

2014 cornell agribusiness  
**strategic marketing**  
conference

Nov. 11–12, 2014

**New, Niche, and  
Non-Traditional Market  
Opportunities: Developing  
a successful and profitable  
relationship for all**



The Inn on The Lake  
770 South Main Street, Canandaigua, NY  
Phone: (585) 394-7800

## Featuring:

- Marketing insights to access ethnic markets
- Increasing marketing opportunities with non-traditional partners
- Tips when adding new and diversified market channels to your selling mix
- Price determination tutorial and research guidance to successfully price products for a market

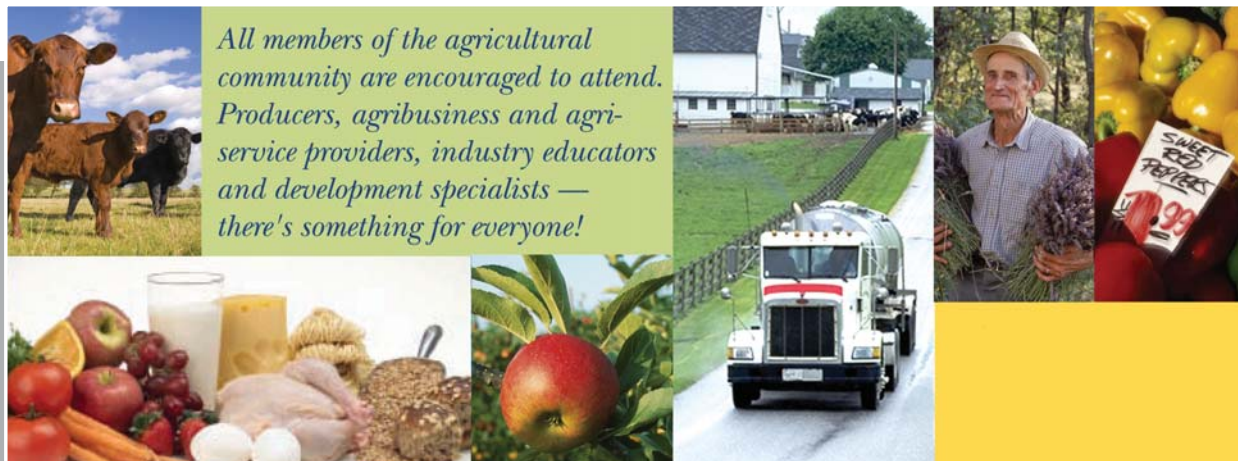
## Contact

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## Conference and Registration Info

[dyson.cornell.edu/outreach/strategic\\_  
marketing\\_conference.php](http://dyson.cornell.edu/outreach/strategic_marketing_conference.php)



*All members of the agricultural community are encouraged to attend. Producers, agribusiness and agri-service providers, industry educators and development specialists — there's something for everyone!*

Sponsored by the Agricultural Marketing and Community Development Program Work Team

Additional support provided by the Cornell Program on Agribusiness and Economic Development, the Charles H. Dyson School of Applied Economics and Management at Cornell University, Cornell Cooperative Extension, Eastern New York Commercial Horticulture Program, Harvest New York Program