

CORNELL
UNIVERSITY

STATION NEWS

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BRIEFS

SENECA AND GREEN GIANT

Seneca Foods Corporation has bought six processing plants for \$72 million from Pillsbury and will become the main processor of Green Giant vegetables under a deal announced in December. The 20-year agreement makes Seneca the primary processor of its frozen and canned products. Pillsbury will continue to own the Green Giant brand along with technology and marketing rights.

Prior to the deal, Seneca had 20 food processing plants, including eight in New York State. Three of the six plants it has bought from Pillsbury are in Minnesota; the others are in Washington, Indiana, and Wisconsin. Pillsbury still owns 13 plants but will close four of them in the next 18 months.

What does this mean for the New York industry? It should be very good news, especially for growers of peas, beans, and sweet corn. The amount of vegetables that Seneca will process for Green Giant is much more than can be handled by the six recently-acquired plants in the West. That means production at its New York facilities may increase, perhaps significantly. One of the reasons that Pillsbury chose Seneca as its primary Green Giant contractor is that the biggest sales for that brand are in the East and Northeast. Moving production closer to its largest markets makes good sense. Seneca treasurer Devra Bevana, however, has made it clear that no decision has been made yet as to where the expanded production would come from.

The announcement coming on the heels of the Pro-Fac purchase of Curtice Burns certainly seems to strengthen the processing vegetable industry in this state. For the

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STATION MASTER PLAN DEVELOPING



“You folks have not only made a *contribution* to this project, but you have made a **commitment** to it.”

That is what representatives of Saratoga Associates, Inc., architects, and Thomas Associates, Inc., engineers, said at a meeting they had with members of the Station’s Master Plan Committee on Thursday, January 26, 1995. These are the firms that were selected by the Station and the State University of New York Construction Fund to develop a master plan for physical facilities and utilities for the Station to the year 2030.

Representatives of the two firms spent three days on campus last week conducting intensive interviews about programs of the Station with members of the Station’s Master Plan Committee and other key members of the faculty and staff of the Station. They also had been on the campus previously for walk-throughs of all the buildings. The study will be conducted over about a nine-month period. Station employees, during the next several months, may see strangers peering into laboratories; asking questions of them informally; and grading conditions of buildings, laboratories, and utilities. Employees are asked to answer any questions that these individuals may ask as accurately as they can. People from Saratoga Associates and Thomas Associates will identify themselves if they should come into your office or laboratory, so you will know who they are.

It became obvious to members of the Station’s Master Plan Committee in its meeting with Saratoga Associates and Thomas Associates that they learned a great deal about the Station and its operations during the interview process. For example, they said in their briefing to the committee that they saw the Experiment Station on a continuum with the grower on one end and the consumer on the other. In-between, four research departments (Entomology, Plant Pathology, Horticultural Sciences, and Food Science and Technology) conducted research and extension programs to resolve problems facing the growers that, in turn, would not only benefit them but the consumer as well. Mixed in with this are a group of support units directly interacting with the research and extension activities of the Station, namely Integrated Pest Management, Plant Genetic Resources Unit, and New York State

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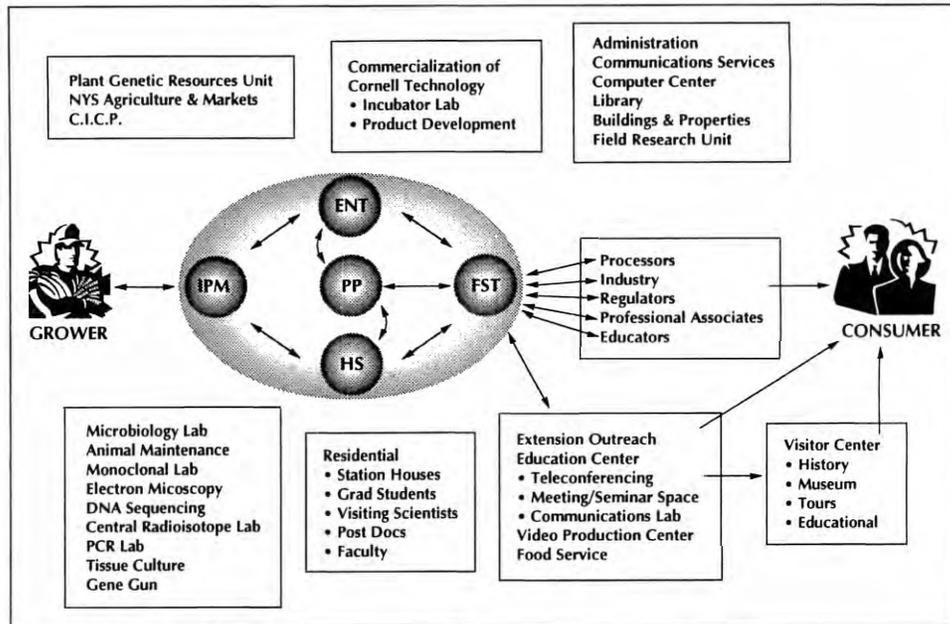
(MASTER PLAN, Cont. from page 1)

Department of Agriculture and Markets.

These groups are the core of the Station. But, they could not function efficiently and effectively without the assistance of such units as Administration, Library, Computer Center, Communications Services, Buildings and Properties, and Field Research Unit. When looked at as a whole, the entire Station family (and they rapidly saw that we truly behave as a professional family) serves the consumer, which may not only mean the person-on-the-street, but growers, food processors, industry representatives, regulators of food products, professional associations, and educators from throughout the world.

"I was truly amazed at how perceptive the folks from Saratoga Associates and Thomas Associates have become about the Experiment Station in such a short time," said Pat Krauss, chairman of the Station's Master Plan Committee. "This is largely due to the excellent job that members of our committee and other individuals have done when asked to review programs and facility and utility needs with this group."

Prior to Saratoga Associates and Thomas Associates being appointed by SUNY Construction Fund as the architects and engineers to develop a master plan for the physical facilities and utilities at the Station, members of the Station's Master Plan Committee spent nearly two years looking at program and facility needs of the institution as they saw them. "This outstanding job of that committee really laid the groundwork



for a full-fledged Master Plan to be developed by an outside architectural/engineering group," said Krauss.

Although much has already been accomplished in developing a master plan, a great deal more has to be done. There were a number of issues and questions raised by the architects and engineers this past week that have been assigned to various committees of the Station to try and answer. "These committees will be reporting in early March to the Station's Master Plan Committee," said Krauss, "and we will look at their responses as a group to see how they fit into the general scheme of things." Once the Station's Mas-

ter Plan Committee has approved of the various committee reports, then this information will be turned over to the architects and engineers.

"It is an exciting process," said Krauss "that, hopefully, will map a strategy for renovation and improvement of the physical plant and utilities for this campus that will carry us well into the next Century."

Members of the Station's Master Plan Committee are: Pat Krauss, Hugh Price, Wendell Roelofs, Herb Aldwinckle, Mark McLellan, Dave Lasher, Tom DeYulio, Bob Seem, Linda McCandless, and Peter McDonald.

(BRIEFS, Cont. from page 1)

first time in recent memory, New York production may increase at the expense of the Midwest. Considering where the industry was just a few short months ago, we all have reason to celebrate.

Steve Reinert

NYS GRAPE NEWS

New York grown grapes delivered to wineries and processing plants in 1994 totaled 183,000 tons, an increase of 59% from the 1993 crop. Tonnage from the Chautauqua-Erie-Cattaraugus Region was up 75% and tonnage from the Finger Lakes Region was up 47% from 1993 receipts.

Wineries and processing plants located in New York State crushed 159,029 tons of grapes in 1994, up 71% from the 1993 crop. Wine crushings in New York plants increased 104% from 1993, and tonnage utilized for juice and other products increased 41%.

From the New York Ag Statistics Service

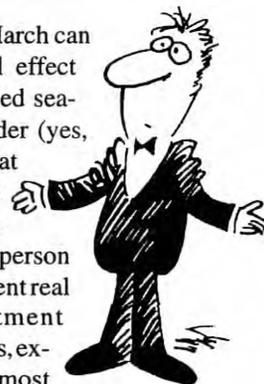
FEELING SAD?

If you are finding yourself feeling sad, listless, and suffering from poor concentration and less enthusiasm for life, you could blame the weather. The gray skies that are all too common in central New York from

November through March can have a physiological effect on people that is called seasonal affective disorder (yes, SAD), a condition that is estimated to affect six percent of the population. For one person in four, SAD can present real difficulties. Treatment includes dietary changes, exercise, therapy and—most important—light therapy from full spectrum light.

To find out more, call the Gannett Health Center at 255-5208.

From Cornell University Health Services



SPIT ADDS MORE THAN POLISH TO THE FUTURE OF INFORMATION TECHNOLOGIES AT THE STATION

In January of 1994, Director Jim Hunter convened a strategic committee whose charge was to develop a comprehensive vision document that described the needs for information management at the Station for all personnel, defined the technologies needed to satisfy those needs, and which would propose an implementation plan into the 21st century. Chaired by Peter McDonald, Geneva Librarian, the committee comprised 14 faculty and staff who collectively represented research, extension, instruction, administration, as well as maintenance of buildings and property.

Given the title of Strategic Planning for Information Technologies committee by the Director, it was not until the charge was set down in a formal memo that it became apparent that the committee would henceforth be known by its unfortunate, but humorous, acronym SPIT. Undaunted, the SPIT members began to add polish to their new name and set about examining the information technology needs of all the major units and functions at the Station in a lively series of debates held in Jordan Hall.

Meeting at monthly intervals through the spring and summer, the SPIT committee tackled the issues and implications of emerging information technology systematically until a general consensus emerged as to the most important needs facing the Station over the next 10 years. Drawing upon the expertise of its members and the knowledge base of the Computer Committee, recurring themes emerged during these early discussions with surprising regularity. In fact, for such a diverse group, there was surprising unanimity among all members of the committee about the strategic direction the Station should pursue.

High on everyone's list was the need

for the Station to vigorously pursue a videoconferencing capability, not only to aid in the instruction of graduate students, but also to facilitate staff communication both with the Ithaca campus and with sister institutions, and to connect the Station via satellite to the wider agricultural community throughout the world. In the interim, it was deemed important that the Station test a more modest conferencing capability using CU-SeeMe technology. The Library has now followed through with the committee's recommendation, by setting up a CU-SeeMe conferencing unit in Jordan Hall available to all staff who wish to set up meetings with their counterparts in Ithaca and elsewhere.

In January of this year, the final SPIT Report was delivered to the Director. Copies were also distributed to the chairs of the four departments. Twenty-five pages long, this document represents an important first step undertaken by the Station to define its mission as it pertains to networked information. The Director has agreed that the report should be used as a dynamic document to inform all Station employees about this critical topic, and should be annually reviewed and updated by the Computer Committee. After a year of hard work, the SPIT committee has been disbanded with the Director's thanks and blessing.

Any staff member interested in reading the Report of the Strategic Planning for Information Technologies Committee, can access the document through AppleShare on the Computer Center's server. It is in a separate folder, called appropriately, SPIT. Drag it to your hard drive and open it as a Word document. Any staff member who would like to comment on the document, may do so by contacting Peter McDonald in the Library via QuickMail.

Peter McDonald



MACFACTS

CUSTOMIZE MENUS • Many Macintosh applications enable you to customize menus. For example, if you select **Commands** from the **Tools** menu in Word, you have a variety of menu customization options. You can add commonly used commands to a particular menu and remove menu features you do not use. You also can assign keyboard shortcuts. Removing items from menus does not remove them from the program. You can always return to the Commands dialog box and add new items.

GET A FRESH START • Sometimes when your Mac is acting weird, you can fix the problem merely by restarting your machine. First, save all your open documents. Then, from the **Special** menu, select **Restart**. This also can solve many printer problems. Simply turn off the power on your printer. Wait 30 seconds, then turn it back on.

INSTALL SYSTEM STUFF AUTOMATICALLY • When you get a new system item, such as a font, extension, desk accessory, or control panel device, your Mac can figure out which folder should contain your new additions. Simply drag the icon of your new item on top of the **System Folder** icon and release the mouse button when the folder turns black. Your Mac will then ask you for permission to put the item into the appropriate folder. Click **OK**. Remember: Do not simply drag the item into the **System Folder** window. You must drag it onto the actual **System Folder** icon.

HANDLING VIOLENCE IN THE WORKPLACE

Cornell University Crime Prevention Officers, Richard Brewer and George Sutfin, will present the workshop "Handling Violence in the Workplace" on Wednesday, February 8, from 1:00-2:00 pm in the Staff Room, Jordan Hall. All students and employees are invited to attend. The officers will discuss: what is violence in the workplace, how to handle the disgruntled employee or violent client, personal safety, and much more.

REMINDER: Don't forget to sign up for the Eleventh Annual Station Club Bowling Party set for Saturday, February 25.



THIS WEEK'S CALENDAR

FEBRUARY 3 - 10, 1995

EVENTS • MEETINGS

Monday, February 6, 12:10 pm

Sawdust Cafe

Aerobics/Fitness Class for all employees

Wednesday, February 8, 1:00 pm

Staff Room, Jordan Hall

Workshop: "Handling Violence in the Workplace"

Wednesday, February 8, 12:10 pm

Sawdust Cafe

Aerobics/Fitness Class for all employees

Thursday, February 9, 12:05 pm

Room A133, Barton Lab

Occasional Ornithologists Seminar

Friday, February 10, 12:10 pm

Sawdust Cafe

Aerobics/Fitness Class for all employees

SEMINARS

THE GENEVA CLUB SIGMA XI PUBLIC LECTURE

Date: Friday, February 3
Time: 4:00 pm
Place: Staff Room, Jordan Hall
Speaker: Dr. Dan Ewing, Professor of History
 Hobart & William Smith Colleges
Topic: Geneva, Architecture and Community

HORTICULTURAL SCIENCES

Date: Monday, February 6
Time: 11:00 am
Place: Staff Room, Jordan Hall
Speaker: Mr. Thomas Davenport
 National Grape Cooperative,
 Westfield, New York
Topic: Grape Research Needs as Seen
 From the Industry Perspective



OCCASIONAL ORNITHOLOGISTS

TO PRESENT SEMINAR ON EAGLES

Bring your lunch and join the Occasional Ornithologists on Thursday, February 9, at 12:05 pm, in Room A133 Barton Lab.

Mike Allen from the New York State D.E.C. will be the guest speaker presenting a seminar on the "Eagles of New York State". Mike worked with the Endangered Species Unit in the Hacking and Release program both at the Montezuma Refuge and Oak Orchard Management Area near Buffalo.

CLASSIFIEDS

FOR RENT: Large room with private bath close to Station. Call Marcella x281 or nights 789-6702.

FOR SALE: 1981 Toyota Tercel. Good winter car, timing belt changed last year, good tires. Esther Menseth's car—she is graduating which is the reason she is selling. \$550. Call Stan at x278.