



Cornell University Cooperative Extension Allegany & Cattaraugus Counties 2011 Annual Report

*The Cornell University Cooperative Extension education system enables people to improve their lives and communities through partnerships that put experience and research based knowledge to work.
Cornell University Cooperative Extension provides equal program and employment opportunities.*

Southern Tier Wellness Partnership

The Southern Tier Wellness Partnership is made up of Health Educators and community members from Allegany, Cattaraugus, Chautauqua, and Erie Counties.

Tri-County Tobacco Control is an initiative to reduce the burden of tobacco use in Chautauqua, Cattaraugus, and Allegany Counties. STWP was awarded the 5-year grant initiative that started in 2009. The Community Partnership's goals include: 1) To restrict the number, location, and/or type of retailers that sell tobacco products within a municipality jurisdiction, 2) Increasing the number of local laws, regulations and voluntary policies that prohibit tobacco use in outdoor areas including municipalities, public parks, beaches, play grounds, clubs, college campuses and outdoor areas of businesses, hospitals and other medical facilities, recreation areas, and in proximity to building entry ways, 3) Providing coverage of earned media and place paid media in support of statewide tobacco control initiatives, 4) Decreasing the social norm of tobacco by providing grass roots education to elected officials, community members, organizations and parents within the three counties, regarding the dangers of point of sale tobacco product marketing.

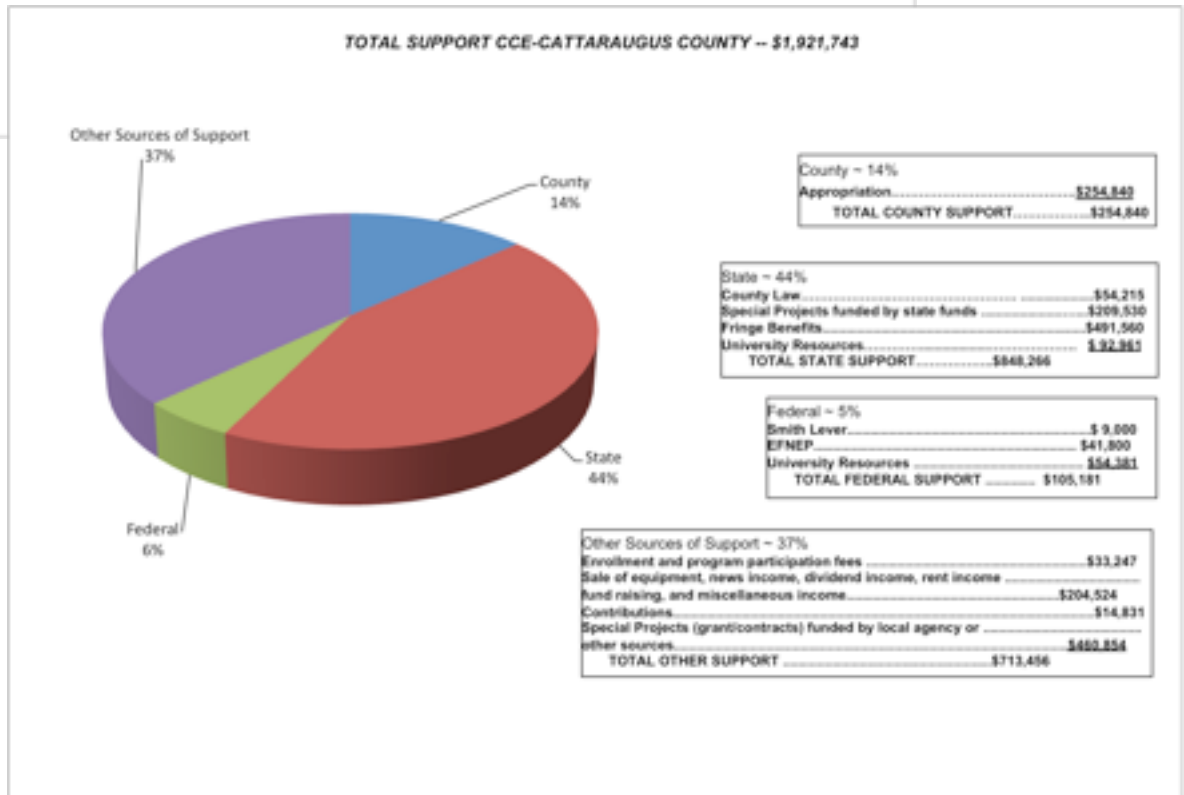
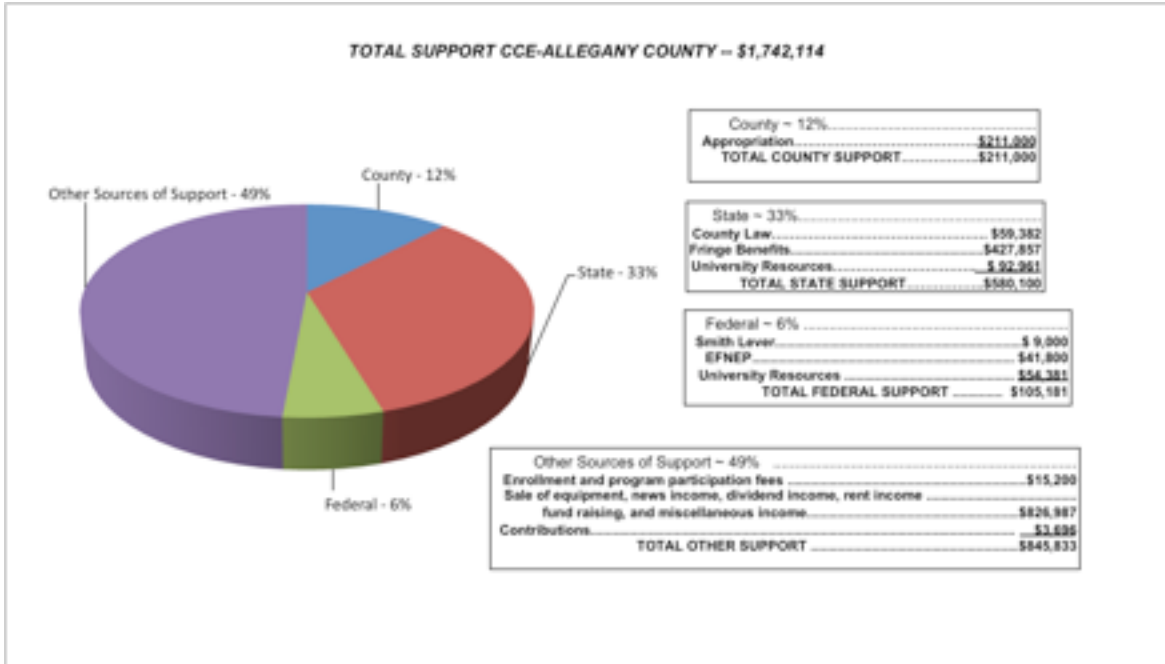
Complete Streets is a 5-year grant initiative awarded to STWP in 2008 that is geared to help municipalities in Cattaraugus and Allegany Counties build the infrastructure needed to develop streets that invite physical activity. So far the grant has

worked with the communities of Gowanda, Wellsville, Hinsdale, Cuba, Angelica, Alfred, Independence, and Portville. The initiative will focus on helping municipalities pass a "Complete Streets" policy which asks transportation planners and engineers to consistently design and alter the rights-of-way with all uses in mind (including bicycle, pedestrian, and persons with disabilities). The policy will focus on new construction, reconstruction, and maintenance projects. STWP would like to engage community members, local business owners, and media outlets, stakeholders, elected officials, law enforcement, and non-profit organizations, who are interested in making a more walkable community. So far, the Villages of Gowanda and Cuba, and Towns of Hinsdale and Independence have passed the Complete Streets Policy.



The Asthma Coalition of WNY is a NYSDOH grant that is subcontracted from the Western New York Public Health Alliance, Inc. that strives to educate and help the families whose children live with asthma in the 8 county region of WNY. Currently the Asthma Coalition connects Certified Asthma Educators with families and groups in need of asthma education and training to help children live a better life. Currently the Coalition has asthma specific medical supplies for little or no cost that help aid in the use of medication, reduction of asthma triggers, and education. Supplies such as nebulizers, hypo- allergenic bedding, pet dander wipes, spacers, Asthma Action Plans, brochures, and coloring books are readily available. In the past six years the Coalition has given out supplies to over 300 families, schools, and health care professionals.

2011 Sources of Allegany and Cattaraugus Counties Financial Support



In Appreciation

- Thank you to all our 2011 Membership/Enrollment Donors

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Tammy Hurd-Harvey, Almond, NY – In memory of Abby Hurd
Fillmore FFA c/o Fillmore Central School, Fillmore, NY
Gloria Burton, Olean, NY – In honor of miniature horse Lover Charity

Agriculture & Natural Resources

The Master Gardener Program has been developing and expanding its programming in both children's and adult hands-on programming. Traditionally our program has allowed us to answer horticulture questions from our residents, which we still do, however we have become a more prominent presence in the community by offering the public more opportunities to share the knowledge of our varied and skilled Master Gardeners through local presentations, large scale events and hands-on programming. While we will continue to expand in these areas, we are always looking for areas where our presence has not been felt or where we can do more to get the gardening word to everyone.



This has been a year of new partnerships and expanded collaboration with current partners through both our Commercial Berry and Vegetable Programs. We have just recently signed on with the Cornell Regional Commercial Vegetable Program in response to the need for sound advice to our large scale vegetable growers. These growers usually have special circumstances that our Master Gardener Program is not equipped to handle, so this partnership is critical to meet these producers' needs. As always, we are listening to what our residents feel are their greatest concerns and potential new markets and we have teamed with Cornell University faculty to provide a day-long Commercial Berry Growers Workshop for the whole Southern Tier and Northern

PA. While traditional farming may be slowing or even in some sectors being reduced, we are offering ways to diversify or to change venue entirely with expert advice. In the coming years we will continue to listen and respond to our local populations demands and build more partnerships to meet their goals.

Integrated Pest Management (IPM) is a multi-disciplinary approach to pest management that uses knowledge from many disciplines to enhance profitability, optimize environmental stewardship, and protect human health. IPM practitioners base decisions on information collected systematically, as they integrate economic, environmental, human health, and social goals. At Spring and Fall field meetings throughout the Southern Tier, Cornell Cooperative Extension- Allegany / Cattaraugus Counties has demonstrated the central IPM principles. Demonstrations are followed by discussions with the farmers about practices they have used successfully and ones with less than optimal results. Blending university research with real on farm experiences enhances the adoption and use of IPM practices.



The interest in organic production continues to rise in both the general public and the farm community in our area. This year Cornell Cooperative Extension- Allegany / Cattaraugus Counties offered both classroom workshops and pasture walks focused on organic production. A combination of presentations included organic information from university research, organic agribusiness talks and local organic farmer talks and demonstrations. These meetings

helped participants gain more insight on organic production and how they can enhance their current organic production or start organic production.

Agriculture continues to change and develop as technology and production practices are refined. Cornell Cooperative Extension is following this same process as we look to redefine our role in the agricultural community. Extension agricultural staff continues to be involved in training activities that provide an opportunity to bring the latest in those production and management practices to the programs offered within our counties. The latest in a Northeast Grazing Training program has offered



insight into grazing management and evaluation practices which have the potential of taking producers to the next level of managing livestock and pasture production. Technology in the form of webinar programming has made it possible to bring educational presentations by experts to local offices and at home computers without the expense of travel and the extreme time required.

As agriculture evolves, Cornell Cooperative Extension will continue to strive to meet the changing needs of farmers and the agricultural communities in Allegany and Cattaraugus Counties. Expanded new audiences are reached through beginning farmer trainings. Beginning a Successful Small Farm Operation offers an introduction to agriculture; providing an overview of agricultural opportunities; basic understanding of soil as the foundation of farming; introduction to principles of

business systems and taking inventory of resources to help attendees match their interests with available resources.

Animal production workshops are offered for dairy, livestock and poultry producers to address changes in technology and means of enhancing profitability. Understanding regulations for direct marketing of farm products can be a barrier to both new and existing farms. CCE's compressive workshops covering rules and regulations for sale of farm and certified kitchen products direct to consumers help to meet the growing demand for locally produced foods. Consumer education is also key to expanding the direct marketing opportunities for local agribusinesses. Programs such as the Rural Living Expo, Harvest Week, Visit the Farm Day and the Buy Local Challenge bring producers and consumers together.

With forest covering 65% of land resources, programming for forestland owners is a growing area of interest. The annual Rural Landowners Workshop daylong seminar covers forest management, wildlife and water quality issues. The Game of Logging training is a safety education program, sponsored through a grant from the NYS Health Department, 10 farmers where able to participate in this hands-on training. Ties to the Land: Planning for the Future of Your Woodlands a facilitated workshop on succession planning explored the human side of estate planning with focus on maintaining family ties to the land from generation to generation, building awareness of the key challenges facing private woodland owners, and motivating families to address these challenges. To maintain a healthy, living landscape in our communities, these challenges need to be addressed.



Family Consumer Sciences

Living Smart in Allegany and Cattaraugus Counties

Things are tough all over. As you look around our community you have probably noticed the little things that all point to what is going on in our economy. Home repairs and painting being put off, cars being driven longer, fewer flowers, lights and decorations in the yard are all easy to identify indicators of the economy. For some folks it's these types of expenses that have to be cut when things get tight. But, unfortunately for far too many folks in Allegany and Cattaraugus Counties it's much worse. Providing the basics of food, clothing, shelter and medical care has become a growing problem among our residents. People have to choose every day, to eat or take their medication, to pay the utilities or the rent. They just don't have enough money to go around.

High poverty levels in both counties at 17.2% in Allegany and 14.8% in Cattaraugus County as compared to 14.2% for NYS is a growing problem. Increased unemployment, up 62% in the past 5 years, along with ever increasing cost of basic living needs has resulted in a rapidly growing group of newly

poor. What this means is that people who have never had to get help with WIC, HEAP, Food Stamps or other assistance programs are growing.

USDA, NYS Department of Social Services and Cornell University provide Allegany & Cattaraugus Counties CCE with funding to teach "Life Skills" to those in our community that are struggling with loss of income or inadequate income. This means that last year 520 families with over 1500 individuals in those families were impacted by the Living Smart program in Allegany and Cattaraugus Counties. Families, individuals and Senior Citizens are given the opportunity to participate in a series of 6-12 Life Skills lessons. The topics of these lessons are determined by the individual needs of each participant. The program focuses on Food Security, Nutrition, Budgeting, Physical Activity, and Stretching Food Dollars. Over 3,000 different lessons were taught to Living Smart Program participants. Living Smart can and does make a positive impact on the individuals who participate in the program. Some good examples include:

87% of participants improved their Food Resource Management skills and practices.

90% of participants improved their Nutrition practices and choices.

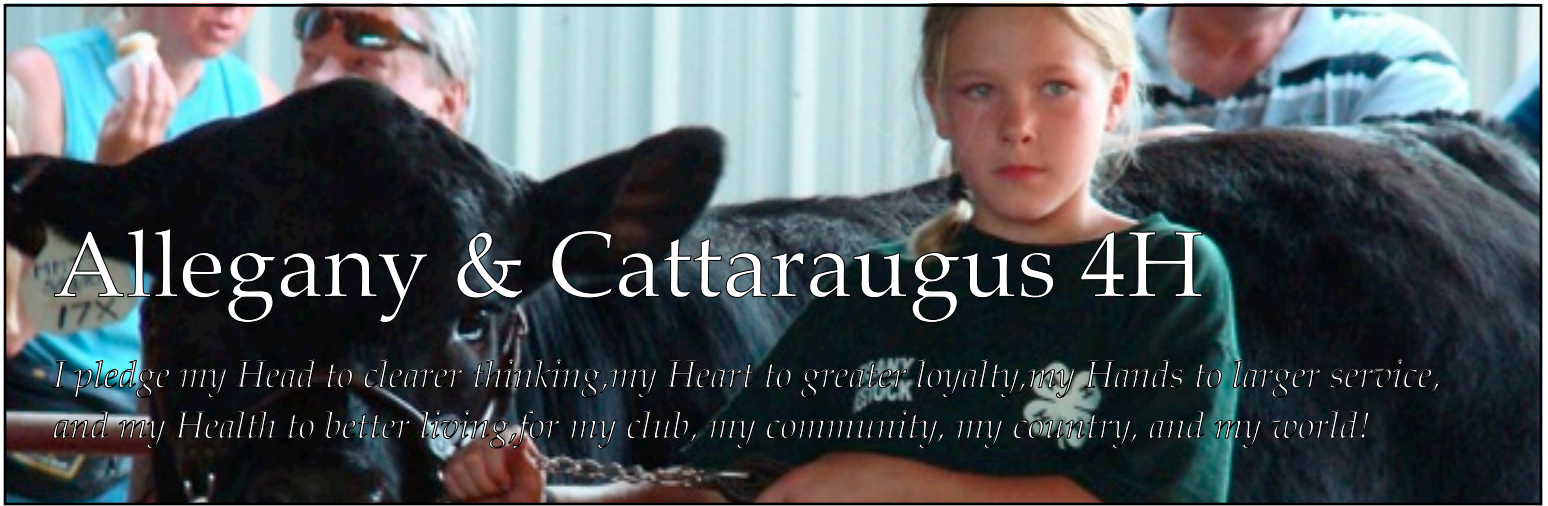
78% of participants are using the "Nutrition Facts" on food labels.

75% of participants started using sale ads when planning meals and shopping for food.

73% of participants planned meals ahead of time to save money and eat healthier.

What it all comes down to is that CCE Allegany & Cattaraugus Counties is making a positive impact on the families and individuals we serve. Through the Living Smart program, we are able to help people become healthier, physically, financially and nutritionally.





Allegany & Cattaraugus 4H

I pledge my Head to clearer thinking, my Heart to greater loyalty, my Hands to larger service, and my Health to better living, for my club, my community, my country, and my world!



Bicycle Safety - Students who attended an educational program on bicycle safety were taught the answers to these questions and many others. 4-H Program Educator Michelle Sloat, Youth Bureau Director Linda Edwards, Western New

York and Pennsylvania Railroad Police Chief Tim Walsh and NYS Department of Transportation Highway Maintenance employee Scott Sloat provided information on bicycle and railroad safety to fifth graders at Wellsville and Scio Central School. Approximately 200 5th grade students were reached through out Allegany County with the message on Bicycle Safety, thanks to the combined efforts of 4-H, Youth Bureau, Department of Transportation and the Wellsville Police Department as well as the Western New York and Pennsylvania Railroad.

Farmer Grows a Rainbow - This year from June 13th to the 20th 4-H was represented in 10 different schools in the Allegany County area. We served 300 youth ranging in ages of 8-10 years and 50 ranging in ages of 5-7. The Farmer Grows a Rainbow focuses on Agriculture, making the youth more aware of where their food comes from and its nutritional value. The

program was well received in all schools and we have been invited back to participate next year.

Creative Gardening - Cattaraugus County 4-Hers took an idea of using things around the house to create an urban garden. Using everything from giant plastic trucks to hollowed out tree stumps, 4-Hers grew flowers, fruits and vegetables. Not only did these gardens show their creativity, they show everyone that you can grow in a garden in a small area. The 4-Hers used

wagons and used gutter pipes to create moveable gardens using hay bales and the gutters themselves to grow tomatoes, peppers,



cucumbers and other vegetables. The only rule was they had to grow the flowers, fruits, and vegetable themselves and bring their projects to the county fair in July/ August. We had a super display for fair goers this year. Using only the seeds that we provided, the 4-Hers grew the best display of a variety of plants in the most unique containers. Led by Don Howe, a 4-H volunteer from Delevan, the group plans to grow a bigger variety and more unique display for next year's fair.



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