

Building on Your Strengths



NYS Farmers' Direct Marketing Conference

January 17 – 19, 2005

Syracuse, NY

Post-Conference Bus Tour, January 20, 2005

Hosted By:
NYS Farmers' Direct Marketing Association
Farmers' Market Federation of New York
NY Small Scale Food Processors
Cornell Cooperative Extension

Monday, January 17, 2005

8:00am	Registration opens	
8:30am	Welcome from the President Keynote Address: Keeping our Industry Strong Julie Suarez, NY Farm Bureau A look at the issues facing New York State's farm direct marketing industry, what is happening in Albany and around the state that could impact our businesses. Julie will remind us that there is strength in numbers and together we can work to keep our industry strong and growing.	Harbour Ballroom
10:00am	Coffee Break	Trade Show Foyer
10:30am	Concurrent Sessions	
A.	Specialty Dairy Products – Milks, Cheeses, Yogurts Rules, Regulations & Licensing Bill Fredicks, Jr., Dairy Products Specialist II, NYS Dept. of Agriculture & Markets Learn about regulations, licensing requirements, industry contacts and education of the specialty dairy products industry.	Adams Basin
B.	Institutional Purchasing Projects & Buy Local Campaigns Gary Valen, Director of Operations, Glynwood Center, Cold Spring, NY Christine Sergent, MS, RD, CDN, Cornell Cooperative Extension, Dutchess County Jack Duff, Co-Owner, Blackberry Meadows Farm & Two Farms CSA, Natrona Heights, PA Charlie Jackson, Local Food Campaign Director, Appalachian Sustainable Agriculture Project, Asheville, NC Ray Denniston, Food Service Director for Johnson City Central School District, Johnson City, NY Joani Walsh, FoodRoutes Network, Millheim, PA This two-part, three hour workshop, funded by the NESARE Professional Development Program, offers participants a well-rounded introduction to the nuts and bolts of building successful farm to institution projects and buy local campaigns while exploring the various roles that cooperative extension and other agricultural professionals can play in supporting or fostering such projects. Participants will hear from farmers selling their products to local schools and colleges as well as the food service directors based at these institutions. Participants will also learn directly, from those in the field, how effective promotional strategies can stimulate citizen demand for locally produced food through 'buy local' campaigns. Through interactive discussion, participants will become familiar with resources and technical assistance available through the Community Food Security Coalition, FoodRoutes Network, and the Northeast Sustainable Agriculture Working Group. For participants interested in learning more about these endeavors, information on a follow up field trip to visit successful projects will be provided.	Champlain
C.	Promotions Newsletters Karen Abbott, Abbott Inc, Baldwinsville, NY Learn the nuts and bolts of making a newsletter work for your business. Analysis of what makes a newsletter effective; what it costs; what resources can help you do it well. (Geared towards your community and to maintain regular customers.) We will also offer practical help in developing a one-sentence vision statement that will help coordinate all your promotions efforts. Interactive, hands-on working time will take your general ideas about your business and make them into a marketable image.	Bushnell's Basin
D.	Start-Up Issues for On-farm Markets Retailing Produce: Maintaining Quality & Freshness Stephen Reiners, Cornell University Produce handling for fresh market sales – from field to the customer's table, what are the best practices to keep produce fresh, nutritious and in the best possible condition for the consumer.	DeWitt Basin
E.	Fresh Cut Flowers Growing Cut Flowers in High Tunnels Dr. Chris Wien, Horticulture Department, Cornell University Alison Wiley, Little Flowers, Newfield, NY Alison and Chris will share their experiences and research on growing cut flowers in high tunnels.	Sacketts Basin
Noon	Lunch Break and time to visit the trade show	
2:00pm	Concurrent Sessions	
A.	Specialty Dairy Products – Milks, Cheeses, Yogurt Processing and Equipment Needs Jim McFadden, Director Morrisville State College, Agri-Business Center Jim will give an overview of Morrisville State College's Dairy Processing Incubator Facility. Learn how to bring your ideas for making and direct marketing dairy products to production.	Adams Basin
B.	Institutional Purchasing Projects & Buy Local Campaigns Morning program continued.	Champlain

C. Promotions **Bushnell's Basin**
Advertising ... Marketing ... TV ... Radio ... Print ... Limited Funds ... My Business ... Ahhhhh ... \$\$\$\$\$!
Karen Hart, Marketing Consultant, Baldwinsville, NY
How do I know where to put my budgeted dollars? Is my budget doing all it can?? These are all difficult and common questions, but there are a variety of ways for you to STRETCH and wisely place your advertising and marketing dollars and get tangible, bottom line results! Increase traffic flow; increase length of stay; target specific demographic groups; create community awareness and brand loyalty while spending less! Come join us for a glimpse into some of the easy marketing solutions you have available yourself, at your own finger tips! We will be showing you "take back and try" business solutions as well as some specific plans that have been tried and true. Learn valuable information about increasing traffic, attracting those "new customers" and impacting your bottom line! We will cover basic marketing strategies, target solutions and where, why and how to spend your advertising and marketing budget!

D. Start-Up Issues for On-farm Markets **DeWitt Basin**
Refrigeration for Your Market.
Dan D'Alpano, ABC Refrigeration
Dan will explore with you the various forms of refrigeration for your market in terms of efficiency, humidity, produce cases and other refrigeration needs and how this will all affect the rest of your market.

E. Fresh Cut Flowers **Sacketts Basin**
Marketing Cut Flowers
Debi Lampman, Bedlam Gardens, King Ferry, NY
Alison Wiley, Little Flowers, Newfield, NY
Tia Folz
Cut flowers can be a lucrative business at the farmers' markets. This panel will discuss how they harvest and prepare for market and then how they display and sell their flowers at their local farmers' markets.

3:15pm Coffee Break in the Trade Show

3:45pm Concurrent Sessions

A. Specialty Dairy Products – Milks, Cheeses, Yogurts **Adams Basin**
On-farm yogurt processing operation
Keith Morgan Davies, Windhaven Farm, Sauquoit, NY
A virtual tour of Windhaven Farm's yogurt processing operation and discussion of all that was involved to bring the project to reality.

B. Roundtable Discussions:
Advertising & Promotions: Susan Hurd, Hurd Family Farms, facilitator
Agri-Tourism: Dan Pawlowski, Pumpkinville, facilitator
Utilizing products to Merchandise your market: Dennis Hayes, Ten Speed Press, facilitator

C. Promotions **Bushnell's Basin**
How to Integrate Promotional Products
Susan Sweetland, Lee Wayne Corporation, Fabius, NY
Leo Eisner, Lee Wayne Corporation, Fayetteville, NY
The introduction will define the vast resources that come under the heading of Promotional Products. Supporting these products will be the marketing and sales areas that effective use can improve the users opportunity to reach higher goals. Included will be the explanation of the three I's – Identity, Invitation, and Insurance. Examples with appropriate products on how to use promotional products will be given. The group will have an opportunity to share their ideas and enhance ideas presented by the speakers. Support materials will be available, and instruction will be given on how to use the presenters' website.

D. Start-Up Issues for On-farm Markets **DeWitt Basin**
Farm Market Start-up: Principles of Design, Layout and Display
Monika Roth, Cornell Cooperative Extension Educator, Tompkins County
Directing the flow of customers through your market, lighting, display techniques. These are all critical elements to a market's success. Monika has spent years studying the principles of design and layout that will make customers feel comfortable in your market and spend more time, increasing your profits. Learn how to apply these principles to your market.

E. Fresh Cut Flowers **Sacketts Basin**
Flower arranging – Tips from the experts
Steve Jocz, Manager, The Cleveland Plant & Flower Company
Steve and designers from the Cleveland Plant & Flower Company will demonstrate basic design elements to create attractive flower arrangements. They'll also show a variety of products that can be used to enhance bouquets and arrangements to add value and profit.

5:00pm to 7:00pm Reception in the Trade Show, sponsored by the NY Small Scale Food Processors.

A sampling of the variety of food products processed by New York State producers, a chance to view the trade show, and an opportunity to spend time with fellow marketers from across the state and beyond. A cash bar, as well as meat carving stations available.

Wednesday, July 28

8:00 am Lecture by Professor Bill Miller, Cornell University, head of the Dutch Bulb Program "Bulb Crops as Cuts". Vet School Auditorium, Cornell Campus

9:00 am Lecture by Delilah Onofrey, editor, Greenhouse Grower Magazine "New Varieties of Cut Flowers and Bedding Plants". Vet School Auditorium

10:00 Coffee Break

10:30 am Depart for East Ithaca Gardens, and tour cut flower trials in high tunnel and open field. National Cut Flower Trials of a dozen species plus additional experiments with shade covers, conducted by Professor Chris Wien.

OPTIONAL - Floriculture Open House
Additional Fee \$40

Noon Floriculture Open House Lunch and Kathy Pufahl memorial container garden competition, Bluegrass Lane, Cornell Campus. For more information, go online:
www.greenhouse.cornell.edu/floriday.html

1:30 pm View herbaceous annual and perennial flower planting: more than 800 species, plus varietal demonstrations of disease reactions of Monarda and Phlox.

Co-sponsored
by ASCFG &
Cornell University



The Association of Specialty Cut Flower Growers, Inc. was created to unite and inform growers in the production and marketing of field and specialty floral crops across the United States and Canada.

National conferences and trade shows are instrumental in bringing together flower growers, researchers, and suppliers to share information and knowledge on a broad level. ASCFG Regional Meetings, often more loosely structured and informal than a National Conference, are important for joining growers of a certain region, to compare notes on local growing conditions, market capacities and experiences.

Tours of greenhouses, fields, wholesalers and auctions often make up the format for Regional Meetings. Panel discussions, question-and-answer sessions and open exchanges are encouraged so that growers may trade information on local flower growing activity.

For more information on the Association, national or regional meetings, call the ASCFG at (440) 774-2887 or email ascfg@oberlin.net

www.hort.cornell.edu/cutflower.html

CORNELL

Tuesday, July 27

Noon: Registration and meet for lunch and get-acquainted session at Ithaca Farmers' Market, Third Street. Plenty of parking.

1 pm Depart for Butternut Creek Flower Farm, 200 Connecticut Hill Road, Newfield. Located at the highest point in Tompkins Cty., grower Alison Wiley will show us 2 acres of larkspur, Godetia, peony, lisianthus, sunflowers and biennials plus sunflowers and lisianthus in a high tunnel!

2:30 pm Depart for LittleFlowers, 471 Shafer Road, Newfield. Alison's original farm, established 19 years ago, features 5 acres of annuals and perennials for cut flower use.

4:00 pm Depart for the farm next door: Plenty of Posies, and grower Audrey Norberg. In production since 1988, Audrey grows and markets a range of annuals and perennial cuts on two acres. From greenhouse-grown gerberas and miniature roses in mid-May to ornamental seed pods in late October, the season is long and varied.

6:00 pm Buffet dinner sponsored by Harris Seed and Johnny's Seed, Ken Post Lab, Tower Road, Cornell University. Presentation on what's new in cuts, by Harris Seed Co. and Johnny's. Business meeting of ASCFG, and open discussion on cut flower issues.

Registration Information

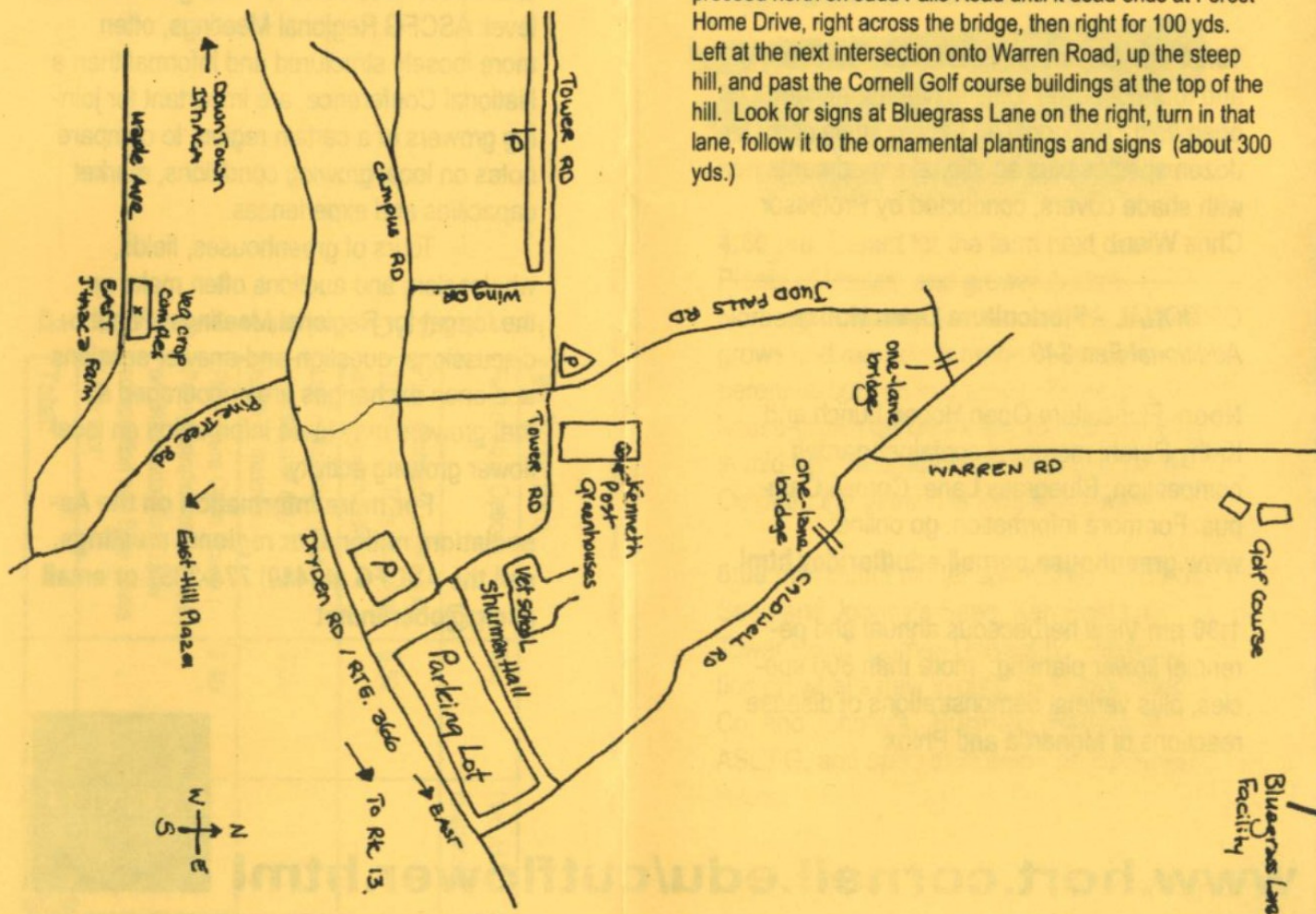
The registration fee is \$50 (including Tuesdays lunch and materials) for pre-registrations postmarked no later than July 12. After July 12, the late registration fee is \$65 (no guarantee on lunch or materials). Lunch on Wednesday, the container competition and tour of Blue Grass Lane is optional with an additional fee of \$40, by pre-registration only. The event will be held rain-or-shine! We encourage you to bring a camera. For further information visit our website at www.hort.cornell.edu/cutflower.html

Directions

Please note: 20 spots are available in vans for the grower tour. Additional attendees please drive yourselves.

Ithaca Farmers' Market: Located at Rte. 13 and Third Street in downtown Ithaca. Turn north at Aldi's Supermarket and drive 100 yards to the market. Check out directions at www.ithacamarket.com

Butternut Creek Farm: If coming from Ithaca, proceed south on Rte. 13 past the Rte. 34 and 96 intersection.



About a mile further on, turn right on Millard Hill Road to Trumbull's Corners, 3 miles further on. Proceed 100 yds through the intersection and turn left on Connecticut Hill Road. Half a mile on the right, look for the flower field. If coming from Elmira on Rte. 13, turn left on Trumbull Corners Rd. at Newfield, and follow it 5 miles to Trumbull Corners.

Little Flowers and Plenty of Posies Farms: From Newfield town, proceed on Main Street until you get to Shafer Road turnoff: opposite the Covered Bridge. Follow Shafer Rd. south and east for 3 miles, look for flower farms on left.

Ken Post Lab and Greenhouse, Cornell Campus: On Tower Road, on the main Cornell campus.

East Ithaca Gardens: Assuming that you are coming from the Ken Post Lab, turn south on Judd Falls Road at the intersection with Tower Road. Proceed through the first stop sign, turn right at Rte. 366, and then left at the next intersection on Pine Tree Road. About 300 yds. up the road, take the first right, Maple Avenue, and proceed to the first buildings on the right side, East Ithaca Gardens. Places to park there will be indicated.

Bluegrass Lane, Cornell Campus: From the Ken Post Lab, proceed north on Judd Falls Road until it dead ends at Forest Home Drive, right across the bridge, then right for 100 yds. Left at the next intersection onto Warren Road, up the steep hill, and past the Cornell Golf course buildings at the top of the hill. Look for signs at Bluegrass Lane on the right, turn in that lane, follow it to the ornamental plantings and signs (about 300 yds.)