

2006 Cornell Strategic Marketing Conference

Press Release

June 30, 2006

**Beyond Growing - Strategies and Technologies that Transform Your Products
to Meet Market Demands**

SAVE THESE DATES!!!

November 14-15th, 2006

The 2006 Cornell Strategic Marketing Conference for members of the agriculture industry will be held on November 14 and 15th at the Henry A. Wallace Visitor and Education Center at the FDR Presidential Library and Home, Hyde Park, New York.

Determining how to transform crops in the fields to products desired by different markets is often a challenge for many local and regional agricultural producers. At this year's conference, buyers from retail, foodservice distribution, and restaurant sectors will share their insights, and growers will discuss their experiences on what the markets want beyond quality products, including packaging, varieties, volume, delivery schedule, and methods of doing business. Dr. Chris Watkins, post harvest specialist and Associate Director of Cornell Cooperative Extension and other experts from Cornell University will discuss practical strategies and post harvesting technologies that local and regional agricultural producers can adopt to meet those demands and be profitable. Dan Barber, Executive Chef/Co-owner of Blue Hill and Blue Hill at Stone Barns will present a keynote address on food and marketing trends, and how they are expected to impact farmers.

For more information, contact:

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Or see our web-site: <http://hortmgt.aem.cornell.edu/>

This year's workshop is sponsored by the Agricultural Marketing and Management Program Work Team and the Horticultural Business Management and Marketing Program in the Dept. of Applied Economics and Management, Cornell University.