

swnyteam@cornell.edu

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 - May 2021

Returning to In-Person and Hybrid Programming



Through Amy's work with the Providence Farm Collective's Broiler Project, many farmers are excited and feel empowered to be growing their own meat birds, with one of the farmers having already started their own flock using information they've learned through the program.



Our program is excited to be "almost" back to normal. This means in-person farm visits and consultations, professional development opportunities, and looking towards late summer and fall programming to be held in-person.

However, one thing this pandemic has shown is a demand for hybrid and continued virtual education. This allows us to broaden our reach and provide more equitable opportunities.

As we continue to move forward our team will happily return to in-person program delivery while innovating with side-by-side virtual options and state-wide collaborations.



Katelyn Walley-Stoll
716-640-0522
kaw249@cornell.edu



Amy Barkley
716-640-0844
amb544@cornell.edu

Successful CCE Regional Collaboration on "Pasture Prep: Virtual Ruminations for your 2021 Grazing Program"

Pasture, when cared for and used appropriately, can be a valuable management tool that promotes the health of animals and profitability on farm. However, reaching optimal management and maximizing the benefits of pasture grazing can be difficult. In recognizing this area of opportunity, CCE Dairy Specialists Betsy Hicks (South Central NY) and Alycia Drwencke (Southwest NY) developed a series of webinars to help producers develop their management skills and explore ways of improving their efficiency. The series was titled "Pasture Prep: Virtual Ruminations for your 2021 Grazing Program" and was offered weekly for 6 consecutive weeks starting March 2nd, 2021. Each session was approximately an hour and a half, with opportunities for discussion among participants and interactive presentations.

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

Farm Business Foundations Success: 5 part webinar series held in May 2021

Katelyn designed and delivered the virtual “Farm Business Foundations” series providing direct support to beginning and diversifying farmers with tools for business planning, risk management, and marketing. The series had 62 participants who were able to attend live or watch the recordings. 100% of the students rated the program as “delightful” or “good”.

Immediate Implementation

- Participants were able to make marketing decisions, identify funding options, improve their record keeping, and make a set of action items.
- Immediate changes that were made included getting liability insurance, securing a market, develop a business plan, create a budget, and have a better idea of who to ask for help.

“Everything was great. I like recordings as I can go back as many times as I want to get a better understanding.”

“Thanks for the great presentations/vids, examples, personal stories, and bringing it all into real life and scenarios accessible to many individuals. I always learn something new from your work and appreciate all that you and the team do!”

“I am very grateful to have access to this via webinars in the evening and for free. I’m normally not able to participate in programs like these because of the cost, the distance from my home, and having to devote an entire day to it. My favorite part was the business planning. I’ve worked with sbdc and local planning dept before and they just never “got it” and weren’t as personable, easy to understand, and connectable as Katelyn and Amy.”

136

Website submissions, press releases, interviews, and Facebook posts providing timely information to a large audience.



2,893

Event and program direct participants who’ve attended one of our 34 events/collaborations or have received our direct email/mail updates.

Programming and Presentations

- Timac Agro Virtual Meeting 4/6 & 4/8
- Pips to Peeps: Basics of Breeding Flocks (4/10), Introduction to Incubation (4/17), Hatch Rates and Chick Quality (4/24)
- Farm Business Foundations: So, You Want to Start a Farm? (5/6), Business Planning for Beginners (5/13), Analyzing Farm Enterprises (4/20), Farm Financial Management Basics (5/27), and Bonus Questions (6/3)
- Managing and Abating Heat Stress on Your Farm (5/12)
- Providence Farm: Brooding, Rearing, and Building Structures (5/14), Building Mobile Chicken Tractors (5/20), Nutrition, Health, and Bird Handling (6/5), Introduction to Raising Pigs (6/13)
- Weed Management Meetings: Clymer (6/8), Fillmore (6/9)
- Continue to release regular Press Releases (9), Quick Points Updates, Weekly Update Newsletters (12), Dairy Market Watch (3), and Field Crops Chronicles to keep our producers, stakeholders, and community members aware of our programming and support resources.

Katelyn was a part of the first cohort of “Creating the Foundation for an Organizational Commitment to Anti-Racism” and is looking to bring and implement anti-racist ideas to the program and the region.

The Pips to Peeps Hatchery School, co-led by Amy Barkley and Emily Shoop of Penn State Extension reached 62 attendees, and generated over 75 individual questions.

Amy was invited to the National Shell Egg Academy, where she spoke on commercial poultry farm auditing and shell egg quality assurance to 51 participants.

Cornell PRO-DAIRY’s Dairy Advancement Program continues to provide cost-share funding for financial and environmental planning. Our Farm Business Management and Dairy Specialists have been reaching out to potential dairy farms with several successful projects in the works.

