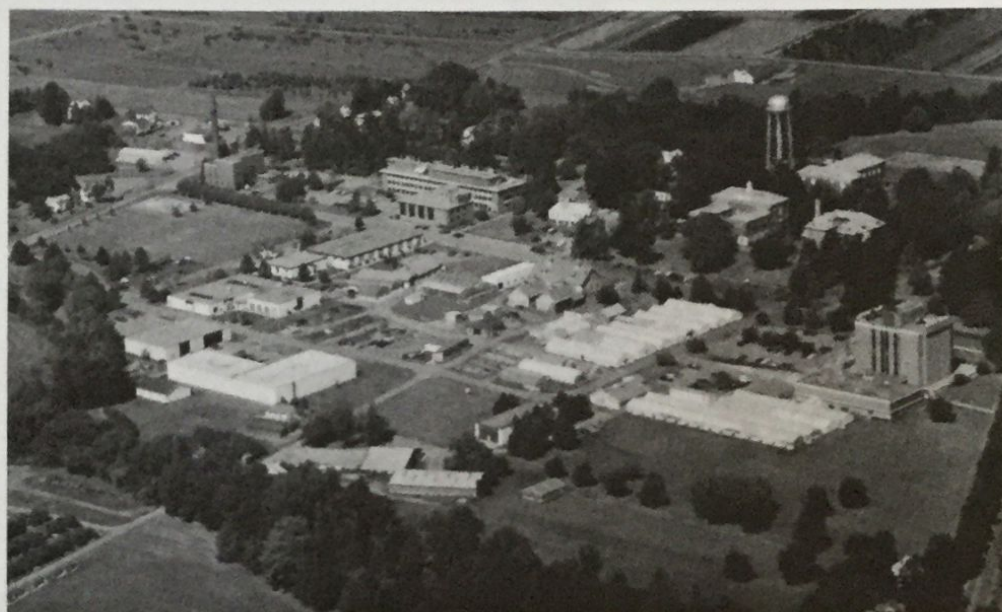


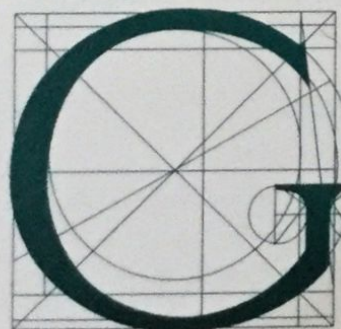
# *Executive Summary*

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*Meeting the needs of 21st Century Agriculture and Food Businesses in New York:  
A proposal to strengthen the capacity of the New York State Agricultural Experiment  
Station at Geneva to help the agricultural economy of the state.*



The



CORNELL  
UNIVERSITY

GENEVA Plan

NEW YORK STATE AGRICULTURAL EXPERIMENT STATION  
GENEVA, NEW YORK



## *Goal of the Geneva Plan*

TO IMPROVE THE COMPETITIVENESS AND PROFITABILITY OF GROWERS AND PROCESSORS OF FRUIT AND VEGETABLE CROPS WHILE SAFEGUARDING THE ENVIRONMENT AND ENSURING CONSUMERS ACCESS TO WHOLESOME, HIGH QUALITY, AND ECONOMICAL FOODS PRODUCED IN NEW YORK.

### *Programs That Need to Be Strengthened to Achieve Goal*

#### *Improving Crop Varieties*

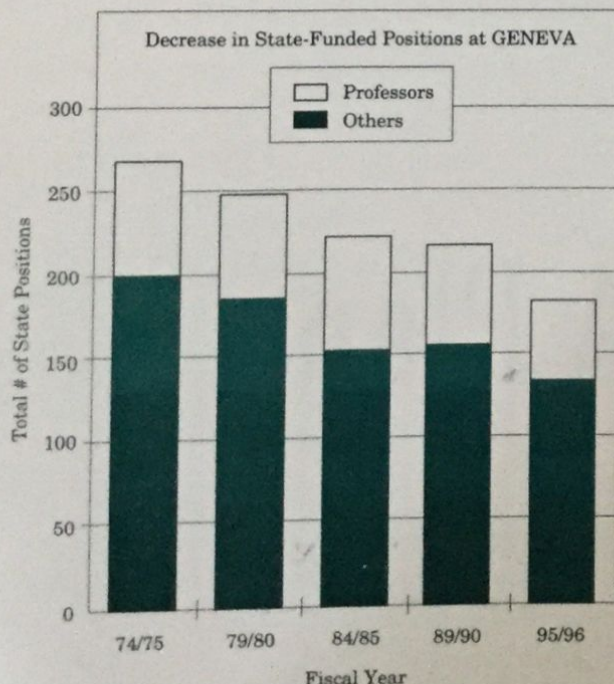
- Develop new varieties with improved taste and other sensory qualities; improved nutrition; resistance to diseases and insects; characteristics needed for market niches; adaptation to local growing conditions.

#### *Growing Crops Competitively*

- Develop more efficient and cost-effective systems for producing high quality fruits and vegetables.

#### *Growing Healthy Crops/Maintaining a Healthy Environment*

- Develop more effective, economical, and environmentally acceptable strategies to control insects and microorganisms causing diseases of plants.



#### *Applying Biotechnology*

- Use the tools of molecular biology to genetically improve plants and microorganisms in ways that improve food quality and safety, safeguard the environment, and lead to new commercial products and processes.

#### *Assuring High Quality Foods*

- Improve technologies to extend the shelf life of fresh and highly processed foods; understand and transfer to food processors information about the chemical and physical properties of plants that affect consumer acceptance of processed food products.

#### *Ensuring a Safe Food Supply*

- Develop rapid and accurate assays for chemicals and microorganisms in food that pose human health risks, and develop methods to prevent contamination of food with these agents or to eliminate them if contamination is unavoidable.

#### *Developing Value-Added Products & Processes*

- Develop technologies or processes produce higher quality processed foods, and marketable products made from waste material generated during food manufacturing.

#### *Increasing Businesses and Markets*

- Develop strategies to help food producers to expand and diversify domestic and global markets, including meeting regional demand for ethnic foods, and aid entrepreneurs in establishing new companies and gaining access to markets.



## *Investment Needed for GENEVA Programs to Improve Assistance to Businesses*

THE FRUIT AND VEGETABLE INDUSTRIES IN NEW YORK DEPEND, TO A LARGE EXTENT, ON CORNELL UNIVERSITY AND, IN PARTICULAR, ON **GENEVA** TO PROVIDE THEM WITH THE TECHNOLOGY TO PRODUCE, PROTECT, PROCESS, AND SELL THEIR CROPS TO WORLD-WIDE MARKETS. IN ORDER TO CONTINUE TO PROPERLY HELP THIS ECONOMICALLY IMPORTANT INDUSTRY OF THE STATE, **GENEVA** NEEDS ADDITIONAL FINANCIAL SUPPORT TO EXPAND ITS RESEARCH AND EXTENSION PROGRAMS IN KEY AREAS.

<i>Program Specific Needs</i>	<i>Annual Appropriation</i>	<i>One-Time (Equipment)</i>
Improving Crop Varieties	\$350,000	\$300,000
Growing Crops Competitively	40,000	—
Healthy Crops / Healthy Environment	277,000	200,000
Applying Biotechnology	170,000	100,000
Assuring High Quality Foods	310,000	200,000
Ensuring a Safe Food Supply	220,000	200,000
Developing New Products and Processes	300,000	200,000
Increasing Business and Markets	233,000	—
 <i>Station-Wide Needs</i>		
Staff	225,000	—
<i>Environmental / Safety specialist, electronics specialist, assistants for economic and statistical analyses, and maintenance of equipment and physical facilities</i>		
Equipment	—	1,600,000
<i>For biotechnology, food processing, and field research</i>		
Operating Funds	500,000	—
<i>For expendable supplies</i>		

	<i>Annual*</i>	<i>One-Time</i>
<b>Total</b>	<b>\$2.625 million</b>	<b>\$2.8 million</b>

*\*Increase State budget for GENEVA by this amount over 1-3 years and continue at that level thereafter.*

## *Outcomes & Benefits of Investing in GENEVA*

- ◆ Will help attract and retain agricultural and food companies to New York State.
- ◆ Will improve competitiveness and profitability of growers and processors of fruit and vegetable crops.
  - ◆ Will develop more environmentally sound agricultural practices in New York.
- ◆ Will provide consumers access to wholesome, high quality, economical food produced in New York.
  - ◆ Will promote establishment of start-up companies in New York based on GENEVA technology.



# Total industry support for GENEVA Programs

(FY 94/95) : \$1,514,981

*Recent industry-established endowments and investments provide additional income of approximately \$50,000 annually.*

**STAKEHOLDERS**  
*from across New  
York representing  
many types of  
businesses voice  
their support...*

“The GENEVA Experiment Station has an outstanding record of developing new technologies and providing educational assistance that has benefited food and agricultural businesses like ours. Because of the small and diversified nature of our individual businesses, we cannot finance complex research and development programs needed to maintain and improve our competitive position in a global economy. Therefore, we need the State to make a greater investment in GENEVA, which is an investment that will help keep the food and agricultural sector of New York’s economy strong.”

**For More Information:**  
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Two detailed documents  
are available that elaborate  
on information in this  
Executive Summary.

