

CCE-Steuben helps farm families promote their business to the public



John Wallace, Avoca farmer

John Wallace of Avoca says he has wanted to be involved in farming since he was little. He is proud that his father started the farm and that he is keeping it in the family. He not only learned the trade from his dad, but also a good work ethic. When his father passed a couple years ago, John expanded crops to potatoes, rented a little more land, and increased use of new technology.

He says, “CCE has helped keep me informed throughout the farming practices that we endure here every day. Farmers are misunderstood. People think if you’re a farmer, you’re a big farmer. Farmers do their best to provide a quality product. Cornell does an excellent job of making sure the chemicals are safe.”

**CCE
HELPED
ME...**

**“...stay informed
about farming
practices.”**

John Wallace

Your gift to CCE-Steuben helps us provide essential information to farmers. It helps us showcase their products to the local community and provide fresh, safe food to our residents. Please pull out the envelope in this newsletter and make a donation to our campaign!