



**CENTRAL NEW YORK
RESOURCE
CONSERVATION &
DEVELOPMENT
PROJECT, INC.**

ANNUAL PLAN

2009

Prepared by the Central New York RC&D Council
Assisted by the USDA Natural Resources Conservation Service

GOALS, OBJECTIVES, AND STRATEGIC ACTIONS

GOAL 1. TO FOSTER THE WISE USE OF LAND RESOURCES IN CENTRAL NEW YORK

Objective 2. Reduce erosion and sedimentation in Central New York

Key Volunteer/Staff Leaders: Staff; Volunteer leadership to be identified and appointed

How will we know we've succeeded? A reduction of erosion is documented

Strategic Action

1. ****Identify additional suitable erosion control projects including:** minimum tillage, grass-based agriculture, sustainable fence posts, buffers, wetlands, forest practices, grassland bird restoration, composting initiatives, access to fallow land

Outcome: Specific projects to pursue are identified

GOAL 2. TO FOSTER THE WISE USE OF WATER RESOURCES IN CENTRAL NEW YORK

Objective 1. Improve the use and quality of agricultural water to benefit communities within Central New York watersheds.

Key Volunteer/Staff Leaders: Staff; Volunteer leadership to be identified and appointed

How will we know we've succeeded? Water resource planning and implementation takes place

Strategic Action

1. *****Identify projects including water treatment plants (drinking water), wetland restoration, stream bank protection, cover cropping, waterfowl enhancement, education, sewage treatment, flooding mitigation, waste water from gas drilling**

Outcome: Increased efforts to enhance water resources in Central New York

GOAL 3. TO FURTHER DEVELOP THE CNY RC&D COUNCIL TO ACHIEVE ITS MISSION & VISION

Objective 1. Increase the Board's capacity to provide leadership to CNY RC&D

Key Volunteer/Staff Leaders: Chair; Executive Committee; Board Development Committee;

How will we know we've succeeded? Board is engaged (responsible, accountable, representative, present, structured, involved)

Strategic Action

1. ****Celebrate accomplishments at Annual Meeting**

Outcome: Accomplishments are featured at each annual meeting; reflected in minutes

2. ****Rotate locations of meetings to increase participation by outlying counties**

Outcome: Schedule presented to Board; included in Board manuals

3. ****Provide assistance regardless of race, color, national origin, gender, religion, disability, political beliefs, sexual orientation, and marital or family status**

Outcome: Quality assistance to all

4. ****Actively recruit new board members including women, limited resource individuals, minorities and other protected groups**

Outcome: Expand and diversify Board Representation

5. **Review Civil Rights Compliance Review Guide at Board meetings

Outcome: Better understanding of civil rights compliance issues

Objective 2. People know our vision and ultimately are willing to support it financially

Key Volunteer/Staff Leaders: Chair; others to be assigned

How will we know we've succeeded? Increased awareness of programs & vision; increased involvement, increased financial support

Strategic Action

1. **Web-site is maintained and updated quarterly

Outcome: Web page is up-to-date

2. **Annual Report prepared and distributed

Outcome: Partners and potential partners are better informed of what CNY RC&D does

Objective 3. 12-County Community will support our work financially

Key Volunteer/Staff Leaders: Chair to be appointed for Fund Development Committee; Staff

How will we know we've succeeded? CNY RC&D will be financially stable, with a broad base of community support

Strategic Action

1. **Prepare fund development plan

Outcome: Board adopts fundraising plan

2. **Explore new sources of funding:

a. By Project or By Program

Outcome: Match funders to appropriate projects/programs = \$\$

Objective 4. We will support partnerships that share our Goals so they will be known and effective

Key Volunteer/Staff Leaders: Work team

How will we know we've succeeded? Improved interaction and support of partner program/project activities

Strategic Action

1. **Assist 1 not-for-profits and/or appropriate group to improve decision making capacity

Outcome: 1 organizations improve decision making capacity

2. **Participate as an active member of the Regional Community Food Project

Outcome: Move CNY RC&D projects forward with the assistance of the RCFP

3. **Provide financial & technical assistance to 12 SWCDs conducting grazing education

Outcome: Increased number of grazing education events (6 new) are conducted in Central NY

Goal 4. To enhance the economic vitality of Central New York

Objective 1. Farms and organizations will improve decision-making to benefit the health of their communities

Key Volunteer/Staff Leaders: Volunteer leadership to be identified and appointed; staff leadership

How will we know we've succeeded? Board approves Implementation Plan; increased awareness of need for improved decision making

Strategic Action

1. **Conduct training in holistic decision making

Outcome: Trainings completed resulting in more effective decision making by participants

2. **Give 4 public presentations on holistic decision making

Outcome: Four (4) presentations for 50 people

3. **Provide training in holistic decision making to partner organizations throughout the Northeast

Outcome: Ten (10) certified educators and trained staff/other in whole farm planning and holistic decision making

4. **Develop 3 holistic grazing plans throughout the Central NY Region

Outcome: Increased knowledge on planned grazing throughout Central NY

Objective 2. Facilitate the use & development of local resources, so local raw materials will be processed locally to produce value added products.

Key Volunteer/Staff Leaders: Project Committees & Staff

How will we know we've succeeded? Increased rural economic development tied specifically to our activities

Strategic Action

1. **Support establishment of a regional slaughterhouse in the Area for processing local meats

Outcome: New or expanded slaughterhouse

2. **Utilize Earth Team volunteers to capture overflow of food for those in need

Outcome: Increase in local food availability for limited resource individuals in Central NY

3. **Increase elderly, low income, home bound individuals' access to local food through collaboration with the Rural Health Service Corps

Outcome: Obtain 2 RHSC members who work on protected groups' access to local food

4. **Increase marketing opportunities for local food and other products by publishing Local Farm/Food Maps for individual counties throughout the 12-county region

Outcome: County specific maps are available in printed and on-line form for all 12 member counties by 2010

5. **Increase sales of locally grown and/or processed food from our 12-county region through Chenango-Madison Bounty and it's expansion into additional counties

Outcome: Local food sales through Bounty reach \$312,000 by December 2010

6. **Assist the Chenango Ag Development Council with the Regional Cheese Project

Outcome: Training available to new and potential cheese makers throughout Central NY State

Objective 3. Facilitate the involvement of youth in the natural resources field.

Key Volunteer/Staff Leaders: Staff; Volunteer leadership to be identified and appointed

How will we know we've succeeded? Increased youth participation in natural resource field

Strategic Action

1. **Involve 25 young people in natural resource projects, which provide service, stewardship and education opportunities

Outcome: Better understanding among some young people of the value of service, education and stewardship of natural resources

2. **Conduct youth education projects with entities like Rogers Environmental Center
Outcome: Increased youth education opportunities with Central New York

GOAL 5. TO ENHANCE IMPROVED LAND MANAGEMENT IN CENTRAL NEW YORK

Objective 2. Protect and improve agricultural land in Central New York.

Key Volunteer/Staff Leaders: Staff; Volunteer leadership to be identified and appointed

How will we know we've succeeded? Projects implemented address diminishing and/or degraded agricultural land

Strategic Action

1. **Conduct a Carbon Conference for agencies, NGOs, rural landowners

Outcome: Up to date information is made available to farmers, agencies & organizations

2. **Maintain the agcarbontrading.org website and provide printed materials on agricultural carbon trading to farmers, agencies, organizations and individuals

Outcome: High value information on agricultural carbon trading is available throughout the region

Objective 4. Encourage the production of energy crops in Central New York

Key Volunteer/Staff Leaders: Staff; Volunteer leadership to be identified and appointed

How will we know we've succeeded? Expansion of green fuels supply and utilization

Strategic Action

1. **Explore the development of grass pellets as a fuel source.

Outcome: Grass pellets establish a reputation as a viable fuel source

Objective 5. Examine options for limited resource individuals who have a lack of opportunities related to natural resources

Key Volunteer/Staff Leaders: Staff; Volunteer leadership to be identified and appointed

How will we know we've succeeded? New opportunities for limited resource individuals are made available

Strategic Action

1. ***Continue to provide low interest loans to limited resource farmers

Outcome: Provide \$2,500 in low interest loans

2. **Continue to publish the weekly auction market report

Outcome: Weekly publication of auction prices and column

3. ***Expand Venison Donation Program

Outcome: Reach new level of pounds of venison processed

5. ***Further explore local food opportunities, including food gardens, lawns to gardens and a donation cows program

Outcome: Expanded local food opportunities for all citizens of Central New York