



2021 ANNUAL REPORT

Cornell Cooperative Extension
Of Cortland County
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Our Mission:

Cornell Cooperative Extension puts knowledge to work in pursuit of economic vitality, ecological sustainability and social well-being.

We bring local experience and research based solutions together, helping New York State Families and communities thrive in our rapidly changing world.

Director's Message

Welcome to the 2021 Annual Meeting of Cornell Cooperative Extension of Cortland County. This year, we are taking the first step toward a more normal pre-COVID-19 environment – our meeting is hybrid, taking place in-person at CNY Living History Museum with dinner and a regular meeting. It is also being offered on Zoom for those participants who are unable to attend in-person. Because NY State has passed a law allowing online meeting and voting, those at home will have the opportunity to vote on our minutes and our new board and advisory group meetings!

Financial Status – As we have moved back to more in-person meetings, our financial status has remained stable. Though there was a decrease in both County Appropriation and revenue from programs, we were able to participate in the latest round of PPE funding to help us maintain our financial status. While we have had funding challenges this year, our financial status is sound.

Retirement – Claudia Hitt, a 21-year veteran of CCE Cortland, retired in 2021. After a brief time away, she has come back on a part-time basis to run her last Master Gardener Program and to support us in the transition, but in a much-reduced capacity. We will be looking to fill her position in the coming year, but will miss her expertise that she brought to the world of gardening in Cortland County.

The Junior Fair and 4-H Camp Owahta are back! – Both the fair and camp returned to Cortland County in person this year, and the attendance was excellent. The 4-H Junior Fair had all-day lines at the Food Booth, and 4-H Camp Owahta had over a 30% increase in registrations! We hope to continue these increases in the coming year.

Looking ahead to 2022 – In the coming year, CCE Cortland will continue to return to normal in terms of meetings, workshops, trainings, and other opportunities for learning. At the same time, our Board will begin a 5-year Strategic Plan process that will include the board, staff, and members of the community. We welcome your participation! Additionally, we will begin a Capital Campaign to bring major improvements to 4-H Camp Owahta. Included in our long-term vision is the winterization of the Main Lodge and the Director's building, which will make camp available year-round as a retreat center for the community.

As always, we offer our thanks to the Cortland Community for the many ways you support our work in Cortland County. Our work with the farming community, youth development and community support would not be possible without the many volunteers who work for us and the ongoing support from the Cortland County Legislature!

David C. Rutherford – Executive Director

4-H GROWS HERE

4-H YOUTH DEVELOPMENT:

Rebecca Ireland-Perry, 4-H Team Leader

**Generosity - Community Service - Leadership
Hands-on - Belonging - Life Skills
Communication - Citizenship - Mastery
Science, Technology, Engineering & Math
Public Speaking - Agriculture - Healthy Lifestyles -
Career Exploration - Independence**

The primary goal of 4-H is to develop citizenship, leadership and life skills in youth through experiential learning opportunities and a positive youth development approach.

4-H program has three primary initiatives:

- **Citizenship**
- **Science, technology, engineering & math**
- **Healthy living**

4-H Clubs: 4-H clubs are the traditional method of youth development, with a diverse offering of projects to develop or enhance necessary life skills. There were twelve active 4-H clubs in Cortland County, and a total 4-H enrollment of 233 youth. There was a slight drop in enrollment due to the pandemic, as some clubs struggled to meet due to covid restrictions. 4-H Teen Council was successful in meeting in person when it was feasible, and also meeting virtually when it was necessary to keep this club vital and active. We also started a countywide 4-H livestock club for youth that are interested in raising livestock to show at fair, and potentially for our market animal auction.

4-H Events: Our year started out quietly in the fall of 2020 under the pandemic restrictions, but as guidelines changed our program started to feel more normal....

Sewing Workshop was held in October 2020, we were held a sewing workshop and our 4-H Teen Council retreat. We also had our annual 4-H Local Products fundraiser. This fundraiser is an important component of our 4-H program, both in our budget and for the 4-H clubs as a fundraising opportunity for them.

Feeder Calf Project was started for youth to gain the experience of raising a feeder calf, showing the animal at fair, and selling it to complete the project in the fall.

Youth Programs targeted 1683 Cortland County Kindergarten through 6th grade students. Programs such as Ag Literacy, Ag Stravaganza, Randall school garden, and Virtual Farm Tours provided exposure to agricultural education.

Tractor Safety and Certification course started in March in-person with 14 participants, and all successfully completed the course and obtained their certifications. Josh Loomis, a 4-H member of our Eastern Valley 4-H club, went on to the NY State 4-H tractor driving competition at SUNY Morrisville in August and won first place.



Regional Events such as dairy quiz bowl, horse quiz bowl, hippology and district public presentations were pushed back to April and May so that we could do them in person. All events were successful, and Cortland County 4-H members did well. Annika Donlick, a member of 4-H Teen Council and Friendly Acres 4-H Club was the first place individual at both the regional and state dairy bowl contests, and will be going on to National competition in November. Annika was also the first place individual at the state Dairy Challenge contest and first place at the National Junior Dairy Management contest in Harrisburg in September.



Cortland County Jr. Fair: A strong component of the 4-H Youth Development program, the 4-H Fair serves as the culmination of a year's worth of 4-H club activities. 4-H members showcase their projects, animals, and the valuable leadership skills they have developed during the past year. Participating in the fair provides great opportunities for teaching youth responsibility and decision-making skills, as well as providing an educational experience for the general public.

Everyone was happy to be back in person with a normal fair, and all our youth exhibitors and 4-H exhibits made this year's fair a success. With no 4-H participation at the NY State Fair this year, projects chosen for further evaluation will go to be evaluated next year.

4-H Youth Development provides a unique learn-by-doing model which teaches our youth essential and transferrable skills that they'll use throughout their lives, such as communicating, problem solving, decision making, coping, and responding to the needs of others. In addition to mastering a variety of important life skills, 4-H members connect with caring adults in their community and make friendships that last a lifetime. Looking forward, our focus remains on continuing a 4-H program that can meet the needs of our 4-H youth, support our 4-H leaders, and grow.

4-H CAMP OWAHTA:



Summer 2021 marked the 69th year for 4-H Camp Owahta, with its successful integration of tradition and innovation under the direction of Darius Stevens and Christopher DeLage. It was a summer filled with fun, outdoor activities, leadership development, and the creation of long-lasting friendships for campers and counselors alike. Open Houses were held to meet and greet our director as well as the staff in May and June this year. Visitors were able to explore the camp grounds, participate in fun activities and enjoy snacks and stories.



4-H Camp Owahta is a second home for many children, counselors, and families in Cortland County and surrounding communities. This year the summer camp saw 405 campers with 205 day campers, and 195 residential & CIT campers.

125 out-of-county campers attended for their first time ever and noticeably Camp Competition Week and Super Hero Week were well-loved this year, along with Olympic Week, which is traditionally the most popular week of camp.



In addition to our traditional themes, nature activities, swimming, boating, and trips, 4-H Camp Owahta is a place for children to be children – to play, relax, and develop relationships with counselors and adults in the community.



Campers were able to enjoy the Syracuse Mets as their trip for 2021. *Join us for Camp!* Information can be found on our website at www.4-Hcamp.org and Facebook page!



Neisa M. Pantalia, Nutrition Educator

Nutrition Education in Cortland County - The Southern-Tier SNAP Ed team continuing their reach in Cortland County. This year began with uncertainty like the previous year, but we strove to provide education virtually and in-person when appropriate.

During the 2020-2021 program year, Nutrition Educator Neisa Pantalia attended the Hunger Coalition meetings, offered information and guidance on the SNAP benefits

for youth in the county, and was able to teach virtually and in-person at Seven Valleys Tech Academy.

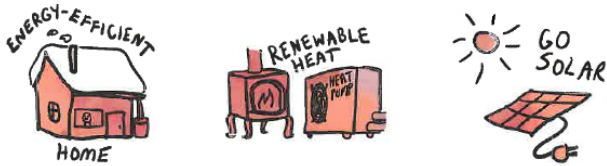
Seven Valleys Tech Academy- Neisa worked with one of the high school teachers presenting lessons in the Senior Seminar class on the MyPlate and Healthy Eating on a Budget. Neisa also attended a back-to-school wellness day and provided education on sugar in beverages, each student was provided a water bottle by the school where they added a natural flavor to their water. Youth choose from mint, lavender, basil, cucumbers, and orange slices.

HUMAN ECOLOGY PROGRAM

Barb Henza, Subject Educator II

Financial and Consumer Education Program

The Financial and Consumer Education program of Cornell Cooperative Extension Cortland County works to strengthen the financial well-being and stability of families and individuals through programs that build the knowledge and decision making skills of participants.



Community Energy Engagement Program (CEEP) -

CCE Cortland County continued to work on the New York State Energy Research and Development Authority (NYSERDA) Community Energy Engagement Program (CEEP) in 2021. CEEP is a statewide NYSERDA program funded by the System Benefit Charges that are levied on all electric and gas bills from the major utilities, in our area, NYSEG and National Grid. CCE Cortland acting as the program manager for the Central Region, has continued to work with CCE Tompkins to prepare all required reports and develop quarterly plans of work. As the Community Energy Advisor (CEA) for Cortland and Cayuga counties we provided outreach to consumers in both Cayuga and Cortland County to raise awareness of the CEEP program and its benefits as well as assist them in accessing the program. In addition to those duties she also worked with the CEA based in Chemung county to develop additional monthly trainings for the CEAs for Onondaga, Oswego and Madison counties to help them in their outreach efforts. The program, originally scheduled to end March 31, 2021, has been extended until December 31, 2021. A request for proposals has been released and we are currently working with potential partners to submit an application to continue with the program for up to five additional years.

Family Budget Education Program - The Family Budget Education program is provided in a one-on-one

setting for individuals and families who are experiencing financial difficulties. The program's focus is to assist the participants in finding possible solutions and then developing a course of action to begin to resolve the situation. Participants in the program learn how to work with creditors, read a credit report, establish a budget that meets their needs, prioritize their financial obligations and programs in the community that could assist them. Past participants in the program have found the information gained from the program to be practical and useful in helping them gain control over their personal financial situation and in building confidence in their ability to manage their finances in the future.

Family Economics Resource Management Program

Work Team - The Financial and Consumer Educator, Barb Henza, continues to act as one of the co-chairs for the Family Economics Resource Management Program Work Team. For the last three years the PWT has been partnering with the Poverty and Economic Hardship Program Work Team as the two program work teams have similar objectives and goals. A focus of this partnership was to identify opportunities and programs that could be used to assist families in our communities who are experiencing poverty. Andy Fagan and Carol Houssock with CCE Chemung began working with the Poverty Stoplight program developed in Paraguay with a goal of bringing the program to New York to assist families and individuals with finding their way out of poverty and brought that program to the attention of both PWTs. The program is unique in it utilizes a stoplight theme and various measures that allow the families working with the program to identify for themselves what they need to do to work their way out of poverty. We are pleased that Andy was recently able to obtain funding to pilot this program in New York. CCE Cortland will be taking part in that pilot, with interviews starting in early 2022 with individuals and families.

During the Covid19 shutdown the FERM PWT gathered and reviewed financial resources which provided useful information for consumers when coping with financial issues as a result of the 19 COVID shutdown. This list was originally posted to the FERM PWT website but were also made available to and posted on the statewide Extension Disaster Education Network (EDEN) page. As a result of this work, two members of the PWT, Barb Henza and Linda Law were invited to present a session on the PWT's response at a regional virtual event organized by the National Extension Association of Family and Consumer Sciences - PA Affiliate held on June 3, 2021 and hosted by Penn State Extension. The event was attended by Extension Educators from Delaware, Maine, New York, New Jersey, Pennsylvania and West Virginia.

Parenting Education - The CCE Cortland Parenting education program offers educational opportunities and

resources designed to promote healthy families through research-based non-biased information, education and practical skills building to individuals and families.

Parents Apart - The Parents Apart program is offered four times annually. The program provides 6 hours of parenting education with a focus on meeting the needs of the children involved. Participants may choose to attend either two – 3 hour sessions held in the evening on two consecutive Thursdays or an all-day session held on a Saturday to accommodate parents who cannot make a week night class. Participants are referred to the program through the court system, DSS, the Public Defender's office and may also self-refer to the program. Participants who complete the full 6 hours of the class are issued a certificate of completion. Upon request, CCE-Cortland County staff will provide documentation of completion of the classes to the courts for any participants who require one. Surveys completed at the end of the classes indicate participants are using what they have learned to make the situation better for their children. The program has continued to be offered only on a virtual basis in 2021.

HORTICULTURE AND MASTER GARDENERS VOLUNTEERS

Claudia Hitt, Horticulture Educator

The Horticulture office has focused on customer services, education, Master Gardener Volunteer supervision, educational gardening and community outreach.

Helping the consumer by identifying pests from insects to plant diseases to weeds has been an ongoing service provided to homeowners and gardeners across the county. Soil texture, pH tests, and preparing soil samples for the Dairy One lab were in high demand this year as Covid mandates loosened. In-person home visits and educational presentations were also slowly able to resume.

Master Gardener Volunteer (MGV) - Face to face meetings began in May with the first activity being the 4H-MGV Plant Sale. MGV are the backbone of making this a successful fundraising event each year. In June, the MGV Perennial Plant Sale and Chicken BBQ did amazingly well too, as folks just wanted to be out and about.

This year members came up with the idea of planting the plants for the Memorial Garden at the Courthouse in pots that could be easily taken up. After Memorial Day, the garden was to be demolished and overseen by the Veterans Association. This way the MGV efforts were not wasted as the plants could be easily planted elsewhere.

Members of the Cortland MGV group have organized a day, once a month, to provide maintenance to the educational gardens.



The Rain Garden demonstrates how to provide a spot for rain to drain naturally through soil rather than run into a storm drain.

The Oakcrest Neighborhood Garden is a Cornell Vegetable Variety Demonstration Trial garden where help weeding is always welcome. This garden is part of the Cornell vegetable variety trials. A requirement of this program is the reporting to Cornell about how the variety of a particular vegetable grew and produced.

The County Office Building is where MGV can show off a little with their knowledge of ornamental gardening. By incorporating bloom time, color and texture of plants, the MGV create a space appreciated by many. Each year brings its own demands. Some years plant disease is high, some years it is insects. These last two years it has been learning to work around and through a pandemic. Plants are still growing though and giving their owners all kinds of problems that the MGV and Horticulture office will find the Cornell approved solution to.

AGRICULTURE PROGRAM: **Dana Havas, Agriculture Team Leader**

As we all know this year started as the last one ended – in the midst of the COVID-19 pandemic, and while it impacted our ag-related work it did not stop our efforts as defined by the Plan of Work (PoW) developed in 2020. As a reminder, the 2020 PoW identified 5 topics, and programming will be developed to address sub-topics and issues relevant to these themes.

- General Agriculture
- Agriculture Awareness
- Agricultural Business
- Non-dairy livestock
- Mixed Vegetables, fruit, and other horticultural & tree crops

GENERAL AGRICULTURE

Newsletter - The Ag-update is sent out monthly and includes news and information relevant to the Cortland County agricultural community, as well as workshop and funding announcements. In addition, the front section of the newsletter includes information from other ag-related organizations such as Seven Valleys Health Coalition, Cortland County Soil & Water Conservation District, Farm Bureau, NRCS, and FSA. The news and information is gathered from a variety of sources including CCE associations, regional teams, and PWTs, Cornell, Penn State, UNL Extension, Morning Ag Clips, USDA, NY Ag & Markets and many more sources.

Currently there are 341 subscribers to the newsletter with 29% of subscribers who regularly engage, 18% who occasionally engage and 51% who rarely or never engage. While 30% engagement is considered successful – this means we are sharing information appropriate to this audience – it also implies that there is room for improvement.

Issue month	Issue date	Readership
January	01/27	79
February	02/25	65
March	03/30	68
May/June	06/06	60
July	07/02	72
August	08/06	88
September	09/08	88

Coffee Hour - There were five Coffee Hour events scheduled over the past year. Coffee Hours are discussion-based gatherings with a focus on a specific topic. This serves two purposes

- 1) create a networking and gathering opportunity for farmers and
- 2) share broad information and resources on a specific topic relevant to the farming community.

Attendance is typically low at these events, regardless of online or in person. This brings up the question of if this effort should be continued – for now it will be continued considering the complication that COVID has brought to programming there is no way for sure to tell why the low attendance. Though the Direct Marketing workshop did seem to bring in more folks – showing that there is a need/want for more marketing education.

Month	Topic	Signed-up/ Attended
December 2020	Solar ORES	27
January 2021	Farmland Leasing	3/3
March 2021	FarmNet	3/Cancelled
April 2021	NRCS & CCSWCD	3/0
September 2021	Direct Marketing*	9/7

**mentioned again in the Agricultural Business Section of the report*

Pasture Walks - Over the summer to take advantage of the warm weather, with the help of Fay Benson, a couple of pasture walks were scheduled. These were longer events with some networking designed into the afternoon, and included experts on specific topics, located at farms who we identified as good examples of the given practice/subject at hand.

Month	Topic	Signed-up/ Attended
May 2021	Livestock Fencing	3/4
June 2021	Soil Health	0/1

**mentioned again in the Livestock section of the report*

PROFESSIONAL DEVELOPMENT

Hosted - Throughout the past year solar development has come up in many conversations, regarding utility scale solar development and its potential impact on agriculture. Dana has been actively involved with a statewide team working to create statewide responses and resources for other extension agents concerning this topic. In May of 2021 a 2-day Ag-Solar Summit for Extension Educators was organized by this team. This 2-day event covered 7 topics: Scale of Solar; Solar & Ag Farm Considerations; Farm Business & Solar; Community & Regional Impacts; Siting of Solar; Planning and; Solar & Ag – costing. Over 130 extension educators from throughout the state registered for the event. A handful of projects have and continue to be developed because of this event including a shared solar database for extension educators, as well as articles and other document resources.

Collaborations - A missing piece that Dana noticed in this community was a place for ag service providers to come together on a regular basis with the purpose of sharing activities and news, get feedback, and in general learn more about what is occurring related to ag in Cortland County. To respond to this deficit Dana organized CASPN – Cortland Ag Service Providers Network. They meet monthly and include representatives from CCE, CCSWCD, Farm Bureau, FarmNet, Seven Valleys Health Coalition, FFA, Chamber of Commerce, IDA/BDC, Experience Cortland, a variety of farm businesses and many others. Besides monthly sharing of ag news and information this past year they worked together to host a booth at the Cortland Jr. Fair and created a poster with the intended audience being farmers – to alert them to ag service providers in Cortland County.

Agriculture Awareness:

Ag awareness is a key focus area identified in the Plan of Work – consistently farmers expressed a need for the community to better understand and support agriculture. To that end a lot of effort has been put into developing programming in this area.

Events - Three Advocating events were held throughout the past year with two of the events intended audience being the public one event the intended audience government officials (town, county, and state).

In March a virtual Value-added tour was organized for the general public, together with CCE Tompkins County. In this tour we highlighted 3 value-added processors who work with products from local farms. There were 13 people from Cortland County in attendance. Then the first weekend in October a 4-county farm trail was organized together with CCE Broome, CCE Tioga, and CCE Chenango. Four farms from Cortland County were involved in this tour (Trinity Valley, Main Street Farms, Villnave Family Farm, and Tartan Acres) – we are still waiting on attendance data. Finally, the last weekend of September, together with CCSWCD, we hosted a Legislative Farm Tour. This is the first time in several years that this event has been held. Four farms were visited on this tour (New Hope View, Villnave Family, Catalpa Flower Farm, and Cobblestone Valley Farm). The talking points were how agriculture contributes to the environmental, civic, and economic life of Cortland County. There were 18 government officials in attendance and the consensus was the day was well spent and enjoyable. The legislators felt the time spent was worth their while and look forward to attending another tour in 2 years.

Youth - Every year there are two youth events that work to bring agriculture to primary school students in our county. This year these events had to be reimaged but occurred successfully, none-the-less.

Ag Literacy - This year’s book title was “**Tales of a Fairy Godmother**” and it was read to 2nd graders throughout Cortland County both virtually and in-person – in person reading were permitted in situations where the volunteer had permission from the school. In general, the feedback was positive and even though done differently this year the teachers were glad to have the event and the kids enjoyed the interaction. The volunteers said that there was a lot of interaction and questions.

AgStravaganza was a mixture of in-person and remote with 2 to 3 presenters brought to each of the schools over the course of 2 days. In addition, a number of virtual farm tours were shared with the teachers so that they could supplement the program. A few of the schools (McGraw, Cincinnatus) extended the programming to make the event more well-rounded and day-long for the fourth grade classes involved. Again, the feedback was positive with thanks given to be having programming in this COVID year.

Month	Topic	Attended	Schools	Volunteers
March 2021	Ag Literacy	347	7	12
June 2021	AgStravaganza	441	6	12

Projects - Two intern-based projects were focused on the PoW area of advocacy – Oral History Project and Journalism.

The Oral History Project involves community partners, specifically SUNY Cortland History Department and CNY Living History Museum. In the spring of 2021 we hired a SUNY Cortland intern, Brian Bologa, to write a research dossier – which will serve as the foundation for collecting the oral history stories from farmers in our community. In addition, this dossier was used to develop a Cortland Ag Facts – Fact Sheet – which was handed out on the Legislative Farm Tour and was made into a poster to be used at future events.

The journalism project is now in its second semester with two interns this fall and one intern in the spring of 2021. The goal of this project is to educate the public on Cortland Farms, Farming and Food Systems through publishing articles in the Cortland Standard. One article was published in the spring of 2021 on the topic of how COVID impacts Cortland Farmers. The fall interns are currently working on their first article, with the goal of publishing at least one-per-month.

Ag Business - Two projects were developed to specifically aid farmers in our community with branding and marketing – key areas identified in the needs assessment that was used to develop the PoW.

In 2021 CCE Cortland was awarded a CALS/CCE intern award through Cornell. Over the summer our intern did research to support the development of a Cortland County Ag Brand Report – which is now being used by Seven Valleys Health Coalition in the creation of their marketing material as laid out in the LFPP grant which they were awarded in 2020. A presentation to the community on the results of this work is being scheduled for December, and it will also be published and made available on the CCE Cortland website.

In addition, a Direct Marketing Coffee Hour was held at Cobblestone Valley Farm in September of 2021. This was the most attended Coffee Hour to date, which emphasizes the desire to have workshops that cover this subject.

Media - There were six articles written and published over the past year, either by or about CCE Cortland Ag and its projects. The Cortland Standard has a readership of 30,000. These articles do not include event specific press releases that we send to the standard to alert the public to workshops etc.

- In our community – highlight on Dana (01/2021)
- COVID in Cortland brought challenges, opportunities to farms (05/2021)
- Branding Project (07/2021)
- Legislative Farm Tour Article #1 (08/2021)
- Legislative Farm Tour Article #2 (09/2021)
- 4-County Farm Tour Article #1 (10/2021)
- 4-County Farm Tour Article #2 (10/2021)

NON-DAIRY LIVESTOCK

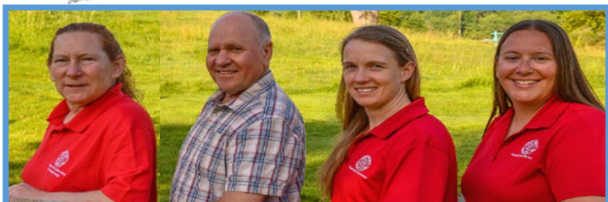
Two workshops were organized on the topic of non-dairy livestock starting with a February workshop about lambing and kidding with 7 people in attendance. Niko Kochendoerfer from Cornell presented for 2-hours on the various key points concerning lambing and kidding. In May a livestock fencing workshop was held at Triple-3 Livestock on Lapeer.

Dana assisted Betsy Hicks, from the SCNY Dairy & Field Crops team during the month of May, by measuring alfalfa heights at 8 locations throughout Cortland County as part of a 5-county effort. This information was collected and shared out weekly to field crop producers throughout the region to help them determine the NDF values.

In addition, Dana is a part of two livestock related Cornell work teams that are subcommittees to the livestock program work team: Packer & Animal Fiber. Together with these teams she produced a white paper for Ag & Markets to encourage them to allocate CARES funding to help increase slaughterhouse capacity in NYS, hosted a variety of webinars on opening and/or expanding slaughter and processing facilities, wrote articles for producers and processors, hosted an event about the NYS animal fiber supply chain, and presented at the annual meetings of the NYS American Sheep Industry and the Hudson Valley Textile Project.



Cornell Cooperative Extension
South Central NY Dairy and Field Crops Program



Janice Degni, Fay Benson, Mary Kate MacKenzie & Betsy Hicks

SCNY DAIRY & FIELD CROPS TEAM SUCCESS

After co-instructing a successful in-person QuickBooks for Farmers class in early 2019 and 2020, COVID forced Mary Kate to take her QuickBooks class online in 2021. Over the summer, Mary Kate spent time developing and launching an online school for the South Central NY Dairy and Field Crops Team using the Teachable platform. Supported by a \$10,000 award through the Cornell University New York Dairy and Livestock Risk Management Education Project, Mary Kate recorded and produced 21 instructional videos, totaling almost 2 hours of QuickBooks how-to educational content. Mary Kate organized original content, including videos, written articles, handouts, quizzes, and five live webinars into a 5-week online course consisting of 10 distinct modules. By combining the theory and practice of farm business accounting into a single course, this training program empowers farm operators to set up and maintain a record keeping system that is accurate, efficient, and useful.

The course starts with an overview of basic farm accounting principles, providing a framework for understanding different accounting terms and transaction types. Beginning in the second module, students apply accounting principles to create and manage a financial record keeping system for their own farm. We use QuickBooks Online to conduct the training, so students gain in-depth technical experience with the latest version of Intuit's cloud-based accounting software. However, the skills they gain in this course are highly transferable to other versions of QuickBooks and other accounting systems.

Our initial disappointment at not being able to meet in person quickly disappeared when we realized that the online course format removes barriers to participation, including travel time, equipment availability, and software access, allowing us to reach more students. The online format also provided a winning combination of structure and flexibility, a key component of successful adult education programming. Students who wanted a structured, interactive course were able to complete each week's content in advance of the weekly webinar, participate in online forums and webinar discussions, and submit assignments for feedback. At the same time, students who needed more flexibility could work through the course material at their own pace and view the webinar recordings at their convenience. All students receive 12 months of access, so they can go back and review lessons any time.

Of the 53 students enrolled in the class, 48 identified as farm operators, farm spouses, or farm employees. Of the remaining students, four identified as agribusinesses, and there was one ag service provider. This indicates that our promotional efforts were successful at targeting the desired audience. A variety of farm and commodity

types were represented in the course, including large commercial dairy, crop and fruit farms, and smaller direct-market livestock, vegetable and fiber farms. Three-quarters of the students were female.

Through pre- and post-course evaluation surveys, students reported an increase in knowledge in five learning areas: farm business accounting, QuickBooks Online software, cash flow analysis, enterprise analysis, and farm business benchmarking. Students also provided qualitative feedback:

“Great course. Set up so everyone from beginners to folks with moderate experience can get something from the course. It really worked well doing it online. I was able to tackle everything in little bites rather than being overwhelmed over the course of two intensive days (not having to travel was nice too).”

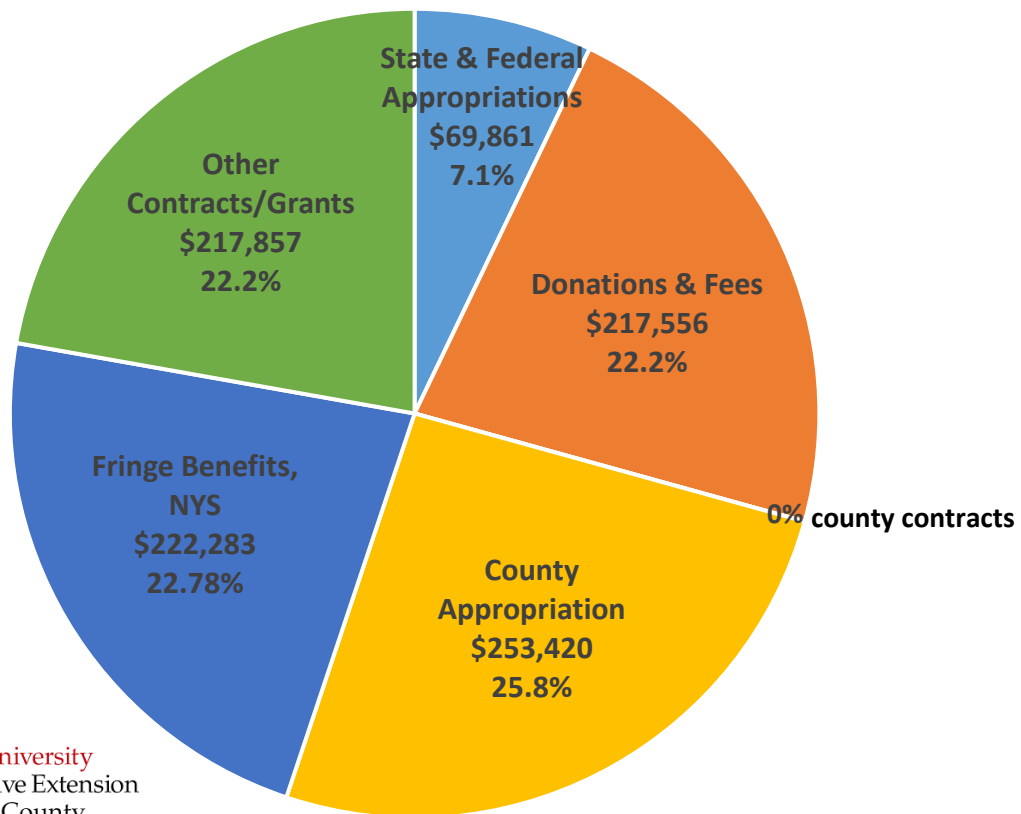
“I liked the fact that if I missed a webinar (which I usually did) I could catch up later in the week. And also that I have the course for a year to go back and review. I thought the

instructor was very thorough and knowledgeable and delivered the lessons in a very understandable way.”

“I really liked having live webinars with Mary Kate, and the homework and videos to do on our own, which were really great. I liked how straightforward and super informative they all were. So much great information that tied all the knowledge together, creating a “big picture” so you understood why it is important to do certain things. This is a very thorough course and covered more info than I anticipated.”

“I liked the teaching style of the instructor the most in reference to this course. Mary Kate MacKenzie did an amazing job explaining how to use QuickBooks for farming. She was able to explain the basics and delve into more detail when needed. I have approached QuickBooks several times in my life, and walked away in dismay because tutorials or videos were too confusing. Great job, thank you.”

Total Expenditures \$966,023



Cornell University
Cooperative Extension
Cortland County

- State & Federal Appropriations
- Donations & Fees
- County Contracts
- County Appropriation
- Fringe Benefits, NYS
- Other Contracts/Grants

2021 ANNUAL REPORT

CORNELL COOPERATIVE EXTENSION OF CORTLAND COUNTY

CCE – CORTLAND BOARD

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CCE – CORTLAND STAFF

David Rutherford	Executive Director
Dana Havas	Agriculture Team Leader
Rebecca Ireland-Perry	4-H Team Leader
Barbara Henza	Subject Educator II
Claudia Hitt	Horticulture Educator
Emily Fusco	AmeriCorps Service Member
Darius Stevens & Chris Delage	4-H Camp Owahta Directors
Jackie Hartnett	4-H Admin. Assistant II
Cathy Heller	Finance Coordinator

Beau Harbin - County Legislator

Renee Smith Mooneyhan - Cornell State Ext. Specialist

PROGRAM COMMITTEES

Matt Sharpe	Mary Mackey
Colleen Currie	Yvonne Moore
Syd McEvoy	Eric Law
Joel Riehlman	Laura Rath Brown, DVM
JoEllen Roehrig	Brandon Brown
Jean Sutton	Neal Helms
Olivia Hersey	Mary Dykeman
Linda Helms	Susan Prier
Pat Twentyman	Lindy Glennon
Shirley Marshall	Mary DeMunn
Martha Bush	

SCNY DAIRY AND FIELD CROPS

A. Fay Benson	Small Dairy Extension Specialist
Janice Degni	Team Leader/Area Field Crops
Donette Griffith	SCDFC Admin. Assistant II
Betsy Hicks	Area Dairy Management Specialist
Mary Kate MacKenzie	Farm Business Management Specialist

MASTER GARDENERS:

Claire LeRoux	Lori Megivern
Claudia Hitt	Wendy Compagni
Nancy Meo Henry	Miriam Astacio
Dianne Higgins	Patrizia Sione
Kathy Taylor	Pat Twentyman
Sarah Chilson	Donna Evans-Orr
Kathy Homestead	Kim Dupcak
Charlotte Altmann	



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