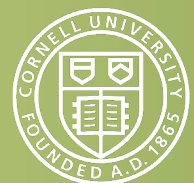


Erie County Ag News



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- Let's Talk About Making a Profit
- Spotlight on Salvatore's Specialty Foods
- Market Musings - Local Food Marketing Direct Sales
- Species of Note From the 2021 NY Forest Health Visual Survey
- Conservation Easement: A 7-Step Guide to the Process



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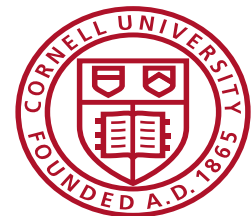
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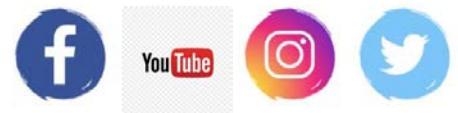
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Follow CCE Erie on social media to receive up to date news and announcements!



Cover photo Rawpixel



UPCOMING AGRICULTURAL EVENTS

On-Farm Dairy Processing Online Series 2022

June 1, 2022

June 8, 2022

Virtual webinar

A FREE, virtual three part webinar series for dairy producers interested in diversifying or vertically integrating their business. Our discussion will include market availability and considerations, business planning and goals, interacting with regulatory agencies, planning requirements, and equipment types and layout, audit readiness, compliance training and record keeping.

More details: <https://swnydlfc.cce.cornell.edu/event.php?id=1859>

Taste NY at the WNY Welcome Center

Fun family events coming up in June and July!

Ice Cream Social July 6, 2022

Berry Bash July 27, 2022

See details on page 34.

Erie County Extension 10th Annual Golf Tournament

Saturday, July 16, 2022

At Concord Crest Golf Course

Springville NY

Save the date!!

More details to come at erie.cce.cornell.edu/events



IPM / FAMACHA Workshop

June 10, 2022

5:30pm - 8:30pm

The Shepherd's Place

Houghton, NY

Join us for dinner and a hands-on training on how to manage, test for, and treat for internal parasites in small ruminants.

More details: <https://swnydlfc.cce.cornell.edu/event.php?id=1869>

Master Gardener

Fall Gardening Classes

September 20, 28 6:30-8:30pm

October 1 10:00 - 11:30am

Save the date!! Topics and speakers TBA.

More details to come at erie.cce.cornell.edu/events



Evening Vegetable Meeting

July 13, 2022

Time TBA

Agle's Farm Market

Save the date!! Featuring Lasar Scarecrow Demo.

More details to come at <https://cvp.cce.cornell.edu/>



Finger Lakes Fiber Festival

September 17 - September 18, 2022

Saturday 10am-5pm, Sunday 10am-4pm

Hemlock Fairgrounds

Hemlock, NY

Join us for shopping, classes, lectures, and demonstrations!

More details: <https://swnydlfc.cce.cornell.edu/event.php?id=1671>

Let's Talk About Making a Profit

Defining, Determining, and (humbly) Demanding a Farm Profit

Katelyn Walley-Stoll, Farm Business Management Specialist and Team Leader with Cornell Cooperative Extension's Southwest New York Dairy, Livestock, and Field Crops Program

Profit. It seems that the term "profit" stirs different types of emotion into farmers' hearts whenever I try to casually bring it up in kitchen table conversations. For some, profit has always been a goal – will always be a goal – and is tracked from year-to-year, or even month-to-month. For others, profit is a lofty idea that, in theory, the farm strives for – as long as they don't have to pay in any income taxes at the end of the year. Yet, for some, profit is a "bad word" and definitely not the right reason to be in the business of farming.

Wherever your thoughts and gut reactions lie on the profit spectrum, if the farm is being operated as a business, profit will come into play at some point. Understanding what profit is, and the role it plays in farming, is important to reach your overall agribusiness goals.

Defining a Profit

Most of the time, the profit equation is presented as:

$$\text{Income} - \text{Expenses} = \text{Profit}$$

Income minus expenses equals profit. Also known as Value of Production less the Cost of Production equals Profit or Loss. So, you start farming and sell what you've farmed for income. Then, you subtract out all of your expenses to create that income. And (hopefully) you have a profit at the end of the year and can keep chugging along.

BUT what if we started thinking of the profit equation as:

$$\text{Profit} = \text{Income} - \text{Expenses}$$

Now, this is a bit of a thought exercise because both equations will get you to the same point at the end. What would happen if you started farming with profit in mind from the very beginning? It's so easy to get caught up in the incomes (yay) and expenses (another bill) that you can quickly lose track of your overall financial and business goals. What if you knew what your profit goals were and then planned for incomes and expenses accordingly – instead of just farming how you hope will meet your goals and dealing with whatever profit or loss came at the end?

There are a million different ways to farm, and all of them are right! However, if you're not monitoring profit and redefining it as a priority, you could be doing everything "right" and never "get ahead".

*An important note: This idea of switching around the commonly delivered profit equation isn't mine! I recently spoke with a wonderful person, Goli Ziolek, at the National Extension Risk Management Education Conference. Along with Kate Larson and Ritchie Wai, their team runs "Stateline Farm Beginnings", based in Caledonia, IL. Learn more about their amazing program here: <https://www.learnrowconnect.org/sfb.html>.



Talking about profit in the farm business can bring up a broad range of feelings, emotions, and reactions. Where do you land?
 Images from pixabay.com. Interpret them how you will.
 "A spectrum of Feelings Related to Making a Profit in Farming" by Katelyn Walley-Stoll.

Determining a Profit

How do you know if your farm is making a profit? It's so much more than watching your checkbook balance go up and down throughout the year, or guesstimating your assets to liabilities balance. Profit is measured by using your farm's Income Statement.

An Income Statement shows your farm's overall productivity, categorized expenses, and return on investment. This is also called a Profit and Loss Statement. Compiling an income statement isn't an overly taxing process (pun intended) because many of the numbers you'll need come right from your end-of-year tax documents.

However, most farms do their taxes on a cash basis, meaning incomes and expenses are recorded as cash leaves or enters the check book. While this is a perfectly acceptable and manageable method for cash-based, farm-business reporting for income tax purposes, adjusting your cash-basis accounting to accrual accounting is one way to accurately measure your farm's profitability.

Accrual accounting takes into account changes in inventory, accounts payable/receivable, interest, depreciation, and values unpaid labor and management. These are things that have value but might not have a direct line item on a Schedule F or checkbook ledger.

Income Statements have two main parts: Incomes and Expenses. After calculating the incomes and expenses, you'll make the "accrual" or non-cash adjustments to each to better reflect your farm profitability.

Incomes include cash sales of livestock and their products, crops, government payments and insurance proceeds, and other income streams related to the farm. Do not include any sources of income that are not from the farm (off-farm jobs, annuity or similar payments, etc.) – more on this later.

Non-cash adjustments to income will account for things that provide value to your farm, but don't show up in the checkbook ledger. You'll note changes in inventory of feed and grain, breeding

Continued on page 5 >>

and marketing livestock, supplies on hand, etc. This helps make sure the value of a farm product is counted in the year that it's produced, instead of when it's sold. An example – you had a really good crop year and put up a lot of extra baleage. Your plan is to store that baleage and sell it in the following year, once winter really hits. But – you've already paid to produce that baleage. Without making non-cash adjustments by recording inventory changes, your checkbook balance will see all of the associated expenses (wrap, fuel, twine) but none of the associated incomes (baleage sales). You'll also note accounts receivable which includes income that you've earned but haven't received. Usually things like the last month's milk check, an upcoming grape contract payment, or a livestock auction check that hasn't made it to the bank yet.

Then, you'll add up the cash expenses of your farm. These, again, would all come from the Schedule F. However, any large capital expenses (land, equipment, big repairs) will not be included here – instead, you'll use depreciation to account for those expenses. Depreciation is a non-cash adjustment used to show the decline in value of a capital asset over time. You can use the depreciation values on your income tax return, but you might find something like straight line depreciation more valuable and realistic. One other non-cash expense is something called "Value of Owner Labor and Management" which we'll talk about next.

Summarize the Income Statement by subtracting your total farm expenses from the total farm revenue to get your net farm income.

(Humbly) Demanding a Profit

Now, to the part that will probably make some of you squirm a bit. You should DEMAND a profit from your farm. You'll see that I graciously added *(humbly)* in the title of this section so you don't think I'm a completely heartless monster. But –



demanding a profit from your farm business is in the best interest of you, your family, your customers/market, and your long-term business sustainability. And here's why.

As a farm owner, raise your hand if you regularly write yourself a steady, prevailing-wage, paycheck out of your farm business account that fairly compensates you for all of your time, labor, management, and investment...

While I can't see you as you're reading this, I'm guessing that your hand isn't raised. As farm owners, most of the time you're not receiving a regular draw from the business. And sometimes, you might be using off-farm sources of income to cash flow the farm during lean times. In this situation, a farm profit is – essentially – your paycheck. When you're only looking at the checkbook balance and cash inflows/outflows, without a profit there's no paycheck for you, the farm owner.

Calculating your "Value of Owner Labor and Management" can be a scary and humbling adventure, but is important to consider in your farm profitability analysis. This figure can be used as a placeholder for your "paycheck" and represents that time and effort you put into the physical and mental management work on the farm. Consider this – if you weren't farming, could you earn a paycheck someplace else? How much would that paycheck be? If you're working as unpaid owner labor on the farm, are you currently earning a profit that's high enough to value your labor? What's the

How can you “demand” a profit from your farm? Manage it as a business.

- Consider how you’re going to make a profit *before* incurring incomes and expenses instead of accepting the profit/loss that happens after-the-fact.
- Maintain accurate records that you compile and analyze on a regular basis (including the preparation of an income statement).
- Evaluate decisions not only from a best management practice standpoint but also for their effects on your cost of production and adjust accordingly. Being the best farmer you can be doesn’t guarantee a profit.
- Set profitability goals that will prevent you from using your labor/management and any off-farm income from subsidizing the farm business.

value that you’re providing to the farm business if you had to hire someone else for the role?

If you’re still not sold on demanding a profit, your argument is likely something to do with valuing the farm lifestyle, or choosing to raise your family on a farm, or wanting to raise healthy food for your family. And, if you’re absolutely committed to making a profit, you’re probably ALSO farming for any and all of the reasons above. Most farmers don’t farm because they really enjoy paperwork and crunching the numbers. In agriculture, making a profit every single year isn’t a guarantee – but it should always be a goal. While it’s absolutely, positively okay to farm for reasons other than profit, you should at least make sure you’re operating the farm in a financially sustainable way.

When farms aren’t profitable, the farm “loss” has to be made up someplace else. I usually see this coming from sales of capital assets which are things that you’ve purchased and have built equity with over time, or the use of reserves that might have been built in better years. Neither of these are good options for the long-term. There’s also the use of off-farm income to essentially subsidize the farming operation. This shows up in the form of off-farm jobs, utilizing annuity or similar payments, cashing in on retirement accounts, and taking out personal loans/credit cards to make ends meet. While these options

diversify farm income to varying degrees, they all carry certain levels of risk that can make it difficult to maintain personally.

How can you “demand” a profit from your farm?

Manage it as a business.

- **Consider how you’re going to make a profit before incurring incomes and expenses instead of accepting the profit/loss that happens after-the-fact.**
- **Maintain accurate records that you compile and analyze on a regular basis (including the preparation of an income statement).**
- **Evaluate decisions not only from a best management practice standpoint but also for their effects on your cost of production and adjust accordingly. Being the best farmer you can be doesn’t guarantee a profit.**
- **Set profitability goals that will prevent you from using your labor/management and any off-farm income from subsidizing the farm business. ■**

2022 Census of Agriculture “Get Counted”

John Whitney, Agriculture Educator, CCE Erie County



If you have received an “Ag Census” survey in the past, you can expect to receive the 2022 survey in November of 2022 and no action is needed at this time. If you have never received an Ag Census before, please note that June 30, 2022 is the last day to sign up. It is particularly important that beginning farms, tribal farms, higher volume market gardens, urban farms, and smaller operations that haven’t previously participated in the census complete surveys. To request a survey, sign-up at <http://www.agcounts.usda.gov/static/get-counted> or scan this QR code to reach the sign-up site with your mobile device:



QR code for Ag Census 2022 Sign-up page. Sign up to be counted if you have not received an Ag Census in prior cycles.

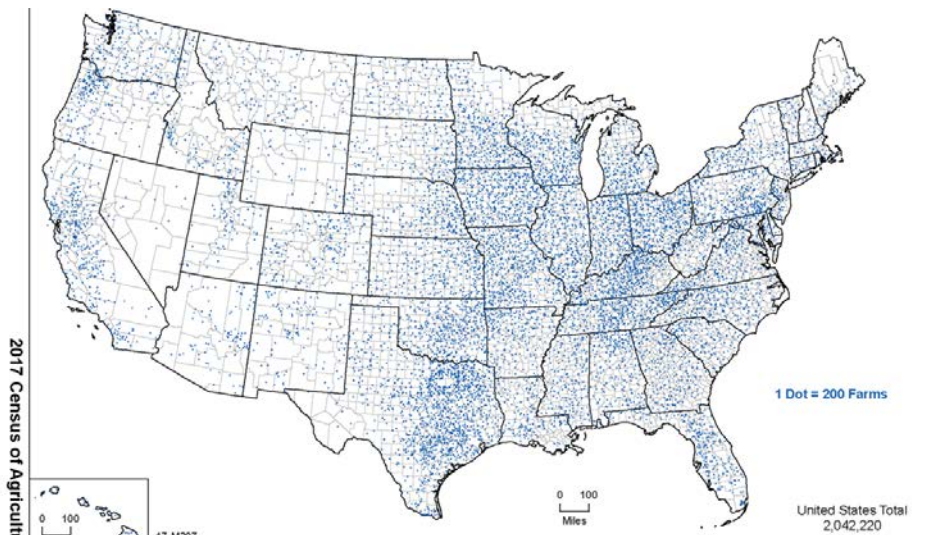
The Ag Census, which is taken just once every five years, is more than just a statistical exercise. It is used to guide agricultural and land use policies and decision-making. Importantly, federal and state funding levels and priorities are also driven by the

census counts. It is intended to represent a complete count of U.S. farms and ranches and the people who own and operate them. USDA National Agricultural Statistics Service (NASS) is emphasizing that even small plots of agricultural land, both rural and urban, are intended to be part of the AgCensus if \$1000 or more of fruits, vegetables, or some food animals were raised and sold, or normally would have been sold, during the Census year.

Some key dates include:

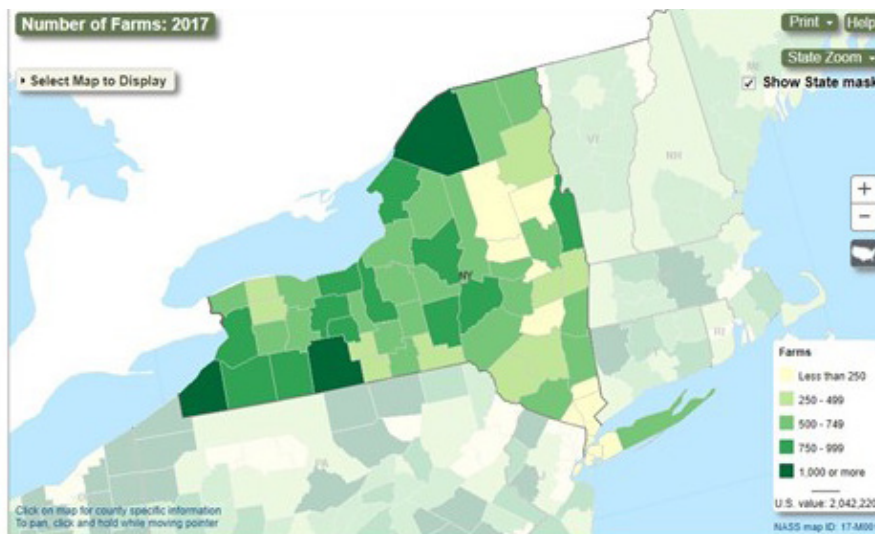
- **June 30, 2022** – sign-up for new or never previously counted operations ends
 - **November 2022** – Ag Census is mailed out and data collection begins
 - **February 6, 2023** – Ag Census response deadline
- Spring/summer 2024 – full data release

Every five years, the Ag Census looks at land use and ownership, operator characteristics (including age, gender, and race), agricultural production practices, and farm income and expenses. The data are critical for understanding trends, food policy, agricultural commerce, and the impacts of agriculture on the economy, food security, and food sovereignty at local, regional, state, national and even global levels. Results of the Ag Census 2022 are expected to be fully released sometime in 2024.



Number of Farms from 2017 Census of Agriculture.

If you like this sort of thing, you might spend a few minutes exploring the NASS web page: <https://nass.usda.gov>. One section I find particularly interesting is the Ag Census Web Maps found under the “Publications” tab or at: https://www.nass.usda.gov/Publications/AgCensus/2017/Online_Resources/Ag_Census_Web_Maps/Overview/index.php/. Here’s an example of a high level query at the New York State level.



Number of Farms by County in New York State from 2017 Census of Agriculture

What will the 2022 Ag Census 2022 tell us? Might we see a reversal in the decline of farm numbers in some areas, with good participation from small rural and urban farms? Will the loss of farmland continue or at least slow? These and many other questions can only accurately be answered with full participation in the 2022 Ag Census. “Get Counted,” and remember, individual responses, by federal law, are confidential. ■

Spotlight on Salvatore's Specialty Foods

John Whitney, Agriculture Educator, CCE Erie County

This article is the twelfth in a series focusing on vendors who are selling their wares at the Western New York Welcome Center's Taste NY Market. Thank you to Salvatore (Sal) and Cheryl Butera of Salvatore's Specialty Foods for meeting with me to share Salvatore's Specialty Foods' story and some mouth-watering samples along with some marketing tips and strategies.

Most of us don't remember a time when pizza was not the popular meal and snack food that it has become in recent decades. The Butera family, operating under the name Salvatore's was among the early pizza visionaries and pizza and Italian food promoters. Salvatore's Specialty Foods doesn't have a traditional brick and mortar facility for product preparation and packaging so we met in the kitchen and retail area of the Western New York Welcome Center's Taste NY Market in late January of 2021 and, following COVID-19 protocols, visited about Salvatore's, recorded a series of product preparation demonstrations, and staff sampled some of Salvatore's Specialty Foods many products.

"Hi everybody. My name is Salvatore Butera, call me Sal. And this is my beautiful wife, Cheryl ("Hi!"). She's "Momma Pizza." The two of us are working very hard together to bring to you our family recipes and traditions and maybe some meal solutions along the way. We hope you enjoy."

The history of Salvatore's and Salvatore's Specialty Foods is described on their web page: www.salvatoresspecialtyfoods.com. Let's listen to Sal telling the family and company story in his own words.

"Hi. So let me give you a little bit of the history behind Salvatore's Specialty Foods. In 1955, my parents opened up an Italian restaurant in Blasdell, New York: Salvator's Pizzeria. They had everything from pizza, to pasta, to fried fish back then. They had a full menu. The recipes they brought with them from Italy. So, they are all that authentic, original recipes. The sauce is made

on-site; you know, the original sauce recipes that we use today in our products - that's where we got them. Part of our history also is this is a true family history, true family business. The sauce for the pizza is actually derived between my brother, my father, and my mom, where the three of them put their heads together (& their tastebuds) and came up with the perfect pizza sauce. So, they just used a combination of old world recipes and new world taste. This was back in the 1950's when pizza wasn't exactly the most popular food that it is today. Same thing with the pasta sauce. They used old world recipes and they did it from scratch.

That's some of the things that made our restaurant so unique back then was the authenticity of the food people were coming in to enjoy. You could not deny it. The other is that there is that people were coming to enjoy; you could deny it. So it's the aromas that came out of the kitchen. I remember to this day, I was just a young child back then, but it's that, that aroma, that, you know, I remember and I hope to give back, and that warm, friendly greeting when you came into the restaurant. That's what made our family restaurant what it was, and was the basis of where we are today."

Most Erie County Fair goers will recognize Salvatore's Specialty Foods from their "Salvatore's Pizza Trailer" pizza stand at the top of the Fair's "Avenue of Flags."

"As my parents opened up in this new business back in 1955, they had an opportunity to bring the pizza to the Erie County Fair. Pizza was kind of a new item in the 50s, if you will, and it was a little unique, so, uhh, my mom and dad decided to go for the opportunity. And



Sal and Cheryl Butera of Salvatore's Specialty Foods - Photo by John Whitney

we're still there at the top of the 'Avenue of Flags.' And this will be, possibly, depending with COVID, our 65 yr. at the Erie Co. Fair. So, I know a lot of customers up and enjoy the product and they see our menu. This is an opportunity for us to offer them some of that tastiness throughout the year they can make at their own home. My dad used to say 'Fresh hot pizza right out of the oven.' Well, let's change that to 'Fresh hot pizza right out of YOUR oven.'"

Salvatore's Pizzeria closed in the mid-1960s as the Butera family focused its business on fair and festival events. Most recently, the business has expanded into production and marketing of a year-round line of sauces, pizza dough and fresh frozen pastas. Sal and Cheryl's children Thomas, Jennifer, and Samantha, Thomas' wife Liz, Jennifer's husband Aaron, and the youngest "pizza chef," Zachary all have roles in the business. Sal said there's also another "pizza person on the way." He added, "the business and the family are both growing."

Salvatore's Specialty Foods LLC has been in business in the current form for "six or seven years." Sal described the venture as a strategy to expand the festival season business to a year-round enterprise. He said as the pizza

stand menu expanded to include pasta, Stromboli, meatballs, stuffed hot peppers, flatbread, and other products, so did the customer base. Year after year, patrons would return to the stand, eventually with children or grandchildren in tow. "We're so honored that our customers are so loyal. And if it wasn't for the customers saying where are we going to get our pizza when the fair and the festival season is done, I probably wouldn't have come up with this idea," said Sal. That was the inspiration and motivation for Salvatore's Specialty Foods.

Sal and Cheryl took over the fair and event pizza stand business from Sal's father in the late 1970s. As they looked at business development opportunities, especially to make room for younger family members, rather than jumping back into the saturated pizza restaurant business, Sal and Cheryl decided to focus their efforts on products that loyal customers could buy in retail outlets for home use. Thinking back to the stools that young Sal and then his children occupied in the pizza stand when they were young, he wanted to provide families with the experience of using Salvatore's Specialty Foods products ingredients in their own homes.

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Salvatore's Specialty Foods' web page lists the retail locations and specialty stores where its products can be purchased, in addition to the Taste NY Market at the Western New York Welcome Center. "We have a couple of distributors that help us get the products to market," Sal said. Presently that includes John Mills Distributing Company and Finger Lakes Artisan Foods.

All of Salvatore's Specialty Foods are made in Western New York. All the packaging including labels, jars and caps are made in the United States. Sal said it was a bit of a challenge to find material that didn't come from overseas and Pacific Rim sources. During this COVID-19 pandemic, one of the logistics challenges has been getting timely shipments of packaging in the right sizes and quantities for Salvatore's Specialty Foods' scale of production and marketing needs. Providing and maintaining certificates of origin to meet labeling standards and market requirements like those of the "Made in America" store takes a little time but it's part of Sal's commitment to New York State and American-made inputs in all Salvatore's Specialty Foods products.

COVID-19 pandemic impacts on the business have been huge, including the closure of the Erie County Fair in 2020 along with all other festivals and special events. "Jars are an issue," Sal said. This has resulted in a few periods of having to shut down production lines until jars and lids became available. The Buteras feel fortunate to have the food products line which continues to keep them very busy, especially as they look at opportunities to move their small batch, artisanal products to a larger scale for marketing in regional grocery store chains and other geographic areas. Packaging, price, and consistency are critical, particularly as specialty food products gain steadily in market share across the country.

As we continued our discussion about Salvatore's Specialty Foods products, Sal and Cheryl began a series of food preparation demonstrations and tastings starting with "Buffalo-style" pizza.

"So, today I think what we're going to do is we're going

to make some goodies with our SSF pizza dough mix and pizza sauce. So, there's a huge idea that NY pizza is the best pizza. Well, NY is a great big state with a bunch of great big items throughout NYS. New York-style pizza is the large, thin, folded up pizza that you eat. Buffalo-style pizza has its own special uniqueness. Salvatore's Specialty Foods, our pizza comes from Buffalo, NY. Part of the process is our pizza sauce. It's delicious. It's sweet. It's bold. But the sweetness doesn't come from sugar, at least not in the original that we have. The sweetness comes from the tomatoes that we put in. Our pizza dough mix is made specifically for the half sheet pan of pizza. When you cook it that way you find that you're going to get that nice, little thickness in your crust. Not a deep dish like a Chicago-style. And again, we're Sicilian-style pizza; but it's Buffalo-style(!). It's a medium base. Light, fluffy crust and crispy on the bottom. What's nice about our product is you can do so many different things with it.

For example, if you don't want large pizza, you can make too smaller pies. This, I took the dough ball that you're going to get when you put this in your mixer. Make the pizza dough. Let it raise and you take it out. You can divide it in half. And you can make two 12" pies. One 12" pie. Two 8 or 10" pies. Or what we're going to do today is we're gonna do a little treat for us. We're gonna make pizza fritte. You might know it as fried dough when you go to the fairs and festivals.

So, I saved a little bit of this. It's about 8 or 10 oz. of dough here. And I'm gonna show you when we're all done here how we can actually make....pizza fritte.

So...here's our 12 inch pie. I took the dough, cut it in half. I topped it with our sauce, cheese, and, of course, Buffalo-style pepperoni is the 'cup and char' pepperoni. Very few areas of the country use this style pepperoni. WNY is one of them. And it's growing throughout the nation. People originally looked at it and said, 'man, that's pepperoni's looks burnt.' Well, it isn't. It's actually the casing that helps it crisp up on the edge and cup up and char. So, let's look at bacon for example. Some people like soft, easy bacon, Some people like crispy



Photos by John Whitney

bacon. There's flavor there & you can't beat the flavor in our pepperoni."

After mentioning the "cup and char" pepperoni that is characteristic of "Buffalo-style" pizza, Sal popped his pizzas into the Taste NY Market ovens and then brought them out for slicing and tasting. He went on to talk about "pizza fritte," another use of his pizza dough mix and fried dough product.

"And all you use is regular vegetable oil. I would set your temperature at about 350 degrees. And that should do it fine for you. As you see, it does not take long to cook up in the deep fryer."

Sal promises that "pizza fritte" will be one of the treats that children will remember, especially when they experience helping with preparations and toppings of their own choosing.

It's something that you can do quickly and easily in your own home. You don't have to wait for fair and festival season. It's things they'll remember!

"Look at that. You've got fried dough, right out of your kitchen."



Moving on from the pizza and pizza fritte demonstrations, Sal and Cheryl showed us one of the recipes available on their web page: "Cowboy Nachos."

"Okay, so I told everyone about our delicious, nutritious, sweet, spicy salsa. This stuff is amazing. It will give your chips to taste it's never had. But I'll tell you what else you do with our salsa. You could make "Cowboy Nachos." Now, you know the Welcome Centers here do have our recipe for the Cowboy Nachos posted. And we do have it on line. Or if you need it, just e-mail me. I'll send it to you. So what we want to do is.... I use a black, cast iron ... put a little bit of olive oil in ... take some nice steak seasoning. Put that on. And I'll take red and orange peppers and I'll cook them almost to caramelized. And then as that's done, I have a steak cooking low and slow in the oven or on your smoker, whatever you prefer, and you take that steak, again, with that seasoning on there, and right as it's (you heat it to about 130 internal degree temperature), you take it out these guys will be just about finished. You take that steak and you set it on on that black cast iron. And you sear it for about a minute on each side. And it'll be cooked perfectly for you."

Continued on page 13>>

>>Continued from page 12

You take the steak (I like to use a ribeye). To me it's the most flavorful, juicy steak that's out there. You're gonna take this. You're gonna cut this up in small pieces."

He continued...

"As I said you wanna do this to an internal temp. of 130. What that'll do is it'll give you a nice medium rare to rare finish on the steak. You want that 'cause if you remember I said, you're gonna braise this or sear this in that black cast iron pan for about a minute on each side. And that'll give it enough of a cook to finish it off. And it'll also keep all the juices for ya."

And then began assembling the cowboy nachos plate before sliding it in the oven to heat the chips and melt the cheese ...

We now top our chips, and our peppers, and steak.

"Now we take our salsa, and we take a nice blended cheese. Don't be afraid to add the cheese. We want to keep those NYS dairy farms happy. Now what we're gonna do is we're gonna take this and put it in the oven. We're gonna want to melt that cheese. In a few minutes, when that comes out, we're gonna top it with our salsa, sour cream, and chives. And I think there's a few people in the audience who are gonna really enjoy what they gonna be getting."

After a final topping of salsa, sour cream, and chives, the Taste NY Market staff and I had a chance to sample the Salvatore's Specialty Foods salsa Cowboy Nachos.

"Now, you're at the campground, at home. You just took this out of your oven, You just took it off of your grill. What you do is add some of our delicious salsa right on top of that. Don't be bashful. Don't be shy. Now take some sour cream. Chives. Bam! You're all set. You have a delicious, appetizer, meal, you name it. Whatever you want to call it; that you will not believe the flavor that comes out of this.

It's enjoyable. It's easy to do. You'll love it. And, you know what, you'll have a bunch of fans out there. Even if you do this at a tailgate, you'll have a lot of people eating delicious."

Sal and Cheryl weren't done though. After the pizza, pizza fritte, and Cowboy Nachos, they introduced us to a new product in the Salvatore's Specialty Foods line: their premium fresh frozen pasta. Sal chose to demonstrate their fresh frozen bucatini. While bucatini is just one of Salvatore's Specialty Foods pastas, I thought I'd mention a link to a New York Magazine "Grub Street" article by Rachel Handler titled, "What the Hole is Going On? The very real, totally bizarre bucatini shortage of 2020" (www.grubstreet.com/2020/12/2020-bucatini-shortage-investigation.html). If you don't live near a retail outlet, Salvatore's Specialty Foods ships this frozen item Monday through Wednesday by FedEx 2-day shipping. See the web page for more information.

"So, today I'd like to introduce you all to our Salvatore's Specialty Foods premium fresh frozen pasta. This pasta is made with Durum Semolina wheat. There's 18 grams of protein per serving. You get 1 lb. of pasta in a package. And, I'll tell ya, it's probably one of the best pastas. If you ever had homemade pasta, you know that there's nothing like it. Another nice benefit of this is it's ready in 4 min. So it doesn't take long to cook. Also, our Salvatore's Italian-style pastas (sauces) - this is a true, rustic Italian-style. This, again, was a family recipe we're again are a small batch company. We do things in that intimate, artisanal way. So, yes, we can produce 1000s & 1000s of jars. But, we only produce them in small batches. So we could maintain the quality, the aroma, the flavor, the standard that my mom would have on her sauce. What I have here, again, the bucatini, and what we've done is we've... boiled this up for 4 minutes. It's all ready to go. And let me heat this up."

After the pasta was heated and drained, Sal continued.



Sal and Cheryl Butera - Photo by John Whitney

“So, we’ve got our bucatini. We just took it out of the hot water. We put it in a colander. We let it drain the best we can. What you might want to do at home. I always do this, especially with the bucatini. “Bucatini macaroni Siciliana,” what it is, look, it’s hollow. Don’t know if you can see that or not. But, it’s delicious. It’ll help absorb more of the sauce flavor inside the pasta itself. So we take our bucatini. Mix it with our sauce (plate). Again, you can serve this with meatballs, braciolo, whatever you want to have in there to finish it up. Of course, you can toss it with your favorite grated cheese. Where would we be without basil? There. Now, you’ve got a delicious meal solution for the whole family to enjoy & come back to time and time again. Quick, easy, wholesome. Good for you. And good! Tasty for the tummy.”

While Taste NY Market staff, Alexandria Thibeault and Dean Cataffo sampled the Salvatore’s Specialty Foods’ bucatini and pasta sauce, Sal explained their pasta production and marketing process.

Sal said, “You give us the order for what you want. We manufacture it. It’s frozen and then delivered to you. It’s not stored in a freezer someplace for months. You get it made fresh just about that day.”

As Sal and Cheryl Butera continued to describe plans for Salvatore’s Specialty Foods, Sal spoke about his experience away from the family business as a sales representative for a Fortune 500 company. Those business skills and experiences helped Sal’s dream of a family business based on traditional Italian recipes become a reality.

“So, if you’re like me and you’re going into business. And you have a passion for something that you did or hobby that you want to turn into a profession, and it doesn’t matter if it’s food or anything, everyone probably goes through some of these same issues and growing pains. And growing pains are a good thing. The most difficult part of the business, for me, is that, you know, you need to wear different hats different times. Sometimes you’re manufacturing. Sometimes you’re selling. Sometimes you’re delivering. Sometimes you’re doing banking. And it gets overwhelming. There’s no doubt about it. Our plan, and our hope is to find a good strong distribution partner that, you know, we can rely on to not only bring our products to market, but, bring our products and be able to let people know that they have this. You know, I’m not necessarily looking for an order taker. I’m looking for someone that can suggest something that’s gonna help the business grow.

Continued on page 15>>

>>Continued from page 14

In my past life, I was a retail sales representative for a Fortune 500 company. And I always prided myself on the fact that, you know, you need to be that point person. You need to look as someone's business and say you have a void here, or something is low here. How can we fix this? How can we fill that? And that's what I'm saying to a distributor... There are plenty of great distributors out there. And so many of them are missing the boat. They just take an order and leave.

There's so much that every retailer... if you're a retailer, you're a mom and pop, you're going through the same issues that I'm going through as a manufacturer. Everyone's got bills to pay. There's issues with employees, and this and that. It becomes wonderful to have that rep., that person you can count on, that you can call up and say, 'Hey, I need know about this or that? Can you help me? Can you direct me?'

And that's part of our plan. Our marketing plan is not just to go into a store and say, 'Hey, take our product 'cause it tastes the best.' Our marketing plan is to go into a store and say 'This is where the best placement for our product is gonna be. This is how I wanna promote it. This is what I'm willing to do.' And, you know, I just hope that distributors take a look at this as well as retailers and say okay, fine. When I now have a distributor fill my shoes for me they will be able to continue the idea of being value added and helping that retailer's sales grow."

You'll notice Sal's reference to a marketing plan. Having a well-developed, flexible and regularly updated marketing plan was one of Sal's take-home messages. In addition to its web page and free newsletter subscription option, you can follow Salvatore's Specialty Foods and Salvatore's Pizza Trailer on Facebook, Twitter and Instagram. As pandemic conditions permit, Salvatore's is also booking events, large and small, for later in the season. As the Salvatore's Specialty Foods web page says, "We would love to become part of your tradition!"

Thank you to Sal and Cheryl Butera for taking the time to prepare and demonstrate some of the many products in their line of small batch, artisanal and traditional Italian-style pizza and pasta products including their "Buffalo-style" pizza sauce and dough mix. As they say on their web page, "Salvatore's has been serving fresh hot pizza right out of the oven since 1956!" They look forward to continuing the tradition for family and friends as conditions permit. Meanwhile, freshly prepared pizza and pasta can be part of your own family tradition when you pick up Salvatore's Specialty Food products at the Taste NY Market at the Western New York Welcome Center or at one of the many area markets, delis, grocery stores and shops that carry Salvatore's Specialty Foods products.

Salvatore's Specialty Foods is another example of how family run small businesses in Western New York and throughout the State are continually adjusting to changes in the economy and markets and is one of the many businesses working to make fresh, tasty and nutritious, locally grown or processed and packaged foods, beverages, specialty goods, and services available to consumers in the region. ■



Taste NY at the Western New York Welcome Center is operated by:

**Cornell Cooperative Extension
Erie County**

Taste NY Market at the Western NY Welcome Center
1999 Alvin Road
Grand Island, New York 14072
(716) 773-0970
erietasteny@cornell.edu

New York State's Ambitious Plans to Address Climate Change

The Climate Leadership and Community Protection Act and the Draft Scoping Plan – Open for Public Comment Now

Kitty O'Neil, Zach Spangler, and Jenna Walczak - Livestock, and Field Crops Program

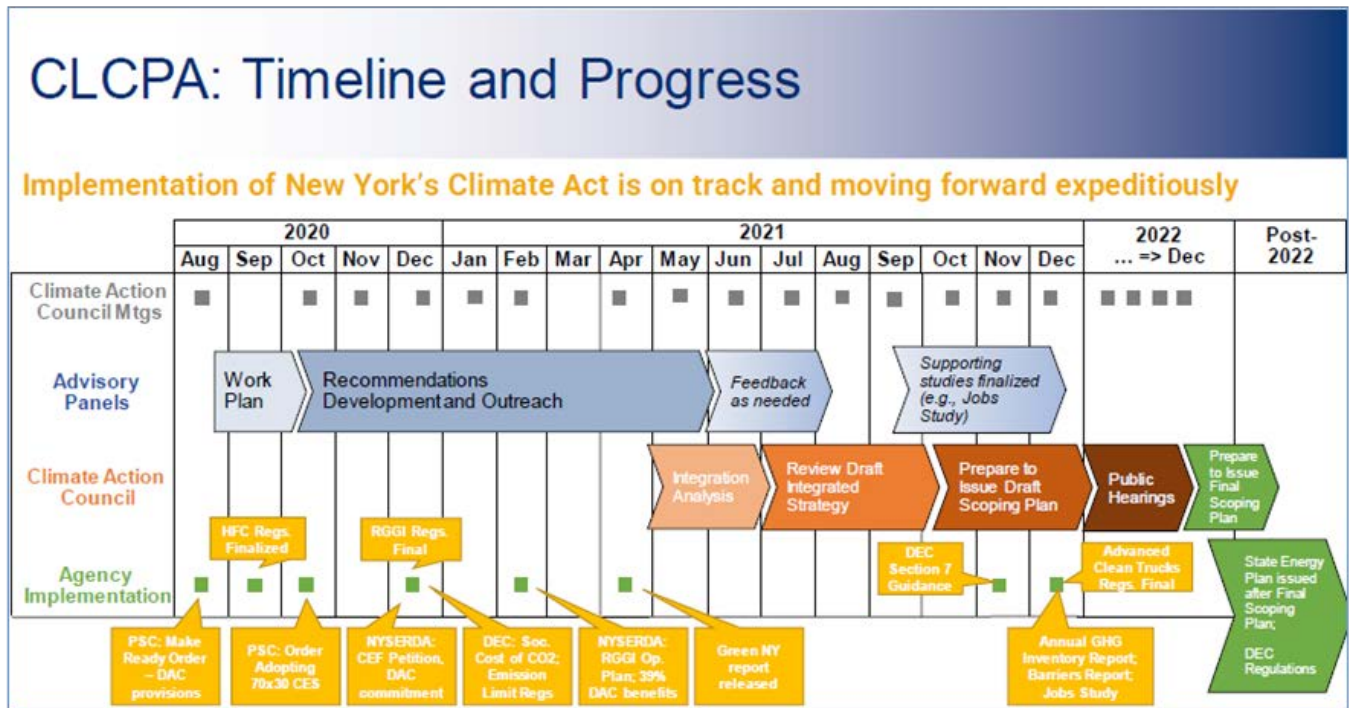
New York State's Climate Leadership and Community Protection Act (CLCPA or Climate Act) was passed in 2019 and lays out a plan to progress NYS communities and businesses toward a carbon-neutral economy, with meaningful milestones along the way. Climate change presents real problems for our communities, lands, infrastructure, and economy. We expect our steadily increasing release of greenhouse gases (GHGs) – such as carbon dioxide, methane, and nitrous oxide – into the atmosphere to cause severe weather patterns such as intense storms, droughts, flooding events, and more frequent and intense heatwaves. This will result in catastrophes like power grid outages, wastewater and contaminant spills, and all the downstream, long-term impacts of these disruptions and damages to our communities and systems. For NYS farms, climate change increases the likelihood of weather delays during planting and harvest seasons as well as heat stress for crops and animals. To begin to solve this problem, we need to rapidly reduce our release of GHGs. The CLCPA addresses this need head-on with a systematic approach.

The goals of the CLCPA include a 40% reduction in GHG emissions by 2030, and an 85% reduction by 2050, compared with 1990 emissions levels. To identify and enable action toward this end, the Act tasked a Climate Action Council with conducting a complete GHG inventory and with drafting a 'Scoping Plan' to outline a framework for how NYS will equitably reduce GHG emissions. The GHG inventory has been completed and summarizes all GHG emitted by human activity in NYS from 1990 to 2019 for four sectors – Energy, Industrial Processes, Agriculture/Land Use, and Waste. A quick read of the inventory report

reveals a lot of complex decisions that were needed about how to value and assign these emissions and how to draw boundaries around the different sectors. Descriptions of how this was decided and calculated, however, are also detailed. Some GHG improvements have already begun. The inventory document reports that peak emissions in NYS occurred in 2005 and we've already reduced GHG emissions by 17% since then. Our primary GHGs of concern are CO₂ and methane and the sectors most responsible for our GHG emissions are the Energy, Waste, and Agriculture sectors. The strategies outlined in the Scoping Plan reflect the relative scale of these various contributions by all sectors in its priorities.

The Energy sector includes all emissions associated with the generation and use of energy, including electricity generation, transportation, and on-site fuel use in buildings for heat or manufacturing. The Energy sector encompassed the largest portion of emissions every year included in the inventory and therefore a big part of the GHG reduction strategy in the Scoping Plan is focused on this sector, aimed at achieving a 100% reduction in emissions from electricity generation by 2040. Implementation of some of these strategies is already visible around us, in the form of wind and solar power generation installations, a shift toward more efficient equipment and systems, and more electric-powered buildings and transportation. The Scoping Plan outlines a strategy to generate more renewable energy, retire fossil fuel-powered electricity generation and improve our distribution infrastructure.

Continued on page 17>>



Emissions resulting from the Waste sector are largely methane and CO₂, generated by the decomposition and combustion of human-generated waste materials. Sources of GHG from this sector are landfills, waste incineration facilities, recycling operations, wastewater systems, and anaerobic digesters. The largest contribution to GHG emissions from waste management is the uncaptured methane emitted from landfills. As Composting and natural organic matter decomposition are not included in this inventory.

The Scoping Plan defines the Agriculture sector as production of livestock, crops, dairy, timber, and wood products and its emission sources include equipment, animals, cropland, forest fires, decomposition of dead trees, and development of ag and forest land. This sector also provides carbon sequestration benefits, with its ability to remove atmospheric CO₂ and store it in trees, plants, and soil. The strategies outlined in the Scoping Plan for the Ag sector are focused on both sides of this equation – mainly reducing methane and nitrous oxide emissions and sequestering more carbon. The Scoping Plan outlines the use of the

Agricultural Environmental Management (AEM) program to provide assistance and planning for the Ag sector. Many Ag sector strategies are focused on forest management, but there are also emphases on precision feed management, manure management, nutrient management, soil health, and a payment-for-ecosystem-services program. Livestock emits the dominant share of agricultural GHG as methane and nitrous oxide. Methane emissions from manure storage are targeted for investment in the form of cover-and-flare systems, anaerobic digesters, composting systems, and other methods that collect, capture and destroy methane or prevent its production. The statewide Climate Resilient Farming grant program has already provided \$12 million in funding for some of these efforts through local county Soil and Water Conservation District (SWCD) offices with another \$8 million available this year. Methane emitted from normal ruminant digestion, or enteric fermentation is also addressed in the Scoping Plan. Though this GHG represents the largest share of agricultural emissions, methane production per unit of meat or milk has decreased from 1990 levels due

to improved feed efficiencies. Further reductions in animal methane emissions are needed however and may be achieved with more research, testing, and use of feed additives. Some of these ideas are already in progress.

The other portion of Ag sector emissions is nitrous oxide, mostly emitted from nitrogen fertilizer losses to the atmosphere. Reducing this loss is already desirable and prioritized on almost all farms, especially in this year of record-high fertilizer prices, but it will also be a target of added urgency as part of GHG mitigation efforts. Soils also release CO₂ as organic matter is decomposed via natural processes. This release can be reduced, however, with the elimination of tillage, and soil can even serve as a net sink of carbon with improved health practices, which also offers other resilience advantages to the farm.

Expansions of capacity and technology, training, and cost-shares appear throughout this Draft Scoping Plan, in addition to the bits described here, as they apply to each sector. The Scoping Plan is 340 pages in length and includes detailed presentations of strategies, rationales, and feedback plans for the six sectors of the economy included in the CLCPA – buildings, electricity, industry, ag and forest lands, and waste. Links are listed below to the Draft Scoping Plan, the GHG Inventory Report, the CLCPA website and other materials.

One crucial component of the CLCPA initiative is the public comment and input period, which is currently open through June 10, 2022. Eight in-person and 2 virtual public hearings are scheduled to collect feedback on the Draft Scoping Plan. Event dates and locations are listed [here](#). The most convenient for the North Country is 4 pm on Tuesday, May 10th at The Wild Center in Tupper Lake or the virtual sessions. Preregistration for these events is encouraged. Written comments are also invited, and they may be submitted via an online form [here](#). The Scoping Plan

is expected to be finalized and published in January 2023.

The progress and protection intended by the CLCPA and its specific strategies will offer both challenges and opportunities to NY farms and communities. Some transitions and changes may be simple while others may be lengthier and more difficult. Each component of the plan offers potential for innovation and collaboration across sectors, with benefits to farms, the environment, and our communities. Extension can provide technical support on many of the management practices and systems that will be needed, with our local SWCD offices providing much of the administration. ■

Cornell Cooperative Extension recently added two Climate Resilience Specialists to our statewide system – Jenna Walczak ((518) 791-1888 and JW2254@cornell.edu) and Zach Spangler ((518) 935-8062 and ZHS3@cornell.edu). Both are housed in the Hudson Valley and are developing statewide programs to advance resilience in our agricultural production systems across NYS. Watch for their contributions to this important topic.

Additional Resources:

- NYS Climate Leadership and Community Protection Act (CLCPA) website <https://climate.ny.gov/>
- NYS Greenhouse Gas Inventory Report website <https://www.dec.ny.gov/energy/99223.html> and report summary https://www.dec.ny.gov/docs/administration_pdf/ghgsumrpt21.pdf
- NYS Climate Action Council Draft Scoping Plan <https://climate.ny.gov/Our-Climate-Act/Draft-Scoping-Plan>
- NYS Economic Impacts of Investing in Climate Mitigation in New York Forests and Agriculture <https://climate.ny.gov/-/media/Files/Publications/Energy-Analysis/Economic-Impacts-of-NYS-Climate-Mitigation-Strategies.pdf>

ON-FARM DAIRY PROCESSING

free online series



Three webinars for dairy producers interested in diversifying or vertically integrating their business.

SPEAKERS INCLUDE :

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25

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Session 1

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Anika Zuber Gianforte
Dairy Processing & Marketing Specialist

JUNE
1

Wednesday, 6-7 pm

Session 2

Considerations for Designing your Processing Facility for Quality Production



Robert Ralyea
Senior Extension Associate

JUNE
8

Wednesday, 6-7 pm

Session 3

Managing the "Red Tape" for Efficient and Sustainable Value-Added Dairy



Kimberly Bukowski
Extension Associate



Katelyn Walley-Stoll
Farm Business Management Specialist



Camila Lage
Dairy Management Specialist

REGISTRATION

is FREE but required for this event:
tinyurl.com/onfarmdairy22, scan the QR code, or contact Camila Lage
607-422-6788/ cd546@cornell.edu

Scan me!



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NORTHEAST EXTENSION RISK MANAGEMENT EDUCATION



National Institute of Food and Agriculture
U.S. DEPARTMENT OF AGRICULTURE

Marketing Musings – Local Food Marketing Direct Sales

John Whitney, Agriculture Educator, CCE Erie County



Photo Flickr

Is local food marketing direct sales part of your current business plan or something you are considering? On April 28, 2022, the National Agricultural Statistics Service (NASS) released the results its 2020 nationwide survey on direct marketing practices. According to NASS, over 147,000 U.S. farms produced and sold food locally through direct marketing channels and practices. This generated \$9.0 billion in revenue in 2020.

Survey data covers both fresh and value-added foods including meat and cheese. Survey data shows that 78% of farms sold direct-to-market products within 100 miles of the farm. 17% sold partially within and beyond 100 miles. More than 40,000 farms sold directly to institutions and intermediates or distributors, bringing in the most revenue at \$4.1 billion. Direct-to-consumer sales, including farmers markets and on-farm stores generated \$2.9 billion. More than 24,000 operations nationwide sold directly

to retailers accounting for \$1.9 billion in sales. Direct farm sales of food increased by 3% from 2015. It will be interesting to see if this trend continues, especially as COVID impacts are factored in.

New York State ranked third in the nation, behind California and Pennsylvania with \$584 million in direct farm sales. The top five states by value of total direct sales were:

- California, \$1.4 billion
- Pennsylvania, \$600 million
- New York, \$584 million
- Michigan, \$555 million
- Maine, \$342 million

According to the survey, 314,000 people were involved in decision-making for the farms that sold directly to consumers in 2020. Of these, 43 percent were women representing a higher proportion of women than among all farms, according to the 2017 Census of Agriculture.

For additional highlights and definitions, see the Direct Farm Sales of Food fact sheet included here or visit the NASS web page to really dig into the data: https://www.nass.usda.gov/Publications/AgCensus/2017/Online_Resources/Local_Food/index.php

Scan this QR Code to visit the NASS Census of Agriculture 2020 Local Food Marketing Practices Survey web page. ■




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2017 CENSUS OF AGRICULTURE
Highlights

Direct Farm Sales of Food

Results from the 2020 Local Food Marketing Practices Survey



ACH17-27/April 2022

In 2020, farmers produced and sold \$9 billion of local edible food commodities directly to consumers, retailers, institutions, and intermediaries. Direct farm sales of food increased by 3% from 2015. The number of operations selling locally produced food decreased by 12%. Intermediaries and institutions accounted for 46% percent of direct food sales while direct-to-consumer sales accounted for 33%. Direct farm sales included both fresh foods and processed or value-added products such as bottled milk, cheese, meat, wine, and jams.

147,307
farms

\$9 billion
local food sales

\$4.1 billion
sold through institutions and intermediate markets

Number and Location

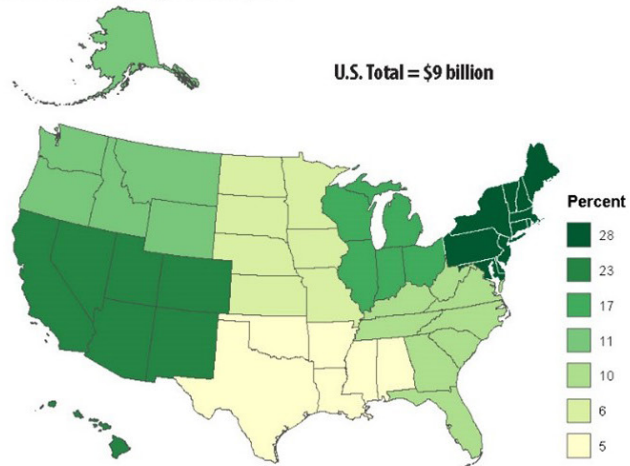
California, with \$1.4 billion in direct farm sales, accounted for 16% of the U.S. total. At the regional level, the 11-state northeastern region had the largest share of direct sales with \$2.5 billion, which accounted for 28% of the U.S. total. Four of the top 10 states are in the northeastern region.

Top States in Direct Farm Sales (\$ million)

California	1,432
Pennsylvania	600
New York	584
Michigan	555
Maine	342
Washington	323
Texas	273
Oregon	255
Massachusetts	254
Florida	247

California also led the country in the number of farms selling food directly with 14,308 farms, which accounted for 10% of the U.S. total. Texas was the only other state with more than 10,000 farms selling directly. Regionally, the southwest and northeast had the most farms engaged in direct sales of food (25,644 and 26,707 farms, respectively).

Direct Farm Sales of Food by Regional Share, 2020



What is local?

A locally or regionally produced agricultural food product that is transported less than 400 miles or within the state it is produced.

Farms sell directly to:

Consumers - Includes sales through farmers markets, onsite farm stores, roadside stands, Community Supported Agriculture arrangements, online sales, pick-your-own operations, mobile markets, and other means.

Retailers - Includes supermarkets, supercenters, restaurants, caterers, independent grocery stores, and food cooperatives.

Institutions - Includes schools, colleges, universities, and hospitals.

Intermediate markets - Includes intermediary businesses such as wholesalers, distributors, processors and more.



United States Department of Agriculture
National Agricultural Statistics Service

www.nass.usda.gov/AgCensus

SNAPSHOT

Producers with Direct Sales of Food, 2020

Number=299,238*

	Direct Sales	All U.S.
	(Census 2017)	
	(percent)	
Sex		
Male	57	64
Female	43	36
Age		
<35	11	8
35-64	56	58
65+	33	34
Primary Occupation		
Farming	49	42
Other	51	58
With military service	9	11
Hispanic	4	3
Race		
American Indian/Alaska Native	1.3	2.3
Asian	1.9	0.7
Black/African American	1.2	1.4
Native Hawaiian/Pacific Isl	0.6	0.2
White	96.2	96.2

*Data collected for up to four producers per farm, may report more than one race per producer.

About 300,000 individuals were involved in making decisions for the farms that sold food directly in 2020. Producers of farms that sold local food directly were more likely than all U.S. farms to be female and age 34 or younger.

About the Survey

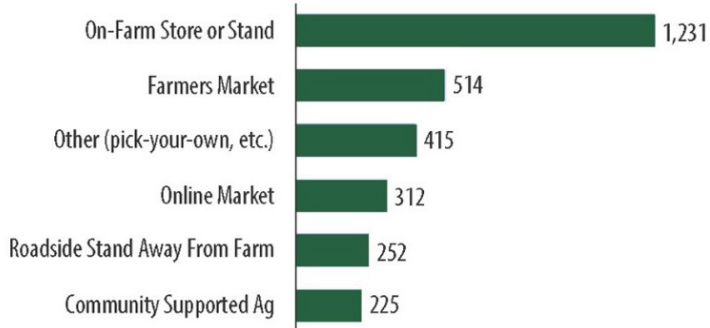
The 2020 Local Food Marketing Practices Survey was designed to collect data related to the marketing of foods directly from farm producers to consumers or retailers who then sell directly to consumers. The primary purpose of the Local Food Marketing Practices Survey was to produce statistics on the number of farms that market food directly, the value of these direct sales, and the marketing practices used in conjunction with direct sales. The survey was administered in all 50 states.

The 2020 data as well as results of previous NASS Local Food surveys are available in the NASS Quick Stats database at www.quickstats.nass.usda.gov, or at www.nass.usda.gov/go/local-food.

Direct-to-Consumer Sales

Seventy-seven percent of farms with direct sales sold directly to consumers. Of the \$2.9 billion in direct-to-consumer sales, on-farm stores and farmers markets accounted for \$1.7 billion (59%).

Direct-to-Consumer Sales by Marketing Practice, 2020 (\$ million)



Among farms selling directly to consumers, 42% sold fresh food products while 75% sold processed or value-added products.

52% The share of direct-to-consumer sales that were fresh food products.

Other Direct Sales

There were 40,675 farms selling food to institutions and intermediary businesses with \$4.1 billion in direct sales. Fresh commodities accounted for 56% of the total sales. Of the 40,675 farms, 19,655 (48%) sold fresh commodities, while 22,533 (55%) sold processed or value-added commodities. Fewer farms (24,137) sold directly to retailers than to individual consumers, institutions, or intermediaries. Sixty-two percent of sales to retailers such as grocery stores and restaurants were fresh foods.

The majority (57%) of farms marketing food directly were located in metropolitan counties. These farms accounted for 62% of all direct food sales. Approximately 78% of farms selling food directly sold all of their directly-marketed food within a 100-mile radius of the farm.

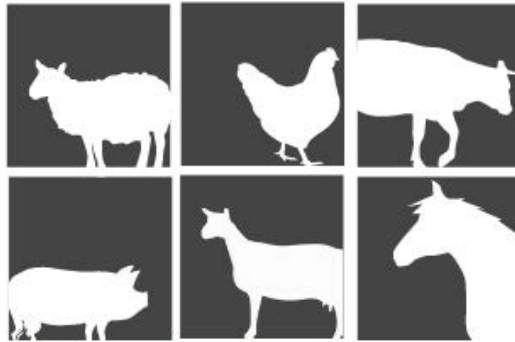
Direct Farm Sales of Food by Type of Buyer, 2020 and 2015

	2020 Sales* (\$ billion)	2015 Sales (\$ billion)
Consumer	2.9	3.0
Retailer	1.9	2.3
Institutions and Local Intermediary Businesses	4.1	3.4
Total Direct Farm Sales	9.0	8.7

*May not add to total due to rounding.

Source: USDA NASS, 2020 Local Food Marketing Practices Survey.

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Livestock Program Work Team

Cornell Cooperative Extension

New Livestock Resource Website from Cornell Cooperative Extension

If you are looking for resources for producing and marketing livestock, then visit the NEW Cornell Cooperative Extension's Livestock Program Work Team website <https://www.ccelivestock.com>.

The CCE Livestock Program Work Team recognized New York livestock producers need to have a trustworthy central location for all things livestock and developed the website in response. The website is organized into themes based on species and information can be found on a variety of production topics including breeding and reproduction, nutrition, and health as well as marketing.

"Our goal is to continue adding resources and have it be the go-to place for workshops, trainings, and webinar recordings", states Nancy Glazier, Regional Small Farms/Livestock Specialist.

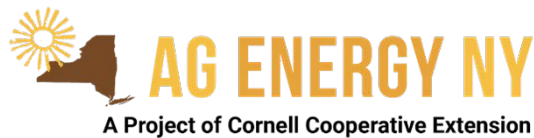
Dana M. Havas Ag Team Leader from CCE Cortland expressed "It is exciting to have extension livestock experts from all over the state working together to develop a robust and valuable collection of resources for our communities"

As the website grows we look forward to hearing how you use the website and invite you to tell us what you think by contacting the website administrator <https://www.ccelivestock.com/contact-us>.

The CCE Livestock Program Work Team is comprised of educators working to build a collaborative network of experts and resources to foster the success of livestock farms across New York State. Find your local Cornell Cooperative Extension office here, <https://cals.cornell.edu/cornell-cooperative-extension/local-offices>. ■

AgEnergy NY – Save Energy! Save Money! Boost Productivity! Reduce Harmful Climate Change Impacts!

John Whitney, Agriculture Educator, CCE Erie County



NYSERDA (New York State Energy Research and Development Authority), together with Cornell Cooperative Extension, is committed to providing tools and resources to New York State farms to help save money, boost productivity, and improve operations.

Energy-related agricultural best management practice information and recommendations are available to farms through the AgEnergyNY web page and through participating Cornell Cooperative Extension associations including CCE-Erie. Cost and energy saving resources provide:

- Recommendations for energy-efficient technologies
- Alternate modes of operation
- Conservation practices to optimize energy use
- Access to funding resources

To get started, scan this QR code or visit the web page: <https://agenergyny.org/> and scroll down and select the “SIGN-UP” option. While you are there, feel free to check out any information that may be of interest. Check back from time to time, too. More information is added regularly. You can also call 607-327-4089 or

e-mail AgEnergyNY@cornell.edu. If you’d like to start locally, you can contact John Whitney at 716-796-3204 or e-mail jrw44@cornell.edu.



Scan this QR code to reach the sign-up screen for more information including the possibility of a free energy assessment/audit.

Ag Energy NY is part of NYSERDA’s broader program, Energy Best Practices in Agriculture. Dairy and greenhouse sectors are addressed through EnSave. For more information see <https://www.nyserdera.ny.gov/All-Programs/Energy-Best-Practices-For-Agriculture>, call 1-800-732-1399, or e-mail AgBestPractices@nyserdera.ny.gov. ■

Marketing Musings II

Marketing, Direct Sales, and Farm Market Resources and Training Opportunities

John Whitney, Agriculture Educator, CCE Erie County



“Marketing” is sometimes viewed with skepticism or criticism, and for good reason. An on-line marketing resource, “KnowThis?Com,” www.knowthis.com, lists and describes some of these reasons:

- **Marketing encourages people to purchase what they do not need**
- **Marketing embellishes product claims**
- **Marketing discriminates in customer selection**
- **Marketing contributes to environmental waste**
- **Marketing encroaches on customers’ right to privacy**

Of course, it doesn’t have to be this way. The site goes on to discuss ethics and social responsibility in marketing and even suggests a “Marketing Code of Ethics” addressing issues like:

- **Offering gifts**
- **Receiving gifts**
- **Competitor information**
- **Friends and relatives**

- **Accuracy of representation**
- **Support of claims**
- **Use of the word “free”**
- **Comparative advertising**

To help farms and related businesses understand and navigate the complexities of modern marketing, the Cornell Small Farms Program offers several in-person and online training opportunities. The program’s home page is: <https://smallfarms.cornell.edu/projects/>. Once per year, the program runs multisection online courses including:

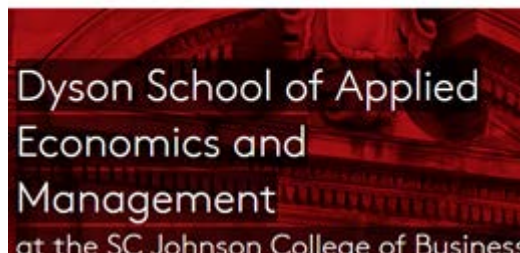
- **BF102: Exploring Markets & Profits**
- **BF202: Writing a Business Plan**
- **BF205: Social Media & Online Marketing**

Visit <https://smallfarms.cornell.edu/online-courses/> for course details and enrollment options.



Our land grand college neighbors to the south at PennState Extension have also been offering a wide range of marketing training opportunities. Free webinars now available for viewing include:

- Market Channel Matchmaking (recorded January 18, 2022) <https://extension.psu.edu/market-channel-matchmaking>



- Retail Farm Market School: Building An On-Farm Market (recorded April 4, 2022) <https://extension.psu.edu/retail-farm-market-school-building-an-on-farm-market>
- Retail Farm Market School: Diversifying Your Product Mix with Local Partnership (recorded April 12, 2022) <https://extension.psu.edu/retail-farm-market-school-diversifying-your-product-mix-with-local-partnerships>
- Retail Farm Market School: Effective Merchandising (recorded May 5, 2022) <https://extension.psu.edu/retail-farm-market-school-effective-merchandising>
- Retail Farm Market School: Expanding Farm Sales with E-Commerce (recorded 5/10/2022) <https://extension.psu.edu/retail-farm-market-school-expanding-farm-sales-with-e-commerce>
- Retail Farm Market School: Social Media Strategy and Community Building (recorded April 26, 2022) <https://extension.psu.edu/retail-farm-market-school-social-media-strategy-and-community-building>
- Retail Metrics for Farms and Markets Webinar (recorded April 15, 2019) <https://extension.psu.edu/retail-metrics-for-farmers-and-markets-webinar>
- What to Expect When You Are Being Inspected (recorded March 29, 2022) <https://extension.psu.edu/what-to-expect-when-youre-being-inspected>

For a deeper dive, Penn State offers a fee-based 9 section online course titled “Retail Farm Market School”:<https://extension.psu.edu/retail-farm-market-school>. Another modest fee-based session is titled Farmers Market Food Safety: <https://extension.psu.edu/farmers-market-food-safety-online>.

Cornell’s Charles H. Dyson School of Economics & Management recently hosted a two-part series on the Squarem point of sale system (www.squareup.com/us/en/point-of-sale), one of a number of integrated tools and systems farm markets and many other businesses are using to track and evaluate sales data, manage inventory, and better focus sales and marketing efforts. Quickbooks, PayPal, Lightspeed, Revel, and other companies have tools available as well. Matthew LeRoux, an Extension Associate at the Dyson School, has been focusing on Square in his work with market channel assessment tools with the goal of helping farms use their own data to direct efforts to better performing channels.

Sessions can be viewed at Cornell’s Video on Demand site at the following links:

- Week 1: The Data-Driven Farmers Market: Using POS Systems to Inform Market Practices: https://vod.video.cornell.edu/media/Cornell_Square_Point_of_Sale_Presentation_Week_1/1_hulpwczw
- Week 2: How to Set Up and Use Square, A Practical Guide: <https://vod.video.cornell.edu/media/>

If you have any trouble accessing these recording links, or if you have any related questions, contact John Whitney at 716-796-3204 or e-mail jrw44@cornell.edu. ■

Species of Note From the 2021 NY Forest Health Visual (Aerial) Surveys Conducted by NYS Department of Environmental Conservation

NYS DEC Forest Health and partners conduct visual surveys for many damage-causing agents in New York. Here we share information for two species they look for - Spongy Moth (previous name: Gypsy Moth) and Beech Leaf Disease. Aerial flights were completed after Spongy moth had finished all stages of its lifecycle.

The visual surveys also included hemlock woolly adelgid, thousand cankers disease, Asian longhorned beetle, southern pine beetle, and oak wilt. If you are interested in receiving a copy of the complete nine-page report, reach out to Sharon Bachman at sin2@cornell.edu.

Summer 2021 – Biocontrols Kick in During Outbreak Nucleopolyhedrosis virus, known as NPV for short, is factor in controlling spongy moth. When populations of moths are high during an outbreak, moths are under more stress and more vulnerable to NPV. According to NYS DEC, symptoms of NPV were observed in spongy moth caterpillar populations in most areas last year. The number of caterpillars infected was particularly high where defoliation was severe in Summer 2020. At some locations, the die-off of caterpillars was so intense that the aroma of infected/rotting caterpillars hung in the air. At some of those locations, it appeared the population collapsed; very few moths were observed and the vast majority of egg masses that remained on the trees appeared to be old.

Another factor that can help to combat a spongy moth outbreak is the disease *Entomophaga*

maimaiga. This is a fungus native to Japan. Well named, in Latin *Entomophaga* means “insect eater” and *maimaiga* is the Japanese name for spongy moth. In 2021, NYS DEC foresters did hear reports of *E. maimaiga* outbreaks that virtually eliminated the local spongy moth population.

To read more about these species that aid in the control of spongy moth, see: <https://www.canr.msu.edu/resources/a-virus-and-a-fungal-disease-cause-spongy-moth-outbreaks-to-collapse>

NYS DEC Fall/Winter Observations - The number of egg masses in most locations appear to be less than they were year before, and the average size of new egg masses was much smaller than the previous year. Across the state, there are also areas with a significant number of new egg masses compared to the year before and a few locations where the number of new egg masses are higher than the year before.

Observations from this Spring - In region 8, Forester Gary Koplun observed first hatch on May 1st in Caledonia. By Monday, May 9th, he noticed some caterpillars ballooning.

Koplun is fairly confident the spongy moth defoliation damage will be noticeably less this year compared to last year. Let's hope he's right. A return to a weather pattern of regular cool, damp conditions over the next few weeks would help to promote an *E. maimaiga* outbreak amongst spongy moth populations.

Aerial Surveys

The aerial and groundtruthing surveys are part of a national survey conducted by the US Forest Service. The purpose is to track and map forest changes over large areas, and to provide an overview of forest health conditions around the state and around the country. Each year the aerial surveyor flies over the state and maps out areas of trees that are discolored or damaged, and the groundtruther drives and hikes to those areas and confirms what is wrong with the trees.

Defoliation by the insect formerly known as gypsy moth was the most broadly observed damage in 2021. Other frequent causes of tree mortality mapped were emerald ash borer, southern pine beetle, and hemlock wooly adelgid. (Figure 9)

Populations rise and fall over the years from not noticeable to heavy defoliation. This past year was a large outbreak year, with elevated amounts of caterpillars causing noticeable leaf damage across the state. Figure 9 shows 726,037 acres of *Lymantria dispar* damage as mapped by the aerial survey. Populations were especially high in Clinton, Warren, Saratoga, Cattaraugus, Orleans, Monroe, Livingston, Ontario, Seneca, Yates, Steuben, and Schuyler counties.

Beech Leaf Disease

Beech leaf disease (BLD) is the latest threat to beech trees. It can kill mature trees in 6 to 10 years and younger trees in just a few years.

There has been significant expansion across New York in the past few years. Newly detected counties this year include Bronx, Nassau, Queens, Putnam, Dutchess, Orange, Tompkins, Cayuga, and Genesee. (Figure 1) Existing infestations increased in severity. BLD has been spreading across Westchester and Suffolk counties, where we received the most public reports from.

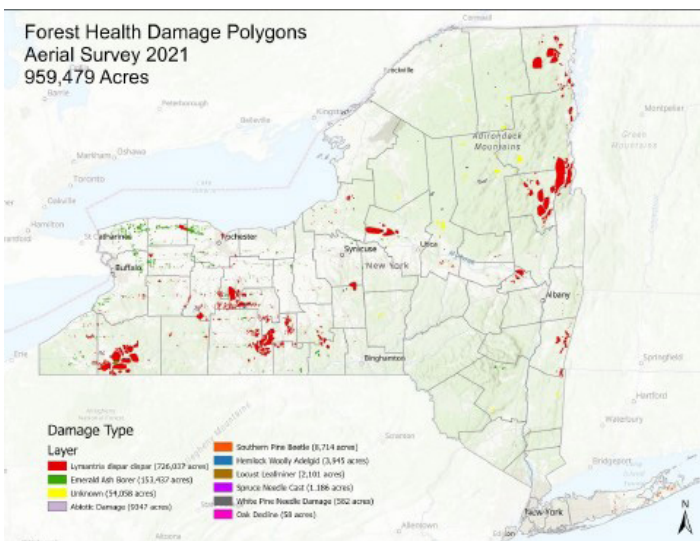


Figure 9. Forest health damage mapped by aerial survey in 2021

The Insect Formerly Known as Gypsy Moth

Gypsy moth caterpillars (*Lymantria dispar dispar*) feed on a large variety of host trees including oak, maple, crabapple, hickory, basswood, aspen, willow, birch, pine, spruce, hemlock, and more. Oak is their preferred species. The insect is currently undergoing a name change and is between common names at this time.

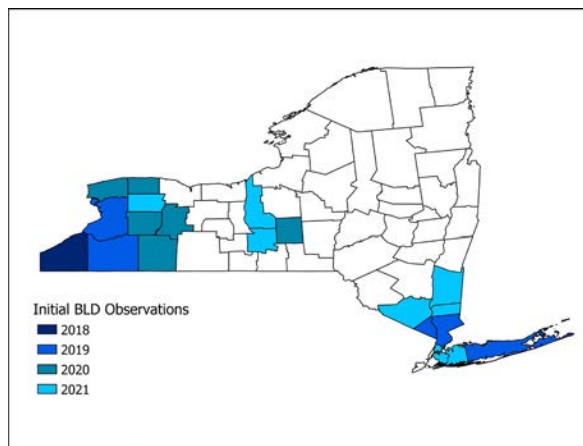


Figure 1. Map showing BLD infested counties in NY, by year of initial observation

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Figure 2 shows this year's survey results, displaying where beech leaf disease was and was not found. This does not include public reports or additional surveys downstate, which will be included in the final map, to be found in the BLD Annual Summary 2021. Surveys were conducted in 59 out of 62 counties this year.



Figure 2. Map showing the positive and negative BLD survey results from 2021

Acknowledgements - These surveys are the work of DEC Forest Health staff, DEC Forest Health Diagnostic Lab, DEC Regional staff, Office of Parks, Recreation, and Historic Preservation (OPRHP), iMap Invasives, New York State Hemlock Initiative, Central Pine Barrens Commission, and all of the Partnership for Regional Invasive Species Managements (PRISMs). ■



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Erie County Soil & Water District in Cooperation with CCE Erie Receives Grant to Complete Urban Agriculture Conservation Planning

Adapted from NACD press release by Sharon Bachman

Early in May, the National Association of Conservation Districts (NACD) awarded nearly \$1 million in funding through the Urban Agriculture Conservation (UAC) Grant initiative to 31 conservation districts across 15 states.

The NACD is the nonprofit organization that represents the nearly 3,000 conservation districts across the United States, their state and territory associations, and the 17,000 men and women who serve on their governing boards. For more than 75 years, local conservation districts have worked with cooperating landowners and managers of private working lands to help them plan and apply effective conservation practices. For more information about NACD, visit www.nacdn.org.

Since 2016, NACD has worked closely in partnership with the U.S. Department of Agriculture (USDA) Natural Resources Conservation Service (NRCS) to deliver funding through this grant initiative, with the primary goal of increasing conservation districts' capacity to deliver technical assistance related to urban, community, and small-scale agriculture. Typical urban agricultural conservation assistance is provided in the areas of pollinator habitat, soil health, water conservation, and many other related resource concerns.

“Conservation districts are the boots on the ground across the country, making connections and implementing projects that bolster conservation practices,” said NACD President Michael Crowder. “The Urban Agriculture Conservation Grants provide the funding to make these things happen and give a pathway to new and innovative conservation practices and programs.”

Erie County Soil & Water Conservation District, in partnership with CCE Erie, were successful in their

planning grant application under this opportunity. The District's project proposes to work in conjunction with Erie County Cornell Cooperative Extension to plan an Urban Agricultural Conservation technical assistance program in the Buffalo, NY region. The program will acquaint the District with the urban grower community and provide a pathway for delivering agricultural planning, education and implementation funding assistance. Additional partners on this grant include Allison DeHoney with Buffalo Go Green, Jeanette Koncikowski with Grassroots Gardens of WNY and Gail Wells with Buffalo Freedom Gardens. We anticipate the one-year project getting under way officially on June 1st.

The project will host an introductory meeting/scoping session with local urban stakeholders to explain the goals of the planning effort, discuss roles, and create agendas. The District and CCE Erie plans to conduct twenty individual farm or community garden site visits to discuss concerns, needs, technical assistance applications, and to develop effective communication methods with the audience considering cultural and language differences. Through these interactions, we will collect needs assessment information, which we then plan to discuss at work sessions with key partners for incorporation into an Urban Agriculture Conservation Technical Assistance Plan for delivering technical and educational assistance by the District and CCE. Toward the end of the project, the District also plans to update its Agricultural Environmental Management (AEM) Strategic Plan to integrate identified urban agricultural natural resource issues and management goals. Finally, grant partners will host a sharing session to explain findings, the District's strategic plan; roles for key partners going forward; and potential opportunities for future District urban agricultural conservation technical assistance initiatives in Buffalo. ■

Conservation Easements: A 7-Step Guide to the Process

Kathleen McCormick, Agriculture Educator, CCE Erie County

This could be the year to preserve your farm with an agricultural conservation easement. Governor Hochul and the legislature included \$21 million for farmland protection in the 2022-2023 state budget. If a conservation easement is something you've considered, it may be helpful to know more about what's involved in the process.

What follows are the basic steps in granting a conservation easement. The exact order and details will depend on whether the easement is donated or purchased, and on the policies of the entities that hold the easement and/or provide funding for it.

Step 1: Find an Easement Holder

Granting an agricultural conservation easement means extinguishing the right to develop the land while retaining other ownership property rights. The entity that holds and monitors the easement can be a non-profit land trust or a public entity such as a town or county. Several Erie County towns have conservation easement programs. Some towns manage their own easement programs while others work with the Western New York Land Conservancy (WNYLC), a regional land trust. Contact your town and the WNYLC (<https://www.wnylc.org/>) to begin exploring your options.

Step 2: Get to Know One Another

You will likely be asked to complete an application that will help the holder decide if your property meets some minimum criteria for acceptance into its easement program. Expect to provide some basic information about yourself and about your property's size, location, soil types, main features, and current uses. If your property meets the minimum criteria, it will be time to begin discussing the possibilities.



Photo by John Whitney

There is a lot of ground to cover. Be prepared to tell the holder how you want to be able to use the property and to ask lots of questions. Ask about the use restrictions that are not negotiable (i.e., subdivision; holder's right to inspect the property). Ask about the easement costs that you will have to pay. These costs may include an appraisal, attorney fees, an environmental assessment, a survey, title work, and a report that documents the existing conditions on the property. With the exception of your attorney's fees and an appraisal that meets Internal Revenue Service (IRS) standards, the holder may be able to cover most of the easement costs with grant funding. Ask about funding opportunities, the likelihood of securing funding, the timeline for obtaining funding, and the use restrictions that different funders require.

Step 3: Seek Legal & Financial Advice

If everything you hear from the holder points toward proceeding with the easement, it's time to consult with your legal and financial advisors. This will be time well spent because a conservation easement is a major commitment involving major money. It's worth taking the time to get very clear on all the pros and

cons. Trusted advisors can help you consider the full impact of the easement on your family, your finances and your farm operation.

Your attorney can help negotiate the terms of the easement to ensure it meets your needs. Your attorney and/or accountant can help you decide whether it would be better to donate the easement for the tax benefits or to sell the easement at full value and have capital to invest in your operation, a college savings account, a retirement account or something else your family needs. You may be able to get the best of both, a tax benefit and capital to invest, by donating part of the value of the easement (known as a “bargain sale”).

Step 4: Negotiate Easement Terms

The easement holder usually takes the lead on drafting the easement, but expect a collaborative effort involving you and your attorney, the holder and its attorney, and the funders. Many holders will start with a standard template and then tailor it to reflect the property, the landowner’s needs, and the requirements of the funders.

Conservation easements are flexible to a point. Some terms will be negotiable; others will not. It may take considerable time to draft the easement. Don’t be afraid to spend it. The easement is attached to the title of your property and remains in effect when you sell, lease, or pass on your land. It’s essential that you, the holder, and the funders are all in agreement on the easement terms.

Step 5: Due Diligence

Like any real estate transaction, a conservation easement requires significant due diligence. The holder will need to obtain some or all of the following reports: appraisal, baseline documentation report, environmental assessment, and title search. Some holders will also require a survey to document the property boundaries and any special use areas that are described in the conservation easement (e.g., a building zone).

Appraisal Report - An appraisal is done to determine what the holder will pay for the easement. The appraisal is a strict requirement if any public money is to be used to purchase the easement. Landowners who plan to

claim a tax deduction or credit will need to obtain their own appraisal (See Step 7).

Baseline Documentation Report (BDR) - The BDR documents the features and existing conditions on the property in text, photographs, and maps. It describes the property’s historic and present land uses, agricultural improvements, soils, hydrology, ecological features, and scenic values. The BDR is a wonderful account of your property. You will receive a copy of it at closing.

Environmental Assessment Report - Many funders require an environmental assessment to determine if there is any obvious evidence of hazardous waste on the property.

Title Report - The holder will order a title search to find out about all the people and entities that have a claim on the property. Those with a claim could be an energy company with a gas well, a relative with an estate, a neighbor with rights to cross the property, or a lender with a mortgage on the property.

Note that a holder may require a mortgage or a life estate to be “subordinated” to the conservation easement. Subordination ensures that if the lender forecloses or the relative with a life estate dies, the property remains subject to the easement no matter who the owner is. If you plan to sell the easement, you can use the proceeds to pay off the mortgage instead of subordinating it.

Step 6: Close and Record

When the easement is finalized, all the reports are complete, and any title issues are addressed, it’s time to close. You and the holder will sign the easement and the BDR in the presence of a notary public. Then the easement is recorded with the Erie County Clerk. Any title curatives (e.g., a mortgage subordination) will be recorded at the same time. Recording the easement ensures that the next owner of the property knows about the conservation easement.

Congratulations! You’re all done unless you plan to claim a federal tax deduction and NYS tax credit.

Step 7: Claim a Tax Deduction & Credit

Those who want to reap the tax benefits of donating all

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or part of the value of the easement will need to take this last step.

To claim the federal tax deduction for donated easements, you will file IRS form 8283 (Noncash Charitable Contributions) with your income tax return. When you file the form, you need to attach a “qualified” appraisal to substantiate the value of the donation. The IRS is very picky about what makes an appraisal qualified. It’s much more than a standard comparative market analysis. The appraiser needs to determine the value of the property before the easement and the value of the property with the easement in place. This type of analysis is best done by an experienced appraiser

who is familiar with conservation easements. Both you and the holder will sign the 8283 form. Learn more about the [federal income tax deduction](#) from the Land Trust Alliance website.

To claim the NYS conservation easement tax credit, you will need to register the easement with the Department of Environmental Conservation (DEC). Visit the [DEC](#) and [Department of Taxation and Finance](#) websites to find out how to register and more about the credit. ■

Conservation Easement Process





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Erie County Ag News

Cornell Cooperative Extension of Erie County

A promotional poster for the 10th Annual Golf Tournament. The background is a blurred image of a golf course with a golf ball on a tee. The text is overlaid on the image. At the top left is the URL 'erie.cce.edu.cornell/events'. At the top right is the logo for the Erie County Extension Foundation, which features a circular emblem with a stylized figure and the text 'ERIE COUNTY EXTENSION FOUNDATION'. The main text reads '10TH ANNUAL GOLF TOURNAMENT' in large, white, sans-serif capital letters. Below this, in smaller text, it says 'to benefit'. At the bottom, it says 'Cornell Cooperative Extension Erie County'.

erie.cce.edu.cornell/events

**Saturday, July 16
2022**
Registration
7:00 am - 7:45 am
Shotgun Start
8:00 am

**10TH ANNUAL
GOLF
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to benefit

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