

2007 PROGRAM WORK TEAM ANNUAL REPORT

FY 2006-07

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Agricultural Marketing and Management PWT

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Activities, Accomplishments, Outcomes, and Impacts:

The PWT's 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 education, communication, and resource sharing between our members, we are focused on the following key programs:

1. An **annual meeting** to provide PWT and member updates, develop goals and priorities for the upcoming year, and network with other PWT members and invited guests.
2. An annual **Strategic Marketing Conference** to bring highly relevant marketing strategies and education to our statewide educators and industry stakeholders, and provide beneficial networking opportunities for PWT members and invited participants.
3. An up-to-date **website** with links on PWT membership and activities, along with a member **listserve** and other useful resources and links, and access to the *Smart Marketing* publication series.
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 Impacts and Achievements:

1. As the PWT re-organized under new leadership this past year, the effort continues to update existing resources, including the PWT website, mailing lists and listserves, PWT publications, and promotional displays. We have completed the first round of website updates (using PWT special needs funds), and an extensive update is forthcoming this winter. Updates to various resources are targeted for membership listings and additions to listings of PWT member programs and External Stakeholders. Nineteen new members have been recruited and added to the PWT in 2007. Also, 5 new member programs will be posted soon, and nearly a dozen additional External Stakeholders will be included on our site and linked to their operations.

2. The **PWT Annual Meeting** was once again held during the Ag and Food Systems In-Service program (Nov 16). Eleven team members attended the meeting, and Tim Pezzolesi from NY Ag & Markets was our invited speaker. All engaged a lively discussion in ways to better integrate Pride of NY with local and regional foods initiatives. Attendees discussed strategic planning ideas for the PWT moving forward, and the PWT will follow up with a member survey on better defining our goals, expectations, and objectives for the next year. Members also signed up for various planning committees for PWT events and activities, and also provided program updates from their work activities.
3. The annual **Strategic Marketing Conference** was a huge success this year. The conference included an extensive slate of speakers, as well as concurrent commodity marketing sessions for dairy, fruits & vegetables, and livestock & meats. Over 60 people were in attendance, including 49 registrants and 15 speakers. The theme of this year's conference was "The Northeast Competitive Advantage: Increasing Producer Access to Markets." Producers, distributors, wholesalers, and retailers shared their insights on distribution, selling techniques, accessing markets, and expanding market opportunities and ways producers can capitalize on them. Speakers included Cornell faculty and staff, CCE Educators, agricultural producers, and management and executives of agribusiness industry stakeholders. Conference attendees and speakers came from several states in the northeast and elsewhere including: NY, NJ, PA VT, CT, NH, MO, KS. Attendees were represented from all levels of the food value chain, and included both rural and urban/metro perspectives. Several state departments of agriculture were on hand, as well as economic development agency staff. Conference marketing and publication expenses were partially offset by PWT special needs funds. On a scale from 1 (poor) to 5 (excellent), attendees rated the set of speakers a 4.2 average, with several averaging over 4.8. They rated the overall *quality* of the workshop a 4.4 average; and over *value* of the workshop a 4.3 average.
4. **The PWT will also have a display at the upcoming annual Economic Outlook Conference** December 18th, and will provide member program information, PWT updates, and networking opportunities for members and external stakeholders.
5. The PWT actively engaged in collaborating with the **Agricultural Community and Economic Development (ACED) and the Small Farms Programs** this past year. In fact, both were co-sponsors of the strategic marketing workshop. Discussion will continue on ways to collaborate and coordinate on common activities moving forward.
6. Regular articles on strategic marketing and management continue to be distributed by members of our PWT to state wide producer and agribusiness audiences, including *Smart Marketing*, *Small Farms Quarterly*, *American Agriculturist*, *Country Folks*, and *Hoards Dairyman*.. The PWT has an active press contact list to help release information both within and outside of Cornell. Finally, the PWT is now officially housing the Smart Marketing publication series under our belt. All archived articles are available on our site and a planning committee has been established to improve the operations, submission number, and publication schedule of this very important resource for our PWT.