

2006 PROGRAM WORK TEAM ANNUAL REPORT

Agricultural Marketing and Management PWT

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Activities, Accomplishments, Outcomes and Impacts:

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 Statewide Cornell Cooperative Extension educators at the CCE November In-service.
5. Marketing resource sharing at the annual Cornell University Economic Outlook Conference (attended by stake holders, on- and off- campus staff)
6. Providing regular articles for the NYS agricultural press.

Program Impact and Achievements

1. Our Annual PWT networking meeting was again held at a session in the November In-service, which proved to be very successful and was well attended by 25+ PWT members (predominantly off-campus educators). Members shared updates and new information on their marketing research and extension activities.
2. The Annual Strategic Marketing Conference changed in several ways this year. The conference “Beyond Growing – Strategies and technologies that transform products to meet market demand” was held in mid-November in Hyde Park, NY. Its location enabled participants to attend the conference but also enjoy an educational experience from the Culinary Institute of America. In addition to a professional development conference for educators across the state, we opened the conference this year to producers and all involved in agricultural business. Cornell faculty, CCE Educators, Producers, retailers, wholesalers and restaurateurs sat on panels and gave presentations which formed the basis of extensive educational discussion with the conference participants and speakers. 50+ attended the event. This annual event is sponsored in part by PWT transition

funding and the Cornell University Warren Funds. Written evaluations were requested and the response indicated a resounding success with between good and excellent ratings for all the speakers and the overall conference organization. Producers indicated that they would make changes to their businesses as a result of lessons they had learnt at the conference.

3. The PWT website had in the region of hits for 2006 (<http://marketingpwt.aem.cornell.edu>).
4. The PWT invited Diane Eggert, Executive Director of the Farmers Market Federation of NYS and Kim Mills, SUNY Morrisville (and award recipient from the NYFVI for completing the www.nyfarmersmarket.org Ag Innovation Center project) to update on their programs at this year's Professional Development training at the CCE November In-service. 25+ individuals were in attendance.
5. 150-200 attended the annual Economic Outlook conference in December 2004.
6. 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.