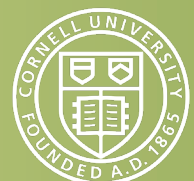


Erie County Ag News



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- Finding (and Keeping) Farm Workers
- What's Feeding On My Tomatoes?
- Spotlight on Seema's Naturals
- Ag CDL Training - Erie County
- Be on the Lookout for Spotted Lanternfly



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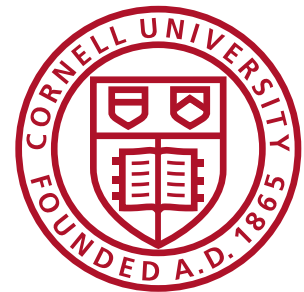
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Follow CCE Erie on social media to receive up to date news and announcements!



Cover photo Rawpixel



UPCOMING AGRICULTURAL EVENTS

FAMACHA and Internal Parasite IPM Training

October 6, 2022

4:00pm - 6:30pm

Mitrowski House Farm

Machias, NY

Join Amy Barkley of the SWNYDLFC Team and Lynn Bliven of CCE Allegany for a comprehensive, hands-on FAMACHA training.

More details: <https://swnydlfc.cce.cornell.edu/event.php?id=1936>

Beef Quality Assurance (BQA) Training

October 15, 2022

9am - 2pm

Perrysburg Volunteer Fire Co / Town Line

Livestock

Perrysburg, NY

This nationwide training and certification program arms beef producers with the tools they need to make sound management decisions for the health of their cattle, the safety of their customers, and the quality of their beef.

More details to come at <https://swnydlfc.cce.cornell.edu/event.php?id=1947>

Cornell Professional Sheep Shearing School at Cornell University, Ithaca, NY

November 11 - November 12, 2022 8:30am-

4:00pm

Cornell University

Ithaca, NY

This two day in-person training is for shearers with prior experience who are looking to make shearing a profession.

More details: <https://swnydlfc.cce.cornell.edu/event.php?id=1948>

NY Sheep and Goat Producers

October 27, 2022

7pm-9pm

Zoom

Dr Charles Gaiser and Dr Linda Detwiler will give a brief overview of the scrapie program and review regulations regarding tagging.

A question-and-answer period will follow.

More details to come at <https://swnydlfc.cce.cornell.edu/event.php?id=1946events>

Finding (and Keeping) Farm Workers

John Whitney, Agriculture Educator, CCE Erie County



My first “job” was working on my parent’s sheep farm. The farm straddled the Amity/Angelica town line on Feathers Creek Road in Allegany County. We moved to the farm on my fifth birthday. Most of my childhood memories begin around that time.

I was the oldest of five children (me, my sister, then three younger brothers). As is often the case with young people on farms, I began driving tractors – more like “steering” – before I reached my teens. When my mother was busy, I would steer the tractor around the fields as Dad loaded the hay wagons. I think I was eleven when my father suggested he would pay me 2 cents for every bale of hay that made it into the barn (broken bales and mis-ties didn’t count). The next summer, for reasons I never understood, my pay dropped to 1 cent per bale. After that, through my teen years, I didn’t receive any direct payment, although I had come to recognize my compensation, in the form of “room and board,” clothes on my back, transportation to and from school, athletic and social activities, covered dental and medical bills, generous Christmas and birthday presents, and, eventually, access to a vehicle (and the gasoline tank), etc., were

all forms of “pay” for my help on the farm. Helping as time permitted and without monetary compensation remained the case up until the farm was sold in 2016. Obviously, it doesn’t and shouldn’t work that way for most farm workers. People need to make a living and be fairly compensated for their work. Non-family members rarely have the direct and indirect benefits that many farm kids have. Plus, there are matters like health insurance and health care expenses, transportation costs, recreation, retirement savings, and the rest of what it takes to get through life.

I took a call the other day from a farmer who was having trouble finding farm help after recently losing a couple of employees (over transportation issues). It’s always been challenging to find people willing to work on farms. We all know many of the reasons why. Still, the problem seems to be getting worse to the point where it’s not uncommon to hear things like “I’m thinking of selling the farm. I just can’t find and keep help.” The call led to a discussion of possibilities beyond some of the traditional sources of farm labor (neighborhood young people, referrals from friends and family members and from other farmworkers, ag.

labor recruiters, ads in local papers, etc.). We talked about a couple of local organizations that might be interested in helping to identify and even train farmworkers (like the Rural Outreach Center in East Aurora and Northland Workforce Training Center in Buffalo).

In follow-up messages, I raised the possibility of turning to the internet for some help. While not everyone chooses to use online tools, our computers and more commonly our cell phones can reach people that would never notice an ad in a newspaper or a poster on a bulletin board. Does your farm have a Facebook page or a Twitter or Instagram account? If not, maybe someone in the family does and they could add a post or two that would help with recruitment efforts.

Have you tried online services like www.AgHires.com; or www.FarmingWork.com? Major recruitment sites like www.Indeed.com typically have farm worker categories. I've noticed that a few local farms have vacancies posted on these various sites. Using the search words "finding agricultural workers" or finding farm workers" brings up many online recruitment services and references. Have they helped? Are they worth the time and cost? I suppose that remains to be seen.

The federal H2A program can be a tool for seasonal help, with benefits and challenges. It is necessary to start the process long before the workers will be needed. And, of course, there's considerable paperwork along with making sure working conditions are appropriate and accommodations can be made for addressing things like COVID travel restrictions, suitable housing, etc. Plus, it doesn't help with year-round or long-term needs.

Having some understanding of labor laws can be helpful for both worker recruitment and retention. For an excellent summary of farm labor laws in New York State, including those related to the hiring of non-U.S. citizen workers, see <https://dol.ny.gov/system/files/documents/2022/04/ls118.pdf>.

But recruitment is only one issue. Keeping employees is the key. In addition to fair compensation and benefits along with safe and

healthy working conditions (and housing conditions where applicable), training is critical to work successfully in any vocation. Language can also be a barrier to success and long-term worker retention.

There's help available, though, through training programs and through a variety of support organizations. One local resource is the Western New York Coalition of Farmworker Serving Agency (<https://www.wnycoalition.org>). The organization also has a Facebook page: <https://www.facebook.com/wnycoalition>

The Cornell Farmworker Program is another place to look for help and information. One tool, under the "for farmworkers and farmers" tab, "Creating Positive Workplaces – A Guidebook for Dairy Producers" is an excellent reference that, while written for dairy operations, includes information relevant across most agricultural sectors and workplaces.

Cornell's Small Farms Program and Agricultural Workforce Development are two other important sources of support for workforce management, training, and labor law compliance. For example, under the "Human Resources Management" tab on the Agricultural Workforce Development page, you can find onboarding guidance, model employee handbooks, and references on performance management, worker housing, and job descriptions, and leadership and culture. The Farming Guides under the Small Farms Program "Resources" tab are also very helpful regardless of farm size, sector, or age.

While my haying days are largely over (a neighbor does occasionally call or text me asking for a little help if I'm available), I recognize it is a privilege to continue to be involved in agriculture even in my part-time, post-retirement capacity. Please feel free to contact me if you need some help tracking down some of these references or if you'd like to visit about marketing matters, labor recruitment, and retention, or other topics. Jrw44@cornell.edu or 716-796-3204. ■



SOUTHWEST NEW YORK FIELD CROP CHRONICLE

Compiled by Katelyn Miller - Field Crops Specialist, SWNY Dairy, Livestock & Field Crops Program

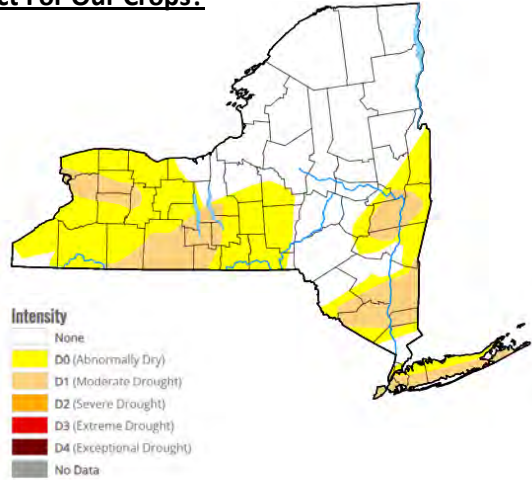
716-640-2047

km753@cornell.edu

August 5, 2022

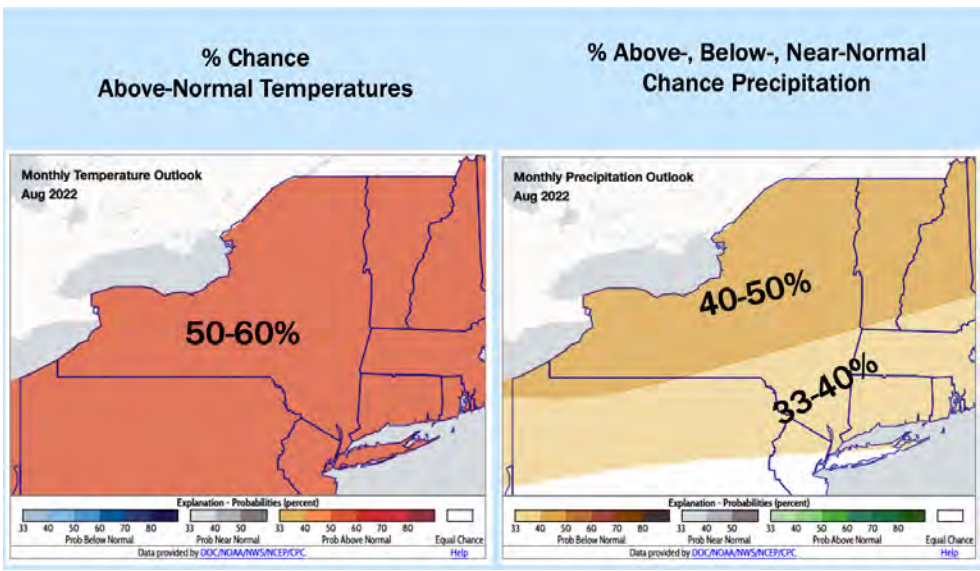
Drought Conditions: What Can We Expect For Our Crops?

Although there have been recent rainstorms, weather conditions are still not favorable. The picture to the right shows our current drought situation with some areas experiencing moderate drought. The August weather outlook below shows that hot and dry conditions will continue to persist. In the weather diagram, the left shows that there is a 50-60% chance that temperatures will be *above* normal averages. The right shows that there is a 40-50% chance of rainfall falling *below* normal amounts.



Authors
 United States and Puerto Rico Author(s):
 Curtis Riganti, National Drought Mitigation Center
 Pacific Islands and Virgin Islands Author(s):
 Ahira Sanchez-Lugo, NOAA/NCEI

Drought stressed corn can tassel earlier than anticipated. Joe Lawrence with Pro-Dairy has stated that drought stressed corn can also experience *delayed* dry down if there are high temperatures late in the season. Growing Degree Day predications are a good step to predict harvest timing but checking dry matter also ensures that you are on target. Soybean yield losses are greatest to occur when drought stress occurs between R4 and R5 growth stages. The number of pods per plant is reduced along with seeds per pod and size of seed in some occasions. Also, high soil temperatures (90 degrees) can decrease nodulation and nitrogen fixation. Hay yields are reduced which may create future feed shortages. Consider planting winter cover crops such as triticale to use for feed in the spring. Currently, pest presence is low but there is no guarantee it will remain that way. Continue scouting fields to ensure that fields remain below threshold.



HELPING YOU PUT KNOWLEDGE TO WORK

The SWNY Dairy, Livestock & Field Crops Program offers educational programming and research based information to agricultural producers, growers, and agribusinesses. Cornell Cooperative Extension is an employer and education recognized for valuing AA/EO, Protected Veterans, and Individual with Disabilities and provides equal program and employment opportunities. For more information, please contact Katelyn Miller 716-640-2047 or km753@cornell.edu.

Katelyn Miller Joins SWNY Dairy, Livestock, and Field Crops Program

Cornell Cooperative Extension provides on-the-ground expertise to local farmers

Katelyn Walley-Stoll, Farm Business Management Specialist with SWNYDLFC

Cornell Cooperative Extension's Southwest New York Dairy, Livestock & Field Crops Program (SWNYDLFC) is excited to welcome Katelyn Miller as their team's Field Crops and Forage Specialist. Katelyn will be working on programming related to pest and disease management, nutrient management, grain production, variety selection and soil analysis. You can reach Katelyn by emailing km753@cornell.edu or calling 716-640-2047.

Katelyn Miller grew up on a small dairy farm in Chautauqua County, and graduated Summa Cum Laude with her Bachelor's Degree in Agricultural Entrepreneurship at Alfred State College. During her schooling, she completed an internship at Western New York Crop Management Association as a summer crop scout, focusing on corn, soybeans and alfalfa production. She scouted for crop population, disease and pest presence along with weed identification. Katelyn resides in Cherry Creek, NY on her family's dairy farm where, in her free time, she assists with milking, calf and heifer management along with helping build the farm for the future generation through the addition of robots. Katelyn is excited to connect with our local farms to provide research based support and services.

"Katelyn Miller will be a wonderful addition to our program, and we're so grateful to have her on board," said Katelyn Walley-Stoll, SWNYDLFC Team Leader and Farm Business Management Specialist. "With her experiences, ability to connect with our region's incredible agricultural community, and knowledge of field crop management issues and resources, she'll be sure to hit the ground running this growing season."

The Southwest New York Dairy, Livestock, and Field Crops Program is the newest Cornell Cooperative Extension regional program and covers Allegany, Cattaraugus, Chautauqua, Erie,



Katelyn Miller, Field Crops Specialist, recently graduated from Alfred State University with a degree in Agricultural Entrepreneurship where she completed internships with local agribusinesses. Katelyn is from her family's dairy farm in Cherry Creek, New York.

and Steuben Counties. Southwest New York Dairy, Livestock, and Field Crops regional specialists work with Cornell faculty and Extension educators to address the issues that influence the agricultural industry in New York by offering educational programming and research-based information to agricultural producers, growers, and agribusinesses in the Southwestern New York Region. Katelyn Miller joins Katelyn Walley-Stoll, Business Management Specialist, Camila Lage, Dairy Management Specialist, and Amy Barkley, Livestock Specialist.

SWNYDLFC is a partnership between Cornell University and the CCE Associations of Allegany, Cattaraugus, Chautauqua, Erie, and Steuben counties. Their team includes Katelyn Walley-Stoll, Farm Business Management (716-640-0522); Amy Barkley, Livestock Management (716-640-0844); Camila Lage, Dairy Management (607-422-6788), and Katelyn Miller (716-640-2047). ■

Who is Feeding on My Tomatoes?

Elizabeth Buck, Cornell Vegetable Program

I'm seeing a lot of tomato fruit with feeding damage. That's not surprising given the high level of insect pressure this year. Figured it may be useful to do a quick run-down on what the damage looks like from various insect causes.

Thrips are tiny insects, little moving orange-yellow to brown or black lines, that multiply quickly and like to live in sheltered places. They prefer to feed on new, tender tissue. Thrips will hang out and feed on tomato fruit where two fruit are touching. Because of this, their feeding damage is often a ring of diffuse, individual, yellow pinpricks around a ripe red center – the area where the fruit actually touched.



Thrips damage on tomato. Credit: Michigan State University Extension.

Stinkbugs pierce tomato (and many other fruits) with their mouthparts. They then inject their spit, which contains a plant-toxin, into the fruit. Yeah, that's right. We're all eating stabby-stinkbug backwash. Delish! So, this plant-toxin in their spit causes the fruit to be unable to mature and ripen near the feeding site. As the fruit turns red and matures you see small, maybe 1/8 inch, feeding scars emerge. These scars are pale

white/green to pale yellow spots and they can be anywhere on the fruit. Stinkbugs don't just feed from one spot - that'd be uncharacteristically courteous and an etiquette faux pas for this aggravating species. Stinkbugs tend to leave a couple damage spots near each other on the fruit before moving on to a new side of the poor tomato.

Ok, key feature – these marks go part way into the fruit wall but are, on the whole, shallow and totally fine to eat. They make for some seriously unaesthetic fruit and no, those spots will never ripen up. Stink bugs excel at making #1 into #2 and sometimes canners if the damage is dense enough. Damage levels are often higher at field edges - you may see better quality (and \$ value) further into the field.



Stinkbug damaged processing tomato. Photo credit: OMAFRA.

Tarnished Plant Bug (TPB) feeding is very similar to stinkbug damage. If the stinkbug description sounds familiar but you're saying "I had no stinkbugs" then, my friend, this section is for you!

Tarnished plant bugs also have a nasty habit of spitting in their dinner. Like a stinkbug, they cause small,

unripening fruit spots, maybe 1-2mm big (#metric #sorrynotsorry #ohcanada). Unlike stinkbug, this damage is super-superficial and scarcely descends into the fruit wall at all.

Key distinguishing feature – tarnished plant bug damage can sometimes be slightly sunken or occasionally cracked. The small unripened area under the skin can be a tad drier than the surrounding tissue.

These little guys disperse throughout a field and are attracted to pigweed seedheads. Meaning those unattended weeds can draw them right into the center of your field. If only a friendly weed scientist were available to help you banish those annoying pigweeds...(much funnier joke knowing that’s what my degree is in)...

Take away – while Tarnished Plant Bug feeding may be only skin deep, it still requires the buyer to see the beauty inside the tomato. And most buyers are much more into the supermodels of the tomato world. I know, ridiculous aesthetic standards strike again – how antiquated. You’re probably looking at a downgrade to #2 unless you were tolerating swarms of TPB in your field. ■



TPB damage on tomato. Credit: Abby Seaman, NYS IPM



**2022
FALL
Gardening
Classes**

September 20 6:30 - 8:00pm
The Ten Least Wanted List:
Invasive Insects in the Garden

September 28 6:30 - 8:00pm
Jumpin' Jehosaphat – It's Jumping Worms

October 1 10:00 - 11:30am
Invasive Plants and Weeds:
What's a Gardener to Do?

\$15 for one class
Public - \$45 for all 3 classes
Master Gardeners - \$40 for all 3 classes

Register at
erie.cce.cornell.edu/events

Herbicide Resistance Survey

With the recent documentation of evolved herbicide resistance in New York, including Palmer amaranth (glyphosate, ALS-inhibitors), waterhemp (glyphosate, ALS-inhibitors), horseweed (glyphosate, ALS-inhibitors, paraquat), lambsquarters (bentazon), Cornell is looking to get a better feel for the current "state of the state" with respect to herbicide performance and failure.

Specifically, we want to survey growers/land managers/crop consultants/extension specialists/industry personnel, etc..., across cropped (e.g. agronomic, vegetable, fruit), ornamental/horticultural (e.g. Christmas tree farms, golf courses), and non-cropped (e.g. industrial, roadsides) systems in NY.

This survey is very short and should be quick to answer. It is also completely anonymous. Answers will help Cornell weed scientists plan future research and extension projects. Please access the survey using the link below.

https://cornell.ca1.qualtrics.com/jfe/form/SV_a2F9urYcHjpl5Ay

Spotlight on Seema's Naturals

John Whitney, Agriculture Educator, CCE Erie County

This article is the thirteenth 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 Seema and Fahim Mojawalla, for meeting with me to share the Seema's Naturals story and some business and marketing experiences, tips and strategies.

On March 9th of 2021, I met with Seema and Fahim Mojawalla at the Island Ship Center on Whitehaven Road on Grand Island, New York. The Island Ship Center is also the home of Seema's Boutique and Seema's Naturals. Seema's Naturals is one of more than 125 local, regional, and New York State businesses currently selling products at the Western New York Welcome Center's Taste New York Market. The Island Ship Center, home of Seema's Boutique and Seema's Naturals is just a little more than a mile to the east of the Welcome Center.

As we visited about the history and relationships of the three businesses, the obvious common denominator was Seema and Fahim's enthusiasm and commitment to their businesses, their family, their "guests" (which is their term for clients and customers), and their "team members."

Seema Mojawalla is quick to say she doesn't make medical claims about her line of body care products. But the inspiration for her soap making came directly from her motherly efforts to help her then six-year old daughter deal with the embarrassment and discomfort of severe dry skin in our Western New York winters.

[Seema] In 2013, I started making the body care products. And it started off with my daughter having severe dry skin and especially her nose, from blowing

her nose constantly throughout the winter. So she was red, it was chapped and the tissue kept on, like, just rubbing against her nose. I thought it was the tissue so we went and got Kleenex, then I tried like the Lotion Puff tissues, that didn't work, to the point that it was like all scabbed. She was so embarrassed in public she would just walk around, she was six years old at that time, so she would just walk around with her hand over

her nose, embarrassed. My heart poured out to her, and I took her to the doctors. They were like, what can we do? What's... I mean, her nose isn't healing. And they said, we might have to do steroids for her, and me being like a whole naturalistic person, especially a mom not wanting to go the steroid route. We... And I started doing a lot of research, and one of my studies I found that mineral oil is not one of the most, best product to heal damaged skin.

Along with that then, more research. It took me, well, a couple of weeks to come across different recipes and stuff. And one of them was by using coconut oil on damaged skin.

And I started using that. It didn't really help her, besides the fact that her nose got all greasy. And then I just tried different different recipes coming across anything that I could come across that would help her skin heal. So I came across, learning that one of the lotions that was helping people was beeswax, olive oil and coconut oil. The beeswax was actually creating a barrier from the moisture, and it also like a healing agent. So I tweaked that recipe a bit and then used it on my daughter. We were trying all these different things. When that recipe actually, within half a day her nose had healed, and that's how it started I guess, that little journey from her.

Then, during that dry winter season, I would just... All the guests that would come to the store had like cracked hands and dry skin and I was just giving it away to everyone. I told them, "Hey, try this it helped my daughter. Hopefully it'll help you as well". And after a couple of days, they were like, "That really helped. It healed my skin." It really did work, to the point that after giving away a lot of it they were like, "You know what Seema, we're not gonna take it away from you



Seema Mojawalla with Seema's Naturals - Photo by John Whitney

anymore, you have to sell it to us. You have to carry this product in your store and I'm gonna buy it."

I had one lady, she would actually order like a huge jar of it, it was like a five cup jar that she would bring in and she liked it. It was like about... whatever it was, but she would come in and say, "Can you make this for me? And this is the only thing that I use." So, I mean, it was just something that made me happy to be able to see that, the product was healing someone.

Seema grew up in northwestern Pennsylvania where her father worked as a laboratory technologist but also ran a small farm. After high school, Seema completed her formal education in International Languages in India. Fahim and Seema met on a blind date, got married, and began their lives together in New York City. Fahim completed an honors degree in Economics with a minor in Business Management at SUNY Stonybrook while commuting from their residence in New York City, working, and supporting his family. Seema, Fahim and their four children at the time including a new baby, along with Fahim's mother, relocated to Western New York, moving straight to Grand Island in 2005. Seema said she very much wanted her young family to be able to have the kind of experiences she had as a child with more access to green space and the natural world. Grand Island

was the geographic compromise; staying in New York State while being closer to Seema's family as well, with good business prospects and affordable housing opportunities.

Their Creative Leather Concepts business was initially operated out of their basement. The business then shifted to storage and office space on nearby Baseline Road before the Island Ship Center business was launched in 2006.

Fahim said the first 7-9 years of the shipping center experience was like "swimming upstream" because they, "didn't have the right mentors, people, or processes." In 2013, Seema joined the Island Ship Center daily workforce full-time and began expanding the Island Ship Center storefront options beyond shipping and packaging materials. At first, this was limited to small gift items. The Island Ship Center also had a relationship with Fahim and Seema's original online business, Creative Leather Concepts Inc. which remains the legal parent company for the Island Ship Center, d.b.a.

Creative Leather Concepts was an early example of an online sales-based business model, as Fahim says, "way before e-commerce was popular or even known." They were making ends meet with online

Continued on page 11 >>

>> Continued from page 10

sales but not doing as well as they had hoped with the shipping business, “predominantly because we didn’t know how to do it properly and we didn’t have a connection or a network across the country,” said Fahim. “We were just by ourselves as an independent. We didn’t have much training. We didn’t have much software. We didn’t have a process. And that was very frustrating to Seema when she came on board.”

In 2015, Seema said, “I can’t do this anymore. We have to sink or swim.” The main operational side of the leather business was shut down in 2013 with a “drop-ship” model, online sales continued until 2015. Fahim said, “I’ve always been a relationships guy. What really has gotten us through is relationships.” Building on that, Seema and Fahim used their tax refund and even a small loan, shut down their store for a week, and attended the annual meeting and workshops of the Association of Mail and Business Centers which happened to be in Las Vegas that year.

Fahim said they were “energized, inspired, motivated and rejuvenated.” He said they both felt they should “continue, grow the business, and achieve the potential. We needed the extra push. That show did it for us.” Seema said they even sketched out a business plan on the airplane on their return trip to Buffalo, which included Seema’s brainchild of adding a business center.

Working closely with their landlord, Fahim and Seema expanded the boutique including the inclusion of Seema’s Natural products, added 24-hour access mailboxes, and additional printing and other services. Fahim said their landlord acts more like a behind-the-scenes working partner and family member in responding to their ideas and needs for space modifications and expansions. Seema worked with the front-end aesthetics and sales inventory of the boutique.

Fahim worked on digital marketing, social media, and continuous postings to draw attention to the business, to bring in more “guests,” and to take advantage of their proximity to Canada. “Who would have known back then that we would be that essential business that didn’t need to close during COVID,” he said.

In 2016, when Seema and Fahim went back to the trade show in Las Vegas, Fahim had been invited to teach two classes based on how their inspired efforts had already begun paying off. He said he was able to share some important lessons. He said he had learned the importance of cutting his losses, owning up to mistakes, and especially recognizing quick pivot opportunities. He said, “That’s make or break. People don’t realize if you don’t cut your losses and move on, you’re going to drown. Ego is the enemy. You gotta let it go in order to grow.” You can listen to a collection of Fahim’s marketing and business planning videos on his YouTube channel, <https://www.youtube.com/user/clcleather/videos>.

Since 2015, Seema and Fahim have been writing down, step-by-step annual business plans and using them to guide their business development and expansions. They also regularly consult trusted mentors around the country. Fahim emphasized that marketing and sales are two different things. “Marketing is my being,” he said. “I live, eat, and breathe marketing. It’s all about relationships, collaboration, empathy, grit, gratitude, generosity, and grace. People don’t come to the ‘Island Ship Center.’ They come to see Fahim and Seema and we’re very thankful that’s what’s happened.”

Seema’s Naturals came into the business collective in 2013 as Seema mentioned earlier. As Seema’s Boutique within the Island Ship Center expanded, along with other business services and offerings, Seema expanded her product line and sales. The body care products were born in Seema and Fahim’s kitchen. When marketing opportunities grew beyond what could be done in their kitchen, production moved to their basement. With major additions to the Island Ship Center space in 2016, Seema was able to transfer production to her “soap room.” The Seema’s Naturals name itself came in 2018 after first being called “Island Bliss.” Trademarking of the new name is in the works. Seema’s Naturals has its own, dedicated space within the Seema’s Boutique area of the Island Ship Center building. That’s part of the planned branding of Seema’s Naturals as a related but separate enterprise. The web pages www.SeemasNaturals.com and www.SeemaBoutique.com are Seema’s two online sales sites. Regarding business structure, Fahim and Seema



Seema's Natural Cocoa Butter Soap s - Photo by John Whitney

are co-owners of Seema's Naturals and Seema is the sole owner of the Island Ship Center.

"With COVID, the shipping business has actually grown during the pandemic," Seema said. Some of the plans for Seema's Naturals business expansion have been on the back burner with no-shows, expos, farmers markets, and other in-person promotional opportunities. More pivoting, as Fahim would say. Two team members now help with production, packaging, and marketing of Seema's Naturals products. Seema says "they take as much joy in making the products as I do." Fahim also explained that "team members" is an intentional choice for what they call their employees. Currently, the business collective has "five full-time and 8 part-time" team members, including Seema and Fahim. Anyone who walks in the door is a "guest." That's part of Seema and Fahim's business and personal philosophy as well. Fahim said, "We're extremely particular about semantics and word usage." He said, "It matters! If we start from our place here, we can make a difference." That extends to guest speakers brought into team meetings every other month to address topics like motivation, personal development, bringing clarity and discipline into the workplace, and trying to focus on 21st Century leadership. Fahim says team members tell them

coming to the Island Ship Center isn't "work." Rather, it is a respite from their stresses. That's the joy Fahim and Seema share as engaged and empowering business owners.

Fahim and Seema are now recognized as trailblazers in the very same organization that inspired them and helped them grow. Seema just completed a term as a board member and Fahim remains on the Board of Directors of the Association of Mail and Business Centers (www.AMBC.org). The non-profit organization represents 1100 plus independent mail stores, shipping, and business centers.

Fahim and Seema credit the AMBC with helping them to "grow, be relevant, engaging, authentic, and to be greater than they were before" by adding new services and business ideas, learning from each other's experiences, and taking full advantage of the positive effects of new marketing materials, relationships, and business synergies.

The Island Ship Center is authorized by FedEx, UPS, and USPS. "It's rare to have all three authorizations" in one location but "we like to collaborate," Fahim said. "This gives our guests plenty of shipping and receiving options, all under one roof, with the

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added benefit of the boutique and Seema's skin and body care products."

It's a complementary approach with "spa-like products" in a "spa-like shipping place." It's not a corporate, franchised storefront. The combination of the Island Ship Center with Seema's Naturals and Seema's Boutique creates a truly unique experience and environment, so much so that Seema and Fahim brand their business as the "Spa of Shipping" with a website under that name, www.spaofshipping.com and a Twitter account, #spaofshipping.

This branding and marketing align uniquely with Seema's Naturals body care products business. The natural fragrances that greet guests as they enter the shipping, mail room and business center are all part of that experience. Guest interactions influence the fragrances in Seema's Naturals product lines.

Seema's Naturals products include handmade soaps, body creams, hair treatments, lip balms, liquid soaps, deodorants, unscented body care products, and Seema's popular "shower steamers."

[Seema & Fahim] ... *shower steamers, I've been making these for about five years now. And this year recently during COVID, right before COVID Vicks started advertising shower steamers. And Fahim and I looked at each other and, we're like, they came up with that? And now I have like people coming in and they're like, "Oh Seema, do you have that little stuff that you put in the shower and it helps you breathe?" And I was like, "Ah yeah." (laughing) So... Interesting. I mean, and they've been a really good product just in natural organic growth. She made it for our family and then we tested it out and people were trying it, and we gave little pieces of samples.*

No one really has time to take baths anymore. But, in the shower ... one of them is called 'Breathe' which has got eucalyptus. It's for morning showers. And at night our girls take night showers. And the lavender is great for that. That's called 'Relax.' because it's got lavender in it. And they love it. And then in the morning, it's good for... the eucalyptus is really good for sinuses. Once again not making any medical claims. It helps... The menthol crystals, they do like...

It has a nice strong fragrance to it. Yeah. It's good. So we like it, and people like it a lot.

Seema's soap room is where the small-scale, artisanal soaps and other products are made.

[Seema] *So these are my specialty oils, and then my fragrances, and my essential oils. This is what I use in the body care products. I solely use... most of the time I use Crafter's Choice because I love their products. I've tried different fragrances and I think for the body care, like especially the soaps, this gives a nice scent throw to the products. They are premium quality products. Those here are all like dried botanicals, like lavender, and rose. I have cornflower petals, and I believe it's like calendula, as well.*

As Seema said, most of the time she uses "Crafters Choice" supplies, but the recipes and blends are her own based on her research, personal experimentation, experiences, and requests from her customers, or "guests" as Seema and Fahim would say. The honeysuckle fragrance line is an example. By responding to special fragrance requests when possible and by using high quality, though costlier fragrance sources, Seema's has been able to meet or exceed customer expectations and build product loyalty. Bees' wax used in Seema's products is sourced from local apiaries. She cleans and renders it herself before blending it into products. Some base materials can't be obtained from local sources, like coconut and olive oils, but Seema gets as much as she can from local suppliers. Seema is her own quality control officer. "I will only sell it if I use it. If I'm not satisfied with it, I'll not sell it."

The goal for Seema's Naturals is "to have body care products that will actually make someone feel healed." Seema is quick to say that's not a medical description. It's about "inner beauty and not being embarrassed about dry skin." As was said before, Fahim and Seema are very careful not to make medical claims although many of the users of Seema's Naturals products are happy to share their experiences in product comments and reviews. Seema also tells guests that they should do their own research about body care products, visit with their doctors and dermatologists, and find what

works for them since everyone is different.

With respect to sales at the Western New York Welcome Center, Fahim said COVID-19, “was a perfect storm.” Fahim said “People are still learning about the Welcome Center and Taste New York Markets. First, they didn’t know about it. Then traffic, and especially cross-border traffic was shut down. Let’s see what happens.” If COVID-19 allows, Seema and Fahim and team members plan to do more farmers markets this season to bump sales and expose more people to the products. One of the COVID pivots was to get the Seema’s Naturals website operational. “The only products that were really selling on the Seema’s Boutique website were the body care products.” The younger team members felt that switching the e-commerce from Seema’s Boutique to Seema’s Naturals clarified the marketing priorities and realities and better reflected the current popularity of artisanal, natural body care products. Both websites remain operational, but web traffic is being redirected to the Seema’s Naturals web page. It is presently an informational website but it will be fully transitioning to the official e-commerce site over the next few months. In the interim, www.SeemasNaturals.com will still connect shoppers to e-commerce opportunities. Fahim said, it is Seema’s “personal brand. It’s who she is. What she does. And how she operates. Everything has to be with excellence because mediocrity doesn’t sell in the marketplace. That’s really who we are and what we do. We don’t settle for less than at least trying to be the best.”

“We have a new logo” for Seema’s Naturals, designed by our team member, Theresa Dudkiewicz. Seema and Fahim look forward to promoting the Seema’s Naturals brand under the new logo. Since printing services are among the many, many services available at the Island Ship Center, the design and printing of labels for packaging can all be done in-house. While Seema’s Naturals doesn’t have the advantage of economies of scale for production and marketing purposes, the integration of the multiple enterprises provides many other opportunities for cost savings with respect to marketing, printing, and sharing of labor and ideas across the businesses.

Seema’s “bath “truffles” were featured in a recent

TikTok video that had “something like 800 or 900 views the first day,” Seema said. Before COVID, Seema used to have free samples available at the counter. That’s currently not an option but may be again as the pandemic comes under control. For now, guests can make their shopping choices based on conversations with Seema, Fahim, or other team members, along with product descriptions and the olfactory and visual appeal of Seema’s Naturals Products. Word of mouth and social media are also important including Facebook, Instagram, YouTube, and Tiktok.

So much happened since 2005 on their entrepreneurial journey. Seema says they love the Grand Island community, and the community loves them. They’ve continued to watch their family grow, with a fifth child born after their relocation to Grand Island. Seema also spent four years as a professional henna artist. In 2018, Seema received the Zonta Club of Grand Island’s “Zonta Yellow Rose Award” for “Outstanding Leadership and Service to the Community.” Fahim was the recipient of the Grand Island Chamber of Commerce’s “2015 Citizen of the Year Award for Community Leadership.” He also received the 2015 “Excellence in Education Award.”

With respect to the future, Seema said, “I can’t just keep making the same product over and over again. I don’t want to get locked into a product. I like using my creativity. I like using different colors; different fragrances, which is why in the store every time our guests come in they see a different fragrance. They see a different color or color combination.” These are handmade products, so each batch looks a little different by design and intent. Seema said that does leave her struggling a little with the website and product promotion, though. She finds herself constantly uploading new images. It’s also part of the reason Seema doesn’t have plans to push her product out into lots of other retail venues. She said she and her team know what’s in their products and guests can just ask them about it. Other retailers can’t represent it the same way. Brochures, marketing materials, even product labels are not the same thing as personal conversations and product descriptions.

Thank you to Seema and Fahim Mojawalla and team members Theresa Dudkiewicz, Adam Saif and Musa

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Abdullah for taking the time to visit with me about Seema's Naturals and Seema's line of locally produced, small batch, all natural, handmade, artisanal soaps and other body care products. Seema's Naturals products are available at the Taste NY Market at the Western New York Welcome Center, at Seema's Boutique within the Island Ship Center, and online through Seema's Naturals' web page.

Seema's Naturals 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 locally grown, manufactured, or processed and packaged foods, beverages, goods, and services available to consumers in the region. The next time you are on Grand Island, I encourage you to visit both the Western New York Welcome Center and the Island Ship Center, or as Fahim and Seema would say, "the Spa of Shipping." ■



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

erietastenyc@cornell.edu

CLEAN SWEEP NY Fall 2022 Program NY Southern Tier



The CleanSweepNY Program will host locations in the following locations:
Falconer (Sept. 27, 2022)
Hornell (Sept. 28, 2022)
Watkins Glen (Sept. 29, 2022)
Castle Creek (Sept. 30, 2022)

Be a Part of CleanSweepNY!
Help manage unwanted or unusable pesticides, fertilizers, paints and other chemicals
Disposal is free to farmers, owners of former farms and certified applicators/technicians!
Homeowners/households are not eligible for CleanSweepNY disposal

HOW TO PARTICIPATE

1 PRE-REGISTRATION IS REQUIRED to participate in CleanSweepNY. Obtain a registration form from NYSDEC by telephone at **518-225-8146** or by e-mail at: cleansweep@dec.ny.gov

2 RETURN COMPLETED REGISTRATION FORM TO NYSDEC BY THE DEADLINE OF **September 19, 2022**

Participants will be sent CleanSweepNY information which will include your drop-off date, drop-off time and location.

3 Safely transport your items to the assigned collection site.

USDA Announces Details for the Upcoming Census of Agriculture

via Cornell Field Crops



America’s farmers and ranchers will soon have the opportunity to be represented in the nation’s only comprehensive and impartial agriculture data for every state, county and territory. The U.S. Department of Agriculture (USDA) will mail the 2022 Census of Agriculture to millions of agriculture producers across the 50 states and Puerto Rico this fall.

The 2022 Census of Agriculture will be mailed in phases, starting with an invitation to respond online in November followed by paper questionnaires in December. Farm operations of all sizes, urban and rural, which produced and sold, or normally would have sold, \$1,000 or more of agricultural product in 2022 are included in the ag census.

“Census of Agriculture data are widely used by federal and local governments, agribusinesses, trade associations, extension educators, and many others to inform decisions about policy and farm programs and services that aid producers and rural communities,” said NASS Administrator Hubert Hamer. “By responding to the Census of Agriculture – by being represented in these important data – producers are literally helping to shape their futures.”

Collected in service to American agriculture since 1840 and now conducted every five years by USDA’s National Agricultural Statistics Service (NASS), the Census of Agriculture tells the story and shows the value of U.S. agriculture. It highlights land use and ownership, producer characteristics, production practices, income and expenditures, among other topics. Between ag census years, NASS considers revisions to the questionnaire to document changes and emerging trends in the industry. Changes to the 2022 questionnaire include new questions about the use of precision agriculture, hemp production, hair sheep, and updates to internet access questions.

To learn more about the Census of Agriculture, visit the USDA NASS ag census website or call 800-727-9540. On the website, producers and other data users can access frequently asked questions, past ag census data, partner tools to help spread the word about the upcoming ag census, special study information, and more. For highlights of these and the latest information on the upcoming Census of Agriculture, follow USDA NASS on twitter @usda_nass. ■

Marketing Musings – Cornell AgriTech and the Cornell Food Venture Center

John Whitney, Agriculture Educator, CCE Erie County

Cornell AgriTech celebrated 140 years of agricultural innovation and service to the agricultural community and industry in New York State (and beyond) with an August 13th “Open House” at the 900 acre AgriTech campus in Geneva, New York. AgriTech, the research and extension facility formerly known as the New York State Agricultural Experiment Station or the “Geneva Experiment Station,” is also home to many collaborating partners and institutes. For a summary of history of Cornell AgriTech, see: <https://cals.cornell.edu/cornell-agritech/about-agritech/our-history>. The Cornell AgriTech home page is at: <https://cals.cornell.edu/cornell-agritech>.

In the last AgNews, I wrote some about value-added products. If you have a great idea for a new food product or a twist on a traditional product that could be a hit with today’s consumers, the Cornell Food Venture Center at AgriTech can help guide you through the process of turning an idea or even a time-tested family recipe into a commercially viable product along with helping to get that product to market. The recording of a June 2 webinar titled “Developing Food Products – Feasibility, Food Safety, and Scaling,” is now posted on the Food Venture Center site at: <https://ecornell.cornell.edu/keynotes/view/K060222/>.

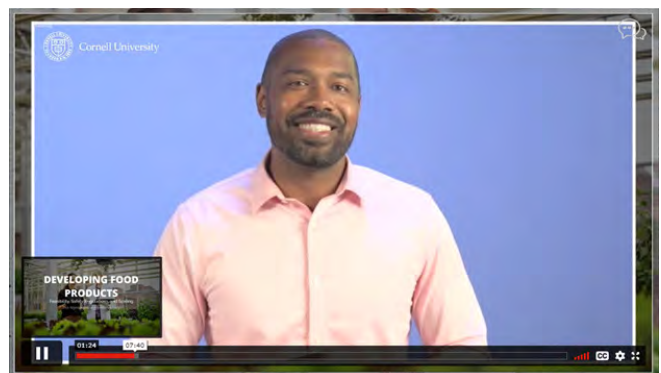
The Food Venture Center, through eCornell, is also offering a tuition-based certificate program for those “entrepreneurs” particularly interested in learning more about launching products and growing food ventures. To explore the program visit <https://ecornell.cornell.edu/certificates/financial-management/>

[food-product-development/](#). The most recent course began August 24, 2022. Topics included:

- Market Research and Product Development
- Food Safety and Quality
- Food Processing and Packaging
- Regulatory Agencies and Food Regulations
- Commercialization

If this continuing education opportunity is of particular interest, keep an eye on the offerings from Cornell AgriTech.

Jumping into the value-added products arena isn’t for everyone. But if it’s something you’ve been thinking about as you explore business and marketing options, connecting with specialists at the Food Venture Center and with other researchers and product development specialists at Cornell AgriTech could be a great next step. ■



SAVE ENERGY

SAVE MONEY

to find out more, visit www.AgEnergyNY.org

or scan this QR code



AG ENERGY NY

A Project of Cornell Cooperative Extension



Cornell Cooperative Extension is an employer and educator recognized for valuing AA/EEO, Protected Veterans, and Individuals with Disabilities and provides equal program and employment opportunities.

John May Farm Safety Fund Helps Farmers Make Safety Upgrades

The New York Center for Agricultural Medicine and Health (NYCAMH) offers financial assistance to farm operations for repairs and upgrades that help make for a safer workplace. Funds of up to \$5,000 are available first come, first serve. Applicants must be a NYS resident actively farming with an annual farm gross income of \$10,000 to \$350,000 for non-dairy operations or fewer than 700 milking cows for a dairy. Learn more and apply:

<https://www.nycamh.org/programs-and-services/john-may-farm-safety-fund>



Marketing Musings 2 – A Marketing Refresher

John Whitney, Agriculture Educator, CCE Erie County

Sometimes it's helpful to refresh ourselves on some of the basics. In the marketing arena, the historic **"4 Ps of Marketing"** are:

- **Product**
- **Price**
- **Promotion, and**
- **Place.**

Researchers, and marketing theorists and professionals have **expanded this P list to include:**

- **Packaging**
- **People**
- **Process**
- **Physical Evidence**
- **Preference**
- **Personalization**
- **Pervasive**
- **Persuasive**
- **Personalize, and others.**

It's sometimes suggested that the **Qs of Marketing** are key to successful marketing strategies:

- **Quality**
- **Quantity**
- **Quickness**
- **Quantification**
- **Qualification**
- **(NOT Quackery!)**

Price and Quality are highlighted in these lists because

some have suggested that the origin of the phrase, "minding your Ps and Qs," at least in the marketing world, is based on those two factors. But contemporary marketing models have moved beyond the Ps and Qs to **recognize the importance of the Cs:**

- **Consumer/Customer**
- **Cost**
- **Convenience**
- **Communications**
- **Commodity**
- **Channel**

For a little more decision and some references, you can view a short video on this topic on the CCE Erie YouTube channel: <https://youtu.be/w4kkTpowsGkA> wealth of Marketing Principles references and textbooks are available. In addition to those referenced at the end of the video, a very nicely packaged, freely available reference, "Principles of Marketing," published under a Creative Common License by Flat World Knowledge, Inc. of Nyack, New York can be read or downloaded at: https://my.uopeople.edu/pluginfile.php/57436/mod_book/chapter/37368/BUS2201.Textbook.Principles.of.Marketing.pdf.

This eBook, written by Jeff Tanner and Mary Anne Raymond of Baylor University and Clemson University, respectively, moves beyond marketing vocabulary to discuss the "process of actually doing marketing." **The preface describes the five dominant themes:**

1. **Service-dominant logic**
2. **Sustainability**



Marketing Ps, Qs & Cs, John Whitney 2020

- 3. **Ethics and social responsibility**
- 4. **Global coverage**
- 5. **Metrics**

Do you need some help accessing these references? Please feel free to contact me at jrw44@cornell.edu. For personalized business planning and marketing assistance, you may wish to contact Katelyn Walley-Stolle at kaw249@cornell.edu. ■

The eBook does a great job moving beyond the traditional view of the components of marketing, those “four Ps,” into what the American Marketing Association” now defines as “marketing”:

“The activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.”

“Principles of Marketing” helps the reader understand the transition from the “selling era” of the 1920s until post World War II, through “marketing era” from the 1950s through 1990, and into what is now described as the “value era” or what some describe as the “one-to-one era.”

If marketing is a topic that interests you, I encourage you to download, review and refer to this publication. You can follow the link above or scan this QR code:



New York State Pawpaw Conference

Saturday, October 1, 2022, 8:00 AM - 5:30 PM

Cornell Cooperative Extension of Oswego County (CCE Oswego County) and Cornell Cooperative Extension Harvest NY (CCE Harvest NY), will be hosting a state-wide conference on a native fruit called pawpaw (*Asimina triloba*), at the historic Kallet Theater in Pulaski, NY. Conference link:

<https://thatscooperativeextension.org/events/2022/10/01/new-york-state-pawpaw-conference>



2022-2023 Erie County Dairy Ambassadors and Court Announced

Lisa Kempisty, Erie County Dairy Promotion Committee Member

The Erie County Dairy Promotion program is excited to introduce the 2022-2023 Dairy Ambassador and Associate Dairy Ambassador. Jocelyn Mesch, daughter of Jason and Lisa Mesch from Collins, NY was selected as the Erie County Dairy Ambassador and Payge Murray, daughter of Karen Murray of North Collins, NY, the Associate Ambassador. Jocelyn and Payge, along with the Junior Dairy Ambassadors, will represent our local dairy farmers to promote milk and dairy products throughout Erie County. Allison Gabel from Lawtons, NY who served as last year's Erie County Dairy Princess had the honor of presenting the Dairy Ambassadors and Junior Dairy Ambassadors, their program pins, and colorful flowers. The program was recently changed to the Dairy Ambassador Program, to provide opportunities for all young men and women, ages 5-24 years of age, to work together to promote dairy products and serve as advocates for our local dairy farmers.

Opening the evening's Dairy Ambassador Program held in June at the Langford Fire Hall, Allison Gabel, who served as the 2021-2022 Erie County Dairy Princess, shared her farewell speech. Allison stated she enjoyed a total of 8 years in the program teaching students about dairy calves and the dairy industry, shared how farmers work on their farms to provide healthy dairy products for others to enjoy, and promoted milk & dairy products to the public.

Jocelyn Mesch was selected by a team of three judges to serve as the 2022-2023 Erie County Dairy Ambassador. Jocelyn lives on a small dairy farm in Collins, NY with her parents and 4 younger siblings, where she helps with daily chores. This is her 5th year participating in the dairy promotion program. Jocelyn is homeschooled and will be a high school senior

this fall. She is active in the Erie County 4-H program exhibiting dairy cattle for 9 years and beef cattle for 2 years at the Erie County Fair. She is also a member of the New York Beef Producers Association. Jocelyn attends Epiphany of Our Lord Parish in Langford, NY where she is an altar server, helps at church fundraisers and Vacation Bible School. In her free time, she works with her animals, spends time with family and friends, enjoys crafting, hunting, and reading. Jocelyn plans to pursue a career in the agricultural industry. She looks forward to promoting the dairy industry and being a voice for farmers throughout Erie County.

Payge Murray, a senior this fall at North Collins High School, was selected as the 2022-2023 Erie County Associate Dairy Ambassador. Payge helps on the Niefergold Dairy Farm, in Lawtons, NY, her sponsor for the dairy promotion program, where she helps care for the dairy cows and feeds other farm animals. She participates in high school soccer, softball, International Drama Club and serves as a class officer in student government. Payge is active in 4-H and shows a calf at the Erie County Fair, and is an active member of FFA, in which she will be participating in the national marketing plan contest this fall. Payge is interested in becoming a large animal veterinarian in the future. Payge continues to learn about the dairy industry helping on the Niefergold Farm and enjoys promoting the dairy industry, and the health benefits of drinking milk & eating dairy products.

The Erie County Dairy Ambassador and her Court, welcomes you to visit with them at upcoming public activities throughout Erie County, including the Erie County Fair in August. They will have a display in dairy row at the Agriculture Discovery Center at the Erie County Fairgrounds in Hamburg, NY, and will be



Erie County Dairy Ambassador Court - L to R: Loraina Mesch, Jolene Mesch, Kelly Niefergold, 2022-2023 Erie County Associate Dairy Ambassador - Payge Murray, 2022-2023 Erie County Dairy Ambassador - Jocelyn Mesch, Leslie Mesch, Ashley Niefergold and Allison Niefergold.

speaking to the public some evenings at the milking parlor. The Dairy Ambassador and her Court will be sharing fun activities to learn about dairy and chances to win prizes. Hope to see you there!

The Erie County Dairy Ambassador and her Court are spokespersons for the dairy industry, helping support our local dairy farmers by promoting the nutritional value of milk and dairy products. They participate in community events, radio interviews, write articles for local newspapers, and teach children and adults about dairy farming and the health benefits of eating dairy products. If you would like to communicate with the Dairy Ambassador and her court regarding an event or to receive information, please contact Anita Richmond, Erie County Dairy Promotion Committee Chair at 716-725-9919.

Congratulations to our new Erie County Dairy Ambassador and Court and best wishes with their dairy promotion activities throughout the upcoming year.

The Dairy Ambassador program is made possible through the support of the American Dairy Association North East, the local planning and management organization funded by dairy farmer checkoff dollars and local dairy farms and agribusinesses. ■

The Third edition of the North American Maple Syrup Producers Manual is now available for download! Send a blank email to mapleproducersmanual@gmail.com and you will receive a link to view and download the 434-page Manual.

Ag CDL Training-Erie

For Erie County Farmers and Farm Employees

John Whitney, Agriculture Educator, CCE Erie County

Cornell Cooperative Extension of Erie County is now offering an agricultural CDL training program. This training program for both Class A and Class B licenses is intended for farmers and farm employees from Erie County. **The October 2022 Ag CDL Class is FULL. You can still apply and we will put you on the waiting list (with no obligation on your part) for an anticipated session in the late Winter or early Spring of 2023. We will also follow up with all applicants about other CDL learner permit and required training options.**

This Agricultural CDL training program is designed for drivers who have some experience with commercial truck operation. The 2022 Fall Class will be held in the Expo Hall at the Erie County Fairgrounds in Hamburg, October 18-21, 2022 with driver training taking place at the south end of the Event Center parking lot, October 24-29, 2022. An informational meeting will be held on Tuesday, October 4th at 7:00 PM - 9:00 PM location TBA (or via Zoom for those who prefer a remote option).

A Class A CDL License entitles licensed drivers to operate a tractor-trailer combination and a straight truck with GVWR of 26,001lbs. or more. The cost for Class A is \$2200* for Extension enrollees and \$2250* for non-enrollees.

A Class B CDL License entitles licensed to operate a straight truck with a GVWR of 26,001 lbs. or more and the tractor portion of a tractor-trailer. The cost for Class B is \$1700* for Extension enrollees and \$1750* for non-enrollees.

*We continue to explore opportunities to further reduce training costs through various training

partners. We will keep participants informed about any tuition support that becomes available.

CDL requirements are as follows:

- Class A must be 21 years of age
- Class B must be 18 years of age
- Must pass a DOT physical and drug test
- Min. 4 hours of classroom instruction
- Must pass written exams
- 6 hours of drive time for Class A
- 3 hours of drive time for Class B
- Must pass road test

The October 4th organizational meeting is intended to provide an opportunity to address participant questions regarding this training program and for participants to pick up the required training materials and medical forms if they haven't already done so. Additionally, the session will help to ensure that participants are working through the Permit application process and completing other requirements so that road tests can be conducted shortly after the training is completed.

Please note the following expenses:

- Tuition Class A: \$2200* or \$2250* Payable to CCE Erie
- Class B: \$1700* or \$1750* Payable to CCE Erie
- Permit \$22.50 Paid to DMV
- (Original Birth Certificate must be present when taking your written test)

- Road Test \$40 Paid to DMV
- DOT Physical-Healthworks \$101 Paid to Healthworks
- DOT Drug Test-Healthworks \$49 Paid to Healthworks
- Record/Abstract \$10 Paid to DMV

Please contact John Whitney at (716) 796-3204 or e-mail jrw44@cornell.edu with questions. ■

Further Information & Forms Links

- **[ELDT Applicability](https://tpr.fmcsa.dot.gov/Learn/ELDT)**
<https://tpr.fmcsa.dot.gov/Learn/ELDT>
- **[NYS Department of Motor Vehicles – Get a CDL](https://dmv.ny.gov/get-cdl#:~:text=To%20get%20a%20New%20York%20State%20CDL%2C%20you,you%20apply%20for%20your%20New%20York%20State%20CDL)**
<https://dmv.ny.gov/get-cdl#:~:text=To%20get%20a%20New%20York%20State%20CDL%2C%20you,you%20apply%20for%20your%20New%20York%20State%20CDL>
- **[NYS DMV CDL Manual](https://dmv.ny.gov/commercial-drivers/new-york-state-commercial-drivers-manual)**
<https://dmv.ny.gov/commercial-drivers/new-york-state-commercial-drivers-manual>
- **[NYS DMV CDL Young Adult Training Program](https://dmv.ny.gov/commercial-drivers/commercial-driver%E2%80%99s-license-class-young-adult-training-program)**
<https://dmv.ny.gov/commercial-drivers/commercial-driver%E2%80%99s-license-class-young-adult-training-program>
- **[NYS DMV Medical Certification Requirements](https://dmv.ny.gov/commercial-drivers/cdl-medical-certification-requirements)**
<https://dmv.ny.gov/commercial-drivers/cdl-medical-certification-requirements>
- **[Medical Examiners Certificate \(MEC\)](https://www.fmcsa.dot.gov/regulations/medical/medical-examiners-certificate-commercial-driver-medical-certification)**
<https://www.fmcsa.dot.gov/regulations/medical/medical-examiners-certificate-commercial-driver-medical-certification>
- **[Application for a Permit](https://dmv.ny.gov/forms/mv44.pdf)**
<https://dmv.ny.gov/forms/mv44.pdf>
- **[Explanation of Driver's License Classes](https://dmv.ny.gov/forms/mv500c.pdf)**
<https://dmv.ny.gov/forms/mv500c.pdf>
- **[NYS DMV “Covered Farm Vehicles” \(150 mile radius farm exemption\)](https://dmv.ny.gov/commercial-drivers/covered-farm-vehicle)**
<https://dmv.ny.gov/commercial-drivers/covered-farm-vehicle>
- **[Form CVF-1 Designation as a Covered Farm Vehicle](https://dmv.ny.gov/forms/cfv1.pdf)**
<https://dmv.ny.gov/forms/cfv1.pdf>
- **[Cornell Local Roads Program – What Are the New CDL Requirements](https://cals.cornell.edu/nysltap-local-roads/what-are-new-cdl-requirements-and-when-do-they-take-affect)**
<https://cals.cornell.edu/nysltap-local-roads/what-are-new-cdl-requirements-and-when-do-they-take-affect>
- **[Cornell Small Farms Program – Farm Vehicles](https://smallfarms.cornell.edu/guide/guide-to-farming/farm-vehicles/)**
<https://smallfarms.cornell.edu/guide/guide-to-farming/farm-vehicles/>
- **[E2CCB CDL Training Web Page](https://www.e2ccb.org/AdultEducation.cfm?subpage=1005865)**
<https://www.e2ccb.org/AdultEducation.cfm?subpage=1005865>
- **[Erie County Fairgrounds MAP](https://www.ecfair.org/p/info/fairmap)**
<https://www.ecfair.org/p/info/fairmap>
- **[Cornell Cooperative Extension - Erie Web Page](https://erie.cce.cornell.edu/)**
<https://erie.cce.cornell.edu/>



Photo by John Whitney

State Agriculture Department Asks Residents to Be on the Lookout for Spotted Lanternfly in WNY

via NY State Department of Ag and Markets



The New York State Department of Agriculture and Markets is asking residents in Western New York to be on the lookout for Spotted Lanternfly (SLF), after a population was found in the Buffalo area this week. SLF is a destructive pest that feeds on more than 70 plant species, including tree-of-heaven, and plants and crops that are critical to New York's agricultural economy, such as grapevine, apple trees, and hops. The invasive was first observed in New York State on Staten Island in August 2020, and since then the population has been reported in all New York City boroughs, Long Island, Port Jervis, Sloatsburg, Orangeburg, Ithaca, Binghamton, Middletown, Newburgh, Highland, and now in the Buffalo area.

State Agriculture Commissioner Richard A. Ball said, "We are concerned about the significant number of adult Spotted Lanternfly that have been found in Buffalo, especially with its proximity to the Concord grape growing area in Western New York. SLF can have a devastating impact on vineyards, as we've seen in neighboring states, so we need everyone's help to be on the lookout for this invasive and to report it immediately."

The Department's Division of Plant Industry inspectors responded to reports of SLF in a residential area of Buffalo adjacent to an active rail line. As of September 9, over 100 adults have been found. Agriculture and Markets staff will continue to survey the surrounding areas in the coming days. Although the population is significant, the area was surveyed in April of 2022 and no egg masses were found, and no old egg masses have been found during the current survey.

While surveys in the area are ongoing, the Department is asking for the public's help in slowing down the spread of SLF in this area by reporting any sightings immediately to agriculture.ny.gov/reportSLF.

In addition to reporting, residents are asked to:

- Take pictures of the insect, egg masses, or infestation you see and, if possible, include something for size, such as a coin or ruler.
- If possible, collect the insect. Place in a bag and freeze, or in a jar with rubbing alcohol or hand sanitizer.

- Note the location (street address and zip code, intersecting roads, landmarks, or GPS coordinates).

Adult SLF are easy to identify, as seen in the photos below. They are approximately one inch long and half an inch wide at rest, with eye-catching wings. Adults are active from July to December and begin laying eggs in September. Signs of an SLF infestation may include:

- Sap oozing or weeping from open wounds on tree trunks, which appear wet and give off fermented odors.
- One-inch-long egg masses that are brownish-gray, waxy and mud-like when new. Old egg masses are brown and scaly.
- Massive honeydew build-up under plants, sometimes with black sooty mold developing.

While these insects can jump and fly short distances, they spread primarily through human activity. SLF can lay their eggs on any number of surfaces, such as vehicles, stone, rusty metal, outdoor furniture, and firewood. Adult SLF can hitch rides in vehicles, on any outdoor item, or cling to clothing or hats, and be easily transported into and throughout New York, so residents are being asked to be vigilant.

The public is also encouraged to thoroughly inspect vehicles, luggage and gear, and all outdoor items for egg masses and adult SLF. If SLF adults are found, residents should remove them and scrape off all egg masses.

SLF Impacts to New York Agriculture

SLF feeding can stress plants, making them vulnerable to disease and attacks from other insects. SLF also excretes large amounts of sticky “honeydew,” which attracts sooty molds that interfere with plant photosynthesis, negatively affecting the growth and fruit yield of plants, negatively impacting agriculture and forest health.

The estimated total economic impact of invasive insects in the United States exceeds \$70 billion per

year, and if not contained, SLF could have an impact to New York State of at least \$300 million annually, mainly to the grape and wine industry, which ranks third in the country in production. SLF also has the potential to significantly hinder quality of life and recreational activities due to the honeydew and the swarms of insects it attracts.

About SLF and State’s Efforts to Combat the Invasive

First discovered in Pennsylvania in 2014, SLF has since been found in New Jersey, Maryland, Delaware, West Virginia, Virginia, Connecticut, Indiana, Massachusetts, Michigan, North Carolina, and Ohio. Given the proximity to the Pennsylvania and New Jersey infestations, New York State is at high risk for infestation.

The New York State Department of Agriculture and Markets, working with many partner agencies such as the New York State Department of Environmental Conservation, Office of Parks, Recreation and Historic Preservation, Department of Transportation, Thruway Authority, and the United States Department of Agriculture, continue to respond to the presence of SLF in New York State.

Actions taken include:

- Conducting surveys of high-risk areas across the state
- Responding to public reports of SLF
- Enforcing the New York State quarantine on goods from other states that have established SLF populations
- Inspecting nursery stock, stone shipments, and commercial shipments from quarantine areas
- Implementing a comprehensive education and outreach campaign to educate the public and the transportation industries to limit the transport of SLF to uninfested areas
- Implementing trapping, treatment and egg scraping efforts around the state.

For more information on Spotted Lanternfly, visit <https://agriculture.ny.gov/spottedlanternfly>. ■

Cornell Cooperative Extension
Erie County

21 South Grove Street
East Aurora, NY 14052
Return Service Requested

Erie County Ag News

Cornell Cooperative Extension of Erie County

Slash Walls, Reforestation & Carbon Management a Field Practicum

Thursday September 29th, 2022 (8:00 am to 5:00pm)

Cornell University's Arnot Teaching and Research Forest, 611 County Road 13, Van Etten, NY 14889

\$25 & Pre-registration Required by September 26

https://reg.cce.cornell.edu/Slashwallsreforestation_244

Approved for 6.5 SAF CFE category 1.

Approved for NYS Pesticide Recertification category 2 = 3.25, category 3a = 2.5, category 10 = 3.25, category 25 = 2.5.

Objectives – Provide foresters, loggers, and woodland owners with information regarding the creation of slash walls to exclude deer, management strategies to sequester carbon, and efforts associated with afforestation of brush lands.

Building Strong and Vibrant New York Communities

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