In December 2014 the Reuters News Agency issued a special report entitled “Powerful Antibiotic for Cows Often Misused by Farmers”. The antibiotic in question is ceftiofur, more commonly known by the trade names Naxcel, Excenel and Excede. The article states that ceftiofur accounted for one-quarter of USDA drug residue violation reports in 2013. 415 or 76% of those involving ceftiofur were found in dairy animals. According to Zoetis, the major manufacturer of ceftiofur products, “the statistics... were taken from a second component of the residue monitoring system, the inspector generated program. The intent of this program is not to estimate the prevalence of residues, but rather specifically target suspect animals and suspect populations of animals.” In other words, Reuters used statistics from a biased population of animals tested because they were unhealthy looking and most likely to have been treated with antibiotics. According to the article “about 2 million people in the United states are sickened each year by bacterial infections that resist conventional antibiotics and at least 23,000 die”.

A section of the article refers to a study published in 2014 in the Journal of Veterinary Research authored by faculty of several vet colleges. It found a strong correlation between microbial resistance to ceftiofur and ceftriaxone, a cephalosporin used in human medicine, by bacteria isolated from both human and cattle bowel. Both antibiotics are 3rd generation cephalosporins. In cattle the resistance to these drugs returns to pretreatment levels by three weeks post treatment. The worry is that resistant bacteria will contaminate the meat of animals slaughtered before the fading of resistance with the short holdout for ceftiofur. The preliminary findings of this study compelled the FDA to rule in 2013 that except for the first generation cephalosporin, cephapirin (the antibiotic in Cefa-Lak/Today and Cefa-Dri/Tomorrow) more advanced antibiotics in the family such as ceftiofur were to be used strictly according to label.
Mission Statement

The NWNY Dairy, Livestock & Field Crops team will provide lifelong education to the people of the agricultural community to assist them in achieving their goals. Through education programs & opportunities, the NWNY Team seeks to build producers’ capacities to:

- Enhance the profitability of their business
- Practice environmental stewardship
- Enhance employee & family well-being in a safe work environment
- Provide safe, healthful agricultural products
- Provide leadership for enhancing relationships between agricultural sector, neighbors & the general public.
A veterinarian’s privilege to use drugs extra-label (ELDU) was prohibited here. Any use must be restricted to original approval by species, age, dose, frequency, duration, route of administration, organ system and specific pathogens. Preventative use was made illegal as well.

Amidst the factual citations and points about ceftifur’s use, the writers sprinkled in phrases that evoke emotional responses and doubt as to the motives and ethics of producers and pharmaceutical companies. “Protect your cows and bottom line”, “keep a sick animal alive long enough to sell it”, “the use of ceftiofur is a boon to its largest maker” and “generating $300 million in revenue per year” are examples of the rather callous benefits gained by using a potential life-saving medication. Nowhere in the article does any animal welfare derived from ceftiofur use enter the discussion.

The Reuters article also insinuates that meat itself becomes contaminated with resistant bacteria merely as a result of antibiotic use. This is only possible if there was a systemic infection or fecal matter contaminated the carcass during processing. Inspectors would routinely condemn septicemic animals and precautions taken when dressing out carcasses to prevent fecal contamination are quite rigorous. There is no mention of the important role that proper cooking temperatures play in destroying the bacteria in question.

Ironically, the day before the Reuters article, the New York Times published an article entitled “Superbugs Kill India’s Babies and Pose an Overseas Threat”. The severe lack of hygiene, sanitary facilities, waste treatment and the overcrowding in dwellings as well as hospitals has led to India becoming the world’s highest per capita user of antibiotics. All antibiotics in India are available over-the-counter! It is easier and far less costly than massive public works projects aimed at sanitation. Within the last 5 years these superbugs carrying a genetic code NDM1 have exhibited resistance to even the most powerful, latest generations of antibiotics. One private hospital claims that 100% of babies referred to them have multidrug resistance. Nationally 58,000 newborns died in 2013 a result of superbug infections. These bacteria are known to have spread internationally to Europe, Asia, the Middle East and the US. Most worrisome to health officials is the increasingly untreated nature of tuberculosis, a rampant disease in India.

Can the abuse of antibiotics in India created in the human population with excessive therapeutic and preventative use of advanced antibiotics be compared with low level inclusion of older antibiotics in food animals here? Can the legal therapeutic use and withholding of antibiotics in food animals combined with good management and excellent meat processing facilities impact the human population here as seen in India? Are the MRSA strains in the US created in our food animals or in the hospitals and nursing homes where cost is not an object, sick people are gathered and the latest antibiotics are repeatedly used? Let’s hope that these questions can be answered by scientific means and not by media seeking to get the attention of an emotion driven public.
Produce Quality Milk to Boost Your Bottom Line

By: Libby Eiholzer

While milk prices for 2015 are forecasted to be low, that doesn’t mean that it’s too late for you to do something about protecting your bottom line. Quality milk is always important, but paying special attention to it in lean years will help your business prosper.

There are many ways to make sure that things are running smoothly in your parlor. One good idea is to have qualified personnel come in to test your milking system regularly. Incorrect vacuum levels, poor pulsation and milking units that detach too late can all lead to teat-end damage and increased incidence of mastitis. Following a regular schedule to replace inflations, hoses and other rubber parts is also important.

While we don’t tend to see spikes in mastitis during the winter months, mastitis problems in spring and summer months are often caused by damage that teats sustain during the cold weather months. Post-dipping is especially important to help prevent mastitis, but making sure that teats are dry when cows exit the parlor on the coldest days of the year (especially those that have to walk outside) will help to prevent chapped or frozen teats. Using a teat dip with added emollients will also keep teats healthier.

Prevention will take you a long way, but you will almost surely have some mastitis cases to deal with. When you do, sampling cows correctly, culturing them to find the mastitis-causing pathogen and then providing pathogen-based treatment is key to controlling mastitis on your farm. This will help to reduce repeat cases of clinical mastitis, which can add up to a huge cost. If you haven’t already, you should work with your herd veterinarian to develop treatment protocols for the different mastitis pathogens so that you can make informed treatment decisions.

“Garbage in, garbage out” says Dr. Rick Watters, Sr. Extension Veterinarian with the Western Laboratory of Quality Milk Production Services (QMPS). Dr. Watters presented at the first session of the Milk Quality Training in January, discussing proper procedures for taking milk and bedding samples. He says that when taking milk or bedding samples to test for mastitis organisms, cleanliness is essential to getting useful data. Dr. Watters outlined the following procedure for collecting milk from an individual cow:

Prepare the cow as you would for milking: predip, wipe and forestrip. Use an alcohol pad to disinfect the teat end, forestrip again, and then fill the milk vial, making sure to hold it at a 45 degree angle with the lid up. Immediately refrigerate if you will be submitting the sample within 24 hours, or freeze if it will be longer. Adhering to all of these guidelines will provide you with a cleaner, more useful sample.

One option to help you keep a closer eye on milk quality is to enroll in QMPS’s Bulk Tank Monitoring Program. Participants are entitled to 6 bulk tank milk analyses during a 12 month enrollment period, collected every other month. The samples are conveniently collected through your milk hauler or milk cooperative, and the analyses provide the farm with information on current milk quality and animal health, as well as alert the farm if there are new, recurrent or periodic herd infections. For more information, contact Dr. Paula Ospina at pav@cornell.edu or 607-253-3933.
If Weather Cuts Yields?  
Corn Silage Crop Insurance Can Help Feed the Cows.

“Even in years when prices are lower, it helps out.  
This year the dollars that were being paid per ton of silage were much higher than a few years before and crop insurance keeps up with the changes. So, it works out very well.”

David Woods  
Saratoga County dairyman  
Charlton, NY,

Now is the time to look into what corn silage crop insurance can do for you.

Call a crop insurance agent today.
Agent lists are available at your FSA office or on the web at www.rma.usda.gov/tools/agent.html

You have until March 15, 2015 to sign up for or modify crop insurance for most vegetables and field crops.

New York State Dept. of Agriculture & Markets  
Crop Insurance Education  
www.agriculture.ny.gov/AP/CropInsurance.html  
or call 800.554.4501  
USDA Risk Management Agency  
This institution is an equal opportunity provider.
This article continues to answer some FAQs about using unmanned aerial systems (UAS), commonly called ‘drones,’ on farms in western NY.

**What kinds of cameras should a crop scouting UAS have?**

Many types of cameras (also called sensors) are available. Most UAS have come with a visual sensor that takes pictures or video just like traditional cameras and cost anywhere from $500 to $2,000. Thermal sensors detect heat signatures and will set you back $5,000 to $6,000. Multispectral sensors take pictures of multiple colors at the same time (typical NIR or Red Edge, Red, Green, and/or Blue) in order to make NDVI (essentially a measurement of crop vigor) or other maps and have a $500-$4,000 price tag. Generally the higher priced cameras will have better image quality and resolution. All of these camera types (and others) can be useful for scouting crops. We will be testing the ability of visual, thermal, and multispectral sensors, Figure 1, to perform a variety of crop scouting tasks in 2015.

**Which crop scouting tasks can a UAS do?**

Prior to the growing season we will be taking bare soil scans with visual and thermal sensors to attempt to map variations in soil OM, drainage, and use a base layer for crop biomass estimates. Using the visual sensor we will attempt to count corn and soybean populations from the air in commercial fields and in population rate trials. NDVI measurements will be calculated from multispectral scans in corn as part of nitrogen rate trials evaluating GreenSeeker technology. Visual, thermal, & multispectral scans will be used to attempt to detect weed, insect, and disease outbreaks. We will also attempt to use the visual sensor to estimate yields near harvest. Calibration and ground-truthing are critical to figuring out how UAS imagery will be useful and we will be providing updates throughout 2015.

**Why not just use satellite or airplane imagery?**

Bottom line: UAS can get higher resolution imagery more often than planes or satellites. Our UAS sensors have 0.5 cm or 2.5 cm per pixel resolution flying at 50 or 100 m (164 or 328 ft.). Satellites typically are not able to capture imagery more than a few times during the growing season with low resolution (>1 m per pixel), however companies like Skybox are increasing the frequency and quality of satellite imagery. That being said some satellites can’t take a picture through a cloud, but UAS can fly underneath moderate cloud cover. Note 1000 ft. ceilings (clouds are 1000 ft. off of the ground) are required for safe UAS operations. See the latest METARs (meteorological aviation reports), Figure 2, for local ceiling levels. Imagery from airplanes will be better for large scale scanning of crop fields. At most a UAS can cover a few thousand acres a day, while a plane can cover tens of thousands of acres. Even though airplane imagery has lower resolution than UAS imagery, it is well suited for use in precision ag applications since variable rate management generally cannot be done beyond every 10 inches. We hope to evaluate some airplane imagery in comparison with UAS imagery to see where each is most appropriate. Airplane imagery typically costs $5-10/acre/flight.

**Why should I care about the rules? Who’s going to catch me? The fines can’t be that bad?**

The first priority with any UAS, airplane, helicopter, etc. operation is safety. With proper training you will be able to have enjoyable and (hopefully useful) UAS operations without unnecessarily risking lives and property. The knowledge gained from studying for and passing the private pilot written exam will greatly increase the safety of your UAS operations.
Working with a local Academy of Model Aeronautics club to get some experience on radio controlled aircraft will also improve your operational safety.

The FAA will fine individuals between $500 and $1100 for each UAS flight in violation at minimum. Additionally the financial liability can be much larger when something goes wrong. For our UAS research we are required to carry insurance that has: 1) NYS workers compensation insurance 2) $1,000,000 in combined single limit automobile liability 3) a commercial general liability policy with $1,000,000 per occurrence and $2,000,000 aggregate limit, 4) owned aircraft liability of $1,000,000 5) $1,000,000 umbrella policy. Standard liability coverage that most farms carry will not cover the costs of damages by illegal UAS operations.

Why aren’t you flying a quad-copter for your research?
The battery life is very short on rotorcraft UAS, under 30 minutes in most cases. Our UAS can cover about 250 acres in an hour, which is required for our medium scale evaluations. Smaller UAS also tend to be more difficult to operate in high winds compared to fixed-wing UAS. Sensor quality and resolution tend to be lower for small rotorcraft UAS. As our research evolves we will likely consider UAS that can cover even larger acreage (600 to 700 acres) in an hour in combination with airplane imagery.
Are you a beef producer? Is your goal to mow your lawn using animals or do you want to grow a profitable business?

The NYS Beef Farm Business Summary is here to help! To help beef producers, large and small, whose numbers are growing across NYS, Cornell University and Cornell Cooperative Extension are working with customized software developed by the University of Minnesota to help beef farms analyze their financial and production numbers.

Using your records and information, you can learn about and track your growth in net worth, cost of production and income per animal. The final personalized report is designed to help quantify and identify strengths and weaknesses on the farm as well as cost of production. This information, in turn, is valuable to each farmer as they try to pinpoint optimal marketing channels.

Each farm participant will gain a greater understanding on their costs of raising an animal. All of this information will help producers make better financial decisions and identify goals.

For more info on the NYS Beef Farm Business Summary, in the Northwest New York Region, contact Joan Petzen, jsp10@cornell.edu or 585-786-2251 or across the state Dr. Mike Baker, Cornell University, 607-255-5923, mjb28@cornell.edu. This project is supported by the Hudson Mohawk RC&D Council, NIFA-USDA Benchmarking grant and the NY Farm Viability Institute.
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Please visit our website:
www.reisdorfbros.com

By: John Hanchar

The following article is based upon a USDA/FSA news release, fact sheet, and other reporting on the topic.

Summary

- New 2014 Farm Bill program provisions replace direct payment, crop programs with new risk management tools for crop, and livestock producers
- Advisors strongly encourage farmers to obtain information from the USDA/FSA web site www.fsa.usda.gov, and visit their USDA/FSA office to help with participation decisions
- Farmers follow a three step process to participate – update, elect, enroll

Programs

In a recent news release and fact sheet, the U.S. Department of Agriculture (USDA) reminds farm owners and producers that opportunities to choose between newly established 2014 Farm Bill programs are underway and continue through March 31, 2015. The new programs, designed to help producers better manage risk, usher in one of the most significant reforms to U.S. farm programs in decades.

For livestock producers, the Livestock Forage Disaster Program is a permanent provision of the 2014 Farm Bill that offers compensation to livestock producers who suffer grazing losses for covered livestock on pastureland due to drought. Covered livestock include beef, dairy, buffalo/beefalo, sheep, goats, deer, equine, swine, elk, poultry, reindeer, alpacas, emus and llamas that are produced for commercial farming purposes. Contact your local Farm Service Agency (FSA) office for details, including deadlines.

Direct payments for program crops were eliminated in the 2014 Farm Bill. Crop producers now can participate in the Price Loss Coverage (PLC) program or Agricultural Risk (ARC) programs. Covered commodities include: barley, canola, large and small chickpeas, corn, soybeans, sunflower seed, wheat and others. FSA Administrator, Val Dolcini notes, “The new ARC and PLC programs provide a more rational approach to helping farmers manage risk by ensuring families don’t lose the farm because of events beyond their control.”

Steps & Dates

The 2014 Farm Bill asks producers to make some important and difficult decisions. Producers have until March 31, 2015, to choose the program that best fits their operation. Dolcini notes, “USDA is committed to keeping farm owners and producers well informed on all steps in this process to ensure that they have all of the information that they need before making their coverage choice.”

Advisors strongly encourage farmers to follow a three step process to participate -- update, elect, enroll. Industry advisors agree on the importance of obtaining information from the USDA/FSA website, and of working closely with the local FSA office to help with participation decisions. The process will help producers boil information down, understand their options and make the best decision on which program – ARC or PLC – is right for them.

USDA helped create online tools to assist in the decision process, allowing farm owners and producers to enter information about their operation and see projections that show what ARC and/or PLC will mean for them under possible future scenarios. Farm owners and producers can access the online resources, available at www.fsa.usda.gov/arc-plc, from the convenience of their home computer or mobile device at any time.
Dates associated with ARC and PLC that farm owners and producers need to know follow.

- Now through Feb. 27, 2015 -- Farm owners may visit their local FSA office to update yield history and/or reallocate base acres.
- Now to March 31, 2015 -- Producers make a one-time election between ARC and PLC for the 2014 through 2018 crop years.
- Mid-April 2015 through summer 2015 -- Producers sign contracts for 2014 and 2015 crop years.
- October 2015 -- Payments issued for 2014 crop year, if needed.

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**Upcoming Webinars:**

**Nail the Big - Dollar Decisions**
February 9, 1:00 - 2:00 p.m.
*Presented by:* Greg Bethard, CFO for Pagel’s Ponderosa Dairy & Dairy Dreams
Hoard’s Dairyman
http://www.hoards.com/webinars

**Technology Tuesday Webinar Series: Heat Stress**
February 24, 8:30 - 10:30 a.m.
*Presented by:* John Tyson, Penn State Extension Dairy Team
http://extension.psu.edu/animals/dairy/courses/technology-tuesday-series

**Formulating Diets for Groups of Lactating Cows**
February 26, 1:00 p.m.
*Presented by:* Dr. Bill Weiss, The Ohio State University
http://www.extension.org/pages/29156/upcoming-dairy-cattle-webinars#.VL6jyth0yUm

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**It pays to space seeds with Precision**

With precise spacing at planting, you’ll make more money at harvest.

20/20 RowFlow® makes the most of your variable rate prescriptions – and enhances swath control. eSet® and vSet™ meters make sure that every seed lands where it belongs. WaveVision™ sees through the dust and debris to make sure you get accurate counts. And 20/20 SeedSense® with FieldView™ makes sure you know what’s happening in the trench at all times, so you can keep it all under control. **Come in and secure your Precision spacing tools today for a maximum yield this fall. Ask about managing depth and germination, too.**

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**Growmark FS**

<table>
<thead>
<tr>
<th>Location</th>
<th>Phone</th>
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<tbody>
<tr>
<td>Batavia, NY</td>
<td>585.343.4622</td>
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<td>Finger Lakes, NY</td>
<td>315.730.4137</td>
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<td>Kennedy, NY</td>
<td>716.487.3224</td>
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<td>Caledonia, NY</td>
<td>585.538.6836</td>
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<td>Gainesville, NY</td>
<td>585.322.7273</td>
</tr>
<tr>
<td>Knowlesville, NY</td>
<td>585.798.3350</td>
</tr>
</tbody>
</table>
The Cornell Beef Farm Account Book is once again available. The accounting record book is designed specifically for beef producers. A complete and accurate set of financial records helps producers develop accurate tax returns but as important gives them the data to analyze their business. Using this accounting record book the farm manager will have the data needed to complete the Beef Farm Business Summary. The Farm Business Summary is a confidential analysis of business records to determine the strengths and weaknesses of the beef enterprise. This allows for better decision making to increase farm profitability.

To purchase a copy of the Cornell Beef Farm Account Book, contact Cornell Cooperative Extension Yates County at 315.536.5123 or stop by the office at 417 Liberty St, Suite 1024, Penn Yan. The cost of the book is $10.00, which covers the cost of mailing. Nancy Glazier, Small Farms Specialist for the Northwest New York Dairy, Livestock and Field Crops Team also has copies for sale. Her number is 585.315.7746 or email nig3@cornell.edu.

To learn more about participating in the Beef Farm Business Summary, contact Nancy Glazier or Mike Baker, Beef Extension Specialist, 114 Morrison Hall, Cornell University, Ithaca, NY 14853, 607-255-5923, mjb28@cornell.edu.

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Calf Management Training

Cornell Cooperative Extension and the University of Vermont are offering a program this February on calf management and care. The program will be available at the Orleans County CCE office via live video conferencing.

Program Topics:
- Young Calf Care: the 5 c’s of colostrum.
- Calf Nutrition After Colostrum
- Calf Disease Control
- Impact of Environmental Factors: Housing Essentials
- Group Housing and Feeding Management
- Monitoring Calf Performance – Dairy Producer Panel

Presenters:
- Dr. Kim Morrill, PhD, NNY Dairy Specialist, CCE
- Dr. Julie Smith, DVM, PhD, Univ. of Vermont, Dept. of Animal Science
- Dr. Theresa Taraska, DVM, Dairy Specialist, CCE Lewis County
- Dr. Christine A. Rossiter-Burhans, VMD MS, Poulin Grain Inc.

Dates and Times
2 day Program
Feb 12 and
Feb 26, 2015
10am to 2pm

Cost $30 per person
Includes lunch

Program Location
Orleans County CCE Office
12690 State Highway 31,
Albion, NY 14411
To register contact
Kim Hazel:
krh5@cornell.edu

Cornell Cooperative Extension provides equal program and employment opportunities. Accommodations for persons with disabilities may be requested by contacting the site registrar ten days prior to event.
The annual corn and soybean yield contests are sponsored by the New York Corn & Soybean Grower Association. Congratulations to our 2014 NY Corn Champion, Matt Kludt and our NY Soybean Champion, John Mizro. Both win all expense paid trips to the 2015 Commodity Classic in Phoenix, Arizona in February.

### NYS 2014 Corn & Soybean Yield Contest Winners

<table>
<thead>
<tr>
<th>Rank</th>
<th>Entrant Name</th>
<th>Town</th>
<th>County</th>
<th>Hybrid Brand</th>
<th>Number</th>
<th>Yield</th>
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<tbody>
<tr>
<td>1</td>
<td>Matt Kludt</td>
<td>Kendall</td>
<td>Orleans</td>
<td>DEKALB</td>
<td>DKC 52-04</td>
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<td>2</td>
<td>Bob Pawlowski</td>
<td>Verona</td>
<td>Oneida</td>
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<td>Savona</td>
<td>Steuben</td>
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<td>255.12</td>
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### Soybean Contest

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<thead>
<tr>
<th>Rank</th>
<th>Entrant Name</th>
<th>Town</th>
<th>County</th>
<th>Hybrid Name</th>
<th>Number</th>
<th>Yield</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>John Mizro</td>
<td>Auburn</td>
<td>Cayuga</td>
<td>Pioneer</td>
<td>92Y51</td>
<td>83.30</td>
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<tr>
<td>2</td>
<td>John Mizro</td>
<td>Auburn</td>
<td>Cayuga</td>
<td>NK Brand</td>
<td>NK S17-B3</td>
<td>80.06</td>
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<tr>
<td>3</td>
<td>Travis Walton</td>
<td>Linwood</td>
<td>Linwood</td>
<td>Asgrow</td>
<td>2431</td>
<td>74.98</td>
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### West & Finger Lakes Regional 2014 Corn Yield Contest Winners

<table>
<thead>
<tr>
<th>Rank</th>
<th>Entrant Name</th>
<th>Town</th>
<th>County</th>
<th>Hybrid Brand</th>
<th>Number</th>
<th>Yield</th>
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<tr>
<td>1</td>
<td>Matt Kludt</td>
<td>Kendall</td>
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<td>2</td>
<td>Gary Germeo</td>
<td>Holley</td>
<td>Orleans</td>
<td>FS InVISION</td>
<td>FS 44R22VT3</td>
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<td>3</td>
<td>Ron Gruschow</td>
<td>Lima</td>
<td>Livingston</td>
<td>Pioneer</td>
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### Finger Lakes Region

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<thead>
<tr>
<th>Rank</th>
<th>Entrant Name</th>
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<th>County</th>
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<th>Number</th>
<th>Yield</th>
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<tbody>
<tr>
<td>1</td>
<td>Adam Coots</td>
<td>Savona</td>
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<td>Pioneer</td>
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### West & Finger Lakes Regional 2014 Soybean Yield Contest Winners

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<th>Number</th>
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</thead>
</table>

### West Region

<table>
<thead>
<tr>
<th>Group 0</th>
<th>Dean Macauley</th>
<th>Cuylerville</th>
<th>Livingston</th>
<th>NK Brand</th>
<th>NK 08-G1</th>
<th>48.26</th>
</tr>
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<tbody>
<tr>
<td>Group 1</td>
<td>Marc Krieger</td>
<td>Lima</td>
<td>Livingston</td>
<td>Hubner</td>
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<td>71.25</td>
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<td>Group 2</td>
<td>Travis Walton</td>
<td>Linwood</td>
<td>Livingston</td>
<td>Asgrow</td>
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<td>74.96</td>
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### Finger Lakes Region

<table>
<thead>
<tr>
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<th>John Mizro</th>
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<td>Group 2</td>
<td>John Mizro</td>
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<td>Seneca</td>
<td>Asgrow</td>
<td>3030</td>
<td>66.47</td>
</tr>
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Many beef producers rely on the auctions to market their feeder calves. With average herd size at 13 cows, this does not provide an offer much in the way of improving prices. Cattle prices are high, and expected to remain that way for several more years. Are there things that can be done to improve the price received?

There is a project underway to provide a marketing opportunity for New York’s many small beef farms. There has been lots of research to demonstrate the correlation with lot size and price. This could be done by commingling similar calves. This can be a concern for the buyer and seller; a buyer is looking for uniform lots or units, and combining can be stressful on the calves.

Strategies exist to reduce these concerns. Health and nutrition management are critical. Ideally, producers follow the same weaning and vaccine protocols. West Virginia has adopted this strategy and serves to be a model for New York. My November article reviewed their pooled sales.

So what about uniformity? A group of extension educators (myself included) were recently trained in cattle grading by a USDA grader. Cattle are graded based on muscle, frame and thriftiness. When this system is used, a buyer can have a good idea what the cattle are, sight unseen.

The goal is to begin pooling feeder calves in groups around the state. I will be looking to find 2 or 3 producers interested in improving their prices received for feeder calves and willing to make some changes on the farm to improve the bottom line. There will be some growing pains the first year, but the objective will be to increase feeder calf price of $0.10-0.15 over the sale barn price for cattle sold the same day. Now is the time to learn about this project and consider positive changes to your operation. Contact me if you are interested: nig3@cornell.edu or 585.315.7746.
Strategic Planning 101 – Part 1

By Timothy X. Terry,
Dairy Strategic Planning Specialist, Harvest NY

Strategic Planning 101
I’ve been handing out a number of business cards in recent weeks as I reconnect with many of the people and organizations of the western NY region. A quick review of the card is usually followed by a quizzical jerking back of the head, a furrowed brow, and/or scratching of the head. “What’s a strategic planning specialist?” is often the next question. Many of you are probably already doing strategic planning, just not in such a formal manner or with the big, fancy title.

What It Is Not
Perhaps the best way to explain what strategic planning is, is to first minimize any confusion with what it is not. First, it does not answer the question, “How?”

→ How will a certain task be accomplished?
→ How will business resources be allocated?

Second, it is not the tactics or day-to-day decisions you make. Although the strategic plan will certainly exert some influence here.

Rather, strategic planning answers the question, “What?”,

→ What will determine the nature and direction of our organization?
→ What policies and key decisions will have a major impact on our financial performance?
→ What decisions will involve significant, irreversible resource commitment?

Ideally, then, the strategic plan will help you take a systematic approach: first you set the direction, and then you develop the day-to-day tactics to get there. For example, if we had to go to Albany to see our legislator from western NY our strategy would be to head east. Our tactics then would probably be to select the car or pick-up truck, get to I-90 east, get off in Albany, and then take Western Ave. to the capitol building. (Oversimplified, I know, I’ve been in downtown Albany, but you get the idea.)

Plan Origins
The strategic plan should flow quite naturally out of your mission statement, and, for a quick review, your mission statement should be answering questions like:

→ Why do we exist? or Why do we do what we do?
→ What is our business?
→ How does the family fit into the business / the business with the family?
→ Who are our customers?
→ What do our customers value?

Next time: Bob & Weave
Step it Up, 2015: Improving Management

2015 will be the sixth year of the Step It Up - Winter Grazing Conference. The agenda will focus on primarily topics of interest for dairy producers. Visit with all of your favorite local industry representatives at the Ag. Exhibitor Tradeshow and get answers to all your questions on the latest technology and innovations!

Milking Efficiencies with Pasture Based Herds
Dr. Rick Watters, Sr. Extension Associate, Quality Milk Production Services

Business Side of the Grazing Dairy Business
Bruce Rivington, Red Gate Farm

Grain vs. No-Grain - What’s Profitable?
Karen Hoffman, Grazing Dairy Nutritionist, NRCS

Matching Cow Numbers to Your Land Base
Nancy Glazier, NWNY Team

Farmer/Speaker Panel

Keynote Speaker: Bruce Rivington

Bruce and Nancy Rivington, along with their family, own and operate Red Gate Farm, which is located in the southern hills of Madison County. The colourful herd of Ayrshire and cross bred cows calve seasonally each spring so that they give most of their delicious milk while receiving fresh grass twice daily during the growing season. Almost two decades of rotational grazing experience enable them to keep the lush paddocks of their all grass farm at their best. All young stock also live on this fine grass throughout the summer. The Rivington family’s passion for grazing is evident throughout the hill and valley fields of their beautiful farm. Bruce was also a member of Prograssinators, a national grazing discussion group.

Cost:
$45.00, not enrolled in NWNY Team **
$35.00, if enrolled in NWNY Team
$30.00, additional person from same farm/business

** If you do not receive the monthly newsletter Ag Focus either by mail or email you are NOT enrolled in the NWNY Team

Please make reservation by: FEBRUARY 18 by contacting:
Cathy Wallace: 585-343-3040 x138 or cfw6@cornell.edu
Jerry Bertoldo recently received the Extension Educator of the Year award from the NY Beef Producers Association. He has been involved in NY agriculture for 35 years starting his career working as a veterinarian. He became a bovine vet with Attica Veterinary Associates. He left the practice and took a position with Agway. In 2004 he started with Cornell Cooperative Extension as a Dairy Specialist on the NWNY Team, covering a 10-county region.

Jerry crafted the concept and secured funding to establish a dairy training program for Spanish speaking workers that documents and translates standard operating procedures and provides on-farm training to workers on large dairies across a 10-county region. Jerry serves on the instructional staff for the Wyoming County Dairy Institute helping to develop course outlines and providing both lecture and hands-on training through eleven different workforce development modules for the dairy industry workers.

Bertoldo worked with leaders from across the world to bring calf group housing with free choice feeding technology, being employed in Europe, to New York dairies. He organized workshops, demonstrations, symposiums and tours leading to widespread adoption which yielded more robust growth and reduced the labor once required to care for calves. Most recently he has assumed leadership for the statewide Calf Congress, held annually to share advancements in calf raising technology.

His leadership has established discussion groups for young dairy managers and calf managers in Western New York. These discussion groups provide a forum for dairy farm owners and managers to share information, discover new ideas and reinforce tried and true management practices. Jerry exhibits the enthusiasm, ingenuity and tenacity required of an effective extension educator. His easy going manner and broad knowledge of dairy science make him a sought after resource by the local farm community. He is a team worker and leader as demonstrated when he mentors new staff.

Bertoldo Receives Educator Award
30th ANNUAL

Indoors and Outstanding

New York State Fairgrounds
Syracuse, NY
February 26, 27, 28, 2015
Thursday, Friday & Saturday
8:30am To 4pm Daily

- 6 BUILDINGS
- The Spring Planning Show of the Northeast
- Over 400 Exhibitors
- Latest In Farming Technologies
- Robotic Milker
- Forestry Workshops
- Daily Beef Seminars

Together ... Let's Build The Northeast Agricultural Future

Robert Watson Memorial Toy Auction
LeClair Bros. Auction Service
Friday, February 27, 2015 5:00pm
Building 2, Arts & Home Center
For More Information Contact Scott Grigor - 315.457.8205
www.newyorkfarmshow.com / sgrigor@ne-equip.com

Tickets Available From Your Local Northeast Equipment Dealer

Co-sponsored by American Agriculturist Magazine and The Northeast Equipment Dealers Association
February 2015

10  Dairy Skill Training: Managing Transition Cows, 6:30 - 9:00 p.m., See page 8 for more details.
12  Calf Management Training, 10:00 a.m. - 2:00 p.m., CCE-Orleans Co., 12690 State Highway 31, Albion. To register contact: Kim Hazel: 585-798-4265 x26 or krh5@cornell.edu. See page 13 for more details.
17  Dairy Skill Training: Managing Transition Cows, 6:30 - 9:00 p.m., See page 8 for more details.
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26  Step It Up in 2015 - Winter Grazing Conference, 10:00 a.m.-3:00 p.m., Byrncliff Resort & Conference Center, 2357 Humphrey Road, Varysburg. To register contact: Cathy Wallace: 585-343-3040 x138 or cfw6@cornell.edu. See page 17 for more details.
26-28 NY Farm Show, 8:30 a.m. - 4:00 p.m. See page 19 for more details.

March 2015

3  Dairy Skill Training: Managing Transition Cows, 6:30 - 9:00 p.m., See page 8 for more details.
17  Herd Health & Nutrition Conference, Holiday Inn, Liverpool/Syracuse. Registration information contact: Heather Darrow: 607-255-4478 or hh96@cornell.edu
17  Pesticide Training & Exam, 12:30 p.m. - 4:00 p.m., CCE-Wayne County, 1581 Route 88N, Newark. For additional information contact: 315-331-8415
17  NYS Dry Bean Meeting, 9:00 a.m. - 3:00 p.m., LeRoy Country Club. DEC & CCA credits will be available. Registration information contact: Carol MacNeil: 585-394-3977 x426 or crm6@cornell.edu
18  Pesticide Training & Exam, 12:30 p.m. - 4:00 p.m., CCE-Wayne County, 1581 Route 88N, Newark. For additional information contact: 315-331-8415
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Winter Dairy Management - 2015, “Increase Milk Components Profitably”

March 2, CCE-Ontario County, 480 Main Street, Canandaigua
March 9, CCE-Geneese County, 420 East Main Street, Batavia

10:00 - 2:30 p.m. Hot lunch & proceedings included
Reservations contact: Cathy Wallace: 585-343-3040 x138 or cfw6@cornell.edu
$40.00 not enrolled in NWNY Team
$35.00 enrolled in NWNY Team & $30.00 for each additional person from same farm/business

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