

Cornell Cooperative Extension Steuben County

#CCEResponds



ANNUAL REPORT 2020



Many people have said that 2020 has been a challenging year, and while that is very accurate – I believe that it has been a great one as well.

Throughout 2020, Cornell Cooperative Extension of Steuben County was given the opportunity to provide education and support to many people in our region. We were able to help many farms throughout the pandemic with our classes, consulting and regional teams. We were awarded two unexpected grants to provide Census education and distribute 1,200 container gardening kits throughout our five county SNAP-Ed region. We distributed hundreds of gallons of hand sanitizer and masks to farmers and agribusinesses with the support of the NYS Department of Agriculture and Markets. Our 4-Hers received thousands of seeds and other free materials to continue to have a great year, including

coordinating two of our largest fundraisers to date for our club fund by selling cheese and beef sticks and by fundraising for bathrooms at the Steuben County Fairgrounds.

Yes, 2020 was a tough year, but CCE responded and did not stop. Our staff worked hard to continue to help farmers be successful, we helped children learn various life skills, we taught people to eat healthy in a pandemic, and we empowered people to take charge of their financial health.

During a time when we were encouraged to socially distance, Cornell Cooperative Extension of Steuben County was stronger by working together with the community. Our volunteers, Board of Directors, Program Advisory Committee members, various organizations, funders, donors, government officials, Cornell Cooperative Extension Administration, and staff all worked together to deliver evidence based and timely programming. We did this by shifting to online programming and by working with various populations to meet them where they were at in a safe way. Many of the programs we completed were in collaboration with other organizations which helped us to gain more attendance and to broaden our reach.

We look forward to serving Steuben County in 2021 by helping the community with various education needs. Thank you to all who have helped us respond to the needs of the community in 2020, and we look forward to strengthening our relationships and growing our programming in 2021. As always, please reach out to me at tsm223@cornell.edu or at 607-664-2301 with any questions, concerns or comments.

Tess McKinley, Executive Director

Cornell Cooperative Extension of Steuben County builds strong communities through education and collaboration in the areas of Agriculture and Natural Resources, Financial Literacy, Nutrition Education, and 4-H Youth Development.

Cornell Cooperative Extension | Steuben County

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PutKnowledgeToWork.org



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Kathy Warren



Our annual report will give you the details of the many accomplishments at CCE Steuben and how we continue to execute our strategic plan. I hope that you enjoy reading it.

I am confident that I speak for the entire Board of Directors of the exceptional work accomplished by CCE Steuben employees, led by Executive Director Tess McKinley. Working together they reimagined very quickly how to continue to meet the needs of our community as schools closed, events were cancelled, and life as we knew it changed in early 2020 amidst the COVID 19 Pandemic.

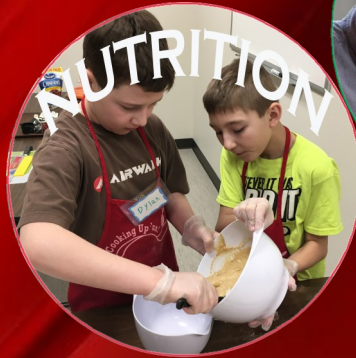
When you read this report I will have completed my term of Board President of CCE Steuben. It has been an honor and a joy to lead the CCE Steuben Board these last 6 years.

Welcome to all of the new members of our Program Advisory Committees who bring a wealth of knowledge and talent that will continue to make CCE Steuben a leader in helping farmers, young people and our community "Put Knowledge to Work" and live their best lives here in beautiful Steuben County.

Thank you for the opportunity to be a part of a great organization.

A handwritten signature in blue ink that reads "Pamela Colomaio".

Pamela L. Colomaio, 2020 CCE-Steuben Board President



Cornell Cooperative Extension of Steuben County breaks records with its FLXGives Day!

CCE Steuben participated in the second annual FLXGives 24-hour giving day on November 13 with the hopes of raising a little bit of money for a new bathroom facility for the 4-H youth at the Steuben County Fairgrounds. They never expected to not only hit their ambitious \$12,000 goal, but to actually raise \$27,000 in just one day!

The Community Foundation of Elmira, Corning and the Finger Lakes sponsor this generous day for nonprofits in Chemung, Schuyler, Steuben and Yates Counties. The friendly competition offers a cloud based platform for donors to donate to over 80 nonprofit projects. Individuals can create peer to peer fundraising pages for their favorite nonprofit's causes. CCE Steuben gathered 13 of these Fundraising Champions in their campaign who raised over half of the total for the day. The largest fundraiser was the family of the late Jerry Deusenbery. Jerry spent many years showing dairy at the county fair and watching his children do the same.

CCE Steuben also wishes to thank their two match challenge donors. Both the Steuben County 4-H & FFA Market Animal Sale Committee and an individual, Paul Griffen, of Livingston County, gave \$2,000 challenge matches which were unlocked once the community raised that amount of money.

The project that CCE Steuben chose for FLXGives was a new accessible bathroom facility at the Steuben County Fairgrounds. The current 4-H bathroom/shower facility was a necessary step in overnight stays and preparing for judging during fair, but 4-H'ers who worked with their animals at the cow, sheep and horse barns had to cross the entire fairgrounds to use the facility. After 4-H member Arlynn Robbins passed in 2017, her family and friends vowed to keep her memory alive with the Arlynn Robbins Memorial 4-H Bathrooms. The Livestock Sale Committee and the 4-H

Memorial Committee had raised nearly \$13,000. CCE Steuben decided to pitch this project for FLXGives in order to push it over the top and make it a reality.

The community got involved more than a month ahead of the giving day. 4-H members created videos of themselves with their animals and explained how 4-H helps them grow confidence and business sense. The Fundraising Champions shared the social media posts and emails about the project. The CCE Steuben board and staff rallied around the project and by 6:00 p.m. we had already reached our \$12,000 goal.

But it did not stop there. Throughout the evening the Fundraising Champions never quit. At the stroke of midnight when online giving ceased, the project was at \$24,375 from 119 individual donors. CCE Steuben took the top of the leaderboard from about 82 organizations who were also raising money for their projects. With \$1,500 in prizes from the Community Foundation, a \$10 bonus added for each youth who donated, and some late checks, we ended with \$27,000 for our day's work. Staff and board members are humbled at the support the community has shown for these hard working 4-H members.

Cornell Cooperative Extension of Steuben
 Putting life skills to work in our youth for our future!
 Causes: Poverty and Hunger, Health and Wellness, Youth

HELP US GROW!

ORIGINAL BATHROOM Southside

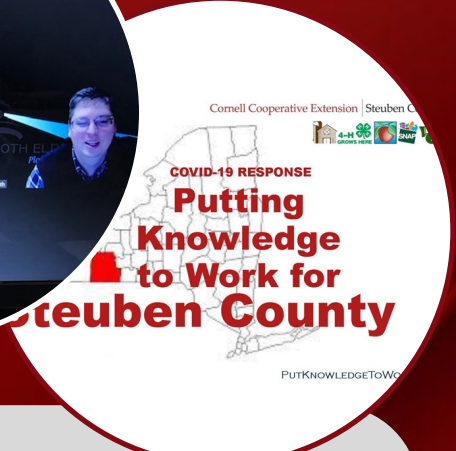
ADDITIONAL ACCESSIBLE BATHROOM Northside

4-H GROWS HERE

DONATE **FUNDRAISE**

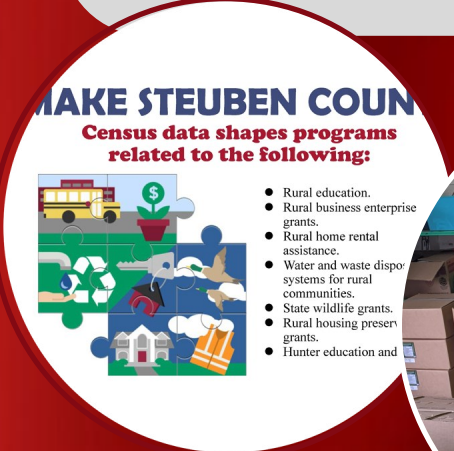
19%

\$23,615 Raised \$12,000 Goal 112 Donors



CCE Steuben programming changes gears

March 2020 changed everyone's lives. Suddenly we were working individually from home and wondering how to connect with our typical in-person audiences. We developed a quick response. The regional 4-H team created a daily online activity for youth. The annual 4-H seed distribution was revamped to a drive through event. Financial workshops were converted to online Zoom sessions. The entire team created a powerpoint Zoom session to show the community that we were still in business. Our staff members participated in a state-wide video effort to thank our essential farm workers, as well as a local video. We donated free masks and sanitizer to over 70 agribusinesses thereby helping Steuben County's 200 workers. It was part of a statewide effort that distributed 28,000 gallons of sanitizer and 107,000 facemasks - which affected 46,755 agriculture employees. We promoted the Census to all of our communities to help draw funding into the county. And we turned in-person events such as our Speakers Series, clinics, and the County Fair into virtual or drive-through events. We learned to adapt to the new environment that was thrust on us and continued to serve Steuben County residents.



Teaching the community how to garden

CCE- Steuben developed creative strategies to support the community safely and teach important skills, like gardening, during this time of COVID-19. We partnered with five regional CCE county offices to distribute 1,200 container garden kits. Each kit was self-contained and included lettuce, basil, and green onion seeds, three containers for each planting, growing instructions, and soil.

The kits were utilized by garden enthusiasts of all types, including homebound or movement-restricted seniors due to the pandemic, small children and their parents, kids as a project for themselves to learn new skills, developmentally challenged children and their caretakers, and grandparents working with their grandkids together.

Families who received kits were supported with knowledge on how to grow the kits. We created an instructional video on using the kit components for participants, a landing webpage for container gardening questions and resources in both English and Spanish, and a Facebook group to address questions and post photos of the gardener's progress. The Facebook group has grown to over 260 participants.

At the conclusion of the project, we contacted participants and asked their feedback on the project and offered technical help, if needed, to make their gardening kit more successful. County Extension Educators and volunteers received many comments on what participants felt about the project, including, "I really enjoyed it, especially the lettuce, I love stuff that's homegrown!", "It was a big help", and "It was nice to have fresh vegetables in the house." These comments underlined the importance of having healthy, fresh foods within the home and that some community members don't routinely have this option. Many responded that they would welcome the same project next season, and that "we appreciate all that you (CCE) do for the community!"

Of the 1,200 kits that were distributed, there was an average of 2.5 people in each household who received a kit. That means approximately 3,000

people were impacted by these container gardening kits. This exponential growth of knowledge and skill-building is a cornerstone of CCE's mission to provide the community with ongoing researched-based education leading to healthy communities.



Steuben County Agriculture Program

Steuben County's investment of **\$101K** in CCE's dairy, livestock, field crops, vegetable and grape teams, leverage **\$1.46M** in extension and applied agriculture research programs critical to the success of progressive farms in Steuben County. In partnership with Cornell and other counties, we are able to deploy **16** highly skilled specialists in the areas of dairy, livestock, field crops, vegetable, grape and ag business management.

The CCE agriculture teams provide cutting edge research and education to Steuben County's **1,542** farms, operating on **397,157** acres with a total market value of **\$738,265,000** (land, equipment, machinery) and generates annually over **\$196 million/year** for the local economy according to the **USDA 2017** Ag Census. The county's investment in supporting agriculture through CCE represents only **0.05%** of the value of the county's ag industry per year... a small investment to ensure the growth and profitability of the food industry that is vital to put food on resident's tables but is also an important economic engine in the county!

The county's investment to ensure a strong agriculture and food system represents a **14x ROI**, not including the value of fringe and overhead by the University. Including this, the value of the program is **\$2.6M** or a **ROI of 26x**.

By participating in regional agriculture teams, Steuben County is able to access the expertise and resources of all **11** regional teams in the Extension System and more effectively access the rich faculty and program resources of Cornell University and the entire National Land Grant System to benefit Steuben County growers and ultimately, all residents of the county.

Weed management research in Steuben County

Josh Putman, working with Dr. Lynn Sosnoskie of Cornell University, is currently testing 30 populations of the weed marehail for herbicide resistance. Some of these samples were collected in Steuben County. Additionally, Josh conducted small scale research in Steuben County with Palmer Amaranth. This fast growing invasive weed species can grow as much as 1 inch per day! This research will provide timely and helpful information that will be presented throughout the winter meeting season, providing field crop producers with targeted management recommendations, protecting their crop's production and their farm's profitability.



Southwest New York Dairy, Livestock, & Field Crops Program

Steuben County is home to approximately **200 dairy farms, 900 farms raising livestock other than dairy, and 200,000 acres of land actively in row crop and forage production.** The Southwest New York Dairy, Livestock and Field Crops (SWDLFC) Program helped to support these businesses in 2020 by offering:

1,895 farm consultations on topics related to Farm Business Management, Field Crops, Dairy Management, and Livestock Production.

3,240 event and program direct participants who've attended one of their **65** events/ collaborations or have received direct email/mail updates.

510 website submissions and Facebook posts providing timely information to a large audience.

Regional collaborations

We locally collaborated with our regional teams on forage and pesticide credit recertification, beef production needs with producers during our Virtual Beef Summit, invasive pest management research through insect trapping on vegetable and fruit crops, and contributed to the Steuben County Speaker Series on county-focused agriculture topics.



The partnerships between our regional teams extend far beyond these issues, and have allowed us to broaden our scope and depth of programming to our residents and producers. For example, just after shutdown occurred, our SWDLFC team provided an in-depth course on agriculture marketing to help

those currently in business fine-tune their marketing plans and perhaps introduce them to new ways to market their product. The information also allowed for brand new business owners to develop a business plan implementing these factors from the onset. These important topics, while just a sampling, support our local producers and business owners during even the most uncertain economic times.

AGRICULTURE

Business Management

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- Farm Business Summaries
- Financial Management
- Production Economics
- Risk Management
- Business Planning
- Market Analysis
- Employee Management

Field Crops & Forage

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- Soil, Water & Nutrient Management
- Forage & Grain Production
- Variety Selection
- Soil Analysis
- Fertility Recommendations
- Pest & Disease Management
- Employee Management

Dairy Management

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- Calf & Heifer Management
- Dairy Records Analysis
- Herd Health
- Animal Nutrition
- Facilities Planning
- Reproductive Management

Livestock & Small Farms

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- Beef, Sheep, Goat and Poultry Production
- Beginning Farmer Support
- Pasture & Grazing Management
- Meat Quality Trainings
- Product Consistency & Marketing

Trapping efforts monitor and confirm presence of dry bean pests in Steuben County

Western bean cutworm and soybean cyst nematode are two important pests to dry edible bean production in New York, and have the ability to cause yield losses when present in dry bean fields. Western bean cutworm moths lay eggs on dry bean plants, and the larvae bore into bean pods and feed on the beans inside, while soybean cyst nematode feeds on the plant roots which can lead to stunting and yellowing of dry bean plants.



Cornell Vegetable Program

Since 2012, the Cornell Vegetable Program (CVP) has been monitoring Western bean cutworm (WBC) in several counties across the Western NY region, including Steuben County. During 2020, CVP's dry bean specialist, Margie Lund, set-up and monitored three WBC traps in Steuben County. These traps draw in adult moths using pheromone lures, and help provide data on the abundance of moths present in different fields. Weekly trap catch numbers are shared through the CVP *VegEdge* newsletter and the *NYS IPM Sweet Corn Pheromone Trap Network Report Blog*, allowing Steuben County dry bean growers to see what pest pressure is like in their area and help them make management decisions.

This region accounts for more than half of all vegetable acres in the state with **1,229** farms, and a farm gate value exceeding **\$200 million**

This year, in addition to Western bean cutworm monitoring, CVP Specialist Margie Lund, along with NYS IPM educator Marion Zuefle, collected soil samples in eight dry bean fields in Western NY, including two fields in Steuben County, to test for soybean cyst nematode presence. Soybean cyst nematode is a documented pest in soybean production in NY. This pest also feeds on dry bean plants, but dry bean fields had never been tested in NY for the presence of soybean cyst nematode. Through soil testing, soybean cyst nematode was detected in three NY counties including Steuben County.

3,588
Farm visits, and crop consultations made by the Cornell Vegetable Program team

This confirmation will help CVP Specialists better assess dry bean fields, and can help provide dry bean growers with answers to plant stunting and yellowing, and overall yield loss. This research on both Western bean cutworm and soybean cyst nematode would not be as successful without the continued support of Steuben County dry bean growers!



83
Educational meetings and presentations given by Cornell Vegetable Program Specialists

3,025
People increased their knowledge by attending presentations given by the Cornell Vegetable Program

33
Research grants and projects managed by the Cornell Vegetable Program

Left: Western Bean Cutworm trap set up in Steuben County to monitor moth numbers.

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- Fresh market vegetables
- Weed management
- Soil Health

- Food safety & quality
- Organic
- Business & marketing
- Fresh market vegetables

- Processing crops
- Team Leader

- Potatoes
- Dry Beans
- Post Harvest handling and storage

- Greenhouse production
- Small farming operations
- Fresh market vegetables

Sarah Vande Brake
CVP Assistant

Emma van der Heide
CVP Assistant

Caitlin Vore
CVP Assistant

Angela Ochterski
Administrative Assistant

Largest-ever B.E.V. NY highlights sustainability

The 2020 B.E.V. NY conference was the largest ever both in terms of attendance and the number of vendors in the trade show. The conference attracted more than 400 growers, winemakers and other industry members, not just from the Finger Lakes but from all over New York State, who came to learn about new techniques and practices from a range of Cornell experts, other academic institutions, and private industry.

This year's Business Day program was developed by the New York Wine & Grape Foundation, and it proved to be very successful with over 100 people in attendance. The program featured more sessions than ever, focusing on topics including digital marketing, effective winery leadership, and a panel discussion of the current state of broader wine industry.

The Enology Program featured some familiar faces to the New York industry, including Cornell's own Gavin Sacks, Randy Worobo and Patrick Gibney, who all provided timely and important information to growers including topics on wine chemistry, critical sanitation practices in the cellar, and solutions for fermentation problems. Chris Gerling and Anna Katharine Mansfield, who lead the Enology Extension program, introduced the new Cornell Craft Beverage Institute, which provides technical assistance and outreach for the rapidly expanding craft beverage industry in New York.

Pest management was the focus of most of this year's Viticulture Program, with several talks focused on new and innovative practices that could reduce the need for synthetic chemical applications every year, including the potential for hyperspectral sensors to detect disease before they are visible, materials to enhance the integrity of the berry skin to reduce sour rot, and the use of ultraviolet light to control powdery mildew in several horticultural crops, including grapes.

At the New York Wine & Grape Foundation's annual Unity Banquet Luncheon, this year's Research Award was given to Hans Walter-Peterson, the Finger Lakes Grape Program's viticulturist and team leader. Other winners from the Finger Lakes included Boundary Breaks Vineyards (Winery Award), Hunt Country Vineyards (Sustainability Award), Fox Run winemaker Peter Bell (Industry Award), and John Brahm III of Arbor Hill Grapery (Lifetime Achievement Award), who passed away the

day after last year's B.E.V. NY conference.



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- Team Leader
- Vineyard nutrition
- Canopy management
- Soils
- Vineyard mechanization
- Grower & winery relations



Finger Lakes Grape Program

Management options for bindweed that reduce reliance on glyphosate

Perennial, vining weeds like field and hedge bindweed are becoming more problematic for New York grape growers. These weeds compete for vineyard resources, interfere with harvest operations, and act as a host for other pests. While herbicides can help to manage the above-ground portions of the plants, bindweeds are often able to recover from seemingly effective controls thanks to their extensive root systems.

The Finger Lakes Grape Program started a three-year field trial in 2018 to examine different chemical and cultural options to control hedge and field bindweed, with Dr. Bryan Brown, IPM weed scientist at Cornell AgriTech. The trial for hedge bindweed was conducted at the Teaching & Demonstration Vineyard near Penn Yan, and the field bindweed trial was at a commercial vineyard near Branchport.

One of the main impacts of this project has been illustrating how different hedge and field bindweed are in terms of effective control measures. The results from this study were accepted by the NY Department of Environmental Conservation as justification for the approval of rimsulfuron for control of hedge bindweed in New York vineyards, providing grape growers with another tool to control this perennial weed.

AGRICULTURE

Providing training for community obesity prevention

Because community settings play a large role in promoting or inhibiting healthy behaviors, the Community Obesity Prevention Training (COPT) was designed to leverage the relationships that direct service agencies have with low-income populations to expand the reach of obesity prevention strategies. Through training and technical assistance, SNAP-Ed New York – Southern Finger Lakes Region encouraged partner agencies working with the SNAP population to become role models and SNAP-Ed Champions for Change, thereby implementing specific interventions that range from educational strategies to policy, systems, and environmental changes that result in individual and organizational level change.

One partner agency, the Food Bank of the Southern Tier, worked with SNAP-Ed New York – Southern Finger Lakes Region in 2020 to develop and implement a pilot text messaging program to expand communication and reach in their efforts to address food insecurity and hunger in local communities during a time of increased need. The Lansing Food Pantry in Tompkins County also adopted a text messaging system (hosted on the platform supported by SNAP-Ed New York – Southern Finger Lakes Region COPT PSE team members) to increase communication with their clients and facilitate access to healthy foods. To date, 50 families (including 100 children) and 20 adult individuals served by Food Bank of the Southern Tier in Tompkins County and the Lansing Food Pantry have been enrolled in the text messaging program. Text messages were sent to enrolled SNAP-eligible participants about accessing free food delivery, healthy recipes, and up to date information on the availability of fresh fruit and vegetables.

In the six county Southern Finger Lakes Region of SNAP-Ed New York, there are no organizations that provide free nutrition education and obesity prevention training to agency staff. Agencies that provide direct services to the SNAP population on a daily basis are integral in nutrition and obesity prevention messaging reaching the SNAP population.

SNAP-Ed New York Behavioral Health Specialist, Chris Kai-Jones, and Nutritionist, Lara Parrilla, developed the COPT, providing an overview of SNAP-Ed, what nutrition education looks like, and the different ways agencies can become involved in obesity prevention through different policy, system, and environmental initiatives. Beginning in August, the COPT team provided three trainings to CCE Associations in Steuben, Tioga, and Schuyler, reaching 45 staff across seven program areas.

The COPT has raised awareness of the importance of SNAP and SNAP-Ed in addressing food insecurity, hunger, and nutrition among the SNAP population. SNAP-Ed New York staff provide tools, materials, and technical assistance related to the implementation of key SNAP-Ed obesity prevention strategies. Although still in a pilot phase, it is evident that text messaging has become more important in reaching the low-income population as a result of COVID-19.

“During these unprecedented times we are very aware of the struggles that are existing within our communities. Job insecurity, food insecurity, family and financial struggles are happening with so many of our neighbors. SNAP-Ed in the Southern Finger Lakes region, and around the state, is working hard to connect with those who need our services and support. The new website www.snapedny.org is a small change that may make a big difference during this time.” – Justine Cobb, SNAP-Ed NY Project Director.



The average SNAP participation is 12%, with Chemung County representing the highest percentage at 17.1% and Yates County the lowest at 9.9%. The percentage of SNAP participation equates to a total of 22,313 households in the six county region receiving SNAP benefits. Additionally, within these same counties, 32.4% of adults and 17.3% of children and adolescents are obese (compared to the NYS averages of 25.5% and 17.2%, respectively.)



Formerly the Eat Smart New York program, SNAP-Ed New York provides nutrition education and obesity prevention services to the SNAP-eligible population to make the healthy choice the easy choice. In 2020 the introduction of SNAPedNY.org, provided a one-stop destination for those in need with the tools to shop for and cook healthy meals while on a limited budget. The new website is designed with the current times in mind, providing low-cost recipes, simple cooking videos, interactive lessons and tons of ways to save time, save money and eat healthy.

FVRx: fruit and vegetable prescription program

The FVRx program focuses on increasing access to affordable and local produce as a solution to preventing and treating chronic diseases – especially those related to obesity – as well as food insecurity. The program was piloted in 2019 for patients of the Finger Lakes Community Health (FLCH) clinic in Penn Yan. It was well received, and plans were made to expand the program frequency and reach in 2020; however, nobody anticipated a global pandemic that would interfere.

Nevertheless, the need for the program remained – even increased – as people struggled to eat healthy, move more, and stay well while following social distancing guidelines at home. SNAP-Ed New York – Southern Finger Lakes Region rose to the challenge by adapting the FVRx program for virtual learning. By doing so, 14 individuals were able to participate in an online learning environment, helping them to improve their eating habits, increase their intake of local and fresh fruits and vegetables, and strengthen their commitment to physical activity.

In the Finger Lakes Region, only one in seven adults consumes the recommended number of fruits per day, and only one in ten consumes the recommended number of vegetables. The rates of overweight or obese adults in Steuben and Yates Counties are 68.3% and 64.8%, respectively. In addition, 13.1% of residents in Steuben and 11% of residents in Yates struggle with food insecurity, making it difficult to have consistent access to healthy foods that would support a healthy lifestyle. Research indicates that having access to affordable fruits and vegetables – as well as strengthening a person’s skills around healthy eating – can help reduce the likelihood of obesity and as a result, chronic disease.

As SNAP-Ed New York was gearing up to begin the FVRx program in early 2020, the COVID-19 pandemic suddenly shut down schools, businesses, and in-person programming – making traditional delivery of the FVRx program impossible. Lessons were modified for virtual learning, including adapting presentation slides and activities. FLCH healthcare workers recruited eligible participants, utilizing food insecurity and diet-related chronic disease screening tools along with population health records of patients. Three local produce vendors were recruited for voucher redemption, despite the decreased accessibility to Farmer’s Markets created by the pandemic: The Windmill Farm and Craft Market in Penn Yan, Indian Pines Farm Market in Penn Yan, and Dave’s Produce in Bath. Vendors were trained on identifying FVRx vouchers and the process for redemption.

The weekly meetings included a lesson on healthy eating to help prevent disease and/or eating healthy on a budget, a physical activity topic with practice, and a cooking demonstration. Participants were mailed handouts, and vouchers to spend on fresh fruits and vegetables at the FVRx vendors. Two unexpected benefits of hosting the FVRx program on Zoom were that the participants gained knowledge, skills, and confidence with the use of technology and the Zoom platform. Zoom mimicked a real-life classroom, it allowed a sense of community to develop among the participants, enhancing the normalization of their newly-adopted, healthy behaviors. By partnering with local Farmer’s Markets, the FVRx program helped to support local agriculture and retailers, and strengthen the region’s economy.



At the beginning of the program, one participant declared that she “doesn’t do exercise.” By the end, she happily admitted that she had signed up for a local, online exercise class.

Another participant stated that she was indeed eating “a lot more fruits and vegetables” since the start of class, and that she believed the key to good health was “eating as many fresh fruits and vegetables as possible.”

80% of participants eat more fruits and 60% of participants eat more vegetables now than they did before attending the nutrition classes.

60% of participants also reported being able to access more healthy foods following completion of the series than before.

NUTRITION

Partnering with local agencies to get the word out

Partnering with local agencies provides a great way to provide our nutrition programming to participants, especially since COVID put a cramp in the normal recruitment process. Pat Lamphier, the Steuben County Expanded Food and Nutrition Education Program (EFNEP) educator, worked with the Pregnancy Resource Centers of the Valleys during August to provide tables of information at six sites.

The Pregnancy Resources Centers brought in registered families and gave out toys and books to children of all ages. The Pro Action Family Resource Center provided story time, finger painting and other activities. Pat was able to chat with 31 families and staff to explain what the EFNEP programming could offer them. The Resource Centers continued to refer families to the EFNEP program. Pat was able to learn that the families preferred meeting one-on-one or at the Family Resources Centers rather than on Zoom meetings. One pregnant mom of two small children said she was interested in a one-on-one meeting following the birth of her baby. Pat was grateful to be able to enjoy some in-person communication.

Pat maintains contact with these agencies by providing them with her monthly EFNEP newsletter and encouraging them to send her referrals of families who would like nutrition education. In early October she was able to attend the Family Resource Center's in-person event to showcase apple information. She says, "These past months have been challenging and ...working with phone and virtual learning has been very tiring for the staff and families. Staff report that families want the human connection."



Going virtual

2020 presented a host of new challenges for the EFNEP program. For approximately six months no in-person networking, recruitment, classes, or presentations were possible. CCE protocols developed in response to NY on Pause COVID-19 guidance relegated staff to their offices or homes.

In lieu of nutrition education classes with participants, staff pursued professional development training, and revision of teaching materials. As a result, curricula were adapted for remote electronic delivery using Zoom. Staff developed technical skills to enroll participants via Qualtrics, and provide nutrition education using PowerPoint slides with guided discussion. Enrollment procedures and data collection were implemented such that both virtual and face to face classes, where possible, can continue.

Steuben educator Pat Lamphier created a video food demonstration that was not only fun, but also drew over 75 views.



Fighting financial challenges with Money Mentors

Following the onset of COVID in 2020, there is sure to be an economic impact on many household finances in the future. To expand the outreach beyond the one financial educator on staff, CCE Steuben implemented the **Master Money Mentor** program. In these tough economic times, the Cornell Cooperative Extension **Master Money Mentor** program has been developed to assist people with their personal finances. Similar to the Extension Master Gardener program, **Master Money Mentors** seek to help families with low to moderate income who are struggling financially. The program is a coordinated referral network designed to match coaching mentors with people needing assistance around financial issues and to promote positive financial practices. Participants in the program receive one-on-one assistance in developing spending plans, organizing financial

records, understanding credit, and planning for the future. During the Fall of 2020 we successfully trained and on-boarded 15 new Master Money Mentors.



Cornell Cooperative Extension of Steuben County aims to help build strong families and vibrant communities. The Financial & Consumer Education Program aids in this mission by educating individuals to make sound financial decisions and to improve the quality and stability of their lives. We help empower low and moderate-income households who are especially vulnerable to financial setbacks and have less disposable income.

The financial program includes education for low-income households as well as instructional workshops for the public on topics such as budgeting, credit, and estate planning. Our goal is for people to acquire the knowledge, skills and motivation to build financial security. We focus on behavioral change, starting with achieving financial self-sufficiency, then stability. The ultimate goal, financial security, is the cornerstone of prosperous communities, and strong families. Self-sufficiency is the first step in achieving financial security - the ability to be on their own financially without depending on friends, relatives or government programs.

During 2020 the financial program offered 58 financial classes and provided 15 individual budget coaching meetings.



Amy Irvine, CFP®, EA, MPAS®, CCFC Rooted Planning Group

Amy Irvine has been a very dedicated volunteer for CCE Steuben for many years. She is a financial planner and the owner of Rooted Planning Group of Corning that now boasts a multi state office with all women professionals. She became a financial budget coach, served on our Board of Directors, and worked with CCE Steuben to develop the annual Southern Tier Women's Financial Conference which has grown over seven years to over 100 women in attendance.



In 2002, she decided to go back to college to obtain her education requirements to sit for the Certified Financial Planner™ designation. It was during that time that she saw an advertisement for Financial Management volunteers. As Amy tells it, she barely waited a few seconds to inquire. What a perfect opportunity to get out in the community and share her knowledge.

Amy believes the financial education program offered by Steuben County - CCE is critical to the local economy. Where else can people go to get help with budgeting or find out about resources they might be eligible for?

FINANCE



4-H GROWS HERE

Market Animal Sale thrives

In spite of the COVID challenges that 2020 presented to us, one *very* positive outcome of the year was the 2020 Steuben County 4-H & FFA Market Animal Sale!



Similar to previous years, the Market Animal Sale was held in-person. Without knowing what the NYS guidelines were going to be in August, a final decision couldn't be made until July. The uncertainty of the Sale resulted in many 4-H members channeling their resourcefulness and resilience as they independently marketed their animals, successfully finding buyers from across the state. Due to the huge demand for local meats and outstanding support from the local community and generous buyers, youth who sold independently and as part of the Market Animal Sale, held during the 2020 Steuben County Fair's Drive-Through Event, received well above market prices for their project animals. Despite overbooked processors, the long-standing reputable relationship the Steuben County 4-H Market Animal Sale Program has with local processors proved not to be an issue for buyers looking to have their animals processed. In addition to returning buyers, 2020 brought many new buyers that came out to support the 4-H members, which was wonderful to see.

A huge thank you to Empire Livestock Marketing in Bath for their continuous support, Fair Manager, Nick Pelham and Market Animal Sale Committee Members, Sabrina Elliott, Robert Nadjadi, Julie Reep, Jennifer Hammond, Teresa Chapman, Braxtyn Elliott, and Alyson Chapman for making this an opportunity for the local Steuben County 4-H Members.

County Fair reimagedined

County Fair is the highlight of many of our 4-H youth's summers. 2020 proved to be a challenge as 4-H Staff worked with the Steuben County Fair Board to reimagine what Steuben's 201 County Fair could look like. Being one of the later county fairs in New York created the opportunity for some live 4-H animal exhibits to be viewed by the public in the Fair's drive-through event.

Steuben's 4-H Staff worked creatively and diligently to create a platform for 4-H Animal Breed Shows and Showmanship competitions to be offered virtually. Youth simply uploaded their pictures or videos onto the designated website and were placed by a judge. Youth Building exhibits were physically dropped off for evaluation by a team of judges who reviewed, provided feedback and awarded appropriate ribbons. Top projects were identified as eligible for the New York State Fair and will be invited to be on exhibit at the New York State Fair in 2021.

There were **180** 4-H members who participated in the 2020 Cheese Fundraising Sale. Overall they had a record breaking year and raised **\$48,450.75** with a profit of **\$9,429.60**. All proceeds benefits the Steuben County 4-H Clubs and 4-H Program Activity Fund.



Steuben youth excel at shooting sports

The Steuben County 4-H Shooting Sports program continued in 2020 with a couple of events. A wildlife habitat education program (WHEP) virtual competition took the place of being at State Fair in August. Youth had to identify an animal pelt, know what area the animal lived in and what they eat. It was scored on time and accuracy. Steuben youth placed in the top three in each level. At the Senior level a Steuben youth placed first overall. At the Junior level Steuben took the top three.

The Air Rifle Postal Match competition was set to start in early spring of 2020 but, as a result of the pandemic, the deadline was extended until December. The match provided targets and challenged the youth, requiring them to follow specific distance and time guidelines as well as a limited number of shots. They fired from three positions: standing, sitting (bench) and laying (prone). Upon completion the targets were sent to Warren County for judging.

Eight Steuben County youth competed, all in the novice level. Respectfully, Steuben youth finished first and second in the standing competition, first, second and third in the sitting (bench) position, and first in the laying (prone) position.



Steuben County 4-H members & volunteers receive awards

Each November the nearly 400 Steuben County 4-H members gather to receive a variety of awards they have earned with their projects throughout the year. But 2020 forced Achievement Night to look very different. This year in lieu of an in person gathering, the CCE Steuben 4-H/Youth Development Program recognized the youth by placing 4-H yard signs in front of every 4-Her's home. Nearly 250 signs were placed in the yards around the county where a 4-H youth lives. They were purchased with the generous donations from 27 donors who believe in the power of our youth and the strength of the 4-H program.



My time and experience in Steuben County 4-H has motivated and prepared me for my future. My name is Victoria Kelly, and I am the daughter of James and Marla Kelly of Howard. I graduated from being homeschooled last spring. This fall I became a freshman at Hillsdale College in Michigan planning to major in Political Economy within the Pre-Law program with the intent to become a Constitutional lawyer and perhaps someday run for political office.

Through my ten years as a 4-H member, the opportunities I have had, including attending Citizenship-Washington Focus and serving on the teen planning committee for Capital Days, made clear to me that I have a passion for civic engagement. I would like to thank the leaders, volunteers, and educators, as well as my peers, who encouraged me to pursue public presentations and leadership roles such as serving as a STARR roundtable leader and a Career Explorations Focus Assistant. All those experiences awoke in me a love for speaking up for what has made America great and for helping others. I have no doubt that what I have learned in 4-H will serve me well as I pursue my dream career.

I can definitely say 4-H has been a highlight of my youth. I will never forget the clothing revues, the leadership retreats, the club meetings, the county and state fairs, the variety of project areas I dabbled in, or the people I shared my time in 4-H with. Through and beyond college, I plan to stay connected and give back, whether as a public presentations judge or a home economics and horticulture instructor; and I hope that my future will make my club and my county 4-H program proud.

We thank our generous donors!

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Our volunteers are amazing!

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Ariel Kirk
Agriculture Educator



Margaret Lund
Cornell
Vegetable Team



Hans Walter-Peterson
Viticulture
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Robert W. Shirley III
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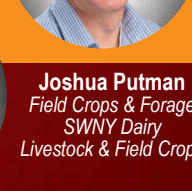
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Dairy Management
SWNY Dairy
Livestock & Field Crops



Amy Barkley
Livestock Specialist
SWNY Dairy
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Katelyn Walley-Stoll
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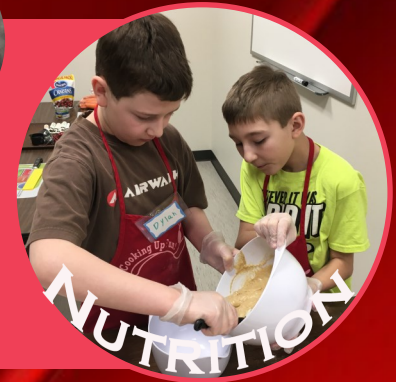
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Program



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Jenny Groen
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Our Funding Sources

Where does Cooperative Extension get money to operate in Steuben County?

FEDERAL - 22%

| | |
|------------------------------|---------------------|
| Smith-Lever | \$ 16,905.36 |
| FLESNY SNAP Ed Program | \$240,583.47 |
| EFNEP Nutrition Program | \$ 49,614.54 |
| TOTAL FEDERAL SUPPORT | \$307,103.37 |

STATE - 32%

| | |
|----------------------------|---------------------|
| County Law 224 Formula | \$ 63,845.95 |
| NYS Farm to School Grant | \$ 18,730.09 |
| State Fringe Benefits | \$357,870.37 |
| TOTAL STATE SUPPORT | \$440,446.41 |

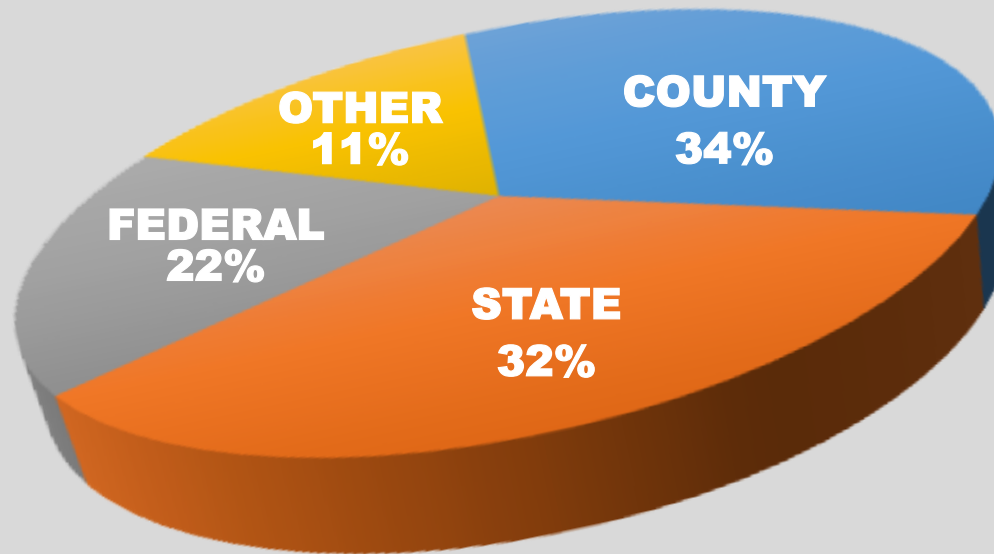
COUNTY - 34%

| | |
|------------------------------------|---------------------|
| Appropriation And Space Allocation | \$474,000.00 |
| TOTAL COUNTY SUPPORT | \$474,000.00 |

OTHER SOURCES OF SUPPORT - 11%

| | |
|--|---------------------|
| Enrollment and Program Fees | \$ 16,558.65 |
| Sale of Equip, Printing Reimbursement, Rental Income, Sale of Publications, Fundraising and Dividend/Interest Income | \$ 47,327.74 |
| Contributions | \$ 40,103.42 |
| Specialist Contract Support from Cornell University | \$ 4,376.00 |
| Special projects (funded by other funds through Cornell University) | \$ 5,000.00 |
| Special projects (funded by local agencies or other sources) | \$ 44,271.71 |
| TOTAL OTHER SOURCES OF SUPPORT | \$157,637.52 |

TOTAL SUPPORT - 100% \$1,379,187.30



Cornell Cooperative Extension | Steuben County

SNAP-Ed New York
SAVE TIME. SAVE MONEY. EAT HEALTHY.

EFNEP
Expanded Food and Nutrition Education Program



Cornell Cooperative Extension | Steuben County