

STATION NEWS

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NEW YORK STATE AGRICULTURAL EXPERIMENT STATION

Celebrating the past, shaping the present, inspiring the future.

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1882 GENEVA, NEW YORK 2007

BRIEFS

Cornell University to Host Insectapalooza '07 on October 20

Insect circus meets the Discovery Channel from 9 AM-3 PM, on October 20, 2007, in Comstock Hall, on the Cornell University campus, when the Entomology Department hosts its 4th annual Insectapalooza. Cheer on your favorite American Cockroach as it races down the track, hold an Australian Walking Stick, and see if you're courageous enough to grab a handful of writhing maggots.

There will be three floors of activities for visitors of all ages and interests, showcasing all manner of insects from medical entomology to plant pests. Learn about the importance of insects in our lives and interact with all manner of six- and eight-legged flyers, hissers, jumpers, and crawlers.

The Insectapalooza — which means striking or unusual insect — started in 2004 as a tribute to the 100th anniversary of Cornell University's College of Agriculture and Life Science and has become an annual event every October since then. Don't miss it!

For more information, check out: <http://insectapalooza.ento.cornell.edu>.

The Grape Taste That's Great for Your Health: Concord Grape Juice

Fall means harvest time in Concord country, and the perfect time to enjoy a natural fruit beverage that's also good for your health - Concord grape juice.

Numerous studies have shown that the powerful antioxidants in Concord grape juice have significant health benefits for people of all ages, from babies to baby boomers. Reduced risk of heart disease, boosting the immune system, and memory enhancement

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New Advisory Council Takes on NYSAES Challenges



Geneva Advisory Council

Top (l. to r.) - Zoe Nelson, Mike Hoffman, Mike Riley, Harvey Hoch, John Martini, Larry Perrine, Laura Pedersen, Tom Burr, Jim Finkle, Lee Telega, Nathan Rudgers. Center - Jeff Crist, Allison Sacheli, Wilda Martinez, Jim Buttner, Bob Brown, Marc Smith. Front - Susan Henry, Brian Nicholson, Helene Dillard, Steve Isaacs, Dennis Rak, Art Hunt, Mark Pluchino.

In a year that the Experiment Station celebrated 125 years of history, history was made yet again as the Station's very first Advisory Council gathered in Geneva on September 14th and 15th to learn about key issues affecting NYSAES research, extension and teaching programs.

The group's members, all accomplished leaders in fields ranging from New York's fruit, vegetable and wine industries to agricultural banking, economic development and federal research, lost little time in lending their expertise to NYSAES and CALS efforts to identify important issues and devise plans for the future. Susan Henry, Ronald P. Lynch Dean of Agriculture and Life Sciences and Station Director Tom Burr led intensive discussions on

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(BRIEFS, continued)

are just a few of the health benefits that regular, moderate consumption of Concord grape juice provides. Concord grape juice is also fat free and cholesterol free.

Concord grape juice is a versatile beverage, from the rich fruity taste of a glass by itself to an exercise-enhancing mixture with seltzer water and unique flavoring for several recipes. It's a perfect breakfast drink, a great energy booster with seltzer before and after exercise, a healthful "smoothie" mixed with nonfat vanilla yogurt with a pinch of cinnamon, and ideal for a rich Concord reduction sauce for chicken and other treats like poached pears.

These and more recipes, and information about the unique health benefits of Concord grape juice, are available at <<http://www.healthyconcordgrapes.com/>>www.healthyconcordgrapes.com.

Concord grape juice is also healthy for New York State's economy. Of the 32,000 acres of grapes grown in New York, about two-thirds are Concord, with an annual grape harvest exceeding 100,000 tons each year. The vast majority of ConCORDs are used for grape juice processed by cooperatives such as National Grape Cooperative Association (Welch's) and Growers Cooperative, which are actually owned by the growers themselves. In other words, the products and the companies are truly "local."

The Concord grape and grape juice industry is also an important part of the overall grape, grape juice and wine industry, which contributes over \$3.4 billion to New York State's economy, and over \$162 billion to the national economy. In western New York alone, where most ConCORDs are grown, the industry contributes \$141 million to the regional economy.

The annual Concord harvest in September and October is a special time. Large clusters of deep blue Concord grapes release their aromas throughout the countryside, where giant mechanical harvesters gather the ripe fruit for delivery to the processing facilities. The 2007 harvest, following a year of excellent weather, appears to be particularly promising.

The New York Wine & Grape Foundation is helping celebrate the Concord grape harvest, and promoting the health benefits

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(TWO WEEKS, continued)

the scope and nature of NYSAES operations, budget trends, sponsored research programs, federal formula funds, and the nature of relationships between NYSAES and the Cornell University Agricultural Experiment Station (CUAES).

Council members identified regular interaction with CALS and University leadership as an important objective, and were able to initiate conversations during the meeting with a variety of Cornell decision makers including Associate Dean of Finance and Administrative Service, Marge Ferguson; Cornell Agricultural Experiment Station Director, Mike Hoffman; and Cornell Cooperative Extension Director, Helene Dillard. The Council also began to build an understanding of the Station's important institutional relationships through exchanges with New York State Commissioner of Agriculture and Markets, Patrick Hooker; USDA-ARS North Atlantic Area Director, Wilda Martinez; and Technology Farm Executive Director Steve Isaacs.

The Council formed task forces to address two issues of special importance: Licensing of Plant Varieties; and Positioning the Station to Meet Future Stakeholder and College Needs. The licensing group will be led by Professor Susan Brown and Laura Pedersen, long-time NYSAES neighbor and innovative Ontario County vegetable grower. Plant Pathology Department Chair, Harvey Hoch and Larry Perrine, partner and CEO of Channing Daughters Winery on Long Island, will guide the future planning effort.

Former Agriculture and Markets Commissioner, Nathan Rudgers is working with Jeff Crist of Crist Brothers Orchards in the Hudson Valley to establish an executive committee. This working group will help develop goals, agendas and programs for future Council sessions. Mr. Rudgers is now Business Development Director for Farm Credit of Western New York. American/Western Fruit Grower Magazine recently named Mr. Crist 2007 Apple Grower of the Year.

During the 125th Anniversary Open House, Council members joined Cornell alumni for breakfast, a VIP tour of anniversary exhibits across the campus, and participated in the opening ceremony with state and local leaders and Cornell President David Skorton. The Advisory Council follows, perhaps in a more collegial way, in the long ago footsteps of the Station's 'Board of Control' comprised of farm organization leaders and established by the state legislature in June, 1880. NYSAES Director Tom Burr summed up the historic meeting by observing, "Just as it was 125 years ago, the strengths of the New York State Agricultural Experiment Station are derived from the Station's productive relationships with its stakeholders." The Council will meet at least once a year in Geneva, with working sessions on task force assignments between meetings.

Craft Fair Book Sale

Have you found any books during your fall cleaning, or just have some that have been laying around that you don't know what to do with? Think about making a trade. Receive a coupon for one free book in exchange for every three books that you donate to the Library Book sale. Donations will be accepted November 5-9 at the Library, 1st floor Jordan Hall. Fiction, Children's, Cooking, etc. welcome (no magazines or Readers Digest please). Call x2214 for information/assistance.



The Experiment Station family extends its sincere condolences to Don Barton and the family and friends of Virginia "Ginny" Barton, who passed away on September 21. Ginny was a much loved, accomplished and respected member of the Station community.





Documentaries Filmed at the Station

On September 17-19, Betsy Bayha and Producer Ed Gray of Kikim Media, Menlo Park, CA filmed a documentary at PGRU and NYSAES. The documentary features the recently-published book, "The Botany of Desire: A Plant's-Eye View of the World" by Michael Pollan. The first chapter of the book discusses man's relationship to apples. Research of ARS Curator, Phil Forsline and Cornell Plant Pathologist, Herb Aldwinckle are discussed in that chapter. Phil and Herb led teams of scientists on four expeditions to collect wild apples in Kazakhstan from 1989 to 1996. They were filmed in their labs and in the field where some of these wild apples are maintained.



B&P's Ed Bailey and cameraman Pierre Isnardon are silhouetted against the early morning sky as they rise above an ARS orchard to get some overhead footage for the documentary "The Origin of the Apple."

Simultaneously, but over a longer period (September 16-24), Catherine Peix and Pierre Isnardon from the SEPPIA company of Paris, France filmed a documentary "The Origin of The Apple." This documentary will include in separate filming, some of Forsline's and Aldwinckle's collaborators in Kazakhstan, Washington State University, Purdue University, France, England, South Africa and New Zealand.

Cornell Professor To Lecture on Seneca Iroquois Practices in the Geneva Area

Dr. Kurt Jordan will be presenting "Seneca Iroquois Plant and Animal Use in the Geneva Area, 1688-1779," at 1:30 PM Tuesday, October 16. The talk will be held in the auditorium on the second floor of Jordan Hall. Refreshments will be served.

The talk will summarize current evidence on the history of the Seneca's use of plants and animals in the Geneva area, drawing in part on data from archaeological excavations at two of these sites directed by Dr. Jordan. The Seneca Iroquois people inhabited three sites in the Geneva area during 1688-1779: White Springs, the New Ganestage Site Complex, and Kanadesaga. It is worth noting that over a century after the Senecas cultivated the land they called Kenadesaga, the site was chosen as the location for the Experiment Station.

Core practices typically associated with the Six Nations were used throughout this period, including extensive agriculture of corn beans and squash, supplemented by hunting, fishing, and gathering. There was, however, remarkable variety in the way these practices were conducted over time, making plant and animal use at each of these three sites distinct. In addition to the presentation of archaeological and textual data, the motivations for and consequences of changes in Seneca plant and animal use will be reviewed.

Dr. Kurt A. Jordan is Assistant Professor of Anthropology and American Indian Studies at Cornell University, and specializes in the archaeology of 17th and 18th century Iroquois. He has conducted several excavations in the Geneva area. His book, *The Seneca Restoration, 1715-1754: An Iroquois Local Political Economy*, will be published in 2008.

The talk is presented by the Frank E. Lee Library, in conjunction with the 125th Anniversary of the Experiment Station. Dr. Jordan will be giving a similar talk the same evening at the Geneva Historical Society, at 7:30 PM.



(BRIEFS continued)

of Concord grape juice, through radio and television commercials, a full-page advertisement in Wegmans Menu magazine's holiday issue, and a special media seminar on October 11 & 12 at the New York Wine & Culinary Center.

After harvest, as the days grow shorter and the temperatures drop, Concord grape growers celebrate another year with a toast of the healthful purple juice, served with Thanksgiving dinner and at year-end holiday gatherings. They encourage you to do the same, with the simple phrase, "Here's to your health."

J. Trezise

SAGES Cider Sale

SAGES would like to announce that we will be selling fresh, UV-treated cider on Friday October 19, November 2, and November 16 from 1-4 PM or until the cider is gone. Tables will be located in both Barton lobby and the FST Pilot Plant. Cider will be sold for \$2 per half gallon.

All proceeds will go toward the SAGES Award Fund to be used for high school science scholarships, student travel, international sponsorship, and other needs in line with the mission of SAGES.

SAGES would like to thank Kerik Cox for the donation of apples and Cy Lee for the donation of pilot plant facilities.

Apple-Pumpkin Cook-off

Wondering what to do with Station apples and pumpkins? Come to the Station-wide Pumpkin and Apple Cook-Off! Free if you enter a pumpkin or apple dish or \$2 to taste. Prizes for best savory, best sweet, and most innovative dish! This event will be held during the lunch hour on October 18th at the Sawdust Café. To enter a dish, contact Megan (mjl59) x2261 by Monday, October 15. This event is partially funded by GPSAFC and is open to the entire Cornell Community.



N. Abbott



CALENDAR of EVENTS OCT 5 - 19, 2007

MEETINGS

CHAIR'S MEETING

Date: Tuesday, October 16, 2007
Time: 8:30 AM
Place: Director's Office

CHAIR'S & UNIT LEADER'S MEETING

Date: Thursday, October 18, 2007
Time: 1:30 PM
Place: Jordan Hall Staff Room

SEMINARS

PLANT PATH

Date: Tuesday, October 16, 2007
Time: 3:30 PM, Coffee at 3 PM
Place: A134 Barton Lab
Speaker: Patricia Mowery, Hobart William Smith Colleges
Title: TBA

ENTOMOLOGY

Date: Tuesday, October 9, 2007
Time: 10:30 AM, Coffee at 10:15 AM
Place: 310 Barton Lab
Speaker: Doug Knipple, NYSAES
Title: RNA Binding Proteins: Conserved Molecular Switches Controlling Insect Development

Date: Tuesday, October 16, 2007
Time: 10:30 AM, Coffee at 10:15 AM
Place: 310 Barton Lab
Speaker: Walter Leal, UC Davis
Title: Sex in the Field: Pheromone Reception in Insects

FOOD SCIENCE

Date: Wednesday, October 10, 2007
Time: 11 AM
Place: FST Conference Room 251
Speaker: Randy Worobo, NYSAES
Title: Impact of the 2006 Spinach Outbreak on Consumers, Industry and Research

SPECIAL SEMINAR

TECHNOLOGY FARM

Date: Friday, October 12, 2007
Time: 3 PM
Place: FlexTech I
Speaker: Kathleen Hefferon, Ph.D.,
Director of Operations
Division of Nutritional Sciences,
Ithaca
Title: Human Metabolic Research Unit
at Cornell University

STATION SAFETY COMMITTEE SAFETY TIPS

There is a Station policy concerning staff who have reason to work during non-standard hours (8 AM-5 PM). If you are working in a campus building with a non-business hour roster, you should sign in on that roster. If you are planning to work in the field or in a building without a non-business hour roster you should call extension 2215 or stop by the heating plant to let them know where you will be and approximately how long you will be there. Those individuals working after 5 PM for a limited amount of time are exempt from this requirement. This request is to protect you as well as the Experiment Station.

If your standard working hours are other than 8 AM to 5 PM please let heating plant manager know your work hours, so a record can be made of your work schedule. You will then need to notify heating plant staff only when you are working beyond the time indicated for your normal work hours.

This policy is not intended to discourage working after hours, it is meant to provide additional protection to the employee in case of an emergency at the work site.

ENGLISH AS A SECOND LANGUAGE

Classes are free and include conversational English, writing skills and real-life communications.

Instructor: Susan Deidrich
When: Every Tuesday & Thursday from 4:30 - 7:30 PM
Where: The Food Science and Technology Building Lunch Room.

New students are welcome to join at any time. Just show up for any session. Classes are flexible so that students may attend either or both sessions each week.

TAEKARDIO

Day: Monday and Wednesday
Time: 12 - 1 PM
Place: Jordan Hall Auditorium
Cost: \$25 for 6 weeks

Please bring water, floor mat, towel and ware comfy clothes.

CLASSIFIEDS

FOR SALE: 2000 Dodge Caravan. V6 3.3 Liter, Automatic. 137,000 miles. 7 passengers, Gray with flawless cloth interior, AC, Dual front air bags, Power steering, Cruise control, Second sliding door, Power door lock, Power windows, Tilt wheel, AM/FM stereo, Cassette, Single CD. Good tires and an extra full-size spare. Passed inspection in August. Only \$2,800. Contact Terry at x2283, or tds2

Pancake Breakfast Fund Raiser October 28th, 2007

All you can eat pancakes! To benefit Geneva Boy Scout Troop 4. Scouts will be serving from 8:00 am until Noon, at The Presbyterian Church, 24 Park Place, Geneva (use the parking lot entrance on Washington Street). The menu: Pancakes, Scrambled Eggs, Bacon, Sausage, Coffee, and Juice. Price: \$6 for adults; \$3 for children under 10. For tickets contact Sherri Tennies at 787-2347.

SAVE THE DATES

Wednesday
October 24, 2007
FLU CLINIC

Friday
November 2, 2007
STATION BANQUET

Saturday
November 10, 2007
**CRAFT FAIR AND
BOOK SALE**

Friday
December 7, 2007
BENEFAIR