

Agricultural Marketing and Agribusiness Management PWT (#2001-08)

Bruce Anderson, Associate Professor, Applied Economics and Management, bla1@cornell.edu

Judith Barry, Extension Educator, CCE-Cayuga, jab267@cornell.edu

Brain Henehan, Senior Extension Associate, Applied Economics and Management, bmh5@cornell.edu

Wen-fei Uva, Senior Extension Associate, Applied Economics and Management, WL32@cornell.edu

The annual PWT meeting was held on September 17, 2003, with 4 College faculty and staff, 5 Extension staff, 2 industry representatives and 1 Michigan colleague present. It is our goal to increase interaction and collaboration among PWT members, between campus and field extension staff, and with colleagues from other states. Many members of this PWT also worked closely with other PWTs and the college's Tree Fruit Industry Task Force.

The activities of this PWT can be divided into three distinct categories: 1) formal education and outreach, 2) assistance to individual farmers, groups of farmers and agribusinesses, and 3) communication among team members and stakeholders. In terms of formal education and outreach, the following were some specific activities: an Agribusiness Outlook conference in December (attendance = 150); a 2-day marketing workshop in September (attendance = 70); a 2-day seminar for Northeast cooperative managers and directors in March (attendance = 150), and a 3-day conference for future cooperative leaders in July (attendance = 60); and many regional programs including business management training, marketing network groups, and marketing workshops. In addition, a joint produce marketing conference with Michigan State is planned for March 2004. While the above are directly organized by the PWT members, members also frequently discuss these marketing and management topics at other state-wide and national conferences as well as hundreds of smaller regional meetings. All the above activities have formal evaluations and participants responded very positively. In addition, PWT members have written numerous articles for different types of media (i.e. journals and department publications, as well as the agricultural and general press). The popular monthly article series entitled "Smart Marketing" is distributed statewide and used in publications throughout the Extension network around the country.

Direct assistance to farmers and agribusinesses is probably even more important and numerous but difficult to document. Some of the activities in this area include: facilitating strategic planning, teaching and reviewing business and marketing planning, assisting in market research and financial issues, and identifying outside experts to help the agribusiness. Some of the recent activities include: continuing to support the newly created fresh apple marketing cooperative, partnering with Sen. Clinton's office to connect NY growers with NYC markets, working with breweries to use NYS hops (NE Hop Alliance), supporting market development for beach plum as a new crop, and facilitating regional agriculture promotion programs. Example of some tangible outcomes are: last year's market data showed that the Premier Apple Coop increased fresh apple prices received by their grower members, NYC chefs are inquiring about purchasing and featuring beach plum products, and special agriculture promotion events are planned in several regions.

In addition, new efforts were initiated to increase communication among PWT members and with other PWTs. A list-serve was established for communication and event posting, and a web-site is being developed as an information clearing house for all members' and other related programs' web-sites. Many of the team members also collaborate on several new projects including a program for women-in-agriculture, development of a comprehensive business planning and marketing curriculum, and heavily involve in the newly established Center for Farm Viability. The PWT members also active in many interdisciplinary projects with members of related PWTs. One of the goals for the coming year is to increase interaction among members and with stakeholders and leaders of other related PWTs at our team meetings and activities.