



Cornell University
Cooperative Extension
Otsego County

NEWS RELEASE

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Cornell to host Strategic Marketing Conference

October 27-29, 2008

**The Villa Borghese (www.thevillaborghese.com)
70 Widmer Road, Wappingers Falls, NY 12590**

Main Conference: Tuesday & Wednesday, Oct. 28th & 29th

Turning Lemons into Lemonade: Tuning Your Marketing Practices for Today's Food Safety System

Pre-Conference Workshop: Monday, Oct. 27th

Advanced Marketing Techniques: Successfully Positioning Your Products in Today's Marketplace

Consumers are demanding fresher, safer, more convenient, more local, and higher quality food products, and, as such, are requiring more information that connects the food they eat to how and where it is produced, processed, transported, and sold. Increasing attention to food safety standards, product traceability, and environmental sustainability are affecting market systems, production practices, and agribusiness returns. These adjustments also provide opportunities for improved and innovative marketing practices that can effectively translate into information that consumers demand about the foods they eat.

At this year's conference (Oct. 28-29), key experts, producers, and industry leaders will provide important information on product safety standards, traceability, and audit procedures. This will be followed by presentations on innovative marketing models and effective merchandising techniques that highlight consumer needs for safe, quality, and sustainable products. Multiple commodity track sessions will focus on production responses and marketing opportunities for fruits and vegetables, meat products, and value-added dairy products; along with tools to help develop efficient and traceable transportation logistics.

An advanced marketing workshop will also be offered this year for interested agribusiness firms on Oct. 27th. This condensed workshop will allow established small and medium food producers to learn innovative tools for generating and developing new business ideas and develop the marketing skills needed to successfully position products in the marketplace. Techniques introduced will include those commonly used by large national food companies; participants will learn how to adapt these techniques to build your own business.

All members of the agricultural and food system community are encouraged to attend. Current agenda and registration materials are available at http://aem.cornell.edu/outreach/conferences/strategic_marketing.htm

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