

Cornell Cooperative Extension

Central New York Dairy, Livestock and Field Crops

Second Quarter Report 2021

Farm Financial Management Tuesdays Lunch and Learn for Risk Management

The Farm Business Management team expanded on their winter risk management programming to incorporate additional opportunities for producers during the spring.

Each week in April, producers had the opportunity to learn about assessing capital investment decisions, transfer planning, insurance, and liability protection. Each session was one hour in length and provided opportunities for questions.

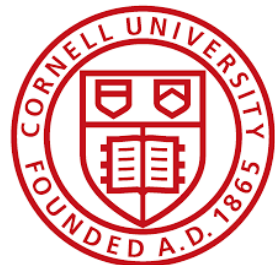
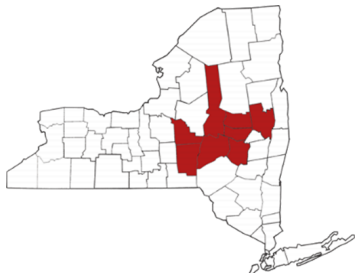
The first session on Assessing Capital Investment Decisions was presented by Dayton Maxwell, CAAHA Program and Liz Higgins, Eastern NY Horticulture Program. This webinar focused on identifying ways to maximize capital purchases for the farm business while assessing whether the business cashflow can handle the purchase. This webinar paid close detail to cash flow with decisions surrounding need versus want and how that purchase can create opportunity were a focal point.

The second session focused on topics for a successful farm transfer. Gabriel Gurley from NY FarmNet visited with participants on the how to maintain business viability while transitioning the farm to the entering members. A significant amount of time was spent on identifying the challenges and the activities important for success.

Insurance and Liability Protection was the final installment of Risk Management series.

Nicole Tommell of the CNYDLFC visited with participants on various types of insurances offered to farm producers. From basic liability to Workman's Compensation, the meeting described each type and how to sift thought what was most needed and important.

Minimizing the insurance bill but maximizing coverage was the focus of the program.



A program and funding partnership between Cornell University, Cornell Cooperative Extension and the Cornell Cooperative Extension Associations of Chenango, Fulton, Herkimer, Madison, Montgomery, Otsego, Saratoga and Schoharie Counties.

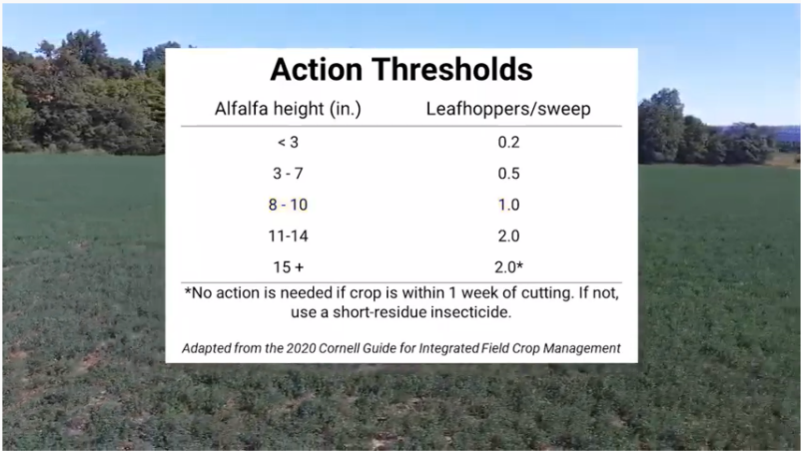
First Cutting Forage Quality Monitoring

For five weeks in April and May, The CNYDLFC team monitored alfalfa heights at 58 alfalfa fields throughout the region, and reported results to farmers (including those whose fields we did not monitor) via email, CNYDLFC website, and mailers. Alfalfa height is an excellent predictor of feed quality for first cutting, and farmers always appreciate this program. Each our of team members along with Mark Schmidt , part time program technician assisted in monitoring the fields.

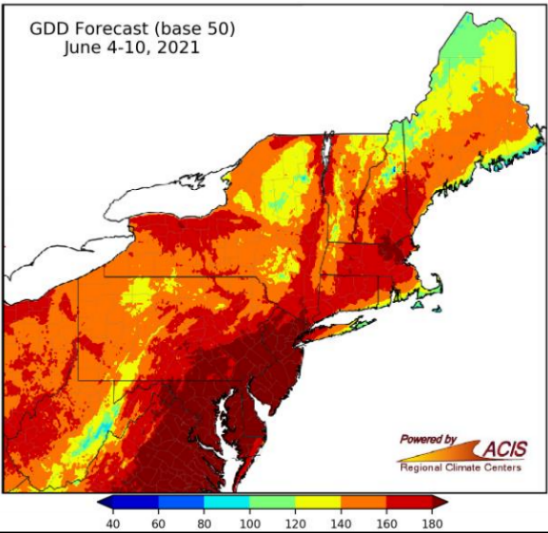


Additional Support though the Growing Season ...

On a weekly basis through the growing season (beginning in April), Field Crop Specialist, Erik Smith has been providing updates of field and crop conditions to CNYDLFC’s more than 1,800 email subscribers. Each update covers the current weather conditions and Growing Degree Day accumulations for various crops, as well as pest monitoring/forecasting and crop development updates.



NEW YORK
Potato Leafhopper Scouting and IPM Thresholds in Alfalfa



Sample of data sent to producers

Video produced by Erik Smith, Field Crop Specialist
www.youtube.com/watch?v=52fiHubptPs

Ashley McFarland assumes Advisory Role for NY Beef Producers Association

Recently, Ashley McFarland, Regional Livestock Specialist has taken on the advisor role for the New York State Beef Producers Association. Previously, this was held by Dr. Mike Baker. Prior to his retirement, Dr. Baker requested Ashley to continue representing Cornell University and CCE in an educational capacity for the NYBPA. In this capacity Ashley will work closely with the NYBPA on beef related topics throughout the state. She will also network with extension staff and faculty, beef producers, engage with private industry professionals and the State Veterinary group. Ashley and our team is excited to have this level of involvement in the NY Beef Producer's Association and look forward to future programming and collaboration at the statewide level.



www.nybpa.org



Digital Agri-Marketing: Taking Farm Business To An Online Platform!

Marketing has transitioned from traditional methods to incorporating integrated online platforms. This joint collaboration with CCE Madison, CCE Oneida and CCE Broome, focused on learning how to utilize technology and content creation to optimize a farms marketing presence. Over the three presentation period, participants learned how to navigate from very basic to a full blown content creation hosted by Melissa Jo Hill, Write/ News Media Specialist for Cornell University/ CALS/ CCE.

The first week, Nicole Tommell and Myron Thurston, CCE Madison explained the Basics of Facebook, QR Codes, Basic Website Platforms (WIX, WEEBLY, etc.), Google AdWords and Use of Instagram. Their focus was to get folks familiar with the various platforms available to producers that are either free or very inexpensive to utilize. The second session was a building block of the first. Laura Biasillo, CCE Broome and Alicia Lührssen-Zombeck, CCE Oneida. Discussed the various platforms that are considered E-Commerce. They are online stores like: Meat Suite, Barn to Door and Shopify. Another topic discussed was payment forms and how they are embedded in the online store. They covered: Stripe, PayPal, Venmo and FaceBook Marketplace.

The final week was all about content creation. Melissa Jo Hill, Writer/ News Media Specialist for Cornell/ CALS/CCE discussed telling your story with photos, video, graphics and words. She discussed and knowing what channels best amplify each content type; using keywords and hashtags to shape your storytelling and how to effectively reach your audience.

Other Educational Activities: April - June 2021

- Dave Balbian wrote an article for the weekly email about how to deal with high grain prices.
- Progressive Dairy magazine is supposed to be publishing an article from a Troubleshooting Herd Health Issues podcast that Dr. Rob Lynch from ProDairy & Dave Balbian did about weaned dairy calves several months ago.
- Erik is working with the CAPS Program for silver Y moth, golden twin spot moth, soybean cyst nematode, and soybean gall midge in soybean
- Monitoring for Soybean Cyst Nematode: Getting Ahead of the Pest. Erik is the PI on this grant-funded survey of soybean cyst nematode, a yield-reducing pest of soybean crops.

Future Grant and Project Activities:

- Dairy Advancement Program (DAP) applications continue to come in. Our team plays a critical role by conducting baseline interviews and evaluation of outcomes. The emphasis has changed to resiliency with these applications.
- Precision Feeding for Beef Cattle: Working on a grant application regarding feeding, economics, & environmental impacts with grass fed beef cattle. (McFarland, Balbian, Smith)
- Along with other CCE Dairy Specialists, Dave Balbian is working on three statewide programming efforts. They include Net Zero for Dairy, Transition Cow Management & Dairy Genetics.
- Carry out two in person programs on Ventilation & Heat Abatement for Dairy Cattle. One at SUNY Morrisville & one at SUNY Cobleskill.
- Interseeding Cover Crops Farmer Discussion. Erik is collaborating with the Montgomery County Soil and Water Conservation District to host a farmer discussion at the farm of Andy Crowe in the town of Canajoharie.
- Corn Silage Pre-Harvest Meetings. The last week of August, Dave Balbian and Erik Smith conduct an open office hours via zoom for producers. They are also gathering a packet of information to be sent via post mail and email to producers.
- 2021 Pigweed ID and Field Crop IPM Update. This meeting will take place on July 27th, at the Mohawk Valley Produce Auction in Fort Plain
- Solar Sheep Grazing Symposium Summer of 2022 in collaboration with CCE Herkimer.
- Nicole is involved in a Statewide Solar Ag Program Hybrid Model for Land Owners and Municipalities. This will help folks navigate local and state laws as well as give an understanding to solar contracting.
- The Statewide Farm Business Management group is creating a Farmer Tax School for winter of 2022.
- Nicole will continue with Annie's Project in the Fall of 2021 in collaboration with other educators throughout NYS.

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