

2005 PROGRAM WORK TEAM ANNUAL REPORT

Agricultural Marketing and Management PWT

Jude Barry, Dept. of Applied Economics and Management, Cornell (jab267@cornell.edu)

Wen-fei Uva, Dept. of Applied Economics and Management, Cornell (wl32@cornell.edu)

Bob Weybright, CCE of Dutchess County (rw74@cornell.edu)

Planning

After 3 years of accomplishing its mission, the Agricultural Marketing and Management PWT took steps early in 2005 to assess member needs and programming and develop an effective plan for the future, taking into account funding and resources. Our mission remains the same: to give New York food and agriculturally-related businesses a competitive advantage over the rest of the world by significantly improving the knowledge of marketing as well as improving general management capacities and skills.

The Agricultural Marketing and Management Program Work Team is committed to exploring new ways to improve communication and resource sharing between on-campus, off-campus, and external stakeholders to accomplish the mission of the team. In order to improve communication and resource sharing between our members, we are focused on the following programs:

1. An annual Agricultural Marketing and Management PWT networking meeting.
2. An annual Strategic Marketing Conference to bring highly relevant marketing strategies and education to our statewide educators, and provide a networking opportunity for on-campus, off-campus and external stakeholders.
3. An up-to-date website with links to useful resources.
4. Professional development training in marketing for Cornell Cooperative Extension educators statewide at the CCE November In-service.
5. An annual collaborative Produce Marketing workshop with Michigan State University
6. Marketing resource sharing at the annual Cornell University Economic Outlook Conference (attended by stake holders, on- and off- campus staff)
7. Providing regular articles for the NYS agricultural press.

This year saw a change in the leadership of the PWT with Bob Weybright, an Agricultural Educator from CCE-Dutchess County coming on board to represent the off-campus membership.

Program Impact and Achievements

1. The time of our Annual PWT networking meeting changed this year to a session in the November In-service, which proved to be very successful and due to the timing, was well attended by 30+ PWT members (predominantly off-campus educators). Members shared updates and new information on their marketing research and extension activities and the venue provided an excellent opportunity for idea sharing and discussion. Evaluations were collected.
2. The timing of our Annual Strategic Marketing Conference has also been changed this year to accommodate previous conflicts and open the conference to other educators and stake holders. The conference will be held in early December, in Geneva, NY rather than

late September and will cover the highly relevant topic of product distribution. The speakers that have confirmed their attendance include representatives from some of the key distribution channels in NYS and the Northeast and we think this will provide an exciting opportunity to assist educators and producers in tackling the marketing bottleneck, distribution. It is anticipated that 40-50 educators will participate in the conference. This annual event is sponsored in part by PWT transition funding and the Cornell University Warren Funds. Written evaluations will be requested.

3. The PWT website had more than 300 hits for the last 8 months of 2005 (<http://marketingpwt.aem.cornell.edu>). Early in the year we added a counter to the different pages of the site to evaluate the use of each page. In the summer of 2005 the PWT employed a graduate student (using PWT transition funding) to update information and collate valuable resource links to assist members. Pilot Newsletter resources were developed during the latter part of the 2004 to post on the website and provide strategic marketing educational information for educators. This was discontinued due to lack of available resources and overlap with other newsletters. Links are now provided on our website to externally developed newsletters containing marketing links. External funding is also enabling us to employ a web developer to make regular updates and changes to the website, as needed.
4. The PWT invited Warren and Karen Abbott of Abbott Farms, farmer speakers and PWT members, to talk on innovative marketing strategies at this year's Professional Development training at the CCE November In-service. 28 individuals were in attendance. Evaluations were collected.
5. The 2005 Produce Marketing Conference was held at the Empire State Fruit and Vegetable Expo in Syracuse, NY in February this year. Attendance: 35-40 each day (55% growers, 30% packers, 15% Extension Staff). Evaluation suggested that overall the conference was considered useful. There were indications that growers would be making changes in marketing strategies (including: implementing GAP, greater monitoring of market trends and approaching food service sector differently).
6. 150-200 attended the annual Economic Outlook conference in December 2004.
7. Regular articles on strategic marketing continue to be distributed by members of our PWT to the statewide producer audience. Channels of distribution include Smart Marketing (used statewide, nationally and globally), Small Farms Quarterly (circulation: 26,000 in the Northeast; our marketing PWT list-serve has been used to generate articles for the marketing section in this publication by Country Folks) and the wider statewide agricultural press.