

Cornell Cooperative Extension Lake Ontario Fruit Program

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Dear Lake Ontario Fruit Team Supporter,

July 18th, 2018

Re: Sponsorship Opportunities for the Young Growers Tour

2018 LOF **NextGen Young Fruit Farmer Study Tour** - Thursday, August 2nd – Saturday, August 4th

For the 3rd year in a row, LOF (in partnership with New York Apple Sales, the Future Fruit Growers of Lake Ontario, and The Young Growers Alliance), is organizing an annual **NextGen Young Fruit Farmer Study Tour**. In 2016, Mario Miranda-Sazo (CCE-LOF) and Matt Wells (NYAS) coordinated a study tour of Washington State. Last year, Matt organized a tour of the Champlain Region of New York and Vermont. 25-35 young fruit growers from NY attended each tour and learned a tremendous amount of information that is positioning them to be successful in their operations. **This year, the tour will be in the Adams County Region in Pennsylvania on August 2-4.** The tour will include innovative grower orchards and the Penn State Fruit Research & Extension Center in Biglerville. The attendees will also be spending time with the Young Growers Alliance, a very well –organized group of young tree fruit growers from the mid-Atlantic region. Learning from the YGA will help our goal of developing a more cohesive state wide young growers group. For the past two years, we raised significant money from the industry that was used to reduce the trip costs for the young growers. This amount far exceeded our expectations and made the trip more affordable. Our goal is to be able to cover the transportation costs (rental cars or a bus), and some of the meals.

We know you will see value for your business in these educational opportunities for the industry, and invite you to participate as a sponsor to support this events.

We are suggesting the following sponsorship levels:

- **Silver** **\$350 –**
- **Bronze** **\$200**

The benefits of being a sponsor of this event includes:

- Your company will be listed in all upcoming summer issues of our Fruit Notes newsletter (Bronze), and in all remaining 2018 newsletters (Silver). Our *Fruit Notes* newsletter reaches over 200 growers and others in the industry
- Your company will be acknowledged at the meeting (Silver & Bronze levels)
- In addition, your company's name will be listed on the back of the free T-Shirt that participants receive at the Young Fruit Farmers Tour (Silver & Bronze levels)

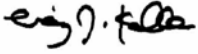
Any donation you would like to make toward expenses for the events will be graciously accepted and acknowledged. You can simply send a check in any amount made out to "Cornell Cooperative Extension" and send to Kim Hazel at the address below.

If you are interested in the online registration option as a sponsor, please visit the sponsorship link on our website: <https://lof.cce.cornell.edu/sponsorship.php>. Please note when you visit the link, it will be under the LOF Fruit Farmer Study Tour 2018 heading.

If you prefer, to send a check, please fill out the attached registration form and mail to Kim with your check.

If you have any questions, please contact Mark Wiltberger (315-272-8530 or mw883@cornell.edu). **Please register by July 30. The earlier you register the more publicity you will get for sponsoring the tour in meeting announcements.** We are looking forward to this excellent educational event and hope you will consider your support to help make it a success. Thank you.

Sincerely,



Craig Kahlke
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Team Leader
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