From plants of unusual color to plants of unusual scent, the College of Agriculture and Life Sciences provided the press with enough material this March to fill a hectare or two. The month started out with the release of a new purple strawberry to sell-out success and finished with up-close-and-personal and virtual success of the blooming of the campus “Corpse Plant.”

**Food and Energy Systems**

*The Huffington Post: “‘Purple Wonder’ Strawberry Developed by Cornell Horticulturists”*
3.05.2012
Courtney Weber’s latest breed was featured in numerous print and online publications, including The Philadelphia Inquirer and LiveScience.com.

*Seattle Times: “Frappeccino’s Colorful Ingredients Bug Some Vegetarians”*
3.27.2012
Joe Regenstein, food science, on Starbucks’s use of insect extract to color its coffee drinks.

**Economic and Community Vitality**

*American Public Media: “What Broccoli Has to do With Health Care”*
3.27.2012
Mentioned eight times in recent Supreme Court oral arguments surrounding healthcare, Thomas Bjorkman, horticulture, stands-up for the much-maligned vegetable in this “Marketplace” radio report.

**Life Sciences**

*Los Angeles Times: “Rare Corpse Plant Ready to Bloom -- Why the Stench is so Thrilling”*
3.15.2012
Karl Niklas, plant biology, speaks extensively on the attraction of the titan arum and its impending bloom in the Cornell greenhouses. The story and coverage of the surrounding event was carried in hundreds of national and international publications, including Scientific American, New Scientist, The Wall Street Journal, Discover, the Huffington Post, Our Amazing Planet, MSNBC, LiveScience.com, and many more.

**Environmental Sciences**

*Wall Street Journal: “Mild Winter Touches Off Early Tick Season in NY”*
Ticks are coming out of their dormant state up to four weeks earlier due to a very mild winter season, according to natural resources professor Paul Curtis.

*Sports Illustrated: “New England Ski Resorts Suffer From Unseasonably Warm Weather”*
3.22.2012
Jessica Rennells, of the Northeast Regional Climate Center, on how the unusual winter weather is affecting snow-reliant recreationalists.

3.20.2012
Susan Riha, director of the New York State Water Resources Group, commenting on inconsistencies in sampling results.

*Albany Times Union: “Tapping into an Earlier Season”*
3.13.2012
Brian Chabot, of the Cornell New York State Maple Program, on syrup makers adapting to changing climate patterns as tree sap runs sooner.

**Contact:** Liz Braun • 607.254.5137 • eab328@cornell.edu

March 2012