

## 2008 PROGRAM WORK TEAM ANNUAL REPORT

1. *Full name of your Program Work Team (PWT):*

Agricultural Marketing and Management

2. *Names, affiliations and e-mail addresses of the PWT Co-Chairs: (With an asterisk [\*], please indicate the co-chair responsible for finalizing this report.)*

Todd M. Schmit, Assistant Professor, Applied Economics and Management, tms1@cornell.edu \*

Les Hulcoop, Extension Issue Leader, Cornell Cooperative Extension – Dutchess County, lch7@cornell.edu

Miguel Gomez, Assistant Professor, Applied Economics and Management, mig7@cornell.edu (new November 2008)

3. *As a separate attachment, please provide a list of names, affiliations and email addresses only of active members of the PWT. We are interested in obtaining contact information about individuals in the core decision-making or planning group of the PWT, not in an exhaustive list of all participants in general meetings or activities.*

Attached to this report find our core leadership team and planning committees. A full listing of members is available on our website.

4. *Please identify your PWT's activities, accomplishments, and, most importantly, outcomes and impacts over the past year.*

**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. We are 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:**

#### **Marketing and Communications**

The PWT website (marketingpwt.aem.cornell.edu) was significantly improved over this past year and now includes access to information on previous conferences, both presentations by speakers and video clips for member downloading and use. The member directory was updated (along with the PWT listserve), and seven additional Smart Marketing articles were published and posted. We updated an expanded list (and links) of member programs, industry stakeholders, and industry partners. To date, our membership includes 100 members, 25 member extension programs, 33 active industry stakeholders, and 15 agency partners. Conference proceedings of the 2007 conference was published as an AEM Extension bulletin and is available

online. The 2008 conference information will be posted early in 2009 including presentations and video clips, as well as available speaker podcasts, and a conference DVD to share with members and stakeholders (supported by PWT Special Needs funding). The PWT listserve continues to be our most effective way to communicate information to members.

The PWT table top display was updated to reflect the additional members, topics, and stakeholders represented. The display was set up at several events in the past year, including CCE In-Service, Ag Outlook, CCE Planning Council, and the Local Foods Summit. Updated materials were also made available.

The PWT is actively pursuing joint activity planning with the Agricultural Community and Economic Development PWT and a joint meeting is planned for the spring 2009. The Cornell Small Farms Programs, Northeast SARE, CCE, and the Department of Applied Economics and Management all co-sponsored the marketing conference and related activities this past year. The Ag Marketing and Management PWT also co-sponsored the Local Foods Summit held this past summer in upstate NY.

### **Annual Meeting and Leadership**

The 2008 annual meeting was postponed this past fall until Spring 2009, where a joint planning and discussion meeting will be held with the Agricultural, Community, and Economic Development PWT. Given similar membership and activities of interest, we will consider joint collaborative planning activities for the future. In 2008, the PWT established active sub-committees in the areas of: Marketing Conference Planning, Annual Meeting Planning, Smart Marketing Planning, and Marketing and Communications. With the loss of our previous CCE co-chair, we have been fortunate to bring on board a new CCE co-chair (Les Hulcoop) and, more recently, and additional faculty co-chair (Miguel Gomez, AEM).

### **Strategic Marketing Conference**

The annual Strategic Marketing Conference was a huge success again this year. The 2008 Cornell Strategic Marketing Conference was held October 27-29, 2008 at the Villa Borghese in Wappingers Falls, NY. The main conference followed a NEW pre-conference workshop conducted this year that focused on advanced marketing techniques for your business. Conference attendees and speakers came from several states in the northeast and elsewhere including NY, MA, NJ, PA, FL, NH, VT, and MI, with over 65 people in attendance. The theme of this year's conference was "Turning Lemons into Lemonade: Tuning Your Marketing Practices for Today's Food Safety System." Speakers included Cornell faculty and staff, CCE Educators, agricultural producers, and management and executives of agribusiness industry stakeholders. Over one dozen experts, producers, and industry leaders provided important information on current safety standards, traceability, and product audit procedures. Presentations then included new and innovative marketing models and merchandising techniques that stakeholders can apply to their own business that highlight consumer needs for safe, quality, and sustainable products. Multiple commodity track sessions focused on production responses and marketing opportunities for fruits and vegetables, meat products, and value-added dairy products; along with tools to develop efficient and traceable transportation logistics. On a scale from 1 (poor) to 5 (excellent), attendees rated the set of speakers a 4.2 average, with over half scoring 4.5 or 5 higher. They rated the overall *quality* of the workshop a 4.0 average; and overall *value* of the workshop a 3.8 average. Interestingly, we continue to attract new attendees each year, with 75% of attendees reporting that they had not attended a Strategic Marketing Conference before.

### **Publications**

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 (7 articles in 2008)***, *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. The PWT officially houses the *Smart Marketing* publication series, and all archived articles are available on our web site. A planning committee is now established to improve the operations, submission number, and publication schedule of this very important resource for our PWT.

**Agricultural Marketing & Management Program Work Team  
2008-2009 LEADERSHIP and PLANNING COMMITTEES**

**PWT CO-CHAIRS**

- Todd Schmit, Assistant Professor, Applied Economics and Management, Cornell University, 607-255-3015, tms1@cornell.edu
- Les Hulcoop, Extension Issue Leader, Cornell Cooperative Extension – Dutchess County, 845.677.8223, lch7@cornell.edu
- Miguel Gomez, Assistant Professor, Applied Economics and Management, Cornell University, 607.255.8159, mig7@cornell

**Strategic Marketing Conference Planning Committee**

*Plan Strategic Marketing conference; select theme, location, dates; advertise, recruit speakers, work with AEM on finances/funding, moderate/facilitate meeting, hold regular planning meetings.*

- Les Hulcoop, CCE – Dutchess County, 845.677.8223, lch7@cornell.edu [CHAIR]
- Todd Schmit, AEM, CU, 607.255.3015, tms1@cornell.edu
- Miguel Gomez, AEM, CU, 607.255.8159, mig7@cornell
- Bob Weybright, Weybright Associates, LLC, 845.797.8878, rw74@cornell.edu
- Tatiana Stanton, Animal Science, CU, 607.254.6024, tls7@cornell.edu
- Alison Demarree, Williamson, NY, 315.573.8881, amd15@cornell.edu
- Brian Henehan, AEM, CU, 607-255-8800, bmh5@cornell.edu
- Angela Gloy, AEM CU, 607.254.4939, amg69@cornell.edu
- Brian Reeves, NYSVGA, 315.635.3357, bnreeves@netscape.com
- Becca Brier-Rosenfield, CCE-Madison County, rb223@cornell.edu

**Annual Meeting / In-Service Planning Committee**

*Plan Annual Meeting, select date and location, set agenda, enlist program updates, invite member programs, hold regular planning meetings, moderate/facilitate meeting*

- Brian Henehan, AEM, CU, 607-255-8800, bmh5@cornell.edu [CHAIR]
- Anita Deming, CCE-Essex County, 518.873.2178, ald6@cornell.edu
- Les Hulcoop, CCE – Dutchess County, 845.677.8223, lch7@cornell.edu
- Heidi Mouillesseaux-Kunzman, CaRDI, CU, 607.255.0417, hmm1@cornell.edu
- Miguel Gomez, AEM, CU, 607.255.8159, mig7@cornell

**Smart Marketing Planning Committee**

*Manage Smart Marketing Publication Series, identify themes and topics, set publication schedule, invite submissions, hold regular planning meetings, publicity/marketing, seek funding if necessary*

- Kris Park, AEM, CU, 607.255.7215, ksp3@cornell.edu [CHAIR]
- Steve Miller, FMNP, sgm6@cornell.edu
- John Nettleton, CRP, CU, jsn10@cornell.edu
- Walt Nelson, wnn1@cornell.edu
- Brian Henehan, AEM, CU, 607-255-8800, bmh5@cornell.edu
- Becca Brier-Rosenfield, rb223@cornell.edu

**Marketing and Communications Committee**

*Manage marketing and communications, maintain listserve, website, and mailing lists, update brochure/displays, market events, recruit members/programs/ stakeholders, hold regular planning meetings*

- Todd Schmit, AEM, CU, 607.255.3015, tms1@cornell.edu [CHAIR]
- Monika Roth, CCE-Tompkins County, mr55@cornell.edu