

Cornell Strategic Marketing Conference Focuses on Increasing Agricultural Producers' Access to Markets

ITHACA, N.Y. – The 2007 Cornell Strategic Marketing Conference will be held on November 5th and 6th, 2007 at the Henry A Wallace Visitor and Education Center at the FDR Presidential Library and Home, Hyde Park, NY. The theme of the conference is **The Northeast Competitive Advantage: Increasing Producer Access to Markets** and is sponsored by the Agricultural Marketing and Management Program Work Team and Department of Applied Economics and Management at Cornell University.

William Welker, Sales Manager from Railex USA, will open this year's conference to discuss their business approach linking the needs of growers, shippers, and manufacturers with retail and food service distribution, as well as current and planned distribution opportunities for Northeast producers interested in increasing access to large, distant consumer markets. To close the conference, Liz Thorpe, Managing Director from Murray's Cheese will share success stories from the retail food industry on innovative approaches to reach consumers and how to create and learn to sell your products.

In addition, the conference will feature concurrent producer and industry panels representing fruits and vegetables, dairy products, and livestock and meat products that will present and share their first-hand knowledge of issues surrounding food safety, post-harvest technology innovations, new marketing approaches, and new product, value-added, and quality opportunities to meet market demands. Representatives from successful joint-producer ventures will also be on hand to discuss partnerships and cooperative arrangements that are making marketing possible.

All members of the agricultural community, including agricultural producers, extension educators, farm management specialists, agricultural economic development specialists, agri-service providers, and food wholesalers and retailers are encouraged to attend.

The pre-registration fee is \$75 if postmarked by October 22nd; \$90 if postmarked after October 22nd or if registering on-site. The fee for media personnel with valid ID will be waived. Information and registration material is available at http://aem.cornell.edu/outreach/conferences/strategic_marketing.htm. For further assistance form contact Vicki Parker at 254-6761 or vrp5@cornell.edu or Todd Schmit, Dept. of Applied Economics and Management, at 607-255-3015 or tms1@cornell.edu.