Addressing Today’s Cooperative Issues

Northeast Cooperative Council

2010 Annual Report

Meeting Member Needs for Education and Information
Council Profile

Mission
The mission of NECC is to stimulate the overall effectiveness of member organizations by increasing the understanding and power of the dynamic cooperative business model among directors, members, employees, advisors, future leaders, and educators through a working partnership of cooperative leaders and faculty at Cornell University. To provide leadership to members in leveraging their own educational resources through collaboration, and providing an ongoing forum fostering the exchange of ideas among cooperatives here and around the world.

Member Services
Cooperatives operate for the benefit of their member-owners. The Northeast Cooperative Council (NECC) operates for the benefit of member cooperatives and associate members. NECC is a regional membership organization serving cooperatives in New York and New England. Council members represent a variety of cooperatives including: rural electric, insurance, service, supply, credit and marketing. Associate members include legal, accounting, consulting and international development professionals working with cooperatives in the region.

NECC was incorporated in New York State in 1949 as the New York State Council of Farmer Cooperatives. As the service area of the member cooperatives expanded across the Northeast and the number of state councils in the region declined, the Council began to accept members from outside of New York State. In 1991 the name was changed to the Northeast Cooperative Council. In 1997, the Council instituted an associate membership open to professionals working with cooperatives in the Northeast.

The Council is guided by the board of directors composed of representatives from member organizations. The board is comprised of a mix of producers and managers. The Council, along with the faculty and staff in the Department of Applied Economics and Management in the College of Agriculture and Life Sciences at Cornell University, strives to provide members with the highest quality educational programs.

A key relationship for the Council is a partnership between NECC and the Cornell Cooperative Enterprise Program (CEP). NECC and CEP jointly sponsor workshops, seminars and conferences.

The Council sponsors annual conferences and workshops for directors, senior management, and future leaders as well as special programs for members.

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President's Report

On behalf of the Northeast Cooperative Council Board of Directors I would like to welcome you to the 62nd Annual Meeting and Leaders Forum. We are again very excited about the agenda that we've put together and by the quality of speakers we have on the program. We have economist Marci Rossell back again this year. Last year she received the highest marks we had on our evaluation forms. I'm sure her perspective on the present economy will captivate us all. Brian Wansink from the Dyson School of Business at Cornell and Tom Carter of the US Agency for International Development will update us on how the US fits in this growing world market. We will get the business insight from former Secretary of the US Dept. of Commerce, Carlos Gutierrez and CoBank - CEO Bob Engel. Once again we will wind up with our ever popular round table discussions. I was thinking about our director’s round table last year. We talked a lot about social media and how it would affect cooperatives. Who would have thought it would bring down three governments in North Africa? It might have all started with that viral video about that guitar.

We are also very pleased to be able to continue to hold this meeting in conjunction with CoBank’s Annual Customer Meeting here in the Northeast. Our relationship with CoBank is important to us and we feel that both organizations benefit from holding their meetings jointly. This is shown year after year by the favorable comments that each of us receives from meeting participants.

In addition to our normal business activities, your Council has been active in several areas over the last year.

We are presently working through a tough budget cycle that is affecting us all. Cornell and their new Dean Kathryn Boor are working to maintain quality education and extension programs with less revenue. This will affect NECC at some level. Brian Henehan has planned to retire from his present capacity at Cornell in 2012. We are all extremely grateful for what Brian has done for NECC as well as cooperative extension over his many years in service. I have informed him that we are not going to let him off the hook easily. He has told me he is not going far so I think we will find a way to continue to tap the resources he has given us in the past. As we go forward NECC will look for synergies with Dean Boor and Cornell as well as working with neighbor councils like MACC to maintain the quality programs as in the past.

In July 2011 we are looking forward to our Future Cooperative Leadership conference. It will be held in Burlington, Vermont with Agri-Mark being the host cooperative. With their help, we are putting together a great conference that will include a tour of some farms as well as the cut and wrap cheese operation at Cabot. It is time for your cooperatives to line up young cooperators to spend three days in Vermont in early July.

As always, I want to thank our Cornell associates – Brian Henehan, Todd Schmit and Carol Thomson for all they do on behalf of NECC. Serving as president has been a great experience for me and I’d like to thank the other board members for their support and the work that they do on behalf of the Council. This is not their primary job, but all the board
members are willing to step up with time and effort when necessary and all do a very good job of representing your organizations.

With that I welcome you and hope you enjoy our conference. I was reminiscing just a little of where exactly I was when John Kennedy was shot. I remember exactly where I was when the eagle landed on the moon and I remember exactly where I was when Mike Eruzione put that puck in the Soviet goal! Looking forward to an evening with Mike and the rest of our speakers.

Eric Zuber
NECC President
Executive Secretary's Report

The past year has brought a number of accomplishments aimed at fulfilling the mission of the Council of enhancing the performance of member cooperative businesses and achieving a better understanding of the cooperative business model.

Having been at Cornell for over 25 years, I have seen a number of name changes for the Department and now School that I am housed in. I was hired into the Agricultural Economics Department in 1985 which later became the Dept. of Agriculture, Resource, and Managerial Economics which then became the Dept. of Applied Economics and Management. We are now re-named the Charles H. Dyson School of Applied Economics and Management in honor of a gift from the family of Charles H. Dyson. And so, you will see that designation on my address and as a co-sponsor of conferences with the Council. To learn more about Charles H. Dyson and the School visit our website at: http://dyson.cornell.edu/

As a parent of two teenagers who have Facebook pages, link to friend’s pages and Google solutions to homework problems, I have gained a new appreciation for the power and scope of “social networking” as well as finding useful information online. We took a poll of the participants at the 2009 NECC Future Leaders conference and learned that there is a high level of computer and online activity for younger farmers and cooperative members which is no surprise. However, the group goes on line frequently (94% at least once a week) and “Rely Heavily on Web-based information for Farm Business Management” (58%). Along with younger farmers, our Cornell Cooperative Extension educators also exhibit a high utilization of online educational resources.

And so, to better serve this growing online audience, I joined with a group of Extension faculty from a number of Land-Grant Universities from across the U.S. including: Michigan State, Iowa State, Texas A&M, Virginia Tech., North Dakota State, and Oklahoma State to develop better online educational resources focused on cooperative enterprise. Through an extensive cooperative effort, we developed several hundred pages on online content on a wide range of subject matter related to cooperatives including: governance, management, finance, launching a new cooperative, marketing, and materials for a youth audience. For more information visit www.extension.org/cooperatives. I am convinced that an online approach to education about cooperatives is becoming more valuable all of the time.

Last February, I had the honor of being invited to speak at the Annual Meeting of the Cooperative Feed Dealers, CFD. I am pleased to note that CFD has become a new member of the Council.

As we head towards the expiration date for the Memorandum of Understanding in June of next year between the College of Ag. and Life Science, CALS, at Cornell and Cornell Cooperative Extension, the board of directors is engaging Kathryn Boor, CALS Dean and Loren Tauer, director of the Dyson School in a discussion aimed at maintaining continued
relations with the College and School. It has been my experience that this relationship has truly been a “win-win” one.

Benefits to the Dyson School, Cornell and CALS have included: increased employment opportunities for students, access to valuable data on agribusiness and cooperative performance for use in applied research by faculty or graduate students, increased participation in off-campus educational conferences and outreach events, availability of a pool of experienced senior managers or farmer-leaders to be guest lecturers in classrooms, enhanced alumni relations, and last but not least, financial support to the College and School.

Benefits to Council member cooperatives can include: increased access to a talented pool of students for recruiting, input on educational and applied research efforts aimed at enhancing cooperative performance, co-promotion of Council educational activities, support for developing needed educational resources and programs, advice from experienced faculty on addressing contemporary issues of concern as well as faculty being available as speakers or instructors for Council programs.

As I head towards retirement next year, I continue to keep the Council’s educational needs and related activities as a priority. I remain honored to serve as your Secretary as well as value the opportunity to help deliver quality educational programming to the leaders, staff, and members of NECC.

In Memoriam
We lost a great supporter of cooperative education and youth leadership development, when Bill Young passed away unexpectedly last year. As many of you know, he worked in member relations for Upstate-Niagara Cooperative. I could always count on Bill to help recruit participants for the NECC Future Leaders conference as well as help host the event when it was Upstate’s turn. We truly miss him and his sense of humor.

Brian Henehan
NECC Executive Secretary
Cornell Report

Congratulations to the NECC for a productive year working with cooperative leaders, executive management, and future leaders in increasing the understanding and power of the cooperative business model! Cornell University, Cornell Cooperative Extension, the Charles H. Dyson School of Applied Economics and Management (AEM), and the Cornell Cooperative Enterprise Program are all proud of the collaborative relationships we have with the NECC.

In today’s difficult budget climate, it is important to recall the contributions agricultural cooperatives play in our economy. In New York, nearly $3 billion in revenue is generated annually by farm supply and marking cooperatives (FSMCs), including backward linked input supplier contributions and induced household spending (2006 dollars). Over $110 million in direct compensation to employees in agricultural cooperatives expands to over $163 million when rippled through the economy. Nearly 2,900 jobs directly supported by FSMCs expand to over 4,000 jobs when all inter-industry linkages are accounted for. Notably, these estimates do not include economic activity of the Farm Credit System, a major agricultural lender to both farmers and cooperatives in the state.

Cornell University, like many universities across the country, is facing some serious budget issues. State budget issues compound the difficulties faced by our statutory colleges. As recently stated by Dean Boor, the proposed state budget will disproportionately affect CALS; losses will approach 15% of total state appropriations for the Ithaca and Geneva campuses, and includes the proposed elimination of several programs directly funded through the Department of Agriculture and Markets. There are also reductions in resources for Cornell Cooperative Extension, which provides an essential arm of outreach for CALS. CALS is working hard to encourage legislators to restore funding to agricultural programs.

Difficult decisions remain for AEM as well, but we were fortunate to receive a $25 million gift from the family of John Dyson in 2010 to establish the Charles H. Dyson School of Applied Economics and Management. The education of our students and our global research and outreach in applied economics and management will benefit from this generous gift, but it will be important to prioritize the utilization of these resources for the School and for CALS within the current budget climate. It is a high-priority task that AEM and CALS are currently addressing.

On a more positive note, we include below a brief description of some of this past year’s educational and research accomplishments, with particular relevance to agricultural cooperatives. As always, we welcome your input on developing effective, useful, and timely research and outreach products. We look forward to another productive year together!

Thanks!

Todd M. Schmit, PhD
Ruth and William Morgan Assistant Professor in Applied Economics and Management
Charles H. Dyson School of Applied Economics and Management, Cornell University
Faculty Liaison to the NECC
Educational Activities

**Agricultural Cooperative Leadership Education:** The 34th Annual Future Cooperative Leaders Conference will be held July 13-15, 2011 and hosted by Agri-Mark in Burlington, Vermont. As in the past, both Brian and Todd will be on the program and look forward to meeting new cooperative leaders.

**Advanced Director Workshops:** Brian serves on the planning committee for the U.S. Farmer Cooperatives Conference which was held in December, 2010 in Denver, CO. He has also been facilitating communication between various NECC member cooperatives and the Farm Credit Services group about planning an Advance Governance educational program.

**International Agribusiness Study Trip:** Cornell’s Agribusiness Fellows Program in the Charles H. Dyson School provides undergraduate students the opportunity to travel abroad to observe and interact one-on-one with agribusiness leaders in different countries. In 2011, Todd, Professor Loren Tauer, and 14 Agribusiness Fellows traveled to Methven, New Zealand during spring break (March 18-27). All participants attended the 18th International Farm Management Congress organized around New Zealand agriculture and entailed presentations and various field trips to agricultural businesses.

**Cornell Strategic Marketing Conference:** Todd currently serves as the faculty chair of the Agricultural Marketing and Management Program Work Team (PWT). Each fall the PWT organizes the Cornell Strategic Marketing Conference and the 2010 conference addressed today’s complex market changes in a new world of social media marketing. The popular conference focused on helping agricultural producers and agribusinesses develop and improve their social media marketing practices with tools that attendees can take back and apply to their own businesses right away. The 2010 conference was held on November 1 in Hyde Park, NY with nearly 75 attendees. More information is available at http://marketingpwt.aem.cornell.edu.

**eXtension Community of Practice:** The USDA Extension service is developing an advanced online platform for delivering digital educational materials, videos, webinars, etc. The system is called eXtension and is built around “communities of practice” (COPs) which are collaborating networks of individual or organizations that focus on a common educational effort. Henehan is on the national leadership team for the CoP focusing on education and information about cooperative enterprise. The eXtension site on cooperatives was launched at USDA headquarters in Washington, DC in October which is National Cooperatives Month. For more information see http://www.extension.org/cooperatives.

**International:** Brian hosted a visiting delegation from China interested in food processing.
Northeast Cooperative Council

Cornell Report (cont’d.)

National Committee Participation Both Henehan and Schmit are members of a national committee of University and industry participants titled NCERA-210. The NCERA-210 committee is a regional research project focusing on cooperatives (for more information see http://www.agecon.ksu.edu/ACCC/ncera210/aboutncera210.htm A primary objective of the committee is to promote and coordinate research and educational activities focusing on cooperatively owned businesses.

Other Educational Outreach Efforts: Both Schmit and Henehan presented results of their research and educational efforts at numerous extension, industry, national, and educational events, including the Agribusiness Economic Outlook Conference, Cornell Cooperative Extension’s Agricultural and Food Systems In-Service, Empire Farm Days, County CCE events, the Annual Meeting of Cooperative Feed Dealers, and the CCE Agricultural Finance and Management Retreat. Schmit also serves on the New York Dairy Industry Task Force, Community & Rural Development Institute (CaRDI) Faculty Advisory Committee, and the CALS Economic and Community Development Working Group.

Recent Publications


Year In Review

Forum Focused on “CONTEMPORARY COOPERATIVE ISSUES”

The Northeast Cooperative Council held its Cooperative Leaders Forum and 61st Annual Meeting on March 18-19, 2010 at the Doubletree Hotel in Syracuse, NY. The Forum was held in conjunction with CoBANK’s customer meeting.

Dr. Brent Hueth kicked off the Forum on Thursday with an address on “The Economic Impact of Cooperatives in the U.S.” Hueth is the Director of the University of Wisconsin Center for Cooperatives and Associate Professor in the Department of Agricultural and Applied Economics. His research and teaching focuses on cooperative organizations and agricultural markets. He is a co-editor of the recently published book titled Cooperative Conversions, Failures and Restructurings: Case Studies and Lessons from U.S. and Canadian Agriculture which is available online at http://www.kis.usask.ca/CoopBook.html.

Charles Conner offered “An Update from Washington”. Conner became president and CEO of NCFC in February 2009. Before joining NCFC, he served as Deputy Secretary for the USDA and Chief Operating Officer overseeing day-to-day operations including development of a $95 billion budget for the 26 USDA agencies representing 300 programs and more than 100,000 employees.

He highlighted the four major issues for cooperatives in this session of Congress: Antitrust exemptions, Environmental/climate change regulations, taxes and food safety. In regard to antitrust issues, the Dept. of Justice, DOJ began a series of workshops focusing on antitrust activity in the food industry. Cooperatives are coming under more scrutiny by the Antitrust Division in DOJ.

NCFC’s response is a three pronged approach through: government relations, public relations and grassroots efforts. They are emphasizing how farmer cooperatives are integral to the success of the U.S. food and ag. system. Cooperatives add competition to the system helping farmers of all sizes and ensuring the fairest prices to consumers.

In regard to climate change, NCFC is tracking relevant legislation and regulatory changes that affect farmer co-ops. Efforts are aimed at ensuring the viability of farmer owned refineries, maintaining the ability of U.S. agriculture to compete in international markets, and encourage the adoption of any regulations on a global scale. In the area of taxes, focus on the tax issues related to the expiration of Bush tax cuts, and insure that agriculture is included in the tax provisions of the Jobs Bill.

High profile food safety incidents are making food safety a priority issue. NCFC is tracking the FDA Modernization Act in the Senate. Immigration reform is moving forward slowly. The best bet is the AgJOBS bill introduced in both the House and Senate. Sen. Lugar was recruited as the first Republican co-sponsor in the Senate. Looking ahead, there will be...
Year In Review, Cont’d.

continuing pressure on reducing funding for the Farm Bill with a greater share shifting out of farm related programs into nutrition.

**Dr. Marci Rossell** presented an “Economic Outlook”. Rossell is a Former CNBC Chief Economist and Co-Host of SQUAWK BOX. She stimulated the audience speaking on the nexus of economics, politics, culture and the media. Her animated style was honed when she served as the popular, lively Chief Economist for CNBC in the months immediately following September 11th. In her presentation, she covered a range of complex economic issues that help explain our current situation and made them relevant to the group. She also offered her outlook on the future economic forecast.

**John Sununu** addressed the subjects of “Finance and Energy Policy”. He covered a range of topics related to energy policy. Senator Sununu (R-NH) cut a unique path from the private sector to public office, serving for three terms in the House of Representatives and for six years as the youngest member of the United States Senate. Before entering public service, Sununu worked for emerging high-tech firms as an engineer, strategy consultant, and a chief financial officer. Sununu currently serves as one of five panel members responsible for the oversight of TARP funds and has developed numerous proposals for regulatory reform, mortgage issuance, and national insurance oversight.

The Thursday afternoon program was followed by a reception hosted by CoBANK directors. The CoBANK dinner speaker at the annual banquet was Doug Flutie. For over 20 years, Doug Flutie’s name has been synonymous with excellence in college and professional football. He will always be remembered for throwing the Hail Mary Touchdown Pass in the last seconds of Boston College’s 47-45 upset over Miami, the same season he won the Heisman Trophy. Doug went on to play for the USFL, the NFL, and the Canadian Football League which included three Grey Cup Championships and Grey Cup MVP honors. Doug returned to the NFL, led the Buffalo Bills to the playoffs and was named the 1998 NFL’s Comeback Player of the year. Flutie ended his career as a backup quarterback for the Pats in 2005. In his final play, he made history by successfully executing the NFL’s first drop kick since 1941.

The Forum continued on Friday morning with a presentation by Dr. Ed McLaughlin on “Trends in the Supermarket Industry”. McLaughlin is the Robert G. Tobin Professor of Marketing, Director of the Undergraduate Business Program and Director of the Food Industry Management Program at Cornell University.

A panel discussion followed on “Marketing Sustainability”. The panel members included Prof. McLaughlin, Richard Naczi, the Chief Executive Officer of American Dairy Association and Dairy Council, Inc., headquartered in Syracuse, New York, and Jed Davis, Director of Sustainability for Cabot Creamery Cooperative. The group engaged in a lively discussion
about how retailers and cooperatives are developing marketing strategies based on sustainability. The forum wrapped up with round table discussions for directors and managers.

**Directors and Officers Elected**

The Council elected directors for 2010. Four directors were elected or re-elected to serve on the 12 member board. Sandy Stauffer was re-elected to represent Dairylea Cooperative. Bill Banker was elected to represent Agri-Mark. Jay Hardenburg was re-elected to represent National Grape Cooperative. And, Judy Joy, was elected to represent Ocean Spray Cranberries, Inc.

Council officers for 2010 were elected at the board’s reorganization meeting. Eric Zuber, a dairy farmer from Western New York as well as a director of Upstate-Niagara Cooperative and O-AT-KA Milk Products was elected to serve as President of the Council. Craig Pollack, loan officer with Farm Credit East, was elected Vice-President. Theron Kibbe, director of marketing for Farm Credit East to serve as Treasurer. Brian Henehan, Senior Extension Associate at Cornell University, was re-appointed Secretary.

**New Yorkers Participate in Summer Youth Institute**

The Mid-Atlantic Alliance of Cooperatives,( MAAC) held it’s annual Summer Youth Institute on June 27-30, 2010 at the Lock Haven University in Lock Haven, Pennsylvania. NECC has assisted in promoting the Institute. A number of participants travelled from New York State to attend. The program is designed to create an understanding of business, cooperatives, and entrepreneurial skills among older teens within a workshop-learning environment that fosters team building and leadership development. For more information see [http://www.maacooperatives.org/id30.html](http://www.maacooperatives.org/id30.html)

**Annual Farmer Cooperatives Conference**

The 13th annual Farmer Cooperatives Conference, presented by the UW Center for Cooperatives was held in Denver, CO on December 6-7. This year’s program, ”Cooperatives Looking Forward”, examined how agricultural cooperatives can position their businesses for the future. A number of NECC member cooperative representatives attended or presented on the program. For more information and presentations, visit: [www.uwcc.wisc.edu/outreach/fcc](http://www.uwcc.wisc.edu/outreach/fcc)
Year In Review, Cont’d.

Researchers Held Annual Meeting
NCERA-210 is a National Committee comprised of academic and industry researchers interested in studying cooperative businesses held their annual meeting and workshop on December 7-8 in conjunction with the Farmer Cooperatives Conference in Denver, CO. The annual meeting of the group provides a forum for the discussion of theory and empirical work, by both academic and industry experts, on issues related to cooperative businesses. Prof. Todd Schmit served as Chairperson of the Committee. For more information on the committee and papers presented, visit the NCERA-210 web site at: http://www.agecon.ksu.edu/accc/ncera210.
The National Cooperative Bank has released its 2010 "Co-op 100" list of the largest U.S. business cooperatives. Seven NECC members are included in this elite group which includes cooperatives operating in various business sectors. The NECC cooperatives are:

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<tr>
<th>Rank</th>
<th>Cooperative</th>
<th>2009 Total Revenue (million $)</th>
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<tr>
<td>4</td>
<td>Dairy Farmers of America</td>
<td>8,174</td>
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<td>16</td>
<td>CoBank, ACB</td>
<td>2,379</td>
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<td>24</td>
<td>Ocean Spray Cooperative</td>
<td>1,541</td>
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<tr>
<td>33</td>
<td>Dairylea Cooperative, Inc.</td>
<td>1,201</td>
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<td>73</td>
<td>National Grape Cooperative</td>
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<td>75</td>
<td>Agri-Mark</td>
<td>655</td>
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<tr>
<td>92</td>
<td>Upstate Niagara Cooperative</td>
<td>522</td>
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For more information on the list and on cooperative businesses visit: [www.coop100.coop](http://www.coop100.coop)
Leaders and Members

Board of Directors
(2010)

Will Baildon
CoBank, ACB

Bill Banker
Agri-Mark

Jay Hardenburg
National Grape Cooperative

Judy Joy
Ocean Spray Cranberries, Inc.

Craig Pollock
Farm Credit East, ACA

Paul Saenger
Yankee Farm Credit, ACA

Ed Schoen
Dairy Farmers of America

Sandy Stauffer
Dairylea Cooperative Inc.

Stephen Tudhope
Farm Credit East, ACA

Cynthia VanLieshout
Upstate Niagara Cooperative

Eric Zuber
O-AT-KA Milk Products Cooperative

Officers

Eric Zuber, President
O-AT-KA Milk Products Cooperative

Craig Pollock, Vice-President
Farm Credit East, ACA

Stephen Tudhope, Treasurer
Farm Credit East, ACA

Staff and Associates

Brian Henehan, Executive Secretary
Carol Thomson, Administrative Assistant
Dr. Todd Schmit, Cornell Liaison

For more information about the Council contact:

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Email: bmh5@cornell.edu

or visit our website:
http://cooperatives.dyson.cornell.edu/
MEMBERS OF THE NORTHEAST COOPERATIVE COUNCIL
(2010)

Agri-Mark, Inc.
CoBank, ACB
Cooperative Feed Dealers
Dairy Farmers of America
Dairylea Cooperative, Inc.
Dairy One Cooperative
Farm Credit of Maine, ACA
Farm Credit East, ACA
Genex/CRI Cooperative, Inc.
Lowville Farmers Cooperative, Inc.
National Grape Cooperative
NYS Rural Electric Cooperative Assoc.
O-AT-KA Milk Products Cooperative
Ocean Spray Cranberries, Inc.
Pro-Fac Cooperative
St. Albans Cooperative Creamery
Stamford Farmers Cooperative
Upstate Niagara Cooperative, Inc.
Yankee Farm Credit, ACA

Associate Members

Jeffrey Fetter
Scolaro, Shulman, Cohen, Fetter & Burstein, PC

Noemi Giszpenc
Cooperative Development Institute

Gary Heckman
AgChoice Farm Credit

David Hayes
Bond, Schoeneck & King, PLLC

Charles Sullivan
Bond, Schoeneck & King, PLLC

Jay McWatters
Dopkins & Co., LLP

Bob Ludwig
The Hale Group

Bill Wilson
Farm Credit Council Services