

1999 NYS Farmers' Direct Marketing Conference To Be In Buffalo

SYRACUSE, N.Y. — Plans for the 1999 New York State Farmers' Direct Marketing Conference have been finalized.

The conference will be held at the Adam's Mark Hotel in Buffalo, N.Y. from Feb. 1-4.

With "Marketing For All Seasons" as the theme for 1999, the annual conference features a bus tour, hands-on workshops and three full days of educational sessions.

Monday, Feb. 1 features the annual conference bus tour. The 1999 tour crosses the border into Ontario, Canada.

Participants are to visit greenhouse operations, farm markets with unusual and exciting offerings, and even go for a sleigh ride through the farmland of one of the markets stops.

For those remaining behind, there are several hands-on workshops to choose from, such as making evergreen wreaths, dried flower arrangements or gift baskets.

Surfing the web, advertising and food preparation demonstrations round out the workshops.

Dr. Jennifer Wilkins, senior extension associate with the Department of Nutritional Sciences at Cornell University, will give the keynote address.

She will speak on building local food systems in the Northeast. She'll follow up her address with a session on "The Northeast Regional Food Guide: how to help your customer eat right and support local agriculture."

Her talks promise to be inspirational as well as educational.

Following Dr. Wilkins talk will be two full days of educational seminars.

The topics cover every subject direct farm marketers need to market successfully for all seasons.

Conference attendees just entering the direct farm marketing arena will find fresh new

ideas on such topics as how to price their products, marketing techniques, and advertising.

More experienced marketers will also have plenty of interesting sessions to attend. Everything from developing your own processed product to adding value with herbs and fresh cut flowers, as well as some of the rules and regulations regarding petting zoos.

Several other organizations are to be conducting their meetings during this conference.

The NYS Berry Growers Association will be hosting a full day of educational seminars on the opening day of the conference, Monday, Feb. 1.

The NYS Christmas Tree Growers will be sponsoring several sessions throughout the conference on direct marketing trees, wreaths, and holiday greens.

The newest association to form, the Farmers' Market Federation of New York, will be

conducting meetings all day on Wednesday, Feb. 3. These sessions are open to market managers, farmers and anyone interested in farmers' markets.

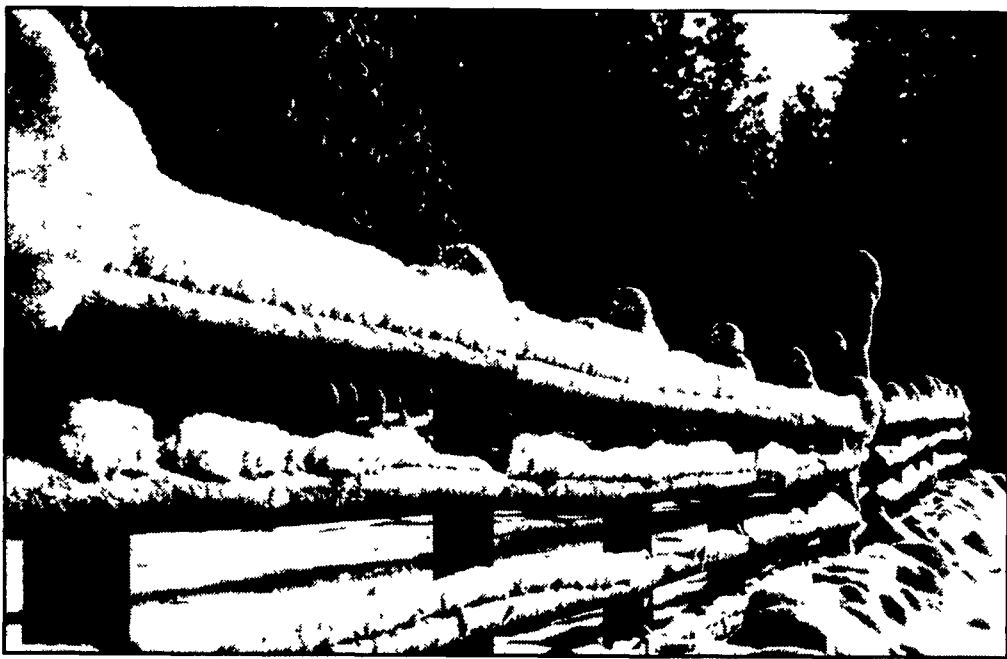
Also, the MidAtlantic Christmas Tree Growers Alliance will be holding their retail marketing school on Feb. 3, and then hold over for another full day at the hotel to finish up on Feb. 4.

An important event at each year's conference is the trade show. The "Marketing For All Seasons" Conference will once again sponsor a large trade show with over 40 vendors all

related to direct marketing of farm products.

Sofco, as the corporate sponsor of the NYS Farmers' Direct Marketing Association, will feature their wide array of products. Many other vendors, from bakery goods to seed companies, gift items, packaging, displays, signage and countless others including machinery, will all be spotlighting their wares at this conference trade show.

If you would like more information about the 1999 New York State Farmers' Direct Marketing Conference, contact Judy and Bob Schultz at 716-484-7300.



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40 fresh last 60 days.
Balance year round herd.
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Fri., Jan. 8.....10 AM.....Horse Sale
Fri., Jan. 22.....10 AM.....Horse Sale
Fri., Feb. 5.....10 AM.....Horse Sale
Fri., Feb. 19.....10 AM.....Horse Sale
Fri., Mar. 5.....10 AM.....Paul Smucker Mules
Mon., Mar. 8.....12 Noon.....Draft Horse Sale
Fri., Mar. 19.....10 AM.....Horse Sale
Fri., Apr. 9.....10 AM.....Horse Sale
Fri., Apr. 23.....10 AM.....Horse Sale
Sat., May 1.....10 AM.....Heifer Sale
Fri., May 7.....6 PM.....Feeder Sale
Fri., May 14.....7 PM.....Horse Sale
Sat., May 22.....10 AM.....Quarter Horse Sale
Fri., May 28.....6 PM.....Feeder Sale
Sat., June 12.....10 AM.....Heifer Sale
Fri., June 18.....7 PM.....Horse Sale
Fri., July 16.....7 PM.....Horse Sale
Fri., Aug. 13.....7 PM.....Horse Sale
Sat., Sept. 11.....10 AM.....Fall Heifer Sale
Fri., Sept. 17.....7 PM.....Horse Sale
Fri., Sept. 24.....6 PM.....Fall Feeder Sale
Sat., Oct. 2.....10 AM.....Quarter Horse Sale
Fri., Oct. 8.....7 PM.....Horse Sale
Sat., Oct. 16.....10 AM.....Heifer Sale
Fri., Oct. 22.....6 PM.....Feeder Sale
Wed., Oct. 27.....10 AM.....Dairy Show & Sale
Fri., Nov. 5.....7 PM.....Horse Sale
Fri., Nov. 12.....6 PM.....Feeder Sale
Thurs., Nov. 25 THANKSGIVING No Sale
Fri., Nov. 26.....10 AM.....Beef Sale
6 PM.....Feeder Sale
Fri., Dec. 3.....7 PM.....Horse Sale

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