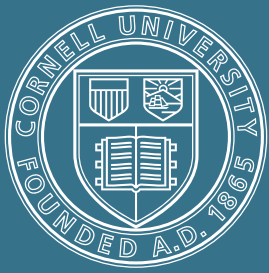


Annual Report 2018

# Investing in Broome

Cornell Cooperative Extension | Broome County





# We're a good investment

Cornell Cooperative Extension of Broome County uses Cornell University's world-class research and statewide Cooperative Extension network to invest in the lives and well-being of all Broome County residents.

We work with campus faculty and Cornell's agriculture, environment, nutrition and 4-H youth development teams to invest in a vibrant, healthy and economically strong Broome County.



# Director's Message

## Investing in our community



Our mission is to put knowledge to work in pursuit of economic vitality, ecological sustainability and social well-being. We work with Cornell Cooperative Extension's statewide network and Cornell University's agriculture, environment, nutrition and 4-H youth development teams to invest in Broome County. But what does this really mean? What does that look like in practice?

We think it means that Cornell Cooperative Extension (CCE) of Broome County is investing in our community's future. We think it looks like the photos you'll see and the work you'll read about here in our 2018 Annual Report.

Our CCE Broome team of subject matter experts and educators is committed to investing in the economic vitality of Broome County. Our 4-H Youth Development, Ag in the Classroom, Farmers Market, Commercial Kitchen, Taste NY, Animal Livestock Market, Junior Master Gardeners, Career Bound, Nutrition Education and Environment programs are connecting young people to exciting agriculture and agribusiness careers, inspiring tomorrow's engineers, scientists and entrepreneurs and investing in Broome County's workforce. Our Empire State Afterschool Program, RootED, in partnership with Binghamton City School District, is promoting science, technology, engineering, arts/agriculture and math (STEAM) careers among Binghamton's high-need, at-risk youth.

We use cutting-edge research from Cornell University in robotics, plant sciences, food production, manufacturing and distribution to assist farmers, growers and investors in taking the lead in New York's emerging industrial hemp industry. Our campus on Upper Front Street is a gathering place where county residents and visitors to Broome County can shop at the Farmers Market or spend the day in the Cutler Botanic Garden to learn about horticulture and environmental issues. The Taste NY store and the Agricultural Development Center, adjacent to Interstate 81 and on our campus, provide a convenient location for workshops and conferences on stimulating new business development.

We are particularly grateful to Broome County Government for their support of our programs. The County's appropriation is the base funding enabling us to leverage all other programming dollars. New York State Senator Fred Akshar, Assemblywoman Donna Lupardo and Assemblymen Clifford Crouch are championing our programs and working tirelessly to promote Broome County. We are honored by our partnerships with NYS Department of Agriculture and Markets, New York Farm Bureau, Greater Binghamton Chamber of Commerce and The Agency, Broome County IDA/LDC. Cornell University's South Central New York Dairy and Field Crops Team is helping enhance the profitability of farms, helping producers achieve business goals and ensuring environmentally responsible practices.

Together with all our partners and talented cadre of over 500 volunteers, we are investing in healthy food systems, workforce pipeline, sustainable environment and economically secure future for all Broome County residents.

A handwritten signature in black ink that reads "Victoria L. Giarratano".

Victoria L. Giarratano  
Executive Director



# Board of Directors

## Cornell Cooperative Extension of Broome County

Cornell Cooperative Extension believes in shared leadership through locally elected Boards of Directors and active program development committees. Cornell Cooperative Extension applies research from Cornell University to strategically develop and implement programs to meet county priorities and critical community issues.

**SHARON COLLETT, President**  
*Recruitment Specialist, Lourdes Hospital*

**JESAN SORRELLS, Vice President**  
*Owner/Principal, Human Services Consulting & Training*

**ANNE CATALANO, Secretary**  
*Investment Services Manager, Tioga State Bank*

**ARBY SWIFT, Treasurer**  
*Retired Vice President, Farm Credit East*

**SCOTT BAKER**  
*Broome County Government Representative*

**GAIL KOVAC**  
*Retired Teacher; Master Gardener*

**DANIEL LING**  
*Retired United Methodist Minister*

**SARAH MANASSE**  
*Vice President, Key Bank*

**MARY MATWEY**  
*Retired Computer Systems Administrator  
Master Gardener*

**CINDY O'BRIEN**  
*Broome County Government Representative*

**PAUL O'CONNOR**  
*State Specialist, Cornell Extension Administration*

**JOHN POLLOCK**  
*Partner, Levene Gouldin & Thompson, LLP*

**PETER REYNOLDS**  
*Owner/Operator McRey Farm*

**KELLYANNE TRUESDALE**  
*Assistant Vice President, Business Banking Officers  
NBT Bank*

**JAMES WARD**  
*Attorney, Law Offices of James D. Ward*

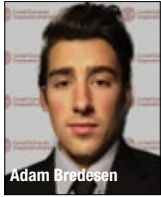
**JUDI WHITTAKER**  
*Co-owner, Whittaker Dairy Farm*

**AL VOS**  
*Associate Professor of English, Binghamton University*



# Staff

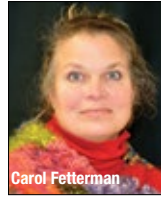
## Administration



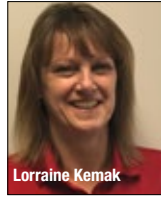
Adam Bredesen



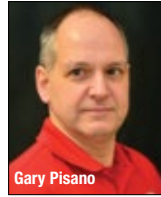
Dan Cargill



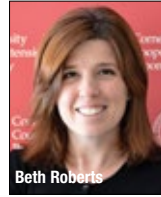
Carol Fetterman



Lorraine Kemak



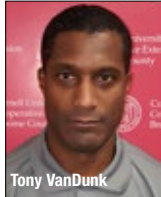
Gary Pisano



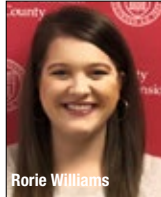
Beth Roberts



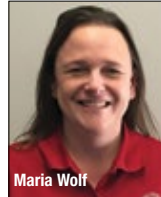
Joy Pragacz



Tony VanDunk



Rorie Williams



Maria Wolf



Jean Zilnik

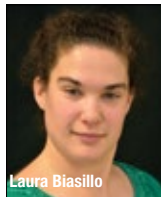
## Agriculture and Agribusiness



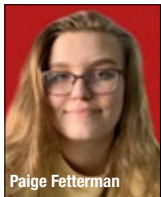
Sarah Atwood



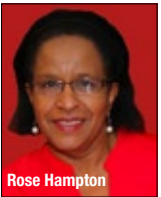
Brian Aukema



Laura Biasillo



Paige Fetterman



Rose Hampton



Katherine Klecha



Kristen Lotsman



Molly McManus



Penny Penrose



Megan Truesdail



Amy Willis



Sonja Wixom



Linda Svoboda



Linda Svoboda



Josh Enderle



Kevin Mathers

## Horticulture

## Environment

## 4-H Youth Development



Kelly Adams



Nichole Anderson



Kelly Campbell



Jake Daly



Anne Glasgow



Morgan Hill



Dakota Latham



Victoria Londner



Kelly Mabee



Amanda Marquez



June Mead



Kimberly Rose



Tom Tasber

## Nutrition Education



Kathleen Cook



Alyssa Joyce



Jenna Matthews



Rachel Parsons



Ann Supa



Kelly White

## Community Development



Asia Ambler



Holly Tracy-Bronson



Cindi Conway

# Finance Overview

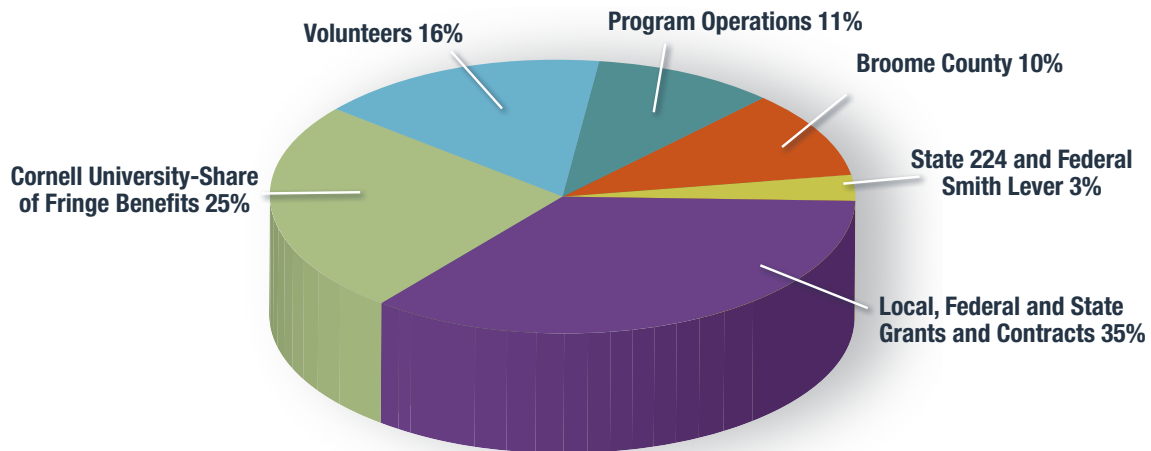
## 2018 Financial Support/Funding Sources

### Cornell Cooperative Extension of Broome County leverages Broome County tax dollars to benefit the county's economic vitality and invest in the well-being of its residents

In 2018, it is estimated that each dollar of county funding to CCE Broome County will be matched by \$8.74 in additional financial, volunteer and Cornell University fringe benefit cost share resources. CCE Broome's fiscal year ends December 31. Because this report is published prior to fiscal year end, this graph does not represent the actual revenue for 2018. It is based on the estimated 2018 budget.

#### 2018 FUNDING SOURCES

- 35% Local, Federal and State Grants and Contracts**—Direct program delivery
- 25% Cornell University—Share of Fringe Benefits**—The value of the employee fringe benefit costs covered by Cornell University
- 16% Volunteers**—500 volunteers donated over 25,000 hours of their time and expertise valued at \$617,250
- 11% Program Operations**—Includes donations, user fees, interest earnings and transfers
- 10% Broome County**—Operations and direct program delivery
- 3% State 224 and Federal Smith Lever**—Direct program delivery



Cornell Cooperative Extension of Broome County is a subordinate governmental agency with an educational mission that operates under a form of organization and administration approved by Cornell University as agent for the State of New York. It is tax-exempt under section 501(c)(3) of the Internal Revenue Code.

The association is part of the national Cooperative Extension System, an educational partnership between County, State and Federal governments. As New York's land grant university, Cornell administers the system in this state. Each Cornell Cooperative Extension association is an independent employer that is governed by an elected Board of Directors with general oversight from Cornell. All associations work to meet the needs of the counties in which they are located as well as state and national goals.

*Cornell Cooperative Extension actively supports equal educational and employment opportunities. No person shall be denied admission to any educational program or activity or be denied employment on the basis of any legally prohibited discrimination involving, but not limited to, such factors as race, color, religion, political beliefs, national or ethnic origin, sex, gender/gender identity, transgender status, sexual orientation, age, marital or family status, protected veterans and individuals with disabilities. Cornell Cooperative Extension is committed to the maintenance of affirmative action programs that will assure the continuation of such equality of opportunity.*



# Agriculture and Agribusinesses

## Investing in our community

### Regional Farmers Market

The relationships built through the Broome County Regional Farmers Market with community partners, the connections made between vendors and customers, and the commitment to Broome County to bring local products into the market have forged a path for sustainable growth. By investing in local agriculture, the Farmers Market has become a model for community outreach, a food hub for county residents and visitors.

The market is a vibrant and lively place each Saturday, as customers build relationships with the people who grow their food. Customers learn how foods are grown, how to prepare and store them. They visit with Java Joe's Roasters to learn about how locally roasted coffees are produced, how Shamrock Creek makes a wide variety of sugar scrubs or soaps. Infiniti Greens and Parlor City Vegan feature the finest, freshest and delicious products in the area. The line that forms out into the walkway and out the door, as people wait patiently for fresh-baked quiches, cookies and cake from the Mad Batter.

Kaelan Castetter from Innovative Bottling, who started this business as a Binghamton University student, says that the Farmers Market is responsible for almost 50% of his overall sales. Kaelan says that by launching his business in Farmers Market has really paid off, by being able to expand his business and build wholesale customers by creating product compilations with Java Joe's, Shamrock Creek and Infiniti Greens.

Joe Rigoroso of Infiniti Greens, also a former BU student, recently won a \$10,000 first place prize in the NYS Business Plan Competition. Joe says, "With the knowledge and revenue we gained at the market, we created a compelling business plan and won. We believe the Broome County Regional Farmers Market will play a big role in shaping our future."

Shamrock Creek Farms has expanded their product line to the point of allowing owner Patricia McMahon to quit a previous full-time job to focus on the family business. Patricia now sells in two TasteNY stores and has customers from all over the United States who order from her online due to the product visibility gained at market.

Mad Batter followed a dream and hasn't looked back. Kathy Haynes and her sister now rent the Commercial Kitchen to make their delicious treats for market and Taste NY stores. Kathy states "At the Broome County Regional Farmers Market, we have met and collaborated with the most amazing other local businesses—dairy farmers, beekeepers, egg producers and farmers who grow the most amazing produce, fruits and herbs. It's an honor to be associated with all of them and a pleasure to work together to make the market a real destination."

The Broome County Regional Farmers Market at Cornell Cooperative Extension is a destination for local customers, local farmers and local ideas—a place where collaborations create products that are one of a kind. There is a feeling of investment that comes with the social experience that's putting culture back in agriculture!





## Commercial Kitchen

The Commercial Kitchen at the Broome County Regional Farmers Market has continued to assist local farmers create agribusinesses. Producers are using the commercial kitchen to create, expand and get assistance with the steps needed for a New York State Department of Agriculture and Markets 20-C license for Food Service Operation. The Commercial Kitchen is working with more and more new producers and growing small businesses throughout Broome County.

One of the newest businesses getting its start at the Commercial Kitchen is Go Victual, recently approved for its 20-C license. The business owner reached out with an idea for healthy food options that were ready to eat, fully cooked, with an online purchasing piece. Go Victual is now connected to Taste NY and will soon be in production both Taste NY stores in Broome County. Commercial Kitchen and TasteNY staff worked closely together to help Go Victual come to fruition and become a new small food based business in Broome County.

The Commercial Kitchen has also established a very successful educational program nurturing and growing a love of cooking for Broome residents, adults and children. Classes are offered by the Underground Baker. The Underground Baker conducts classes on homemade pasta, cookies, cake decoration, breads, brunch and dinner items. During 2018, CCE Broome's very own Master Preserver, Ann Supa, conducted preservation and healthy eating classes for nearly 400 Broome residents. Through our insured and professionally trained chef and nutrition educators, residents have new options for bachelorette parties, bridal showers and more.

The Commercial Kitchen staff is always open to new ideas and brainstorming what the future may hold. Keep an eye on our current happenings and don't be afraid to reach out and be part of our future!





## Taste NY

In collaboration with the Greater Binghamton Chamber of Commerce, Taste NY's two Broome County locations at the Southern Tier Welcome Center on Interstate 81 north in Kirkwood and Upper Front Street in Binghamton, introduced over 475,000 visitors to agriculture in New York during 2018, with total cumulative sales of \$1,069,040.

Economic growth is evident among the small businesses and farms working with Taste NY in Broome County. Job creation and the need to add infrastructure are being reported and credited to Taste NY participation. Entrepreneurship is flourishing. New products are being developed and filling Taste NY shelves in Broome County and around the state.

CCE Broome County's two Taste NY stores work with over 200 farms and agribusinesses in Broome County and throughout the state to promote NY's world class food and beverage products. Vendors report growing their businesses and making new investments in the economy because of their involvement with Taste NY.

Involvement in Taste NY has helped Broome County farmers and producers to reach more customers, increase their online sales and in many cases, expand and grow their businesses. Wholesale purchases from New York farms and businesses have amounted to well over \$710,000 since the start of Taste NY in Broome County.

Here's what some Broome producers and businesses have to say about working with Taste NY:

*As a new business, Taste NY has been a godsend for us. We're thrilled to feature our cookies at both Broome County locations. Developing brand recognition has been a huge benefit of being a vendor at Taste NY.*

—**Bette Kelly & Kathleen Haynes**, Mad Batter LLC, Binghamton

*Taste NY has been a tremendous benefit for my maple business! Being able to supply our products at the beautiful Southern Tier Welcome Center is an amazing sales advantage! Our value-added maple products are flying off the shelves!*

—**Chuck Rhoades**, Willet Hop & Grain, Willet

*Taste NY gives our company increased recognition as a NYS state business. With consumer demand for locally made products increasing every year, Taste NY puts our sauces right in front of consumers who support the local movement. We can't think of any other store that works so hard to benefit small businesses in New York.*

—**Sean Cook**, Saucy Hog BBQ, Windsor



## Grown & Certified Program

The safety of food produced in the state is a top priority for the New York State Department of Agriculture and Markets. Food safety and the need for sustainable environmental practices for farms brought about the New York Grown & Certified. The New York Grown & Certified is a multi-faceted food certification program designed to strengthen consumer confidence in New York products, address food product labeling, and assist farmers so they can take advantage of the growing market demand for foods locally grown and produced to a higher standard. The Grown & Certified Block Grant Program is administered via the Regional Economic Development Councils. It distributes funds at a regional level so that farmers can purchase equipment or undertake new construction or renovations to meet the new Grown & Certified safety standards.

In the Southern Tier region, CCE Broome County represents Delaware, Chenango, Broome, Tioga, Tompkins, Chemung, Steuben and Schuyler counties. CCE Broome was awarded a \$500,000 administrator contract for the NY Grown & Certified Farmer Block Grant Administrator Program, \$425,000 of which is being granted to farmers producing eligible commodities, including dairy, beef, pork, poultry, eggs, produce, maple syrup, craft beverage ingredients, craft beverage processors, Christmas trees, wine, spirits, whiskey, and greenhouse products.

The impact of the program for the farms and craft beverage producers is impressive. Not only have these farmers

and producers been able to purchase equipment that will enable them to meet the highest food safety standards in the country, they are now able to meet increasing market demand. Financial projections show a 50 to 60% increase in farm income, starting in 2018.

Dairy and poultry processing plants are being put online. A maple syrup operation in Broome County will be able to increase their taps by 50% and do year-round processing. The first craft beverage processor enrolled in the state will now be able to can their own beer, opening up huge opportunities for marketing and distribution. A beef farm was able to put in a safe animal handling system and implement a tracking system for all their animals, ensuring traceability and safety of both livestock and humans. One vegetable farm currently participating in Farm to School was able to pick up additional school districts due to their award aiding in the purchase of a refrigerated truck that will ensure food safety during transportation.

Grown & Certified requires a 10% match to access this grant, and many projects cost well over the \$50,000 threshold allowed through this funding opportunity. To date, farmers themselves have invested \$100,000-\$150,000 in either leveraged infrastructure, private funds or via lenders.



## Ag in the Classroom

Agriculture in Broome County generates nearly \$31 million in sales annually and over \$100 million in business investments. CCE Broome County's Ag in the Classroom (AITC) program focuses on inspiring young people to pursue careers in agriculture. AITC is a collaboration between Broome-Tioga BOCES and CCE Broome and supported by funding through the offices of NYS Senator Fred Akshar.

CCE Broome's AITC educators work with participating school districts to bring the many facets of agriculture alive in classrooms throughout Broome, Chenango and Tioga Counties to help students gain a greater appreciation for agriculture's impact on communities and highlight the benefits of pursuing careers in this growing multi-billion dollar industry.

Lessons range from learning about the science and technology of agriculture to touring local farms and growing fruits and vegetables in school gardens. Students learn about agribusinesses, food systems nutrition, conservation, farming and land use issues. Lessons and activities address concepts in language arts, mathematics, science and social studies and are aligned with New York State P-12 Common Core Learning Standards.

For example, Maine-Endwell students in grades 6, 7 and 8 learned how bacteria affects the foods we eat and learned about wheat production. Students were able to make connections between their social studies units on the Dust Bowl, the effects of the Dust Bowl on agriculture and how modern agricultural technologies can be used as alternatives to traditional agricultural systems to meet the challenges of weather changes.

During the 2018, AITC reached 5,028 elementary and middle school students. AITC was implemented in the Bainbridge-Guilford, Chenango Valley, Deposit, Greene, Harpursville, Maine-Endwell, Owego-Apalachin, Tioga, Union-Endicott and Windsor school districts. Each participating elementary school received 70 hours of AITC programming, or a total of 140 30-minute sessions. The AITC middle school programs in Windsor and Owego received 179 45-minute lessons.

Teachers report that they are seeing changes in their students' perception of agriculture and that it is broadening as a result of their schools' participation in AITC. As one teacher explained, "The program has actually taught my students what agriculture is and how important it is. Agriculture is a growing field and I think Ag in the Classroom is opening up different pathways of learning for our students."



## Broome County Farm Trail

Agriculture is New York State's No. 1 industry. There are over 35,000 farms throughout New York State contributing over \$4.8 billion in revenue. In Broome County, our 560 farms generate over \$30 million in sales annually and over \$100 million in business investments.

CCE Broome works with local farms to increase the knowledge of the general public to realize the importance of agriculture and that agriculture is thriving here in Broome County. To help farmers share their story Cornell Cooperative Extension was proud to partner with Senator Fred Akshar for the 7th Annual Broome County Farm Trail.

Over 3,000 people attended the Farm Trail events in May and September. Participating farms sold over \$22,000 in local products during these two-day events, accounting for over \$144,000 in local economic impact. Visitors to

local farms picked apples, tasted local products, witnessed new life with birth of baby goats, viewed fiber spinning, tapped maple trees, planted seeds, enjoyed behind the scenes of local farms and much more.

JADA Hill Farm in Deposit said that they experienced their most successful Farm Trail in 2018. According to Dawn Alfano, JADA Hill co-owner and operator, they saw an increase in farm visitors, farm sales and even gained customers from as far away as Florida by being part of the Broome County Farm Trail.

Eleven farms participated in the Broome County Farm Trail for 2018 and opened their doors to the public: Country Wagon Produce, NYALA Alpaca Farm, JADA Hill Goat Farm, Verde View Equestrian Center, Old Barn Market & Gluten Free Bakery, Broome County Regional Farmers' Market, Sugar Creek Maple Farm, Lone Maple Farm, TASTE NY Store, Nanticoke Gardens, and Apple Hills.





## Animal Livestock Program

Lindsey Bird, age 16 began her 4-H career in 2013 with just a few goats and looking for an opportunity to meet new friends with similar interests. Growing up on her grandparent's dairy farm and being around animals her entire life, began her interest in the agricultural industry. Her grandparents retired from dairy farming which sparked Lindsey's to begin her own herd of goats. Lindsey joined the 4-H program and immediately started raising animals for the livestock sale.

Lindsey's first year she worked hard on finding buyers, learning all she could about proper animal nutrition and animal care to be able to offer her buyers a quality product. This first year in the program was a success and sparked her desire to grow her herd in numbers and to increase the genetic quality of the herd. Lindsey along with the guidance and support of her grandparents and parents began purchasing animals from breeders that have been

long established in the Boer Goat industry. She has built her herd to around 25 animals and now sells her animals to other 4-H members and breeders.

Lindsey's commitment to her 4-H Livestock project has encouraged her to begin diversifying her business by raising meat chickens and turkeys for the Livestock sale and for her family. She has been able to use the money she has raised by selling animals to continue to grow her herd and interest in agriculture. She hopes to continue with this business to help offset her colleges expenses in the next few year.

According to Lindsey, "In the 4-H Livestock program I have grown to love farming and agriculture and that with this love I can change people's lives by offering a high quality product." Lindsey's family says the program has taught her so much by teaching her responsibility and to allow them to bond as an extended family by allowing her to do what she loves.



## South Central New York Dairy and Field Crops Team

Industrial hemp and all its potential profitability have generated a lot of excitement from landowners, agri-business entrepreneurs and sustainability enthusiasts throughout the Southern Tier. Industry estimates indicate the industrial hemp business could grow from about \$820 million in 2017 to \$22 billion by 2022.

As State Assemblywoman Donna Lupardo, who has championed the potential for hemp industry development, explains, “I’ve always thought the growing, processing, manufacturing, and research of this crop would have enormous potential for the Southern Tier and the entire state, and can in fact be a major economic driver for our region.”

South Central New York Dairy and Field Crops Team’s goals are to enhance the profitability of farms to maintain a strong regional dairy industry, create a greater awareness of trends and options to help producers achieve family and business goals, maintain environmentally responsible agricultural practices and encourage a better understanding of agriculture by the general community.

Recognizing the potential for industrial hemp, Janice Degni, Field Crop Specialist and Team Leader, was appointed as one of the very first Cornell Cooperative Extension Hemp Technical Specialists. Janice focuses on integrated crop management, forage quality, crop planning and troubleshooting.

As the interest in industrial hemp has steadily grown, Cornell researchers needed to learn the best agronomic practices and pest control. They turned to Janice to conduct a systematic examination of fields across the region to survey for pests. When a new disease affecting hemp was discovered, Janice organized an open house with Nanticoke Gardens for hemp growers and created a forum for farmers to share information and learn from each other.

Mary Kate Wheeler, another member of the Dairy and Field Crops Team, is the Business Management Specialist. Mary Kate uses financial diagnostic tools to understand the financial implications of production decisions. Business planning and record keeping provide a foundation for helping farmers make sound financial decisions and increase their profitability.



### Team Contacts

**Janice Degni**  
Team Leader  
607-391-2672  
jgd3@cornell.edu

**Betsy Hicks**  
Dairy Management Specialist  
607-391-2673  
bjh246@cornell.edu

**Melanie Palmer**  
Agricultural Educator  
315-424-9485  
mjp232@cornell.edu

**Mary Kate Wheeler**  
Business Management Specialist  
607-687-4020  
mkw87@cornell.edu

**Fay Benson**  
Small Dairy Support Specialist  
607-391-2669  
afb3@cornell.edu

**Abbie Teeter**  
Program Coordinator  
607-391-2670  
ajt248@cornell.edu

# Horticulture

## Investing in the beauty of Broome County

Sustained and maintained by Cornell Cooperative Extension of Broome and the Master Gardener Volunteer program for nearly 40 years, Cutler Botanic Garden's stunning 4.5 acre demonstration garden is a site for tourism, education and relaxation. Master Gardener Volunteers contribute over 6,000 hours of service to Cutler Botanic Garden and the greater Broome County community each year having an estimated value of more than \$148,000.

Last July the Master Gardeners hosted their first Shakespearean-themed festival, *Much Ado in the Garden*, and welcomed over 600 visitors to the garden. Thousands of visitors and area residents use the gardens for picnics and exercise. Shoppers at the Taste NY store and Regional Farmers Market regularly visit the 13 themed garden areas. Clubs and organizations visit the Cutler Botanic Garden or take self-guided tours. Broome County residents use the garden as a stunning venue for weddings, prom pictures and other celebrations.

The garden is a center for horticultural education in the Southern Tier. The garden includes a large daylily collection, plants native to the northeast, composting demonstration site, herb garden and hundreds of annual flowers. The vegetable garden features demonstrations on season extension, raised bed gardening, handicapped accessible beds, vegetable varieties suitable for planting in New York and learning "labs" for the Junior Master Gardener 4-H program. Master Gardener interns use the garden as an "outdoor classroom" for their botany classes and core training. The Master Gardeners also serve as mentors in two CCE Broome initiatives: *Plant it Forward* and *Seed to Supper*, for those interested in improving their health through gardening.

The Master Gardener Volunteers plan, plant and maintain the gardens throughout the year. They give guided garden tours of Cutler Botanic Garden, and workshops to area civic and garden clubs. In 2018, 40 trainees from Broome, Tioga, Tompkins, Schuyler, Chemung and Steuben counties took part in plant identification and gardening classes in the Cutler Botanic Garden.

In addition, the Master Gardeners develop and maintain community gardens on Tremont Street, C. Fred Johnson Park, Binghamton Urban Farm, Elizabeth Church Manor, Danielle House, Town of Dickinson Town Hall, Town of Chenango Town Hall, Your Home Public Library, Johnson City, Binghamton's Confluence Park, Otsiningo Park, and the newly developed Davis Avenue Community Garden, Endwell.





# Environment

## Investing in our community's future

Residents of Broome County need to be informed of environmental issues that impact them at the local level. Providing that information in a timely and easy to access manner is critical in the age of information overload. Social media platforms provide an excellent way to create awareness, improve knowledge, and foster action on an array of environmental issues.

Two national environmental topics that have recently become very relevant in Broome County are global recycling markets and invasive species. Recent restrictions in global recycling markets driven by China's National Sword waste import regulations have impacted recycling programs, causing confusion among the public about what items are and are not recyclable. Two invasive forest insect pests, emerald ash borer and hemlock woolly adelgid are killing native trees, and Asian jumping worms, which can cause harmful impacts to native habitats and garden soil, have become established and are spreading.

Recycling conserves natural resources and reduces the amount of waste sent to the Broome County Landfill, increasing its usable life-span and keeping disposal costs low. However, due to the recent market restrictions, it has become increasingly important to keep non-recyclable items out of curbside recycling bins. Materials collected that are not listed as acceptable for Broome County's recycling program can contaminate the recycling stream, making it more difficult, expensive, and time-consuming to sort and market materials.



Millions of native ash and hemlock trees are at risk across Broome County both in rural forests and in urban parks, cemeteries and along streets. Municipalities, utilities and landowners need to be informed of the economic, environmental and public safety impacts these insect pest pose.

Two invasive plants that have become established in the County, giant hogweed and wild parsnip, can cause serious burns and scarring when handled by unsuspecting property owners.

Our Environment program is investing in our community to raise public awareness about these important topics. For example, staff honed their graphical design skills to create eye-catching informational pictures to post to educate residents about keeping contaminants out of their curbside recycling bin.



The Environment Program Facebook page garnered 250 followers over a few months' span. We shared a post from the New York State Department of Environmental Conservation about giant hogweed, its health risks and who to contact for removal, reached over 2,000 people.

CCE Broome's social media presence connects more directly with the community and co-hosting events on Facebook with established community organizations like Volunteers Improving Neighborhood Environments (VINES) expands our reach to a wider interested audience. A post about the Recycling and Composting Educator at "Trucks on the Tracks" in downtown Binghamton with his reusable bamboo utensils that was seen by over 500 people. We are investing in our community and its residents by creating and sharing environmental information in ways that are easily accessible, creative and timely.

In October 2018 CCE Broome hosted New York State's first-ever Forestry and Wood Products Summit in October. Members of the Wood Products Development Council, academia, local government and the industry met with state officials to identify growth challenges and explore new opportunities for New York's forest and wood products businesses.

"Today our state government worked with industry leaders to identify new strategies to grow the domestic and international markets for forestry products, expand the forest economy, and invest in the future of our maple

industry. We will continue working together to create more jobs and develop new ideas for economic growth," said New York State Lieutenant Governor Kathy Hochul.

According to Commissioner Richard A. Ball, Department of Agriculture and Markets, "The forestry sector in New York State is a major contributor to our communities—from the economic impact of its workforce to its impact on our environment and agriculture.





# 4-H Youth Development

*How 4-H programs are investments in our community*

4-H Youth Development is a long-term investment in our youth and the future of our community. This positive youth development program is recognized as part of Cooperative Extension at a national level to provide the supports and opportunities young people need to thrive in college, careers and life. The high quality, experiential-based learning opportunities provided through 4-H, help youth grow into competent, caring, contributing members of society.

Natalie Barrows began her 4-H career as soon as she was eligible at age 5. Now, 10 years later, she credits much of her success in life to 4-H. Natalie's continued efforts in 4-H led to all kinds of successes in 2018, including qualification for 4-H district, state and national events. Natalie was selected to represent NYS 4-H at the Eastern National 4-H Horse Roundup Competition in Louisville, Kentucky in the Horse Judging category. As Natalie explains, "I cannot wait to take part in this amazing experience. I will do my best, but I am already happy with my accomplishment and I will take full advantage of the tours in Kentucky and experiencing such rich horse culture. I have been given so many amazing opportunities and have benefited greatly."

Natalie's experiences and opportunities also extended beyond her horse this year, into a project that has ignited her passion and desire to pursue a degree in theater. Three of her projects advanced to the New York State Fair and were recognized for their excellence and received the "Special Recognition

for Outstanding Exhibits" and "Best of Fair" awards. Natalie also represented Broome County 4-H at the NYS 4-H Career Exploration at Cornell University an opportunity to connect with youth from across the state, explore her future education and career opportunities, and experience campus life.

"I have been fortunate to attend a wide variety of 4-H events including clinics, county and state fair, the New York State Teen Ambassador Retreat, Career Exploration at Cornell University and an Interstate Exchange to Wisconsin! Through public speaking and presentations, I have learned communication skills and gained confidence. I have done community service projects and been involved in my community through 4-H and other groups. As a club member, I have learned how to run a meeting and work as a team. But most importantly, I have made amazing friends and made myself a better person. I am able to give speeches, understand the people around me, and be a better student. 4-H has taught me so much over the years and I am very grateful to all those who make it possible."

The long-term investment in 4-H is an investment in our future leaders and 4-H believes, true leaders aren't simply born. True leaders are grown—through 4-H's high-quality, experiential based learning opportunities that develop competent, caring, contributing member of society who believe in their ability to forge through the challenges ahead and create a more vibrant community for all.



## Empire State Afterschool Program/RootED

CCE Broome's RootED educators are inspiring tomorrow's scientists and engineers, investing in tomorrow's workforce and playing a vital role in Broome County's school-to-career pipeline. The goal of RootED is to help at-risk youth succeed in school, life and future careers.

RootED is "rooted" in education and in inspiring Science, Technology, Engineering, Art/Agriculture and Math (STEAM) careers. RootED targets high-need youth in elementary and middle school in the City of Binghamton. Research shows that children who participate in quality afterschool programs have higher school attendance and academic achievement and are less likely to be involved in risky behaviors during the afterschool hours.

During 2018, CCE Broome County's RootED educators provided afterschool, project-based lessons to over 225 high-need, at-risk youth in the City of Binghamton. During the summer, RootED worked with over 650 elementary and middle school students in the Imagination Adventure Summer Camps. In October, RootED took part in STEAMfest 2018, as part of their recognition of National Lights On Afterschool Week. Over 1,800 children, youth and families attended STEAMfest through a hands-on station that the educators called, "Robot Run."

Project-based activities are geared to explore STEAM careers and are aligned with the classroom curriculum. For example, "Full of Life" focuses on personal health and wellness, how to meditate, how to take their pulse and how the heart works. "Nurture Nature" explores deserts, rainforests, animal adaptations, local agriculture, floodwall engineering and conservation. "System Overload" focuses on robotics, coding and circuitry. Guest speakers from the community visit the afterschool program to help inspire future careers in STEAM fields.

The program is funded through a grant from the New York State Office of Child and Family Services through the Empire State Afterschool Program, operated by the Binghamton City School District. CCE Broome's RootED 4-H educators work closely with Binghamton City School District to conduct the program at all seven elementary and two middle schools in the district.





## CITIZEN U

CITIZEN U is transforming lives, building Binghamton's next generation of business leaders, community change agents and engaged citizens. In 2018, 100% of the youth who completed CITIZEN U graduated successfully from high school and went on to college with full or partial scholarships. CITIZEN U is a civic engagement, workforce development and positive youth development program for high-need, at-risk youth, 14-18 years old living in the City of Binghamton.

During 2018, CITIZEN U became fully sustained through a five-year grant from Binghamton City School District in conjunction with the Empire State Afterschool Program, RootED. Several of the CITIZEN U Teen Leaders are employed as RootED program assistants, helping the 4-H educators deliver RootED's afterschool program in the elementary and middle schools.

After listening to City of Binghamton Mayor Rich David speak about the City's homelessness initiatives, CITIZEN U Teen Leaders got inspired and developed Build Your Clout By Helping Out: A Duel of the Schools. The Teen Leaders

partnered with the Volunteers of America in Binghamton, and then challenged Vestal High School, Union-Endicott High School and Maine-Endwell High School to see which school could collect the most toiletries, hygiene products, blankets and pillows for the homeless for the VOA. The result? The CITIZEN U Teen Leaders' presented more than 12,000 items to the homeless shelters run by Volunteers of America.

With funding from a City of Binghamton Community Development Block Grant, CCE Broome employed 16 CITIZEN U Teen Leaders for the summer. CITIZEN U partnered with the Mayor's Office and Binghamton Police to host *A Day in the Park Will Bring Back Your Spark: A Health and Wellness Fair*, an event focused on the importance of self-care and wellness. The Teen Leaders created *Be the Spark Coloring and Activity Book* to raise awareness about the importance of good mental health and included copies of the book in back-to-school backpacks distributed to needy families. The event was topped off with a CITIZEN UBinghamton Police Basketball Game, aimed at strengthening youth-police relationships.





**STEM**

## 4-H Tech Wizards

4-H Tech Wizards is an afterschool, culturally responsive, small-group mentoring program that capitalizes on the interests of youth. The goal of Tech Wizards is to involve youth in hands-on, project-based STEM activities to prepare them for college and inspire future careers. In 2018, the 4-H Tech Wizards mentor-mentee teams in the Windsor Central School District program provided an estimated 2,760 hours of community service to the Windsor community.

In one project, the 4-H Tech Wizards studied the Great Pacific Garbage Patch and discussed the environmental damage plastic bags cause. They brainstormed ways to reduce plastic use on both a global and individual scale, and worked on their own solutions using computer science, robotics, art and chemistry. For example, the recycling group re-purposed plastic grocery bags into “Plarn” (plastic yarn) to create small reusable bags. The chemistry group did a variety of activities with packing peanuts made from biodegradable corn, learned about ways to help combat water pollution and used VR Goggles for a virtual tour of a recycling plant.

During the summer, field trips introduced the mentees to new careers. At Binghamton University, the group toured the Engineering Building’s sound and 3D printing labs. At Cornell University, the Tech Wizards visited the Nanotechnology Lab and learned how the study of nano-sized particles is changing the world. In October, Tech Wizards took part in National Youth Science Day Challenge, Code Your World, a national computer science challenge developed by Google and West Virginia University Extension Service.

As a year-end community service project, the 4-H Tech Wizards created wooden “barn quilts” for the Windsor Barn Quilt Trail. Seven quilts will be installed at participating Windsor businesses, farms, parks and historical sites. Once the trail is complete, a “ribbon cutting” Trail Kick-Off event will be held so that visitors to Windsor can explore the beauty of Windsor and rural Broome County.

Clyde Van Dyke, a Tech Wizards mentor for the program in Windsor and active Broome County 4-H member, faced many challenges growing up, including losing his mother at a young age. In elementary school, teachers told him most young people with his background were unlikely to succeed. A feeling of defeat led him to put forth little effort in school. But everything changed when a friend invited him to a 4-H Tech Wizards meeting at the Dream Center in Johnson City. Not only did Tech Wizards introduce him to technology, it also brought a wealth of resources and life skills from 4-H that quite literally changed the trajectory of his life.

Recently, Clyde learned that he won the 2019 National 4-H Youth In Action Award for STEM. The Youth in Action awards recognize the contributions of four 4-H’ers in each of 4-H’s pillar areas, agriculture, civic engagement, healthy living and STEM. As a Youth In Action winner, Clyde wins a \$5,000 scholarship for college, an all expense paid trip to Washington, D.C. for National 4H Council’s Legacy Awards and recognition as the official national 4H youth spokesperson for their pillar.

Clyde first learned to use geospatial mapping in Tech Wizards and used the technology to chart drug overdoses due to the opioid epidemic in New York. He says he really enjoys educating others how to use geospatial mapping to enact community change.

As Clyde explains, “4-H taught me to communicate with others, especially teachers, so I could ask the right questions and get the help I needed. Now, I show other kids the path for success and what they can gain in 4-H, too.” Clyde is now on track to graduate in May 2019 with both a high school diploma and an associate’s degree from SUNY Broome, thanks to Broome-Tioga BOCES P-TECH program. Clyde plans on attending SUNY Delhi in the fall to study digital forensics.

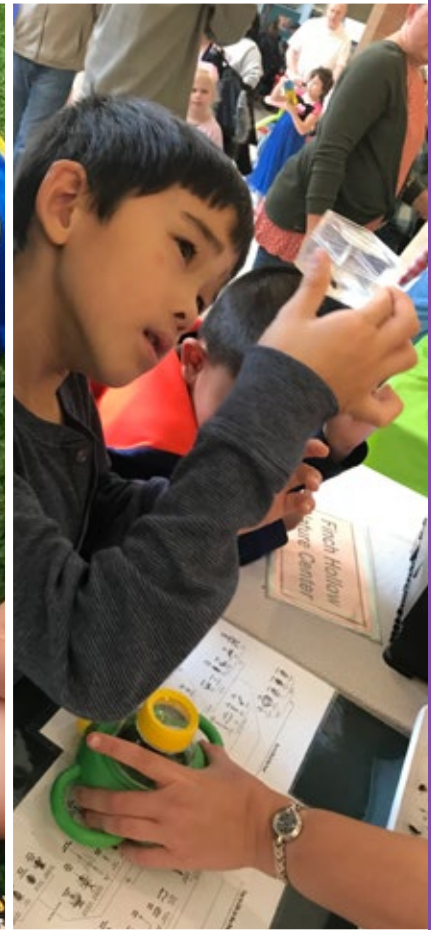
## 4-H Education Center at Finch Hollow

When youth attend programs at the 4-H Education Center at Finch Hollow they are exposed professions in the environmental field and possible career paths to study when attending college. Teaching young people about the environment leads to them exploring careers in environmental education, forestry, biology and wildlife.

The 4-H Education Center at Finch Hollow serves young people in preschool and elementary schools throughout Broome County. By providing programs to the public, schools and camps youth learn about career opportunities, learn about professions that benefit the environment and the community and get introduced to subject they want to pursue in college. By providing hands-on lessons of how to use compasses, how to identify trees and insects, taking nature walks and learning about what to look for to be able to identify the ways in which land is used, youth are exposed to a wide range of new professions in fields such as forestry, hydrology and land management.

CCE Broome's 4-H educators at Finch Hollow provide hands-on engaging lessons about plants, animals and the environment. Youth are exposed to different career paths and participate in programs where they learn how scientists gather information to study the environment. Youth learn how to measure water quality by looking at creatures that live in the water. They learn how to read the landscape and understand if the trees in a given area are the same age or different ages, and they are able to make observations and practice research techniques. All these activities offer insights into what and how scientists do what they do. All the lessons and activities at Finch Hollow are aligned with the New York State Common Core Standards for college and career readiness.

Many of the youth have exclaimed how happy they are to have learned about how to identify trees, about animals indigenous to Broome County, and how to use microscopes to investigate water quality. Youth leave Finch Hollow eager to learn more about nature and hone in on the skills they learned while at the 4-H Education Center. Many young people who participate in the camps and school field trips to Finch Hollow say they want to pursue careers in the environment.



# Nutrition

## Growing a healthier Broome County

### Eat Smart New York

Eat Smart NY (ESNY) and Cornell Cooperative Extension (CCE) are dedicated to strengthening families and communities throughout the Southern Tier. CCE Broome County's nutrition educators are part of a dedicated network of Extension educators from Broome, Delaware, Chenango, Cortland, Madison, Onondaga, Otsego and Tioga counties with expertise in nutrition, public health, health education and gardening. Individuals who qualify for and/or receive benefits through the Supplemental Nutrition Assistance Program (SNAP) are encouraged to participate in a wide range of nutrition education workshops, food demonstrations, cooking classes, grocery store tours and community events.

According to the Center for Disease Control, obese children face an increased risk for chronic illnesses, miss more school days and have poorer academic outcomes than their normal-weight peers. Sugar sweetened beverages are the leading source of added sugars in the American diet. Consuming sugar not only adds unnecessary calories into the diet but also increases the risk of type 2 diabetes, heart disease, and obesity in individuals. Research shows that over 35% of added sugars in the American diets come



from sugary beverages such as soda, sports/energy drinks, coffee, and sweetened teas.

During 2018 CCE Broome's ESNY educators focused on providing nutrition education to adults and youth on the importance of a healthy diet and daily physical activity. The ESNY educators use fun, engaging lessons to educate adults and youth throughout Broome County about the negative effects that sugary drinks have on their health. ESNY evaluations show that participants in the Broome's nutrition programs come away wanting to learn more and interested in making positive behavior changes.

One of the engaging ways CCE Broome's nutrition educators reach the target population is by showing people how to make their own delicious, healthy smoothies on a "blender bike," a stationary bike with a blender mounted on the rear wheel. Pedaling powers the blender, mixes the ingredients and creates the smoothie. Demonstrating how to make smoothies using fresh and frozen fruits, vegetables, low-fat or fat-free milk and yogurt with the blender bike is a fun way to show adults and youth the importance of making healthy beverage choices and maintain a healthy diet. CCE Broome's nutrition educators show participants how to mix similar ingredients with a basic kitchen blender and reap the benefits of a tasty smoothie.

The visual of how many teaspoons of sugar are in common beverages and the hands-on activity of the smoothie make an impact on the participants. Many participants will share they were surprised to learn how much sugar was in a beverage they commonly drink. A good majority of the participants that show their surprise will go on to say that they intend to decrease the amount of sugary beverages they consume.

As one adult explained, "I didn't realize I was drinking so much sugar! I knew I was drinking regular soda but never thought that I was drinking all of that sugar. I know I can't cut it out completely, at least not all at once, but I am going to try hard to eliminate one soda each day."

As one young person said, "I liked the smoothie a lot. When I saw the spinach go into the blender, I didn't think that I would even want to try it. But when I saw my sister drink it and not spit it out, I wanted to try it. It was good!"

The fun experience of the blender bike increases the impact of the Decrease Sugar Sweetened Beverage lesson and makes it something that adults and youth alike will not forget. The take-home message nutrition educators send home with participants is that these small changes can reap big impacts. Every small change counts and the more small changes accomplished will add up to a big change such as decreasing the chances of being diagnosed with a chronic disease.





## Expanded Food and Nutrition Education Program

Obesity and poor nutrition are serious risk factors for cancer, diabetes, heart disease and other chronic diseases. One in every three New York adults do not eat fruit every day, and one in five adults do not eat vegetables daily. In New York State, 25% of adults are obese and another 35% are overweight, and the economic costs of these poor health outcomes are enormous. While these statistics are reflected in every region of the state and every demographic group, the rates have increased the fastest among low-income group, further exacerbating socioeconomic health disparities.

CCE Broome County's Expanded Food and Nutrition Education Program (EFNEP) is invested in tackling these alarming health statistics. The EFNEP educators begin working with high need, at risk families by offering a series of health, wellness and nutrition education lessons. As relationships between the educators and program participants are built, healthy behavior changes begin to grow—and the investment is compounded. Parents aren't just making healthy choices for themselves but making informed choices that benefit their entire household and creating healthy habits that will stay with their children for a lifetime. Empowering parents to make healthy choices helps the entire family, resulting in lower health care costs overall.

## Healthy Lifestyles Coalition

CCE Broome County's nutrition educators are partnering with the United Way of Broome County's Healthy Lifestyle Coalition (HLC) to improve health outcomes on Binghamton's North and East Sides and alleviate some of the challenges high-need, food-insecure families face. The North and East Sides were selected for the HLC because this area has the highest rates of obesity and poverty in the City. The HLC's long-term goal is to reduce the prevalence of obesity in Broome County by empowering neighborhood residents to adopt healthy lifestyles and achieve positive health outcomes.

CCE Broome's educators provide engaging, hands-on, research-based lessons and practical activities that help participants make healthier choices using free or low-cost ingredients. From its headquarters at the newly renovated Lee Barta Community Center on Liberty Street, the HLC educators use the kitchen, to demonstrate recipes and food preparation techniques that participants can take home and repeat for their families. The HLC works closely with VINES, CHOW, and Binghamton Food Rescue, as well as farmers at the Broome County Regional Farmers Market to maximize donations of locally grown, fresh fruits and vegetables.

Evaluations show that the more lessons parents participate in, the more significant their behavior changes. One HLC participant shared some of her family's greatest successes. "I listened last year about the healthy changes I should be making and I tried but wasn't always successful. It was something we talked about in one of the lessons—about dividing the responsibility for eating between having parents decide and children decide—that really made it click for me. I stopped catering to my children's desires, and started making new things and making old favorites but added lots of vegetables. The children liked the things I made once they actually gave it a try! We started making more changes too like cutting down on treats and taking a walk before dinner. In less than a full year, I've lost over 40 pounds! I realize that what I had to do was take control of the things that I had responsibility for—and the rest just fell into place!"



# Community Development

## Investing in Broome County's workforce

### A Career Bound Program

CCE Broome County's Career Bound Program provides workforce readiness programming for 18-24 year olds in partnership with Broome-Tioga Workforce NY. Each new program year brings excitement and opportunity to invest in young adults facing barriers/challenges to meaningful employment and self-sufficiency. Career Bound uses a personalized, supportive approach that provides out-of-school young adults with the training and guidance they need to realize their dreams.

Career Bound educators invest in building strong relationships with local businesses and organizations to assist young adults with securing employment. After completion of a four-week work readiness training, Career Bound program participants receive paid work experience opportunities for up to 160 hours and/or on-the-job training. In 2018, over 60 Career Bound participants had work experiences or trainings that led to employment in agriculture, tourism, veterinarian care, customer service, warehousing and commercial driving.

During 2018 Career Bound took part in Con-Tech Construction & Technology Career Day. The Con-Tech Career Day gave nearly 600 students from across Broome and Tioga counties the opportunity to learn about construction careers. Career Bound partnered with Broome-Tioga BOCES, Workforce New York and the Dept. of Transportation, to give young people hands-on, supervised opportunities to work with everything from heavy equipment operation and roofing to welding and environmental engineering tools and learn about new careers.

Dwayne came to Career Bound following a recommendation from a trusted mentor. Never having completed high school and as a soon-to-be father, Dwayne had a lot on the line. With support from family and friends, Dwayne enrolled with Career Bound and really went for what he wanted, taking the initiative to introduce himself to an employer during a class presentation. Dwayne often stayed after class to do job searches, determined to get that all important first job. His determination paid off. Just after welcoming his beautiful baby into the world, Dwayne got a job in food service.



In 2018, Abby (photo right) entered Career Bound with several goals. First and foremost, Abby wanted a job, one that she would enjoy. Abby told the Career Bound educators she had a passion for working with animals. Upon her completion of Career Bound's work readiness training, Abby was placed in a work experience with Fur and Feathers Veterinary Care in Binghamton. Abby's commitment and diligence during her Career Bound work experience, led to permanent employment at Fur and Feathers. Today Abby is planning to attend college and study veterinary medicine.

Angellica (center, photo below) came to Career Bound with virtually no work history. With a strong desire to move out of her parents' house, go to college and gain some life skills, she was determined to make changes in her life. With the support of the Career Bound team and after earning her Customer Service certification, Angellica began a job search. Recently, Angellica was recognized as one of Wegmans' top three employees in its company-wide food drive.



## Parent Education

Parent education is one of the essential building blocks of strong communities. Research shows that parenting education works. High quality parent education has been shown to reduce and prevent child abuse and neglect and strengthen parent-child relationships.

In 2018, CCE Broome's parent educator served over 200 families in Broome County. The majority of CCE Broome's parent education classes are conducted in group settings. As necessary and when requested, one-on-one classes are offered. CCE Broome's parent education program is funded by the Town of Union through a Community Development Block Grant and works in collaboration with schools, faith-based groups, rehabilitation centers, pediatricians' offices, Department of Social Services (DSS), and Family Court.

Parents who completed Broome's parent education programs reported that the practices and principles they learned not only enriched their relationships with their children but with other family members as well. They felt the information they received, when applied, truly changed their family dynamics.

One parent who completed CCE Broome's parent education program was not only able to regain custody of her of her children, but has since enrolled in college and plans to become a teacher. She credits CCE Broome's parenting classes with helping her achieve a vision for learning and an investment in her children's future as well.





## Expanded Learning Network

Research demonstrates that high quality afterschool/out-of-school time programs result in greater benefits for youth in terms of improved school attendance, better grades, social-emotional well-being, life skills, workforce readiness skills; and decreased drug use and juvenile delinquency. Youth in afterschool programs are less likely to engage in criminal activity, including substance abuse—and afterschool programs lead to academic success. Regular attendance in a high-quality afterschool program is linked to higher scores on standardized tests. When the benefits from crime reduction are included, taxpayers save between \$8 and \$12 for every dollar invested in afterschool.

The Expanded Learning Network (ELN) focuses on providing professional development, training and technical assistance to afterschool/out-of-school time educators and youth workers throughout Broome County in order to build the capacity of youth-serving organizations to deliver high-quality, research-based programs to the county's most vulnerable children, youth and families.

STEAMfest was the centerpiece of the ELN's efforts in 2018 to inspire tomorrow's scientists, engineers, teachers, entrepreneurs and community leaders. STEAMfest 2018 was held in October at the Oakdale Mall, Johnson City to coincide with National Lights On Afterschool Week and highlight the important role out-of-school time programs play in preparing young people to succeed in school, college, careers and life.

STEAMfest 2018 brought together afterschool/out-of-school-time providers, as well as education, business and industry leaders from Home Depot, Lockheed Martin,

Raymond Corporation, Delta Engineers, Binghamton University, SUNY Broome and more to highlight career pathways for young people and shine a bright light on the importance of high quality afterschool programs. STEAMfest featured fun, interactive "maker" stations where young people could experience science, technology, engineering, art/agriculture and math (STEAM) careers and opportunities throughout Broome County. Organizers estimate that over 1,800 children, youth and families attended the event.

Families became archaeologists and dug for artifacts. They built robots to solve the Rubik's Cube challenge, learned about the magic of Harry Potter, engineered their own foam de-stressors, took off and flew with the Binghamton Aeros, made their own kazoo's and UV detector bracelets, learned how plants can make music, created illuminated greeting cards, made butter with the Broome County Dairy Princess, built with PBS's Bob the Builder, became code breakers, and watched as Pepper Ink's Eric Maruscak created a Harry Potter-inspired chalk art mural.

STEAMfest 2018's collaborators and sponsors included the Community Foundation for South Central New York, United Way of Broome County, Eastern Southern Tier STEM Hub, Binghamton City School District, Cornell Cooperative Extension of Broome County, Broome-Tioga BOCES, Broome County Promise Zone, Oakdale Mall, New York State Assemblywoman Donna Lupardo, Frances Traficante, Agent-State Farm Insurance, Marchuska Brothers Construction, Embroidery & Screen Printing Network, Expanded Learning Network of Broome and Tioga, and New York State Network for Youth Success.





# Looking Ahead to 2019

## What's on the horizon?

Cornell Cooperative Extension of Broome County is on the forefront of launching a number of innovative programs to strengthen agriculture throughout the region and generate new products and agribusinesses through our research-based, integrated, food systems platform. By the end of 2019, New York State Grown and Certified, a NYS Agriculture and Markets partner, will award CCE Broome additional funding to ensure high standards of quality and food safety.

New York is one of the major agricultural states in the nation, ranking in the top 10 in production of 30 different commodities. It is the second largest producer in the nation of apples, snap beans and maple syrup, third in cabbage, grapes and dairy, and fourth in pears. Broome County farms generate over \$30 million in sales annually and over \$100 million in business investments.

With predictions that more food needs to be grown in the northeast than ever before, CCE Broome will focus on connecting landowners and new agribusiness entrepreneurs to provide the necessary technical assistance to accelerate the growth of Broome County's agriculture. As one of New York's Regional Navigators, CCE Broome will assist new farmers seeking land and landowners wanting to sell land in creating a new generation of farmers.

Through Taste NY and the Broome County Regional Farmers Market, CCE Broome is ramping up exciting, new e-commerce platforms, opening new export opportunities and continuing to invest in Broome County's economic growth and leadership in agriculture.

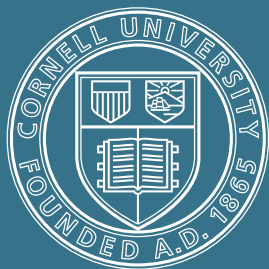
CCE Broome's 4-H youth development programs are investing in tomorrow's scientists and engineers, and growing the next generation of business and community leaders. Our 4-H programs play a key role in Broome County's workforce pipeline. With partners like Cornell University, Binghamton University, SUNY Broome and Broome-Tioga BOCES, CCE Broome is working to ensure the next generation is equipped with the skills needed to attract new investments in Broome County.

CCE Broome's new program, 4-H UNITY (Urban Neighborhoods Improved Through Youth), focuses on the needs of vulnerable teens and their parents with the unifying goal of strengthening families, investing in our communities and breaking the cycle of generational poverty. Youth will become part of the workforce pipeline and prepare for college and future careers.

As we continue to position ourselves to respond to community needs, CCE Broome's talented team of educators remain nimble in order to address the demand for a talented and trained workforce, the opioid epidemic, food insecurity, environmental challenges and emerging economic development opportunities, such as industrial hemp.

Remember, CCE Broome County works for you! To learn more about what's ahead and how you can be involved, please give us a call, explore our website or social media on Twitter or Facebook.

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840 Upper Front Street  
Binghamton, NY 13905  
607.772.8953

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