Identifying the region’s programming opportunities and building rapport through an informal needs assessment with a goal to meet with 100 farms before the end of the year (almost halfway done). Have visited a mixture of dairy, livestock, and crop producers in each county. Some visits have been on our own, in response to a consultation request, with county educators, or in conjunction with industry professionals. Common themes so far include:

- Needs for both “Back to the Basics” and “Next Step” programming. Some farms are looking for the team to offer similar level programming as the NWNY team. Others are looking for basic skills programming - this theme is about 50/50 and, surprisingly to us, isn’t really impacted by farm size.
- Common “issues” are: Farm Succession, Business Exit, Neighbor Relations, Pest Management, Nutrient Management, Navigating Price Fluctuations, Business Planning, Disease and Weed ID.
- Common program requests are: Pesticide credits, employee management/regulations, technical production updates.

Developing materials and an outreach plan to help build support and interest in the Southwest New York Region including a team brochure.

- Worked to populate our website, swnydlfc.cce.cornell.edu, which is now fully operational and is being continually updated with event notifications, timely articles and resources, and shared content.
- First “official” issue of Crops, Cows, and Critters developed and mailed out on September 19th to stakeholder lists developed by County Associations and our own contacts. Plans to send out again in November, and then re-evaluate in 2020.
- Media interviews as requested by county stakeholders including radio and print.
- Working to create social media accounts and scheduled posts.
- Continuing to rely on both electronic and physical methods of communication as 48% of our farms lack consistent internet connection. Looking into options to bring in income for newsletters (advertising, paper mailing fee, reduced issues).
Field Crops and Forage
Joshua Putman

Zoom Calls
- A part of a biweekly Hemp call where fellow extension provide findings, researchers present findings and make us aware of upcoming field day events and trainings.
- Participate in weekly IPM phone call with every extension team specialist and faculty working with field crops to provide findings and current issues updates across the state.

Field Observations
- First confirmed Palmer amaranth population in a field setting in NY; working with Dr. Lynn Sosnoskie for future research trial work.
- Working as a part of the NYS Weed ID network, I have industry personnel sending photos and live specimens to me for identification.
- Presenting at field day events and attending trainings/field days in various counties.
- Continued observation of spread and management of waterhemp throughout the state; up to 12 confirmed counties.
- Working with Dr. Gary Bergstrum at Cornell to identify new and emerging diseases in corn and soybeans.
- Providing information to WNYCM, have visited farms with them and will continue, and winter meetings for pesticide/CCA credits.
- Staging corn for a few growers to determine proper time for harvest.

Sexual Harassment Prevention - Success Story
Katelyn Walley-Stoll presenting on Sexual Harassment Prevention. Photo by J. Putman.

Palmer Amaranth Confirmed in SWNY Region - Success Story
Palmer amaranth is one of the most troublesome weeds in the United States. Palmer was recently found in dry bean and soybean fields in Steuben County which is the first confirmed case in a field setting. This weed can significantly impact yields and have devastating economic impacts on farms in NY. By locating and identifying this issue, extension specialists can be better prepared to help growers control this problematic pest.