



Cornell University  
Cooperative Extension  
Otsego County

## NEWS RELEASE

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For Immediate Release  
March 24, 2009

### **The Farm to Market Conference**

Monday, April 6th  
9 am to 3 pm

[Evenden Tower](#)

[SUNY-Delhi](#), Delhi, NY

Fee: \$25 for Pure Catskills members

\$35 for non-members

Improve the marketing of your farm products, promotion of your events and effectiveness of your packaging and labels!

This event is a chance for those involved in local food systems in the Catskills to gather and grow business relationships. There will be educational opportunities for farmers, farmers' market managers, retailers, chefs and the community.

Workshops on:

- Farmers Market Success for vendors and for market managers
- Working with Restaurants
- Working with Retailers and Distributors
- Successful events - on the farm and off
- Effective labels and packaging
- Value-added product from recipe to retail

That's not all!

- Lunch of local foods
- Business-to-business networking
- Local food-based business tradeshow

Read the full [Press Release](#).

Sign up now using our [online registration](#).

To register, contact Leslie Deysenroth at [ldeysenroth@nycwatershed.org](mailto:ldeysenroth@nycwatershed.org) or (607) 865-7017.

For trade show inquiries, contact Challey Comer at [ccomer@nycwatershed.org](mailto:ccomer@nycwatershed.org) or (607) 865-7090.