

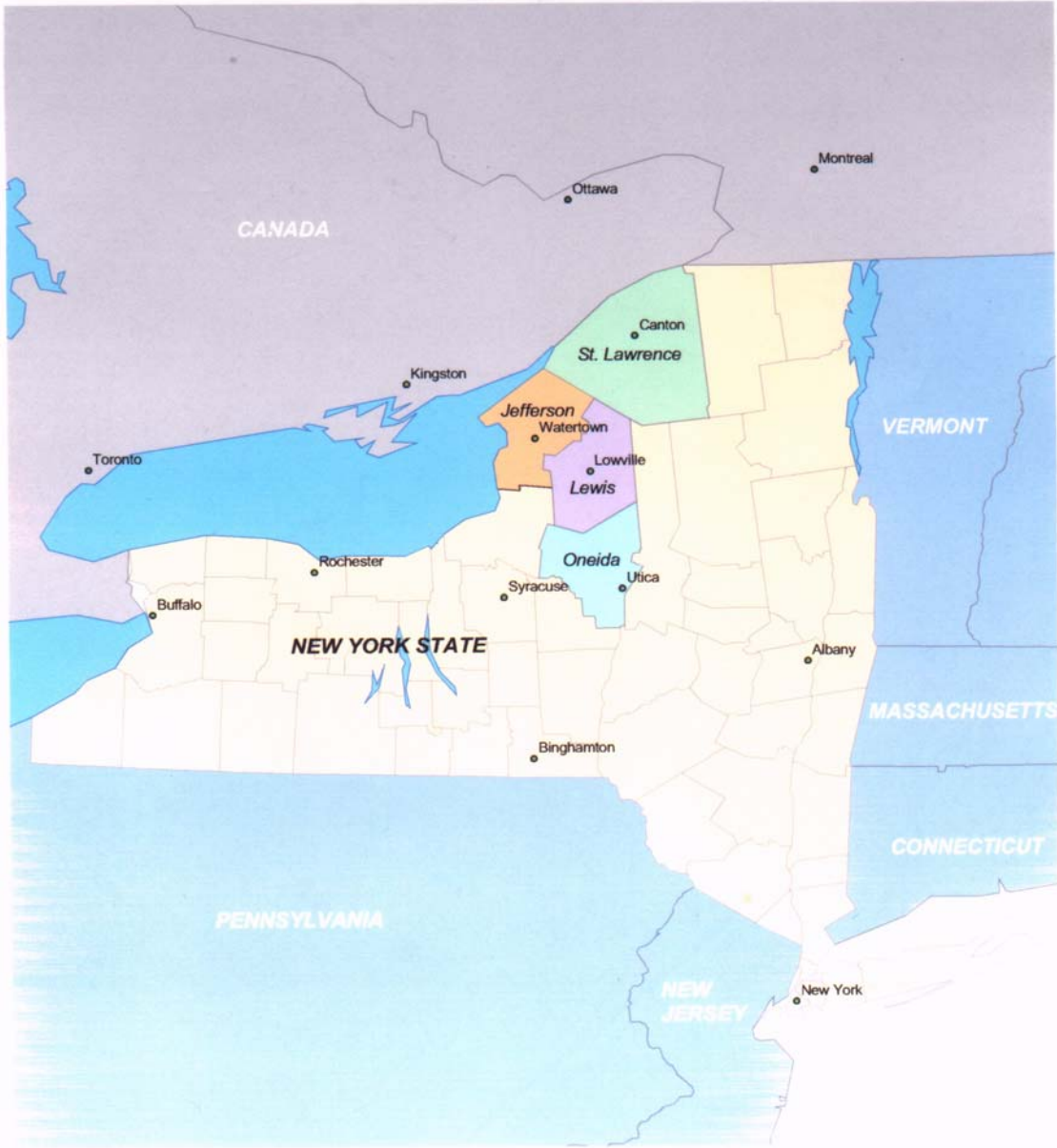


Come Farm With Us

2004-2005

Annual Report

**Come Farm With Us
in the North Country**





Come Farm With Us – 2004 and 2005 Perspective

The regional Come Farm With Us program is a marketing initiative involving Lewis, Jefferson, Oneida, and St. Lawrence Counties. Established four years ago, the effort concentrates on promoting the continued success of agriculture in this North Country region that provides strong agribusiness infrastructure, a quality rural lifestyle, competitive crop yields, and affordable land prices. It is an effort to promote, educate, and encourage farmers from outside the northern New York region to discover all that is available here. Representatives from each of the four Counties serve on this committee.

Encouraging farmers to move to this area is a **long-term process**. Moving one's farm is not just moving cows and equipment, it is making an entire lifestyle change for oneself and one's family. It is a transition that includes adapting to a new location, a new neighborhood, connecting to new business partners, making new friends, adjusting to new schools. **It is not just an individual decision it is a family process**. This takes time. Whether one comes with a family or by themselves, they are leaving a familiar place to come to an unknown. The Come Farm With Us Program aspires to make that change as easy as possible. What is important to note, is that while it is 2005, we continue to talk with people our representatives spoke with at the first trade shows we attended in 2002. Our continued attendance at farm trade shows, and our sustained advertising reinforces that we are a trusted group of people that are here to assist interested farmers move to this locale.

During 2004 and 2005 the regional Come Farm With Us program planned its most aggressive advertising schedule to date. Monthly ads are appearing in several magazines and newspapers throughout the Northeast including **American Agriculturalist**, **Northeast Dairy Business**, **Country Folks**, (all four zones), **Farming** and **The Budget**. These ads began to appear in print in late 2004 and will continue throughout 2005. In late 2005 we will assess the success of advertising in each of these publications and renew those that are appropriate.

In 2004, we received funding from each of the counties involved in this regional program, from the offices of Assemblywoman Dierdre Scozzafava and Assemblyman Darrel J. Aubertine, and from Niagara Mohawk. This funding has assisted the regional Come Farm With Us program to move forward. As we travel to various farm shows we observe that many states are present promoting their areas. The regional Come Farm With Us program is the only group made up of four counties, in New York State, that is encouraging others from outside the area to visit and consider a move.

In 2004, a grant received from Niagara Mohawk required that we use half the money towards international promotion. As a result of this we hosted a booth in the International Lounge at the World Dairy Expo, in addition to our regular booth in the Dairy Arena. We have taken out advertising in a Dutch daily agriculture newspaper and a dairy-farming magazine in Canada. This outreach has given us some valuable feedback.

In looking over our folder and hearing about all the services available to farmers in New York State, one Englishman proclaimed, “English farmers would never believe this!”

Working with international inquirers has also made us aware of some of the immigration issues that are relevant. This is an area that we continue to learn more about. Ultimately, each new farmer coming into this area from another country must deal with immigration concerns on an individual basis.

In March of 2004, Arlene Hall was hired to serve as the regional Come Farm With Us program administrator on a part-time basis. Mrs. Hall works out of the Cornell Cooperative Extension – Lewis County office where she also serves as the Community Outreach Extension Educator. Mrs. Hall is primarily responsible for disseminating information about the regional program to interested parties received via phone calls, letters, e-mails, office visits, etc., planning and executing advertising for the regional program, registering for farm trade shows we attend, and maintaining a data base of contacts the regional program has made. In 2004, this position was funded in part from the office of Assemblywoman Dierdre Scozzafava. Assemblywoman Scozzafava also funded videoconference equipment at Cornell Cooperative Extension- Lewis County in 2004, which allows the regional committee to connect via polycom camera regularly for their meetings.

The regional Come Farm With Us program continues to grow. **Our goal is to keep agriculture the number one industry, thereby assisting existing business, both small and large in this area.** It is a goal that requires the participation of many to be successful. Our most sincere thanks are extended to each of our partners in this most worthwhile work.

Impact Statement



Impact Statement

The regional Come Farm With Us program has been working diligently to market the four county region of Jefferson, Lewis, Oneida, and St. Lawrence Counties as a great place to be involved in agriculture. We have strong agri-business infrastructure, county government support, and local Ag agencies and groups who support this endeavor. From the outset, the regional Come Farm With Us program has worked to pinpoint the Northeast, New England, the mid-Atlantic section of the US and other areas east of the Mississippi River.

Encouraging farmers to move to this area is a long-term process. This decision does not come easy or quickly in most cases. This program has worked hard to educate people about the positives of farming in Northern New York

Here Are The Results:

- To date, we have had **65 farms sold or “rented to own” that can be directly connected to the *Come Farm With Us* Program.** Average sale price per farm is **\$350,000 – \$400,000.**
- A typical farm in an average milk year will bring in approximately \$150,000 in milk sales. **\$9,750,000 in milk sales alone has been generated as a result of the regional Come Farm With Us program.**
- Since 2002, we have attended over 12 Farm Trade Shows located in Pennsylvania, Wisconsin, Ohio, Vermont, and New York States. These shows help us connect with a broad representation of farmers. **Attendance at these shows has provided us with over 1300 contacts.**
- Advertisements for the regional Come Farm With Us program have been secured in various magazines and newspapers in targeted areas on both national and international levels. These include: American Agriculturalist, Northeast Dairy Business, Farming, and Country Folks, The Budget newspaper. For international advertising we have monthly ads in Ontario Dairy Farmer magazine in Ontario, Canada, and Agrarisch Dagblad, an agricultural newspaper in The Netherlands.
- The regional Come Farm With Us program has talked with people in the **following states** via phone inquiries, our website, or as a result of our advertising: **Arkansas, Arizona, California, Connecticut, Colorado, Delaware, Florida, Georgia, Idaho, Indiana, Maine, Maryland, Massachusetts, Michigan, Minnesota, Missouri, Nebraska, New Hampshire, New Jersey, New Mexico, New York, North Carolina, Ohio, Pennsylvania, Rhode Island, South Carolina, Tennessee, Texas, Vermont, Virginia, Washington, West Virginia, Wisconsin.** Out of the country we have been contacted by people in **The Netherlands, Canada, Switzerland, Germany, and the Czech Republic.**
- As a result of the Regional Come Farm With Us Program two spinoff programs have developed: **Development of North Country product marketing** in New York City; and a meat and livestock industry study – **Regional Value Added Meat Processing (REVAMP).**
- In 2004 and 2005 to date, the regional Come Farm With Us program has had 240 inquiries about farming in northern New York (9/30/05)

Accomplishments



**Regional Come Farm With Us
Our 2004 and 2005 Accomplishments**

All four counties enjoy the benefits of the following efforts through their participation in the regional Come Farm With Us program. It all adds up to increased promotion of each of the four County members.

- **Attendance at the following:**
New York - Ontario Trade Summit, December 2004, Watertown, NY
New York State Ag Society Meeting, January 2005, Syracuse, NY
Keystone Farm Show, January, 2004, 2005, York, PA
New York Farm Show, February 2004, 2005, Syracuse, NY
New England Dairy and Beef Expo, March 2005, Essex Junction, VT
Farm Science Review, September 2004, London, OH
World Dairy Expo, October 2004, 2005, Madison, WI
- **Advertising:**
There is an attached list of all the advertising that we have accomplished in 2004 and 2005. This is something we are regularly reviewing and seeking to improve.
- **International Advertising:** (Our Niagara Mohawk funding specified that ½ of the money needed to be used for international marketing)
Agrarisch Dagblad, an agricultural newspaper published daily, except Sunday, in The Netherlands.
Ontario Dairy Farmer, published in Ontario, Canada

We also created a second display to be shown in the International Lounge at the World Dairy Expo 2004. Our trade show booth was on exhibit in the Dairy Arena at the same show.

- **Received funding from:**
Jefferson, Lewis, Oneida, and St. Lawrence Counties
Niagara Mohawk
Assemblywoman Dierdre Scozzafava
Assemblyman Darrel Aubertine
Lewis County Agribusiness Association
- **Received Folders from:**
New York State Ag and Markets – we use these folders to package our information for the regional Come Farm With Us program. To date there has been no charge for these materials. We have received approximately 1200 folders since the beginning of the regional Come Farm With Us program.

- **Grants Applied for:**
~ 2004 Food and Agriculture Industry Development grant – did not receive
~2005 Farmland Viability Grant – in cooperation with Lewis County Planning Office – still awaiting word.

- **Data Collection:**

Working on database of all our regional Come Farm With Us contacts since 2001. This is an on-going job because we are collecting information from all four Counties involved. This is a job that needs regular attention, which is being addressed.

- **Tag Line:**

Please see the included tag line that we created to include and credit all the organizations and associations that support the regional Come Farm With Us program.

- **County Information Sheets:**

We re-vamped the county information sheets that are placed in each regional Come Farm With Us packet. We worked with each of the county representatives on the regional Come Farm With Us committee in making this change. A separate information sheet about the regional program was also compiled and is included in the packet as well.

- **Giveaways:**

As a result of some of Assemblyman Aubertine's grant we purchased plastic bags advertising the Come Farm With Us name and logo. These are used at the farm trade shows we attend advertising our booth as people using them walk around the show.

- **Improving What We Offer To Prospective Farmers:**

~A form has been added to our packets that offers to print a classified-type ad in each County's ag newsletter listing what prospective farmers are looking for in farmland. No charge for this, but interested parties must send us the form or a specific e-mail message.

~We include Farmlink/FarmNet brochures in our Farm Trade Show packets.

- **New Equipment:**

Purchase of 17" Panasonic TV and DVD player for trade show booth. This equipment is used to show the trade show DVD loop continuously while we are at trade shows. We were able to purchase this through money given to the regional Come Farm With Us program from Assemblyman Aubertine.

- **In The Works:**

~Incorporating a list of farm employment opportunities on our regional Come Farm With Us website. The potential is to have a listing of all types of farm related jobs included (farm work, ag support businesses and possibly manufacturing).

~Continuing a relationship with area realtors.

~Gathering as much information as we can from US Immigration and Naturalization so we can better direct international prospects. We realize that each case is different and required paperwork still needs to be taken care of by each individual moving to the US from another country. There are, however, basic questions that are asked and we would like to be familiar with those concerns.

~Regional “Dog and Pony” Shows – Always best if we can speak with a small group in an area interested in learning more about us. We are always looking for ways to make this happen.

Advertising

**Come Farm With Us
Advertising
2004 and 2005**



The Budget, out of Pennsylvania- We had a short, ongoing ad in this Amish newspaper, July 2004 - February 2005. Several phone calls from this series of ads. **Cost: \$350**

NY Holstein News - We bought an ad in this publication for their "June is Dairy Month" issue. We also had an editorial about the CFWU program appearing in the same issue. This appeared in the June 2004 issue.
Cost: \$110.

Hoard's Dairyman - Ad appeared in their 2004 World Dairy Expo Supplement. **Cost: \$541.45.**

2004 World Dairy Expo International Lounge brochure, full-page ad.
Cost: \$300.

Dairy Today Ad - official program for the 2004 World Dairy Expo - **\$510.85**;
2005 ad for the official World Dairy Expo program **\$981.75.**

Farm and Dairy Newspaper, Salem, Ohio, we took out 3 adds for the 2004 Farm Science Review Show in London, Ohio. One large ad in their official issue the week of the show, (which listed our location) and 2 follow-up ads that ran in November and December 2004. **Cost: \$258.31**

Farm Progress Companies – **American Agriculturalist**. We took out a regional CFWU business ad from January through December 2005. The February ad listed our location at the NYS Farm Show. **Cost: \$1,094.50.** This magazine reaches: New York, Pennsylvania, Maryland, New Jersey, Delaware, Vermont, New Hampshire, Rhode Island, Connecticut, Massachusetts, Maine. It has a circulation of 30,000.

Farming – The Journal of Northeast Agriculture. We began advertising here in June 2005. Interested readers can contact us through an 800 number that is sent to our phone, and we are also assigned a number that allows readers to request information. To date we have received about 30 inquiries. **Cost: \$540**

Ontario Dairy Farmer magazine published in Ontario, Canada, We purchased 10 ads which will run in the following issues: December 2004, January-February '05, March '05, April'05, May-June '05, July-August '05, September '05, October '05, November-December'05, January-February 2006. This magazine is published by Ontario Farmer Publications and is sent to 10,000 farm and industry subscribers within Canada, the United States and other foreign countries. **Cost: \$2,474.49** (US dollars)

Agrarisch Dagblad is an agricultural newspaper published by Reed Business Information, Doetinchem, The Netherlands, everyday, except Sunday. We bought advertising that will run on two to three Saturdays each month from December 2004 through November 2005, (Saturday's circulation is 22,300) It's readership is limited to readers of Dutch (about 20 million in the whole world). Anybody involved in farming in The Netherlands reads this paper. Cost: \$2,524.79 (US dollars)

Northeast Dairy Business, monthly magazine published by DairyBusiness Communications. We purchased 12 ads to run from December 2004 – November 2005. This magazine has a circulation of 16, 200 reaching readers in Connecticut, Delaware, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont and West Virginia. It is the only publication targeted specifically to the dairy producers of the Northeast United States. **Cost: \$1,620.00**

Country Folks, weekly newspaper published by Lee Publications. We purchased 18 ads to run from December 27, 2004 through January 2006, which includes advertising for The Keystone Farm Show, in both January 2005 and 2006, and the New England Dairy and Beef Expo, March 2005, farm trade shows we will be attending. Our ads will run in all 4 zones of **Country Folks** newspapers published weekly from Maine through North Carolina. **Cost: \$2,100.04**

New York State FFA Annual Convention – We purchased an ad in the 2005 yearbook for this event. **Cost: \$35.00**

Lewis County Chamber of Commerce – We purchased an ad in the Visitor's Guide that was published in 2005. This ad was paid for from Lewis County funds. **Cost: \$229.00**

In addition to this advertising, we spent **\$331.51** on printing new **County inserts for the regional CFWU folders**.

We purchased **plastic “goody” bags** to be handed out at the farm trade shows we attend. They contain the CFWU logo on both sides as well as our phone number and website. **Cost: \$714.00**

Tag Line



The Come Farm With Us regional program requests that the following tag line be used in all media, interview, and radio releases for our program. Many individuals have been involved with this endeavor from its start and this is one way we can insure that no one is forgotten or left out. Many thanks for your cooperation with this.

Come Farm With Us Tag Line:

The "***Come Farm With Us***" program is a marketing initiative which involves agricultural representatives from Jefferson, Lewis, Oneida and St. Lawrence Counties. This effort educates and encourages farmers from outside the northern and central New York regions to discover the vast agricultural resources that are available in this area.

The program is sponsored/supported by Cornell Cooperative Extension Associations of Jefferson, Lewis, Oneida, and St. Lawrence Counties, the Jefferson County Agricultural Development Corporation, and the St. Lawrence County Ag & Farmland Protection Board. For more information contact Arlene Hall, CFWU Administrator at ash11@cornell.edu, 315-376-5270 or www.comefarmwithus.org

Administrator Duties



The Regional Come Farm With Us Program Administrator

In Spring 2004, the regional Come Farm With Us program hired a part-time (10 hours per week) employee to serve as administrator of this program. In 2004, this position was funded in part from the office of Assemblywoman Dierdre Scozzafava.

The individual hired for this job works out of the Cornell Cooperative Extension- Lewis County office. She was familiar with the Regional Come Farm With Us program from the beginning so the transition has been smooth. The administrator is responsible for:

- Day to day inquiries that the regional Come Farm With Us program receives through mail, phone, e-mail, or personal visits to the area. She will answer these questions directly, send out any pertinent information, and/or advise the inquirer as to who would be the best source to speak. As our advertising has increased this year so have the amount of inquiries.
- Investigating dates of farm trade shows that would be helpful for this committee to attend with our booth and making all arrangements regarding these shows. This includes registering for the show, working with committee people attending the show, making travel arrangements - transportation and accommodations, preparing advertisements in show programs, preparing handouts and general information used by the regional Come Farm With Us program. In 2004 the administrator updated the inserts that are sent out in every information packet and business cards were ordered.
- Determine advertising to be done by the regional program. Set up ads or work with media personnel to have ads created for the program.
- Working with all the members of the regional Come Farm With Us committee. Establishing meeting agendas when the group convenes, setting future focus areas with committee members.
- Prepare reports, gather information as necessary, assist with some funding projects. Through a special grant that the regional Come Farm With Us program received in 2004, an effort had to be made in international advertising. The administrator spent a good deal of time investigating the best route to go with this. Advertising was taken out with an agricultural newspaper in The Netherlands, and a dairy magazine published in Ontario, Canada.
- Keeping a database of who has contacted the regional Come Farm With Us program for information.

Committee Members

Come Farm With Us Committee Members



Michele E. Ledoux - Executive Director Cornell Cooperative Extension of Lewis County. She has been in this position for six years. Prior to that Mrs. Ledoux worked for 14 years at Cooperative Extension in Oswego County. She is responsible for the management and financial oversight of Cooperative Extension along with programming responsibilities in Community and Agricultural Economic Development. Mrs. Ledoux has a Bachelor of Science degree in Animal Science and a Masters degree in Education.

Arlene S. Hall – Extension Educator, Community Outreach, Regional Come Farm With Us Coordinator. Mrs. Hall has been employed with Cornell Cooperative Extension- Lewis County for 11 years. She has a Bachelor of Arts degree from the State University College at Buffalo, NY. She assists with a variety of projects for CCE-Lewis County. As the Come Farm With Us Coordinator, she is responsible for any marketing work in which the regional CFWU program participates, makes arrangements for farm trade shows attended, takes care of correspondence and phone requests, etc.

Jay M. Matteson – Jefferson County Agricultural Coordinator of the Jefferson County Agricultural Development Corporation. Mr. Matteson has been in this position for 4 years and has 17 years working experience in the agricultural field. He has a Bachelor of Science degree from Unity College in Maine. Mr. Matteson also serves as Jefferson County's agricultural economic developer. He assists the industry in finding solutions to industry needs. He plays a large role in promoting Jefferson County's agricultural industry and products. The Jefferson County Agricultural Development Corporation maintains a weekly agricultural radio show, an agricultural e-mail network, and Jefferson County's official agricultural website.

Peggy Murray – Farm Business Management Educator at Cornell Cooperative Extension- Lewis County for 8 years. Mrs. Murray assists local farmers with questions related to farm financial matters, labor questions, computer accounting programs, budgets, tax questions, etc. She provides financial information to prospective dairy farmers for the Come Farm With Us program. Many of the potential farm buyers are looking for the cost of farming in the four county areas. Mrs. Murray answers those questions with information taken from the Dairy Farm Business Summary. Cornell provides this information for the four county areas. As a dairy farmer in one of the counties, she can give a first hand account of what it is like to farm in this area.

Bill Van Loo is the Farm Business and Rural Economic Vitality Educator for Cornell Cooperative Extension of St. Lawrence County. Mr. Van Loo has worked in Extension agriculture for over 25 years and has a breadth of experience both in the US and Canada. Presently, Bill provides marketing, business planning and other financial education to farmers and other small businesses.

Heather Sweeney - Dairy & Livestock Specialist with Cornell Cooperative Extension of Oneida County for 11 years. Mrs. Sweeney provides educational information, training and resources to dairy and livestock producers, agri-businesses, and the community on topics related to dairy and livestock production and management, as well as general agricultural issues.

Frans Vokey, M.Sc. -Dairy Educator and Agricultural Team Leader, Cornell Cooperative Extension of Lewis County since September 2000. In this position, Mr. Vokey plans and implements educational programs in dairy herd management and farm business planning and analysis. He received a Bachelor of Arts degree, majoring in Physics, from Middlebury College, Vermont. After a year working in dairy nutrition research at the W.H. Miner Institute (Chazy, NY) he entered Cornell University for his Master of Science degree, focusing on dairy management and nutrition. His research at Cornell focused on the effects of freestall alley surfaces and stall beds on dairy cattle foot and leg health.

Arthur F. Baderman – Dairy Outreach Educator at Cornell Cooperative Extension – Jefferson County for four years. Mr. Baderman is responsible for making farm calls , discussing problems that farmers might have with their operation and offer Extensions’ assistance. He also tries to find out what information or programs local farmers would like Extension to offer. He is a retired dairy farmer.

Charles W. Anken – retired Executive Director of the Herkimer and Oneida County’s Farm Service Agency. Mr. Anken is a former state and national officer of the Future Farmers’ of America (FFA) organization. He has owned and operated a dairy farm in Oneida County for many years.

Marty Broccoli – Director of the Agriculture Economic Development Program (2000 to present) Oneida County, New York. Mr. Broccoli’s responsibilities include overseeing a variety of economic development initiatives designed to help foster a climate that supports and promotes the retention and expansion of agricultural businesses within the county. His prior position was that of Assistant Professor of Agriculture Business at SUNY Cobleskill (1995 to 2000). He taught a variety of courses including Agriculture Economics, Ag Management, Ag Marketing and Meat Technology.

Richard L. Halpin, Ph. D - Executive Director of Cornell Cooperative Extension of Jefferson County. Dr. Halpin has been in this position for four years, having served for the previous 29 years in a variety of college administrative and professorial roles at Jefferson Community College. As a sociologist, a great deal of his work while at Jefferson Community College was in the area of community and regional development, and his work at Extension has been a continuation and expansion of that career interest.

Mike Hunter – Agricultural Team Leader, Field Crops Extension Agent with Cornell Cooperative Extension of Jefferson County. Mike has been in this position for the last four years. Prior to this he was the Field Crops Extension Agent in Lewis County for four years. Mr. Hunter provides information and educational programming about crop

production, forage management, pesticide applicator training, pasture management, crop pest control, field crop weed control, soil fertility and agricultural environmental management. He also conducts local agronomic research in Jefferson County.

Jen Beckman – Field Crops Resource Educator for Cornell Cooperative Extension-Lewis County. Ms. Beckman is responsible for programming in this area, addressing issues, answering questions on a variety of agricultural topics including soil fertility, pest control and crop management. She has a Bachelor of Science degree in Animal Science and a Masters of Science degree in Dairy/Animal Nutrition.

Brent Buchanan - Animal Science Specialist for Cornell Cooperative Extension of St. Lawrence County. Mr. Buchanan serves the agricultural community as an educator in the areas of: facilities, nutrition, health, and production.

Nina Guidi-Pfaff - Agricultural Economic Development Assistant at Cornell Cooperative Extension since April 2004. Ms Guidi works closely with the Agricultural Economic Development (AED) Specialist, assisting in all aspects of the program. She maintains the AED budgets, works with farmers and agricultural businesses on specific projects, deals with marketing issues, and acts as point contact person. Ms. Guidi is currently studying for her Master of Business Administration degree at SUNY Institute of Technology in Utica and received her Bachelor of Business Administration from SUNY IT as well.

Clive Chambers - newly appointed Director of Cornell Cooperative Extension - St. Lawrence County recently retired from public education with over thirty six years experience as a teacher and administrator, the last fifteen of which were as Superintendent of Schools in Heuvelton (St. Lawrence County) his hometown. Mr. Chambers brings to this new position extensive fiscal and organizational leadership experience as well as a continued passion for community development on a local and regional level. Mr. Chambers holds a Bachelor of Science in Agricultural Economics from Cornell University and a Masters and a Certificate in Advanced Standing from St. Lawrence University.

**In
Conclusion...**



We appreciate the continued support that the following have given us in helping the regional Come Farm With Us program:

Governor George S. Pataki
New York State Department of Ag and Markets
Senator Hillary R. Clinton
Senator Charles Schumer
Congressman John M. McHugh
State Senator Raymond A. Meier
State Senator James Wright
Assemblyman Darrel J. Aubertine
Assemblyman William McGee
Assemblywoman Dierdre Scozzafava
Governments of Jefferson, Lewis, Oneida and St. Lawrence
Counties
Cornell Cooperative Extension sites of Jefferson, Lewis,
Oneida and St. Lawrence Counties
The Jefferson County Agricultural Development
Corporation
St. Lawrence County Ag and Farmland Protection Board
New York State Farm Bureau
Black River Resource, Conservation and Development
Council, Inc.
Local County Agribusinesses and Associations

Come Farm With Us...
Keeping Agriculture the Number One Industry,
Thereby Assisting Existing Business,
Both Small and Large, In Our Region.