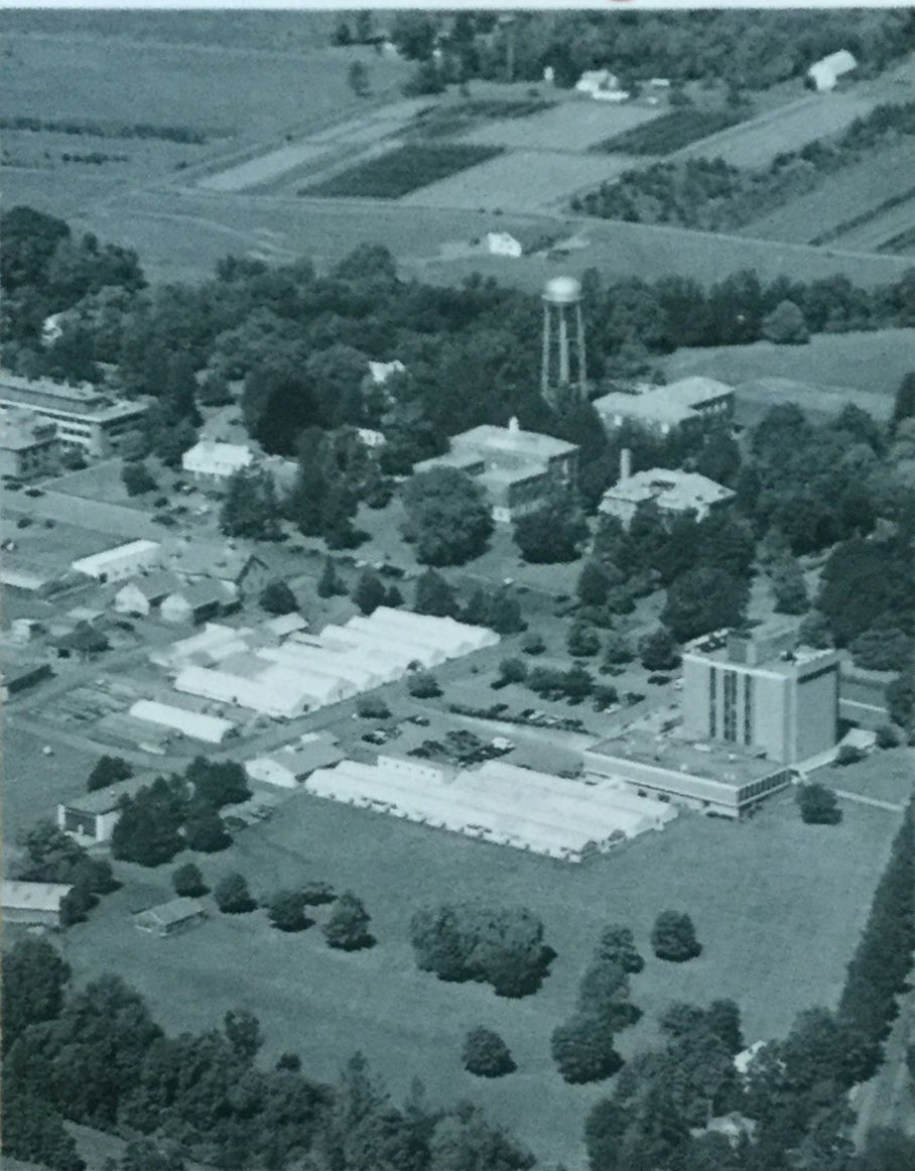


Introducing...



The GENEVA Experiment Station

*From Molecules to Markets,
GENEVA Means Business for New York*

NEW YORK STATE
Agricultural Experiment Station
GENEVA • NY

CORNELL
UNIVERSITY

From Molecules to Markets, GENEVA Means Business for New York

Whether it is developing a new variety of fruit or vegetable that has better quality and resistance to diseases and insects; finding new ways of training apple trees to increase productivity and decrease costs; discovering, often with the help of biotechnology, a way of using "natural" or biocontrol agents to help control diseases and insects; or finding new and better ways of processing fruits and vegetables, scientists at the New York State Agricultural Experiment Station at Geneva play an integral part in keeping New York's agriculture profitable and competitive; providing consumers with high quality, safe, and economical food; and protecting the environment.



Established approximately 115 years ago, the GENEVA Station is a prime example of how people from different segments of the agricultural industry working together can provide a food system that is second to none. Since it opened its doors in 1882, the GENEVA Station has had a very simple, but highly important charge: to assist the development of agriculture in New York State through scientific investigations and transfer of the results of research to farmers and food processors.

Although every state has at least one agricultural experiment station, the GENEVA Station is in an especially favorable position to help agriculture in New York. Firstly, it is centrally located in relation to the \$450 million fruit and vegetable industry of the state. It also maintains



outlying laboratories in the Hudson Valley at Highland and at Fredonia in the western part of the state to assist the industry in these regions.

Secondly, even though the GENEVA campus is separated from Cornell's main campus by 50 miles, it is close enough to allow the 50 faculty at GENEVA to interact with their colleagues at Ithaca while enabling them to concentrate on research and extension activities. Also, more than 90 graduate students conduct research for their advanced degrees under the direction of GENEVA faculty. They add another important dimension to the research efforts at the Station, as do the high quality support staff and visiting and post-doctoral scientists who are critical to the creativity and productivity of programs at GENEVA.



Thirdly, and perhaps most importantly, most of the GENEVA faculty have first-hand knowledge of the problems of producers of raw and processed fruit and vegetable products, and focus their research and extension activities on practical solutions. Their work takes them into laboratories, greenhouses, and field plots located on almost 1,000 acres of land at Geneva, onto growers' farms or into food processing plants throughout the state.

What this means is that there are a lot of stakeholders in the Station, including food

processors, growers, seed companies, agrichemical dealers, consumers and environmentalists. Maintaining close working relationships with these stakeholders greatly improves the usefulness of research and extension programs emanating from the Station.

The diversity and complexity of problems being investigated make it necessary for the Station



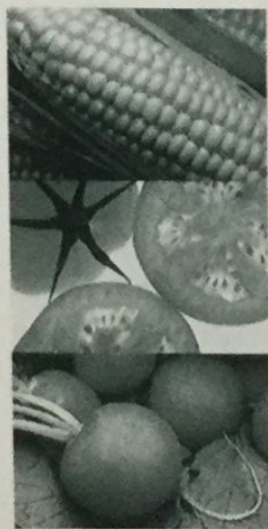
to employ scientists trained in many disciplines. These include: entomologists, plant pathologists, horticulturists, biochemists, chemists, microbiologists, plant breeders, crop physiologists, molecular geneticists, ecologists, epidemiologists, and food processing engineers. These scientists are supported by technical assistants, computer specialists, a statistician, librarians, communications specialists, a research farm crew, and a variety of trades people who maintain and modify facilities needed to carry out research and extension programs.

In addition to its primary function of supporting the fruit and vegetable industry, the Station is home of the Food Venture Center, which works with entrepreneurs and small food processing businesses to put new food products on the market. The Station is also responsible for Cornell's program on insects that attack turf grass. The GENEVA campus also serves as the headquarters for the statewide Integrated Pest Management (IPM) program operated by Cornell University. Scientists in the IPM program work



closely with faculty to develop and help producers adopt more effective, economical, and environmentally acceptable strategies to control insects, microorganisms causing diseases of plants, and

other pests. These include the use of biocontrol agents, beneficial predators, natural chemicals such as insect pheromones (sex attractants), resistant varieties, and judicious use of chemical pesticides. The campus is also home to the Plant Genetic Resources Unit of the United States Department of Agriculture that is part of the national system to collect, evaluate, maintain, and distribute germplasm of important crops grown in the United States.

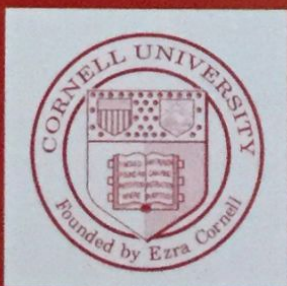


In summary, the Goal of the GENEVA Station is very simple: "To improve the competitiveness and profitability of growers and processors of fruit and vegetable crops while safeguarding the environment and ensuring consumers access to wholesome, high quality, and economical foods produced in New York."

For more information:

Jim Hunter, Director
NYS Agricultural Experiment Station
Geneva, NY 14456 • 315-787-2211

Daryl Lund, Dean
College of Agriculture and Life Sciences
Ithaca, NY 14852 • 607-255-2241



<http://www.nysaes.cornell.edu>

Cornell University is an Equal Opportunity Employer