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FOR IMMEDIATE RELEASE

Announcement Abstract

April 13, 2010

Jim Burch, president of CCE of Monroe County Board of Directors announces the Association's broadened involvement in agriculture with the appointment of Walt Nelson as Agriculture Issues Leader in addition to his ongoing horticulture program responsibilities.

April 13, 2010 Rochester, New York

The new growing season has a 'new' face at Cooperative Extension as Jim Burch; President CCE Board of Directors announces the Board's action increasing agriculture programs by assigning general agriculture responsibilities to Walt Nelson, in addition to his Horticulture Program Leader role.

The Board has long supported regional agriculture teams in animal science, field crops, fruits and vegetables. Burch believes the vision for the additional program support is providing information for farm business start-ups and expansion as well as making the three Regional Agriculture team programs even more useful for Monroe County producers. Walt has an undergraduate degree in horticulture and an MBA from the University of Rochester. He brings similar experience in dual program responsibilities for over 25 years in other New York Counties.

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