



www.customericity.com
585.746.8617

How New York State Farmers and Agriculture are Portrayed in the Media

***An Independent Audit of Media Coverage
from 2005 - 2008***

Presented to the Cornell University
Cooperative Extension of Ontario County
by CUSTOMERICity, LLC.

Submitted
September 5, 2008

Contents

Introduction	Page 3
Methodology	Page 4
Issues assessment	Page 6
Media analysis	Page 10
General	
Environmental Impacts	
Farms as Neighbors	
Farms and Consumer Trends	
Agricultural Workforce	
Farmland practices	
Recommendations	Page 26
Addenda	Page 29
Rating Sheets: Print	
Rating Sheets: Broadcast	

How New York State Farmers* and Agriculture are Portrayed in the Media

INTRODUCTION

The Cornell University Cooperative Extension of Ontario County is currently engaged in a project to enhance farm-level influence of public perceptions of agriculture. This effort, which involves public relations and media training for growers, is funded as a special grant project from the Ontario County Agriculture Economic Development Program.

The importance of this project is stated in an overview of the project by Cornell University Cooperation Extension: “A common barrier found in many agriculture sectors in NYS is the public perception of farming. Producers often point to misunderstandings of agriculture, concerns about neighbor perceptions, and apparent public indifference as a shared frustration. This project will enhance farm-level influence of public perceptions through an intentional approach to media, consumers, and neighbor relations. Producers will be able to work proactively and reactively to convey their own stories, in a news-friendly way, to improve on-farm quality-of-life.”

The first step in this project is a media audit conducted by an independent firm. Print and broadcast was examined. Because of the scope of this project, radio coverage was not included.

The firm selected to conduct the audit was CUSTOMERicity, a women-owned company headquartered in Rochester and Albany, New York. CUSTOMERicity works with regional, national and international organizations to discover, develop and execute ideas to drive business growth. Our focus is gaining insights from customers in ways that help enterprises create the products, services and marketing that will lead to success. Two of our specialties are public relations and issues management.

Work on the media audit commenced in March 2008 and included:

- Interviewing farmers for their impressions of media coverage
- Determining key issues to cover
- Gathering and analyzing media sources
- Writing a media audit report

* For the purpose of this report, the term “farmers” is used instead of “producers” or “growers.”

METHODOLOGY

CUSTOMERicity engaged a team of investigators and reviewers to find and analyze articles. This team was made up of people who had little experience either with the media or in farming. In rating articles, we wanted to emulate the “public” experience as much as possible. The conclusions and recommendations were developed by experienced PR professionals from CUSTOMERicity.

Issues Assessment

In one-on-one interviews with farmers, they were asked a series of questions to determine their perception of media coverage. Eighteen phone interviews were conducted during March and April 2008. The questions included:

- How do you believe agriculture is portrayed in New York State media?
- Do you feel that some media outlets are more favorable to agriculture than others?
- What issues do you believe are covered the most in the media?
- What issues do you think are covered accurately?
- What issues do you think are covered inaccurately?

Issues Selection

Based on the interviews and with input from Cornell Cooperative Extension, five issues were selected for the audit:

1. **Environmental Impact of Farms**
manure, pesticides, ethanol, hormones, livestock treatment, ecology, biofuel, drought, climate
2. **Farms as Neighbors**
agriculture in the community/neighborhood (profiles, features, awards)
3. **Farms and Consumer Trends**
economy, organic farming, federal and state policies, sustainable food movement
4. **Agricultural Work Force**
immigration, employees
5. **Farmland Practices**
machinery, production, technology, equipment-related “shop talk”

Media Gathering: Print

We narrowed the audit to focus primarily on small town newspapers, and media at the local and regional level to answer the questions -- how does New York media portray farmers, and is the media fairly representing farmers on the selected issues?

To gather newspaper articles and press releases for this audit, we used both online and traditional news sources, focusing on small town newspapers in New York State, such as *The Daily News* in Batavia, NY; *Ithaca Times*, *Jamestown Post*, *The Saratogian*, and *The Finger Lakes Times*. All data we gathered is from January 2005 – May 2008 in New York, excluding Long Island and the five boroughs of New York City.

In addition to online and traditional sources, much information was obtained by gathering hard copies of articles. Jim Ochterski has been extremely helpful, passing along hundreds of agriculture-related news clippings for our analysis. Countless thanks are also due to Barbara Silvestri and her wonderful assistant Mackenzie, who were kind enough to copy and send along an entire binder full of news articles to contribute to the media audit project.

Media Gathering: Broadcast

In order to ensure that geographic coverage of issues would be complete, we created a database of media outlets in each of the individual counties in New York. The focus of the search of online media was smaller daily news programs over a two year period, from January 2005 - December 2007. In order to gather video clips and news programs within this two year period, we utilized media search engines such as YouTube, StumbleUpon, AOL Video, StickAM, and Ustream.com. In order to narrow our search to locate media specific to New York State within the specified two year period, region-specific searches were conducted, using a wide range of terms, for example: “agronomy” “agriculture” “organic” “production”.

Analysis

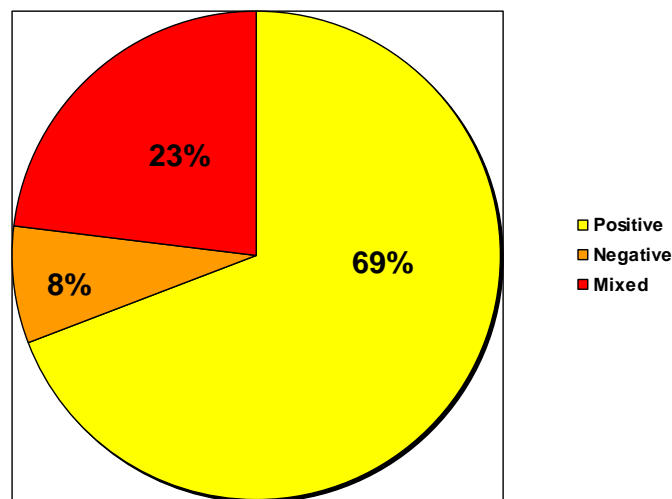
The team analyzed the material for key message points to determine the top “walk-away” points per issue, farmer quotes to determine the actual “voice of the farmer” and an overall rating of each article or broadcast using the three criteria:

1. Positive/negative (Did the reader feel good or bad about the issue after reading the material?)
2. Balanced/unbalanced (Did the reader feel that both sides of issue were represented?)
3. Engaging/dry. (Did the reader become engaged in the material?)

ISSUES ASSESSMENT

When asked to give their opinion as to how farmers are portrayed in New York State media, most farmers felt farming is portrayed positively in the media – specifically, at local and regional levels. Local papers are more favorable to agriculture than national news outlets. Some farmers interviewed gave credit to agricultural services agencies as being sources of increased positive coverage stories in local papers. See Figure 1 for a percentage breakdown.

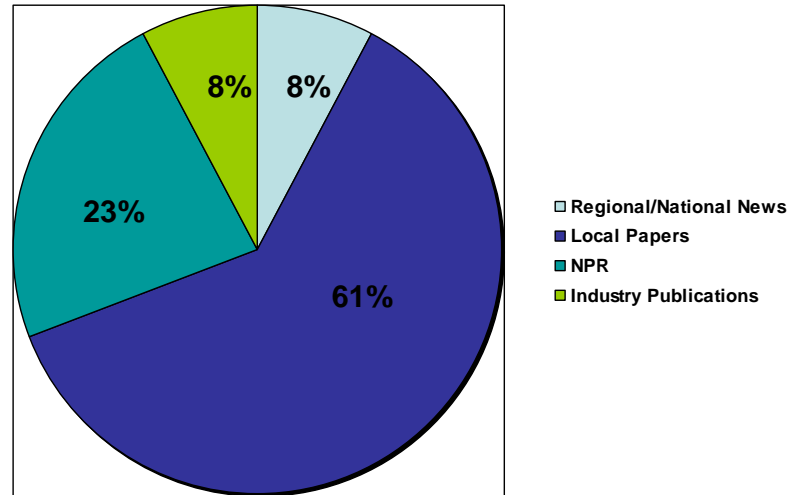
Figure 1: How do you believe agriculture is portrayed in NYS media?



Many mentioned the Finger Lakes News System as having the most reliable, accurate and constant coverage. One producer interviewed happened to be participating in a project with the Finger Lakes Times, and was very proud that four positive articles on farming had been published, all in the past month.

A quarter of those interviewed mentioned NPR as a favorable source of farm-related news, described as “honest and positive” and “good with facts”. Although radio is not as complete as local print media coverage, to some farmers, it is more interesting to hear discussions. However, a significant percentage felt strongly that national media coverage of farming is much less favorable. As one interviewee stated, “sometimes the ignorance shows.” See Figure 2 for a detailed breakdown.

Figure 2: Which media outlets are most favorable to agriculture?



Figures 3, 4 and 5 depict the issues farmers perceive are most covered in the media and which ones they believe are covered most accurately and inaccurately. Immigration tops the list as the issue covered the most but with the least amount of accuracy.

Figure 3: What issues do you believe are covered most in the media?

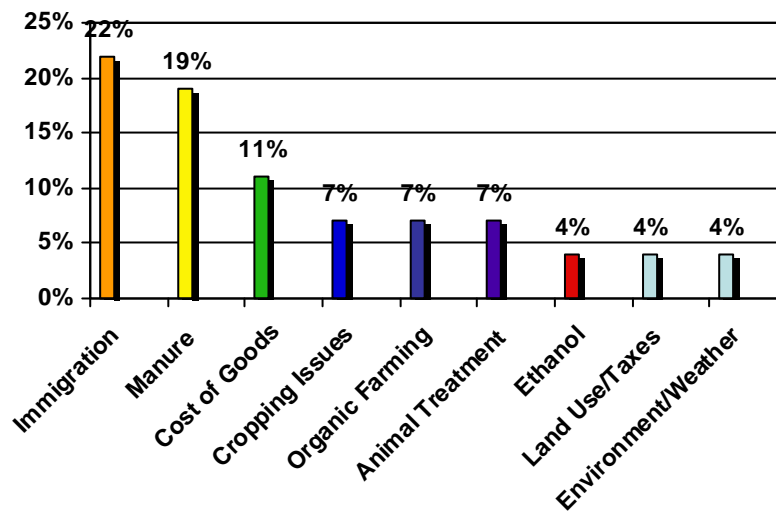


Figure 4: Which Issues do you think are covered accurately?

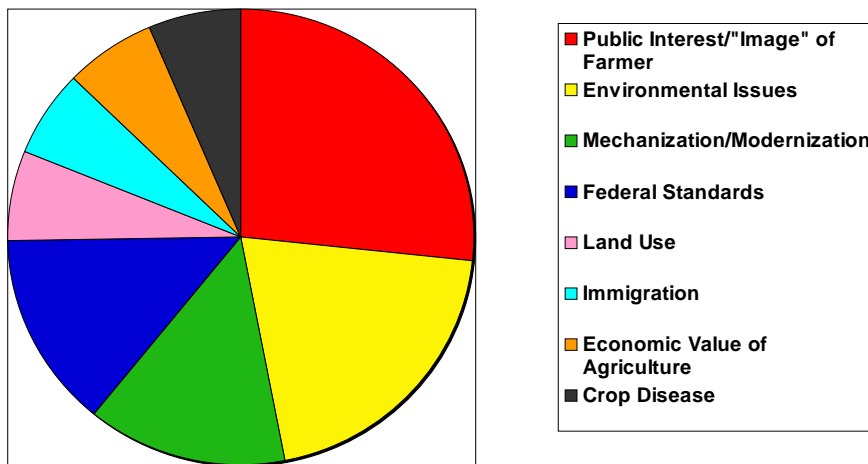
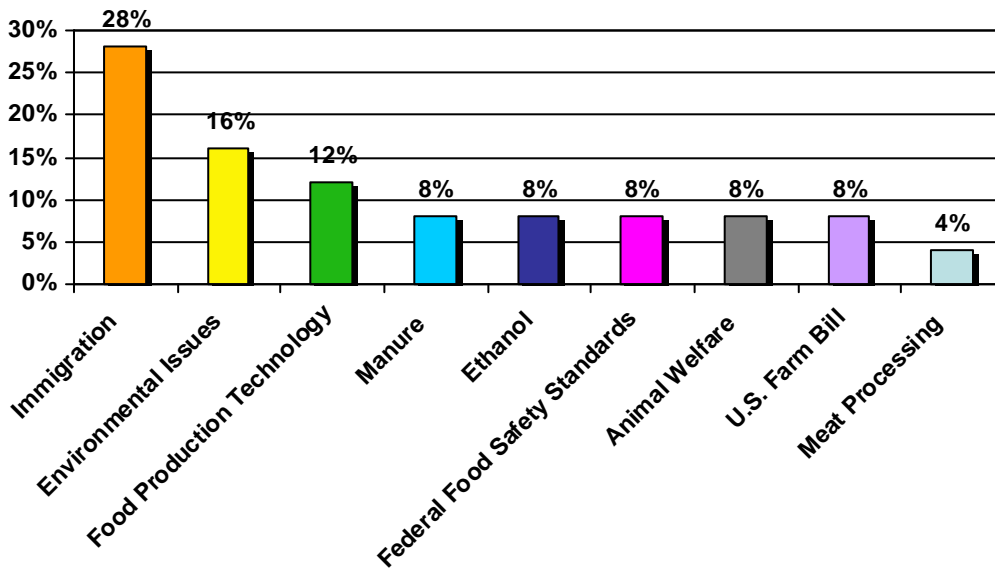


Figure 5: What issues do you think are covered inaccurately?



Conclusions

Our issues assessment looked at a small group of farmers to give us a taste of perceptions. Several findings, however, were quite interesting and have relevance to media relations.

We were initially surprised at the relatively high percent of farmers who believed agriculture is portrayed favorably in the media (69%). Because of the many issues involved in agriculture and our sense that many farmers tended to be media-shy, we thought the number would be lower.

Further analysis indicated that this high percentage is due primarily to positive local coverage. We suspect that this number would shift significantly lower if farmers were only asked about how agriculture is portrayed in national news outlets. Only 8% of the farmers ranked national and regional media as most favorable to farmers. Additionally, verbatim comments such as “sometimes the ignorance shows” indicate that there is significant concern about how the agriculture story is being played out in the national press.

This concern with coverage by national media is consistent with other research about the public and the media. For example, an August 2007 report by the Pew Research Center states that: “The American public continues to fault news organizations for a number of perceived failures, with solid majorities criticizing them for political bias, inaccuracy and failing to acknowledge mistakes.”

Based on our discussions with farmers, however, we believe that farmers have an even greater concern about how the national media portrays issues important to them than the general public. This is particularly important since national media often is the major information source for Internet coverage. And the internet audience is a critical audience for farmers. As the Pew study reports: “The internet news audience – roughly a quarter of all Americans – tends to be younger and better educated than the public as a whole.” This demographic is important to the future of farming.

In terms of issues, Immigration continues to be of most concern to farmers; many do not believe it is accurately portrayed in the media. There are several potential reasons for this view: immigration is a very complex issue to cover, emotional and potentially polarizing. A coherent strategy on how New York State farmers need to talk about this issue in humanistic, business and family terms may be needed in order to clarify this issue and make it more positive to the public. This recommendation and others can be found in the Recommendations section of this report.

MEDIA ANALYSIS

General

In total, 408 media pieces were examined -- 312 print articles and 96 broadcast videos. Ninety percent of the print articles analyzed were from either 2007 or 2008.

The majority of articles found in print were farm and consumer trends which covered topics such as the economy and organic farming. An explanation for this is that most people who read newspapers are typically interested in the economy so it makes sense to have a large amount of economy related topics available. Also, organic farming is become a hot topic recently as people are trying to shift toward more healthy lifestyles. The smallest number of articles was in the farmland practices category, which covers things like machinery, production, and technology which are harder for reporters to cover because of the technical nature.

Farm and consumer trends topped the most frequent issues in broadcast with agricultural work force placing last. We suspect that one of the reasons that agricultural work force placed last in issue breakdown is the reluctance to have people filmed on camera.

Figures 6 and 7 depict a breakdown of the issues by media.

Figure 6: Breakdown by Issue in Print

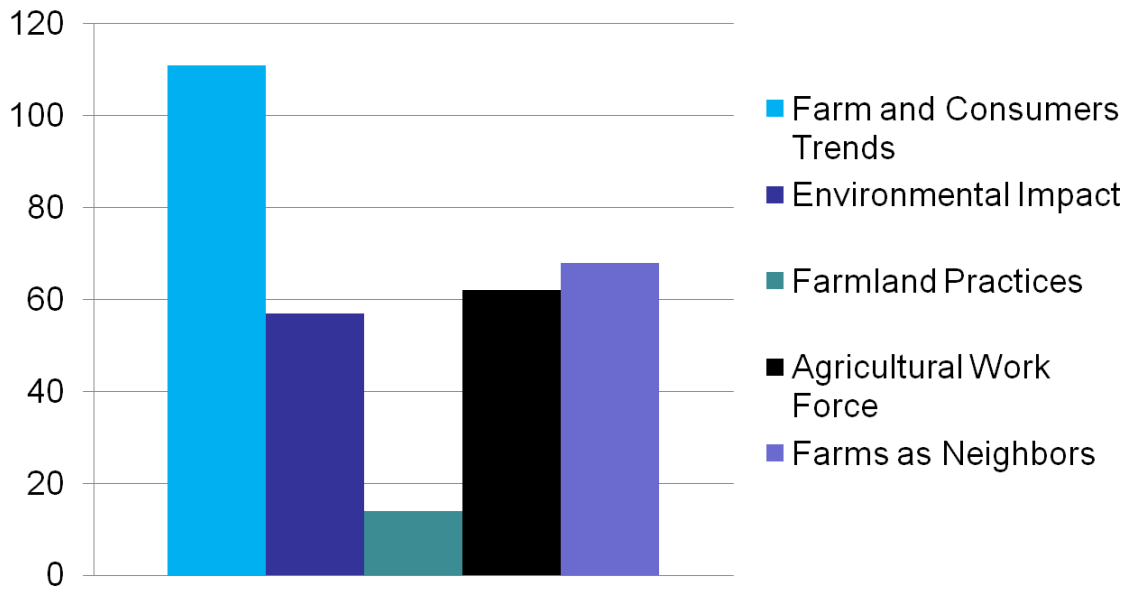


Figure 7: Breakdown by Issue in Broadcast

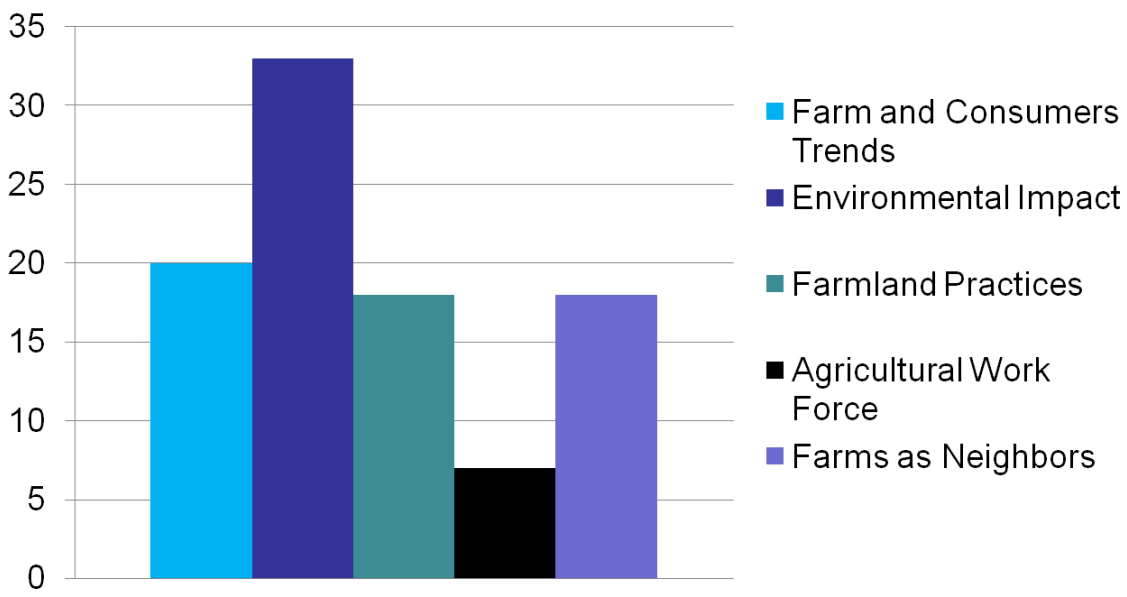


Figure 8 shows that broadcasts are more appealing on all three dimensions. Broadcasts are 9.8% more balanced, 22.92% more engaging, and 5.37% more positive than then print articles. Figure 9 shows that that while the majority of print articles are balanced and positive, the topics are being perceived as dry and unappealing to the readers

Figure 8: Overall Analysis of Broadcast Media

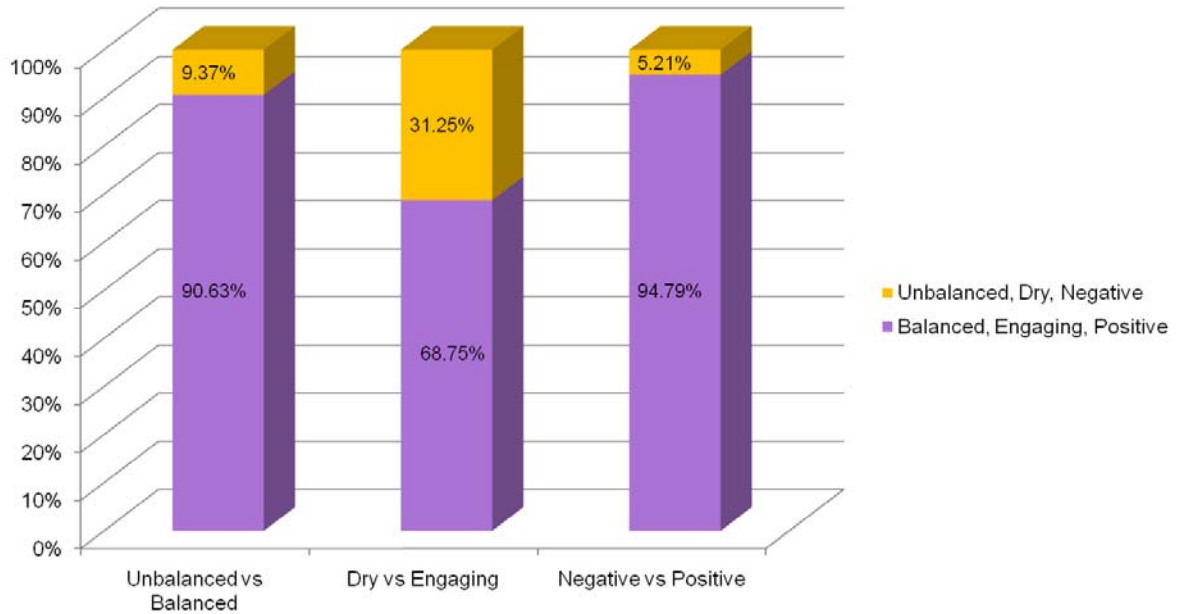
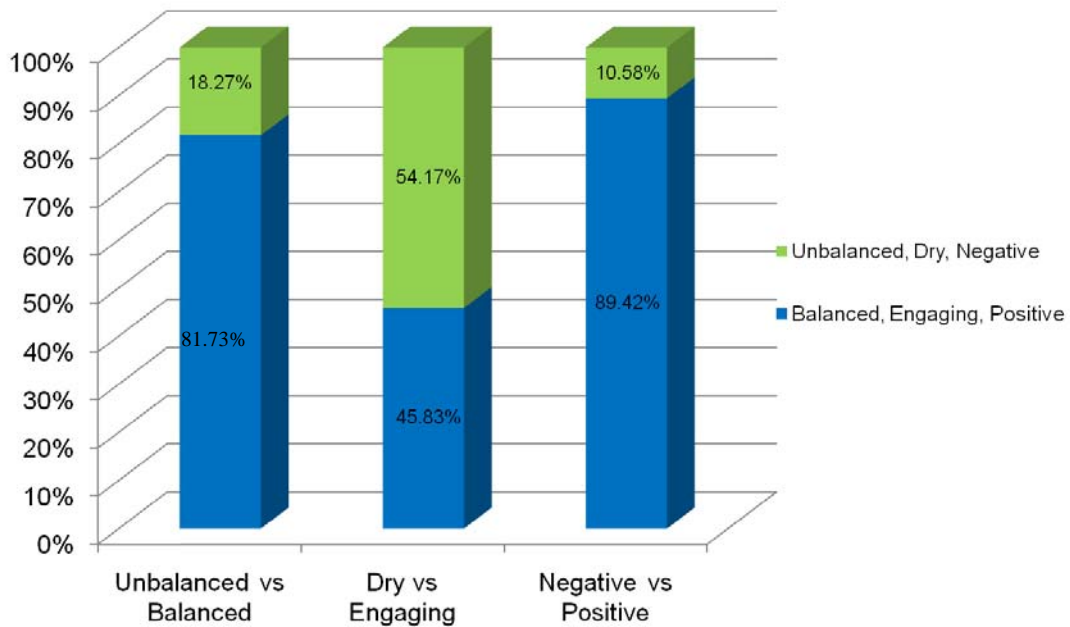


Figure 9: Overall Analysis of Print Media



Conclusions

Environmental issues appear to be more dominant in the broadcast media than in the print media. This is not surprising since broadcast requires strong visual images, and agriculture is highly visual in relationship to land and water. We suspect the lower frequency of broadcast coverage of agricultural worker issues is due to the reluctance of people to appear on camera.

Farmer and consumer trends dominate the print media in this audit. These stories tend to be print-friendly and less visual. Additionally, they tend to be less controversial which makes them more favorable to local newspapers which are highly dependent on community support.

We were somewhat surprised to see broadcast edging out media in terms of balanced versus unbalanced reporting. Because print usually can cover a story in more depth, print media is generally perceived to be more balanced. However, because many of these issues need to connect emotionally with the viewer/reader, broadcast has more advantage because it visually paints a picture of an issue and therefore may appear more balanced.

This is validated by the fact that print is perceived as less engaging than broadcast. One of the largest differences between coverage in print versus broadcast is seen in the dry versus engaging area. By its very nature – particularly in a YouTube world -- broadcast is more appealing to the public than the written word.

Interestingly, despite these factors both print and broadcast give the readers/viewers high positive views of agriculture (89% and 95% respectively.) This is in marked contrast to the 69% of farmers who viewed coverage of New York State agriculture as positive.

What this indicates is that farmers are more negative to how the press reports issues even though the public is seeing farmers in a highly positive manner. In summary, the farmers' perception did not match that of our readers/viewers. The difficulty with this problem is that it feeds on a traditional resistance of farmers to proactively make sure that their story gets across in the media.

Coverage of Issues

The following charts show how individual issues were perceived. Additionally we have included verbatim quotes from farmers in the articles. Finally, our readers also gave their key “walk-away” points after viewing all of the broadcasts and articles on each issue.

Environmental Impact of Farms

Figure 10: Broadcast Analysis Environmental Impact

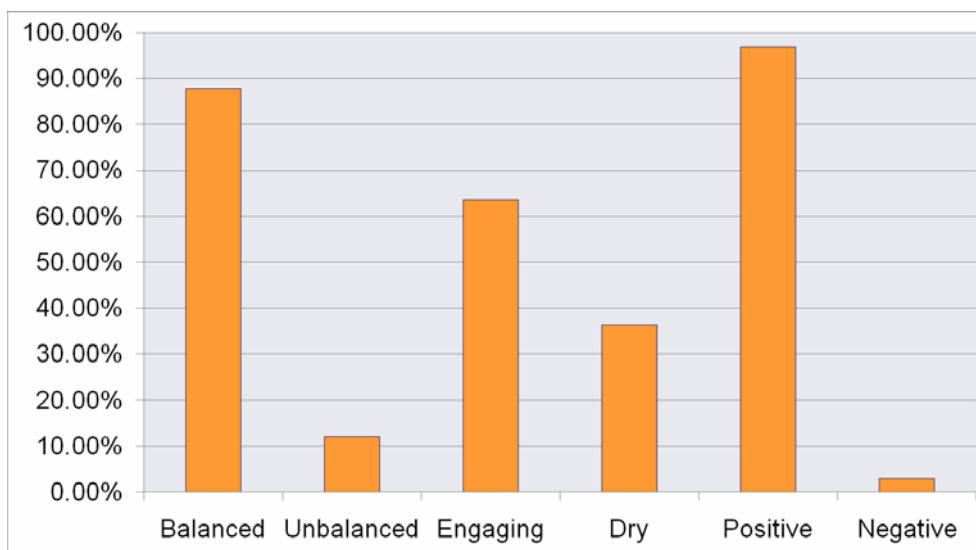
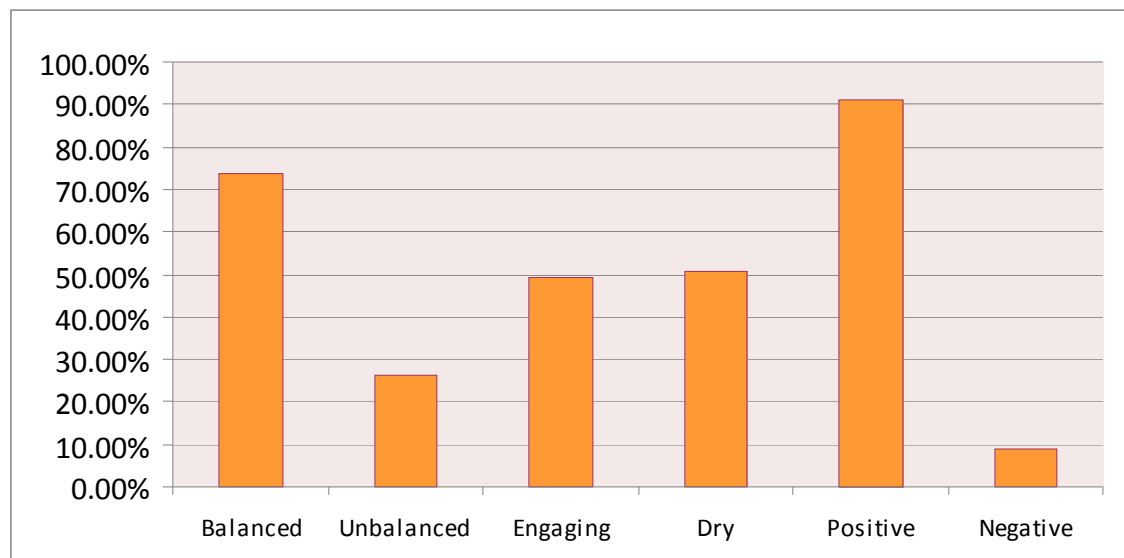


Figure 11: Print Analysis Environmental Impact



Environmental Impact: Words from the Farmers

State dairy farmers association fight hormone-free products:

- “The unfortunate result of this misleading labeling is that consumers are led to believe that milk that is labeled as such is somehow more healthy or safe than ‘regular’ milk. As I am sure that you are well aware, that is far from truthful.”
- “Changes in labeling would restrict communication to customers that their milk was produced without the use of growth hormones. This prevents consumers from exercising full and free choice in determining which products they wish to purchase, and from knowing how their food is produced.”

Corn based ethanol push puts toll on dairy prices:

- “I would assume that the greater use of corn for ethanol is increasing the costs for corn and grains and that raises costs for dairy farmers and that gets passed onto us.”
- “Cow feed is expensive in part because there is less corn available because of increased ethanol production, also regional concerns about growth hormones in milk have discouraged production.”

It’s about being a good neighbor:

- “if you don’t spend time evaluating your farm, problems don’t get solved”

Work on rocky ground:

- “We wanted to do it right. It really is important to us to respect the land.”

Dry weather, lower crop yields:

- “It looks like we’re going to have an outstanding year for grapes – the yield may be slightly down but the quality is excellent.”
- “We need some rain to fill the water table back up, but from a farmer’s standpoint we generally like to have the fall be a little more dry. That makes it easier to harvest.”

Conclusions

Our readers/viewers clearly saw the coverage of environmental issues as positive and balanced. However, they found the information dry. Examining the farmer quotes, it is clear that the profound connection farmers have with the environment is not being clearly articulated in a powerful way. With the exception of the quote, “We want to do it right. It really is important to us to respect the land,” the quotes are accurate but not grabbing or memorable.

Farms as Neighbors

Figure 12: Broadcast Analysis for Farms as Neighbors

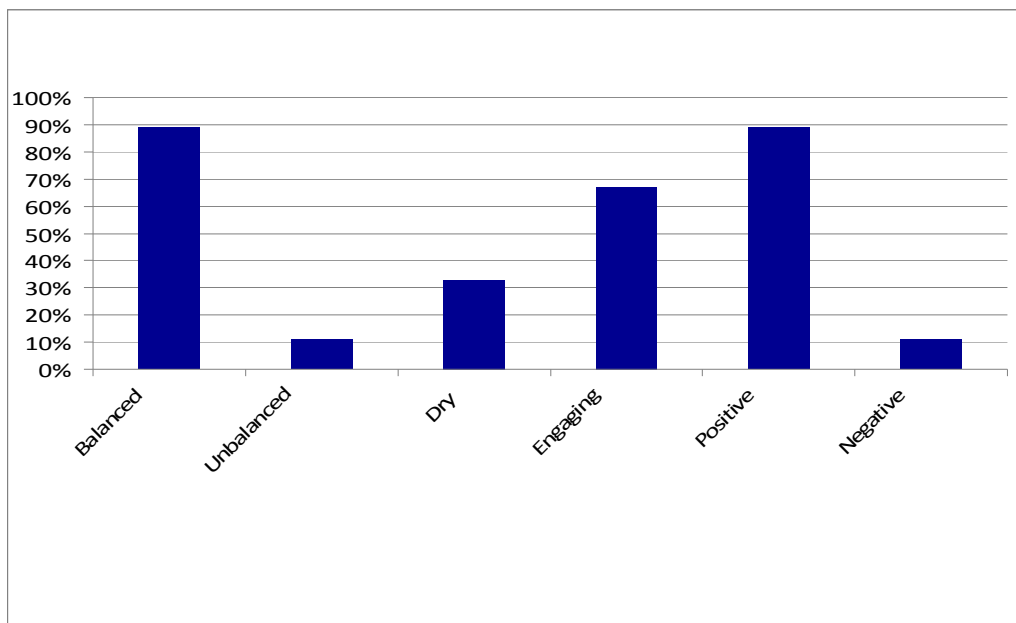
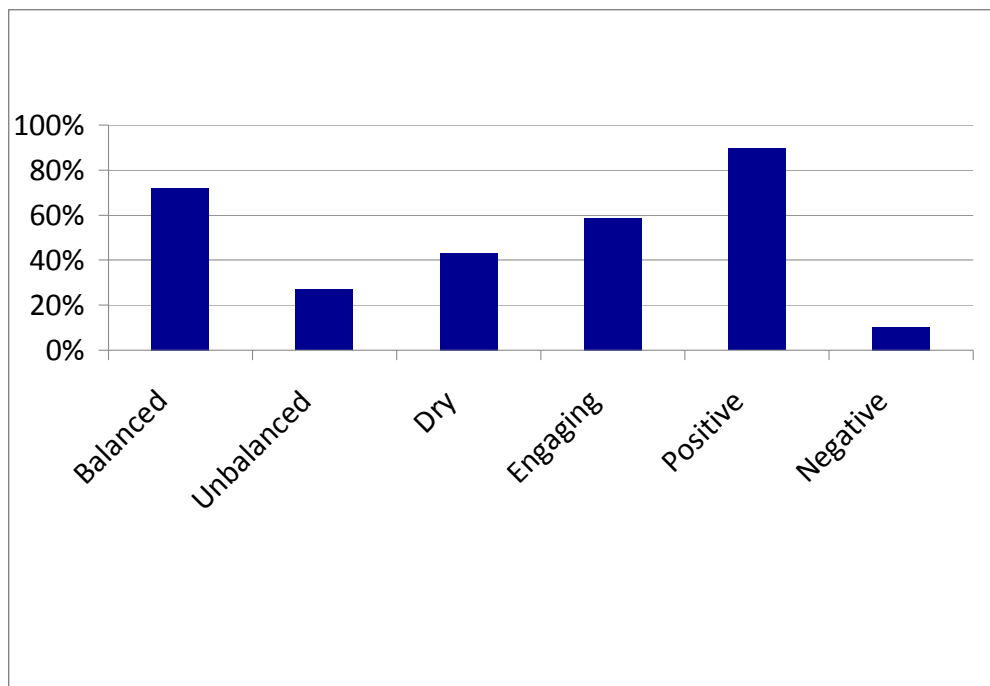


Figure 13: Print Analysis Farmers as Neighbors



Farms as Neighbors: Words from the Farmers

Farmers learn to promote agriculture:

- (regarding owning his farm for a long period of time and developing a natural fit for the camera) “I value this practical knowledge as it gives me the confidence to tell my story more effectively to the press.”

Horizon panelists talk wind benefits:

- “The ability of farms to exist depends on their profitability.”

Farm bureau commemorates food check-out week:

- “Our nation’s increasing standard of living would certainly be reduced without the safe, abundant and affordable domestic food supply produced by America’s farmers and ranchers.”

Farm’s conservation efforts date back to 1941:

- “It’s nice to be recognized for the amount of work we’ve done over the years. We do it not just for our own productivity but for the future generations.”

Family workers harvest knowledge on working with the media:

- “The public values what you say. Just give it all some good think time and use your resources to help you with finding the right words.”

Showing the seeds of action:

- “Having a communications component in a farm’s business plan is a key ingredient for successful farming today.”
- “Interest is growing as we work together toward harvesting greater public support for the future of farming in New York.”

Conclusions

Our readers/viewers clearly saw the coverage of farmers as neighbors generally positive and balanced, but not as much as environmental issues. However, they found the information more engaging. Examining the farmer quotes, it is clear that the quotes are more personal and seem more authentic, hence a higher rating on the engaging scale.

Farm and Consumer Trends

Figure 14: Broadcast Analysis for Farms and Consumer Trends

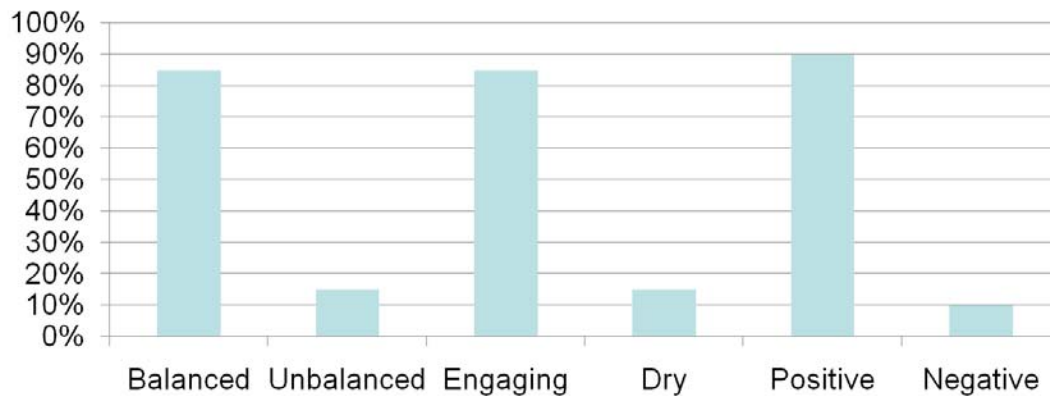
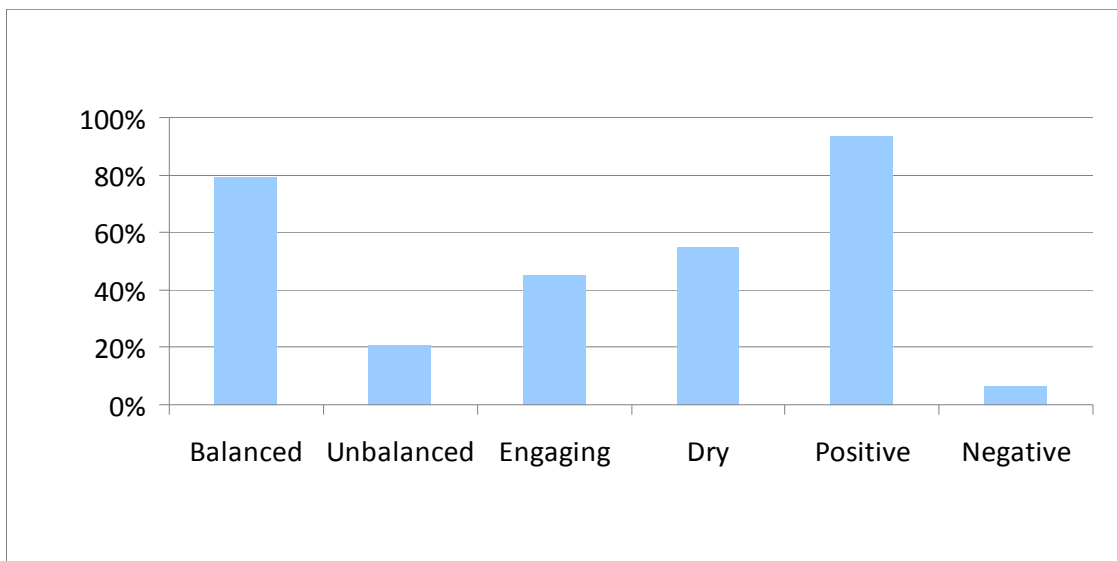


Figure 15: Print Analysis Farms and Consumer Trends



Farms and Consumer Trends: Words from the Farmers

Farm tours will focus on resource management:

- “We want to showcase, not only the work done by the soil and water district, but also the work that the farms have done in trying to conserve farm resources and be a good neighbor”

Farmland owners in NY expect higher tax assessments:

- “The change affects every property owner. If farmers are paying more, the rest of us are paying less, but the farmers really do need the help.”

Farmland owners face higher tax assessments:

- “I may see higher rent because of the drop in the exemption because the people I rent from can't get their school taxes back like I can”

Higher milk prices a lifeline for dairy farmers:

- “Things are a lot better this year. If this price thing didn't turn around, there would have been a mass exodus.”

Business costs trouble NY farmers:

- “Every sector of our membership ranked the cost of doing business in New York as the most critical issue to be addressed by Farm Bureau, and by a big margin. We continue to try and convince our leaders in Albany that they must address the issue or watch our farms disappear.”

Farmers gather for manure talk:

- “We're very concerned about PR and we're going to try our darnedest to reach out in the coming year.”

Upstate farmers appeal to Arcuri for assistance:

- “One of the things they were talking about was the country of origin label on each product so people know where it's produced. People may prefer to buy American produce. I think it's important to have that.”

Crouch honored by New York Farm Bureau with award:

- “As a former dairy farmer, I understand the rewards and struggles of owning and operating your own farm. I am truly grateful for being recognized with this award. Of course, it is the men and women who keep the state's agricultural industry running daily that truly deserve the recognition for their hard work and dedication.”

New generation of growers a dwindling crop:

- “No one ever said, ‘Do you want to be a farmer?’ Did I think this is what I would do? Probably not. Sometimes what happens is you just find your place in life.”
- “The day-to-day routine struggles, getting up at 5 o'clock, 4:30 is not for everybody. Its hot and physically demanding every day.”

- “What will keep young people in farming? Keeping taxes, workers comp and other costs down.”

Farmers honored for environmental commitment:

- “When the winds blow away from the farm toward the school grounds, the smell from agitating the manure hopper can be overwhelming.”

He's the grass whisperer:

- “We must all work together to insure our sons’ and daughters’ future on the farm, because communities who support local agriculture thrive, while ones who do not die.”

Conclusions

Our readers/viewers clearly saw the coverage of farm and consumer trends as positive and balanced. However, they found the print information dry. Examining the farmer quotes, the most powerful ones are those that put the trends in a larger context and minimize an “us versus them” perception.

One particularly powerful quote with lasting impact is: “We must all work together to insure our sons’ and daughters’ future on the farm, because communities who support local agriculture thrive, while ones who do not die.”

Agricultural Workforce

Figure 16: Broadcast Analysis for Agricultural Workforce

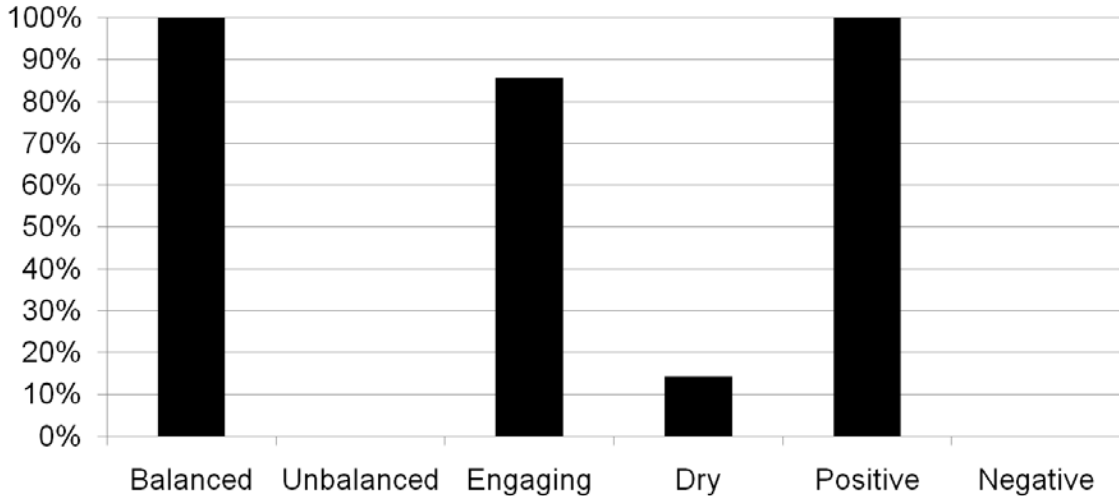
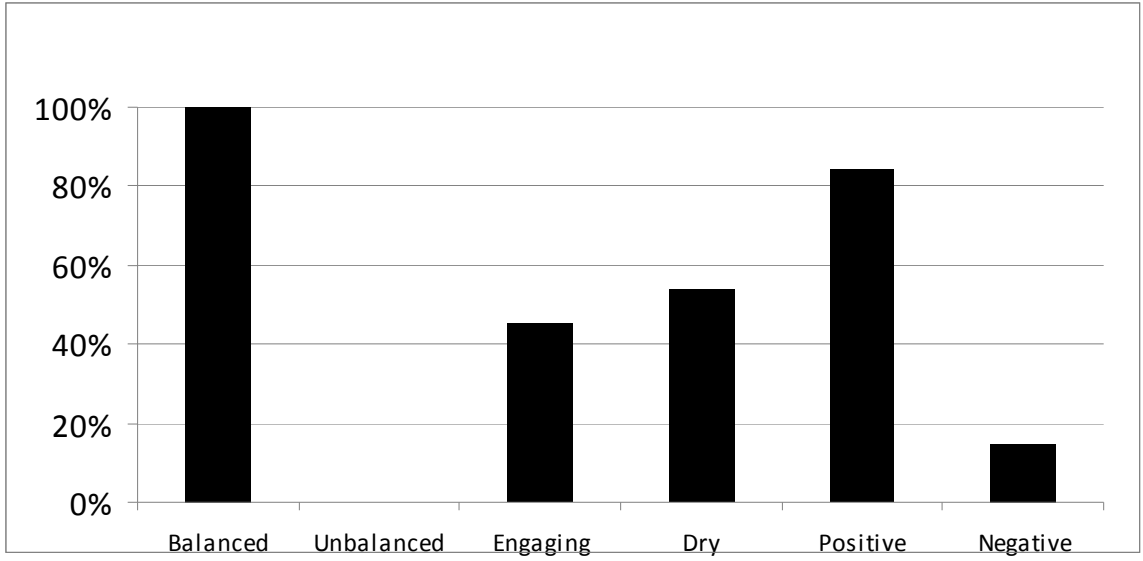


Figure 17: Print Analysis Agricultural Work Force



Agricultural Work Force: Words from the Farmers

“It’s going to get tougher as time goes on.”

“Last year we left crops in the field because we didn’t have enough labor.”

“Unless it’s overtly obvious that the documentation is illegal then you are under obligation to hire them. If you chose wrongly and the person is legal, you could set yourself up for a civil rights lawsuit.”

“We’d be out of business without the Hispanics.”

“They never know when they go to sleep at night if they’ll get dragged away.”-

“The immigration issue continues to be one priority for our farmer members”-

“The excessive red tape and bureaucracy, along with the uncertainty in actually obtaining workers when the crop is ready to be picked, make it even more difficult for farmers to find a secure work force.”

“These farms need an adequate supply to be able to do what they’re doing.”

“Without a work force here to harvest the fruits and vegetables, western New York will be a disaster area.”

Conclusions

Our readers/viewers clearly saw the coverage of agricultural workforce issues as positive and balanced. We were surprised by this based on the view of farmers that this issue was drawing “bad press.” We believe that the farmers are doing a good job of articulating how important this issue is to them, how difficult it is to enforce and the acute need for farm labor. The quotes are to the point, authentic and convey a sense of urgency. However, the dry factor is still prevalent in the print media. If farmers want this issue to become more visible and meaningful to the public, they will need to make it more human and relevant.

Farmland Practices

Figure 18: Broadcast Analysis for Farmland Practices

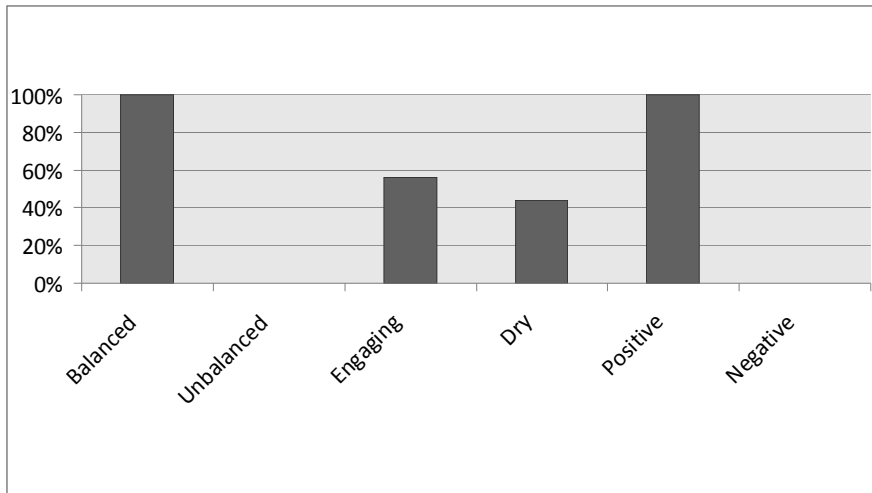
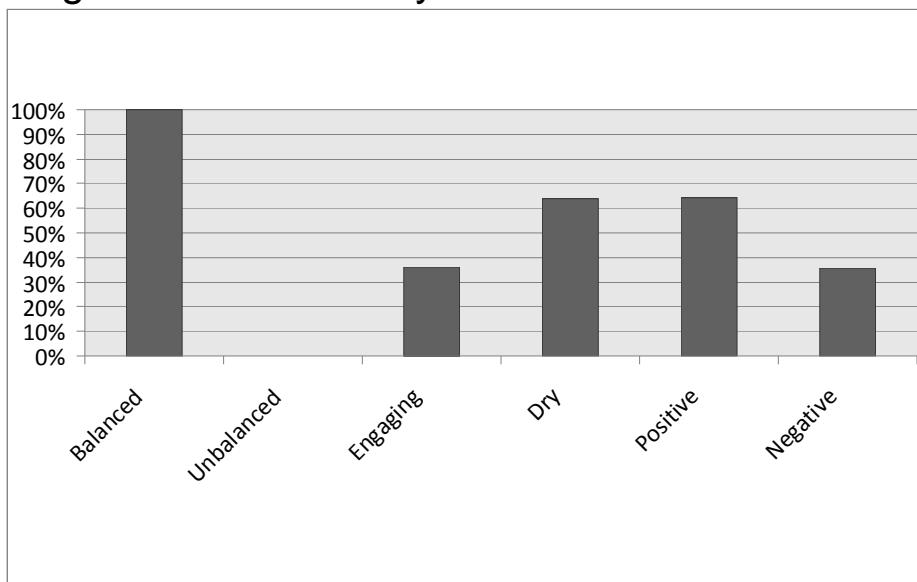


Figure 19: Print Analysis for Farmland Practices



Conclusions

Reporting on farmland practices was seen as balanced and generally positive, although lower on the positive factor in print media. Once again, the information was perceived as being dry. No quotes were found in this category which may indicate opportunity for farmers to talk about what they do in ways that will enlighten the public.

Walk-Away Points for Each Issue

After reading articles in each issue group, our readers were asked to jot down the “walk-away” points they learned about each issue. “Walk-away” points are key messages that are top-of-mind to the reader. These are important to look at because people generally gain a point of view from multiple articles on a topic. This means that it is important that key issues be addressed consistently in the media by farmers and organizations representing farmers.

Our view is that the walk-away points indicate a positive image of farmers backed by memorable facts. It is interesting to look at these facts because often what is memorable to the public is old hat to farmers and what is interesting to farmers is not relevant to the general public.

Agricultural Workforce:

- Many farms are in need of immigrant workers to continue daily operations
- Quite often farms run through families for generations.
- Many farm owners get free labor if they have children growing up on a farm.
- High property taxes are causing a number of farmers to struggle to survive.

Farms and Consumer Trends:

- Local agriculture needs to be supported more by local customers.
- Poor communication between farmers and consumers leads to less marketing of the state’s farm goods to reach a larger number of people.
- As prices of complementary products increase or decrease, the profit to the farmers increases or decreases accordingly.
- Without farmers providing abundant and affordable domestic food, the increasing standard of living for most Americans would be reduced.
- The cost of doing business is a great concern for many farmers. In most cases as transaction costs increase, the farmers profits’ decrease.

Environmental Impact:

- Grass-based agriculture has economic, environmental, and social benefits.
- Rotational grazing strategy could prove to be very effective to many farmers being that grass-finished products are becoming increasingly sought after since they are 100% natural.

- New York has many agencies and institutes that are working with farmers to help protect its natural resources.
- Growth hormones given to cows is a practice typically looked down upon by consumers.
- Farmers are the stewards of the land because their success depends on the quality of the soil and water resources.

Farmers as Neighbors:

- More times than not farmers are taken for granted within their communities and are not given the respect they deserve.
- The smell of manure often poses problems for neighbors of farm owners.
- Farmers need to realize their actions often affect the environment on and off the farm.
- AEM helps create a bridge between farmers and agricultural service agencies.

Farmland Practices:

- High costs of doing business in New York are a great problem for many farmers.
- Mostly due to tractor rollovers, the risk of farmers dying on the job is 800% higher than the average American, yet their wages do not seem to compensate them for this.
- Many farmers have worked on their farms for very long periods of time, eventually giving them knowledge and confidence in their abilities, which results in a sense of pride and possibly a better product to the consumers.

RECOMMENDATIONS

The following recommendations, based on this audit, can be used for media training, message development and communications planning in order to continuously improve the perception of New York State agriculture by the general public.

1. More Engagement Needed.

While all issues received high marks in terms of being positive and balanced, the scores on engaging were considerably lower. So while the public is getting the facts, they are not necessarily becoming emotionally connected to farmers or the issues they face.

This is problematic from an issues management perspective where it is important for farmers to have a connection to the public when issues arise which is inevitable.

This leads to several tactical recommendations. First, more human interest stories about farmers and their families are important. Secondly, promoting stories that tie closely to consumer interests – healthy food and environmental stewardship are important. Finally, farmers need training on how to be “quotable” so stories are less dry.

2. Increase Respect for Farmers.

There is a tremendous opportunity to educate people about farmers and farming and to build upon the good will the public has toward farmers. In general, farmers are respected.

For example in the 2007 Harris Interactive poll of most prestigious occupations, farming was perceived as a very prestigious occupation by 36% of the population, only four percentage points under ministers. This puts them in the top list among firefighters, doctors, nurses, scientists, teachers, military officers and police officers. In contrast, lowest ratings go to real estate brokers (6%), stockbrokers (11%), business executives (11%), actors (12%), union leaders (12%), journalists (16%) bankers (17%), accountants (17%), and entertainers (18%).

The best way to do this is through media training, a proactive media relations strategy, presentation training, and message point development that captures the nature of New York State Agriculture through the eyes of its strongest proponents – farmers.

3. Go Visual.

People will take more away and have a more positive image if they can visually see and embrace what is happening on farms. Unfortunately, media coverage of agriculture in New York State is still heavily in the print age although this is changing.

Most of the print articles were without visuals. There were very few pictures with captions. In an age where everyone walks around with cell phones taking photos, this lack of visual story-telling truly misses the powerful story of what farmers do, what they face and most importantly, how they contribute to make the lives of every person so much better. Think of the powerful images conveyed by firemen and police officers. Now think of where you see powerful images of farmers. The problem is obvious.

4. Embrace the Internet.

The impact of the Internet is astounding. More and more even small, local newspapers are going on-line. Newspaper outlets now offer the option of posting articles on a wide variety of social networking sites. One story can literally have a shelf life of years and an audience far beyond a county or even New York State. Media training among farmers needs to understand the implications of social networking and its power to influence issues.

Over the last three months (May 2008-July 2008), while the audit was being completed, there seems to have been an explosion of agriculture-related tags and posts, suggesting a positive growing interest in local agriculture among local consumers. As interest in organic products and agronomic practices increase, both producers and consumers are increasingly turning to video/TV as a mechanism to not only receive but also share information.

The implications of this growing access to media are massive. Once captured on video, everything becomes "on the record". *Anyone* with internet access can break or post news just as fast as a "mainstream" media outlet.

5. Clarity and Proactive Strategy on Issues.

Immigration, the environment, land use and food safety are the hot buttons that galvanize consumers. A coherent strategy on how New York State farmers need to talk about these issues in humanistic, business and family terms is needed in order to clarify these issues and build up the reservoir of good will to help through inevitable challenges.

6. Feel Good But Cautious.

In our experience, agriculture in New York State is doing a better job than many industries in portraying a positive image. Farmers and their supporters have been successful in getting the message out that farmers are integral to the community, stewards of the land and the producers of wholesome food.

The caveat to this statement is that this audit focused primarily on local community media which tends to be “kinder.” These local papers are also often strapped for resources and more apt to use well-written press releases with minimal editing or differing points of view.

As larger metropolitan newspapers also become strapped for resources, they tend to rely more on wire services and national media. These stories may not be as complimentary to farmers.

Additionally, the public is quick to change opinion and farmers are involved in areas that are very close to the heart of people: healthy food, the environment and immigration. With the rising costs of food, increasing food safety issues and concern about food supplies, there is a need for more nation-wide and even global media relations.

If farmers are to sustain the good will of the public, they need to proactively advocate and educate about the contributions they are making and how they are protecting the public and the land. This kind of proactive approach is not only good community and media relations. It is good business.

ADDENDA

ENVIRONMENTAL IMPACT OF FARMS RATING SHEET

Location	Date	Headline	Balanced/ Unbalanced	Engaging/Dry	Positive/Negative
Cortland	2007	Survey results on aquatic invasive...	B	D	N
Auburn		Owasco Lake's health a concern	B	E	P
Cortland		Behavior-based grazing management...	B	E	P
Hamilton	2007	Refreshing ag's image	B	D	P
New York State	2007	Agricultural environmental management	U	E	P
Lebanon		Lebanon board hearing set for Dec. 11	U	D	N
Deansboro	2007	Local farmers need community's support	B	E	P
Plattsburgh	2007	Clinton Co. farms set the drainage bar	B	E	P
Herkimer	2007	Farmers to Archuri: 'No farmers, no fuel, no future'	U	D	P
Wyoming, NY	2007	Top soil savers	B	E	P
Cortland	2007	SWCD offers new guide about managing streams	B	E	P
Madison county	2006	Zone tillage program announced	U	D	P
Cortland	2007	Toilet, trash dragged out of Tioughnioga River	B	E	P
Cortland	2007	SWCD seeks volunteers help clean ecosystem	U	D	P
Jefferson county		Jefferson Co., SWD buys hydro-seeder	U	D	P
Jefferson county	2007	Conservation district gets grant for hydro-seeder	U	D	P
Cayuga county	2007	Digester would clean up county	B	E	P
Cayuga county		Regulations guide farm operations	U	D	P
New York State	2007	Tioga Co. team wins Envirothon	B	E	P

Depauville	2007	Depauville water testing results are explained	B	E	P
Clinton county	2007	Clinton county soil and water conservation district	B	D	P
Cortland	2007	Plan would direct flooding solutions	B	D	P
New York State	2008	Know the facts about gas leasing	B	D	P
Geneva	2008	Council OKs ethanol letter	U	D	N
New York State	2008	State dairy farmers association fight hormone-free products	B	E	P
Great bend	2008	Worms found to control beetle that has plagued upstate	B	E	P
Himrod	2007	Yates county farm hear about health	B	D	P
Cooperstown	2007	Farm safety and health demonstrations...	U	E	P
Mexico, NY	2007	Farm service site in Mexico targeted	B	E	P
Schenectady	2007	Corn based ethanol push puts toll on dairy prices	B	E	P
Wayne county	2008	Burning regulation anti-agriculture	B	E	N
Conklin	2008	Conklin, town of Binghamton meeting on gas drilling...	U	D	P
Cortland	2007	Cortland soil and water conservation, graze NY...	B	D	P
Skaneateles	2007	Fresh country air	B	D	P
Chazy, NY	2007	Farm shines with AEM help	U	D	P
Allegany county		It's about being a good neighbor	B	D	P
LeRoy		Grow public support for agriculture	B	D	P
Cortland	2007	Cortland county is blessed with an abundance of water	B	E	P
Cortland	2007	Water resource impacts due to disposal of meds	B	E	P
Adirondacks		Work on rocky ground	B	E	P

Cortland	2007	Graze NY offers grazing workshop	U	D	P
Cortland	2007	The upper Susquehanna coalition works to...	B	D	P
Cortland	2007	Otselic river and its tributaries offer fishing spots and canoeing	B	D	P
Ontario county	2007	Dry weather, lower crop yields	B	E	P
Watertown	2007	Water into milk	B	E	P
Albany	2008	\$3.5 million in agriculture grants will protect lakes	B	E	P
Albany	2007	Spitzer's actions regarding environmental fund...	B	E	N
Jefferson county	2007	ATV trial study	B	E	P
Solon	2007	Teams put their knowledge of the environment to the test	B	E	P
Cortland	2007	Students to compete in NYS envirothon at SUNY Cobleskill	B	D	P
Oneonta		Farm program focuses on environment	U	D	P
Phelps	2008	Farmers gather for manure talk	U	D	P
Cortland county	2007	Farms win environmental award	B	D	P
Belmont	2007	Farmers honored for environmental commitment	B	E	P
Wyoming, NY	2007	Environmental winners will be honored at EFD	B	D	P
Chestertown	2007	Rancher recognizes importance of environmental...	B	E	P
Warren county	2007	Two warren county farmers recognized for environmental...	B	D	P

FARMS AS NEIGHBORS RATINGS SHEET

Location	Date	Headline	Balanced/ Unbalanced	Engaging/Dry	Positive/Negative
Cortland	2007	Agriculture groups honor Hartsock	B	E	P
Madison county		SWCD recognized for work with media, promoting farms	B	D	P
Auburn	2008	New group focuses on watershed	U	D	P
Fairville	2007	WC farm bureau hosts talk on terrorism	U	D	P
Albany	2008	State seeks dairy board nominations	B	D	P
Union springs	2008	New York farmer names to EPA advisory	B	E	P
New York State	2008	New York farmers don't need enemies	U	D	N
Hamilton	2008	Farmers learn to promote agriculture	B	D	P
Penn Yan	2007	New York Reislings are (still) the stars	U	D	P
Dickinson	2007	CCE to sponsor agriculture round table	B	D	P
Medina	2007	Notes from around the field and upcoming meetings	U	D	P
Stafford	2007	Farm bureau leaders still cautiously hopeful of immigration reform	B	D	P
Cazenovia	2007	Valesky supports New York agriculture	B	E	P
Skaneateles	2007	Assemblyman named to list	B	E	P
Greece	2007	Historical	B	D	P
Bellmont	2007	Few speak at hearings	B	E	N
Perry	2007	Horizon panelists talk wind benefits	B	E	P
Canandaigua	2008	Farm bureau weighs in on beef recall	B	E	P
Batavia	2008	Genesee county farm bureau members take issues to Albany	U	D	N
Schoharie county	2008	Farm bureau voice of Schoharie county	B	D	P

Monroe county	2008	NY farm bureau lobby days gathers farmers as advocates	B	E	P
Riverhead	2008	Agriculture support	U	D	P
New York State	2008	Farm bureau commemorates food check-out week	B	E	P
Batavia	2008	Extension plans spring events and programs	U	D	P
Batavia	2008	Chautauqua county farm bureau takes issues to Albany...	B	D	N
New York State	2007	New York farm viability board members return to office in 2007	B	D	P
Albany	2007	Northeast Ag and Feed alliance names Zimmerman as director	B	D	P
Syracuse	2008	Durfee advances to state-level competition in Syracuse	B	E	P
Rensselaerville	2007	Hobart to speak on history and future of Hilltowns farming	B	E	P
Seneca falls	2007	State leaders review farm bill for empire farm days audience	B	E	P
New York State	2007	Seward, Lopez named to farm bureau group	B	D	P
Sullivan county	2007	Farm bureau slates annual meeting on Oct. 4	B	D	P
Tompkins county	2006	County collecting empty inkjet printer cartridges	B	E	P
Tompkins county	2007	Tompkins county preparing soil group worksheets	B	E	P
Wyoming, NY	2006	Farm's conservation efforts date back to 1941	B	E	P
Hamilton	2007	Dr. Kate Clancy to speak on benefits of eating grass fed beef...	U	D	P
Hamilton	2007	Jerry Brunetti to speak at Graze-A-Palooza	U	D	P

Madison county		Troy Bishopp to speak at the third national conference on grazing slated December 10 th	B	D	P
Hershey		Wayne/Pike county farm bureau earns PA FB award	B	D	P
Deansboro	2006	Build a grass-finished beef industry	B	D	P
Owasco lake	2008	Watershed committee scheduled to meet in August	U	D	P
Hamilton	2008	Family workers harvest knowledge on working with the media	B	E	P
Syracuse	2007	Dairy farm environment advocacy is ever-present goal...	U	D	P
New York State	2008	Commissioner commends outstanding outreach efforts	U	D	P
Plattsburgh	2007	Lake Champlain water quality grant awarded	B	E	P
New York State	2007	New York farmer delegation lobbies for immigration reform...	U	D	P
Albany	2008	New York farm bureau	B	D	P
New York State	2008	Showing the seeds of action	B	E	P
Oswego	2007	Lack of immigration policy could harvest	B	E	N
Finger lakes region	2007	Immigration rules hit farmers hard	B	E	N
Genesee county	2007	Living in the shadows	B	D	N
Amsterdam, NY	2008	Four local 4-H'ers travel to capital	U	E	P
New York State	2007	2007 legislative session good for NY agriculture	B	E	P
Batavia	2008	State agriculture literacy day planned for April 8	B	D	P
Gouverneur	2007	Scozzafava named to farm bureau circle of friends	U	D	P
Cobleskill	2007	Farm bureau reps lobby in Washington	B	D	P

New York State	2007	Labor crackdown imperils NY farms, ag leader says	B	E	P
Troy	2007	Initiative to help level playing field for farmers	B	E	P
Concord	2008	Falcone new president of national grape...	U	D	P
Bellmont	2007	Allegany county board of legislators	B	E	P
Columbia county	2008	County democrats endorse Gillibrand, Gordon, and Dow	B	D	P
Albany	2008	Members of New York farm bureau go to Albany	U	D	P
Syracuse	2008	Farm viability institute reelects officers	B	D	P
New York State	2008	Farm bureau working for you	B	E	P
New York State	2007	Other 2007 finalists	B	E	P
Adams, NY	2007	Wins envirothon	U	D	P
Greece, NY	2007	Tuesday Oct. 9	B	D	P
Auburn	2008	Leaning about agriculture by the book	B	E	P

FARMS AND CONSUMER TRENDS RATINGS SHEET

Location	Date	Headline	Balanced/ Unbalanced	Engaging/Dry	Positive/Negative
Cortland	2007	County hopeful graze NY money to be restored	B	E	P
Albion	2008	Bittner eyes senate race	U	D	P
Deansboro	2007	Wake-up call is good for consumers, farmers	B	E	N
New York State	2007	Grazing is great in New York State	U	E	P
Palatine bridge	2007	NYFB compliance guides for employers on No-Match letters	B	D	N
New York State	2007	New law allows farm distilleries	B	E	P
Duchess county	2007	World record amaranth	B	D	P
Cayuga county	2007	Farming vital to region's economy	B	E	P
Ellisburg	2007	Farm tours will focus on resource management	B	E	P
Tompkins county	2006	Organic farmer brings healthy mix to Tompkins county table	B	E	P
New York State	2007	Local projects getting NYS funding	U	D	P
Schenectady	2007	Farmland owners in NY expect higher tax assessments	B	E	P
Schenectady	2007	Farmland owners face higher tax assessments	B	E	P
Albany	2007	Little wants study of dairy-hauling costs	B	D	P
New York State	2008	Financial help available for safety on farms	B	E	P
Chenango county	2007	Chenango bounty: farmers market at your door delivers fresh...	U	D	P
Cayuga county	2007	Low milk prices and high feed and energy prices: how they affect the...	B	E	P
Cooperstown	2008	Farm rebates available for tractor fitting	B	E	P
Fishers	2008	Growers and grocers team up	B	E	P

Coeymans hollow	2007	Higher milk prices a lifeline for dairy farmers	B	E	P
New York State	2007	Farm bureau likes new bill	B	D	P
Franklin county	2007	Local farmers weigh in on farm bill	B	D	P
Amsterdam	2008	Stunned isn't a big enough word	U	D	P
Ray brook	2008	APA fine of farm exceeds \$1M	B	E	P
Coeymans hollow	2008	Higher milk prices a lifeline for dairy farmers	B	E	P
New York State	2007	Business costs trouble NY farmers	B	E	N
Albany	2007	Farmers worried about high cost of business in New York	B	D	N
Albany	2007	Council wants more money for farmers and healthier food	B	E	P
Erie county	2008	Farm bureau working for you	B	D	P
New York State	2007	New York farms have to exceed federal standards	B	E	N
Cayuga county	2007	Farming vital to region's economy	U	D	P
Schoharie county	2007	Grazing has helped me save the farm	U	D	P
Madison county		Conservation district name --email	U	E	P
Deansboro	2007	The Bishopp family continues their family heritage	B	E	P
Madison county	2007	Is it finished yet??	B	E	P
Cayuga county	2008	Farm stewardship honored	B	D	P
Auburn		Farm signs will note stewardship	B	D	P
Oneonta	2008	Susquehanna farmers urged to help avoid regulations	U	D	P
Mohawk valley	2008	The grass whisperer gives testimony	U	E	P
Deansboro		Farmer shoots prize winning photos	B	E	P
New York State	2007	Two local farms receive AEM honor	U	D	P

Wyoming county	2007	Award recognizes good stewardship of the earth	B	E	P
Covington	2007	Wyoming farm wins conservation award from state	B	D	P
Wyoming county	2007	Area farms given a big helping hand	B	D	P
Wyoming county	2007	Farms	U	D	P
Syracuse	2007	Farm family honored	B	E	P
Deansboro	2007	Upstate farmers appeal to Arcuri for assistance	B	E	P
Herkimer	2007	Farmers appeal to Arcuri	B	D	P
Cortland	2007	'Spruce up America' offers free trees to schools, community	B	E	P
Cortland	2007	County sixth graders take part in 'conservation days'	B	E	P
New York State		AEM honor	U	D	P
Chautauqua county		State ag and markets commissioner visits Westfield	U	D	P
Chautauqua county		Aldrich family participates in pasture walk	B	D	P
Chautauqua county	2007	State Agriculture commissioner to tour Chautauqua county	B	D	P
Chautauqua county	2007	Agriculture, markets commissioner to be featured speaker on...	B	D	P
Corning	2007	Conservation progress	B	D	P
Deansboro	2007	Call me a farmer, not a producer	B	E	N
New York State	2007	Farm planner had faith that state's system works	U	D	P
Chautauqua county		Doug Aldrich	U	D	P
Cooperstown	2007	Farmers friends	B	D	P
Olean	2007	Sen. Young honored by NY farm bureau	B	D	P
Adams	2007	Senator Wright named to farm bureau's circle...	B	D	P
Albany	2007	Area state lawmakers part of 'circle of friends'	B	D	P
Addison	2007	Bacalles honored by NYF with "circle of friends" award	B	D	P

Arcade	2007	NY farm bureau names legislature "circle of friends"	B	D	P
Grahamsville	2007	Crouch honored by New York farm bureau with award	B	D	P
Boonville	2007	Townsend honored by New York Farm Bureau with award	B	D	P
Auburn	2007	Farm bureau details its 'circle of friends'	B	D	P
Albany	2007	Farm bureau names 'circle of friends' in state legislature	B	D	P
Schaghticoke	2007	Hoosic valley class of 2007 awards announced	U	D	P
White plains	2007	New generation of growers a dwindling crop	B	E	P
Wellsville	2007	Monday AEM radio spot	B	E	P
Wellsville	2007	Tuesday AEM radio spot	B	E	P
Wellsville	2007	Wednesday AEM radio spot	B	E	P
Wellsville	2007	Thursday AEM radio spot	B	E	P
Wellsville	2007	Friday AEM radio spot	B	E	P
Clinton county	2007	Clinton county legislators visit local farms	B	D	P
Walton	2007	Gillibrand talks with farmers at county fair	B	E	N
New York State	2007	Vodka made here	B	E	P
New York State	2007	Distilleries can offer tastings, sell on site	B	E	P
Cortland county	2007	Cortland county presented with 2006 agriculture award	B	D	P
Cortland county	2007	Camp ARCO day	B	D	P
Plattsburgh	2007	Grant money headed to lake Champlain basin	B	E	P
Champlain	2007	Giroux's poultry farm among farms...	B	D	P
Madison county	2007	Grass advocate roots for grazing	B	E	P
Deansboro	2007	Grasslands key to farming and wildlife habitats	B	E	P
Morrisville	2007	Conservation field day held in Morrisville	U	D	P
Deansboro	2007	Support NY farms	B	E	P

Madison county	2007	He's the grass whisperer	B	E	P
Central NY	2007	Graze-A-Palooza	B	D	P
Cortland county	2007	Behavior-based grazing management workshop march 6 th	B	D	P
Hamilton	2007	Graze-A-Palooza conference celebrates grass-based farming	B	E	P
New York State		Our food, our environment, our future	B	E	P
Tompkins county	2007	Five farms recognized at "farm city day"	B	D	P
Tompkins county	2007	County farm city day comes full circle	B	D	P
Tompkins county	2007	Community news	U	D	P
Thurman	2007	Local farm recognized for stewardship	B	D	P
Cortland county	2007	Cortland county soil and water conservation district	B	E	P
Cortlandville	2007	Aquifer monitoring plan a response to development	U	D	P
Cortland county	2007	"2006 agriculture in the news" awards presented to three soil and water...	B	D	P
Deansboro	2007	A farmer by any other name...	B	E	P
Central NY	2007	Save the date!!! Regional grazing conference	U	D	P
Bemus point	2007	Third generation farmer receives award	B	D	P
Cortland county	2007	Cortland county pasture walk scheduled on July 11 th	B	D	P
Cortland county	2007	Pasture walk showcases milk production management	B	D	P
Cobleskill	2007	Area student finishes 9 th at envirothon	B	D	P
Cortland county	2007	Cortland county legislature	U	D	P
Lewis county	2007	New Lewis County SWCD manager invites farmers to participate in AEM	U	D	P
Allegany county	2007	Farm shines with AEM help	B	E	P

Binghamton	2008	Conklin, Town of Binghamton meeting on gas drilling set for March 27th	B	E	P
Hamilton	2006	Graze-A-palooza Event Set in March	B	D	P

AGRICULTURAL WORK FORCE RATINGS SHEET

Location	Date	Headline	Balanced/ Unbalanced	Engaging/Dry	Positive/Negative
Fairville	2007	WC Farm Bureau host talks on terrorism	B	D	P
Albany	2008	State seeks Dairy Board nominations	B	E	P
New York	2008	New York farmer named to EP advisory	B	E	P
New York	2008	Farm Viability Institutes reelects officers	B	E	P
Albany	2008	Members of New York Farm Bureau Go to Albany	B	E	P
Columbia County	2008	County Democrats endorse Gillibrand, Gordan and Dow	B	E	P
New York	2008	New York Farmers Don't Need Enemies	B	D	N
Syracuse	2008	Farmers learn to promote agriculture	B	D	P
Concord	2008	Falcone new president of National Grape Co-op	B	D	P
New York	2007	New York Reislings are (still) the stars	B	D	P
New York	2007	Farm delegation lobbies for immigration reform	B	D	P
Broome County	2007	CCE to sponsor agricultural round table	B	D	P
New York	2007	Initiative to help level playing field for farmers	B	D	P
Bloomfield	2007	New York Farmer Delegation Lobbies for Immigration...	B	D	N
Washington	2007	Labor crackdown imperils NY farms...	B	D	N
Fairville	2007	Farm Bureau to host Agi-Terrorism Speaker	B	E	P
New York	2007	Notes from around the field and upcoming meetings	B	E	P
Strafford	2007	Farm Bureau leaders still cautiously hopeful of immigration reform	B	E	N
New York	2007	Valesky supports New York agriculture	B	D	P

New York	2007	Assemblyman named to list	B	D	P
Fairville	2007	Farm Bureau to Host Agri-Terrorism Speaker	B	E	P
New York	2007	Farm Bureau reps lobby in Washington	B	D	N
Greece	2007	Historical	B	D	P
Bellmont/Chateau gay	2007	Few speak at hearings	B	D	P
New York	2007	Scozzafava Name to Farm Bureau Circle of Friends	B	D	P
New York	2007	Horizon Panelists Talk Wind Benefits	B	D	P
New York	2008	Agricultural Support	B	E	P
Batavia	2008	State Agriculture Literacy Day Planned for April 8	B	E	P
Batavia	2008	Genesee County Farm Bureau members take issues to Albany	B	D	P
New York	2008	Farm Bureau voice of Schoharie County	B	D	P
Niagra	2008	County Farm Bureau takes issues to Albany	B	D	P
Monroe County	2008	NY Farm Bureau Lobby Days gathers farmers as advocates	B	D	P
New York	2008	Agricultural Support	B	E	P
New York	2008	Farm Bureau Commemorates Food Check-Out Week	B	D	P
Genesee County	2008	Extension Plans Spring Events and Programs	B	E	P
Batavia	2008	Chautauqua County Farm Bureau takes issues to Albany during annual Lobby	B	D	P
New York	2007	New York Viability Board Members Return to Office in 2007	B	E	P
Albany	2007	Northeast Ag and Feed Alliance Names Zimmerman as Dictator	B	D	P
New York	2007	2007 legislative session good for NY agriculture	B	E	P
New York	2008	Four local 4-H'ers to travel to Capital	B	E	P

New York	2008	Durfee advances to state-level competition	B	D	P
Rensselaerville	2007	Hobart to speak on history and future of Hlltowns farming	B	E	P
New York	2007	State Leaders Rep For Empire Farm	B	D	P
Ontario County	2007	Tense Time For Immigrants	B	E	N
New York	2007	Immigration rules hit farmers hard	B	D	N
New York	2007	Seward, Lopez named to Farm Bureau group	B	E	P
Sullivan County	2007	Farm Bureau slates annual meeting on Oct. 4	B	D	P
New York	2007	Lack of immigration policy could harvest	B	E	N
Ithaca	2007	Tompkins County preparing soil group worksheets	B	E	P
Wyoming	2007	Farm's conservation efforts date back to 1941	B	E	P
Hamilton	2006	Jerry Brunetti to speak at Graze-A-palooza!	B	D	P
Hamilton	2006	Dr. Kate Clancy to Speak on Benefits of Eating Grass Fed Beef	B	D	P
Madison County	2007	Troy Bishop to speak at the third National Conference	B	D	P
Hershey, PA	2007	Wayne/Pike County Farm Bureau Earns PA FB Award	B	E	P
Deansboro	2006	Building a grass finished beef industry	B	D	P
New York	2008	Watershed Committee scheduled to meet in August	B	E	P
Hamilton	2008	Family Farmers Harvest Knowledge On Working With The Media	B	E	P
Syracuse	2007	Dairy Farm Environment Advocacy is Ever Goal Of the American Dairy Association's...	B	D	P

Syracuse	2008	Sowing The Seeds of Action	B	E	P
New York	2007	New York delegation lobbies for Immigration Reform In Washington	B	E	P
Albany	2008	New York Farm Bureau	B	E	P
New York	2008	Farm bureau weights in on beef recall	B	D	N

FARMLAND PRACTICES RATINGS SHEET

Location	Date	Headline	Balanced/ Unbalanced	Engaging/Dry	Positive/Negative
Madison County		Agricultural Ambassadors	B	D	P
New York	2007	Farm Bureau Family Center Announces a Full Schedule for Empire Days Visitors	B	D	P
New York	2007	Let's Grow: Bringing it all back home	B	E	P
Cattaraugus County	2008	Agriculture in Cattaraugus County	B	D	N
Madison County		A pasture walk to remember	B	D	P
Courtland	2007	Cortland SWCD taking spring seeing orders	B	E	P
Mid-York	2007	New York gain corn production is up	B	D	N
New York	2008	Number One Threat to Farmers	B	E	N
West Winfield	2008	Number one threat to farmers	B	E	P
New York State	2008	Rebates available for ROPS	B	E	P
New York State	2008	Farmers should consider roll-bar rebate plan	B	E	P
New York	2008	Number One Threat to Farmers	B	E	N
Harrisburg, PA	2006	Pennsylvania's 2006 fruit production	B	E	P
New York State	2007	Tractor rollovers are the No. 1 threat to farmers	B	E	N

Broadcast Rating Sheets

CATEGORY	Location	Date	Headline	Key Message Point	URL	Positive/ Negative	Balanced/ Unbalanced	Engaging/ Dry
Agricultural Work Force	Westchester County, NY	9/14/07	US Immigration Lawyer on Amnesty for Agricultural Workers	Radio show discussing problems facing those who work on local farms	http://youtube.com/watch?v=Jmi1utQrFTs	P	B	D
Agricultural Work Force	Hudson Valley, NY	8/28/07	US farmers concern over immigration law	US apple farmers often rely on immigrant workers to harvest their crops, but some farmers worry the government's proposed immigration measures will put them out of business.	http://youtube.com/watch?v=n71-f1RiHWs	P	B	E
Agricultural Work Force	Adirondacks, NY	5/13/07	Hillary Clinton Talking About Workforce Issues	Senator Hillary Clinton addresses a large group and discusses unique New York State farm ranch labor issues and ways of alleviating workforce burdens.	http://youtube.com/watch?v=CoQ_tmfNWm4	P	B	E
Agricultural Work Force	Herkimer, NY	3/24/07	American Harvest Theatrical Trailer	Reveals the lives and issues of legal and illegal migrants and farmers working toward a better life. Is the immigration system in America flawed? Immigrants are dying to feed America.	http://www.youtube.com/watch?v=df-zo3-chPQ	P	B	E
Agricultural Work Force	Duchess County, NY	6/29/05	Jobs in food science and agriculture	Overview on careers in agriculture and the production of food supply. Jobs like farmers harvesting crops, or scientists in the lab.	http://www.stickam.com/viewMedia.do?mId=179743629	P	B	E

Agricultural Work Force	Syracuse, NY	8/11/07	August 10th Rally in front of ICE headquarters	Because so many of our hard-working immigrants live in constant fear, it is vital to stand against immigration policies that harm our fragile economy and treat human beings disrespectfully.	http://www.youtube.com/watch?v=MZQsB9Ixz4	P	B	E
Agricultural Work Force	Valatie, NY	1/8/07	Apple Packing House	Short film about packing apples for export in New York's Hudson Valley at Golden Harvest Farms, Valatie, NY.	http://youtube.com/watch?v=sr1Z66fRtN0	P	B	E
Environmental Impact	Lewis County, NY	8/31/07	Wind Turbines and Wildlife	Demonstration of how deer and wildlife do not scare away from Wind Turbines.	http://youtube.com/watch?v=Qt9CBVkzVNY	P	B	D
Environmental Impact	Tug Hill, NY	12/1/06	Wind Turbines at Tug Hill	A videotape of the giant wind turbines in the Tug Hill region of upstate New York (shot and narrated in Delaware County, New York; between Lake Ontario and the Adirondacks).	http://youtube.com/watch?v=48qt0a7wU1s	P	B	E
Environmental Impact	Canandaigua, NY	3/27/07	Bird flu- Don't blame migrating birds, it's factory farms	Article on the ongoing concern that the avian influenza virus H5N1 could cross our shores. Daily Messenger, Friday, March 9, 2007.	http://youtube.com/watch?v=Eo hrZLI7vZA	N	U	E
Environmental Impact	Lowville, NY	3/24/07	Maple Ridge Wind Farm	IBEW Wind Farm in NY: Hour Power Story	http://youtube.com/watch?v=hS-fPsrCrOY	P	B	E

Environmental Impact	Fenner, NY	11/29/06	Interview at Fenner Wind Farm in N.Y.	Scott Griffin a local resident who lives in Fenner, talks about why he is supportive of the Fenner Wind Farm.	http://youtube.com/watch?v=kGrI5itXEq0	P	B	E
Environmental Impact	Fenner, NY	11/29/06	Do Wind Turbines Make Noise?	Footage of Wind Turbines at Fenner Wind Farm.	http://youtube.com/watch?v=JD0v9_zV2uk	P	B	D
Environmental Impact	Lowville, NY	11/5/06	Wind Turbine from below	This video was shot at Maple Ridge Wind Farm in Lowville	http://youtube.com/watch?v=VlSWaYAVE8I	Neutral	B	D
Environmental Impact	Lowville, NY	11/6/06	Wind Turbine from 500 feet away	Here is a video of Wind Turbines at Maple Ridge Wind Farm in Lowville from 500 feet away.	http://youtube.com/watch?v=Yi3icUMZ8c	P	B	D
Environmental Impact	Lowville, NY	8/16/07	Tug Hill Wind Farm	Video of the wind farm on Tug Hill in Upstate New York	http://youtube.com/watch?v=48qt0a7wU1s	Neutral	B	D
Environmental Impact	Cheektowaga, NY	10/2/07	Chemtrails over Cheektowaga, NY	Dimming of the sun by these man-made clouds is affecting agriculture.	http://youtube.com/watch?v=9FjS1AYvoj	Neutral	B	D
Environmental Impact	Pocantico Hills, NY	6/29/05	Raising Animals Green: the Stone Barns Way	Stone Barns livestock are free-range, without chemicals, in harmony with surrounding ecosystems. In return, the animals fertilize crops and pastures, creating a diversified, productive and sustainable farm.	http://youtube.com/watch?v=8YQRlCac1IA	P	B	E

Environmental Impact	Hudson Valley, NY	11/12/07	Know Your Roots -- Stone Ridge Apple Orchard	Stone Ridge Orchard, located in the Hudson River Valley demonstrates progressive ecological farming methods used to produce organic apples. Sustainable farming can't always be pesticide free, but use of natural ecosystems and pests like aphids can reduce pesticide use and promote land stewardship.	http://youtube.com/watch?v=gEgVySwSRkk	P	B	E
Environmental Impact	Poncanico Hills, NY	12/14/07	Blue Hill at Stone Barns	Craig Haney is the animal specialist at the Stone Barns Center for Food and Agriculture	http://youtube.com/watch?v=3wsv_vAmG6k	P	B	E
Environmental Impact	Geneva, NY	7/25/07	Geneva Tree Fruit Field Day	Presentations by Cornell research faculty, Extension specialists, graduate students. New York State Agricultural Experiment Station at Geneva, NY.	http://youtube.com/watch?v=NkRI3o_8EYQ	P	B	E
Environmental Impact	Rochester, NY	3/15/06	Egg Farm Video	Inspecting Wegman's egg farm in Rochester, NY; treatment of hens caged in for egg production.	http://youtube.com/watch?v=wHV_rguq8Kw	N	U	E
Environmental Impact	Westchester County, NY	8/17/2007	Community Supported Agriculture	One urban farmer uses the CSA model to produce long-term sustainable crops that are fresh, cost efficient to produce, environmentally friendly, and that offers local	http://youtube.com/watch?v=DUBf_a3EtQU	P	B	E

				members a stake in the harvest crops.				
Environmental Impact of Farms	Fenner, NY	11/29/06	Interview at Fenner Wind Farm in N.Y.	Scott Griffin, resident of Fenner, talks about why he is supportive of the Fenner Wind Farm.	http://youtube.com/watch?v=kGrI5itXEgQ	P	B	E
Environmental Impact	Albany, NY	9/27/06	New York Wind Power	Video features first-hand accounts from people living near wind farms and experts in the field energy and the environment.	http://youtube.com/watch?v=vKSLzIBT_dY	P	B	E
Farmland Practices	Canandaigua, NY	8/12/07	Steam Threshing of Wheat in NY	Steam tractor powers wheat thresher at Pageant of Steam, in upstate New York.	http://youtube.com/watch?v=qnp8LI17FKU	P	B	D
Farmland Practices	Lackawanna, NY	7/30/07	New York town enjoys wind power boom	Wind power generation is growing, along with the demand for renewable energy. While not every community is happy to see giant wind turbines popping up on their skyline -- one city in New York State considers them a boon	http://youtube.com/watch?v=nQQ5yKDed_c	P	B	E
Farmland Practices	Lewis County, NY	5/16/07	Wind Farm in My Backyard: Sciencetrail Report	Located in New York State's Tug Hill plateau, Maple Ridge Wind Farm, is the biggest wind energy project in the eastern United States.	http://youtube.com/watch?v=YCEgRTYmrNQ	P	B	E
Farmland Practices	Poughkeepsie, NY	5/31/07	Goat Run	Upstate New York's Farmer shows off livestock.	http://youtube.com/watch?v=PN11co5c7Js	P	B	D

Farmland Practices	Guilderland, NY.	12/13/06	Meat Cutter at Nichols Meat Processing	Meat cutter talks about the type of packaging they use at Nichols Meat Processing in Guilderland, NY.	http://youtube.com/watch?v=gkvrWIHTcOk	Neutral	B	
Farmland Practices	Guilderland, NY.	12/13/06	Kill Floor at Nichols Meat Processing, Inc.	Educators visit Nichols Meat Processing in Guilderland and learn about the business.	http://youtube.com/watch?v=5G7yAjhNmC0	Neutral	B	E
Farmland Practices	Naples, N.Y.	8/20/07	Farmer moves sheep	Farmer Leith MacKenzie of Naples, N.Y. moves sheep from his family farm on Italy Valley Road, to a new grazing field.	http://youtube.com/watch?v=JYa3Z2EfXSo	P	B	D
Farmland Practices	Rushville, NY	10/11/07	Sheep dogs and shepherds	At Ulf Kintzel's White Clover Sheep Farm, in Rushville, NY, his dogs Anton (in stills) and Fiona (in video) demonstrate the art and skill of herding.	http://youtube.com/watch?v=CKG-pVwG9oY	P	B	E
Farmland Practices	Shortsville, NY	8/1/07	The Worm Man	Jim Heberle of Jim's Organic Worm Farm in Shortsville, N.Y. talks about worms.	http://youtube.com/watch?v=ZsFMRsiSzHM	P	B	E
Farmland Practices	Hammondsport, NY	8/1/07	How to predict a great New York wine vintage	Fred Frank of Dr. Konstantin Frank Vinifera Cellars explains the unique grape growing microclimate on Keuka Lake.	http://youtube.com/watch?v=oG_wkicqXM	P	B	E
Farmland Practices	Fairport, NY	7/13/07	Wine Making Step One at Casa vin'Arte	How to start a 5 gallon batch of wine at Casa vin'Arte, in Fairport, New York.	http://youtube.com/watch?v=GIWhSZnbdXk	P	B	E
Farmland Practices	Buffalo, NY	8/31/07	Genomics company detects diseases at	Giving science the tools to research, analyze, and compare the	http://youtube.com/watch?v=8P	P	B	E

			chromosomal level	information that is contained within DNA.	R5JJgSX2E			
Farmland Practices	Cayuga County, NY	6/15/07	English Threshing Barn, King Ferry, NY	A tour of the threshing barn at the Rural Life Museum in King Ferry, Cayuga County, NY	http://www.youtube.com/watch?v=29YPMI3E0b4	P	B	D
Farmland Practices	Valatie, NY	1/8/07	Apple Packing House	Short film about packing apples for export in New York's Hudson Valley at Golden Harvest Farms, Valatie, NY	http://www.youtube.com/watch?v=sr1Z66fRtN0	P	B	E
Farmland Practices	Norwich, NY	10/7/07	International John Deere White Farm Pulling	Tractor showcase at Chenango County Fair in Norwich, NY on August 9, 2007	http://youtube.com/watch?v=djkHZU_m-3E	Neutral	B	D
Farmland Practices	Parksville, NY	12/10/07	Maple Syrup from Muthig Farm	Making maple syrup the traditional way at Muthig Farm.	http://youtube.com/watch?v=rVXeBOI4fXY	P	B	D
Farmland Practices	Utica, NY	8/3/07	Milk Fed Veal	A starter & finisher barn where calves stay for about 5 weeks and are then transferred to a finisher barn for a further 14 weeks.	http://youtube.com/watch?v=1WrlwHyjYf8	P	B	D
Farmland Practices	Monroe, NY	10/15/07	Precision Farming	The latest in precision agriculture technology produced by John Deere.	http://youtube.com/watch?v=zfU_w03VeM8	Neutral	B	D
Farms and Consumer Trends	Orange County, NY	11/8/07	Organic produce	Loading fresh, organic produce on the market truck at Keith's Farm, about 100 miles north of NYC.	http://youtube.com/watch?v=uiZqy0DIbzE	P	B	D

Farms and Consumer Trends	Mt. Pleasant, NY	3/12/06	Treehugger TV: Farming with a Megaphone	THTV interviews Jack Algiers, the Four Seasons Farmer at Stone Barns Center for Food and Agriculture in Mt. Pleasant, NY; on the importance of healthy soil and what it means to be a green farmer in the 21st century.	http://www.youtube.com/watch?v=st8ZMCW8aa8	P	B	E
Farms and Consumer Trends	Romulus, NY	4/3/07	Heart of Farming: The Power of Positive Farming	The Knapp family, organic farm pioneers in New York. Produced by Carrie Branovan for Organic Valley	http://youtube.com/watch?v=yBjcSKs1ZK8	P	B	E
Farms and Consumer Trends	Clinton, NY	9/6/07	Lake Friendly Gardening	Five short tips for lake-friendly gardening presented by Amy Ivy from the Cornell Cooperative Extension of Clinton & Essex Counties in New York State.	http://youtube.com/watch?v=edsGqBdH_4M	P	B	E
Farms and Consumer Trends	Poughkeepsie, NY	8/20/06	Sustainable Agriculture: Curing America's Eating Disorder	Dr. John Biernbaum looks at the sustainable agriculture movement. Alternatives to "cheap and lots": eat locally or to buy from local growers, eat seasonally and eat organic.	http://youtube.com/watch?v=EgNBeSp1MRw	P	B	E
Farms and Consumer Trends	Columbia County, New York	4/10/06	Growing Market For American Cheeses and Improvements in Distribution	The Clarks discuss the founding and growth of their farm in Old Chatham, New York -- the largest sheep dairy farm in the USA. The animals are raised on organically maintained	http://ecips.cornell.edu/display/Results.do?collection=all&querytext=new%20york%20f	P	B	E

				pastures in Columbia County, New York.	arm&id=id&clipID=7737&tab=TabClipPage			
Farms and Consumer Trends	Fayetteville, NY	9/5/2007	Diane Eggert Discusses Experiences In Farming	Executive Director of Farmers' Market Federation of New York shares advice on how family farms can improve customer service and product development.	http://ecips.com/ell.edu/display/Results.do?collection=all&querytext=new%20york%20ofarm&id=id&clipID=10458&tab=TabClipPage	P	B	E
Farms and Consumer Trends	Rye, NY	28-Aug-07	Stone Barns Conference on School Food	Addresses an issue of great concern to parents across the country: what is happening to the health of children and how does school food factor in?	http://www.youtube.com/watch?v=iC7tzLs12GQ	P	U	D
Farms and Consumer Trends	Poughkeepsie, NY	8/7/07	Farm Fresh Produce	Sprout Creek Farm in Dutchess County, NY.	http://youtube.com/watch?v=jN4GyadP9D4	P	B	D
Farms and Consumer Trends	Syracuse, NY	4/24/07	FDA Investigating Pigs At N.Y. Farm	The FDA is investigating whether pigs at a New York farm ate tainted feed.	http://video.aol.com/video-detail/fda-investigating-pigs-at-ny-farm/30141090	N	U	E

Farms and Consumer Trends	Cayuga County, NY	7/17 /07	Jim Jubak: Bank on Big Grocery Bills	Food prices are booming as grain consumption outpaces production. One key way to increase agricultural supply and reduce prices is by improving seed technology. So if you want to profit from rising prices, notes MSN Money's Jim Jubak, your best bets may be seed companies.	http://youtube.com/watch?v=hkYYJYIAVsM	P	B	E
Farms and Consumer Trends	Orange County, NY	1-Nov -07	Global Pulse: Biofuel - Another Flawed Policy?	Corn is a poor source for energy, but growing it and other staples as fuel has caused food prices worldwide to explode.	http://youtube.com/watch?v=Hg5eo8NCvs	N	U	E
Farms and Consumer Trends	Syracuse, NY	12/3 /06	Biodiesel, Straight Vegetable Oil, and Hybrid Cars	A video about hybrids, biodiesel, and straight vegetable oil.	http://youtube.com/watch?v=itksGk436x0	P	B	E
Farms and Consumer Trends	Columbia County, NY	5/27 /07	Community Food Compact Intro	The Community Food Compact is a new way to buy and sell premium local food in Northern Columbia County, NY.	http://youtube.com/watch?v=dczgwOOoLk	P	B	E
Farms and Consumers	Oneida, NY	11/15 /07	Forgotten Farms	A pictorial essay on the state of American Farming.	http://youtube.com/watch?v=ZgXu3eDZyM0&feature=related	P	B	E
Farms and Consumers	Albany, NY	5/13 /07	NY State Agriculture Not Corny, Says Clinton	Senator Hillary Clinton speaking about New York State agriculture.	http://www.youtube.com/watch?v=atBYxKc8le	P	B	E

					E			
Farms and Consumers	Buffalo, NY	11/7/07	Agriculture Today	The evolution of northeast agriculture and farm co-ops, an excerpt from PBS documentary Farmboy.	http://youtube.com/watch?v=8Yc7sVSKcDA&feature=related	P	B	E
Farms and Consumers	Saratoga County, NY	1/31/07	Farm to School Initiatives	Dean Casey discusses what Farm Bureau is doing to help foster Farm to School initiatives.	http://youtube.com/watch?v=nRE-9dRMhM0	P	B	E
Farms and Consumers	Saratoga, NY	1/31/07	Dean Casey Addresses the UHALF Class	Dean Casey from New York Farm Bureau discusses how Farm Bureau's policy issues work.	http://youtube.com/watch?v=bXw36kqgxel	P	B	E
Farms and Consumers	Hudson Valley, NY	8/26/07	Stone Barns Center	Stone Barns Center merges community-based farming with the 21st century.	http://video.aol.com/video-detail/stone-barns-center/1897597138	P	B	E
Farms as Neighbors	Orleans County, NY		Route 18 along Lake Ontario, New York	Beautiful horse farm on the Lake	http://youtube.com/watch?v=oKyKYLte1IY	P	U	D
Farms as Neighbors	Milan, NY	8/14/07	Horses of Hidden Hollow Farm	The faces and places adorned at Hidden Hollow Farm in upstate NY.	http://youtube.com/watch?v=FJK3RCvCVYk	P	B	E
Farms as Neighbors	Goshen, NY	1/26/05	Persoon dairy farm	Tour of the farm of William McCoy.	http://youtube.com/watch?v=6kVpguN6zYU	P	B	D

Farms as Neighbors	Corning, NY	10/9/07	Windfall Tour with Beavers	A small unconventional farm in New York State has fun and food.	http://youtube.com/watch?v=c1VDwAMLPA	P	B	E
Farms as Neighbors	Pittsford, NY	5/17/07	Willard Farms	Tour of Willard Farms, family-run in Pittsford, NY.	http://youtube.com/watch?v=6SpuzurvEc	P	B	E
Farms as Neighbors	Lewis County, NY	12/17/06	Maple Ridge Wind Farm	Wind Farm	http://youtube.com/watch?v=72y0ft2Shrk	P	B	E
Farms as Neighbors	Geneva, NY	8/1/07	Geneva Tree Fruit Field Day	Presentations at New York State Agricultural Experiment Station.	http://youtube.com/watch?v=NkRI3o_8EYQ	P	B	E
Farms as Neighbors	Saratoga County, NY	12/21/06	Cutting a Christmas Tree	Ag Commissioner Patrick Brennan cuts a Christmas Tree at Ellms' Christmas Trees in Charlton, Saratoga County, NY	http://youtube.com/watch?v=uzdlZQEvlk	P	B	D
Farms as Neighbors	Northern New York State	9/28/07	Credo Farm	A young man's personal story about the Credo Farm.	http://youtube.com/watch?v=r6sjDC1HBc	P	B	D
Farms as Neighbors	Northumberland, New York	5/23/07	Bridging the Gap	One family's life on farm and the ways they've chosen to remember it.	http://youtube.com/watch?v=6fd4Nh7QY	P	B	E
Farms as Neighbors	Altamont, NY	11/5/07	Three generations rebuild family barn	German style barn being rebuilt on Pleasant View Farm.	http://youtube.com/watch?v=dc4n4VNCoW0	P	B	D
Farms as Neighbors	Westchester, NY	10/17/06	Stuarts Fruit Farm	Stuarts Fruit Farm in Westchester, New York	http://youtube.com/watch	P	B	E

					http://www.youtube.com/watch?v=4Qxbvpatlu0			
Farms as Neighbors	Angelica, NY	29-Dec-07	First Exiled Then Adopted Sacred Cows	A court battle in village of Angelica denies the Voith family the right to keep a few Sacred Cows for religious/cultural observation and veneration.	http://www.youtube.com/watch?v=9HV8Cc2zERY	Neutral	U	D
Farms as Neighbors	New Paltz, NY	10/2/06	Apple Picking	Consumers pick their own at Apple Hill Farm, New Paltz, New York	http://www.youtube.com/watch?v=5RhB4j4gyT8	P	B	E
Farms as Neighbors	Little Falls, NY	8/4/07	Mohawk Calley Living #123 Casler Farm	Clip from local tv show, Mohawk Valley Living.	http://www.youtube.com/watch?v=bThUhy0heg	P	B	E
Farms as Neighbors	Rochester, NY	22-Sep-07	Mansion Market Farms	The Mansion Market, grower of mums and asters, can be found Saturdays during the summer at Rochester's public market.	http://www.youtube.com/watch?v=pHbnNArCio	P	B	E
Farms as Neighbors	Buffalo, NY	7/17/07	ReMARKable Palate Videocast #4: Indian Corn Soup	Video of the entire process of making Indian Corn Soup.	http://www.youtube.com/watch?v=uFgkhJZ-CeA	P	B	E
Farms as Neighbors	Rome, NY	11/6/06	Corn farming in Upstate NY	Impromptu interview with corn farmer James Price	http://www.youtube.com/watch?v=1ZeumsElOh8	P	U	D
Farms as Neighbors	Hastings-on-Hudson, NY	11/6/06	2006 Wine crush event Harvest on Hudson New York	Annual wine crush event held in Hastings-on-Hudson, New York. Friends and family join in together to help crush the grapes.	http://www.youtube.com/watch?v=BVhmxqqycIU	P	B	E

Farms as Neighbors	Albany, NY	8/10/07	Where to Buy New York State Wines in the Capital Region	Interview with Jane LaCivita Clemente and Diane Conroy LaCivita, co-owners of Harmony House Marketplace in Cohoes, a wine shop that specializes in New York State wines.	http://youtube.com/watch?v=2G86qnIsKFQ	P	B	E
Farms as Neighbors	Cayuga County, NY	8/8/07	Please Pass the Salt Potatoes	Making ice wine in the Finger Lakes, a student production edited on FORscene.	http://youtube.com/watch?v=omVEKFn5Bzw	P	B	E
Farms as Neighbors	Yorktown, NY	5/6/07	Device allows vehicles to run on vegetable oil	Yorktown resident Wally Little explains parts of a converter that allows vehicles to run on vegetable oil instead of traditional diesel. Little was one of the vendors to appear at Greasestock, an annual alternative energy convention.	http://youtube.com/watch?v=zMRDMaVXfTc	P	B	E
Farms as Neighbors	Altamont, NY	5/1/07	Dutch barn Restoration at Pleasant View Farm	Tim and Everett Rau continue the work that started in the fall of 2006 to restore the East side of this historic and family based building.	http://youtube.com/watch?v=dT64T-WKwBU	P	B	D
Farms as Neighbors	Stone Ridge, NY	9/9/07	Megan Davis at Rondout Valley Grower's Association	The Rondout Valley Grower's Association held their annual fundraiser barbecue at Long View Farm in Stone Ridge, NY. There were several equestrian demonstrations and Megan performed a Dressage piece.	http://youtube.com/watch?v=XFxEPBK Eddl	P	B	D

Farms as Neighbors	Tioga County, NY	11/9 /07	Valley Youth Education	A youth oriented organization that holds NRA sanctioned indoor light rifle shooting, helping kids in rural areas learn fire arms safety, wildlife identification, orienteering, archery.	http://youtube.com/watch?v=Qr4lWi6XTol	P	B	D
Farms as Neighbors	Cayuga County, NY	8/30 /07	English Threshing Barn	A tour of the threshing barn at the Rural Life Museum in King Ferry, Cayuga County, NY.	http://youtube.com/watch?v=29YPMI3E0b4	P	B	D
Farms as Neighbors	Hudson Valley, NY	10/2 /07	How to Pick an Apple	The owner/manager of Stone Ridge Orchard in the Hudson River Valley in New York shows us how to pick the perfect apple.	http://youtube.com/watch?v=tkzJYkt3wO0	P	B	E
Farms as Neighbors	Alexandria, NY	9/8/ 07	Thousand Islands Seaway Wine Trail	Roxy from the Thousand Islands Winery talks reinvigorating local agriculture, and techniques to ripening grapes in only four months.	http://youtube.com/watch?v=ISk3crlwAEQ	P	B	E
Farms as Neighbors	Honeoye, NY	9/22 /07	Mansion Market Farms	Dave & Judy Mazerbo at The Mansion Market grow Bedding plants, Medicinal Herbs, Culinary Herbs and Vegetable plants in approximately 5,600 square feet of greenhouse space on the premises.	http://youtube.com/watch?v=pHbnoNARClo	P	B	E
Farms as Neighbors	Columbia County, New York	4/10 /06	Thomas and Nancy Clark Discuss Acquisition of Farm and	Owners of largest sheep dairy and creamery in North America discuss academic and	http://ellis.com/display/Results	P	B	E

			Transition To Four Businesses	professional backgrounds as well as founding of company.	do?collection=all&querytext=new%20York%20farm&id=id&clipID=7734&tab=TabClipPage			
Farms and Consumers	Albany, NY	9/21/07	Senator Clinton Hosts New York Farm Day	Clinton refers to New York as a major agricultural state, and agriculture is a major part of the state's economy.	http://youtube.com/watch?v=ORGMUxSAlIA	P	B	E
Farms and Consumers	Clarence, NY	7/27/07	Remarks on the Farm Bill	Congressman Reynolds remarks on why the farm bill is bad for American taxpayers and Western New York farmers.	http://youtube.com/watch?v=2oRO08Cptos	N	U	E
Farms as Neighbors	Canandaigua, NY	8/12/07	Steam Tractor With Plow	Steam Tractor pulls plow at the Pageant of Steam near Canandaigua, NY.	http://youtube.com/watch?v=A9xzqJ0qqQk	P	B	D