

## Eastern New York Farmer's Market Information Day March 4

SYRACUSE, N.Y. - Many farmers are finding themselves in tough financial times.

Costs of production keep rising, but the prices received for products, whether it's milk, meat, produce, or grains, just don't rise at the same rate. And many times they don't rise at all!

So where can a farmer turn to increase his income?

Retailing your farm products at a farmers' market may be the answer! You can eliminate the middle man and receive the full retail value for your product.

Farmers' markets are affordable avenues for direct marketing your farm products. Cost of participation is low and there is an already existing customer base. But, where are these markets and how can you get involved?

The Farmers' Market Federation of New York along with the Eastern NY Regional Chapter and the Regional Farm and Food Project of CEC and Cornell Cooperative Extension are sponsoring a "Market Information Day" on Thursday, March 4 from noon - 5 p.m. at the Albany County Cornell

Cooperative Extension office in Voorheesville.

Farmers' market managers from counties in the eastern section of New York State will be on hand to give you all the information you need to get you started at their markets.

At this event, market managers will offer a short presentation to the audience describing their market, the community it serves, and the types of products in demand.

You'll have the opportunity to ask questions about their markets or about direct marketing in general. You can also take the opportunity to meet with the managers one-on-one at their booth and pick up market applications to participate in the markets that interest you.

We'll also hear an update on the 1999 Farmers Market Nutrition Program from the NYS Department of Agriculture & Markets. This is an invaluable program to farmers' markets, increasing their customer traffic and providing additional revenue for participating farmers.

Spend an afternoon networking with other farmers as you

learn about exciting direct marketing opportunities.

Cost of attendance is \$10 and

includes a deli lunch. Seating is limited. For reservations or more information, contact Diane

Eggert at the Farmers' Market Federation office at 315-475-1101

# Building Value Days

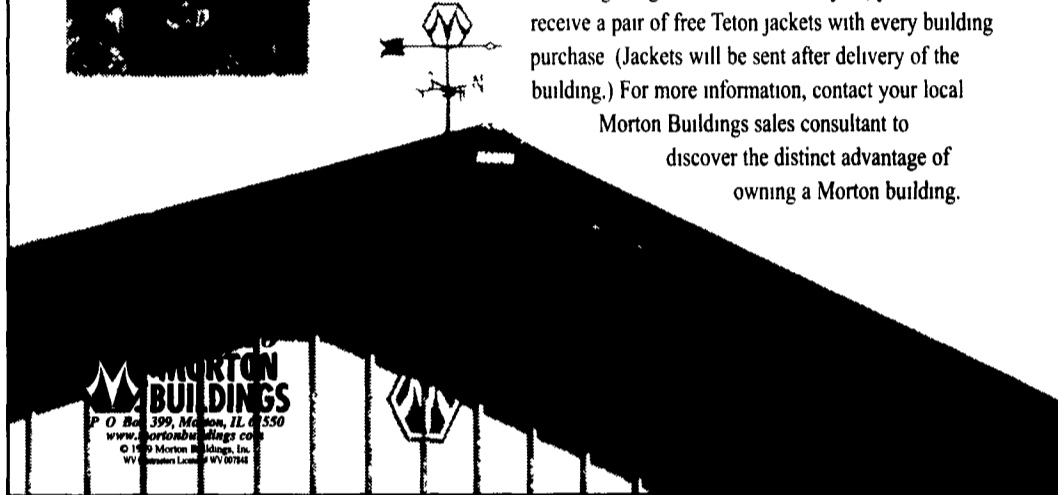
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