

# 2007 Cornell Strategic Marketing Workshop

## The Northeast Competitive Advantage: Increasing Producer Access to Markets

November 5-6, 2007

The Henry A. Wallace Visitor and Education Center at the Franklin D. Roosevelt  
Presidential Library and Museum and Home of the FDR National Historic Site  
Hyde Park, NY

### AGENDA

#### **DAY 1 - Monday, November 5<sup>th</sup>**

**8:00 - 9:00**

**Registration  
Continental Breakfast**

**9:00 – 9:15**

**Conference Welcome**

*Todd Schmit*, Applied Economics & Management, Cornell University  
*Bob Weybright*, Agriculture & Horticulture Program Leader, Cornell  
Cooperative Extension - Dutchess County

**Welcome by National Park Service**

**9:15 – 10:00**

***Increasing Access to Large Consumer Markets***

Opening Keynote Address:

*William Welker*, Sales Manager, Railex USA, LLC

- Linking growers, shippers, and manufacturers with retail and foodservice distribution
- New York and Northeast existing and emerging producer opportunities to large, distant markets
- Developing market access between suppliers and downstream outlets
- Producer, distributor, retail buyer roles and responsibilities

**10:00 – 10:15**

**Break**

**10:15 – 12:00**

***Product Distribution Opportunities in the Northeast***

Panel Discussion #1:

Moderator: *Todd Schmit*, Applied Economics & Management, Cornell Univ.

***Food Product Distribution in New York & Producer Opportunities***

*Angela Gloy*, Applied Economics & Management, Cornell University

- How product distribution works in NYS.
- Insights and implications 2007 food distributor survey.

**10:15 – 12:00**

***Product Distribution Opportunities in the Northeast***

Panel Discussion #1: (cont'd)

***Market Maker – New Technologies Improving Product Marketing***

*John Nettleton*, Senior Extension Associate for Program Incubation, Cornell Cooperative Extension/NYC Programs

- Technology improving product information, market access, and distribution – from producers to retailers.
- Market Maker interactive demonstration

**12:00 – 12:30**

**Introductions of Conference Participants**

*Bob Weybright*, Agriculture & Horticulture Program Leader, Cornell Cooperative Extension - Dutchess County

**12:30 – 1:30**

**Lunch and Networking**

**1:30 – 3:00**

***Product, Quality, and Market Innovations – Responding to Consumer Demands***

Concurrent Commodity Track Sessions:

**Track #1 - Fruits and Vegetables**

***Food Quality & Safety – Profits not Pain***

Moderator: *Angela Gloy*, Applied Econ. & Management, Cornell University

*Chris Watkins*, Department of Horticulture, Cornell University

- Post-Harvest technology innovations improving product quality
- Implications and opportunities for producers and their buyers

*Karin Rosberg*, Department of Food Science, Cornell University

- Good Agricultural Practices (GAPs) for Produce Safety
- Implications and opportunities for producers in production and marketing

**Track #2 – Dairy Products**

***Innovative Marketing & Producer Investment in Value-Added***

Moderator: *Todd Schmit*, Applied Economics & Management, Cornell Univ.

*Sam Simon*, President, Hudson Valley Fresh – Fluid Milk

*Margo Morris*, Sprout Creek Farms – Artisanal and Specialty Cheeses

*Courtney Hodge*, Echo Farms Puddings – Specialty Puddings

- Identifying local, niche, and or specialty product demand
- Securing buyers: local and/or large markets
- New technology adoption and production scale needs
- Marketing methods – direct, wholesaling, and distributor arrangements

**1:30 – 3:00**      ***Product, Quality, and Market Innovations – Responding to Consumer Demands***  
**Concurrent Commodity Track Sessions: (cont'd)**

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| <p style="text-align: center;"><b>Track #3 - Livestock/Meat Products</b><br/><b><i>On-Farm Slaughter Operation Development &amp; Product Marketing</i></b></p> |
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Moderator: *Bob Weybright*, Cornell Coop. Extension - Dutchess County

*Ed Jackson*, Agricultural Development Associate, Vermont Agency of Agriculture, Food & Markets

*John Wing*, Over the Hill Farm / The Meat Shop

*Kathleen Harris*, Coordinator, Northeast Livestock Processing Service Company

- Objectives, funding, and technical assistance to improve marketing
- Producer & retailer needs, current barriers, and innovative solutions
- Agency – Producer - Retailer coordination
- Market access to down-stream markets

**3:00 – 3:15**      **Break**

**3:15 – 5:00PM**      ***Working Together – Partnerships that Make Marketing Possible***

Panel Discussion #2:

Moderator: *Lynda Brushett*, Cooperative Development Institute

*David Robb*, General Manager, Tuscarora Organic Growers Cooperative

*Diana Endicott*, Farm to Market Coordinator, Good Natured Family Farms

- Coordinated marketing of specialty producer/member products
- Process of organizing producer membership for improved marketing
- Establishing buyers and access to markets in large urban areas

**6:30**      **Networking Dinner at the Culinary Institute of America (optional)**

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| <b>DAY 2 - Tuesday, November 6<sup>th</sup></b> |
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**7:30 – 8:30**      **Continental Breakfast**

**8:30 – 9:30**      ***Selling Your Goods - More Than Talk, It's a Process!***

*Bob Weybright*, Agriculture & Horticulture Program Leader, Cornell Cooperative Extension - Dutchess County

- Components of the selling process & negotiating the sale
- Techniques to approach and manage sales prospects
- Closing the sale and follow up.

**9:30 – 10:15**      ***Improved Merchandising and Customer Service for Better Sales***

*Steve Miller*, Farmers Market Nutrition Program Coordinator, Cornell Cooperative Extension – Madison County

- New training video demonstration to improve farmer skills in product display and customer service
- Conveying quality and food safety to the public in retail sales

**10:15 – 10:30**      **Break**

**10:30 – 12:00**      ***Innovative Approaches to Reach Consumers – Successful Experiences from the Retail Industry***

Ending Keynote Address:

*Liz Thorpe*, Managing Director, Murray's Cheese

- Sales and marketing techniques to reach and satisfy your consumer.
- Market expansion and new marketing strategies
- The path of selling value added - product development and market access

**12:00 – 12:15**      **Evaluation Survey and Registrant Input**

**12:15**              **Box Lunch**

**THANKS FOR YOUR PARTICIPATION! HAVE A SAFE TRIP HOME!!**