

Appendix 4

Direct Mailing to Poultry Producers/Perspective Producers (48 pieces - Also sent as news release to local papers)

Date: June 28, 2004

To: Poultry Producers

From:

Lynn A. O'Brien
Resource Educator

Re: Poultry Gathering

We will be hosting a poultry meeting for current and prospective poultry producers on Thursday July 15, 2004 beginning at 7 PM at the Wild Geese Farm in Rushford. Participants will have an opportunity to learn more about the SARE Farmer/Grower research project (comparing feeding methods and breeds) and observe the chickens being raised in portable pasture pens.

Whether you're looking for ideas or have ideas to share, we hope you will be able to join us, rain or shine. Directions to the site are given below but feel free to call me at 1-888-256-2762 ext 18 if you need directions from a specific location.

Directions to Wild Geese Farm

From Cuba: Take Route 305 North, turn left onto North Shore. Follow around Cuba Lake to Rawson Rd, turn right. Stay on Rawson (7-8 miles) to Hardy Corners Rd make right on Hardy Corners Rd take first left onto Aggett. Farm is first place on the left, big barn with blue roof.

From Belmont: Take Route 19 North to Caneadea, turn left onto Route 243 (6 miles) to Rushford. Past Jac n' Mary's Restaurant take first left on Main St. Follow Main St to 4-way stop light at Rushford Corner Market and turn left. Continue out of town past school (3 miles) to first right, Agett. Farm is first place on the left, big barn with blue roof.