie Suarez will again lead our afternoon panel featuring leaders in NY's alternative energy space and grassroots advocacy.

**BILL JORDAN** – 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 NYS Commissioner of Agriculture and Markets.



**STEVE AMMERMAN** – A LEADNY Class 15 alumnus, 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).



**EILEEN JENSEN** – 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. She has worked both in the classroom and in corporate advertising. Eileen currently is Director of Promotion and Outreach at NYAAC whose mission is to enhance the public's understanding of and appreciation for animal agriculture.



**TONYA VAN SLYKE** – Tonya Van Slyke has been the executive Director of the Northeast Dairy Producers Association (NEDPA) for the past seven years. NEDPA member farms range in size from 200 cows to over 5,000, representing nearly 190,000 cows total. NEDPA was first established in 1993.



**GROW-NY** – The NYS Ag Society will welcome winners of the Grow-NY competition, an intensive program focused on bringing exceptional ideas to the marketplace. In 2019, \$3 million in prize money will be awarded to seven winners. The competition is for startups with growth potential in food and agriculture and includes companies at every point in the agri-food value chain. Competition partners include Empire State Development, Cornell University and the NYS Center of Excellence for Food & Agriculture.

# THANK YOU SPONSORS

The NYS Department of Agriculture and Markets  
College of Agriculture & Life Sciences, Cornell University



## ACCOMPLISHED PROMOTERS MAKE SPECIAL TRIP TO NYS

With over 50 million online views of their 13 agricultural parody videos, the Peterson Brothers of Assaria, KS will bring the Forum to a close by discussing their unique advocacy strategy. Due to their online success, the brothers have had many opportunities to promote agriculture around the world. Their goal is to continue operating the family farm together while off the farm, making a positive impact with their social media content on non-farm audiences.



## FORUM AGENDA JANUARY 9<sup>TH</sup>

8:00 am - 8:45 am

**REGISTRATION, REFRESHMENTS, EXHIBITS**

8:45 am

**WELCOME, BUSINESS MEETING, FOUNDATION REPORT**

- ▶ *Cap Creal Journalism Awards*

9:15 am - 11:30 am

**AG CENSUS INDICATORS & PRODUCER PERSPECTIVES**

- ▶ *Ag Promotion Award*
- ▶ *Century & Bicentennial Farms Presentation*

12:30 pm - 2 pm

**TASTE NY BUFFET LUNCHEON**

- ▶ *Business of the Year Award*
- ▶ *Distinguished Service Citation*
- ▶ *STATE OF THE STATE ADDRESS*

2:30 pm

**NY'S ENERGY OPPORTUNITY, ADVOCACY ROUNDTABLE, GROW-NY WINNERS**

- ▶ *Farm Safety & NY FFA awards*

4:00 pm

**ADVOCATING FOR AGRICULTURE THROUGH SOCIAL MEDIA**

- ▶ *Witter Museum Presentation*
- ▶ *Next Generation Farmer Award*

5:00 pm

**NY'S BOUNTY RECEPTION**

## DON'T MISS PRE-FORUM ACTIVITIES JANUARY 8<sup>TH</sup>!

- ▶ **4:15 PM FRIENDS OF THE WITTER MUSEUM BOARD MEETING**
- ▶ **5:00 PM ANNUAL MEETING**
- ▶ **5:45 PM PRESENTATION: CASTLE HARVESTER METAL FABRICATORS**

Cliff Kunes will discuss his 50 years of farm equipment innovation as inventor and marketer of farm equipment in Seneca Castle, NY ([www.hmetalfabricators.com](http://www.hmetalfabricators.com)).

**CORNELL UNIVERSITY'S COLLEGE OF AGRICULTURE AND LIFE SCIENCES PRESENTS**

**CORNELL'S CENTER OF EXCELLENCE: GROWING THE ECONOMY FOR NYS FARMERS AND ENTREPRENEURS**

The Center of Excellence for Food and Agriculture at Cornell AgriTech brings together partners across multiple industries to grow business for the agriculture and food industries in the state. This panel will show how this hub brings together world-class research, offers connections across the distribution chain, provides facility space and educates to have life-changing impact on NYS.

**6:45-7:15 pm — RECEPTION | 7:15-8:30 pm — PANEL DISCUSSION**

**Advance reservations appreciated: \$10 per person checks payable to Cornell University**  
*Please note this event requires registration separate from the 2020 NYS Ag Society Forum.*

**SEND REGISTRATION AND PAYMENT TO:**  
CALS Alumni Affairs & Development Office, 270 Roberts Hall, Cornell University, Ithaca, NY 14853

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**ATTEND  
188<sup>TH</sup> ANNUAL  
FORUM JAN. 9<sup>TH</sup>!**



**Taking the Pulse of Agriculture in NY**

**2020 ANNUAL FORUM • JANUARY 9, 2020**

**ACT NOW!**

- ▶ Register before 12/16/19 to avoid \$25 late fee; no refunds after 12/31/19
- ▶ All full-time high school and college students receive a \$55 registration discount.
- ▶ Reserve your hotel room at the Holiday Inn by calling 315-457-1122 by 12/16/19; \$92 for a single or double by asking for group rate.
- ▶ RSVP for CALS Program 1/8/20 separately.

**ATTEND FORUM AS  
AMBASSADOR SCHOLAR**

Young adults, ages 18 to 25, are encouraged to participate in Pre-Forum (1/8/20) and Forum activities as Ambassador Scholars. Two nights of overnight accommodations are provided, and registration fees are waived. Additional professional development opportunities are scheduled. To apply, complete our on-line application by 11/15/19 at [www.nysagsociety.org](http://www.nysagsociety.org).



For more information on the 188<sup>th</sup> Annual Meeting and Forum of the NYS Agricultural Society, contact Ann Shephard at 315-727-5449, [ann@nysagsociety.org](mailto:ann@nysagsociety.org)