

CULTIVATING SUCCESS:

Marketing Strategies for Women in Agri-Business

TAKE YOUR MARKETING PROGRAM TO THE NEXT LEVEL

...a one-day summit at beautiful 4-H Camp Shankitunk

Hosted by:

Cornell University
Cooperative Extension
of Delaware County

Schedule:

9:00 am - Laura Biasillo (CCE Broome) - Direct marketing, emphasis on farmers' markets, display, greeting the public and trends in those markets

10:00- Kristan Morley (Watershed Agricultural Council) - Exploring Upstate/Downstate connections; Pure Catskill branding program/wholesale opportunities

11:00 - Connie Snyder (Owner, CSRS Group) - Create and grow your brand

12:00 - Lunch featuring seasonal local foods

1:00 pm - Dr. Jason Evans (SUNY Cobleskill) - Assessing the Current Marketplace for Specialty Food and Agritourism

2:00 - In place of admission, participants provide products, displays, marketing plans for critique/analysis; exchange of ideas

3:00-Evaluation and discussion - What resources and programming do producers want/need?

*This program sponsored by the generosity of
The Community Foundation of South Central New York
and The Watershed Agricultural Council*



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September
21
2420 Arbor Hill
Road, Delhi

Admission is FREE but advance registration is required by 9/14
To register call (607)865-6531 or email delaware@cornell.edu