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Bath Native, Proponent of Sustainable Agriculture To Speak at Keuka College April 26

KEUKA PARK, N.Y.—Jamie Hawk, the sustainable viticulture community educator for Cornell Cooperative Extension's Finger Lakes Grape Program, will speak at Keuka College Wednesday, April 26.



Hawk will give the spring lecture sponsored by the Friends of Lightner Library at 7:30 p.m. in the Gannett Room (Lightner Library).

Given annually, the spring lecture focuses on a topic that aligns in some way with Earth Day and related topics of environment interest.

Hawk will describe his role in a statewide project funded through a grant from the New York Farm Viability Institute. His project is designed around a grower self-assessment sustainable practices workbook, which will be used in cooperation with individual grape growers to examine their production practices. The goal is to get growers to make changes that are environmentally and economically friendly.

“Sustainable agriculture, often defined by three “E’s,” involves medications to management practices that are economically viable, environmentally responsible, and socially equitable,” said Hawk. “The self-assessment workbook is an educational tool that aims to both document sustainable practices that the growers have already implemented, as well as highlight the areas where improvements could still be made.”

Field-testing for Hawk's workbook has begun in three major grape producing regions of New York: Lake Erie, Finger Lakes, and Long Island. The statewide introduction to the grower community at large will take place this summer.

A Bath native, Hawk earned a bachelor's degree in biology from Cornell University and a master's degree in biological oceanography from the University of Rhode Island. He spent three-and-a-half years in Africa, first as a Peace Corps Volunteer in Zambia teaching fish farming, then administering an educational organization with divisions in Tanzania and Kenya.

Prior to his current position, he was assistant vineyard manager at Hunt Country Vineyards in Branchport.