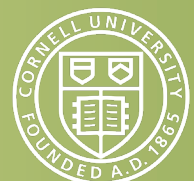


Erie County Ag News



IN THIS ISSUE

- Poultry Producers and Keepers: Be on the Lookout for HPAI
- Solar Lease Considerations
- Spotlight on McCullagh Coffee
- Marketing Musings - Value-Added Processing
- Raising Prices on Meat: A Pep Talk



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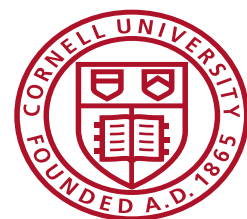
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Contents

- 3 Highly Pathogenic Avian Influenza
- 6 30% NY Initiative: Opportunities, Barriers and Pathways to Success
- 7 Thinking About a Solar Lease?
- 9 Spotlight on McCullah Coffee
- 14 SWNY Virtual Field Crops Congress
- 17 Market Musings - Value Added Processing
- 20 Creating Value-Added Products to Preserve Farm Freshness and Benefit Farmers Markets
- 22 Pest Alert - Xanthomonas on Geranium
- 23 Ag Energy NY
- 25 Raising Prices on Meat: A Pet Talk
- 27 Biocontrol in the Freezer
- 29 Farming on the Urban Edge
- 31 Got Weeds?
- 32 Planting Trees: A How-To Workshop
- 33 NYS Dept of Ag & Markets Releases Food Supply Resiliency Report



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UPCOMING AGRICULTURAL EVENTS

SWNYDLFC Field Crops Congress

March - April 2022

Virtual, or in person viewing options



See more information on page 14 of this publication. Approved for 11.5 CEUs (1 Nutrient Management, 8 Integrated Pest Management, 1.5 Crop Management, 1 Professional Development). DEC Credits pending in categories 1a, 21, and 23.

More details: <https://swnydlfc.cce.cornell.edu/events.php>

Success with Laser Scarecrows in 2022

March 22, 2022

9:00 am - 10:30 am

Online via Zoom

The University of Rhode Island and Cornell Cooperative Extension have teamed up to share their research and on-farm experiences using the laser scarecrow which utilizes a constantly moving green laser beam to scare birds away from fields.

More details: <https://cvp.cce.cornell.edu/event.php?id=1632>

GAPs Farm Food Safety Virtual Training

March 23, 2022

This workshop will cover the principles and practices of farm food safety for fresh produce farmers. Whether a buyer is asking for you to have a GAPs audit/certification or you just want to learn about improving food safety practices, this workshop is for you.

More details: <https://cvp.cce.cornell.edu/event.php?id=1618>

Opportunities and Pitfalls of Managing and Feeding Cows in Automatic Milking Systems

April 6, 2022

12:30pm - 1:30pm

Online via Zoom

Join SWNY team and MSU Extension for a webinar to share the most recent high-quality research information on nutrition and feed management for dairy cows.

More details: <https://swnydlfc.cce.cornell.edu/event.php?id=1831>

Navigating, Valuing, and Negotiating Land Leases

April 6, 2022

7pm - 8:30pm

Online via Zoom

Join Farm Business Management Specialist, Katelyn Walley-Stoll, to learn more about the considerations and resources that are available for evaluating and executing your land lease options. Topics of discussion include written lease agreements, "fair" rental rates, and tools for analyzing enterprise opportunities.

More details: <https://swnydlfc.cce.cornell.edu/event.php?id=1835>

2022 DEC Special Permit Training

April 11, 2022

Online via Zoom

More details: <https://cvp.cce.cornell.edu/event.php?id=1653>

Beef Marketing Webinar Series Presented by the NY Beef Council

April 14, 2022 : Adding Value to Your Marketing Display

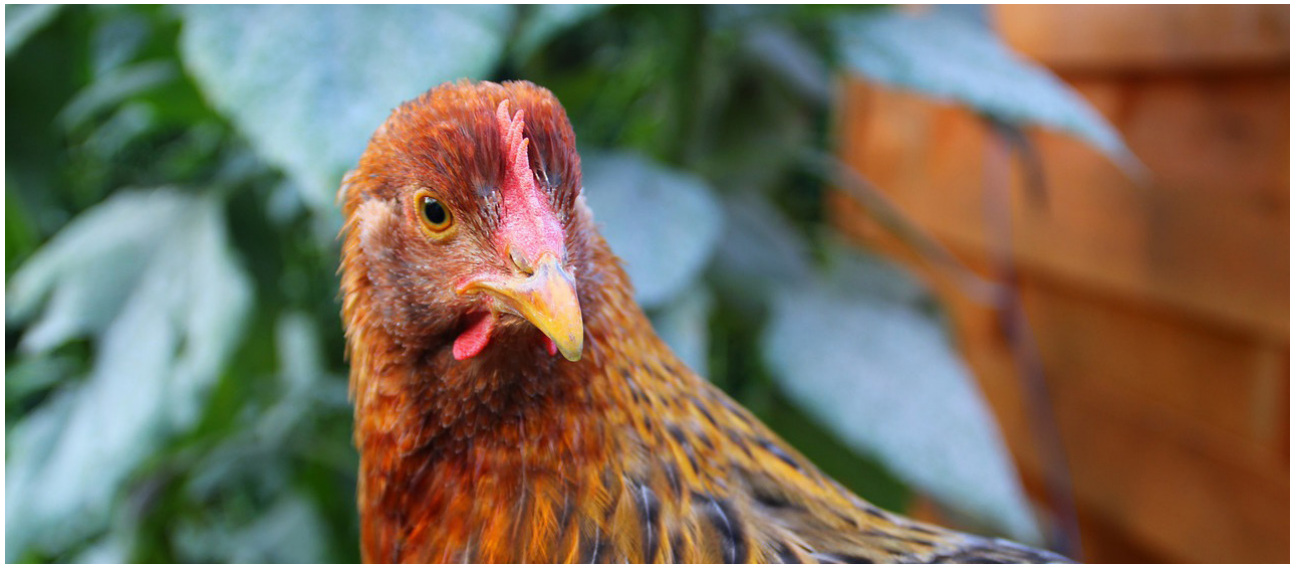
7pm - 8:30pm

Online via Zoom

More details: <https://swnydlfc.cce.cornell.edu/event.php?id=1793>

Poultry Keepers and Producers: Be on the Lookout for Highly Pathogenic Avian Influenza (HPAI)

Amy Barkley, Livestock and Beginning Farm Specialist with the SWNY Dairy, Livestock, and Field Crops Program



Since the beginning of 2022, over 350 cases of Highly Pathogenic Avian Influenza have been identified in U.S. wild bird populations. Cases in backyard and commercial poultry flocks are on the rise, and it's important now more than ever to keep an eye out for suddenly high mortality in your flocks and to report any suspicious whole-flock illness.

What is Avian Influenza (AI)?

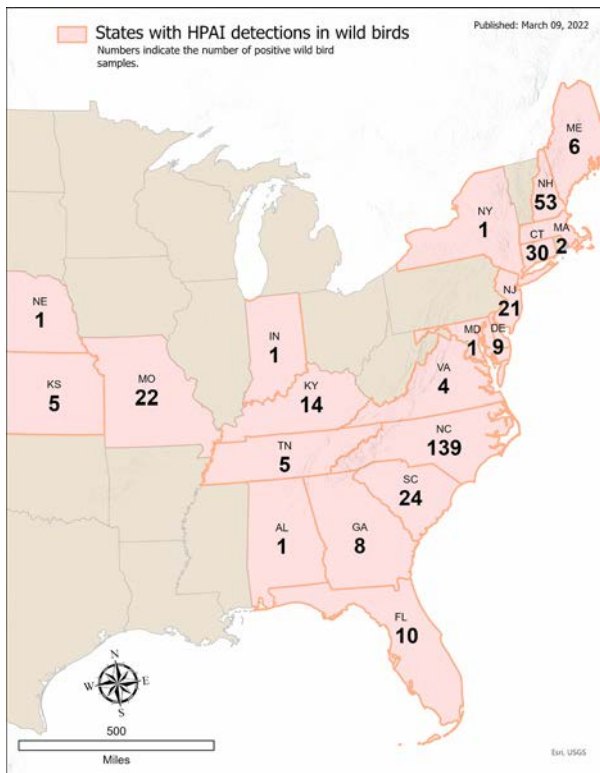
Avian Influenza is a highly contagious poultry virus that has the potential to cause large financial losses to the U.S. poultry industry. A highly pathogenic strain (HPAI), H5N1, last hit the U.S. in 2014-2015, and was considered the nation's largest animal health emergency. Over 200 cases of the disease were found in commercial flocks, backyard flocks, and wild birds. More than 50 million birds were affected and subsequently died or were euthanized on more than 200 farms in 15 states.

Where does it come from?

Waterfowl, both wild and domestic, act as carriers. Since the outbreak of 2014-2015, scientists have been monitoring wild bird populations, and waterfowl hunters send their harvested birds in for testing. Wild waterfowl regularly carry low-pathogenic strains of the virus, but it can easily mutate to a highly pathogenic strain, as we've seen this year.

Why should I be concerned?

Two laboratory-confirmed cases of Highly Pathogenic Avian Influenza, one in a pheasant flock in Dutchess County and one in a backyard flock in Ulster County, were identified in NYS on Thursday, February 24th. These follow the case identified in a backyard flock in Suffolk County on February 19th. These flocks have been euthanized to help control the spread of the virus.



The number of wild birds testing positive for Highly Pathogenic Avian Influenza as of March 9th, 2022. Wild waterfowl are the most common carriers of the virus and spread it as they migrate. Image from USDA-APHIS

While these are only three cases, it is anticipated that there will be many more. There are currently over 350 cases that have been identified in wild bird populations along the eastern portion of the United States. As of March 10th, 2022 there have been 26 cases in backyard and commercial poultry flocks across the eastern and central U.S.. Cases in commercial and backyard flocks will likely increase as wild waterfowl migrate northward in the coming months.

How does it spread?

HPAI lives in the respiratory and/or intestinal tract of birds. It can be picked up from contact with infected feces, surfaces, or through the air, though ariel transmission from farm to farm is unlikely. It can be transported on infected feed, clothing, or equipment. Once on the farm, the disease is readily passed from bird to bird, infecting an entire flock quickly.

Which flocks are affected?

Flocks of any size, from back yard to commercial, and any species can be affected.

Common symptoms:

Any birds can be affected, but birds other than waterfowl react most strongly to the virus. Poultry infected with HPAI may show one or more of the following symptoms:

- Sudden death without clinical signs
- Lack of energy and appetite
- Decreased egg production or soft-shelled or misshapen eggs
- Swelling of head, comb, eyelid, wattles, and hocks
- Purple discoloration of wattles, comb, and legs
- Nasal discharge, coughing, and sneezing
- Discoordination
- Diarrhea

A high level of mortality without any clinical signs is known to be a hallmark of the virus. In some cases, expect 100% of the flock to die within a few days. Regardless of how the disease presents, a large portion of the birds in a flock will be affected. Waterfowl may carry the virus but not show symptoms.

What do I do if I think I have HPAI in my flock?

Report it! If your birds are sick or dying, it's important to report it immediately so that we can stop the spread to any other flocks. You can call:

- NYS Department of Agriculture & Markets: 518-457-3502
- USDA (United States Department of Agriculture): 866-536-7593
- Your local Cornell Cooperative Extension Office <https://cals.cornell.edu/cornell-cooperative-extetsion/local-offices>

What can I do to manage for it?

Because there is not a vaccine currently available in the U.S. for this disease, keeping it out through biosecurity is going to be the best course of action. The easy-to-follow biosecurity principles below

Continued on page 5 >>



Migratory flyways of U.S. bird species. Most birds will fly along their flyway, but there may be some overlap, which can move avian disease across the country. Photo from the U.S. Fish and Wildlife Service.

>>Continued from page 4

can go a long way to keeping your birds safe from disease:

- Establishing an “all-in, all-out” flock-management policy
- Protecting against exposure to wild birds or water or ground contaminated by wild birds
- Closing bird areas to nonessential personnel or vehicles
- Providing employees with clean clothing and disinfection facilities and directions for their use
- Thoroughly cleaning and disinfecting equipment and vehicles (including tires and undercarriage) when entering or leaving the farm
- Banning the borrowing or lending of equipment or vehicles
- Banning visits to other poultry farms, exhibitions, fairs, and sales or swap meets (if visits must occur, direct workers to change footwear and clothing on their return)
- Banning bringing birds in slaughter channels back to the farm

If you have any questions about this disease, please contact your local Cornell Cooperative Extension Office. The information used to create this article is shared by the United States Department of Agriculture – Animal Plant Health Inspection Service (USDA-APHIS). ■







Farmers Market

Taste NY at the Western NY Welcome Center Farmers Market is seeking new produce and agricultural product vendors for the upcoming 2022 Farmers' Market season! It's free!

Wednesdays, 4-7pm starting June 22- Oct 5, 2022

Contact Molly Vigrass, Market Manager, for your application!



1999 Alvin Road Grand Island, NY 14072
 erietasteny@cornell.edu | 716.773.0970

30% NY Initiative: Opportunities, Barriers, and Pathways to Success

The 30% NY Initiative: Opportunities, Barriers, and Pathways to Success report is a product of Cornell Cooperative Extension, Harvest NY, and Cornell Cooperative Extension Allegany County. The report analyzes procurement data from 53 of the 57 school food authorities (SFAs) that qualified for the 30% NY Initiative during the 2019- 20 school year. In addition to analyzing procurement data, we surveyed successful SFAs to understand how they altered their diversions and use of entitlement funds in preparation for the 2019-20 school year and barriers to purchasing local food, by commodity group. A combined analysis of the 30% procurement data and the survey results shed light on procurement trends, varying pathways, best practices, and strategic approaches to successfully achieving the 30% NY Initiative.

The 30% NY Initiative provides \$0.19 in additional per meal reimbursement to SFAs that can demonstrate using at least 30% of their lunch budget to purchase foods grown, raised, or produced in NY State. These foods must contain at least 51% raw NY agricultural product, or be NY Grown & Certified. If you are interested in learning more about the initiative or Farm to School in general, you can contact Becky O'Connor, WNY Farm to Institution Coordinator with CCE Harvest NY: rao84@cornell.edu or (845) 706-0293. ■

Thinking About a Solar Lease?

5 Things You Should Consider

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

Rural landowners across the Southwest New York Region, and New York State in general, have been receiving invitations from solar companies to lease their land for utility scale solar arrays. While this has been around for several years, the general trend of increasing renewable energy sources has spurred lots of conversations about the potential benefits, pitfalls, and logistics of hosting solar arrays on your property.

One thing to note is that solar leases are rarely something landowners should feel pressured to rush right into. Careful consideration, consultation with legal counsel, and an evaluation of the role such a lease would play into a farm business plan are all important steps before signing on the dotted line. Here are 5 things to consider as you think about leasing your land for solar.

- 1. The Benefits of Solar Leases:** Solar energy is an important part of reducing carbon emissions and meeting statewide, national, and global efforts of increasing renewable energy sources. As a landowner, a solar lease can also provide a steady income stream, ranging from \$250 - \$2500/acre/year. While this isn't as profitable on a per acre basis as other production options, for unused or marginal land, solar leases can help diversify farm revenues. There are several companies in our area recruiting land parcels for solar development, which could work to your advantage! Research and contact developers in your area for the best lease rates and agreements.
- 2. Solar Leases and Your Farm Business Plan:** Having a farm business plan in place is so much more than a dusty binder sitting on a shelf in the farm

office. A business plan tells you where you're going, why you're doing what you're doing, and what other types of opportunities you'd like to explore. Depending on your farm's business plan, stage in the business life cycle, and succession planning goals, solar may help spur new growth or hinder new investment opportunities. A solar lease can affect how you might use that land in the future, which could include mortgages, property sale, production diversification, expansion, or generational use.

- 3. You'll Need Legal Counsel:** Lease agreements are living documents that can be adapted to meet your needs. This could range from including provisions that protect actively farming around the solar arrays (apiaries, small ruminant grazing and market garden production), hunting, right of ways, insurance and liability concerns, and more. Leases can range in length from 20 to 40+ years, and it's important to have a sound and fair lease in place from the beginning. There's very little chance of changing the lease terms once it's in place.
- 4. Effect on Property Taxes:** If you're currently receiving an Agricultural Assessment, or other property tax reduction, taking the land out of production agriculture and into a solar array may require paying some of those reductions back and conversion penalties (you can typically negotiate that the solar company pays these costs). A solar array can sometimes increase the value of your property and your tax obligations. Once the land is in a lease, the solar developer should also be responsible for any real property taxes, PILOT payments, etc. There is a renewable energy tax



exemption that will protect increases for a 15 year period, but this often expires before the lease does – and many towns in our region have opted out of this program. Be sure to research potential tax implications prior to negotiating the lease agreement.

5. **“THE UGLY”**: You may have heard some horror stories related to array construction, maintenance, and disassembly. Much of this can be negotiated with sound legal counsel who is familiar with solar arrays into your lease agreement. However, things do (and probably will) happen and you should be prepared to handle these issues on your property. Some areas of concern include:

- Construction debris during the installation phase, traffic, and potential interruptions to your farming practices.
- Dismantling the solar equipment at the end of the lease and the oversight of that process, which should be laid out in very specific terms in the lease. Be sure to include specifications of the quality of the property (returning it back to production).
- Security, assurances, and/or bonds in place to cover the termination of the lease and equipment in the case of developer bankruptcy or missed payments.

- Company transitions with the nature of the renewable energy industry, your lease will likely change hands several times and you will need to navigate those ownership changes.
- Local zoning approvals may be a breeze or a community uproar depending on your area and could delay a potential project.
- Solar leases and their potential impact on our agricultural industry can be both an exciting and an intimidating topic of conversation. While the situation will vary from farm to farm, developer to developer, and community to community – the most important thing will be reaching out to sound legal counsel to negotiate a fair agreement and reflecting on your farm’s business goals.

For more information, visit any of these great resources below:

- [Leasing Your Farmland For Wind and Solar Energy Development from New York Farm Bureau.](#)
- [Utility Scale Solar – What You Should Know by Timothy X. Terry from Cornell PRO-DAIRY](#)
- [Landowner Considerations for Solar Land Leases from NYSERDA](#)
- [Solar Installations in Agricultural Districts from NYSERDA](#)
- [Solar Leasing Workshop Materials from CCE Herkimer County](#)

Written by Katelyn Walley-Stoll, Cornell University Cooperative Extension, Southwest New York Dairy, Livestock, and Field Crops Program. For more information, contact 716-640-0522, kaw249@cornell.edu, <https://swnydlfc.cce.cornell.edu/>. SWNYDLFC is a partnership between Cornell University and the CCE Associations of Allegany, Cattaraugus, Chautauqua, Erie, and Steuben counties. CCE is an employer and educator recognized for valuing AA/EEO, Protected Veterans, and Individuals with Disabilities and provides equal program and employment opportunities. ■

Spotlight on McCullagh Coffee

John Whitney, Agriculture Educator, CCE Erie County

This article is the eleventh 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 Warren Emblidge, III, President of S.J. McCullagh, Inc., for meeting with me to share McCullagh Coffee's story along with some marketing tips and strategies.

Every coffee bean that makes its way into McCullagh Coffee Roasters' locally roasted and ground coffee products arrives by trucks from warehouses in New York City or New Jersey after being transported by ship from the tropical and equatorial regions where coffee is grown. As the beans move from the traditional 60-75 kilogram (132-165 lb.) jute bags into the processing phases, those beans all pass through a small, grated port in the concrete floor of McCullagh Coffee's Swan Street plant in Buffalo as they make their way into the now computer-monitored roaster.

While the computer and sensors are relatively new innovations, McCullagh Coffee has been selling teas and related products, roasting artisanal coffees, and operating as a family owned business since 1867, when Samuel J. McCullagh first opened for business on Main Street in downtown Buffalo. Samuel's tea and coffee shop has evolved over the last 150 years both in the diversity of products and outlets and in its focus on direct delivery of equipment, services and products to customers in Upstate New York, Northern Pennsylvania, and Southern Ontario, and beyond. With Canadian operations in Oakville, Ontario, the McCullagh market continues to expand.

"McCullagh Coffee Roasters Est 1867" is the trademarked name for S.J. McCullagh's business, along with the trademarked logo. The business is owned by the Emblidge family (Warren's parents). Warren Emblidge, Jr., Warren's father, continues to serve as Chairman. "I'm a hired gun at this point," Warren III said. Along with Warren III, S.J. McCullagh employs approximately 50 other people, including 6 or 7 manufacturer-trained service staff who install and maintain beverage equipment full-time.

"I cut my teeth in the business." Warren said as he recalled working in the plant through high school and college. He pursued other professional interests after college until about eight years ago when he re-joined the business as his father began phasing out of his direct management functions. "When I came back in 2012, a lot of the people who I knew when I was in college and high school in the early and mid-90s were still here." At the ages of nine and eleven, Warren's own children are just beginning to show some interest. His nine-year-old recently helped label some bags during a brief production crunch. That's a start.

Warren said "It's about the people. You differentiate yourself through the people." He said coffee in many ways, "is what the product is." Warren added, "In order to be successful in the kind of business that we're in, you need the right kind of people supporting your customer base." He went on to say, "The service component is huge." He said, the service and delivery folks are the face of the company to the customer. "You have to understand what the needs of the customer are, and bring the product to the customer, and help support what they need. It's not rocket science, but you have to understand the customer, and understand what they are looking for, and how they are looking for it."

"There's a huge service component to what it is we do." Warren explained McCullagh Coffee services are customized for every client and outlet, from product delivery, to on-site stocking of the full line of beverage products, to servicing of equipment. It's not just the packaging and marketing of products.



Photo by John Whitney

McCullagh Coffee's web page, mccullaghcoffee.com, has a "sustainability" section which outlines the principles the business follows. "It's a way to differentiate yourself, but it's also the right thing to do," Warren said. That includes participating in the Rain Forest Alliance's certification program, with its focus on four themes: forests, climate, human rights, and livelihoods. For McCullagh Coffee, that also means working with coffee brokers who also participate in the Rainforest Alliance programs. The Rainforest Alliance certification process, as Warren describes it, "addresses the social welfare of the workers and their families, ensures that there's no child labor, ensures that there are educational facilities, and that there's health care for the workers. It hits environmental aspects as well, so it discourages deforestation, it discourages use of chemical pesticides, but at the same time it's practical....It's not absolute but it's about the steps you need to take." Warren said it doesn't just make McCullagh Coffee and its customers feel better, "it helps the farmer earn more for the product because they get a premium for that." McCullagh Coffee then sells the certified product at a premium so it's a "win-win." "They make more, and we can make more." See www.rainforest-alliance.org.

While the certification program does, in some cases and with disclosure, allow coffee to be labeled as

Rainforest Alliance certified with as low as 30% certified coffee, S.J. McCullagh doesn't do that with its Rainforest Alliance labeled products. "If we're going to sell Rainforest Alliance coffee, it's going to be 100% Rainforest (Alliance Certified)." Since it is impossible for S.J. McCullagh to visit and independently verify the practices of every grower at every origin, Warren explained that you have to rely on the third-party certifiers. Rainforest Alliance "comes to the top, as practical but stringent," in addition to being well known enough to resonate with consumers.

McCullagh Coffee does "contract forward" buying, looking six to twelve months out as they work with their trusted brokers based on projected demand. Each futures contract is about a 40,000 lb. commitment. Coffee bags are stored in bonded warehouses in New York and New Jersey. Pre-shipment samples help ensure quality expectations and requirements. Delivery follows a call to the broker to arrange for shipment by tractor trailer from the warehouses to the Swan Street facility. Full truckloads typically work for some of the more popular origins like Brazilian, Guatemalan, Honduran, or Columbian. More specialty origin coffee beans come in by the pallet on partial truck loads.

Warren listed some of the many origins of McCullagh

Continued on page 11 >>

>> *Continued from page 10*

Coffee products: Brazil, Columbia, Honduras, Peru, Guatemala, Ethiopia, Kenya, Mexico, Tanzania, Sumatra, Jamaica, and Hawaii, among others. McCullagh Coffee focuses on both the coffee origin and flavor profiles, depending on the coffee and blend. “The part of the market you see growing is the one where people are more interested in origin.” For coffee, another consideration is the roast color with the associated flavor impacts. “Some people like dark roast coffees; some people don’t. Some people like bright, acidic coffees. Some people like smoother, richer coffees. You can market that in the context of the origins because they all have unique flavor profiles that come out in a roasted product.” Warren said, Kenyan or Tanzanian coffees may be more floral while a high altitude-grown, Central American coffee might be more acidic. “They’re drinking the idea,” Warren suggested as he described customer preferences, particularly in association with exotic origins.

Some coffee drinkers are more adventurous, while others stick to what they know. McCullagh Coffee works to meet both of those customer’s preferences. Product labeling and descriptions have tended to include the origin and the flavor characteristics, especially at the higher end of the market. At the lower end of the market, it’s more about describing the taste and whether it will appeal to the customer. McCullagh also does a lot of blends that don’t call out the specific origin. “It’s an agricultural product that varies over time,” Warren said. “When you use blends, you have the ability to kind of pull things out and push things back in to maintain that profile you are looking for. That’s part of how we maintain flavor consistency in our blends. For example, you might use what are called ‘primary milds/higher end milds’ from Peru for part of the year and from Honduras for another part of the year. And one region for part of the year and another region for another part of the year. It all has to do with that crop cycle and when it’s fresh. And then you might add into that a Brazil, or you might add into that a Guatemalan or some other origin. You can change the blend through time to help maintain the consistency of the product you are selling.” Warren suggested, “In coffee, until recently I suppose, people are creatures of habit. You enjoy a particular coffee. When you wake up in the morning and you have that

cup of coffee, it’s going to taste the same today as it did yesterday. That’s really important in our business – maintaining that flavor profile.”

While the branding is important in some of the product lines, the McCullagh brand is as much about the service and consistency as it is about specific coffee varieties and products. “In a lot of the restaurants you might not even know where the coffee is from,” Warren said. “It’s tough to market that way, but with our growth in retail, we’ve had more opportunity to do that. That’s been a positive thing for our brand, as well as with the advent of K-cups™.” Warren said the K-cups trend “doesn’t really fit from a sustainability perspective but it’s something that the customer demands.” He said, “The consumer is looking for convenience and variety. And if you think about the office manager, who’s got to keep 50-60, however many, employees happy, K-cups are a good way of providing variety to meet everyone’s individual preferences. Compostable and recyclable K-cups are out there but that is currently green-washing,” Warren said, as he talked about the challenges of meeting customer demands and achieving sustainability objectives. He explained, recyclable K-cups are not truly recycled with the current plastic recycling processes and the compostable K-cups require controlled, high temperature, commercial composting plants which “are few and far between, and good luck finding one in Western New York. People also assume that compostable K-cups will compost in the landfill.” He said the reality is, with current practices, compostable plastics contribute to methane problems, “which is actually worse than with inert, non-compostable plastics.” Warren said “It’s difficult, because the consumer demand created by the convenience and variety just trumps the environmental concerns, and then the green-washing just makes people feel good about what they are buying.”

A number of local farms use McCullagh’s coffee bean roasting byproduct as a soil amendment and the used jute bags get picked up for use as row covers among other secondary uses. That said, Warren’s father, Warren, Jr., has taken McCullagh Coffee’s sustainability and environmental stewardship commitments to another level through the founding and operation of



Photo by John Whitney

EcoVerde Organics which works with community stakeholders to use locally-sourced food and food processing waste, livestock manure, yard waste and other natural materials to create custom tailored and tested composts for lawns, gardens, landscapes and agricultural crops. That includes coffee grounds and McCullagh Coffee's own coffee roasting and grinding byproducts. For more information see, www.ecoverdecompost.com. In the interest of full disclosure, I've had many discussions with Warren Jr. and other EcoVerde staff in recent years as they have worked to move the business from concept to a sustainable operating entity.

The connection is reinforced with the Ecoverde Coffee brand, produced by McCullagh Coffee. This Rainforest Alliance Certified product uses coffee beans from Guatemala and Columbia and packages the roasted, natural flavor encapsulated, ground coffee in compostable packaging printed with soy-based inks. Exterior packaging is Sustainable Forest Initiative (SFI) certified. This is one more big step towards McCullagh Coffee Roasters' sustainability commitments.

While touring the McCullagh Coffee plant, it was fascinating to observe the coffee making process from the stacked bags of unroasted coffee beans,

through the carefully monitored roasting, grinding, and packaging stages. Much of the process is automated with significant computerized monitoring. Still, the production team keeps it all running smoothly.

The procurement, shipping, roasting, quenching, grinding and packaging stages of production are only part of the story, though. As Warren said, with its focus on servicing a diverse mix of clients, much of the space in the plant is devoted to beverage equipment awaiting deployment, repair or recycling. As a full-service beverage company, through marketing and business alliances, McCullagh Coffee also stocks and distributes more than a dozen other product brands including familiar names like Lavazza, Green Mountain Coffee, Starbucks, Maxwell House, Folgers, Harney & Sons, Bigelow, Nestlé, and Lipton among others. McCullagh also stocks and distributes brewing and consumption accessories including filters, cups, napkins and other paper products, sweeteners, flavor syrups, and non-dairy creamers. Products include traditional roast and ground single origin and blended specialty grade coffees at various price points, flavored coffees, liquid shelf-stable & frozen coffee, and espresso products from Nespresso, Illy and directly from McCullagh. Bean-

Continued on page 13>>

>>Continued from page 12

to-cup specialty brewers and cold brew programs are available through McCullagh Coffee. Even drinking water programs and cleaning and sanitizing supplies are among the offerings. That's all part of S.J. McCullagh's commitment to meeting the needs of every customer and clients from coffee houses, restaurants & fine dining establishments to food service, hospitality, health care and educational institutions, offices and convenience stores. S.J. McCullagh supports retailers, food service distributors, and office coffee service operators for more than 600 manufactured roast and ground coffee products.

Packaging options include retail bags and pouch products, single serve coffees & cappuccinos, four cup hotel packs, and fractional pack coffees with filters. Specially processed, quick dissolving hot chocolate is also available in K-cup packaging. McCullagh Coffee Roasters welcomes distributor arrangements and even toll and profile roasting and private label programs taking advantage of McCullagh's equipment investments and more than "20 million pounds of roasting and grinding capacity."

Of course, the COVID-19 pandemic has greatly impacted the business, especially during the Spring 2020 shutdown. Several of the marketing channels were greatly impacted and continue to be affected. Demand was low in the office and restaurant spaces. Warren said restaurants, in particular, have been suffering. "It's very challenging for them and our hearts go out to them. Still, people like the normalcy and comfort of their favorite beverages. So, at the same time, long-term care, hospitals, convenience store and grocery sales have been very good, as has the home sales part of the business. We probably do a couple of pallets of home sales, drop shipping per day," Warren said.

S.J. McCullagh is a "seller-fulfilled Prime" distributor through Amazon, which means, in addition to their direct processing of online, retail shop, and phone sales, they handle and ship orders placed through Amazon directly out of the Swan Street plant. "We get the Prime badge, which buyers look for, but we ship from here, so we control our own destiny," said Warren.

Gift cards and baskets along with many other McCullagh Coffee Roasters branded or distributed products are available online or in McCullagh Coffee Roasters' retail shop at the entrance to the 245 Swan Street facility. Coffee and espresso making equipment and supplies are also available in the retail shop. McCullagh Coffee's web page www.mccullaghcoffee.com, includes product illustrations and pricing under the "retail shop" tab. As S.J. McCullagh Coffee Chairman, Warren Emblidge, Jr. writes on the McCullagh Coffee's History page, "... Our passion for great coffees ensures that you will get an exceptional cup of coffee, each and every time. That's our promise to you."

Thank you to S.J. McCullagh Coffee President, Warren Emblidge, III, for taking the time to discuss McCullagh Coffee Roasters' historic beverage business along with some marketing experiences and strategies. You can find freshly brewed McCullagh Coffee and a selection of packaged McCullagh Coffee products at the Taste NY Market at the Western New York Welcome Center. McCullagh Coffee is also featured at the Taste NY Market Kiosk at the new Buffalo-Exchange Street Amtrak Train Station in addition to many area and regional groceries, restaurants, offices, healthcare facilities, educational institutions, coffee houses and convenience stores. McCullagh Coffee products may also arrive by drop shipment directly to your door through online sales. Whether you know it or not, McCullagh Coffee products could be in your cup or brewed with equipment provided and serviced by S.J. McCullagh. With its commitment to Rainforest Alliance certified projects, McCullagh Coffee combines a commitment to human rights and fairly traded purchasing strategies and sourcing with sustainable, resilient, environmentally responsible production techniques.

S.J. McCullagh is an example of how 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 foods, beverages and specialty goods and services available to consumers in the region. ■

SWNY Virtual Field Crops Congress

Katelyn Walley-Stoll, SWNY Dairy, Livestock, and Field Crops Program



Producing field crops in Southwest New York is an important sector of our agriculture industry. With 4,508 farms that operate on 641,205 acres, having up-to-date information to make informed decisions is important for our local farmers. Cornell Cooperative Extension's Southwest New York Dairy, Livestock, and Field Crops Program is pleased to bring a series of educational presentations to address these needs over eight sessions throughout March and early April. Producers of all shapes, sizes, and locations are encouraged to register or reach out to SWNYDLFC for more information by calling 716-640-0522.

COST: \$40/farm for access to any and all of the virtual sessions listed below. Scholarships are available for those who are in need who would like to attend for \$20 or for free. At registration, select the "scholarship" option.

REGISTRATION: Complete the form available online by visiting tinyurl.com/22FieldCrops or call Kelly

Bourne, administrative support, at 585-268-7644 or email klb288@cornell.edu.

PLEASE NOTE: These sessions will not be recorded. Every effort will be made to connect those who are unable to attend live with the session resources and slides.

IN-PERSON VIEWING OPTIONS available at one of the local CCE offices upon request. Participating offices are located in East Aurora, Jamestown, Ellicottville, Belmont, and Bath.

DEC AND CCA CREDITS AVAILABLE: During registration, indicate that you need credits and be prepared to share your Certification Number. Approved for 11.5 CEUs (1 Nutrient Management, 8 Integrated Pest Management, 1.5 Crop Management, 1 Professional Development). DEC Credits pending in categories 1a, 21, and 23.

Continued on page 15>>

>>Continued from page14 >>

TECH REQUIREMENTS: You will need access to Zoom (phone, tablet, or computer). If you need credits, you'll also need video capabilities.

SPONSORSHIP: We are currently seeking agribusiness support for this series. Contact Katelyn at 716-640-0522 for more information.

IS THIS FOR ME? This series has options for agricultural producers of all shapes, sizes, and time in business. Choose the options that best suit your interests and needs.

FOR ACCOMMODATIONS and accessibility concerns, please contact Katelyn Walley-Stoll by calling 716-640-0522.

Thursday, March 17th, 2022 **Keeping Hay Fields Productive**

12noon to 1pm (DEC Credits Pending)

Dan Steward of WNY Crop Management Association, will address the challenge of keeping long term pastures and hay fields. Discussion of how to deal with established weeds, while keeping pastures and hayfields viable in this regard will be covered. He will show how to better manage via rotation, fertility and harvest management to help control and eliminate weed growth. Problem weeds typically found in pastures and long-term fields will be identified and covered along with what types of herbicides should be used and timing for best possible effectiveness and animal safety.

Friday, March 18th, 2022 **Corn Nematode Survey Results: Management Implications?**

12noon to 2pm (DEC Credits Pending)

Mike Stanyard will discuss the results of the corn nematode sampling study from the NWNY region in 2021. We will look at what plant parasitic nematode species were found and at what levels. Some fields were over threshold and therefore possible

nematicide management options will be discussed for 2022. Mike is the Field Crops Specialist and Team Leader with Cornell Cooperative Extension's Northwest New York Dairy, Livestock, and Field Crops Program.

...and Weed Management in Hay and Pasture

This session will provide a review of cultural and chemical weed control practices for alfalfa or grass, mixed stands, and pasture. It will include practices that give the hay species a competitive edge over weeds and herbicide options for different weed scenarios. Common difficult to control weeds in pasture will be covered as well as improvement of older hay stands with weed invasions. Janice Degni is the Field Crops Specialist and Team Leader with Cornell Cooperative Extension's South Central New York Dairy and Field Crops Program.

Thursday, March 24th, 2022 **Factors Influencing Forage Digestibility and Feed Quality**

12noon to 1pm

Advancements in measurements of forage fiber digestibility and a growing understanding of field and management factors that affect digestibility offer the opportunity to improve our management and utilization of forages in dairy rations. This talk will cover factors, from crop type to weather, that affect forage digestibility and overall quality as well as considerations for harvest, storage and feedout management to optimize the use of forages in a feeding program. Led by PRO-DAIRY's Joe Lawrence.

Friday, March 25th, 2022 **Field Crop Disease Update**

12noon to 2pm (2 DEC Credits in 1a, 21, 23)

Gary Bergstrom will provide an update on the diagnosis and management of field crop diseases in New York including two new corn diseases (tar spot

and bacterial leaf streak), corn mycotoxins, soybean cyst nematode, and latest options for disease management in corn, soybean, and small grains. Presented by Gary Bergstrom, Professor, School of Integrative Plant Science Pathology and PlantMicrobe Biology Section.

Soybean Cyst Nematode in NY: Status Update and Management Options

Soybean cyst nematode (SCN) is the most damaging pest of soybeans globally, and we are just beginning to identify its expansion into dry bean crops. In this presentation I will discuss SCN damage to crops, the latest statewide survey results, and the latest management options. Presented by Erik Smith, Area Field Crop Specialist with Cornell Cooperative Extension's Central New York Dairy, Livestock, and Field Crops program.

Thursday, March 31st, 2022 Herbicide Resistant Weeds in Agronomic Crops, Herbicide Shortages, and Novel Weed Control Strategies

12noon to 2pm (DEC Credits Pending)

This presentation will focus on the evolution of herbicide resistance in agronomic crops with a focus on the current issues facing New York producers including: Palmer amaranth, waterhemp and horseweed. Results from recent studies indicate that all three species are likely resistant to glyphosate and the ALS-inhibiting herbicide chemistries. The presentation will also include information about projected herbicide shortages and their impacts on weed control success. The talk will conclude with discussions about novel technology being investigated in the US for the control of herbicide resistant weeds (electrical weeding, harvest weed seed control) as well as easily implemented strategies on growers own farms, such as combine cleanout. Presented by Lynn Sosnoskie, Assistant Professor for Weed Ecology and Management for Specialty Crops at the School of Integrative Plant Science, Cornell AgriTech.

...and Seed Corn Maggot in NY Corn and Biological Control of Corn Rootworm

This talk will explore two topics. The first topic addresses the need for seed treatments to prevent stand losses from Seed Corn Maggot and the second topic addresses the use of persistent biocontrol nematodes (entomopathogenic) to control corn rootworm. A single application results in multi-year pest suppression. Presented by Elson Shields, Professor of Entomology at Cornell University.

Friday, April 1st, 2022 Alphabet Soup – GMO Trait Management

12noon to 2pm (DEC Credits Pending)

The options for pest management traits in genetically engineered crops can be confusing and continues to change. Understanding and managing these traits is critical to responsible and sustainable pest management. This talk will help decipher the list of traits from different companies and for various pest addressing trait stewardship to assure target use and minimize the risk of resistance development. Furthermore, how the use of traits can complement the responsible use of pesticides will be discussed. This presentation will be led by Joe Lawrence, Dairy Forage Systems Specialist with Cornell PRO-DAIRY.

...and Field Crop Weed Control in 2022

Limited availability of certain herbicides will likely change the herbicide programs used to control problematic weeds of field crops in NY. Putting together a sound weed management program in 2022 will be discussed. Up-to-date information about the status of herbicide resistant weeds in New York, including effective herbicide resistant weed control strategies and how to prepare for and manage resistant weeds on your farm. Presented by Mike Hunter, Field Crops Specialist with Cornell Cooperative Extension's North Country Regional Agriculture Team. ■

Marketing Musings - Value-Added Processing

Adapted from CCE-Tioga County Web Page

John Whitney, Agriculture Educator, CCE Erie



Photos from Pixabay

Are you already a value-added producer or considering getting into value-added processing? Value-added processing is not for everyone. Some people prefer growing crops or raising animals for meat, eggs, fiber, or milk production without the complications of additional processing and marketing. Still, many operations turn to value-added options with the goals of increasing profits and diversifying the marketing mix. For most value-added processors, there's the added benefit of increased work satisfaction (although often with even longer workdays and additional employees). This article, adapted from a Cornell Cooperative Extension – Tioga County web post, discusses some of the many things to consider with exploring or expanding value-added processing.

Value-added processing can range from very simple to extremely complex. Adding value can be something as basic as sorting fruits and vegetables by size and selling through unique packaging to the complexity of processing salsa, jams, jellies, chutney, and meat animals. Value-added processing is a means to utilize produce not used for fresh market sales and the surplus of product during the growing season. Depending on the raw ingredients and the final product there are



usually processing and food safety regulations that need to be addressed.

Business Planning

When undertaking a new enterprise or making changes in a farm business it is important to do a business plan to test the feasibility of the idea and to work through financial and operational details and impacts. To be successful in a value-added venture, marketing is critical for success. Business planning and marketing provide a framework for understanding the market and design strategies to compete successfully.



QR Code – Producing a Business Plan for Value Added Agriculture by Deborah H. Streeter, EB-2007-08 https://s3.amazonaws.com/assets.cce.cornell.edu/attachments/8481/Cornell_AEM_eb0708.pdf?1432766604

Home Processing

NYS residents can seek a 20-C license or license exemption from the NYS Department of Agriculture and Markets to produce breads, rolls, cookies, cakes, brownies, fudge, and double-crust pies for wholesale and retail agricultural venues such as farms, farm stands, farmers markets, craft fairs, and flea markets. The exemption can also be used for the making of traditional jams, jellies, marmalades made with high acid/low pH fruits, repackaging/blending of spices or herbs, snack items such as popcorn and peanut brittle and candy (excluding chocolate). Other production may require 20-C licensing or moving beyond home processing into a commercial kitchen setting. Processing may also require local health department permits.

The NYS Department of Agriculture and Markets Division of Food Safety and Inspection is responsible for food safety inspections and regulations. See: <https://agriculture.ny.gov/food-safety>

Water Testing

Potable water is necessary for any food processing activity. Private water sources (water wells) will need to be tested by a certified laboratory as part of the licensing process. Be certain that the company that you choose can provide you with the service that you are seeking. Some companies will only provide absence or presence results without quantification.



QR Code- Certified Water Testing Laboratories, New York State <https://s3.amazonaws.com/assets.cce.cornell.edu/attachments/8482/NYSWaterTestingLabs.pdf?1432766632>

Processing and Marketing Meat and Poultry

Many consumers are interested in purchasing meat

directly from the livestock or poultry producer. Two ways for farmers to realize higher returns for their farm products are to take over some of the traditional roles of middlemen or to shift completely to direct marketing. Meat regulations and their interpretation can be confusing. A Resource Guide to Direct Marketing Livestock and Poultry (revised March 2010) delves into compliance issues based on the marketing channel selected to sell meat products.



QR Code – A Resource Guide to Direct Marketing Livestock and Poultry (revised March 2010) <https://s3.amazonaws.com/assets.cce.cornell.edu/attachments/8483/ResourceGuideDirectMarketingMeatPoultry.pdf?1432766662>

Dairy Processing

Some dairy farmers believe that manufacturing cheese or yogurt from milk produced on the farm is a way to capture more value out of the marketplace. Getting Started in Small Scale Dairy Processing provides a laundry list of considerations when starting a dairy processing enterprise.



QR Code – Getting Started in Small Scale Dairy Processing <https://s3.amazonaws.com/assets.cce.cornell.edu/attachments/8484/Getting-Started-in-Small-Scale-Dairy-Processing.pdf?1432766681>

Off-Farm Processing: Suggested First Steps to Entering Direct Sales for Dairy Farmers

shows that most farmers made little to no profit when

Continued on page 19>>

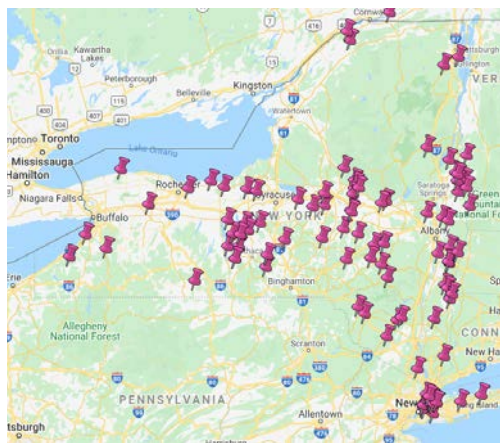
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engaging in a processing venture. One suggestion is that farmers might contract with a nearby processing facility to have products made with milk produced from their farm. The farmer could develop their specialty recipe and label but not do the actual processing. Co-processing, co-packing, and other co-ventures are all collaborative options for getting started with lower initial investments.



QR Code – Off-Farm Processing: Suggested First Steps to Entering Direct Sales for Dairy Farmers by A. Fay Benson

<https://s3.amazonaws.com/assets.cce.cornell.edu/attachments/8485/Off-farm-dairy-processing.pdf?1432766729>



Nearby dairy processing facilities (circa 2015) <https://www.google.com/maps/d/viewer?msa=0&mid=1OZW3KnZCicklvZB2ijUKj0vr6-A&ll=42.82330473116509%2C-75.803626&z=7>

Cornell University Food Science Extension Program

The Cornell University Dairy Foods Extension Program provides information and training programs to the dairy production and processing sector. People processing their milk are required to secure a basic dairy sanitarian’s license. <https://cals.cornell.edu/food-science/outreach-extension>

Cornell AgriTech (NYS Agricultural Experiment Station)

Cornell AgriTech(Geneva, NY) through its many associated partners, institutes, facilities, and specialists, provides educational materials and guidance in product process development, product safety evaluation, regulatory compliance, linkages between business assistance and financial sources, referrals to local suppliers, and service providers. <https://cals.cornell.edu/cornell-agritech>

New York Small Scale Food Processors Association

The members of the Small Scale Food Processors Association work together to conduct joint marketing at specialty food shows, provide mentoring to new processors and those considering starting a food processing business, purchase cooperative and advertise together.



QR Code New York Small Scale Food Processors Association <http://www.nyssfpa.com/>

Small Business Development Centers

Small Business Development Centers provide counseling and training to small businesses including working with the U.S. Small Business Administration to develop and provide informational tools to support business start-ups and existing business expansion. In addition to the main offices, facilities include Women’s Outreach Centers, Veterans Business Outreach Centers and SCORE Business Mentoring Centers. The Small Business Administration can also be a source of start-up and business development grants, financial assistance, and training. <https://www.sba.gov/local-assistance/resource-partners/small-business-development-centers-sbdc> ■

Creating Value-Added Products to Preserve Farm Freshness and Benefit Farmers Markets

Looking at Consumer Preferences for Local Value-Added Products at Urban Farmers markets

Peer-reviewed article by Virginia Quick, Lauren B. Errickson, Graham E. Bastian, Grace Chang, Sarah Davis (all at Rutgers U), Anthony Capece (Elijah's Promise), and Ethan D. Schoolman (Rutgers U) *Journal of Agriculture, Food Systems, and Community Development* - via Morning Ag Clips

Successful farmers markets can make important contributions to public health, community wellbeing, and small farmer livelihoods. Especially in the wake of the COVID-19 pandemic, it is important that farmers markets find ways to continue to thrive in a competitive environment for the attention of local food shoppers. Farmers markets are known for fresh fruits and vegetables, but many also feature shelf-stable, value-added products (VAPs) like sauces, jams, and fermented produce. Despite the potential importance of locally sourced VAPs to farmers markets, farmers, and food-insecure communities, few if any studies have examined consumer preferences related to small-batch VAPs of the kind often prepared for sale at farmers markets.

To address this gap in knowledge, this article, "Preserving farm freshness: Consumer preferences for local value-added products at urban farmers markets," presents the results of a collaboration between farmers, researchers, and a not-for-profit community kitchen in New Jersey. The researchers conducted focus groups and controlled sensory evaluations (taste tests) with community members in a midsized New Jersey city. Overall, findings suggest that locally sourced VAPs tailored to the preferences

of particular markets can make a valuable addition to the local food landscape in food-insecure areas. Contact corresponding author Dr. Virginia Quick for more information.

KEY FINDINGS

- Cost, quality, and healthiness of food were top priorities for community members and farmers market customers who participated in the study.
- VAPs created by the research team were judged to be largely comparable to brand-name products used in taste tests.
- Consumers' concerns about the freshness of VAPs present a challenge for farmers who may be interested in selling at farmers markets.

RECOMMENDATIONS FOR POLICY, PRACTICE, AND RESEARCH

Partnerships that use community-based, mixed-methods market research to bring together small farmers, food aid organizations, local food producers, and food-insecure consumers can yield many rewards. But it cannot be taken for granted that farmers market customers will associate locally sourced VAPs with

Continued on page 21>>

>>Continued from page 20

freshness, quality, and health; producers must make this connection explicit. This can be done through (1) marketing and product design that center the healthfulness of the original ingredients; (2) displaying samples of the raw ingredients or posting illustrations of the production process; and (3) showcasing VAPs in on-site demonstrations that introduce customers to new products and highlight their roots in nearby farms. Future projects could treat these possibilities as hypotheses to be tested through field experiments at farmers markets, perhaps conducted in collaboration with cooperative extension or public health organizations.

[Read the full article here.](#) ■



Journal of Agriculture, Food Systems, and Community Development
ISSN: 2152-0801 online
“Preserving farm freshness: Consumer preferences for local value-added products at urban farmers markets” from:
<https://foodsystemsjournal.org>



Photo via USDA, public domain

Pest Alert - Xanthomonas on Geranium

Greenhouse IPM Update, Integrated Pest Management (IPM)

Xanthomonas pops up its ugly head from time to time, and it is back again this growing season – in some varieties of geraniums. Although these bacteria won't infect other crops, they can spread easily from geranium to geranium by splashing from irrigation or drips from hanging plants. This disease is very infectious so isolate or separate by source any geranium cuttings that come in, scout your geraniums carefully and remove any infected plants carefully and quickly. If you discover an outbreak in your greenhouse, discard plants with symptoms and those within 3 feet of them, then protect the remainder of the crop with copper sprays. Continue to scout for symptoms for the remainder of the season. If you need help with diagnosis, send a sample to the Cornell Plant Disease Diagnostic Clinic (website: <http://plantclinic.cornell.edu>).

From the Guidelines: Bacterial blight is caused by *Xanthomonas hortorum* pv. *pelargonii*, which can cause leaf spots as well as systemic infections in geraniums. Leaf symptoms are either an overall tiny spotting (1/16 -1/8 in. diameter) or a wedge-shaped yellow area often followed by leaf wilting. The disease can cause stem cankers at the base of the petioles. In hot, humid weather, the bacteria spread from infected leaves into the stem, becoming systemic and killing the plant.

Zonal and ivy geraniums (*Pelargonium* × *hortorum* and *P. peltatum*) are most likely to develop symptoms of this disease; a few cases of leaf spots on Regal geraniums have been observed. Hardy Geranium species may be a source of bacteria that can cause a more serious disease on greenhouse crops of *Pelargonium* species. Geraniums grown from seed can become badly diseased if they are grown with an infested cutting crop. Plants in families other than the Geraniaceae are not susceptible to this bacterium. ■



Photo R. Wick UMass



Photo R. Wick UMass

AgNews - Ag Energy NY

Robbie Coville, Ag Energy NY Program Manager, CCE-Tompkins

John Whitney, Agricultural Educator, CCE Erie

Would you like to save on your farm energy bills? Farms are often full of opportunities to reduce energy use through efficiency measures that save money, labor, and maintenance costs. Energy efficiency also helps buffer farms from volatile, high costs in energy market fluctuations. In addition to these benefits, farm energy efficiency is an important part of New York's Climate Leadership and Community Protection Act (CLCPA), reducing emissions and making it easier to transition to electric power and renewable energy.

Energy inputs are required at every stage of farm production – from soil preparation and harvesting crops, to heating and lighting livestock housing. Farms can get substantial energy savings and enhance productivity through equipment maintenance, fine-tuning equipment, optimizing fertilizer rates, implementing water and energy conserving irrigation technologies, improving building efficiency, and installing high-efficiency motors or lighting when old equipment needs to be replaced.

Ag Energy NY (<https://agenergyny.org>) is a program by Cornell Cooperative Extension, developing a resource hub to support farm energy efficiency in New York. AgEnergyNY.org includes smartphone-friendly webpages and printer-friendly factsheets to help farmers learn about potential energy use and savings specific to their farm sector. Ag Energy NY focuses on the following farm sectors: crops and vegetables, beef, swine, poultry, grain drying, maple, orchards, berries, and vineyards. Ag Energy NY is part of a broader NYSERDA program, Energy Best Practices in Agriculture, which also provides support for dairy and greenhouse operations through a contract with EnSave (<https://>

www.nyserderda.ny.gov/All-Programs/Energy-Best-Practices-for-Agriculture).

Technology content for Ag Energy NY was developed by Daylight Savings Company based on their experience conducting agricultural energy audits in New York since 1991, along with review of technical references, peer-reviewed research, and industry standards. Other program content, such as web development and outreach materials, are developed and reviewed by extension educators, NYSERDA staff, and engineers with a focus on farm energy efficiency.

After reviewing energy efficiency measures online, you can reach out to our team with questions and to connect with a NYSERDA FlexTech Consultant for farm-specific advising. NYSERDA offers no-cost, no-commitment energy assessments to help farmers prioritize areas for improvements and identify incentives to help with implementation. To get started, visit www.agenergyny.org.



If you have questions about how to get involved, contact John Whitney, 716—796-3204 or jrw44@cornell.edu. ■

**New York State Energy Research & Development Authority (NYSERDA)
Energy Best Practices for Agriculture Program Contractors**

Farm Sector	Ag Energy NY AgEnergyNY@cornell.edu 607-327-4089 https://agenergyny.org	EnSave AgBestPractices@nyserda.ny.gov 1-800-732-1399 https://www.nyserda.ny.gov/All-Programs/Energy-Best-Practices-for-Agriculture
Field crops	Yes	No
Field & market garden grown vegetables	Yes	No
Beef	Yes	No
Swine	Yes	No
Poultry & eggs	Yes	No
Grain drying	Yes	No
Maple	Yes	No
Orchards	Yes	No
Berries	Yes	No
Vineyards	Yes	No
Dairy	No	Yes
Greenhouse operations	No	Yes
Other livestock	Yes	No

Table 1. NYSERDA Energy Best Practices of Agriculture program contractors and associated farm sectors.



New Livestock Pest Resource Available in New York
from Ken Wise with NYS IPM

New York was recently added to a national insecticide search engine for livestock. This is a search engine that allows you to find insecticides for all species of livestock.

You can search by species of livestock, species of pest, application type and preferred formulation. Use the resource to find details about your available options. It is very easy to use! Give it a try!

VetPestX - Pesticides for control of Insect Pests of Animals
<https://www.veterinaryentomology.org/vetpestx>

Raising Prices On Meat, A Pep Talk*

Matthew N. LeRoux, Extension Associate, Cornell Program on Agribusiness & Rural Development
Charles H. Dyson School of Applied Economics & Management, Cornell University

Over the summer, we observed prices from 6 Ithaca grocery stores and 17 farms around NY. Farm prices are from farmers markets and farm-owned farm stores in Ithaca as well as other parts of the state. I found the results (below) to be quite surprising. Overall, grocery stores had higher prices for beef and lamb. Grocery store pork that was differentiated by the feeding or handling was also more expensive than farm price averages.

In this discussion, differentiated meats are those that are marketed for attributes to set them apart from conventionally produced meats. Differentiation can come from breed, feed, handling, certifications, and geography. For our comparison, we looked at conventional meats as well as two groups of differentiated meats. By default, locally raised meat marketed by the farm is differentiated, if for no other reason than it is locally raised, supporting local agriculture and the economy.

Any individual NY farm likely has higher costs than the system that supplies grocery stores. In addition to production costs, farms selling their own meat have higher trucking, processing, and marketing costs relative to grocery stores. Thus, it is unlikely that any NY farm can profitably bring meat to market at prices lower than stores. This makes me think that many NY farms need to revisit their pricing and account for their costs, especially their time. Raising prices is intimidating, no doubt. We all have affordability on our mind and are nervous to raise prices on our customers. Thus, what follows is a pep talk about prices.

1. Consumers are already paying “high” prices for meat. Based on the prices observed at Ithaca stores and farms this summer, most farms could raise

prices WITHOUT charging significantly more than the stores. For example, a consumer walking into an Ithaca grocery store seeking a ribeye steak is going to pay \$15.85 on average (see Table 2), regardless of whether they seek a differentiated product or not! If customers are paying that price for an “ordinary” steak, certainly shoppers seeking differentiated steaks are willing to pay more. Customers who shop at farmers markets and farm stores are not necessarily price-driven shoppers. It is more likely that such shoppers are seeking products differentiated by breed, feed, handling, or simply location. These consumers are likely more willing to pay premium prices (above conventional product prices).

2. Your target customers already value what you produce. Many farmers worry about customer reactions and the possibility of losing customers over price increases. Indeed, certain customers may leave and not return upon seeing a price increase; however, those customers are not your target customer! For local, farm-raised meat sold by the cut at farm stores and farmers markets, the target customer is one who already values what you produce. Customers who seek only the lowest price are not compatible with these channels or products, perhaps you can sell them a quarter or half instead.

3. Fewer units sold is not the same as less money earned. Losing customers or product sales volume due to increased prices is possible, but it does not necessarily mean losing dollars in sales. For example, the farm average price for one pound of ground beef (not grass-finished) is \$6.29 (Table 2). The grocery store average price for grainfinished, no antibiotics, no added hormones, 80/20 ground beef was \$7.85/LB (Table 2). If a farm were to raise their price from

\$6.29 to \$7.85 they could observe a reduction in sales from 80 to 64 lbs. and still gross nearly the same amount (see Table 1). Moreover, they will have another 16 lbs. of ground beef to sell! Jumping a price straight from \$6.29 to \$7.85 may be a bit abrupt but steady and gradual increases planned over time can ease the shock regular customers might experience. ■

** This material is based upon work supported by the Agriculture and Food Research Initiative [grant number 2021-68006-33891] from the U.S. Department of Agriculture, National Institute of Food and Agriculture. The views expressed are the authors' and do not necessarily represent the policies or views of any sponsoring agencies.*

Table 2. Farm and grocery store meat prices observed from June 28 to August 18, 2021, Ithaca, NY.

AVG PRICE/LB N=sample size R = range	Conventional	Natural		Pasture-raised, Grass-fed and/or Organic	
	Store Prices	Store Prices	Farm Prices	Store Prices	Farm Prices
Beef					
Chuck Roast	\$7.17 N=13 R=5.99-8.69	\$11.49 N=3 R=11.49-11.49	\$6.43 N=3 R=4.80-9.50	\$8.45 N=3 R=6.78-9.29	\$6.85 N=5 R=6.00-7.25
Ground Beef, 80/20+	\$5.29 N=17 R=3.39-6.89	\$7.85 N=5 R=7.29-8.69	\$6.29 N=3 R=4.88-9.00	\$6.47 N=12 R=4.65-9.99	\$6.00 N=6 R=5.50-6.50
Ground Beef, 90/10+	\$6.12 N=16 R=4.49-6.99	\$8.54 N=2 R=8.29-8.79		\$7.78 N=17 R=4.99-10.99	
Ribeye Steak	\$15.85 N=12 R=11.97-17.99	\$26.94 N=4 R=26.32-28.78	\$12.49 N=3 R=11.49-14.00	\$17.82 N=5 R=9.99-25.49	\$14.67 N=6 R=11.00-18.00
Sirloin Steak	\$10.40 N=12 R=7.99-11.99	\$14.49 N=1 R=14.49	\$9.15 N=3 R=7.99-9.97	\$17.69 N=4 R=14.64-25.49	\$10.83 N=6 R=7.00-13.00
Pork					
Ground Pork	\$4.06 N=9 R=2.89-5.54	\$5.42 N=3 R=3.99-6.14	\$6.07 N=4 R=4.79-7.00	\$7.19 N=2 R=7.19	\$5.92 N=6 R=5.00-8.00
Pork Chop, Bone-in	\$4.57 N=14 R=3.79-5.39	\$8.66 N=3 R=8.66-8.66	\$6.11 N=5 R=4.99-7.00	\$10.12 N=3 R=10.12	\$9.75 N=7 R=7.00-16.00
Pork Tenderloin	\$4.49 N=10 R=2.29-4.99	\$6.08 N=3 R=3.99-7.27	\$9.07 N=2 R=5.14-13.00	\$14.99 N=3 R=14.99-14.99	\$11.00 N=2 R=8.00-14.00
Lamb					
Ground Lamb	\$8.46 N=3 R=8.19-8.99	\$8.27 N=3 R=7.44-8.69	\$9.00 N=1 R=9.00	\$7.32 N=3 R=6.99-7.49	\$11.50 N=4 R=9.00-15.00
Lamb Loin or Rib Chop	\$17.49 N=4 R=17.32-17.99	\$22.69 N=7 R=15.78-31.32	\$13.00 N=1 R=13.00	\$14.99 N=1 R=14.99	\$18.80 N=5 R=12.00-25.00

Note: Some farm pork chops did not distinguish "bone-in" or "boneless." Farm ground beef did not specify a lean/fat ratio.

Natural: Products with label claims of "no antibiotics" and/or "no added hormones."

Conventional: Products without claims that refer to handling/feeding and those referring to "natural" on the label where it is defined as "minimally processed."

Pasture-raised, Grass-fed and/or Organic: Products with primary label claims including pasture-raised, grass-fed and/or USDA Certified Organic.

Ground Beef, 80/20+: Ground beef products with a lean/fat claim of 80/20 or 85/15.

Ground Beef, 90/10+: Ground beef products with a lean/fat claim of 90/10, 93/7, 95/5, or 96/4.

Research Summary: Biocontrol in the Freezer

Extreme cold induces greater mortality in EAB biocontrol agents than in EAB larvae

Summary written by Annette Evans, edited by Meghan Graham MacLean



Summary:

The invasive Emerald Ash Borer (EAB) has devastated North American Ash trees since its accidental introduction in the early 1990s. Several biocontrol agents have been released in an effort to control the spread and impacts of EAB, including the parasitoid wasps *Tetrastichus planipennisi* and *Spathius galinae*, which attack EAB larvae. While both EAB and its biocontrol agents overwinter as larvae, it is unknown if or how extreme cold temperatures in the winter will affect the survival of both EAB and its biocontrol agents.

In this study, Duan et al. (2020) examined cold-induced mortality in EAB and biocontrol agents *T. planipennisi* and *S. galinae* in Michigan following a polar vortex that produced unusually cold temperatures in 2019. Despite significant variation among sites, Duan et al. found that overwintering mortality was higher in both biocontrol agents compared to EAB, suggesting that these biocontrol agents are more susceptible to cold-induced mortality than EAB. In Michigan cold-induced mortality in EAB ranged from 4.5% - 26% while mortality in the larval parasitoids was

8% - 35% for *T. planipennisi* and 18% - 50% for *S. galinae*. In contrast, overwintering mortality in Connecticut, which experienced more typical winter temperatures, was extremely low (< 2% for EAB and < 7% for biocontrol agents). Tree size did not have a significant effect on mortality of either EAB or the biocontrol agents in Michigan or Connecticut.

In the short term the authors suggest that EAB populations may increase following extreme winter cold events as parasitism rates will likely be lower due to greater overwintering mortality of biocontrol agents. Given that extreme winter weather events are projected to increase with climate change, it is possible that these parasitoids will be less effective at managing EAB populations in the future. Therefore, future biocontrol work should focus on identifying and selecting new EAB biocontrol agents that are preadapted for extremely cold winter conditions.

Take-home points:

- Extreme winter temperatures following a polar vortex event in Michigan caused an increase in overwintering mortality of both EAB larvae and



Dead, brown, and watery overwintering larvae of emerald ash borer and two species of larval parasitoid killed by extreme temperatures versus healthy larvae for each species—S. galinae larvae (A): cold-killed (A1) versus healthy (A2); T. planipennisi larvae (B): cold-killed (B1) versus healthy (B2); and emerald ash borer larvae (C): coldkilled (C1), versus healthy (C2)..

the larvae of parasitoid wasps *T. planipennisi* and *S. galinae*.

- In contrast, very low levels of overwintering mortality for either EAB or the two biocontrol agents were observed at sites in Connecticut that experienced typical winter temperatures.
- Both biocontrol agents showed greater cold-induced mortality than EAB larvae in Michigan following the extreme cold period, suggesting that these biocontrol agents are less cold tolerant than EAB.
- Mortality levels varied between sites in both Connecticut and Michigan, but ash tree size did not affect overwintering mortality of EAB or the biocontrol agents.
- Climate change is projected to increase extreme temperature fluctuations, which may cause more frequent or larger winter mortality in current EAB biocontrol agents. This may limit the future effectiveness of these agents.
- Additional EAB control measures will need to be employed following extreme cold events or rapid winter temperature fluctuations.
- Future biocontrol efforts should focus on identifying and selecting species or strains of biocontrol agents that have greater cold hardiness, to improve overwintering survival in northerly locations. ■

Management implications:

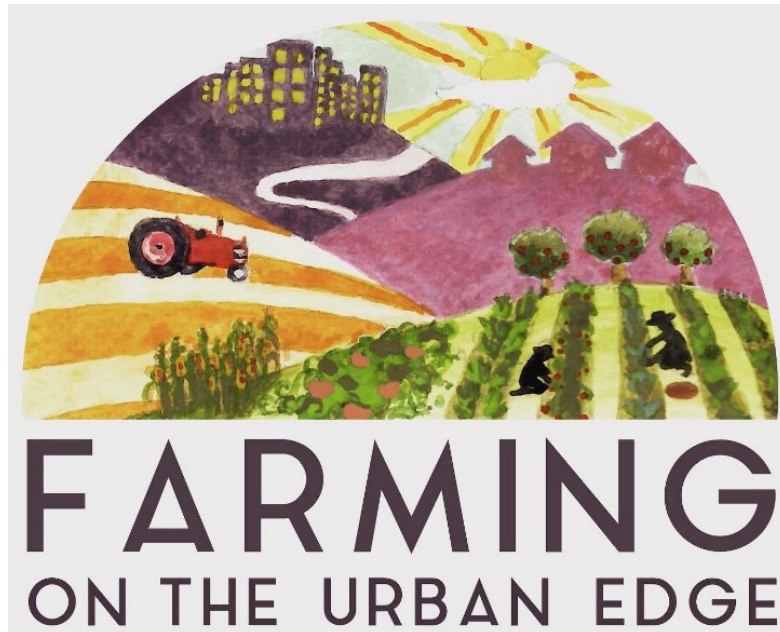
- Parasitoid wasps introduced for biocontrol of EAB are less tolerant to extreme cold and winter temperature fluctuations than EAB, which may limit the effectiveness of these biocontrol agents, particularly in northern locations.

[Read the full article here.](#)

<https://academic.oup.com/jee/article/113/3/1145/5811670?login=true>

Farming on the Urban Edge

John Whitney, Agricultural Educator, CCE Erie



“Farming on the Urban Edge” is the title of a conference and documentary series and project by Washington State University Food Systems, Washington State University Extension and Oregon State University Extension with the support of the Western Sustainable Agriculture Research (SARE) program. The series is part Western SARE’s education, outreach, training, and communication work through the “The Peri-Urban Agriculture Network.”

While the Peri-Urban Agriculture Network and the Farming on the Urban Edge series focus on issues in the urban and urbanizing northwest of the United States, the subject is relevant throughout the U.S. (and urbanized and urbanizing areas around the globe) including here in Western New York.

Many of the farms in Erie County certainly fit the definition of peri-urban farms and are directly and indirectly impacted by urbanization and sprawl. Despite efforts to reduce urban sprawl, the trend

clearly continues. If you are not peri-urban now, will your operation be surrounded by subdivisions in 5, 10 or 25 years? Will your business and marketing model adjust to those trends and challenges, or will it be swallowed up by the encroachment and sprawl? Will succession and transition move the land to another generation or to new operators, or will the land be growing houses instead of crops or livestock? Will you still be marketing through wholesale and commodity channels or will you shift to agri-tourism, on-farm markets, restaurant sales, U-pick, Community Supported Agriculture, value-added products, or other production and marketing strategies?

“The most secure way and the most complete way to preserve farmland is to make sure it is still in farm production....That means getting the next generation of farmers on the land, whether it is within the family or not.” – Geoffrey Van (conference session 3)

This workshop series, with its accompanying videos and presentations, discusses how existing farms and new farm operations are evolving and adapting in response to urban and urbanizing markets and opportunities. Some of the many key terms and phrases brought out by speakers in the series include:

- Accessibility
- Adaptation
- Agility
- Communication
- Connections
- Innovations
- Complexities
- Opportunities
- Direct to Consumer Marketing
- Vertical Integration
- Value-added Production
- Farm-to-Table
- Agritourism
- Diversification
- Aging Out
- Beginning Farmers
- Black, Indigenous, & People of Color (BIPOC) & Veteran Farmers
- Capitalizing on New Agricultural and Food Markets
- Traditions
- Succession & Transition

- Next Generation
- Sustainability, Resilience, Regenerative Agricultural
- Training & Mentorship
- “It Takes a Timeline” – Diana Tourney, conference session 3
- Estate Planning (“It’s never too late or too early to start planning.” – Nellie McAdams, conference session 3
- Marketing & Business Models
- Working Land Conservation Easements
- Cooperatives, Co-ownership, Collaborations, Farm Commons
- Coprocessing, Co-packing
- and many more!

While the final session of this 5-part virtual conference will have taken place on March 11, 2022, conference recordings and videos are available to registered participants and the public can view the associated video series on the Network’s website under the “Docuseries” tab: <https://www.periurbanagriculture.org/docuseries>

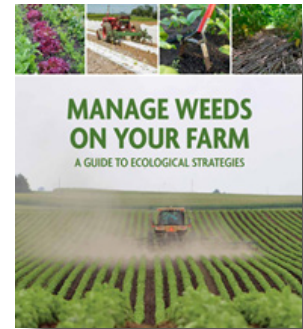
If you’d like to visit more about this topic and your own business, marketing and succession planning, please contact Kathleen McCormick at km864@cornell.edu or 716-652-5400 ext. 146 or John Whitney at jrw44@cornell.edu or 716-796-3204. ■



A project by WSU Food Systems, WSU Extension and Oregon State University Extension

Got Weeds? Input from Dairy and Field Crops Growers Needed

John Whitney, Agricultural Educator, CCE Erie



Dr. Toni DiTommaso’s Cornell Weed Ecology lab (assisted by Caroline Marschner, Sharon Bachman and Megan Wittmeyer) is conducting a State-wide survey concerning the most common and difficult to manage weeds on dairy and field crop farms in New York State. If you grow corn, soybeans, hay, pasture, or small grains in New York State, please complete a 5-minute survey. Please respond by March 31st. Researchers are particularly interested in changes in weed species and management that may be impacted by climate change, weather pattern shifts, and extreme events. . Survey results will help to direct future Extension research.

You can find the survey here: https://cornell.ca1.qualtrics.com/jfe/form/SV_e4grSSeS8JbF5tQ

Survey participants who volunteer for a follow-up telephone interview may receive a free print or electronic copy of Charles “Chuck” Mohler’s new book, “Manage Weeds on Your Farm – A Guide to Ecological Strategies.” Sadly, Dr. Mohler, a senior research associate in Cornell’s Soil and Crop Sciences, School of Integrative Plant Science Department, died in April of 2021. Co-authors pushed forward to finalize the publication in his memory.

See the book at: <https://www.sare.org/wp-content/uploads/Manage-Weeds-on-Your-Farm.pdf>.

To all who complete the survey – Thank you! If you have questions, please reach out to Sharon sin2@cornell.edu. ■

NYCAMH is once again holding their annual respirator fit testing clinics throughout the state. These clinics are designed to meet all Worker Protection Standard (WPS) requirements for pesticide handlers who are required to use a respirator when applying certain pesticides (including certified private and/or commercial applicators). Below is the list of dates for clinics being held in DEC regions 8 & 9.

- April 7 Orleans County
- April 8 Niagara County
- May 12 Ontario County
- May 13 Yates County



To schedule an appointment, growers should contact NYCAMH directly at 800-343-7527 or FitTest@bassett.org. More information about these clinics, including cost information and the full statewide schedule, is available at: <https://www.nycamh.org/programs-and-services/respirator-fit-test-clinics.php>.

PLANTING *TREES*...

A HOW-TO WORKSHOP

FREE!



**Saturday, April 23, 2022
9am-12noon**

1300 Union Road
(Library Building)
West Seneca, NY 14224

PLEASE
Pre-register by emailing
[info@
BuffaloGreenFund.org](mailto:info@BuffaloGreenFund.org)



**You will learn how to plant trees with the best chances of survival
....learn from the experts!**

FREE GIFT for
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A year membership
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*We will plant a tree at the
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In commemoration of
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NOWHERE BUT THE BUFFALO NEWS



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NYS Department of Agriculture & Markets Releases Food Supply Resiliency Report

John Whitney, Agriculture Educator, CCE Erie



Richard Ball, Commissioner of New York State’s Department of Agriculture & Markets recently released an important and timely publication titled, “New York State Food Supply Resiliency Report.” The full report can be found at: https://agriculture.ny.gov/system/files/documents/2022/01/foodsupplyreport_0_0.pdf

In his introductory letter in the report, Cornell College of Agriculture & Life Sciences Dean Dr. Benjamin Z. Houlton writes:

New York can and should be more prepared for the very real possibility of food system disruptions in the future caused by a warming climate and related disasters. We have a responsibility to strengthen system coordination, assist local farmers, and invest in sciencebased research and innovation infrastructure. Let’s ensure that New York can create a future food system with more localized food supply chains supplied by vibrant and economically healthy farms.

Following detailed sections on the agricultural and food systems sectors in New York State including assessments of weaknesses, vulnerabilities, strengths, and trends, the report summarizes recommendations on resiliency and self-reliance opportunities under major topics including:

- **Strengthen Coordination Between Local, State, Federal, and Private Stakeholders**
- **Develop Urban Agriculture and Focus on Food Justice**
- **Strengthen and Reimagine Existing Food Availability Programs**
- **Strengthen Empire State Development Incentives to Farmers and Food Processors**
- **Renew and Expand the Grow-NY Competition**
- **Expand Food Systems and Agriculture Innovation**
- **Embed Equity Into New York’s Farm and Food System**



- **Create Better Pathways to Farm and Food Systems Careers**
- **Ensure Labor Availability and Immigration Reform**
- **Address Housing Issues for Farm Employees**
- **Create and Utilize Data Driven Food System Software and Programs**
- **Expand Meat Processing and Small Livestock Farms.**

Each of these topics includes specific recommendations to build on the good work that is already being done and to guide future actions across the entire food system. This report is likely to impact agricultural and food system policies, programs, and practices for years to come.

If you have not already read through the report, we encourage you to download a copy.

Scan this QR code or use the link on previous page to download a copy of “New York State Food Supply Resiliency Report” ■



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

The graphic features the 'Erie Grown' logo at the top left, which includes a stylized map of Erie County. Below the logo, the word 'PASSPORT' is written in large, bold, yellow letters. Underneath, the text 'EXPLORE ERIE COUNTY AGRICULTURE' is written in green. A blue horizontal line separates this from the URL 'ERIE.GOV/ERIEGROWNPASSPORT', which is also in green. Below the URL, a flowchart with three green boxes and blue arrows shows the process: 'VISIT ERIE GROWN LISTINGS' leads to 'RECORD THE DATE OF YOUR VISIT', which leads to 'SUBMIT FOR A CHANCE TO WIN'. At the bottom, a row of logos is preceded by the text 'SPONSORED BY:'. The logos include the Cornell University seal, the Erie County seal, the New York State seal, the FARM School logo, and the TASTE NY logo.

Erie Grown

PASSPORT

EXPLORE ERIE COUNTY AGRICULTURE

ERIE.GOV/ERIEGROWNPASSPORT

VISIT ERIE GROWN LISTINGS

RECORD THE DATE OF YOUR VISIT

SUBMIT FOR A CHANCE TO WIN

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