

Cornell University Cooperative Extension

Coping with the financial challenges of a difficult economy:

While CCE has not yet branded specific program initiatives aimed at coping with financial hard times, the following information is taken from 2009 indicator data regarding ongoing efforts to help New Yorkers with their overall financial health and well-being:

Agriculture/Natural Resources Businesses

- 2500 agriculture/natural resources enterprises reported improved profitability attributed at least in part to participation in extension education programs.
- More than 100 agricultural enterprises successfully completed an intergenerational transfer.
- 650 participants were documented to have initiated one or more alternative or expanded business ventures and 400 adopted value-added production practices such as starting their own value added business, or forming alliances.

Community Economic Development

- More than 350 communities were assisted with planning for and the implementation of initiatives related to community economic development including: community based agriculture, main street revitalization, workforce development, business development and assistance, and other elements of sustainable growth.
- 300 employers contributing to community-based workforce development approaches such as internship and job training.

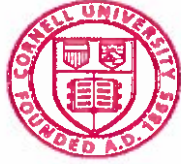
Family Resource Management

- About 5,000 individuals reported practicing wise money management skills such as comparison shopping, paying bills on time, paying more than minimum payment, checking credit report, and reviewing and understanding bills/statements.
- More than 2200 individuals reporting to have reduced debts and/or increased savings.

Consumer Energy

- Of 9,000 people who participated in consumer energy conservation programs, 6,200 (69%) implemented recommended practices which are estimated to save each household \$400 annually or nearly \$2.5 million in energy cost savings.

Total Individual Contacts across all Programs = >1,000,000



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Environment & Natural Resources: *Helping communities preserve and protect the environment*
Cornell Cooperative Extension's environment and natural resources programs aim to develop knowledge that will help individuals and communities make decisions and take actions that preserve and enhance environmental quality and, therefore, human health.

Environment and natural resources programs consist of water resources, agricultural environmental management, including manure management, waste management, land use management, forestry, wildlife habitat and human interactions, fisheries, lawns and turf, invasive species, and energy, both conservation and renewable energy sources.

Cornell Cooperative Extension environment and natural resources programs serve the general public, resource managers, such as foresters, water and wastewater treatment plant operators, and farmers, and policy makers.

NIFA Priority Areas Addressed:

- Climate Change
- Sustainable Energy

4-H Youth Development: *Building tomorrow's leaders*

Cornell Cooperative Extension's 4-H youth development programs engage young people and their families in the work of Cornell University and the land grant university system.

In classrooms, after school, and in community clubs and camp settings, 4-H youth learn by doing, and participate in practical, real life experiences that encourage them to experiment, innovate, and think independently.

Major 4-H programs provide opportunities in science and technology, youth community action, and healthy living. Program work teams provide up-to-date resources and support professional development needs of county educators working with youth in local settings.

NIFA Priority Areas Addressed:

- Childhood Obesity
- Sustainable Energy

Agriculture & Food Systems: *Maximizing the value of agricultural and natural resources*

Cornell Cooperative Extension's agriculture and food systems programs address the needs of New Yorkers by promoting sustainability, environmental stewardship, a safe, reliable, and healthy food supply, renewable energy, recreation, and agri-tourism.

Cornell Cooperative Extension offers agricultural programs and resources in dairy and livestock, fruits, vegetables, viticulture and enology, field crops, nutrient management, food safety, and farm business economics and policy. Regional specialists and agriculture teams develop resources for

small and large farms, beginning and established farmers, and commodity and specialty producer groups.

NIFA Priority Areas Addressed:

- Global Food Security
- Climate Change
- Sustainable Energy
- Food Safety

Community and Economic Vitality: *Addressing quality of life, social cohesion, ecological integrity, and economic opportunity*

Cornell Cooperative Extension educators help residents gather and synthesize knowledge, develop decision-making skills, and improve the use of community resources.

Cornell Cooperative Extension associations design community and economic development programming based on the context, issues, and needs of their communities. Community and economic vitality programs include land use training, inter-municipal collaboration on shared municipal services, leadership training, agroforestry workforce development, local food regional economic impact strategies, not-for-profit development, sustainable community-based initiatives, and small business agricultural education.

These and other programs help communities forge strong partnerships with campus faculty and staff, local government officials, community and economic developers, not-for-profit directors, community colleges, planners, policymakers, and informal leaders.

NIFA Priority Areas Addressed:

- Global Food Security and Hunger
- Climate Change
- Sustainable Energy

Nutrition and Healthy Families: *Supporting healthy and active communities*

Cornell Cooperative Extension's nutrition, health, and resource management programs address the interaction between individuals and the world around them to help people achieve their potential, solve problems, and strengthen their families and communities. Cornell Cooperative Extension educators use multidisciplinary academic approaches and apply varied cultural, social, and economic perspectives to provide learner-focused education.

Nutrition and health programs work to reduce the incidence of childhood obesity and alleviate chronic disease prevalence through improved nutrition and the promotion of healthy lifestyles. Programs foster developmentally appropriate parenting and child care as well as elder care, address environmental hazards, and support education in financial literacy, health care issues, and energy costs and conservation.

NIFA Priority Areas Addressed:

- Global Food Security
- Childhood Obesity
- Food Safety