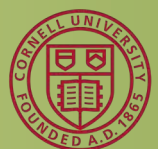


Erie County Ag News



IN THIS ISSUE

- No Fumble Farm Transitions
- Ag CDL Training 2023 Update
- CCE Poultry Videos Archive
- Cornell Web Resources on vegetable Diseases
- Spotlight on Kutik's Honey Farm



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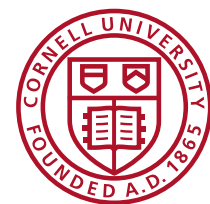
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Contents

- 3** No Fumble Farm Transitions
- 5** Ag CDL Training 2023 Update
- 6** Ag Energy NY
- 7** CCE Poultry Videos Archive
- 9** Cornell Web Resources on Vegetable Diseases
- 11** Spotlight on Kutik's Honey Farm
- 15** Follow Best Practices to Prevent the Spread of Bird Flu
- 17** Market Musings: The Climate Crisis as a Marketing Problem
- 20** Agriculture and Forestry Partnering in the Fight Against Climate Change
- 22** Update on Spotted Lanternfly in Buffalo NY
- 22** Swarm Removal Information



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announcements!



Cover photo Rawpixel



How to Value Your Business, Planning for the Future

April 4, 2023

April 11, 2023

April 18, 2023

6:30pm-7:30pm

Webinar

This three-week workshop series for livestock-based businesses will be held online. It is specifically targeted at existing meat, fiber, small ruminant dairy, or other livestock value-added processing businesses. More details:

<https://swnydlfc.cce.cornell.edu/event.php?id=2092>

Business Planning for Beginning Farmers

April 10, 2023

6pm-8pm

CCE-Chautauqua (JCC Carnahan Building)
Jamestown, NY

This discussion based workshop will walk you through the mental exercise of planning your future agricultural adventures. Participants will leave with a better understanding of the use of a business plan, the essential components, and a "to-do" list of things to think about to inform future planning efforts. \$5 per person More details: <https://swnydlfc.cce.cornell.edu/event.php?id=2088>

NY Beef Producers' Association Region 1 Meeting

April 11, 2023

5:30pm

Alabama Hotel

Basom, NY

NYBPA REGION ONE ANNUAL MEETING

RSVP by Friday, March 31st to Alana Welker

(585.721.0677 or alana.keppler@gmail.com)

COST: \$28 Brisket Dinner (with salad bar & dessert) \$10 kids meal More details: <https://swnydlfc.cce.cornell.edu/event.php?id=2087>

2023 DEC Special Permit Training -- Orleans County

April 12, 2023

English and Spanish: 8:00 am check-in, 8:30 am - 12:00 pm

CCE Orleans County, Albion, NY

Special Permit Training is back in-person this year.

Special Permits (SP) will relieve the certified pesticide applicator from "on-site within voice contact" supervision of non-certified pesticide applicators when they are handling federally-restricted-use pesticides for which they hold a Special Permit.

More details: <https://cvp.cce.cornell.edu/event.php?id=1764>

Managing Weeds on The Farm

April 25, 2023

6pm-8pm

CCE-Chautauqua (JCC Carnahan Building)
Jamestown, NY

Do you grow row crops or pasture livestock? If yes, this workshop is for you! Learn everything you need to know about the biology, identification, and control of common weeds impacting pasture and row crop systems. \$5 per person More details: <https://swnydlfc.cce.cornell.edu/event.php?id=2089>

LERGP Coffee Pot Meeting #1

May 3, 2023

10:00am-Noon

Double A Vineyards

Fredonia, NY

Come join LERGP for timely and pertinent

vineyard discussion, coffee, donuts and

camaraderie. More details: <https://lergp.cce.cornell.edu/event.php?id=565>



No Fumble Farm Transitions

Kathleen McCormick, Agriculture Educator, CCE Erie County



Josh Allen passing - photo by Erik Drost

Transitioning the farm to a new generation is like executing the perfect pass in several ways. Both take preparation, timing, and teamwork. Avoid these common pitfalls for a no fumble farm transition.

1. Poor preparation

A transition can fail if the entering and exiting farmers aren't prepared. Entering farmers need to develop both leadership and management skills. It is essential that they have increasing responsibility and a chance to make decisions. For entering farmers from farm families, it may be beneficial to get several years of outside work experience before coming back to join the family operation. Time away from the family operation can bring new perspectives and allow a young farmer to mature personally and professionally. Time away can also help parents begin

to see their child as an adult capable of making sound decisions.

The exiting farmer has to be prepared to give up some control. Giving up control of something that's taken years to build is never easy for farmers. Neither is retiring cold turkey. It may take several years to feel comfortable with letting someone else take full command of the operation. Those who do get comfortable prepare for a life after farming by putting time and energy into finding some satisfying off-farm interests.

2. Poor timing

Rushing a farm transition is a sure way to fumble it. In an ideal world, a 50-something year old farmer who wants to start slowing down at 60-something

would have identified a younger farmer to bring into the operation. Fifty-something may seem way too early to consider slowing down, but a 10-year window gives the entering farmer time to develop the management skills needed to lead the operation and the exiting farmer time to prepare emotionally for stepping back from being the boss and into a supporting role.

A 10-year window also gives the exiting farmer time to accumulate enough assets and the right type of assets to generate both retirement income and a salary for the entering farmer. Assets with liquidity are needed to avoid forcing the sale of land and equipment to generate cash flow. Selling land and equipment can devastate a farm operation and doom the entering farmer to failure.

3. Poor teamwork

Farm transitions falter without a team of professionals to ask the hard questions, sort out sensitive issues, and provide sound, unbiased advice. At a bare minimum, it takes an accountant and an attorney. An accountant will lay out the tax implications and assess the financial health of the business. An attorney provides legal advice on tax issues, business entities, estate planning, and land transactions. The attorney also creates the documents needed to implement the transition (e.g., operating agreements, buy-sell agreements, wills, trusts, and business entity filings).

A financial planner helps people reach their personal financial goals. This could be helping the exiting farmer plan for retirement income and the entering farmer save for a child's education. A financial planner also can provide the team with additional expertise on long-term care. Longer lifespans and exorbitant cost make planning for long-term care crucial.

An insurance agent and lender can be helpful in some transition situations. An insurance agent can

advise on life insurance as well as long-term care and medical insurance. A lender can help determine how to handle existing loans. The entering farmer may be able to assume payments on some loans. Others may have to be paid off by the exiting farmer. A lender can also help with new loans. An entering farmer may want a loan to buy into the operation or to make a lump sum payout to siblings who won't be part of the farm business.

Not every farmer wants to be the quarterback in a farm transition. Some prefer to have a facilitator who can help coordinate the team and keep everyone moving towards the goal line. A facilitator can also offer connections and be a voice of reason when conflict arises. Having that voice of reason can be especially important if family communication has been difficult in the past.

Place CCE-Erie on your team. We'll help you find other teammates and educational resources on all aspects of farm transition. We also have business consultants who can advise both entering and exiting farmers. Please get in touch for help making a perfect pass! ■

Kathleen McCormick

Regional Navigator, Farmland for a New Generation

Cornell Cooperative Extension Erie County

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Ag CDL Training 2023 Update

John Whitney, Agriculture Educator, CCE Erie County



Photo by John Whitney

Following the first successful pilot training program for agricultural workers in the Fall of 2022 and with a “waiting list” of nearly 20 individuals, Cornell Cooperative Extension of Erie County has decided to continue to offer agricultural commercial drivers license (Ag CDL) training in two forms in 2023.

- An open enrollment with individuals scheduling training directly with the contracted instructor after securing learner permits and completing an on-line version of the required “Entry Level Driver Training” program (www.eldt.com or equivalent). In-vehicle training will be based out of the North Collins Driver License School facilities in southern Erie County (to be completed by May 1, 2023, including at least one road test)
- A fall in-person session based at the Hamburg Fairgrounds (preliminary dates, October 16-27)

Enrollees must pay the registration before classes begin and cannot begin classes before securing learner permits and medical certifications.

The application process begins with a visit to the CCE-Erie web page: <https://erie.cce.cornell.edu/events/2022/10/18/ag-cdl-training-erie> and clicking on the APPLY HERE link to complete an initial application survey. Applicants are then contacted to confirm that requirements have been met, to confirm they are ready to enroll and pay the training fee, and to review the process for applying for partial reimbursement of tuition through the Workforce Development Institute (when farms are paying on behalf of employees).

Additional details are included on the web page. Questions can also be directed to John Whitney at jrw44@cornell.edu or 716-796-3204. ■

John Whitney, Agriculture Educator, CCE Erie County

Interested in reducing farm energy costs?

New York farms can save energy and money.

For example, a common recommendation for maple farms is installation of Reverse Osmosis (RO) technology. This can reduce annual evaporation costs and labor by over 50%.

- Learn about common efficiency recommendations for different types of farms at www.AgEnergyNY.org.
- Get a no-cost energy audit to identify opportunities to save on utility bills, along with assistance to identify and access funds for upgrades.

Apply for a free audit online at nyserda.ny.gov/Agriculture

For more information:
call **1-607-327-4089** or email AgEnergyNY@cornell.edu

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AgEnergyNY_Flyer_Maple_v1_2/23





The Ag Energy NY program team has recently released a new set of fact sheets and guides on Maple Farm Energy Efficiency. The materials focus on Reverse Osmosis and Evaporator Efficiency (including fuel sources): <https://agenergyny.org/maple/>

Assessments and guidance for dairy and greenhouse operations continue to route through New York State Energy Research and Development Authority (NYSERDA) and its contractor, EnSave. <https://www.nyserda.ny.gov/Business-and-Industry/Agriculture/Energy-Best-Practices-for-Agriculture>.

All other sectors (Cattle and Beef, Crops and Vegetables, Cross-farm Sectors, Grain Processing, Maple, Orchards and Vineyards, Poultry and Eggs, Swine and other Livestock) route through the AgEnergyNY initiative: <https://agenergyny.org>.

The process begins with a free, no commitment, energy assessment/audit. If one of the objectives is also to apply for financial assistance to implement energy saving measures through the USDA Natural Resources Conservation Service (NRCS) or other sources, be sure to tell the technicians that is your goal. They'll want to try to make sure the assessment meets program requirements and application deadlines, if possible.

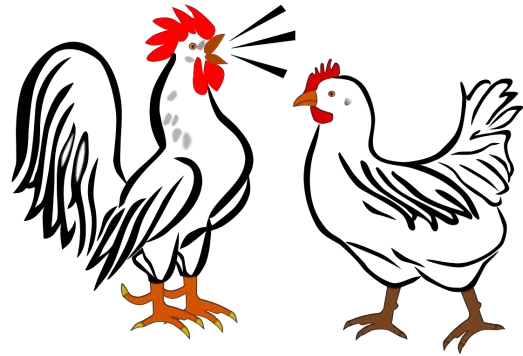
Regardless of which sectors you operate in, you can visit the AgEnergyNY website or scan the QR Code above to get started.

Questions about the AgEnergyNY program can be addressed through the Contact Us link on the AgEnergyNY website. In Erie County, you are also welcome to contact John Whitney at jrw44@cornell.edu or 716-796-3204. Cornell Cooperative Extension of Erie County is a proud participant in the AgEnergyNY initiative. ■

CCE Poultry Videos Archive

Updated February 10, 2023

Over the past two years, Cornell Cooperative Extension's team of poultry experts have put together a series of videos related to raising and managing poultry. The topics range from brooding and rearing to the marketing and sales regulations around meat and eggs. These videos are part of the CCE Flock Talk series. For more poultry-related information, visit our website at <https://www.ccelivestock.com/>.



Brooding and Rearing Basics: Laying Hens for Beginners

Are you new to raising chickens? Learn how to select, house, and care for small flocks. In this class, you will get an overview of how to navigate your town's rules and regulations for backyard chicken flocks, how to get started with egg layers or broilers (meat birds), and how to choose the bird that is right for you. Different coop options and protecting your birds from weather and predators is also covered. Whether you're interested in raising a few chickens in your backyard or starting your own chicken-based enterprise, this class will cover it all.

https://vod.video.cornell.edu/media/t/1_epc46h4h

Brooding and Rearing Basics: Raising Chickens for Meat

Are you thinking of raising chickens for meat? Whether for your family's consumption or a new farming enterprise, Cornell Cooperative Extension has you covered. This webinar discusses breeds, housing, and care for meat birds.

https://vod.video.cornell.edu/media/Flock+Talk+-+Brooding+and+Rearing+BasicsA+Raising+Chickens+for+Meat+evening+session/1_vt5cnqnz

Brooding and Rearing Basics: Introduction to Waterfowl

Waterfowl can be a fun addition to a farm or homestead. They have the capacity to provide eggs, meat, and pest removal services, including the consumption of slugs and other invertebrates. Geese have the love to forage for grasses and other tender plants. These characteristics have the potential to fill key niches in some farming systems. Topics covered in this class include breed selection, managing brooders, nutrition basics, housing basics, and considerations for producing eggs and meat.

<https://www.youtube.com/watch?v=s9Rt3UygXqA&t=1621s>

Poultry Enterprise Budgets and Business Plans

Do you want to budget for your small flock or are thinking about making a profit from your budding poultry enterprise? This presentation will review how to set up a business plan and will explore how to think about expenses related to raising poultry.

https://vod.video.cornell.edu/media/Flock+Talks+A+Poultry+Enterprise+Budgets+and+Business+Planning/1_38e0eoa8

Internal and External Parasites of Poultry

Join Dr. Jarra Jagne, poultry veterinarian and head of the Avian Health Program at Cornell's Animal Health Diagnostic Center in Ithaca, to learn about common internal and external parasites of poultry. Dr. Jagne speaks to the biology of these parasites and how to manage them for a healthy, successful flock.

<https://www.youtube.com/watch?v=eoyrnpPYy8M&t=361s>

Summer Troubles

Lush pastures and range areas, warmer temperatures, and the potential for high production and growth rates make summer a great time for poultry and their caretakers. However, it's not the time to let your management relax. Predator pressure along with the unique challenges of warm, humid weather can result in production losses and bird stress. Join CCE educators as they help navigate the potential pitfalls of summer to keep your flocks happy, healthy, and productive.

<https://www.youtube.com/watch?v=ZzRc0THPwpY>


Preparing Poultry for Winter

The leaves are rapidly falling, and the first frosts have bitten many areas across the state. While we haven't received our first flakes of snow yet, winter is going to be here before we know it, and we want to make sure our poultry are prepared. This class shares advice for getting chickens, turkeys, guineas, and waterfowl ready for the long months ahead. The topics covered in this presentation include winter and its effects on bird biology; housing management; managing your flock through winter; feeding the flock in cold weather; and predator risks and mitigation strategies.

https://vod.video.cornell.edu/media/Flock+Talks+-+Preparing+Poultry+For+Winter/1_fsh032im

Producing, Processing, and Packing Eggs for Sale

Keeping chickens, ducks, quail, and other poultry for egg production is a common practice on many small farms. As we move into longer days, egg production will be ramping up, providing ample opportunities to sell eggs. This program shares information on food safety, product quality, and regulations surrounding the production of table eggs from flocks of under 3,000 hens. Topics include: food safety in the coop; collection, refrigeration, and washing; sorting eggs for quality; candling demonstration; regulations for packing and labeling; and maintaining food safety through sale.

https://vod.video.cornell.edu/media/CCE+Flock+Talks+A+Producing%2C+Processing%2C+and+Packing+Eggs+for+Sale/1_b3regs6t 

Cornell Web Resources on Vegetable Diseases

Margaret Tuttle McGrath

Plant Pathology and Plant-Microbe Biology Section, SIPS, Cornell University

There are two Cornell websites created with the goal to assist growers and extension specialists with identifying and managing diseases. They have excellent photographs, information and applied research results about diseases of vegetable crops, plus herbs and strawberry.

[The LIHREC Vegetable Pathology Website](https://blogs.cornell.edu/livegpath/)

<https://blogs.cornell.edu/livegpath/>

Disease Identification Help

The first objective of this website is to share the many photographs taken by Prof. Meg McGrath of diseases and disorders of vegetables, herbs and strawberry, plus a few insect pests, to assist with identification. So far 874 photographs have been posted in the Photo Gallery with information about the problems and their management.

Research Results & Educational Resources

Most of the field research has been evaluations of new resistant varieties, conventional fungicides, and organic fungicides with focus on biopesticides. The Research section has brief results summaries posted with links to the full research reports and photographs. A lot of research has also been conducted on fungicide resistance in the cucurbit powdery and downy mildew pathogens. Specific topics include:

- basil downy mildew
- cucurbit downy mildew
- cucurbit powdery mildew
- Phytophthora blight (cucurbits and pepper)

- late blight of tomato, foliar diseases of tomato
- fungicide resistance
- biopesticide evaluations for organic and conventional disease management
- biofumigation
- reduced tillage
- impact of ozone on plant productivity

The Extension & Outreach section links to additional resources. They include descriptions and links for:

- basil downy mildew monitoring website
- cucurbit downy mildew monitoring and forecast website
- late blight monitoring website
- extension write-ups and presentations
- organic disease management for vegetables
- gardener resources



Anthracnose strawberries, photo from LIHREC Vegetable Pathology website

Cornell Vegetables Disease Factsheets and Articles Website

<https://www.vegetables.cornell.edu/pest-management/disease-factsheets/>

This is a replacement for the Vegetable MD Online website whose old platform could not be updated. Many pages from the old website have been updated and posted at the new website. The top section has links to articles about diseases and management practices affecting multiple crops. The first article is about general tips on diagnosing plant diseases. Examples of other article topics include Phytophthora blight, white mold, seed treatment, cropping sequences, managing fungicide resistance, and copper fungicides. There is also a section listing diseases by crop with information about the disease plus photographs. Some are updated factsheets from the old Vegetable MD Online website; others are links to the Photo Gallery at the other website. There are also tables of fungicides for cucurbit crops and tomato.

The 'Disease-resistant varieties' section lists varietal resistances to diseases and disorders by crop. The information is from several seed company catalogues. Excel spreadsheets are available to view or download and include the seed companies and whether organic or nontreated seed is available. The Biopesticides page has:

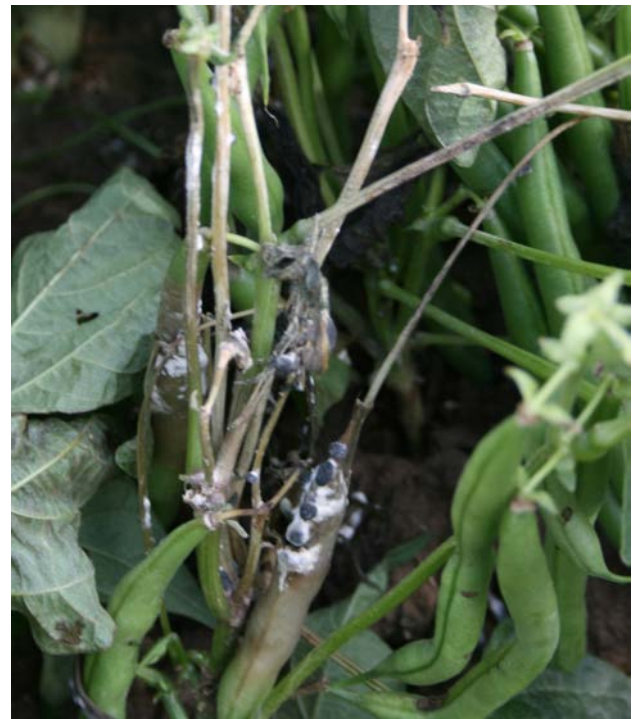
- general biopesticide information
- lists of biopesticides registered in New York, with the labeled diseases
- a downloadable excel spreadsheet that has disease control efficacy study results summarized from dozens of evaluations conducted at universities and published in Plant Disease Management Reports

Posting information and updating content at these websites is an on-going activity to ensure growers

and extension specialists have the resources for effective disease control and successful vegetable crop production. ■



Downy Mildew on basil, photo from Cornell Vegetables Disease website



White mold on beans, photo by Chris Smart

Spotlight on Kutik's Honey Farm

John Whitney, Agriculture Educator, CCE Erie County

This interview is the nineteenth in a series focusing on vendors who are selling their wares at the Western New York Welcome Center's Taste New York Market. In this vendor spotlight, Victoria Piela-Ryan, representing Kutik's Honey Farm, based in Oxford, New York in Chenango County, discusses Kutik's diverse enterprises along with some business and marketing experiences, tips, and strategies.

This is a transcript of a recorded interview.

[Victoria] "Hi, everybody. Chuck Kutik started Kutik's Honey Farm in 1979 after being gifted two hives for Christmas one year. And from there, his operation grew. Today, Chuck has four businesses, Kutik's Honey Farm, Kutik's Nucs and Queens, Kutik's Pollination Services, and Kutik's Everything Bees. And all of these businesses work together in a large, symbiotic relationship to keep the other ones going. Kutik's Nucs and Queens sells nucleus hives, which are starter hives for anybody who doesn't know that term. And queens, so queen bees, which we ship all over the country, and from there, Kutik's Pollination Services purchases nucs and queens for their part of the business, which is producing honey for the honey farm to sell at the wholesale level. From there, Kutik's Everything Bees is our retail store, and they sell beekeeping equipment, novelty gifts, and our honey as well. So, we all work together to create Kutik's, which is four different businesses.

[John] So, you mentioned a little bit about the ownership. Can you expand on that, especially with respect to the four businesses?

[Victoria] Karen and Chuck are owners of all four businesses and some of them have other owners as well. Kutik's Nucs and Queens has one of our previous employees and his wife which are 50-50 owners at this point. And Kutik's Everything Bees is partially owned

by Karen and Chuck's niece, Lindsey. The other two businesses, Kutik's Pollination Services and Kutik's Honey Farm are in the process of finding buyers and getting buyers to include, so Karen and Chuck can start the process of retirement.

[John] And how many people are employed between the businesses?

[Victoria] Roughly forty. We have eighteen H-2A guys that come in for the summer. But full-time here all year, we probably have twenty-five employees.

[John] Can you tell me a little bit about Kutik's Honey and what's unique about it and what, you consider to be some of the highlights of the Kutik's Honey side of the business?

[Victoria] We have year-round flavors which include wildflower, clover, orange blossom, buckwheat, creamed, and raw. And then we have some seasonal varieties that we rotate through, which include blueberry blossom, and cranberry blossom, sunflower, and Japanese Knotweed.

Our made in New York flavors are obviously wildflower and clover. What I find really fascinating is even our



Photo Kutik's Honey Farm

blueberry and cranberry blossom, which are not made around here, are still our bees because our bees go and pollinate in different states across the country. We're able to produce other varieties of honey with our own bees which is super fun to me. And then our raw honey is nothing like I've ever seen before. Our raw honey is heated just to the point to be able to get it off the comb. And it is unfiltered, and has all the pollen and all that good stuff to keep in it. It's probably one of the best things you can have if you have seasonal allergies because it has everything that you need to be able to fight those allergies off.

We have over 10 thousand hives. We have a lot of bees. Always. Not even including the nucs and the queens that we sell.

[John] Can you expand a little bit on your product line?

[Victoria] We have all of those flavors as well as different sizings. They range from an eight-ounce jar to a five-pounder and depending if it's somebody who's willing to co-pack, and so they're buying our product to repack. We also sell in a five-gallon pail and a fifty-

five-gallon drum to these customers.

[John] You're selling both retail and wholesale? That's right? And you're marketing then is some through your own store and then through other businesses including co-packing?

[Victoria] Yes. We have our retail store, Everything Bees. We also have a small farm stand that we sell our honey on. We also market through uh businesses like Regional Access that take our product out of the area. And we have several businesses that buy our product to co-pack and resell. Especially, one of our big customers is down in New Jersey. And we bottled our honey into a special size jar just for them to sell with their label on it.

[John] Your social media presence is an evolving effort, I'm sure. Can you talk a little bit about that?

[Victoria] So, our social media is relatively new. We started our Facebook page back in December. It is three of our businesses. It is our wholesale. So, Kutik's Honey Farm, Kutik's Pollination Services and Kutik's



Photo from Kutik's website

Nucs and Queens. Kutik's Everything Bees has its own social media due to them being the retail side of everything and not carrying all the things that we carry... Or they carry more than what we carry here. So, we are really working on trying to boost honey sales with it right now. We saw a great turnover with our Nucs and Queens sales and a boost from having a social media presence. And being able for anyone from a hobbyist beekeeper to commercial beekeepers seeing our products out there. So now, we are in the middle of developing a plan to boost our honey sales from social media as well.

[John] So, your online sales right now are kind of only through social media? You don't have an online shopping site at the moment?

[Victoria] We do not. It is in the works for hopefully soon but we do not have one right now. Right now, if somebody who's not local to us is looking for one to purchase our honey, they'll either have to give us a call and we can ship it out to you or send us a Facebook message or something like that. We can definitely send it out. In the future, we're looking at having an e-commerce website as well.

[John] So, the four businesses are located where?

[Victoria] Between Oxford and Norwich right now and some in Fort Plain, New York. So, we're all a New York-based business but looking at transferring all of our business to Oxford. We just purchased the new building that all of our offices are in. Our last business to come to Oxford is Kutik's Honey Farm, so bringing our bottling to Oxford, we have a bigger space here. Hopefully, we'll get some new equipment in and be able to make it the best that it can possibly be for this point in time.

[John] How's COVID impacted your businesses over the last year and a half?

[Victoria] COVID has impacted us different than I have seen it impact other businesses. We had a record year in honey sales. Honey was the "miracle drug" that everybody wanted to try to try to fight off all the COVID germs. So, they were trying to eat as much of it as possible. And fortunately, staff impacts were minimal or none throughout. We had a very little impact. Obviously, you can't get around a pandemic, and we had to fight off all of that and do different things that way. But we were able to slide by and not be drastically impacted.

[John] Well, that's good. That's great. You talked a little bit about future plans already. Any others you'd like to share?

[Victoria] Karen and Chuck are looking at retirement so trying to condense the four businesses and make them ready for them to take their final steps back. And expanding our offerings into special occasion honey favors, and co-packing into special jars, like a specific jar that somebody's looking for. We're looking at expanding that as well as, obviously, expanding our Nucs and Queens sales and everything else. We're really looking, always looking to expand that side of the business.

[John] And some of that's gonna happen as you consolidate the businesses into the Oxford location as well?

[Victoria] Definitely.

[John] Thank you to Victoria Piela-Ryan, administrative staff at Kutik's Honey for enthusiastically sharing the story of Kutik's Honey and the associated businesses, Kutik's Everything Bees, Kutik's Pollination Services, and Kutik's Nucs and Queens. For more information about the Kutik honey and bee enterprises, you can [visit www.kutiks.com](http://www.kutiks.com), www.facebook.com/kutikseverythingbees or www.instagram.com/everythingbees.

If you're in the area, be sure to stop by Kutik's Everything Bees at 3442 State Highway 12 in Oxford, New York. Kutik's honey is available in many of the Taste New York markets across New York State as well as through the Everything Bees store and a variety of other wholesale and retail markets and distributors, including the online grocery shopping and delivery service Our Harvest. Kutiks also emphasize their long relationship with Cornell's Dyce Lab for Honeybee Studies. <https://pollinator.cals.cornell.edu/resources>.

As the Kutics say on their web page, "By honoring the bee, we are able to provide the best honey, foster ideal colony health, and give our customers time-tested advice." Karen and Chuck Kutik's honey and bee businesses are examples of how small businesses in New York State are continually adjusting to changes in the economy and markets as they strive to make locally grown, manufactured, or processed and packaged foods, beverages, goods, and services available to consumers throughout the state, region, and beyond. ■

You can [view the full interview](#) on the CCE You Tube page, or by scanning the QR code below:



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

**Cornell Cooperative Extension
Erie County**

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

Follow Best Practices to Prevent the Spread of Bird Flu

Nancy Glazier and Amy Barkley, Regional Livestock Specialists, Cornell Cooperative Extension



Photo from Raw Pixel

We are now one year into the avian influenza outbreak, and field season is just around the corner. With this comes a higher potential exposure to and spread of this virus from wild birds to domestic birds as well as between domestic flocks. It's not time to let our guard down, as we anticipate similar rates of infection to what we saw in 2022. Please take precautions when visiting fields with migratory birds and farmsteads.

Highly Pathogenic Avian Influenza (HPAI) continues to be a threat, and is the largest domestic animal disease outbreak recorded in U.S. history. In New York, we have seen 13 cases in domestic flocks and

hundreds of cases in wild birds to date, with the most recent domestic flock case having been identified in mid-February. This strain can infect chickens, turkeys, game birds, waterfowl, ratites (emus, etc.), and a wide variety of wild birds including waterfowl, raptors, and corvids. It can spread from bird to bird by direct contact as well as through farm equipment, clothing, and shoes.

Birds affected with HPAI may show one or more of the following clinical signs: sudden death without clinical signs; lack of energy and appetite; decreased egg production; soft-shelled or misshapen eggs; swelling of the head, eyelids, comb, wattles, and

hocks; purple discoloration of the wattles, combs, and legs; nasal discharge; coughing, sneezing; lack of coordination; and diarrhea. The Highly Pathogenic strain can spread and kill an entire flock within days, backyard flocks included. Many, if not all of the birds in a flock will be affected.

Precautions are needed to prevent further spread. This virus is not known to be a public health concern.

If you are visiting a poultry farm, follow these procedures:

- Do not enter any farm premise without permission from the owner.
- Whenever possible, make an appointment prior to traveling to the farm.
- Wear clean clothes and shoes on the day of the visit and clean and sanitize footwear in-between farm visits.
- When you arrive, park your vehicle at the end of the farm drive or on the roadside and use your cell phone to notify the owners of your presence and to receive instructions for entry. Or, set up an appointment ahead of time
- Let the farm owner know if in the previous five days you have been on another poultry farm or if you've had contact with wild birds. Also let them know if you personally own or care for birds or poultry.
- Observe all of the farm's instructions regarding biosecurity procedures.
- Do not enter animal housing areas without express permission from farm owner.
- Do not touch animals unless that is part of your tasks on the farm.
- Immediately report anything unusual to farm owner, especially sick or dead birds.

New York and many other states have enacted emergency regulations that restrict interstate transport of poultry and add new, more stringent requirements for entry. If you are planning to move poultry across state lines, be sure to check with the state veterinarian's office in the receiving state to be sure you're meeting all the requirements.

If you have death loss in your home flock or a flock you manage, call NYS Department of Agriculture and Markets at 518-457-3502. This number is available 24 hours a day. If after normal business hours, select State Watch Center option. More information can be found on the website, <https://agriculture.ny.gov/animals/poultry> or by calling your local Cornell Cooperative Extension office. Your attention to these precautions is critical to protecting bird health and our state's farm economy!

The [New York Extension Disaster Education Network](#) (NY EDEN) is a collaborative educational network based at Cornell University and dedicated to educating New York residents about preventing, preparing for, and recovering from emergencies and disasters. NY EDEN is working with the New York State Department of Agriculture and Markets to provide resources and updates to poultry producers. ■



Market Musings: The Climate Crisis As A Marketing Problem

John Whitney, Agriculture Education, CCE Erie

When ideas pop into my head, I've trained myself to think, "I wonder how many others have already had that same thought or question?" Of course, that's the case with this topic, too. In a fraction of a second, an internet search generated this list of articles and many others (links are live in the electronic version of this piece):

- [The Role of Marketing in Climate Change: Carbon Footprinting and Pricing | HEC Paris](#)
- [Climate Change Is A Marketing Problem \(forbes.com\)](#)
- [What Can Marketers Do About Climate Change? \(hbr.org\)](#)
- [Climate destruction: how marketing can help refocus public awareness | Ad Age](#)

This understanding is particularly true with the contemporary understanding of marketing as more than "price and quantity." Theorists and practitioners expanded the understanding of the marketing mix (remember those first four Ps: **Product, Price, Place, and Promotion**) to include **Process, People, and Physical Evidence**). The seven Ps marketing mix recognized the importance of customer needs and expectations. Following this demand- and consumer-based model, a set of Cs were suggested as helpful in understanding marketing: **Corporation, Commodity, Cost, Communication, Channel, Consumer, and Circumstances** (the Koichi Shimizu 7 Cs Compass Model©).

Robert Lauterborn, in a 1990 *Advertising Age* article, "New Marketing Litany: Four Passé: C-Words Take Over" suggested this alignment:

- **Product – Consumer** (wants and needs)
- **Price – Cost**
- **Place – Convenience**
- **Promotion – Communications**

We all know people who maintain that climate change isn't real or shouldn't be blamed on human activities. Among those who accept the legitimacy of the climate crisis, there are differences of opinion about how best to respond. Some are sure technology will provide the solutions. Some say we've already reached the tipping point and all we can do is try to minimize the severity of the inevitable impacts and injustices. Many just throw up their hands and go about their lives as best they can.

Greta Thunberg, the young, Swedish environmental activist known for helping to make climate change a global youth movement and for challenging world leaders to take immediate action, might well scoff at the idea of employing corporate marketing strategies and tactics in the climate change fight. The corporate world and much of the political world has not been kind to Ms. Thunberg. Wouldn't Greta say it was corporations and their marketing schemes that got us here in the first place? Would use of marketing principles just

lead to more “greenwashing” or be used to prolong the continue production and sale of products that should be replaced or eliminated sooner rather than later? Some would say we’re seeing that already with examples like the manufacturing and marketing of large hybrid and electric vehicles that, while more fuel efficient than conventional models, still use far more energy and resources for production and operation, including requiring much bigger batteries than required by small or mid-size vehicles. They presently are more profitable for manufacturers, though.

Greta likely wouldn’t object to social media activism. Is activism a specialized form of marketing? Is it still marketing if what you are selling is the idea of not buying or doing certain things? If it is for the benefit of all of humanity and, in fact, of the whole planet,

could there be a higher purpose for what has become a consumer/customer focused practice. In November of 2020, in a critique of world leaders and the “European Green Deal,” she said, “.... Nature doesn’t bargain, and you cannot make deals with physics.” Thurnberg was Time’s “Person of the Year” for 2019.

Cornell’s Civic Ecology Lab has taken on what might be considered a marketing exercise by hosting an 8-part series titled Food Solutions and the Climate Crisis. The series will likely have concluded by the time this article “goes to press,” but recordings will be available. It’s a good example of what can be done to address various climate and food system related concerns at the local and regional levels. We can all learn more, help spread the message, and figure out what we can do ourselves in small or even bigger ways. ■



Webinar Series
Thursdays, 1/26-3/16
3pm ET

Register separately for each session using live links.

- 26 January – [Food Systems and Climate Extension at Cornell](#) – Dr. Jenny Kao-Kniffin, Associate Professor, Cornell School of Integrated Plant Sciences, and Associate Director, Cornell Cooperative Extension. [Recording](#)
- 2 February – [What is Food Doing to the Climate? What is the Climate Doing to Food?](#) – Dr. Michael Hoffmann, Professor Emeritus, Cornell Department of Entomology and author, *Our Changing Menu*. [Recording](#)
- 9 February – [Opportunities for reducing greenhouse gases in dairy and beef systems](#) – Jenifer Wightman, Senior Extension Associate, Cornell School of Integrative Plant Sciences, Soil and Crop Sciences Section. [Recording](#)
- 16 February – [Farm to School Programs in NY](#) – Panel Discussion featuring the Cornell Cooperative Extension Harvest New York Team. [Recording](#)
- 23 February – [Survey of Cornell Cooperative Extension Staff: Climate Knowledge and Effective Learning Formats](#) – with Jenna Walczak, Ag Climate Resiliency Specialist, Cornell Cooperative Extension Harvest NY
- 2 March – [Alternative Proteins](#) – Rajni Aneja, Managing Director, Cornell Institute for Food Systems Industry Partnership Program (CIFS-IPP), Food Science
- 9 March – [Reducing Food Waste Educational Programs](#) – Karen Mort, Cornell Cooperative Extension Resource Educator, Albany County, and Dr. Lori Leonard, Professor and Chair, Cornell Global Development
- 16 March – [What is Next? Moving Forward with Food Systems and Climate Education](#) – Featuring Jenna Walczak, Agriculture Climate Resiliency Specialist, Cornell Cooperative Extension Harvest New York

New York's ambitious **Climate Leadership & Community Protection Act** (CLCPA) among the most ambitious plans in the nation requires New York "to reduce economy-wide greenhouse gas emissions by 40 percent by 2030 and no less than 85 percent by 2050 from 1990 levels." (<https://climate.ny.gov>)

The draft scoping plan is published and available in various formats at <https://climate.ny.gov/resources/scoping-plan/>. The effort relies on various formal and informal partners to help promote awareness and the plan's objectives. See a summary of the Agriculture and Forestry section at: <https://climate.ny.gov/-/media/project/climate/files/ClimateActFactsheetsAgricultureR2.pdf> See Pages 20 & 221 of this issue to view factsheets.

The CLCPA requires counties to develop plans as well. Erie County's process is well underway with rollout of the draft plan scheduled for March 18, 2023. <https://www3.erie.gov/climateaction/>

With so much to be done, "marketing" and promotion efforts will have to be in full swing both to keep the public informed and to help ensure the plans are implemented or adjusted as may be needed to address the climate crisis.

Somebody has probably already said it but maybe marketing theorists and practitioners need to add a couple new Ps and Cs to the marketing mix:

- **P – Planet**
- **C – Climate Crisis**

What would marketing plans and practices look like if **Planet** and **Climate Crisis** were considered and even prioritized? What would the world begin to look like?

"Thunberg dubs new EU climate law 'a surrender' "
EUObserver i. 5 March 2020

SARE Sustainable Agriculture Research and Education, Marketing for Profit: Tools for Success Handbook, 2014. <http://projects.sare.org/information-product/marketing-for-profit-tools-for-success-handbook/> ■

The Erie County Climate Action Plan was officially released at an event in Buffalo on March 18th which opened a public comment period until June 18th. Agricultural producers can take a look at the chapter on Agriculture and Food Systems by visiting:

<https://www3.erie.gov/climateaction/public-comment-action-plan>

If you have questions about the climate action plan, a few members of our Agriculture Program committee have been involved in the development of some sections including John Whitney (CCE), Sarah Gatti (Erie County), and Ignacio Villa (urban composter/grower).

Contact Sharon Bachman sin2@cornell.edu, (716) 652-5400 ext 150 or John Whitney jrw44@cornell.edu, (716) 796-3204 if you have any questions or would like to connect with those involved.

Plan Development 2021
Learn More - Climate Action Plan
View the Community Climate Action Planning timeline, Scoping Document and Outline. Learn about the chapters of Plan and provide feedback on actions.
[Learn More](#)

Public Comment is Open
The Community Climate Action Plan chapter goals, strategies, and action items are opening up for public comment! Click below to read about each chapter put forth by the working groups and leave your comments.
[Learn More](#)

Climate Ambassador Program
The Erie County Ambassador Program encourages Erie County residents to have conversations and share input on how our community can be healthy, sustainable, and resilient. Learn more.
[Learn More](#)

Agriculture and Forestry—Partnering in the Fight Against Climate Change



New York's agricultural emissions represented approximately 6% of statewide greenhouse gas emissions in 2019, largely from livestock farming and soil management practices. However, the agriculture and forestry sectors can make further reductions in emissions, primarily methane and nitrous oxide and deliver many benefits as well such as carbon capture (or sequestration) through growing trees and other plants, and in soils. In 2019, carbon sequestration in forestlands and urban forests and long-term storage of carbon in harvested wood products provided approximately 96% of New York State's greenhouse gas emissions removals—mitigating 11% of statewide emissions. Maximizing the carbon sequestration and storage potential in the agriculture and forestry sectors is a key strategy for achieving net-zero emissions economywide by 2050. These sectors are poised to provide significant contributions as we continue to implement the nation-leading Climate Act.

Clearing the Path for Carbon Neutrality

The Scoping Plan outlines several strategies to help the agriculture and forestry sectors achieve the State's emissions reduction goals.

- **Promoting sustainable forest management** enhances tree health, downstream water quality, wildlife habitats, recreation opportunities, and eco-friendly wood products. This strategy calls for the development of guidance and programs to promote forest management that maximizes carbon storage and sequestration, climate resilience, and other climate-related issues, recognizing that almost 75% of forest land is privately owned, with the majority of landowners owning small parcels.
- **Protecting forests and farmland** avoids converting these lands to other uses, thus maintaining and protecting their carbon sequestration and storage potential. Agricultural and forested lands provide many environmental benefits, including capturing carbon in the land base, preventing future emissions from vehicle use by preventing sprawl development, enhancing rural viability and wildlife habitats, providing storm and flood mitigation, supporting air and water quality. This strategy requires continued support from public policy and funding for land acquisition, conservation easements, and tax incentives; outreach to landowners for interest in selling lands or conservation easement opportunities; coordination with municipalities on zoning and planning goals; understanding of the opportunities for land access and intergenerational land transfer; and more.
- **Enhancing afforestation and reforestation efforts:** New York State is currently 63% forested and has more forestland than any other state in the Northeast. Still, opportunities remain for additional afforestation and reforestation efforts to further carbon sequestration, carbon storage, and all the other benefits that forests provide, especially in areas lacking sufficient natural forest regeneration. The Scoping Plan strategies propose an increase in tree planting and efforts to encourage natural regeneration of trees.
- **Advancing livestock management strategies** can contribute to deep reductions in agricultural emissions by mitigating methane emissions. The Scoping Plan calls for enhancing programs and outreach efforts to help farmers better manage manure to prevent nutrient loss and emissions. Additionally, precision feed, forage, and herd management strategies will increase training and support to the farm community, expand the use of monitoring and decision tools, and continue research and development of feed supplements and additives for further methane reductions.





- **Improving soil health, nutrient management, and agroforestry:** Scoping Plan strategies to improve soil health and nutrient management primarily focus on nitrous oxide reduction and increasing carbon sequestration. Additionally, agroforestry recommendations that intentionally add trees to areas of agricultural production have the potential to elevate local food production and resiliency; improve water and air quality; provide storm and flood mitigation; improve drought resiliency; provide habitat, scenic vistas, and agritourism; and increase economic development and local jobs.
- **Promoting a climate-focused bioeconomy** will create jobs and strengthen communities while focusing on environmental protection. Strategies include developing forestry training programs; expanding markets for sustainably harvested wood products; developing a sustainable biomass feedstock action plan; increasing market access and providing financial and technical assistance for New York's low-carbon products; advancing bio-based products research; and deploying net negative carbon dioxide removal.

Strategies in Action

New York has 18.6 million acres of forests and 6.9 million acres of agricultural lands in production. Over the last decade, farmers and foresters in New York have continued their efforts and investments to advance environmental sustainability and efficiency, thereby reducing greenhouse gases, sequestering carbon, and increasing climate resiliency. The Climate Act's goals will further enhance and support the many environmentally friendly actions that these sectors have accomplished, including:

- New York dairy farmers made significant strides in reducing the carbon footprint per hundred weight of milk through greater efficiencies in precision feed management, reducing enteric emissions from cow digestion.
- The New York State Methane Reduction Plan (May 2017) identified and set targets for reducing methane emissions from the agricultural sector.
- A suite of technical assistance and planning resources, developed through the Agricultural Environmental Management (AEM) framework, guide farmers on farm and forest greenhouse gas emission mitigation opportunities.
- New York's Climate Resilient Farming grant program, which demonstrates how climate-responsive efforts can be integrated alongside existing environmental and water quality agricultural programming, has awarded over \$20 million in project funding, resulting in an estimated 370,000 metric tons of CO₂e reduced/sequestered.
- Thousands of landowners have been assisted with forest management on more than two million acres of private lands through programs like the Forest Stewardship Program, Environmental Quality Incentives Program, the 480-a Forest Tax Law program, Partnerships for Regional Invasive Species Management, Forest Health rapid response programs, and the Forest Health Diagnostic Lab.
- The Forest Stewardship Council® and Sustainable Forestry Initiative® has provided Green certification on 800,000 acres of state forests.



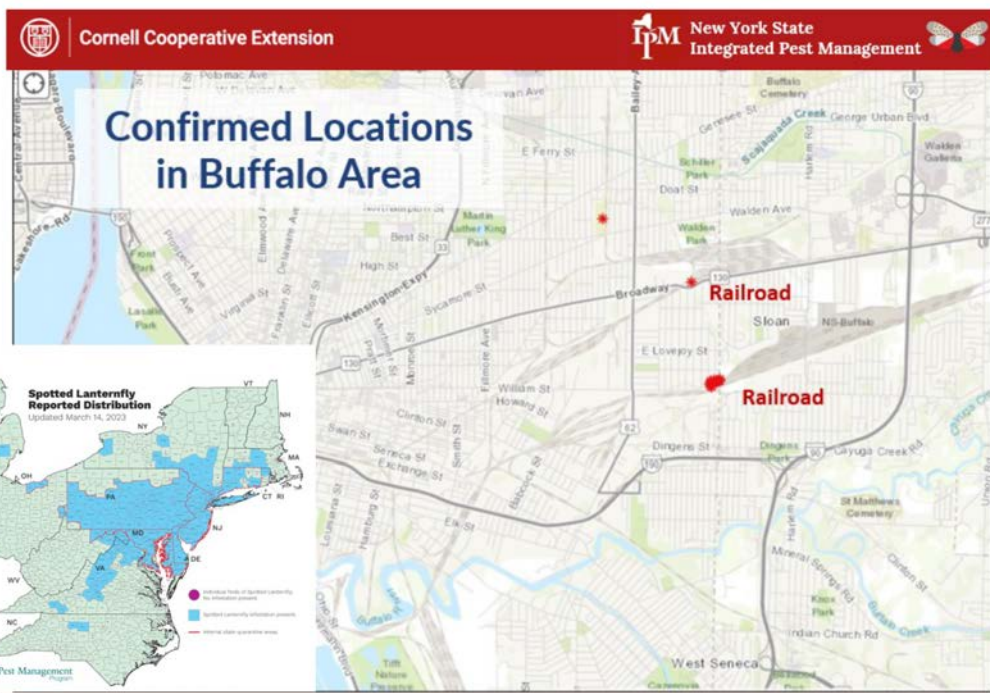
Ready to learn more?

Visit climate.ny.gov

CLCPA-SP-agfor-fs-1-v1



UPDATE ON SPOTTED LANTERNFLY IN BUFFALO, NY



Update on Spotted Lanternfly (SLF) detection in Buffalo. NYS Department of Agriculture and Markets is reporting they have found 100's of egg masses near the area where SLF was first detected last summer meaning that the insect has likely been here a couple years, but was not detected. It will take some time for the population to grow and spread, but it would be good to know the [life stages of SLF](#) and be on the look out for them as you are checking your crops for other pests. Brian Eshenaur, from NYS IPM, shared the above information during a presentation at Plantasia on March 18th. (S. Bachman)

SWARM REMOVAL NEED HELP REMOVING A HONEY BEE SWARM?

The beekeepers listed below have indicated that they provide bee removal services. The following contact information is provided as a public service and is not an endorsement of any of the beekeepers listed. AGM does not license or issue permits to remove honey bees. In addition, AGM does not have any information regarding a beekeeper's qualifications or training to remove honey bees.

View the list
agriculture.ny.gov/swarm-catcher-list



Agriculture
and Markets

Cornell Cooperative Extension
Erie County

21 South Grove Street
East Aurora, NY 14729
Return Service Requested

Erie County Ag News

Cornell Cooperative Extension of Erie County

New Ag Climate Factsheet Released

The intersection of agricultural production and greenhouse gases is gathering increasing attention. This is an opportune time to consider how vegetable production interacts with carbon sequestration and greenhouse gas emissions, and how using cover crops may alter this picture.

The factsheet, [Greenhouse Gases and Soil Organic Carbon in Vegetable Production and the Role of Cover Crops](#), written by Zach Spangler, Ag Climate Resiliency Specialist with CCE Harvest NY, and Elizabeth Buck, Fresh Market Vegetable Specialist, CCE Cornell Vegetable Program, discusses:

- Sequestration of atmospheric carbon in agricultural soils as soil organic carbon (SOC). Is vegetable production impacting SOC?
- Net greenhouse gas emissions of carbon dioxide (CO₂), nitrous oxide (N₂O), and methane (CH₄) from the soil.
- Impact of cover crops on soil organic carbon, nitrous oxide emissions, and other GHG emissions.

Building Strong and Vibrant New York Communities

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