

SUCCESSION PLANNING

My Farm Problem

Introducing a 37 Year Old Son of a Father and Son Partnership

"It seems crazy when I say that Dad's success as a farmer may make me a failure when I am his age." My father and I are partners on a 1,260 acre farm. I am 37 years old and have three children. Dad is 62. We are doing well. Our closest friends think we make a grade A father-son combination.

They don't know the whole story. Actually, I am handcuffed, often resentful and discouraged. My wife is discontented. Our future must fall far short of dreams we once had. It is too late to make a break and start over. Security means too much to a man crowding 40 with three children.

The basis of our troubles can be simply stated. While ours is a partnership, Dad is still The Boss and I am still The Kid.

Don't get me wrong. Dad is a grand old hunk of a man. He has been wonderful to me. I had good clothes and spending money while in school. At 18 I had my own car. After I graduated from high school, he paid me going wages and a bonus in good years. At 28 I became a full partner in farm operations with ownership in stock and equipment, but not the land or buildings. We never squabble over profits. The trouble goes deeper.

The thing farmers treasure most is their independence; the traditional freedom to build their dream on their own land. I never had this freedom, do not have it now, and when I get it I will be too old and too deeply in debt to use it.

It seems crazy when I think that Dad's success as a farmer may make me a failure when I am his age. But look at it this way. Dad is proud of his success. He is proud of our farm. His pet boast is that he owes no man and never will again.

As he grows older, he grows more complacent about things as they are, more reluctant about investing in "unnecessary" improvements, more resistant to change. The inefficient old barn is still solid. It is good enough. The new tractor with labor-saving attachments I'd like to have is nonsense. "Look what we've done with the two tractors we have."

See what I mean? No argument. Just veto; kind, but negative nevertheless.

I don't suppose I can blame Dad. He worked like a demon during his early years to retire a mortgage and buy land and implements. He remembers his father talking about losing their savings in the depression. They had to start afresh and came back. I can understand why the \$50,000 or so he has in the bank is sacred, how debt is unthinkable to him now, and how "modernization" of one of the best farms in the country sounds like nonsense.

But think where that puts me.

Two big, basic, discouraging facts stare me in the face. The first is that Dad is definitely slowing up. He drives himself unmercifully to conceal it, and I do my best to help him save his pride. But the blunt truth is that where a few years ago we shared the work 50-50, it is now at best 60-40. In another five years three-fourths of the work will fall on me, with my oldest boy not yet in college.

Dad seems to be saying, "Heck! I made it. Why can't you, with a ready-made farm?"

That doesn't hold water. When Dad got his start, good help cost next to nothing. Machinery was simple and cheap. Later he had a 170 pound, farm-raised "Me" for nearly 20 years. He had all the farm income to manipulate; not just half. Even then he went deeply into debt to win out. I can't. I face a future my father never knew, I must think in thousands where he thought in hundreds.

The second obstacle is worse. I have two sisters and a brother, all married. When Dad dies they will share equally with me in the estate. They will want cash. I will be close to \$2 million in debt if I buy them out. It will require at least \$200,000 to modernize buildings and machinery as we should be doing now and without which I wouldn't stand a chance. Total \$2.2 million. Can I swing it when I am 50, or maybe 60? I doubt it. I doubt if I will have the courage to try.

(Continued on page 11)

Every one of our farms is in some stage of farm succession. It may be integrating a next generation into management. It may be the under 40 crowd building some off-farm investments for retirement. It may be protecting your life's work and current estate from a big tax bite. Whatever stage your farm business is in it's not too early or late to begin planning. We are offering a 3-part workshop series this winter for you to develop some action steps. Details are on p. 10. -Janice

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JANUARY 2013

Cornell Cooperative Extension South Central NY Dairy & Field Crops Program

TEAM UPDATE 2013



We welcome our Chemung County Farmers to our Extension Area Dairy and Field Crops Team. We look forward to working with you again. The team currently consists of Janice Degni, Team Leader & Field Crop Specialist, and Fay Benson, Small Dairy Educator. Janice can assist you with integrated crop management, achieving forage quality, crop and rotation planning, manure and nutrient management and troubleshooting. Fay brings a dairy farmer's experience and perspective to our program. He addresses grazing management, organic dairy

certification and production, direct marketing and on-farm processing of dairy products. Although we have vacancies for our dairy and farm business management positions, we can draw on faculty and extension colleagues across the state to assist you or a referral to someone who can assist you, whatever the need. We will be working to rebuild our team this year.



It is bittersweet to announce John Conway's retirement this month after more than a 30-year career in dairy agriservice and extension. John was one of the original members of Pro-Dairy, giving him a 24-tenure with Cornell Cooperative Extension. The last 8 years shared with our program, John's energy and response to clients will be sorely missed. John led many valuable extension and applied research projects. Of note were the Tie Stall Renovation Workshop Series, organizing the annual statewide Winter Dairy Management Schools and the Operations Managers Conference, renewing the Managing for Success Workshop and most recently the Group-Housed Calf Feeding workshops. John did an excellent job of assessing the impact of our extension work. After analysis on tons of silage arriving at bunk,

minutes between loads and weights of tractor, the value of forage or bunkspace conserved, he convinced many farms to install a concrete weight on the tractor to increasing packing weight. The extra packing weight increased bunk capacity as well as reduced dm losses. A spreadsheet was developed to predict the value of cow comfort investments that combined improved production and reduced non voluntary culling. John was also a strong force in the Cow Assess Series which combined classroom training with hands-on skill building. Workshops addressed hoof care, feeding, and fresh cow management diagnosis and health. John and his wife have moved to the Southwest to enjoy a more pleasant climate (recent coldspell aside). We wish them the best in their next stage of life.

We are pleased to provide you with this information as part of the Cooperative Extension Dairy and Field Crops Program serving Broome, Cortland, Tioga and Tompkins Counties. **Anytime we may be of assistance to you, please do not hesitate to call or visit our office.**

The views and opinions reproduced here are those of the authors and are not necessarily those of the SCNY Area Dairy and Field Crops Team of Cornell Cooperative Extension. We strive to provide various views to encourage dialogue. The information given herein is supplied with the understanding that no discrimination is intended and no endorsement by Cooperative Extension is implied. Permission is granted to reproduce articles from this newsletter when proper credit is given. Electronic copies are available upon request. If we reference a website that you cannot access and would like the information, contact Sharon.

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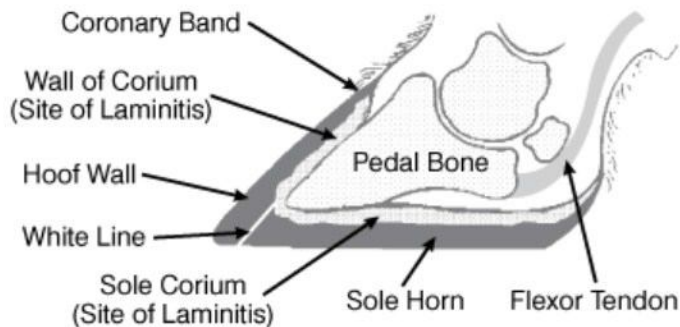
Dairy Digest Designed By: Sharon VanDeuson, Administrative Assistant, CCE Cortland County, (607) 753-5078, shv7@cornell.edu.

Keeping First Lactation Culling Low

By: Ron Kuck, Cornell Cooperative Extension of Jefferson County

One of the benchmarks for what makes a quality heifer is the percent of first calf culls less than 60 day in milk (DIM) low, under 5%. Culling rates for first lactation animals are generally higher than any other lactation. Milk production, mastitis, or reproduction is usually the biggest reason given for why a heifer is culled before 60 DIM. It might (or not) surprise you that lameness is often the contributing cause for the above-mentioned problems.

The transition period is when any cow is most susceptible to many metabolic or mechanical diseases. Lameness, especially in first calf heifers, is a combination of both. During the transition period, the bond between the pedal (coffin) bone and the sole (claw) horn is loosened and can damage the corium (the tissue that produces healthy hooves).



The corium produces the hoof horn and sole. The healthier the corium, the better the hoof horn produced. Diseases, such as laminitis, reduce the stability of the hoof horn and do not protect the foot or support the body weight as well. Beneath the corium lies the pedal (coffin) bone. The pedal bone is surrounded by and suspended within the corium. The pedal bone is separated from the hoof wall by a very thin layer of corium. It is very easy for the pedal bone to pinch the blood vessels and nerves of the corium when too much pressure is placed on the heels.

This damage is not immediately apparent, but results in poor hoof growth. The natural cycle of hoof growth and wear means that the damaged sections take 2-3 months before they become visible on the surface of the sole as hemorrhages and ulcers. This means that lameness cases that develop during mid-lactation may have been triggered by changes that happened during the transition period months earlier.

In addition to a well-managed transition cow program, you can add these steps to prepare the springing heifers feet to ease their transition:

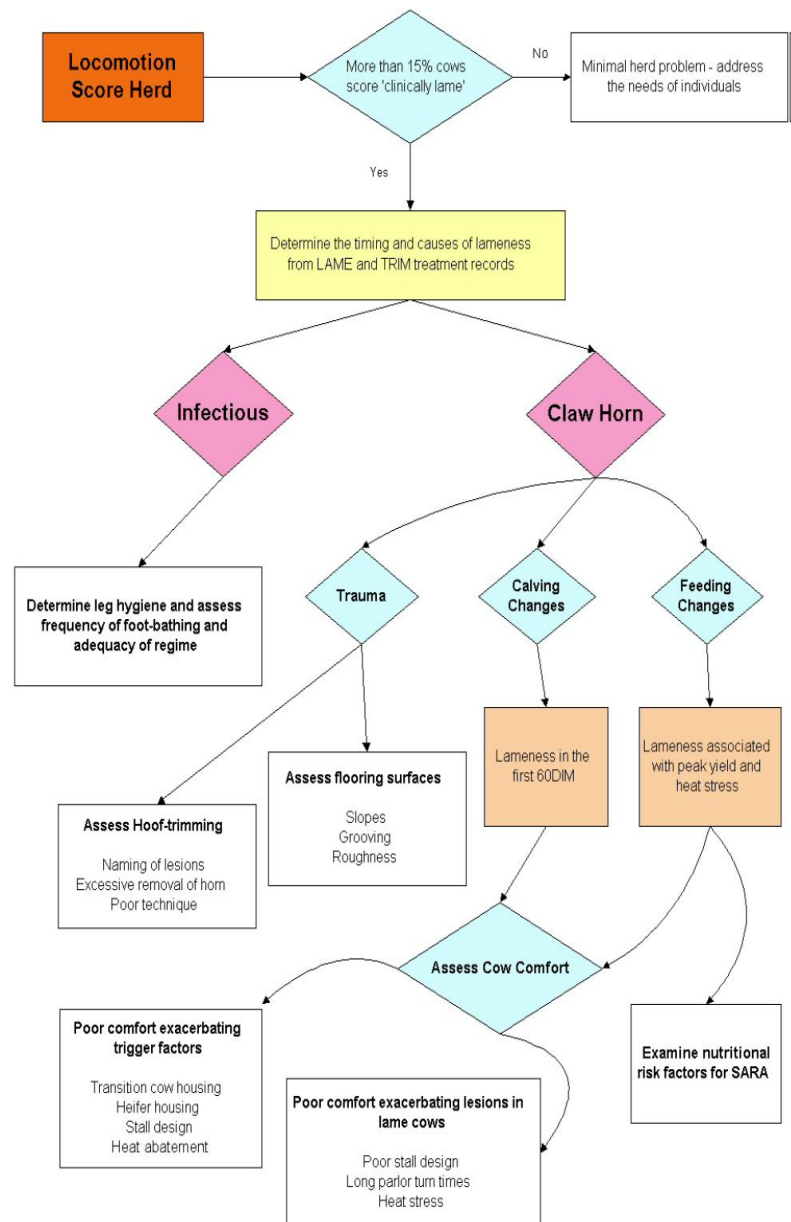
- If your heifers are not raised on concrete (pasture or dirt lot) introduce them to concrete at 6-8 weeks before calving. Don't wait any longer than that.
- You can also introduce the heifers to the dry cows at

the same time so they can adjust to the social challenges.

- Another reason for a dedicated first calf heifer group.
- The heifers also get used to a routine that will be similar to their experience during lactation.
- Without this adjustment period, the addition of a nutritional change and calving stress could dramatically increase lameness rate.
- Trim ALL springing heifers at this time whether it looks like they need it or not.

Learning to walk with an udder, being introduced to milking equipment, plus environmental and hormonal changes noted above can challenge the young heifer. 📺

(References: Nigel B. Cook, Assoc. Prof, University of Wisconsin-Madison; Karl Burgi, Dairyland Hoof Care Institute; Zinpro Corp.)



SOLUTION TO STARLING DAMAGE

Submitted By: Mike Hunter, C CE of Jefferson County



European Starlings are found foraging at dairy farms throughout the state of New York year round with high concentrations during the months of November-March. Average flock size ranges from 1,000 to 3,000; in extreme circumstances, flocks can be as large as 15,000 per farm. Starlings can cause a significant amount of

damage at dairies, including loss of milk production, disease transmission, accumulation of feces, and economic damage.

Economic Loss: Starlings pick out the grain in the dairy feed mix, which is rich in protein, minerals, and vitamins. The National Wildlife Research Center estimates that an average flock of 2,500 starlings could potentially consume 156 pounds of grain each day. Depending on the price of food rations, this can add up to a considerable sum.

Milk Production Loss: Protein content in food rations is related to pounds of milk produced per cow daily. Thus, starling contamination of daily rations lowers milk production. Some dairy farmers have reported a loss of one - three pounds of milk per day per cow due to starlings.

Feces Accumulation: Starlings also deposit large quantities of feces on the cow feed, on the cow's backs, and throughout the barn while they are roosting.

Disease Transmission to Livestock: Starlings have the capability of transmitting several diseases in their fecal matter including avian salmonellosis (*Salmonella Enteric*), Chlamydiosis, and they are carriers of *Mycobacterium avium paratuberculosis* which causes Johne's disease in cattle.

Disease Transmission to Workers: Farm workers who touch or breathe in a large amount of starling feces can be at risk to contract Histoplasmosis, a fungal disease of the lungs.

Help is Available

The Wildlife Services Program of the U.S. Department of Agriculture's Animal and Plant Health Inspection Service offers a management program for starlings at dairy farms. This program provides technical assistance along with direct control services, including the use of DRC-1339 (a federally registered avicide). This pesticide lethally removes starlings. Due to the lack of federal funds to support the program, Wildlife Services charges a state-wide fee per treatment to cover the cost of bait, salary, environmental compliance, and vehicle use.

How Does the Starling Program Work?

Step 1 - Pre-baiting: This is a process that takes on average five-seven days. WS will provide the dairy with several bags of pre-bait. To reduce cost to the program, it is the farmer's responsibility to bait the starlings each day at the same time in the same location.

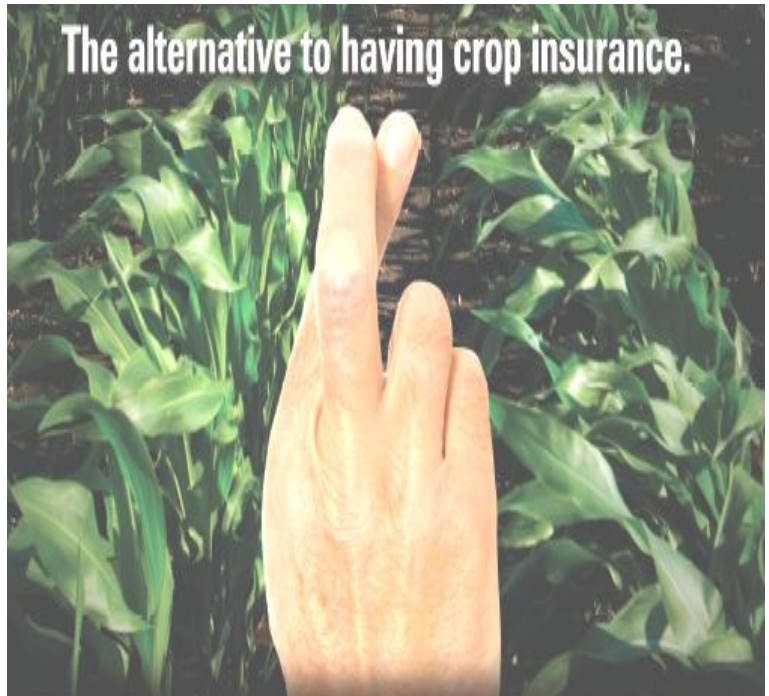
Step 2 - Treatment: Once the farmer feels that the starlings are eating the pre-bait well, they contact WS and schedule a day for treatment. WS comes to the farm and applies the treated bait (DRC-1339) in the same location and at the same time the farmer has been baiting them.

Step 3 - Treatment Working: Starlings that consume the treated bait show signs of lethargy and die within 24 hours. By that time, virtually all of the toxicant in their body has been metabolized and

excreted, effectively eliminating the possibility of secondary poisoning. Therefore, there are no hazards to pets, livestock, or other wildlife.

Step 4 - Retrieving Dead Starlings: It is the sole responsibility of the farmer to notify all neighbors of the treatment in the case the dead starlings show up on neighboring property, and to pick up any dead starlings on neighboring property by the request of the landowner.

For more information on the starling program please contact your local WS office: 5757 Sneller Road, Brewerton, NY, 13029, or call (315) 698-0940 from 8:00 a.m. to 4:30 p.m. Please note that WS only conducts this treatment December-March 1. ♂



Farming is an inherently risky business.

Fortunately, crop insurance helps you level the playing field by protecting you and your family from substantial losses. In fact, in 2011, New York farmers with crop insurance received a record-breaking \$46 million dollars in indemnity payments or about \$4.31 for every dollar paid in premiums. Farmers across the country say it's the most important program they can participate in.

Crop insurance is a smart investment for your peace of mind and a valuable financial planning and risk management tool for your farm.

To learn more about crop insurance and to enroll by the March 15 deadline, contact your crop insurance agent.

Or visit www.rma.usda.gov/tools/agent.html to find a local agent near you.

Call an agent today. You will have until March 15, 2013 to sign up for or modify Crop Insurance for most vegetables and field crops.



www.agriculture.ny.gov/AP/CropInsurance.html
518.457.4531

Cover Crop Demonstration Plot Observations

By: Joe Lawrence, CCE of Lewis County



Our cover crops demonstration plot grew late into the fall. After being planted with a no-till drill on September 17, all we could do is watch and wait to see what the fall delivered. That is the story with cover crops and their effectiveness in our area. Arguably, September 17 is a reasonably early date to get a cover crop planted following a corn silage crop so we gave the cover crops the best chance they will likely get in Northern New York.

The three crops planted were Winter Rye, Spring Oats, and Forage Radish. As a cover crop, winter rye can be planted into early October to get successful establishment. The rye will establish in the fall taking up excess nutrients, providing ground cover, and reducing the potential for erosion over the winter. In the spring, the rye will continue to put on biomass; this can be returned to the soil as green manure or harvested for forage or straw.

The Facts

- Planted: Sept. 17
- Oct. 9 & 12: Oats and radish survived frost in low 20's.
- Nov. 5, 6, 7: Consecutive frost kill both Oats and radish.
- Days of growth: 48 days
- Growing degree days (9/17-11/5): 244 GDD



The name of the game with the oats and radish is to get as much growth as possible before they are killed by frost. Similar to the rye, the oats will take up excess nutrients in the fall, provide ground cover, and help reduce potential erosion, but will not provide as much benefit in the spring. The fact that it winter kills can be a benefit vs. rye, in certain scenarios, as you will not have to worry about terminating or harvesting the crop in the spring prior to corn planting.

The forage radish is intended to serve one primary purpose; large taproots penetrate the ground helping to relieve compaction and aerating the soil. However, to accomplish this benefit, the root has to grow large enough. As a rule of thumb, 60 days are needed for the radish to grow large enough to have a benefit. We got 48 days of growth and, as expected, we did not get enough growth to provide much benefit with the root only reaching approximately 6 inches long with the diameter of a pencil.

We collected samples this fall to determine total biomass accumulation (above and below ground) and will do the same for the rye next spring. 🌿

There will be more information on this topic at the Winter Crop Meeting on January 23rd at the Clarion Inn in Ithaca NY.



Cornell Cooperative Extension and Cornell University Pro Dairy Program
The Winter Dairy Management Program 2013

"Managing Your Dairy for Resiliency"

March 26th

9:30 to 3:30 pm

at the NYS Grange, Cortland

Cost: \$25

This program will address crucial areas in the long term resiliency of New York Dairy Farms. From reproduction to lighting to cow comfort, this diverse program will offer practical ideas that can be implemented to improve the profitability of dairy farms.

- **Is Your Repro Program the Most Profitable Alternative?**

Dr. Julio O. Giordano, PhD, DVM, Assistant Professor – Dairy Cattle Biology and Management, Cornell University

- **Dairy Modernization - Five Factors Affecting Profitability to Consider.**

Beth Dahl, Dairy Modernization Specialist, Cornell University Extension

- **LED Lighting-field research results: the dividend from taking advantage early.**

Jackson Wright-Western New York Dairy Team, Cornell Cooperative Extension

- **From this point forward... holding on to the most crop nutrients grown through optimal preservation tools and technique.**

Dr. Jerry Bertoldo DVM, Western New York Dairy Team and Cornell PRO-DAIRY

- **Optimizing Cow Comfort throughout the Barn: a Rebalance for Resiliency.**

Curt Gooch, P.E., Dairy Environmental Systems and Sustainability Engineer, PRO-DAIRY, Program Cornell University

Pre-register by calling Sharon at 607-753-5078 or shv7@cornell.edu. If you have questions, contact Janice at 607-753-5215 or jgd3@cornell.edu.



Cortland and Tompkins Counties
Cancer Services Program
Your partner for cancer screening, support and information



The Cancer Services Program of Cortland and Tompkins Counties provides free cancer screenings for women 40 and older for breast and cervical cancer and for both men and women 50 and older for colorectal cancer screenings. These free screenings are available to those in both Cortland and Tompkins counties. We have many providers in both counties as well that are part of our partnership. The eligibility requirements are age, lack of insurance or underinsured. Treatment for any subsequent positive findings is also covered for those that qualify for a separate Medicaid program.

- ❖ The colorectal cancer screening tests provided by the CSP include take home FIT kits for those of average risk, and screening colonoscopies for those with an increased risk.
- ❖ For more information call (607)758-5523.

Nicole Anjeski

Public Health Educator

Cortland County Health Department

New York Crop Insurance Education



USDA Risk Management Agency

New York State Department of Agriculture & Markets



NY Certified Organic- Meetings Schedule 2013
Weeds, Weeds, Weeds

are the three topics for this month's meeting

February 12th 2013

11am SHARP

Jordan Hall, NYS Ag Experimental Station, Geneva

Sharpen your weed management skills with Chuck Mohler from Cornell's Dept. of Crop and Soil Science. Books authored by Chuck are: "*Crop Rotation on Organic Farms: A Planning Manual*," and "*Ecological Management of Agricultural Weeds*". Chuck will be talking about some new tools for controlling weeds without herbicides.

Bring you weed questions for the group discussion. Learn to identify weeds at the seedling stage with the free weed guide for all participants. If there is interest, we will show a video with Peter Martens on the use, adjustment, and types of tine cultivators.

No need to register, but as usual bring a dish to pass for lunch. For more information, contact Fay Benson 607-753-5213 or afb3@cornell.edu.

Next meeting: March 12th



Animal Health Advisory

The New York State Department of Agriculture and Markets is alerting all NY dairy producers about an increased presence of the bacteria *Salmonella* Dublin.

Salmonella Dublin can be a serious disease threat to cattle. It can also spread to people, but there are ways to protect yourself, your employees and your livestock.

- 1) Always be careful about new introductions to your herd.
- 2) Protect people by refraining from drinking unpasteurized milk.
- 3) Pay very close attention to biosecurity and sanitation, especially around young stock.

What is *Salmonella* Dublin?

Salmonellosis caused by *Salmonella* Dublin is a bacterial infection that most commonly presents as respiratory disease in young calves. Recently, an increasing number of cases have been diagnosed on dairy farms in New York and other Northeastern states. Due to the unusual presentation of this type of *Salmonella*, it is believed that many cases may have gone undetected. *Salmonella* Dublin is resistant to most antibiotics and therefore, difficult to treat.

What does infection with *Salmonella* Dublin look like?

Most cases are seen in young animals between the ages of 1 week and 8 months, although animals of any age may become infected. Affected calves primarily show signs of respiratory illness including coughing, labored breathing, and high fever. Many cases are fatal. Unlike other Salmonellosis, diarrhea is not commonly seen in young calves with this disease. Adult cattle infected with *Salmonella* Dublin may exhibit fever, diarrhea, respiratory signs, and/or abortions.

How is *Salmonella* Dublin spread?

During active infection, animals shed *Salmonella* Dublin in manure, saliva, nasal secretions, urine, uterine fluids, and milk. *Salmonella* Dublin is highly contagious and sick animals may readily contaminate their environment. Contaminated feed, water, and equipment are common sources of infection. Sick animals that recover may become carrier animals that remain healthy but periodically shed bacteria in the feces and milk for the rest of their lives.

How can *Salmonella* Dublin infections be prevented?

- Practice strict biosecurity. Place new arrivals in isolation for at least two weeks. Consider only purchasing animals from herds that are negative for *Salmonella* Dublin on repeated bulk tank milk testing.
- Excellent calf management is critical for prevention. Provide clean dry calving pens. Avoid group calving areas. Remove calves from their dams as soon as possible

after birth and place them in a clean, dry, well-ventilated environment such as a hutch, where they do not have contact with other calves or adult cattle.

- Do not feed raw waste milk to calves. If waste milk will be used, consider pasteurizing prior to using.
- Sanitize and disinfect equipment used between animals, including water or milk pails feeders, nipple bottles, and oral medication equipment.
- Wash hands, boots, and common equipment between groups of animals. Change coveralls if they become contaminated with manure. Farm personnel should practice good personal hygiene.
- Identify and isolate any newly sick animals immediately. Personnel should handle sick animals last.
- Do not allow outside vehicles (i.e. rendering trucks, etc.) or visitors access to cattle or feed areas.
- Prevent contamination of feed and water sources by feces (cattle, birds, rodents, pets, and wild animals.) Restrict animal access to surface water sources.
- Maximize animal resistance by preventing herd stresses such as excessive heat and overcrowding and by maintaining adequate dry matter intake.

How do I find out if my herd is infected?

Consider testing bulk tank milk samples using the *Salmonella* Dublin ELISA test. Ideally, bulk tank milk should be tested every three months over a period of one year to classify the herd. Individual animals may also be tested using blood or milk samples. Work with your herd veterinarian to design the optimal testing strategy for your herd.

Can people become infected with *Salmonella* Dublin?

- Yes, *Salmonella* Dublin can cause illness and even death in people. Young children, the elderly, pregnant women, and others with compromised immune systems are at higher risk for infection. **The consumption of raw milk from affected farms is especially dangerous.**
- People who care for sick animals or who clean sick pens need to be cautious. Changing clothes after working in sick pens, wearing gloves, rigorous hand-washing, and avoiding inhalation of mists when power washing sick pens are always good precautions. If power washing is used to clean sick pens, use of a cartridge-style respirator is strongly recommended, regardless of which bacteria may be present. Animal caretakers showing signs of serious illness such as fever, delirium, vomiting, diarrhea with or without blood, and abdominal cramping should contact their physician or local Health Department immediately.

Where can I get more information about *Salmonella* Dublin?

For more information on *Salmonella* Dublin and disease prevention practices, see the New York State Cattle Health Assurance Program (NYSCHAP) website: <http://nyschap.vet.cornell.edu> or contact the NYSCHAP program coordinator, Dr. Melanie Hemenway, at (585) 313-7541 or Melanie.hemenway@agriculture.ny.gov. 📧

Women in Agriculture Discussion Group

Designed to help build
farm management skills and
offer mutual support

Why a Women's Group?

To have a place to make friendships, share common interests and grow as partners in the farm business.

Women in agriculture play unique roles as wives, mothers and members of their community. Your goals, hopes and dreams for the future unite you with each other in very specific ways. Your lives are intricately woven into the land and family surrounding you. Each day you face challenges of communication and leadership. Each day you tackle practical problems that require care and sensitivity. You may also face long term challenges related to the future of your operation. In this meeting series we will address topics of business management and profitability.

Meetings will be held at the Dryden Fire Hall.

Social time with refreshments: 9:15 -10 am.

Meetings will begin @ 10 am include lunch and conclude @ 2 pm

Cost: \$10/session or \$25 if pre-registered for all 3. Pre-register with Sharon at 607-753-5078.

Session Two: February 5

Solving the Financial Puzzle:

Making Ends Meet & Credit/Debt Management —Barb Henza, CCE Financial and Consumer Educator

Getting the most out of your money takes careful planning. Setting financial goals, developing a spending plan (aka a budget), tracking spending to see where the money really is going and taking care to use credit to your advantage are all pieces of the financial puzzle. Barb Henza, Financial Educator with Cornell Cooperative Extension Cortland County will provide helpful information, tips and some tools you can use to work through your financial situation.

-Barb's primary program areas include family resource management, consumer issues and housing. An Accredited Financial Counselor, she has worked extensively with families and individuals experiencing financial difficulties to find a workable solution as well as build a sound financial foundation for the future.

Session Three: February 26

Financial Documents —Betsey Howland, PRO-DAIRY Financial Management Specialist, Cornell University

Balance Sheets, Income Statements, Cash Flow Statements

What are they? How do you compile them? How can you use the information on them to determine the performance of your farm? This session will give you an introduction to these 3 financial statements and how they can be useful for your farm business.

-Betsey Howland is an Extension Support Specialist with the PRO-DAIRY program at Cornell University. Her main focus area is dairy farm business management. Betsey manages the Dairy Profit Monitor, an online profit and benchmark program measuring Net Milk Income over Feed Costs on farms. She

coordinates Dairy Activity Analysis Projects which look at the costs of different areas of the dairy farm - from operating the milking parlor to hauling manure. Betsey was raised on a dairy farm and is passionate about helping dairies run successful businesses.

What Your Employees Expect from You

—Tom Maloney, Sr. Extension Associate, Department of Applied Economics and Management, Cornell University

Employee management is filled with challenges. A high performing employee is a joy and a benefit to the business. Tom will discuss some ideas to enhance employee satisfaction and retention.

-Tom Maloney is a Senior Extension Associate in the Dyson School of Applied Economics and Management at Cornell University. He is responsible for Extension programs in human resource management and agricultural labor policy. He has conducted applied research and educational programs in a variety of human resource related areas including employee recruitment, compensation, employee performance and motivation.

Session Four: March 20

Strategic Marketing —Matthew LeRoux, Ag Marketing Specialist, South Central NY Ag Team, Cornell Cooperative Extension.

Is your marketing strategy, "we sell whatever we have, to anyone that will buy it?" If so, time to tune up! Strategic marketing allows you to take full advantage of the local foods market. Learn to sharpen and focus your marketing to attract customers and save time.

-Matt works with a diverse mix of produce and livestock producers in the Southern Tier of NY. He has interesting findings from producer surveys of the value of different marketing venues.



Contact Janice @ (607) 753-5215 with questions.

Essential FREE Resource for Farmers, Market Managers, and Local Producers...

Marketing for Profit: Tools for Success Webinar Series Registration Now Open!

The Farmers Market Federation of NY and the NY Farm Viability Institute have partnered with USDA Northeast SARE to present a series of webinars on marketing, "*Marketing for Profits: Tools for Success*". These webinars have been designed with the assistance of regional and national marketing experts to provide critical marketing insights for farmers and farm markets throughout the northeast. The webinars are free, are approximately an hour and a half long, and easy to access with a basic internet connection. This winter, 6 webinars will be held and interested participants are encouraged to register TODAY for the webinars they think they will attend.

The Marketing for Profit: Tools for Success webinar series will give farmers the information and tools they need to excel at direct marketing their farm products. It will also provide curriculum, presentations and handouts to Cooperative Extension Educators and other farm service educators to help their farmers master key marketing concepts that will bring greater success and more profits to their farms than ever before.

As producers, farmers are well-equipped with the knowledge to produce quality farm products. They determine the best methods of farming, and the crop mix that will help them to achieve their production goals and revenue requirements. They understand and follow all statutory regulations impacting their operation, comply with labor law and file mounds of paperwork. But when it comes to marketing, many producers believe the Field of Dreams version of "*Build it and they will come.*" Marketing is a concept that must be learned to achieve maximum profits from chosen marketing channels, whether it is farmers markets, CSAs, direct to restaurant sales, or another other venue.

Marketing encompasses a broad array of efforts all aimed at identifying your market and customers, satisfying your customers and maintaining your customers long term. It includes all marketing channel selections and business decisions, what to grow or produce and how it will be produced; ie conventional, organic, bio-dynamic or some amalgam of these; how you choose to make products available, how product is presented to the public, how you present your business, advertising and promotions, signage, pricing strategy, and so on. Marketing is complex and is often the most misunderstood and least successful part of many farm businesses.

The series will include coverage of 5 categories of marketing concepts spanning three years: Self-Assessment, Market Assessment, Customer Assessment, Communications Assessment and Business Assessment. Each Assessment will be a series of 3 webinars. The winter season, 2012-13, will focus on Market Assessment and Customer Assessment. Learn how to understand the current marketplace, understand your competition, find the right fit for you and your products and build your marketing plan. In the Customer Assessment series you will learn to identify your ideal customer and how to attract them, understand customer service, gain knowledge of marketing tactics to reach your ideal customers and use a SWOT analysis to understand trends that can impact your business. These are just a sample of the skills and knowledge to be gained through this season's Marketing for Profit: Tools for Success webinar series. Each webinar will be repeated twice to maximize opportunity to participate.

BOGOs, Bounce Backs and the cost of freebies! Promoting the Product

Lindsay Ott Wilcox, Creative Director, Clear Channels Radio, Syracuse

January 29, 11am – 12:30pm

January 30, 6pm – 7:30pm

Every Silver Lining has a Cloud! Market Assessment & Analysis

Marty Butts, Small Potatoes Marketing

February 12, 11am – 12:30pm

February 13, 6pm – 7:30pm

These webinars are free to participate. To register for the webinars, go to <http://www.nyfarmersmarket.com/work-shop-programs/webinars/registration.html>

For more information, detailed descriptions of the sessions or a full, 3 year curriculum, please contact Diane Eggert at deggert@nyfarmersmarket.com or David Grusenmeyer, dgrusenmeyer@nyfvi.org. ☎



Planning for Farm Succession: Taking Steps in the Process

In this workshop series we divide Farm Succession and Estate Planning into 3 areas: Basic Legal Protections, Farm Succession/Business Continuation and Asset Preservation. Tools that are used to address issues across these areas include: wills, trusts, buy/sell agreements, life insurance and family LLC's.

SeSSion 1: Thursday. February 7

SETTING THE STAGE FOR THE NEXT GENERATION - *Fostering a Healthy Relationship*

—*Dan Galusha, Consultant, Farm Credit East*

Business Transfer – Strategies & Challenges.

Preparing the next generation, meeting personal and business goals.

POOR MAN'S GUIDE TO ESTATE PLANNING

—*Matthew Neumann, Attorney, CPA, Riehlman, Shafer & Shafer, Attorneys and Counselors at Law*

Matt will present secrets for poor man's estate planning: several easy and essential legal documents to protect your property and possessions.

SeSSion 2: Thursday February 28

PRESERVING YOUR ASSETS

—*Andrew Polley, Vice President, Investment Officer Wells Fargo Advisors*

&

—*Robert M. Shafer, Attorney with Riehlman, Shafer & Shafer, Attorneys and Counselors at Law*

- ✚ Medicaid coverage (details and complexities)
- ✚ Family obligations
- ✚ How legal Structure affects family obligations
- ✚ Self pay
- ✚ NY State partnership for long-term care insurance
- ✚ Long-term Care Insurance

SeSSion 3: Thursday March 28

—*TOPICS TO BE DETERMINED.*

Contact Janice with requests.

All Meetings will be held at the DRYDEN VFW
2272 Dryden Rd., Dryden (NYS Rte 13)

Registration: 9:45 am

The meetings will run from: 10:30 am—2 pm with lunch.

Cost: \$15/person, \$25/couple

Attend all 3 sessions: \$30 or \$50/couple

Contact Sharon at 607-753-5078 to pre-register
for an accurate lunch count.

(Continued from the cover) Succession.....

Bluntly speaking, I am giving my life to a farm that I may never own free and clear. There are minor frustrations and irritations.

I don't have much fun farming with Dad. Year after year we proceed on a sound, profitable basis, but I am not free to do the experimental things that make farming an adventure.

Ever since I can remember, a big field of oats has been a part of Dad's rotation plan. I used to look over the oat field, figure the yield and the low price, and protest that it would be better business to buy our feed oats and bedding and put the land to more profitable use. Dad's reply reflected his whole gospel of farming. "Son, when you've been in this business as long as I have, you'll learn never to buy anything you can grow yourself. Learn that and you'll never go broke."

Perhaps there's nothing wrong with Dad's reasoning, but in these days of specialized farming the old order has changed. The days spent plowing for, drilling, and harvesting those oats are days of drudgery when I talk to myself.

I don't intend to give the impression that Dad and I spend our days growling at each other. We laugh a lot. We take a few days off together during the hunting season or several times a year to get away for a weekend of fishing.

But on summer nights when we sit looking over our acres, we see different pictures. Dad sees the sound, prosperous 1970 model farm he has built up with a lifetime of hard work and finds it good. I see the fine livestock and the efficient buildings I probably will never have.

My domestic situation is a constant worry. It shouldn't be, with three swell kids, a devoted farm-raised wife, and no immediate financial pinch. But Jo has a problem even more irritating than mine, and I can't blame her when she blows a fuse occasionally.

When we were married 11 years ago there seemed to be plenty of room in the big old farmhouse for two families. But there isn't room for two women under any roof.

There was never any blow-up. Both Mom and Jo are sensible and tolerant and good friends. There was just strain. To this day I don't know exactly how it happened, but when a neighbor moved to town, Jo and I rented the house a mile down the road. Just the house, not the land.

It is a comfortable house, but that is about all one can say for it. It is a big old house that is showing its age with creaky stairs, windows that need replaced, a dreary bathroom and floors and woodwork with the wear and scars left by the family before us. Even with its faults, it is the place my still-pretty 33-year-old wife calls home. Most of her friends have houses with all the conveniences, sparkling bathrooms, high speed internet hook-up and an attached garage; all the things that help make a house a home.

We can't invest much money in this house. Buying the house would be poor business. It is too far from the home place; we couldn't get out of it the money we would spend for improvements. And, besides, I'll need every cent I have saved when Dad goes.

Jo doesn't complain much, but it hits me hard when occasionally she wanders around with a yardstick; measuring, speculating and "making believe." I know what she has in mind. A picture window, draperies, hard wood floors, a kitchen like one she has seen in a magazine, and a bathroom that needs no apology.

We have the money. At our age we should start getting these things. But they are just as far in our future as more field tile, the new combine, and the large dairy herd I want and cannot have.

A tenant house on the home place? Hardly, when we can't even have a new barn.

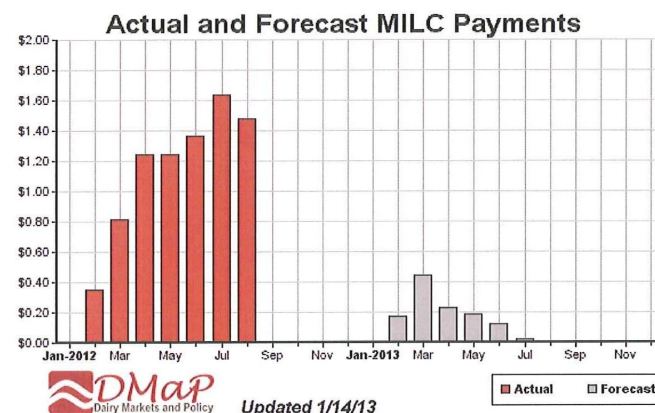
So there you have it. Two people, approaching middle age, able to afford nice things, who must mark time for 10 or 20 years before living their own lives. What is the answer? I don't know.

After all, I am only The Kid. ☹

Used with permission: David L. Morrison, Associate Professor and Agriculture and Natural Resources Extension Educator for Ashtabula & Trumbull Counties, The Ohio State University 2012.

2013 MILC PAYMENTS

A few weeks ago, it looked like there might be some small payments for a couple of months early in 2013. Recent price movements are looking less favorable for dairy farmers and thus adding to both the magnitude and duration of early 2013 MILC payments. This is illustrated on Dr. Mark Stephenson MILC projection graph from today.



As always, we have to understand that all this could change tomorrow, but the current projections are looking a bit more bearish for farmers and make a MILC sign-up decision all that more meaningful. It remains my understanding that FSA will be releasing sign up information for MILC later this month. There is nothing available at the moment.

It would be wise for farmers whose marketings are in excess of the cap to think about when they want the first payment to start. I would encourage producers to monitor these market developments fairly closely as markets for both milk and feed are bouncing around a bit more than usual lately.

Keep in mind that the September 2012 payment will be about 60¢ but this credits to the last fiscal year. --**Andrew M. Novakovic**, E.V. Baker Professor of Agricultural Economics at Cornell University.



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Cooperative Extension
South Central New York Dairy & Field Crops Team

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CALENDAR OF EVENTS

CROP INSURANCE WORKSHOP: January 29th *see details below* is sponsored by the Tioga County Farm Bureau. Crop insurance cost has come down drastically and compared to planting an acre of corn, it may be worth the cost of protecting it and worthwhile to explore the options available. The deadline for opting into a crop insurance program is March 15, 2013.

January 29th Owego CCE office from 10:30-3:30. Dale Sweetland from Armtech Insurance will be our guest. Please call to commit to any of these meetings. More meetings will be scheduled if the interest is there. RSVP to 607-589-7837 for this meeting.

WOMEN IN AGRICULTURE WORKSHOPS: February 5, February 26, and March 20th.

Meetings will be held at the Dryden Fire Hall. Social time with refreshments: 9:15 -10 am. Meetings will begin @ 10 am include lunch and conclude @ 2 pm. Cost: \$10/session or \$25 if pre-registered for all 3. Pre-register with Sharon at 607-753-5078. *See page 8 for more information.*

FARM SUCCESSION WORKSHOPS: February 7, February 28, and March 28th.

Meetings will be held at the DRYDEN VFW. Registration begins at 9:45 am. The meetings will run from: 10:30 am—2 pm with lunch. Cost: \$15/person, \$25/couple. Attend all 3 sessions: \$30 or \$50/couple. Contact Sharon at 607-753-5078 to pre-register for an accurate lunch count. *See page 10 for more information.*

FINGERLAKES SOYBEAN/SMALL GRAIN CONGRESS: February 7th.

Holiday Inn, 2468 NYS Route 414, Waterloo. Topics: Soybean Aphid Management, Maturity Groups and Varieties, Small grains, Cover crops, Soybean Weed Control, Management of Wheat Diseases, Soybean Yield Contest and Checkoff. Call Cathy Wallace to register at 585-343-3040 ext.138. Visit www.nswteam.org for more information.

NY CERTIFIED ORGANIC WEEDS, WEEDS, WEEDS MEETINGS: February 12th and March 12th.

Meetings will be held at Jordan Hall, NYSAES, Geneva at 11 am. No need to pre-register, but as usual bring a dish to pass for lunch. For more information, contact Fay Benson at 607-753-5213 or afb3@cornell.edu. *See page 6.*

NYS FARM SHOW: February 21, 22, 23rd.

NYS Fairgrounds, Syracuse.

CORTLAND COUNTY AGRICULTURE CELEBRATION BANQUET: March 19th.

Hathaway House, Solon NY. 6 pm social hour and 7 pm dinner. Dinner is \$15 per person. Contact the BDC office at 607-756-5005 for tickets.

WINTER DAIRY MANAGEMENT MEETING: March 26th. *See page 6 for details.*