



2022 Annual Report



Thoughts from the President...

2022 has been a wonderful year for CCE Jefferson. Continued adaptation in the face of supply chain issues and staffing recruitment challenges has proven the team to be most capable of delivering quality programming throughout our mission.

4-H Afterschool programs at 18 school buildings showcased our professionalism through 100% regulatory compliance and well documented improvement outcomes for our students.

The team completed a full summer 4-H Camp Wabasso season with historic waiting lists that demonstrate the recognized unique value our camp program delivers. Several capital improvements at camp have continued this year to sustain this unique quality experience for our youth.

The Jefferson County Fair returned this year with a full complement of 4-H participants showcasing their livestock exhibits and competing throughout the contests. Our agricultural outreach efforts have addressed a very broad set of industry issues.

This year's staff survey results validated the positive workplace experience at CCE Jefferson. Our teammates described how our mission is meaningful rewarding work, all geared towards improving lives throughout the North Country. Sustaining a healthy work/life balance remains an important objective for us all.

Resourcing our mission continued this year with numerous grant awards. The success of our grant writers continues to be nothing short of extraordinary in sustaining our business model. It was also a real treat to return to a regular in-person Annual Meeting this year, after a 3 year hiatus.

The most noteworthy highlight for 2022 is Kevin Jordan's retirement in November. His 11 year tenure as our Executive Director, coupled with his many years' volunteer service on our board of directors, have left a very positive imprint upon the Association. While his leadership will be missed, know that his many accomplishments will endure well into our future. Our next Executive Director certainly has a very solid foundation to build upon Kevin's legacy.



*James Corriveau,
President*

2022 Board of Directors

Officers:

- James Corriveau, *President*
- Bruce Armstrong, *Vice President*
- Tracy Leonard, *Secretary*
- Steve Jennings, *Treasurer*

Directors:

- Darrel Aubertine
- Carmelita Britton
- Corey Campbell
- Scott Connell
- Kate Eves
- McKenzie Fisk-Kamide
- Mark Gebo
- John Peck
- Nathan Pistner

Mission Statement

Cornell Cooperative Extension Association of Jefferson County educates youth, families, farmers, and communities using research-based knowledge for practical application and lifelong learning.



*Executive Director
Kevin J. Jordan*

On behalf of the Board of Directors and staff, I am pleased to present our 2022 Annual Report.

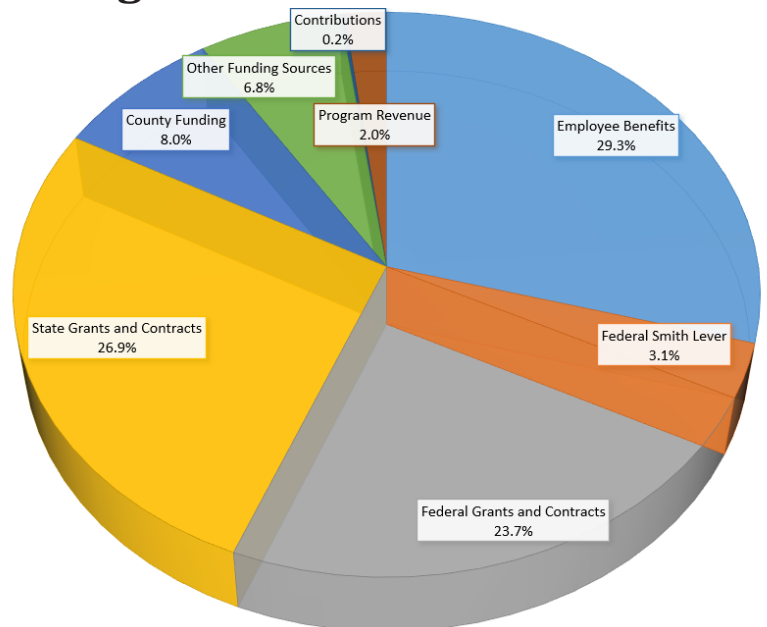
Enhancing existing partnerships and forming new ones helped leverage public resources and programs for the benefit of the community.

Alexandria Central School District NYS Department of Education Victim's Assistance Center
 North Country Prenatal/Perinatal Council Thousand Islands Bridge Authority Maternity and Early Childhood Foundation
 Jefferson County Economic Development Beaver River Central School
 Veterans Services Network The Arc Millsite Lake Association
 Carthage Central School District Copenhagen Central School Jefferson County Farm Bureau Fort Drum Natural Resources
 The Nature Conservancy Cornell Small Farms Program
 Depauville Public Library Jefferson Lewis BOCES
 Flower Memorial Library Cornell University
 Jefferson County Public Health Dairy Ambassador Program
 Watertown City School District Agriculture Promotion Board
 Watertown Urban Mission LaFargeville Central School Lyme Central School
 Immaculate Heart Central School NYS Department of Ag & Markets
 Indian River Central School District
 Jefferson Community College Soldier for Life Transition Assistance Program
 NYS Department of Energy Conservation Adirondack North Country Association
 Anthony Minna Nature Center South Jefferson Central School Mental Health Association

2022 Funding Sources

Our funders are some of the most important community partners. Strong community partnerships build strong community programs.

The total budget for Cornell Cooperative Extension Association of Jefferson County for 2022 was **\$8,415,106.**



Farm to Table Program Results

900+ hours Master Gardeners spent in the Urban Mission Community Garden

1,481 lbs of produce donated to the Watertown Urban Mission Food Pantry



853 Consultations in office and at home

26 Master Gardeners



36 Home gardening and hobby farm classes attended by **661** participants



7 Marketing and/or business plans developed

12 Individuals certified or approved (Pesticide application, GAP, FMNP, SNAP-EBT)



70 farms & businesses in the 2022 Local Food Guide

9 retailers selling locally produced products

4 restaurants with locally grown food

Promoting local food and growing small businesses.

114 vendors sold their products in the Taste NY Store in 2022.

41 of the vendors that sell their products in the Taste NY Store are from Jefferson, Lewis, St. Lawrence, or Oswego Counties.

Taste NY supports New York's food and beverage industries. It strives to drive economic development and create opportunities for local producers to showcase their goods.



Supporting Production Agriculture by...

- Providing technical guidance and direct support to 32 dairy farmers in the form of on-farm consultations, tax planning, dairy profitability analysis, alfalfa monitoring, barn fogging, and more.
- Expanding range of courses and technical support for hobby farms and owners of small parcels. For example, a beekeeping forum is providing support to new beekeepers and connecting owners of small commercial apiaries.
- Hosting 6 workshops in partnership with the North Country Regional Ag Team -- Robotic Milking System Tour, Calf Ventilation Studies, Healthy Hearty Heifers, and more.
- Providing direct technical assistance to producers on topics such as overtime regulations and associated tax credits, licensing for dairy and meat processors, grant applications, marketing, business planning, and agrivoltaics.



Participants learn about and tour a local dairy farm that uses a robotic milking system.

Harvest of the Month

1,527 students reached through Harvest of the Month nutrition programming.

10 producer's products purchased and/or featured in recipes and newsletters to families.



Students learned about and tried spinach, beets, asparagus, cheese, strawberries, apples, and more from local producers!

Nutrition Programming

From breastfeeding support to fruit & vegetable prescription programs, nutrition programming focuses on low cost, healthy eating through interactive food demonstrations, cooking classes, and hands on activities. As a result, 1,513 participants demonstrated increases in knowledge, skills, and applied healthy eating recommendations.



4-H creates connections between Jefferson County youth, local agriculture, and food systems by:

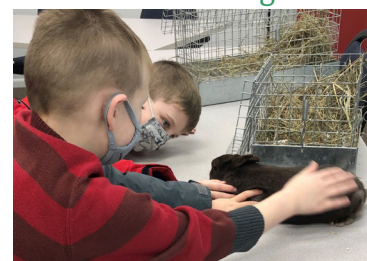
- educating youth about future careers in the agriculture industry
- forming a deeper connection with youth and an understanding of where food comes from



4-H Livestock Auction



4-H Agri-Business Trip to Fish Hatchery



Cloverbud Animal Science Club Learning About Rabbits



Jefferson County Fair Dairy Show

Supporting Veterans, Soldiers, and Military Families

10,424 Family Advocacy participants experienced positive changes in relationships and learned new parenting or communication skills.



5,297 soldiers and family members created individualized budgets and learned money management skills through the Financial Readiness Program.



193 soldiers and family members improved employment, career, and business skills and opportunities while working with Employment Readiness.



Army Emergency Relief assisted 679 soldiers, family members, and retirees in meeting financial obligations.



Relocation Readiness assisted 1,625 participants in finding an increased awareness of community supports and services to enable personal and family stability in times of change.



124 military youth attended military summer camps and learned outdoor survival skills and so much more!



Career-focused programming for transitioning soldiers and veterans helped connect potential employees to local farms through Farm Ops.



226 military youth are enrolled in Jefferson County 4-H.



4-H Youth Development



4-H, in partnership with Northern Credit Union, educated over **533** students on financial readiness and basic budgeting skills through the Mad City Money program. **94%** of the youth agreed they now understand why adults must manage their money wisely.

Over **578** youth in Jefferson County received 4-H Healthy Living education.

60% of youth plan to drink fewer sugary drinks.

75% plan to drink the recommended amount of water.

80% plan to stay physically active.

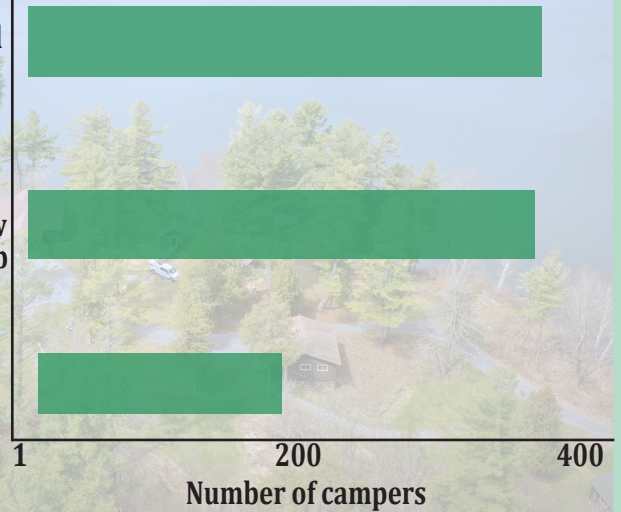
59% now know how to follow a recipe.



85% of campers gained a sense of responsibility and independence at camp

87% of campers gained efficiency in at least one new skill while at camp

40% of campers attended on scholarship



4-H Afterschool programs combine fun and learning to help youth develop lifelong skills such as leadership, critical thinking, and teamwork!



85% of regular attendees that need improvement increased report card grades in ELA/Reading from 1st to 4th quarter.

82% of regular attendees that need improvement increased report card grades in Math from 1st to 4th quarter.

81% of grade 1-5 students needing improvement increased classroom engagement from fall to spring.

97% of parents are satisfied with the program.

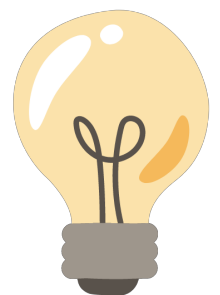
Results based on a survey conducted by an independent evaluator.

Thank you for working so hard at the 4-H program! This year is the first year my girls have ever joined and they absolutely loved it! My only regret is that they hadn't tried it sooner! You offer them so many great opportunities to learn and try new things that they wouldn't normally do.

-- 4-H Parent

Energy

- **50+** residents received a NYSERDA grant that either fully covered or covered 50% of the cost of improving energy efficiency measures in their homes.
- **15** residents received a free home energy audit.
- **6** residents received a \$2,000 NYSERDA grant toward the installation of residential solar on their property.
- **4** local businesses (100FTE or less) received a reduced-price energy audit.



Thank you...

to all our Extension supporters who help us serve the residents of Jefferson County throughout the year by donating funds and/or generously volunteering their time.



Master Gardeners working in the community garden.



Master Gardeners at their annual plant sale.

- Master Gardener Volunteers
- 4-H Volunteers
- Board of Directors
- Youth, Family, & Community Advisory Committee
- Nutrition & Health Advisory Committee
- Agriculture and Natural Resources Advisory Committee
- 4-H Camp Wabasso Advisory Committee



4-H Volunteer making dog treats with the 4-H Furry Friends Dog Club.

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