



The Honorable Nathan L. Rudgers

Commissioner
New York State Department of Agriculture &
Markets
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Base Grant: \$500,000
Specialty Crop Grant: \$2,660,000
Total Grant: \$3,160,000

Hard Cider & Apple Wine Marketing:

Beak & Skiff Apple Farms (Onondaga), \$19,395.
Implementation of marketing plan for hard cider and apple wine.

Strawberry Production in New York:

Berry Patch of Stone Wall Hill Farm (Rensselaer), \$7,911.
Development of annual production system for strawberries using varieties adapted to New York.

Business Recruitment:

Bohringer's Fruit Farm (Schoharie), \$50,000.
Relocation of a food preparation business from Massachusetts to New York by a grower-processor.

Cranberry Production Enhancement:

B.P. Cranberry Services (Oswego), \$49,250.
Enhanced packaging capacity for NY cranberries.

Direct Marketing:

Cornell Cooperative Extension of Oneida County, \$65,000.
Preliminary design work for Mohawk Valley Farm-to-Market vegetable production facility.

Research Initiative:

Cornell University, \$375,114.

Reducing Deer Damage in Orchards:

Paul Curtis, \$19,902.
Assessment of ShuRoo device for reducing deer damage to orchards.

Potato Pest Resistance:

Walter DeJong, \$75,000.
Accelerated development of potato varieties resistant to a new race of the golden nematode.

Snap Bean Disease Resistance:

Phillip Griffiths, \$35,344.
Development of virus resistant snap bean varieties.

Pest Management:

Michael Hoffmann, \$29,048.
Evaluation of biodegradable nonwoven fibers to manage pests of specialty crops.

Apple Post Harvest Processing:

Joseph Hotchkiss - \$10,000.
Development of process and packaging to extend shelf life of apple slices.

Onion Health Benefits:

Rui Hai Liu, \$75,000.
Quantifying the health benefits of NY onions.

Cabbage Market Analysis:

John Roberts, \$14,000.
Market analysis of new sauerkraut blends to enhance sales of NY cabbage.

Pumpkin Disease Resistance:

Richard Robinson, \$21,622.
Breeding NY pumpkins for multiple disease resistance.

Vegetable Varieties Improvement:

Richard Robinson, \$17,488.
Breeding to improve varieties of endive, escarole and chicory.

Apple Production Integration:

Terence Robinson, \$32,710.
Development of an integrated fruit production protocol to improve European market potential for NY apples.

Strawberry Integrated Pest Management:

William Turechek, \$45,000.
Development of enhanced integrated pest management (IPM) approaches to managing the strawberry sap beetle.

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Concord Grape Juice and Kosher Market:

Growers' Cooperative Grape Juice Co. (Chautauqua County), \$75,000.

Addition of juice heating system to enable entry into kosher concord grape juice market.

Vineyard Laboratory Project:

Lake Erie Regional Grape Research & Extension Program (Chautauqua County), \$75,000.

Program development and site plan preparation for 21st Century Vineyard Laboratory Project.

Small Scale Cider Pasteurization:

Louis Lego (Cayuga County), \$13,258.

Adaptation of low rate milk pasteurizer for use by small scale cider producers.

Robotic Grape Pruner:

Militello Farms (Chautauqua County), \$45,000.

Development, construction and testing of prototype robotic pruner for grape vines.

McIntosh Apple Promotion:

New York Apple Association, \$75,000.

Promotion of McIntosh apples in conjunction with the New York City marathon.

Onion Promotion & Increased Packaging Capacity:

New York Bold, LLC (Oswego County), \$54,925.

Development of statewide coalition to expand sales and promotion of NY onions, and increased packaging capacity.

Specialty Crop Research:

New York Crop Research Council/Association (Genesee County), \$62,598.

Research on several vegetable crops, including sweet corn, snap beans, peas and beets.

Stone Fruit Field Trials:

New York State Horticultural Society, \$75,000.

Development of field trials for variety and planting system testing for NY stone fruits (peaches, cherries, plums, prunes and apricots).

Culinary Outreach:

New York Wine & Grape Foundation, \$50,000.

Expansion of New York Cuisine initiative with New York City chefs, using NY specialty crops and wine.

Organic Certification Program:

NOFA-NY, \$12,289.

Expansion of capacity to certify organic production.

Apple Post Harvest Research:

Premier Apple Cooperative, \$19,200.

Evaluation of causes of undesirable NY apple quality in supermarkets, and proposed solutions.

Sweet Corn Disease Resistance:

Seneca Vegetable Research (Ontario County) - \$4,750.

Development of effective method to inoculate sweet corn against Stewart's Wilt.

Reducing Deer Damage:

Ed and Candy Sloma (Broome County), \$1,200.

Evaluation of effectiveness of New Hampshire Fence system for reducing deer damage to specialty crops.

Christmas Tree Fertilization:

SUNY - ESF, \$17,958.

Development of optimal fertilization recommendations for conifer trees grown for the Christmas tree market.

Reducing Wild Life Damage in Vineyards:

Warm Lake Estate (Niagara County), \$12,982.

Evaluation of effectiveness of invisible fence and guard dogs to reduce wildlife damage in vineyards.

2002 Cooperative Promotional Projects**Quality Meat Product Promotion:**

Bilinski Sausage Manufacturing Company (Albany County), \$25,000.

Marketing and public relations campaign to promote quality meat products processed in New York State through advertising, retail supermarket promotion and trade shows.

Christmas Tree Promotion:

Christmas Tree Farmers Association of New York (Wayne County), \$3,500.

Statewide, cooperative cost-sharing radio advertising to promote New York State grown Christmas trees to consumers during the 2002 holiday season.

Buy Local Campaign:

Eden Valley Growers (Erie County), \$5,350.

Marketing effort to increase the sale of locally produced vegetables and to familiarize consumers with such produce through in-store cooking demonstrations and hands-on training.

“Pride of New York” Campaign:

Fly Creek Cider Mill & Orchard, Inc. (Otsego County), \$19,937.

Mass media and public relations campaign to promote the Pride of New York program to consumers and increase the awareness of purchasing New York products.

Farmers’ Market Promotion:

Farmers’ Market Federation of New York, Inc. (Onondaga County), \$47,600.

Series of 18, 90-second vignettes designed to show New York consumers how to prepare fresh fruits and vegetables while educating them on the nutritional benefits of eating fresh, locally grown fruits and vegetables that can be found at New York’s farmers’ markets.

“Pride of New York” Campaign and Grand Union Family Markets:

Grand Union Family Markets (Saratoga County), \$50,000.

Public relations and marketing campaign to promote and merchandise Pride of New York products throughout its stores, through print advertising, electronic media and in-store promotions, and the devotion of exclusive shelf space to Pride of New York products.

Direct Marketing Event:

Liberty Ridge Farm (Rensselaer County), \$3,270.

A two-day, fall weekend ag-entertainment event for the entire family, where New York farmers and processors will display and sell their food and farm products to the public.

Sweet Corn Celebration:

Liberty Ridge Farm (Rensselaer County), \$3,825.

A two-day, summer ag-entertainment event, featuring locally produced sweet corn.

“Pride of New York” Campaign and Locally-Caught Seafood:

Long Island Commercial Fishing Association (Suffolk County), \$50,000.

Marketing and public relations campaign to educate consumers and promote locally-caught seafood under the Pride of New York program.

“Pride of New York”**Campaign Promotion:**

Mar-K-Ltd. (Erie County), \$35,000.

Mass media and public relations campaign to promote the Pride of New York program to consumers through product labeling, television commercials, product demonstrations and trade shows within the United States, and with Japanese and United Kingdom importers.

Apple Promotion Campaign:

Mayer Brothers, Inc. (Seneca County), \$36,076.

Promotional campaign highlighting the use of New York State apples through electronic and print advertising.

New York Cheese Promotion and Education Campaign:

McCadam Cheese Company, Inc. (St. Lawrence County), \$50,000.

Promotional and educational marketing campaign highlighting the importance of purchasing New York State Cheese through media and public relations efforts.

Direct Marketing of New York Ag Products:

Carol L. Murphy (Niagara County), \$12,775.

Working partnership of five Niagara County farmers to sell New York produced and processed products in two seasonal stores in separate shopping malls.

“Pride of New York” Campaign and New York Apples:

New York Apple Association, Inc. , \$50,000.

Statewide radio advertising campaign to cooperatively promote New York State apples in conjunction with the Pride of New York program message.

Onion Promotion Campaign:

New York Bold, LLC (Oswego County), \$10,500.

Public relations and promotional campaign to increase consumer awareness and demand for New York onions.

Maple Syrup and Sugar Product Promotion:

New York State Maple Producers Association (Wyoming County), \$46,024.

Statewide electronic, print advertising and public relations campaign to promote maple products to the general public and to increase overall

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**Maple Syrup
and Sugar
Product**

Promotion:

Continued...

public awareness of New York State maple syrup and products.

“Pride of New York” Campaign:

Penn Traffic Company (Onondaga County), \$50,000.

Media campaign and marketing plan to promote the Pride of New York program through the use of electronic media, print advertising and in-store promotions.

“Pride of New York” Campaign:

Quality Dairy Farms (Oneida County), \$28,384.

Electronic, print advertising and public relations campaign featuring the Pride of New York logo on all newly created advertising and promotional materials.

Summer Fruit

Marketing and Promotion:

Red Jacket Orchard (Ontario County), \$6,000.

Marketing and promotional program to raise the awareness of the benefits of purchasing New York summer fruits.