

VOLUME LXXXV • NO. 5  
MARCH 12 - 26, 2004

## BRIEFS

### New York Farm Day

New York Farm Day, which was hosted the past two Septembers by Senator Hillary Rodham Clinton to educate Washington lawmakers about New York agriculture, will move to New York City starting this weekend to educate New York restaurateurs about the great wines and foods available right in their own backyard. Agriculture is the State's #1 industry (tourism #2), and vital to its economy, but few in Washington or New York City have any clue. New York Farm Day, along with our on-going New York Wines & Dines program, is intended to change that. The occasion is the International Restaurant & Food Service Show at the Jacob K. Javits Convention Center on March 14-16, which includes more than 700 food service manufacturers and suppliers, about 20,000 attendees, seminars and competitions. The first-ever "New York Farm Day" presence includes 11 different wine and food exhibits representing 54 different companies, as well as a Viking Range kitchen stage for cooking demonstrations by celebrity chefs. Exhibitors include 27 wineries from all regions; regional agricultural groups like New York City Greenmarkets, Pride of New York, and Cornell Cooperative Extension of Lewis County (North Country); and individual companies like Red Jacket Orchards, McCadam Cheese, Flying Pigs Farm, and Mercer's Dairy (the world's best ice cream). Their participation is made possible by a partnership between the New York State Restaurant Association and the New York Wine & Grape Foundation. Senator Clinton is expected to visit the area on Monday afternoon, and amplify the "Buy New York" message. On Monday evening at the Marriott Marquis, the annual "Ty Awards" dinner

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## Cornell Improves Maple Cream for the 2004 Maple Season

Inspect most breakfast tables, and you find the usual spreads: peanut butter, jelly, cream cheese, and jam.

Cornell University microbiologist Randy Worobo and food scientist Olga Padilla-Zakour have increased the shelf life and quality of a little-known alternative called maple cream, making it easier to manufacture and store, and more appealing to the consumer.

Maple cream is the smooth-textured spread made by heating syrup to high temperatures and continuously stirring it as it cools. Despite its name, maple cream contains no dairy products. Instead, it offers the rich flavor of maple syrup in a form that can be drizzled over ice cream, licked off the spoon, or spread on toast, bagels, muffins, or pancakes. Until now, maple cream has not had the widespread appeal due to its tendency to mold and separate. Because of these deficiencies, maple cream was only available on a limited basis. Most consumers have never tried it.

Padilla-Zakour and Worobo devised ways to produce maple cream that has a creamier texture and lasts up to six months. To prevent the formation of surface mold, the researchers added a food preservative, potassium sorbate, at a low concentration of 500 ppm. To address the issue of separation, 10 percent of the maple syrup undergoes the process of inverting the sugar from sucrose to glucose and fructose by the addition of the natural enzyme invertase.

The result is a maple cream or maple spread that lasts longer, retains the same flavor, and possesses a creamier texture. The processing will cost producers less than ten cents per pound of finished product, and requires equipment already found in typical maple syrup operations.

Worobo and Padilla-Zakour estimate that developing good manufacturing practices for shelf-stable maple cream could increase production and marketing by 10 percent, result-



*Cathy Cogswell, a field assistant at the Arnot Forest, taps a sugar maple in preparation for the 2004 season.*

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*(BRIEFS, continued)*

of NYSRA—which this year will honor the Food Network—will feature New York wines as part of an elegant menu. For more information on the show, visit <http://www.internationalrestaurantny.com>

Wine Trails in New York have been so successful in stimulating tourism that there is now proposed legislation to designate farm trails, apple trails and gourmet trails to promote greater agricultural marketing and promotional opportunities. The Cayuga Wine Trail led the way in the early 1980's, and the Foundation helped stimulate the formation of others through funding support, so today there are ten. Through the publication of brochures, special events, and cooperative marketing, the trails have been a major reason why the wine industry is the fastest growing segment in the tourist economy (as well as the agricultural economy). For a virtual tour of the trails, go to <http://www.newyorkwines.org> then click on Wine Country and go to the various regions.

*J. Trezise*

## Earth Day 2004

As was noted last year, the United Nations recognizes Earth Day on the vernal equinox because it is a day of balance throughout the planet. As this year's equinox falls on a Saturday, we propose celebrating it Friday, March 19th by encouraging everyone to abstain from the use of any disposable products (eg. styrofoam plates or cups, etc.) that day (and whenever possible).

Station Club has again provided prizes for this year's Earth Day contest: Choose a common household item (eg. an empty milk jug, an empty film canister, an empty laundry detergent bottle, a newspaper which has been read, etc.) Generate a list

*(Continued on page 3)*

## SAVE THE DATE

**SEVENTH ANNUAL**  
*Gala Dinner & Wine Auction*  
**Friday, May 21, 2004**  
Rochester Riverside Convention Center Galleria

*(MAPLE SEASON, continued)*

ing in an additional \$1.6 million per year in revenue for maple producers. For consumers, it adds value to what is already a naturally sweet product.

Chuck Winship, of Sugarbush Hollow, in Springwater, NY, produces 600 gallons of maple syrup a year, and has sold 200 pounds of maple cream since August. He wrote the grant that drove the maple cream development project, and was one of two industry cooperators, along with Lyle Merle of Merle Maple Farms, in Attica, NY. In limited taste tests at his sugar shack, Merle has found customers prefer the creamier maple cream 8 out of 10 times. His sales of maple cream have increased 6 percent since he started making the new shelf-stable maple cream last August.

Industry has always considered maple cream to be an under-marketed maple product with great potential. Peter Smallidge, NYS extension forester and director of the Arnot Teaching and Research Forest, in Van Etten, NY, adds, "The marketing opportunities for producers will increase because this new maple cream can be displayed prominently and made more visible to consumers. If the marketing increases consumption and the producers respond to the demand, more syrup will have to be devoted to cream production."

Smallidge expects to have limited quantities of the product available during the Arnot Forest's Maple Weekend, March 20 and 21. [For more information, call 607-589-6076 or link to the Arnot Forest web site at <http://www.dnr.cornell.edu/arnot/>]

The success of shelf-stable maple cream is a good example of Cornell's renewed commitment to the New York maple syrup industry. In December 2003, the College of Agriculture and Life Sciences announced plans to reinvigorate the Cornell Maple Program (CMP). The plan is a cooperative effort among maple producers, extension educators, researchers and others that calls for integrating applied research and extension, and developing strategic and working partnerships with key players in the New York maple industry.

Some of the goals include: rebuilding and upgrading facilities at both Cornell maple research and production sites—the Arnot Teaching and Research Forest in Van Etten, NY, and the Uihlein Sugar Maple Field Station in Lake Placid, NY—and hiring a statewide maple specialist. Peter Smallidge, senior extension associate in the department of natural resources, has already been directed to undertake additional maple extension activities.

The arrival of the shelf-stable maple cream is a timely one, as the New York maple industry prepares for the 2004 Maple Weekend, March 20 and 21. Over 75 maple producers across the state will open their sugar shacks for demonstrations and tastings. [For a list of locations, link to [www.mapleweekend.com](http://www.mapleweekend.com)]

More than 1525 commercial producers with 100 or more taps are engaged in maple production in New York, making the Empire State the second-largest maple producer in the U.S. Maple production in New York State was valued at \$6.83 million in 2002, and represents more than one-sixth of the total U.S. production.

The maple cream project was supported with funding from a USDA-SARE Farmer/Grower Grant, USDA Fund for Rural America, and the New York State Agricultural Experiment Station.

*N. Abbott*



*Maple cream is continuously stirred as it cools to become thick and spreadable. Photos courtesy Cornell University.*

## State Commissioner Nathan Rudgers to Speak at Agriculture Appreciation Banquet

**N**athan L. Rudgers, Commissioner of the New York State Department of Agriculture and Markets, will speak at the Ontario County Agriculture Appreciation Banquet on Friday, March 19 at the Ramada Inn in Geneva. Appointed commissioner in 1999 by Governor George Pataki, Mr. Rudgers leads the state department dedicated to ensuring a safe, wholesome and high quality food supply and to creating opportunities and programs that enable New York farmers to succeed.

"As we recognize the achievements of our agricultural industry and local leaders at the Agriculture Appreciation Banquet, we are happy and honored that Commissioner Rudgers will take part in the celebration," said Norbert Amberg, Chairman of the Ontario County Agriculture Enhancement Board. "Agriculture is one of the strongest and most productive industries in the state and Ontario is a leading agricultural county, contributing over \$250 million to the local economy."

Starting with a social reception at 6:30 pm, participants can view displays about agricultural organizations important to the industry and meet local producers, educators, researchers and business leaders. The program includes recognition of outstanding industry professionals for contributions in environmental stewardship, innovation and leadership.

Cornell Cooperative Extension, Ontario County Farm Bureau and Ontario County Agricultural Enhancement Board are sponsoring the event. For more information and reservations contact Cornell Cooperative Extension at 585-394-3977 x 38 or by email at [nea8@cornell.edu](mailto:nea8@cornell.edu)

*Cornell Cooperative Extension provides equal program and employment opportunities.*

## Workshop to be held

Ontario County, the New York State Agricultural Experiment Station, the Cornell Agriculture and Food Technology Park, and the Infotonics Technology Center will hold a Roadmapping Workshop "Strengthening the Links in the Food Chain" on March 15 and 16 at the Ramada Inn in Geneva, New York.

The goal of the forum is to develop an understanding of food and agriculture needs and the development opportunities necessary to accelerate research and market entry for microsystems-based advanced sensing and control systems in order to increase competitiveness, security and safety in the food chain.

This one-and-a-half day roadmapping

workshop will bring together food and agriculture industry experts to discuss technologies, applications, regulatory issues and economic factors affecting multiple stages in the food chain. By identifying research and funding opportunities, brainstorming potential solutions, and creating straw man scenarios, an interdisciplinary course will be plotted to accelerate broad adoption of photonic and microsystems-based technologies to strengthen the links in the food chain.

The full agenda is posted on the participant's respective websites at:

[www.ontariocountydev.org](http://www.ontariocountydev.org)

[www.nysaes.cornell.edu](http://www.nysaes.cornell.edu)

[www.infotonics.org](http://www.infotonics.org)

*(BRIEFS, continued)*

of as many further uses as you can come up with for your chosen item and email your list to Pat Wallace at [pgw2@cornell.edu](mailto:pgw2@cornell.edu) by noon of Friday March 19. The people with the greatest numbers of additional uses of their item will be winners. Prizes will be T-shirts (2), wine glasses (2 pairs) and ceramic mugs (12). Let's share our ideas with each other and "make every day Earth Day!"

## Message for Hiring Supervisors

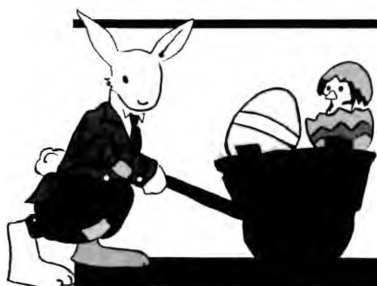
You may be considering your program's needs for spring, summer, and fall work. Human Resources (HR) has a number of summer applications on file in HR Surge for your review.

In addition, an electronic form has been created to enable you, the hiring supervisor, to tell us that you want to offer a temporary appointment to an applicant. To view the form, please view the form at the following web site: [http://www.nysaes.cornell.edu/adm/asc/committee/hr/fm\\_temp\\_hire.html](http://www.nysaes.cornell.edu/adm/asc/committee/hr/fm_temp_hire.html) This electronic form may be used any time a hiring supervisor wants to appoint a temporary employee.

This form provides you with directions for completion. Once you have completed the required fields and have clicked on the "submit" button, the funding will be confirmed with the appropriate Finance Manager. Each temporary employee will receive a confirming letter containing dates of employment, hourly wage, a short job description, and information on benefits eligibility. On the first day of employment, the employee is required to check in with HR and complete the necessary employment forms. The employee will need to provide HR with their original driver's license and social security card. If the employee is a minor, working papers are required to process the appointment. The hiring supervisor will receive an e-mail notification that the appointment will be completed; the appointment process will be completed through HR On-Line.

We'll be glad to provide training and please contact us if you have any questions!

*P. Mahoney and C. Hibbard*



*Come on  
Spring!!*



## CALENDAR of EVENTS

MARCH 13 - 26, 2004

### MEETINGS

#### CALS Chairs

**Date:** Tuesday, March 16, 2004  
**Time:** 3 PM  
**Place:** 264 Roberts Hall

#### Chairs & Unit Leaders

**Date:** Wednesday, March 24, 2004  
**Time:** 9:30 AM  
**Place:** G-19, Hedrick Hall

#### Chairs

**Date:** Wednesday, March 24, 2004  
**Time:** 2 PM  
**Place:** Director's Office

### SEMINARS

#### Plant Path

**Date:** Tuesday, March 16, 2004  
**Time:** 3:30 PM, Coffee at 3 PM  
**Place:** Rm. A113 Barton Lab  
**Speaker:** Kyu Rang Kim, Geneva  
**Subject:** Application of high resolution weather data to plant disease forecasting

**Date:** Tuesday, March 23, 2004  
**Time:** 3:30 PM, Coffee at 3 PM  
**Place:** Rm. A113 Barton Lab  
**Speaker:** Dr. Suren Samuelian, Dept. of Hort. Sci., Geneva  
**Subject:** Using resistance gene analog poly morphisms (RGAP) to identify disease resistance genes

#### Food Science & Technology

**Date:** Wednesday, March 17, 2004  
**Time:** 4 PM  
**Place:** FS&T Conf. Rm., 2nd Floor  
**Speaker:** Per Pinstrup-Anderson, Ithaca  
**Subject:** The Nutrition Problem in Developing Countries and the Role of Food Science

### SBIR/STTR WORKSHOP

*Small Business Innovation Research & Small Business Technology Transfer Programs*

**Date:** Thursday, March 18, 2004  
**Time:** 8:30 AM - 12:30 PM  
**Place:** Jordan Hall Auditorium  
**Sponsors:** The Northeast Center for Food Entrepreneurship Geneva Ag & Food Tech Park

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## SEMINARS CONTINUED

(SBIR/STTR WORKSHOP Continued)

To register call or email Donna Chaudhuri at (607) 254-4877, dtk3@cornell.edu. Please register by March 15.

**This workshop is for you if:** You are an academic or institutional researcher who wants to partner with a company to do R&D; you have ever wanted to start your own business; you are a small business owner who needs a little help with R&D.

#### Hort Science

**Date:** Monday, March 15, 2004  
**Time:** 11 AM  
**Place:** Jordan Hall Staff Room  
**Speaker:** Thomas Whitlow, Ithaca  
**Subject:** Physiological Ecology of Trees

**Date:** Monday, March 22, 2004  
**Time:** 11 AM  
**Place:** Jordan Hall Staff Room  
**Speaker:** Eileen Wang, Ithaca  
**Subject:** Comparative Genomics: A Case Study of Solanaceous Species

#### ENTOMOLGY

**Date:** \*Wednesday, March 17, 2004  
**Time:** TBA  
**Place:** Rm. 310, Barton Lab  
**Speaker:** Dr. Dan Kliebenstein, Dept. Veg. Crops, Univ. Calif. at Davis  
**Subject:** TBA

\*Co-Sponsored with the Department of Horticultural Sciences

## SPECIAL CLASS

### English as a Second Language

Classes will be held on Tuesdays and Thursdays, 6:30 - 9:00 PM in the Sawdust Cafe, and will continue until May, 2004.  
 Instructor: Sharon Nedrow

This is a FREE program available to all members of the Geneva community and is presented by the Finger Lakes Community College.

### FITNESS

#### Aerobics

**Date:** Mon. & Fri.  
**Time:** 12:10 - 1 PM  
**Place:** Sawdust Cafe

#### Taekardio

**Date:** Mon. & Wed.  
**Time:** 12:10 - 1 PM  
**Place:** Jordan Hall Auditorium

## CLASSIFIEDS

**FOR SALE:** What to do when the snow is gone and you still want to cross-country ski? Purchase this slightly used Nordic Trak exercise machine for a complete aerobic workout. Comes with an operating manual. Also has been upgraded with an added feature - your very own personal performance monitor pulse sensor! \$195. Email or call mlh5, x-2349.

**FOR RENT:** 2 bedroom trailer, full basement, garage, nice yard. 2 miles to station. hlw7 or x-2433.



Congratulations to Entomology's Brian Nault and wife Melissa, and daughter Nicolette, on the birth of their son,

Julian, who was born February 18, weighing in at 7 lb, 1 oz.

### THE FORTH ANNUAL STATION CLUB

## Artists Among Us Art Exhibit

April 28 and 29

For the first time, the Art Exhibit will be held for two days and we will be celebrating the event with a Station-wide International Spring Fling Dinner.

If interested in displaying your work, please send an e-mail confirmation to Amy Andersen at ada10@cornell.edu, or call 787-2331. Further details will be sent to you regarding the Art Exhibit guidelines.

As for our Spring Fling, all that is required is an R.S.V.P. (to ada10@cornell.edu), a dish-to-pass, and your own table setting. The Dinner will be held Thursday, April 29 beginning at 5:30 PM in the Jordan Hall Auditorium. If you wish to provide entertainment, please specify.

## Gardenscape 2004

MARCH 18, 19, 20, & 21  
 THE ROCHESTER FLOWER & GARDEN SHOW WILL BE AT THE DOME ARENA, HENRIETTA, NEW YORK.

Advanced Sale Tickets: \$10. At the Door: \$12. Children's tickets must be purchased at the door. (Children 6-12, \$4. Children 5 and under, Free) Tickets are available by contacting Amy Andersen at ada10@nysaes.cornell.edu, or x 2331.  
 (Please have exact change or make your check payable to Station Club.)