

AGRICULTURE AND LIFE SCIENCES INSTITUTE

Suite 100, 1190 Scottsville Road, Rochester NY 14624 • 585.753.3789 • rking@monroecc.edu

RENEWABLE ENERGY

Numerous meetings, research, and consultations have been held with Monroe County Department of Environmental Services and its contractors to research and explore opportunities at the High Falls Brewery and the Mill Seat landfill. Staff is providing participatory assistance on a USDA: SARE grower grant that studies the use of mushroom substrate to make ethanol. Staff recently visited three sites in Iowa regarding renewable energy projects, especially corn ethanol, to better understand the market for biomass-based energy production.

FARM SECURITY

Staff continues to provide both programming and participatory assistance on physical security and domestic terrorism issues to law enforcement, first responders, and farm operators and landowners. During May, staff participated in a three-day international conference in Ontario, Canada, to further network, share and provide information on key issues affecting the agriculture industry. Staff completed a 30 hour FBI training



MCC faculty discuss academic opportunities at Gro-Moore Farm Market in Henrietta.

(Citizens Academy) in order to better assist law enforcement and the community on issues of concern. Staff also participated in updating the Monroe County pet animal response plan and emergency response exercises.

ADVISORY MEMBERS

- Ted Miller, Henrietta
Greenhouse, public market
- Bob Colby, Spencerport
Dairy, vegetables
- Jack Moore, Henrietta
Farm market, fruits, vegetables, greenhouse
- Jim Doan, Hamlin
Beekeeper
- Cathy Martin, Hamlin
Vegetables
- Brian Beh, Webster
Farm market, greenhouse, vegetables
- Craig Michaloski, Greece
Fruit
- Chuck Winship, Springwater
Maple syrup, natural resources
- Rhett Smith, Pittsford
Agriculture business
- Rocky Ellsworth, Hamlin
Dairy
- Sue Wagner, Perinton
Dairy, vegetables
- Jessica Sweeny, Greece
Livestock, youth education
- Sherri Maysick, Riga
Dairy, youth education
- Marie Krenzer, Wheatland
Grain, vegetables
- Don Sweet, Rush
Certified crop advisor

AGRICULTURAL AWARENESS

On June 12, 2007, a farm tour was held for MCC faculty with key members of the farm community to get better acquainted with each other and have a better understanding of each others problems to help better address local agricultural issues and needs.

An electronic kiosk highlighting the history, importance and nature of Monroe County agriculture is under way and is expected in late September 2007. The kiosk will coincide with an agricultural awareness theme that is being planned with assistance from Matthew Fox, MCC assistant professor.

An ALSI web site is available at <http://www.monroecc.edu/depts/agriculture>.

Numerous media interviews, radio and press releases continue to be provided to the Greater Rochester community. Radio features can be heard on North coast 105.9 and press releases on bees, strawberries and irrigation practices have been released to the MCC community and the general public. Several interviews including a live one-hour talk show on bees were provided to WHAM 1180.



Cathy Martin (right) discusses value-added processes and labor issues with MCC faculty at Martin Farms.

AGRICULTURAL ECONOMIC DEVELOPMENT

In order to enhance and promote the production and marketing of agricultural products within Monroe County, staff is exploring the creation of a marketing program that certifies and identifies Monroe County grown and produced agricultural products, especially fruits, vegetables and value added products. Consumers preferring to buy from Monroe County producers will be able to readily identify and know where to buy produce from Monroe County. More specifically the program would: 1) create and adopt guidelines outlining products eligible for Monroe County designation; 2) establish a marketing advisory committee

to ensure that guidelines and marketing activities are consistent with the stated purpose and overall goal of the program and; 3) design, develop, implement and evaluate the marketing program and opportunity for Monroe County agricultural products.

Representatives from MCC have met with ARAMARK to seek out the potential for implementing a buy local program for MCC food service. ARAMARK has responded favorably, and will label local product that is already being purchased and seek out other potential vendors.

AGRICULTURAL CURRICULUMS AND WORKFORCE TRAININGS

Funding has been obtained to develop a four- credit agriculture entrepreneurship course to be offered during the latter part of the 2007- 08 academic year. Staff has visited with Alfred State University to better understand the possibility of partnering with Alfred to offer agriculturally-related courses and programs at MCC. Also arrangements are being made for MCC faculty to visit with Cornell University faculty to better understand the potential for MCC student transfers to the College of Agricultural Life Sciences at Cornell.

STRENGTHENING PARTNERSHIPS AND COLLABORATIONS



Francois LeChance (right), Star of the West, demonstrates the use of local wheat in the flour industry.

Staff has engaged in in-depth discussions with the Monroe County Soil and Water Conservation District to explore the possibility of internships, especially with the agricultural and environmental management program. Staff continues to provide participatory assistance to Monroe County Farm Bureau and New York State Agribusiness Association on numerous legislative proposals and projects at local, state and federal levels, especially on issues regarding biotech, immigration, fertilizers, seed and tax.

An exploratory and information gathering visit to Kirkwood Community College and

Iowa Lakes Community College in Iowa was made in late May regarding formal and informal ag-related curriculums. Kirkwood has similar characteristics to MCC, and has a large reservoir of programs and resources that can be shared. Iowa Lake Community College also has expressed interest in the possibility of piloting bio-tech curriculums with MCC.

Staff will continue to partner with Alfred State College and Cornell University in expanding potential program offerings at MCC.

UPCOMING HIGHLIGHTS

As part of an agricultural awareness program at MCC, three agricultural seminars will be scheduled at the MCC Brighton Campus this fall. All activities will be open to the public and students. Presentations will stress key issues impacting the Monroe County agricultural community.

Staff will continue to provide significant effort in the completion of the Eastern Agricultural District #6 renewal and will be assisting at least one municipality in a grant application to develop a town wide farmland protection plan that would include updating farm codes.

ALSI has forged a partnership with the student sustainability group at MCC to further interests in sustainability concepts, especially regarding the agricultural industry.



Stuart Blacklaw (left), MCC dean of curriculum, discusses the importance of educating youth about agriculture with Bob Colby (right).