



NEWS RELEASE

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Livingston County dairy farmer, Rob Noble elected as NYFVI chair. Peter Ferrante of New Paltz elected as vice chair.

Syracuse—The New York Farm Viability Institute’s board of directors (NYFVI) elected Rob Noble of Noblehurst Farm in Linwood to serve as its chair. Noble has served on the NYFVI board since 2016 when he was nominated by NYFVI’s dairy advisory committee.

The organization elected Peter Ferrante of New Paltz to serve as its vice-chair. Jim Fravil, a livestock farmer in Lodi will continue to serve as secretary-treasurer. Both individuals joined the board in 2014.

“Rob Noble hit the ground running, he has been a thoughtful reviewer of our grant proposals, an excellent board member, and strong advocate for our organization.” said David Grusenmeyer, NYFVI’s Executive Director.

Noble, who previously served as vice chair, replaces Mike Jordan who chaired the organization for two years. Jordan, a grape grower from Livingston County, will continue to serve on the board.

“I’m proud to serve as chair of Farm Viability and I’m fortunate that the farmers before me ensured it has a solid foundation. This organization plays an important role in connecting New York State’s investment in agriculture research and education to farmer’s priorities. We are fortunate for the State’s ongoing support,” said Rob Noble.

Peter Ferrante is part of Walkkill View Farm a third generation farm that produces ornamental plants and fresh vegetables, sold through their store.

“I’ve enjoyed serving on the NYFVI board and am pleased to support the organization as vice chair. I think it is important for farmers to be involved in the process of reviewing and selecting projects where ag research dollars will be invested. By being so involved it helps ensure that the projects with the greatest potential for on farm impact are funded,” Said Peter Ferrante

New York Farm Viability’s volunteer board includes ten members. Seven are nominated by some of the state’s leading agricultural organizations, the other three roles are identified by the board of directors.

- Chairman, Rob Noble, serving for the NYFVI Dairy Committee
- Vice Chair, Peter Ferrante, at-large member, greenhouse grower
- Secretary-Treasurer, Jim Fravil, at-large member, beef producer
- Chris Kelder, serving for the NY Farm Bureau
- Shannon Kyle, serving for the NYS Vegetable Growers Association
- Jill MacKenzie, serving for the NYS Horticultural Society
- Mike Jordan, at-large member, wine and grape grower
- Mary Jeanne Packer, serving for the Empire State Council of Agricultural Organizations
- Amos Smith, serving for the NYS Corn and Soybean Growers Association
- Dave Ryan, serving for the NYS Nursery & Landscape Association

NYFVI is a farmer-led nonprofit organization that runs a competitive grant program for applied research and education. The program seeks to fund work that improves the economic viability of NY farmers. Its funding comes primarily from New York State. To learn more about its work visit www.nyfvi.org.