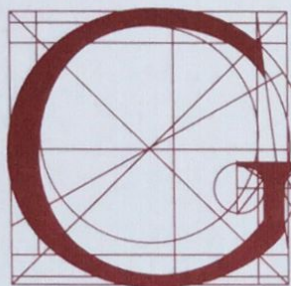
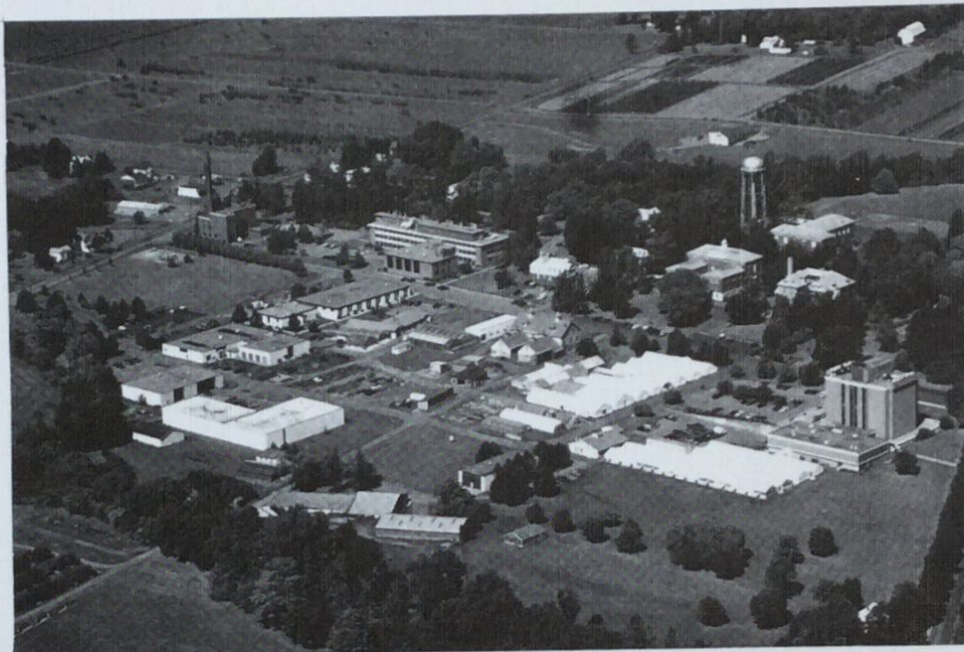


What is



The

GENEVA Plan?



A plan to strengthen the capacity of the New York State Agricultural Experiment Station at GENEVA to improve the economy of New York by developing advanced technologies and helping agribusinesses learn to use them.

A SUNY Campus in Geneva, NY

NEW YORK STATE
Agricultural Experiment Station

CORNELL
UNIVERSITY

What IS The GENEVA Plan?



The GENEVA Plan is a vision of how the New York State Agricultural Experiment Station can better accomplish its mission to serve New York "from the farm to the fork." The plan maps out programs in research and extension at the GENEVA Station that will benefit producers, processors, retailers, and consumers of fruit and vegetable commodities, as well as the state's turf industry.



With additional funds, the GENEVA Station can improve its ability to help agribusinesses by:

- Providing growers with more productive varieties of fruits and vegetables adapted to New York growing conditions by using classical and molecular plant breeding techniques.



- Developing varieties that resist diseases, insects, and spoilage to help New York agriculture expand its share of domestic and global markets.

- Improving cultural practices used by New York fruit and vegetable growers to enhance quality, reduce the cost of production, increase marketable yield and profitability.



- Helping producers provide high quality fresh and processed fruits and vegetables that are nutritious, visually appealing, and flavorful by using modern analytical methods to define and improve the quality of processed foods.

- Continuing to ensure a safe food supply by developing technologies that rapidly and accurately detect toxic chemical residues as well as disease-causing and spoilage microorganisms, and providing technical services that help producers make the safe, high quality foods demanded by today's consumers.

- Helping entrepreneurs and established businesses in New York meet regulatory requirements and bring new processed food products to market.



- Developing integrated pest management (IPM) programs, demonstrations, and other outreach programs to help growers and managers in the fruit and vegetable industries make pest control decisions that ensure effective and economical control of pests and diseases, protect the environment, and provide consumers access to wholesome, locally grown food.

- Strengthening outreach capabilities to ensure that the pest control practices for turf and landscape plants are effective and environmentally sound.



- Developing biologically based pest control products and chemical pesticides that are environmentally friendly and compatible with IPM strategies, and helping entrepreneurs start or expand biotechnology companies in New York State to produce these products.



- Expanding the services of the Food Venture Center by evaluating market potentials and helping agribusinesses expand markets regionally and globally for fruit and vegetable products.



- Conducting practical economic analysis of production, processing, and marketing systems on a one-to-one basis that will enable growers, processors, and retailers to make sound business judgments relative to adoption of new systems and technologies.



- Accelerating the transfer of knowledge resulting from research accomplished at Geneva and elsewhere to producers of fresh and processed foods so that they can gain a competitive edge quickly.



- Establishing an Ag-Tech Park on the GENEVA campus where private companies that have similar interests to the scientists at Geneva can locate and work cooperatively, sharing knowledge to create new jobs and help make New York stronger economically.

- Facilitating meetings for growers, food processors, marketers, and scientists to discuss and formulate plans to keep New York agriculture competitive in domestic and global markets.

- Reducing waste from plant-based food processing, and developing valuable by-products from these residues.

- Educating schoolchildren, the public, and policy makers about matters related to food production through a range of communication technologies, including distance education, so they can make informed decisions about the environment and their food supply.

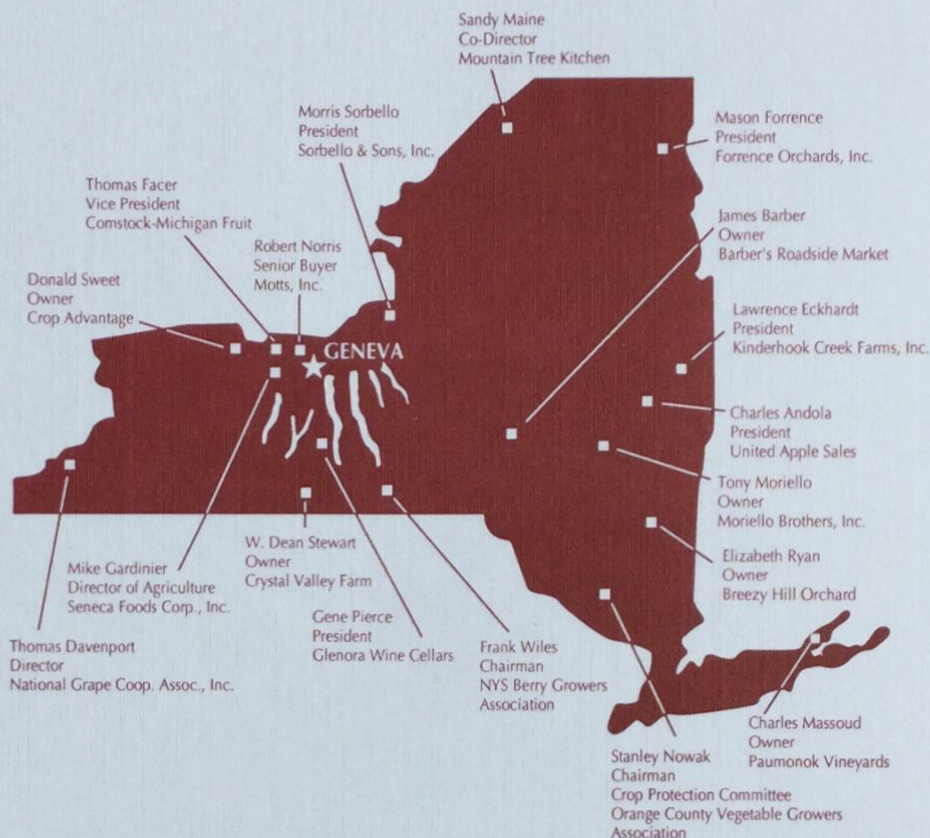
- Contributing to the sustainability of agriculture and associated businesses, thereby strengthening the economic viability of rural communities across New York State.

The GENEVA Plan seeks a one-time \$2.2 million appropriation for equipment and an additional annual appropriation of \$2.77 million to its base budget to hire research, extension, and support staff.

Funds for The GENEVA Plan Are an Investment in the Future of New York.

GENEVA's
stakeholders
from across
New York
representing
many types of
businesses
voice their
support...

"The GENEVA Experiment Station has an outstanding record of developing new technologies and providing educational assistance that has benefited food and agricultural businesses like ours. Because of the small and diversified nature of our individual businesses, we cannot finance complex research and development programs needed to maintain and improve our competitive position in a global economy. Therefore, we need the State to make a greater investment in GENEVA, which is an investment that will help keep the food and agricultural sector of New York's economy strong."



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Two detailed documents
 are available that
 elaborate on information
 in this brochure.

On April 29, 1997, U.S.D.A. Deputy Secretary Richard Rominger toured GENEVA and added his voice of support to GENEVA's stakeholders from across New York...

"Agricultural research and extension are what have made possible the bounty of agricultural production we have in this country and allow the U. S. consumer to pay a lower percentage of income for food than in any other country in the world. The work that I saw at the NYSAES demonstrated beyond any doubt the value of this investment in agricultural research. The partnership that exists between the federal, state, and

local governments, and with the farmers, processors, and others in private industry focused at the Experiment Station certainly proved the wisdom and benefits of this collaboration. This support by private industry is what leverages the public dollars to achieve maximum results. The GENEVA Station is an outstanding example of what our Land Grant University system produces for America's taxpayers."

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