

Cornell Cooperative Extension Chautauqua County 2014 Annual Report

*Mission:
The Cornell Cooperative Extension
educational system enables people
to improve their lives and
communities through partnerships
that put experience and research
knowledge to work.*

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Chautauqua County



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*“Building strong and vibrant New York communities through
research-based educational programs.”*

Dear Friends and Supporters of Cooperative Extension,

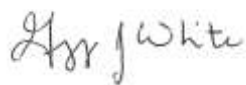
The year 2014 has been an exciting year filled with challenges and changes for our association. We have encountered changes in funding, regionalism, and changes in staffing, but with a new leadership team in place and a dedicated Board of Directors we are taking a close look at programs, services, and alternative sources of funding and support. Together we are committed to continuing and improving the services we offer to Chautauqua County residents. Through the support of local foundations and businesses, along with a tremendous endeavor put on by volunteers and staff, we were able to continue to sustain the exceptional programs at Cornell Cooperative Extension.

In an effort to continue bringing research based knowledge to individuals and families in our communities, Cooperative Extension has prioritized the needs of the people in Chautauqua County to determine where energies need to be focused. In doing so, we have continued to improve our programs and provide the necessary resources and support needed to sustain farming and agribusinesses, to promote positive youth development, to improve individual and family life and to increase awareness in our natural resources.

We thank all of our many volunteers for the thousands of hours of their time they offer to make our programs possible and successful. Cornell Cooperative Extension could not operate without them.

Finally, we thank the members of the Chautauqua County Legislature for their continued support of our local association. We appreciate the difficulty county officials have faced in recent years in funding local programs in a climate of economic uncertainty.

We hope you will enjoy this report which highlights our accomplishments during 2014.



*Greg White
Board President*



*Shawn Tiede
Interim Executive Director*



*Emily Reynolds
Interim Operations Manager*

Agricultural Program

Dairy & Livestock and Farm Business Management

Lisa H. Kempisty and Virginia Carlberg, Extension Community Educators

Program Statements:

To remain competitive, dairy and livestock producers need to stay informed of the most current management information and adopt technologies that positively impact the productivity and profitability of their agricultural businesses. Cornell Cooperative Extension's Dairy/Livestock program offers various educational programs to meet the needs of dairy and livestock farm managers, their family members and farm employees. Our program also educates the general public about agricultural production and its importance to our area.

In today's difficult economic environment, the viability of our local agricultural businesses is a major concern. The Farm Business Management Program helps agricultural producers increase their profitability by offering workshops, classes, and literature on financial management, agricultural markets and economics, decision-making, and marketing.

Major Activities:

Farm Financial Analysis: As in past years, Dairy Farm Business Summaries (DFBS) were completed on area dairy farms. Ten farms participated in the DFBS program, and were able to evaluate their farm's financial performance against similar dairies across New York State. This benchmarking procedure has proven to be very valuable to the farms, and often results in specific business decisions.

Dairy Profit Teams: These dairy farm advisory teams include the farm owner, family members involved in the farm business, farm employees and agribusiness representatives. The goal is to discuss topics of interest to the dairy farm owner to provide input to improve production, profitability and family/employee communication. We served as facilitators for twelve dairy profit teams. The farms have greatly benefitted from these discussions assisting them with new ideas and recommendations from various dairy industry professionals.

List of Other Accomplishments and Number of Participants (where applicable):



- Chautauqua County Agricultural News - 12 monthly issues
- Compiled Dairy Market Watch, a monthly publication sent to local dairy producers and statewide distribution via Cornell Farm Management and Pro-Dairy list serves
- Educational radio spots on agricultural topics -35 messages
- Presented the Dairy of Distinction Awards and assisted with the Chautauqua County Dairy Princess program
- Facilitated and participated in 45 Dairy Profit Team meetings
- Winter Dairy Management Program focusing on Milking System Efficiencies – 48 dairy

producers and agribusiness representatives

- Southwestern NY Pasture Expo – 35 producers and agribusiness representatives
- Pesticide Certification Training for agricultural producers and employees - 39 participants



- 4-H Youth Dairy Discovery Workshop at Cornell University - 12 participants
- Completed Dairy Farm Business Summaries with 10 Chautauqua County dairy farms
- Organized the Agriculture Literacy Week program where volunteers read a book about agriculture in nearly 20 schools, first through third grades - reached 1,600 students
- Organized the Commercial Drivers License Training in cooperation with BOCES -15 participants completed and received their CDL License with an interest in driving commercial vehicles for agriculture related businesses.
- Exhibited at the Western NY Farm Show - 100+ agricultural producers from throughout the area

- Field Crop Update for agricultural producers and farm employees - 31 participants
- Farm Disaster Training focused on practical pre-disaster education and preparedness for agricultural producers - 27 participants
- Affordable Care Act informational meeting for agricultural producers - 17 participants
- Maple Media Day helped educate the public and promote the Maple industry and products - 30 participants
- Assisted with the Pride of Chautauqua to educate the public about agriculture and to promote many local agricultural businesses and products - 100+ participants
- Chautauqua Produce Auction Grower's meeting - 40 participants
- Assisted with Chautauqua County Envirothon with presentations on local foods and agriculture- 150 youth
- Taught elementary school students about dairy farming at Conservation Field Days and at a school-to-farm field trip at Ormond Dairy Farm - 300+ students
- Organized the 4-H and Junior Holstein Club Dairy Showmanship Clinic - 20 participants
- Helped facilitate the 4-H Dairy Program and Chautauqua County Fair dairy activities
- Assisted in organizing the Beef Quality Assurance Program - 18 participants
- Recycling Agricultural Plastics Program - committee planning and baled plastics on area dairy and livestock farms
- Annie's Project Workshop Series for women involved in agriculture - 15 participants
- Assisted dairy farm families in evaluating and growing their business through the Dairy Acceleration Program - 10 dairy farms
- Worked with the Ag Day committee in organizing the program and participated in the 2014 Chautauqua County Ag Day held on September 4th - 500 farmers and agribusiness representatives attended hosted by Arlaine Farms, Sinclairville, NY
- Individual consultations with: dairy and livestock producers focusing on the production and management of their businesses; and with beginning and established farms on farm management topics



Agricultural Program

Lake Erie Regional Grape Program



Tim Weigle
Team Leader, LERGP
Grape and hop IPM
NYS IPM Program, Cornell

Andy Muza
Viticulture and Pest Management
Erie County Extension, Penn State

Luke Haggerty
Viticulture
Extension Associate, Cornell

Kevin Martin
Business Management
Extension Educator, Penn State

Program Statement:

Founded in 1992, this collaborative effort involving Cornell and Penn State Universities, County Extension Associations (Chautauqua, Cattaraugus, Erie and Niagara Counties in New York and Erie County in Pennsylvania) and Lake Erie Juice and Wine Grape Processors conducts extension education programming as well as applied research and demonstration projects throughout the 30,000 acres of grapes located in the Lake Erie Region of New York and Pennsylvania.

Major Activities:

Meetings

A total of 924 grape growers and members of the Lake Erie grape industry participated in 27 LERGP educational events during the 2014 growing season. These events included weekly Coffee Pot meetings, LERGP Growers' Conference, CORE Pesticide Training and Twilight meetings at Thompson Ag in Hanover as well as one in Gravel Pit Park in North East, PA.



On-farm cover crop research is being conducted by Bob, Dawn and Thom Betts in their vineyard operation in Westfield, NY.

Implementing research-based practices

Members of the LERGP Extension Team provided phone, office and/or on-site consultations on IPM, business management and viticulture practices to over 600 growers. In addition, the team conducted implementation and applied research projects in the commercial vineyards of 30 cooperating growers.

Selected Projects

Winter Damage Assessment and Crop Loss Evaluation

During the summer of 2014, the Lake Erie Regional Grape Program participated in a statewide 30-vine survey to assess the damage and crop loss brought on by extremely low temperatures in early 2014. In the Lake Erie Region, temperatures ranged from a low of -7°F in Niagara County to -15°F in Chautauqua County. To survey the damage in the Lake Erie Grape Region, 90 vineyard blocks were assessed. The surveyed area encompassed Niagara County, NY (17 blocks); Chautauqua County, NY (46 blocks); and Erie County, PA (27 blocks). Harvest showed the true extent of the damage and crop loss. *Vinifera* wine grapes received the most vine damage and subsequent crop reduction. There was a variation of damage found in hybrid wine grapes and very minimal damage in 'Native' grape cultivars. This survey was requested by the



Extreme winter low temperatures damaged vines in 2014 caused vine collapse in many Lake Erie wine grape vineyards .

New York State Department of Agriculture and Markets to provide documentation of potential crop loss for New York Farm Winery licenses. The commissioner of Ag and Markets is directed under NYS law to allow farm wineries to source fruit from out-of-state if projected crop losses exceed 40%. This survey work provided the information needed for local wineries to source grapes from outside the state, if needed. A [list of varieties certified by Commissioner Richard Ball and application procedures](#) is provided on the NYS Ag & Markets website.

GIS Mapping – Building on the GIS mapping from 2011 that identified the location of all the vineyards in the Lake Erie grape belt of New York and Pennsylvania, the LERGP has worked in cooperation with National Grape Cooperative to develop GIS block maps specific to a growers operation. Currently, over 311 grape growers in the Lake Erie region have taken advantage of the maps offered by the Lake Erie

Regional Grape Program. As a result, growers representing 64% of the 31,727 grape acres in the Lake Erie grape belt have access to extremely accurate acreage maps. These maps form the foundation for the implementation of new technology like variable rate fertilizer applications using NDVI sensor mapping or on-the-fly yield monitors. Managing a vineyard on a block-by-block basis provides the potential for increasing profitability by decreasing the costs of production.

Network for Environment and Weather Applications (NEWA) <http://newa.cornell.edu> E-NEWA for grapes, a daily email containing weather and pest model information relevant to grape growers, was beta tested during the 2014 growing season by 55 grape growers. A post-harvest survey is planned to assess the effectiveness of this method of information transfer.

Publications

Lake Erie Regional Grape Program website <http://lergp.cce.cornell.edu/>

- The Crop Update – Weekly e-newsletter published by the LERGP extension team
- Lake Erie Vineyard Notes – newsletter published by LERGP extension team
- Verasion to Harvest Newsletter – weekly harvest newsletter involving all statewide and regional grape extension teams. Martinson, Gerling, Haggerty, Bates, et al
- 2014 New York and Pennsylvania Pest Management Guidelines for Grapes. Weigle and Muza co-editors
- 2014 Production Guide for Organic Grapes. Weigle and Carroll co-editors
- 2014 Cornell Integrated Hops Production Guide. Weigle Editor

Outside Funding

Members of the Lake Erie Regional Grape Program were successful in obtaining funding through outside sources for 7 grant projects totaling \$246,957 as project, or co-project leaders. A portion of these funds provided salary reimbursement for team members, the hiring of two summer staff, and were also used to provide funding for 5 positions currently on soft funding within the Lake Erie Grape Research and Extension Program.



Another successful Concord harvest was completed at the Cornell Lake Erie Research and Extension Laboratory (CLEREL) in Portland, NY.



4-H Youth Development Program

Emily Reynolds, 4-H Issue Leader



Program Statement:

Chautauqua County 4-H is proud to continue to be one of the most respected, successful and unique programs in Western New York. 2014 has marked a number of accomplishments for 4-H.

The 4-H Market Animal Sale was monumental with youth receiving top dollar for their market animals and increasing their profit margin with a total sale of \$189,000 of which \$177,660 is returned directly to the youth. The staff, volunteers and members are working very hard to raise money to continue the 4-H program. The 4-H endowment fund, established in 2012 with the Chautauqua County Region Community Foundation has reach \$175,000. This years success was made possible through funding from the fall fundraiser, Sounds of Motown Event , and a generous grant from the Ralph C Sheldon Foundation. The third Annual Benefit Dinner is planned for February 2015.

The 48th Annual Conservation Field Days was a success with over 34 educational stations, thanks to the countless volunteers and the Lake Chautauqua Lutheran Center.

4-H is a National Organization committed to “Making the Best Better”. Research indicates 4-H is one of the strongest community youth development programs available, providing youth the opportunity to experience four essential elements of positive youth development: belonging, mastery, independence and generosity. Youth involved in 4-H are leaders, contribute to their communities and are civically engaged, which strengthens communities.



It is highly unusual for local 4-H dairy members to earn a trip to ONE national competition in dairy judging. Abigail Jantzi, 9 year member of the Clymer Eager Beavers 4-H Club is heading to number THREE. Abigail is the daughter of Brian and Mary Jantzi, of Clymer, NY. She traveled to Madison, Wisconsin where she competed in dairy cattle judging at The World Dairy Exposition on September 29th. The New York State Team of four 4-H youth in which Abigail was a member of, placed as follows: 6th Place Team Overall, 5th Place

Team Oral Reasons, with Abigail earning 8th place individual in Oral Reasons in this National Dairy Contest. Twenty-seven teams from throughout the country competed in this dairy cattle evaluation contest, judging 10 classes and giving oral reasons on five classes. Congratulations again to Abigail Jantzi for proudly representing Chautauqua County and New York State 4-H at this National Dairy Cattle Judging Contest.



Branden Decker, the son of Julie and John Covert of Ashville, NY is currently competing in the National 4-H Livestock Skill-A-Thon Contest at the North American International Livestock Exhibition in Louisville, Kentucky. Branden has participated in 4-H for 8 years. He has also qualified for the 2015 National Livestock Judging Contest.

Whether youth are wrangling with an animal at the County Fair, conducting a tour, teaching the skills they have acquired, or caroling at Christmas time, it is no mistake that Chautauqua County 4-H is “Making the Best Better.”

4-H Club Activities: This past year, there were 434 Chautauqua County youth who participated in 21 4-H Community Clubs. Approximately 72 youth participated in the Annual 4-H Presentation Contest in which they gained effective communication skills and gained self esteem.

County Fair Exhibits: Over 750 4-H animals were exhibited at the Chautauqua County Fair with an additional 1,600 projects varying from woodworking to cooking. Diverse project opportunities allow youth to develop leadership life skills such as responsibility, managing multiple tasks, decision making, team work, self motivation, increased self concept and improved communication skills.

4-H Family & Consumer Sciences (FCS): The 4-H Snack Bar at the Chautauqua County Fair had another successful year. Adult and youth volunteers manned the booth and earned nearly \$10,000 for the continuation of the 4-H Budget.

4-H Meat Animal Sciences: The Market Animal Sale was extremely successful with total receipts of approximately \$189,000.00 with 121 buyers.

Conservation Field Days: Cornell Cooperative Extension’s annual Conservation Field Days was well attended. During the two days, 57 instructors, and 854 fifth grade children participated. The lessons taught varied from forestry, beaver ponds, and invasive species to water conservation, micro-organisms, and team work. These were fun, hands-on learning experiences for the participants.



Master Gardener Program

Betsy Burgeson, Program Coordinator



	2014 (As of November 12th)	Cumulative (since 2009)
Hours Donated	3,517	16,405
Value of Volunteer Time (\$28/hr.)	\$ 98,465	\$ 459,333

Major Activities:

YardWorks Program: The MG program received \$4,200 as part of the Cornell Lab of Ornithology YardWorks program to help 2 Chautauqua Lakeshore communities improve bird and wildlife habitat through garden design and installation.

Trowel Talks: The MG program partnered with the Chautauqua County Library system to offer a series of garden talks throughout April and May. 54 talks were given at 13 different libraries on a variety of topics. Over 500 community members attended the talks.

Demonstration Garden: Volunteers designed, coordinated and maintained the 800 ft² demonstration garden at the Frank Bratt Ag Center. The garden has nine beds for the Vegetable Varieties for Gardeners Demonstration Site in which vegetables and herbs are grown and rated based on ease of growth and taste. The garden is also part of the Giving Garden program and created 350 pounds of produce that was able to be donated to the St Susan Center Soup Kitchen.

Evening in the Garden Program: Four Evening in the Gardens were held at the Ag Center Demonstration Garden with over 100 community members in attendance. Garden tours, demonstrations and taste testing of “in-season” vegetables were given at each.

Plant Sale: Master Gardeners organized and held the fourth annual Plant Sale held on May 10th. Perennials, Shrubs, Herbs and Vegetables were sold with a profit of \$1,928.00. **All proceeds of this annual event go to Extension to help offset costs of the Master Gardener Program.**

Spring Gardens and Landscapes Day: The Master Gardener Program partnered with JCC to create and hold a day of gardening education on March 1st. 77 people were in attendance. A very successful event that engaged attendees in 4 workshops throughout the day. It brought in \$1,055.00 worth of revenue to CCE.

Help-Line: Two weekly volunteers manned the Master Gardener Help-line, which was available to Chautauqua County residents on Wednesday afternoons from 1-3 pm. The helpline began April 2nd and ran through September 24th. Questions from **165+ calls and walk-ins** were



researched and answered. The inquiries were on a variety of horticultural topics, but the bulk of the questions pertained to insect identification.

Conservation Field Days: Volunteers ran the Journey of a Waterdrop activity station that helped to educate students about the Water Cycle and Reducing, Reusing and Recycling at the 2014 Conservation Field Days, organized by the 4-H program. **Over 250 students** were seen over the two day event, May 28th & May 29th.

WNY Garden & Landscape Symposium: The Master Gardener Program developed, organized and held the first annual WNY Garden & Landscape Symposium on September 26th. Targeted at professionals in the horticulture industry it highlighted 4 experts in the fields of Entomology, Arboriculture, Native Plant Propagation and Fruit Trees. Forty three people were in attendance and it brought in \$1,199.00 worth of revenue to CCE.

Chautauqua County Emerald Ash Borer Task Force: The Master Gardener Program Coordinator was instrumental in establishing a local Emerald Ash Borer Task Force. The mission of the task force is to help communities prepare for the economic, ecological & public safety impacts of EAB as well as other potential forest pests by facilitating a science based response.

Emerald Ash Borer First Detector Training: A day long workshop to train volunteers on the life history and identification of the EAB was held on September 25th. The training was organized by the MG Program and led by Mark Whitmore of Cornell University. It was attended by 15.

Ag Center Herb Garden: Designed and renovated the entrance garden at the Frank Bratt Ag Center converting it into a demonstration Herb garden.



Outreach & Community Educational Events:

Thinking Spring Garden Expo, March 22nd: Collaborated with Jamestown Renaissance Corporation to coordinate the 3rd annual GROW Jamestown Garden Expo. Volunteers provided workshops throughout the expo as well as manned an educational and promotional booth. – attended by 800+

Pride of Chautauqua, April 6th: Volunteers manned an educational booth.

Chautauqua County Fair: A booth was manned in Floral Hall with volunteers answering gardening questions for the public. In addition, volunteers continued the renovation and maintenance of the gardens at the fairgrounds. Several volunteers also judged 4-H horticulture and conservation projects.

Audubon Monarch Festival, August 30th: Assisted Audubon volunteers and provided horticultural education at the event.

Horticultural Presentations: Presentations were given by volunteers to a variety of groups and organizations throughout Chautauqua County.

School Gardens: Volunteers worked with several schools, educating youth and teachers on how to design, install and maintain vegetable gardens on their campuses.



TRC Labyrinth Garden:

Volunteers worked with staff and clients of The Resource Center to plant over 400 dogwood whips at the Labyrinth located on Jones and Gifford.

Allenberg Bog Tour: Led a tour of the Allenberg Bog (Napoli, NY) and the Randolph Community Garden on July 10th with 29 participants.

NATURAL RESOURCES

Wendy Sanfilippo, Program Coordinator

Program Statement:

One of the five main Program Areas of the Cornell Cooperative Extension system is Environment and Natural Resources, Sustainable Energy, and Climate Change. The grants and projects that fall within this category here in Chautauqua County seek to bring research-based knowledge to the general public that will help them to make informed decisions on environmental issues that effect their health and well-being as well as the environment.

Recycling and Solid Waste:

Cornell Cooperative Extension of Chautauqua County began working under contract with Chautauqua County through a Municipal Waste Reduction and Recycling grant (MW&R) in September 2013. The grant will run through December 2015 and is a shared services agreement between Chautauqua and Cattaraugus Counties.

A large focus of the grant has been to help draft the Local Solid Waste Management Plans for the Counties. It will define the handling of solid waste and recycling in the counties and address the reduction methods that each county will use to increase recycling and decrease waste volumes. Public participation will be key in this process as we work together to create an overview of how we handled our waste and recycling in the past, what we are doing now, and how we will seek to improve and sustainably move forward.

Tours of the landfill in Chautauqua are another highlight of this program. All local schools and community groups are invited to take a tour of the landfill, the recycling system, and the energy recovery facility.

We help promote and educate the community on hazardous waste collections, textile recycling, general recycling, and product stewardship topics such as electronic waste recycling and paint recycling. We work closely with the New York State Department of Environmental Conservation to increase recycling through the collaboration of a State-wide network of recycling professionals (NYSAR³).

Many organized collection events for used textiles will take place in 2014 across NYS. We have been working with NYSAR³ behind the scenes to create a data-base of locations where used textiles can be taken for donation and recycling.

Data from the Secondary Materials And Recycled Textiles Association shows that over 70 pounds of textiles are discarded by each person in the US per year. In Chautauqua and Cattaraugus Counties, over 4000 tons of material may be going into landfills instead of being reused. We will be working to increase donations.

EmPower New York Energy Efficiency Workshops

These 2-hour workshops, available throughout New York State, provide energy information for households with limited resources faced with higher energy costs. The classes are funded through the New York State Energy Research and Development Authority (NYSERDA)

Save Energy, Save Dollars: Learn about low-cost and no-cost ways to save energy and reduce your energy bills. Also, learn about programs that can help you afford energy-efficiency improvements with subsidies, low-interest loans, or free services to qualifying households. Participants receive 3 compact fluorescent light bulbs.



Cornell Cooperative Extension of Chautauqua County works with Cornell University to deliver these programs in Chautauqua and Erie Counties.

Programs have been offered to 161 participants in 2014.

Information on available NYSERDA programs is available at www.nyserda.ny.gov.

Master Food Preservers:

After the 2014 training this September, we have trained a total of 38 master food preservers who hold a certificate of completion. Six graduates have received their official Master Food Preserver Certificate after demonstrating skills in canning, freezing, dehydrating, and an understanding of food preservation science.



The community is very interested in learning these skills and we hope to add classes and trainings in 2015.

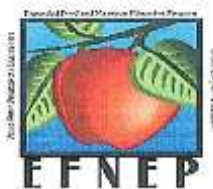
Master Naturalist Training:

Received \$5,250 to host a Master Naturalist Training in WNY at Camp Turner in Allegany State Park

18 participants attended the training from across NYS. This hands-on training included topics on mammals, amphibians, wildlife biology, stream ecology, invasive plants and animals, insects, and forest ecology.

Candidates will need 14 more hours of instruction in natural resource topics and volunteer 30 or more hours educating others to receive their certification.

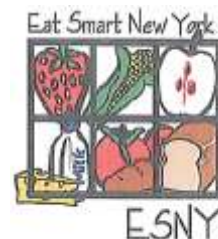




Family & Consumer Science

Patricia Hammond, Issue Leader

Family and Consumer Science Program Area Annual Report 2014



Program Area Statement:

This year nutrition, health, food safety, and resource management education was provided to residents throughout Chautauqua County through a variety of methods at multiple venues. Interactive educational presentations, food preparation demonstrations, and displays focused on increasing the adoption of healthy behaviors.

The primary project goals included helping people increase their consumption of fruits and vegetables, reduce the amount of sugar-sweetened beverages they drink, increase their physical activity levels as part of a healthy lifestyle, and maintain calorie balance during each stage of life. Social marketing messages supporting these goals were also disseminated.

Work to create long-term, sustainable environmental change in the community was also conducted with agency partners. The ultimate goal of these efforts was to change our environments to make the healthiest choice the easiest choice for all Chautauqua County residents.

In addition, healthy lifestyle information was regularly delivered through locally produced radio Public Service Announcements and newspaper articles.



EFNEP & SNAP-Education (Eat Smart New York):

While the target audience for both programs was low income families, all of the people who engaged in the educational programming provided through the Supplemental Nutrition Assistance Program-Education (SNAP-Ed) and the Expanded Food and Nutrition Education Program (EFNEP) learned easy new ways to make healthier food and beverage choices, stretch their food budgets, and to become more physically active.

After participating in sessions, many people reported they had made positive behavioral changes or intended to make long-term lifestyle changes. These types of changes can be expected to result in improved health outcomes, which will likely reduce health care costs for these participants. Furthermore, these positive lifestyle changes are likely to result in a big financial impact for all tax payers when the changes are made by those relying on public assistance to help pay for their health care.

As in previous years, nutrition education goals set for 2014 were dramatically exceeded. 575 people were expected to submit an “Intent to Change” form after attending a direct one-time educational session. As a result of what they learn in these presentations, participants complete that form to indicate their intent to make positive behavioral changes. 2837 SNAP recipients submitted “Intent to Change” forms this year, or almost five times as many people as was projected.

An additional 9788 people participated in one-time educational events, but did not submit an “Intent to Change” form. When people attend shorter educational sessions, or choose not to submit an “Intent to Change” form after a longer educational event, their participation is tracked under indirect education. The annual goal for indirect education was

1,460 participants. Almost seven times as many people attended these types of sessions as was expected.

An additional 184 adults enrolled in a series of 6-12 lessons, with 75% of them earning a graduation certificate.

Lesson series, direct and indirect educational events were conducted at locations throughout Chautauqua County.

One-time educational presentations were conducted at food pantries, soup kitchens, community centers, child care centers, WIC, the One-Stop Employment Centers, churches, and the Chautauqua County Rural Ministry. Educators also regularly provided displays, recipes, and food tastings, along with education, at farmers markets, wellness fairs, and community events. Most recipes featured locally grown produce.



Lesson series were taught at churches, libraries, community centers, and to people enrolled in English as a Second Language (ESL) and Test Assessing Secondary Completion (TASC™, formerly known as General Educational Development or GED®) classes at both ends of the county. People enrolled in Family Learning Zone, UCAN, and Sewing Room programs at the Gateway Center graduated from lesson series, as did very young parents at the Teenage Education and Motherhood (TEAM) program.

Youth completed educational series at Sherman schools and the Eastside YMCA. In addition to educational series, one-time educational sessions were provided for youth at events like the Positive Choices Coalition's 'Taste of Independence' and the 4-H Conservation Field Days.

Series education was evaluated using pre- and post-test surveys that collected dietary, food resource management, and food safety behavioral data from adults. Youth completed behavioral assessments at program enrollment and after completion of a lesson series. Participant data and outcomes were entered into a national Nutrition Education Evaluation and Reporting System to evaluate the overall effectiveness of the educational programming.

Environmental change work was conducted with community partners including those involved with the county's Community Transformation Grant and the Chautauqua County Health Network's Creating Healthy Places project. For the

first time, large posters featuring healthy messages were offered to medical professionals, schools and agency partners. These messages were also regularly provided through newspaper articles and radio broadcasts.



Near the end of the program year, work began on the Smarter Lunchrooms project. Food service staff were trained in 6 local middle schools to participate in a Cornell/USDA research study that will assess the impact of easy, low cost changes in the way food is presented in school cafeterias.



Chautauqua County WIC Program

Debra M. Fadale Felton, Program Director

“The Mission of the WIC Program is to safeguard the health of income eligible women, infants and children up to age 5 who are at nutrition risk by providing nutritious foods to supplement diets, information on healthy eating and referrals to health care.”



WIC Program Overview:

The Special Supplemental Nutrition Program for Women, Infants and Children (WIC) is a public health nutrition program under USDA that provides participant-centered nutrition education, breastfeeding support through the Enhanced Peer Counselor Program, referrals and a variety of nutritious foods for income-eligible pregnant, breastfeeding or post-partum women, infants and children up to age 5 to promote and support good health, especially during critical times of growth and development. Program eligibility is also based on health and nutritional risk determination that follow established

program regulations to ensure that all participants receive the education and nutritional support that is specific to each of them that leads to healthier outcomes for all participants.

Participation in this federally-funded program has proven to increase birth weights, reduce the rate of low birth weights, prevent pre-term delivery and reduce the medical costs among high-risk pregnant women. WIC participants have longer, healthier pregnancies and fewer premature births.

Enhanced Peer Counselor Program:

Studies have found that Peer-to-Peer breastfeeding support and education have been effective in increasing both the initiation and duration rates of breastfeeding. Through the Enhanced Peer Counselor Program, Peer Counselors, who have breastfed before and are available 24 hours/day, can assist and support new moms in overcoming the challenges of breastfeeding. With training, the Peer Counselors act as mentors or friends to the moms, providing them with the confidence and non-judgmental support they need both before and during the breastfeeding experience. The Breastfeeding Coordinator oversees the Peer Counselor Program and provides counseling and education as well. Breastfeeding supplies, including breast pumps and aids, are also available. Breastfeeding promotion and support is also offered by all WIC staff through one-on-one or group participant-centered education.

Program Statistics

In Chautauqua County, WIC is county-wide with main offices located in Dunkirk and Jamestown with temporary clinic sites in Sherman, Silver Creek and Westfield.

- ◇ For 2014, the program averaged a monthly caseload of **3,952**, with October 2013 having the highest caseload of 4,002. Of the 3,952 participants:
 - **929** are Women, **889** are Infants and **2,134** are Children.
 - Of the Women, **108** are Totally Breastfeeding and **54** are Partially Breastfeeding.
 - Of the Infants, **94** are Totally Breastfed and **52** are Partially Breastfed.
 - **1,406** were served out of the Dunkirk Office, **2,256** out of the Jamestown Office, **141** out of Westfield, **61** out of Silver Creek and **88** out of Sherman.

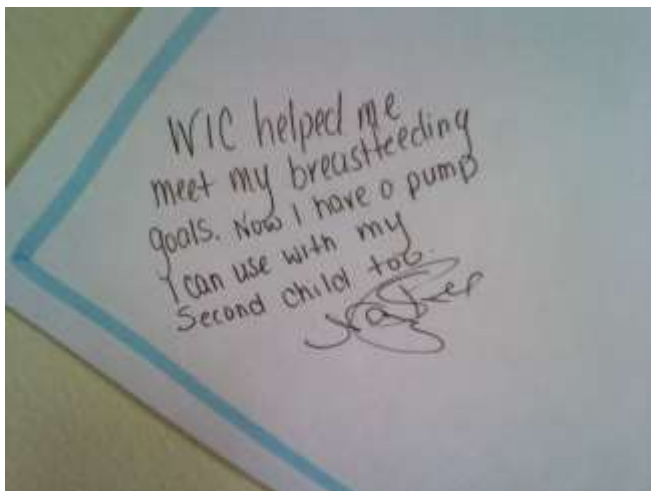
- ◇ For 2014:
 - **10,924** Nutrition Education contacts were provided to participants (910/month).
 - **2,463** New Participants were added to the program (205/month)
 - Of the 2,463, **871** were new Prenatals (73/month)
 - **2,416** participants were re-certified for the program (201/month)
 - **291** Immunization, **407** Dental and **72** Smoking Referrals were made.



- ◇ As of September 2014, the breastfeeding initiation rate for the program was **64.1%**, an increase of 2.8% from September 2013 (61.3%). The overall average initiation rate for 2014 was **63.0%** with August 2014 having the highest rate of 64.3%.
- ◇ During 2014, the Breastfeeding Peer Counselors had a total of **4,914** contacts with Pregnant and Breastfeeding participants, averaging out to 410 contacts per month.
- ◇ During 2014, there were 27 grocery stores and pharmacies throughout the County authorized to accept WIC food instruments. During the months of July 2013 – June 2014:
 - **159,999** WIC Food Instruments were redeemed in Chautauqua County.
 - The total redemption value of the WIC Food Instruments was **\$2,489,063.67**.

Program Accomplishments & Activities:

- ◇ As part of our Healthy Lifestyles Promotion Plan for 2014, infant and toddler toothbrushes, seedlings and hula hoops were distributed to WIC families during the year, resulting in the program meeting the goal of the 2014 Plan.
- ◇ For National Nutrition Month in March, a Nutrition Board was placed at the Jamestown Office that asked participants “How WIC has helped them make healthier food choices”. Several responses were obtained and shared with the WIC Regional Office and responses are still being collected.
- ◇ During the month of April, Outreach visits to all the Health Care Providers in the County were conducted. The main focus of the visits was to meet with staff and review the new required WIC Medical Documentation Form with them along with availability of program information.
- ◇ The program participated in National Public Health Week at The Chautauqua Center (TCC) on April 7th. Breastfeeding was the focus of the day & program information was also available.



- ◇ The program participated in Healthy Kids Day at the YMCA in Jamestown on April 26th by conducting FitWIC activities with the children.
- ◇ The Coordinator was asked to sit on the Maternal & Infant Health Coalition for the County. The goal of the Coalition is to increase the number of women receiving early prenatal care in their pregnancies, in addition to decreasing the smoking rates, preterm births, increasing breastfeeding rates and the prevention of unintended & adolescent pregnancy. The first meeting was held in May and the coalition meets on a quarterly basis.



“The Chautauqua County WIC Program is committed to assisting eligible women, infants and children to achieve improved nutrition and health status by providing nutrition education, selected supplemental foods, and health referrals in a caring supportive environment.”



◇ At The Chautauqua Center’s grand opening on May 16th, CCE, along with the WIC Program, were awarded Certificates of Appreciation for their support and dedication to The Chautauqua Center.

◇ The program participated in the Pine Valley Health & Wellness Day on May 20th. Students and the public attended the event which focused on increasing their awareness of the services that are available in the County.

- ◇ The program participated in the Migrant Health Fair in Fredonia on May 21st and FitWIC activities were conducted with the children.
- ◇ During the month of May, follow-up visits and calls were made to the Health Care Provider Offices regarding program information and answering any questions on the new WIC Medical Documentation Form to ensure that they are completing the form correctly.
- ◇ On June 2nd, a Farmers Market Clinic Day was held at the Dunkirk Office whereby 240 WIC families received their Farmers Market Coupons for the summer. At the Clinic Day, families were able to receive education & do taste-testing at the SNAP/EFNEP CCE Table and also learn about the Dunkirk and Fredonia Farmers Markets and other services offered through Chautauqua County Rural Ministry’s & Creating Healthy Places. This was approved as a pilot-project whereby the focus was the redemption of the Farmers Market Coupons based on the participant’s ability to receive their Farmers Market Coupons at the beginning of the Farmers Market Coupon issuance season through WIC versus throughout the summer months.
- ◇ The program participated in Chautauqua Opportunities, Inc. Health Fair on July 8th (North County) and July 17th (South County). FitWIC activities were conducted with the children & water bottles were also handed out.
- ◇ On July 17th, the program received several “Shower” gifts through the Community Baby Shower that was sponsored by the United Way in Jamestown during the spring. The gifts (various baby items that were donated by the local community) were then individually wrapped and given to all the new prenatal participants at the Jamestown Office during the summer months.
- ◇ During the month of July, Participant Surveys were conducted. Top responses centered on shopping with the WIC checks and that a) it is not easy to do and b) participants are not always able to find the foods that are listed on their checks. The results were shared with the WIC Regional Office.
- ◇ In recognition of World Breastfeeding Week, the program held the “Big Latch On” in Moore Park in Westfield on August 2nd. Breastfeeding information was also available along with FitWIC activities.



- ◇ On August 15th, the program participated in the Community Family Health and Wellness Day in recognition of National Health Center Month sponsored by The Chautauqua Center. FitWIC activities were shared with the 350+ parents and children that attended and water bottles were also distributed.
- ◇ The program was the recipient of a \$20 voucher from the James Prendergast Library (JPL) Book Sale Family Literacy Fund which was used to purchase “gently used” children’s books for the Jamestown Office.
- ◇ The program participated in the Migrant Health Fair in Fredonia on August 20th and FitWIC activities were conducted with the children.
- ◇ The program participated in the Chautauqua County Community Health & Information Resource Fair on August 23rd. FitWIC activities were shared with the families that attended.
- ◇ The Breastfeeding Coordinator and Peer Counselor staff participated in the Community Baby Shower sponsored by the County’s Maternal & Infant Health Program on August 27th.
- ◇ The program also attended the Community & Family Day Event at the Jamestown Farmers Market on August 28th. FitWIC activities were conducted with the children.
- ◇ The program participated in the Dunkirk Farmers Market on September 17th. FitWIC activities were shared with the families that attended & water bottles were handed out.
- ◇ During the months of June, July, August and September, 1,813 sets of Farmers Market Coupons were distributed to WIC families.
- ◇ On January 15th, July 16th and October 8th, the program participated in the Passbook Trainings held by the Chautauqua County Health & Human Services Department (CCHHSD). The trainings provide an opportunity for new staff to learn about all the different programs under the umbrella of CCHHSD.
- ◇ The Dunkirk Office continues to be a Gleaning Site through Rural Ministry’s. Fresh produce from local farms is brought to the office and is free for participants to take.



Future Goals:

- ◇ Implement our Performance Improvement Plans for 2015, which includes: a) A Web-based Participant Contact System, b) Participant Orientation Video on our Website and c) Caseload Retention & Expansion, which includes a media ad campaign. All projects are for a one-year period that ends on September 30, 2015.
- ◇ Develop new goals for our 2015 Healthy Lifestyles Promotion Plan.
- ◇ Finalize the Joint Program Services Agreement (JPSA) with The Chautauqua Center (TCC) to increase referrals between both organizations.
- ◇ Conduct a Patient Flow Analysis and a Daily No-Show Rate Study to assess program operations and to improve upon program inefficiencies and customer service.
- ◇ Continue to implement the Outreach Plan for the Program that incorporates the Chautauqua County Community Health Assessment & Health Improvement Plan for 2014 – 2017 in order to help address and support the priority area of promoting Healthy Women, Infants and Children within the County and to build a sustainable outreach foundation for the program, which includes linkages with the Medical Providers in the County as well as other programs and services, including the Immunization Clinics in the County, the Maternal & Infant Health Program, Head Start, Daycare Providers and community organizations such as Rural Ministries and Catholic Charities to strengthen our referral base for participants.
- ◇ Develop a timeline of outreach activities to Health Care Providers in the County as well as churches, grocery stores, schools, laundromats and libraries in the eastern side of the County to assess the need for services and the establishment of a temporary clinic site in that area.

Cornell Cooperative Extension Chautauqua County Staff

Administration

Shawn Tiede—Interim Executive Director
Emily Reynolds—Interim Operations Manager

Lake Erie Regional Grape Program

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Andy Muza—Viticulture and Pest Management
Luke Haggerty—Viticulture
Kevin Martin—Business Management
Kate Robinson—Administrative Assistant

Master Gardener Program

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Debra Gardner—Administrative Assistant

4-H Program

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Natural Resources Program

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JoAnn Perez—Program Educator
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Doreen Gilbert—Program Educator

2014 Sources of Financial Support for Cornell Cooperative Extension - Chautauqua County Financial Report

2014 Operating Revenues

Chautauqua County Contracts, including WIC	\$ 1,146,060.00
Federal Funding	\$ 53,163.00
State Funding	\$ 567,294.00
Participation	\$ 327,845.32
Total	\$ 2,094,362.32