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Cornell Cooperative Extension

Southwest NY Dairy, Livestock and Field Crops Program

swnydlfc.cce.cornell.edu



A partnership between Cornell University and the CCE Associations in these five counties: Allegany, Cattaraugus, Chautauqua, Erie, and Steuben.

Quarterly Report
April - June 2020

Online Programming Success

SWNYDLFC held several online programming opportunities to help deliver research-based programming remotely!



We've seen an increase in interest from dairy producers about developing their own on-farm processing, spurred by low milk prices and product shortages from the COVID-19 pandemic. To help address the inquiries we were receiving, a state wide presentation was developed in conjunction with Harvest NY and the New York State Department of Agriculture and Markets. The On-Farm Dairy Processing Webinar had 262 Registrants and many follow ups afterwards. This webinar covered business considerations and regulatory requirements for on-farm dairy processing.



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The Spring 2020 poultry management series was a great success. 34 guests and 9 CCE staff joined, generating 29 questions related to poultry management and bringing in over \$600 for our team. Feedback was overall very positive. Some comments included: the classes were in an approachable format, it was convenient to attend online, most liked that the notes were shared and presentations recorded for future viewing, and requests for the notes and lecture recordings were received from new attendees after the live classes had ended.



A traditionally in-person training was converted to an online delivery course all about "Minding Your Marketing P's, Q's (and C's)". This virtual event was delivered using an interactive Facebook group and featured videos, discussion posts, and homework designed to help participants jump start their own marketing plan development. Over 30 people participated, and the workshop generated several follow-up inquiries and future programming around Business Planning and Financial Management.

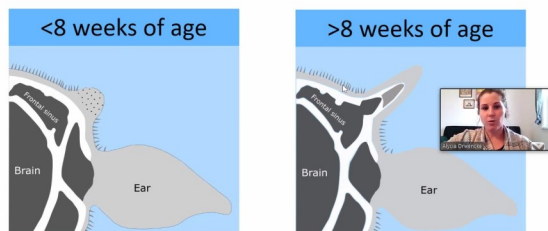


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Disbudding vs Dehorning



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Adapted from Meat and Livestock Australia 2007

Programming and Presentations

- Virtual Dairy Discussion - 4/21/2020. This lunchtime event was held in conjunction with NY FarmNet and focused on disbudding.
- Minding Your Marketing P's, Q's (and C's) - 4/28/2020 - 5/1/2020. Delivered via interactive Facebook Group with CCE-Erie to participants from across the state to share foundational knowledge on farm business marketing.
- Poultry Management Series - 4/30/2020. Zoom webinar covering care for young poultry titled "Little Bitty Babies".
- Virtual Dairy Discussion - 5/5/2020. Delivered presentation on "Fitness for Transport" with NY FarmNet content as well.
- Spring 2020 SWNY Beef Industry Virtual Summit - 5/5/2020. A chance for Beef Producers to connect and discuss the opportunities and challenges they are facing.
- Poultry Management Series - 5/7/2020. Zoom webinar covering "Poultry Rearing, Health & Biosecurity".
- Poultry Management Series - 5/14/2020. Zoom webinar covering "All About Those Eggs".
- Poultry Management Series - 5/21/2020. Zoom webinar covering "From Drumsticks to Wings".
- On-Farm Dairy Processing Webinar - 5/21/2020. Statewide event with Harvest NY & NYSDAM for dairy producers looking to diversify.
- Completed each specialist's Mentor Committee meeting and Plan of Work.
- Attended Board of Director, Ag Program Committee, and County Association Staff meetings as requested.

Professional Development Opportunities

- Farm and Farm Family Risk and Resiliency - 4/1/2020.
- Tax and Payroll Considerations for Family First Act - 4/2/2020.
- Parenting While Working from Home - 4/3/2020.
- Running a Zoom Workshop - 4/3/2020.
- Paycheck Protection Program Insights - 4/6/2020.
- Disruption to Key Personnel On Farm - 4/15/2020.
- Animal Ag Alliance Summit - 4/30 - 5/8/2020.
- Dairy One - Dairy Comp Webinar - 5/1/2020.
- Coping with COVID for Small Meat Processors - 5/5/2020.
- Using Zoom: Meeting or Webinar - 5/11/2020.
- Dispelling Consumer Myths about COVID-19 - 5/18/2020.
- Food Industry Virtual Office Hours - 6/3/2020.
- Small Grains Virtual Field Day - 6/4/2020.
- CCE Support for Farm Safety Plans - 6/9/2020.
- Beef Improvement Federation Conference - 6/8 - 6/12/2020.
- Participation in regular Cornell University Updates, Team Leader Calls, Program Topic Area Specific Meetings, and Racial Equity, Diversity, and Inclusion Conversations.

Research and Outreach Grant Updates and Awards

- Finalized grant deliverables for the 2020 Risk Management Association Grant through Cornell University working with Dr. Jenny Ifft. This awarded \$12,000 to our program and involved developing a new online platform, farmbusiness.cornell.edu, to provide centralized resources for farmers, stakeholders, and educators that will help support the business management of the state's farm businesses. Additionally, several curriculum modules were designed and edited to provide universal educational tools around the main areas of risk management on a farm.
- Working with Dr. Kristan Reed, a faculty member in the Department of Animal Science, to collect forage samples from a dairy farm which will help monitor forage variability and provide helpful research-based recommendations to improve the nutrition of dairy cattle. The estimated project income for this work is \$10,000 over the life of the project (July 2020 - July 2021).
- Awarded the 2020/2021 Risk Management Grant in the amount of \$10,000 to cover educational efforts on Risk Management Topics.
- Monitoring 3 problematic insects (true armyworm, black cutworm, and western bean cutworm) that can potentially harm SWNY crop production through a collaboration with the NYS IPM Program.



Conducting on-farm weed research on Palmer amaranth with weed scientist, Lynn Sosnoskie.

Recognizing that we are a new program still trying to build community awareness, we decided to increase the amount of press releases we released on topics related to our efforts. This quarter, our program developed 14 Press Releases on various topics, generating additional awareness, consultations, media requests, and general support of our program's efforts during the COVID-19 pandemic.

A small egg producer saw their production drop by 66% overnight. After troubleshooting various options, we concluded that it was an incorrectly formulated feed. A week after switching feeds, production was back to normal.

With the announcement that business safety plans are now required for all businesses, including farms that have continued to operate throughout NY PAUSE, over 40 calls on the topic were fielded along with radio and tv interviews, and broad spectrum information/resource sharing to help producers meet this new requirement.

537

Farm Consultations on topics related to Farm Business Management, Field Crops, Dairy Management, and Livestock Production.

Collaborated with other regional dairy specialists and PRO-DAIRY to develop an 8 episode podcast series titled "Dialing into your best dairy", which has been listened to over 800 times, to date.

152

Website submissions and Facebook posts providing timely information to a large audience.

1,774

Event and program direct participants who've attended one of our 20+ events/collaborations or have received our direct email/mail updates.