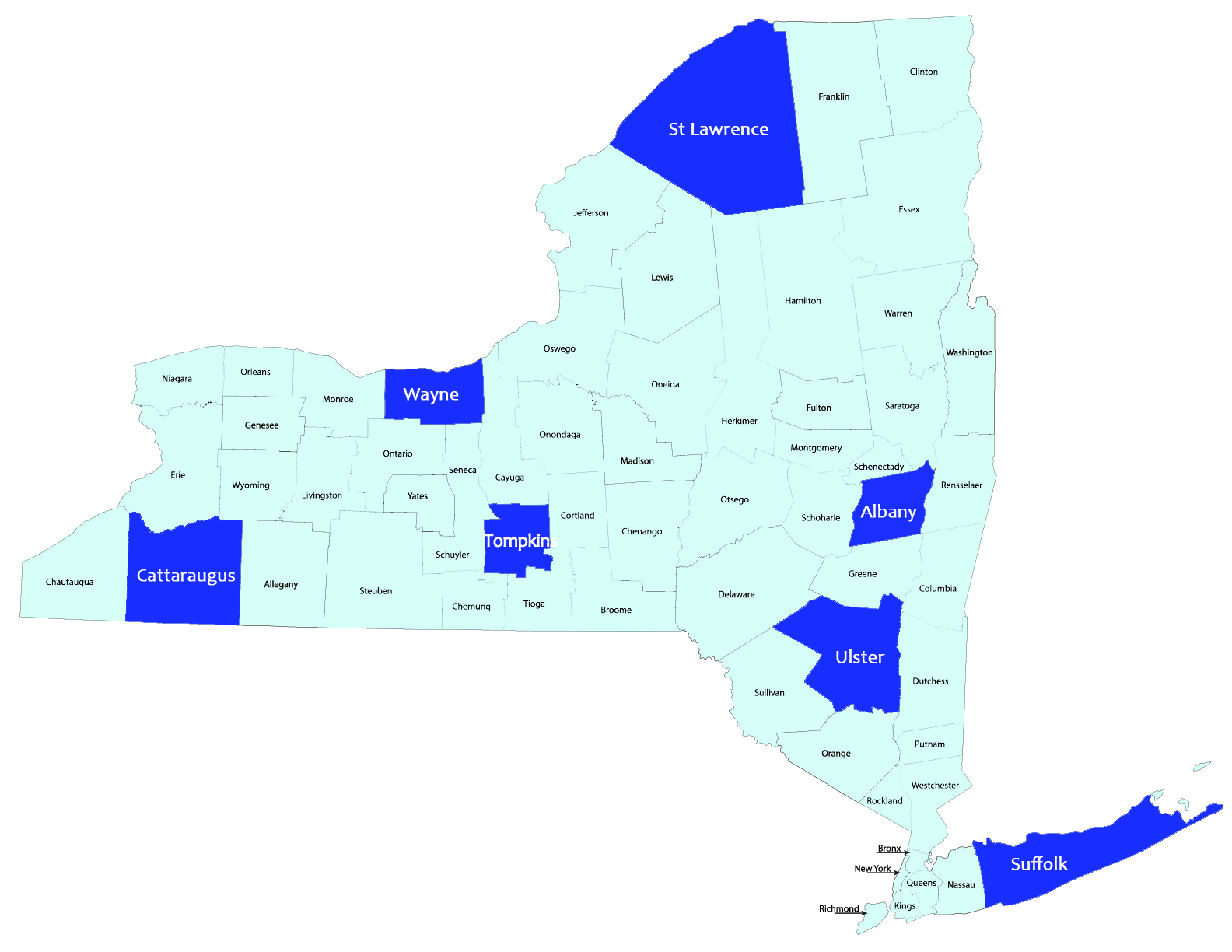
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| C:\Users\vws7\Desktop\Final Logo Variations\SFPLogo.jpg | (P) 607.255.9227 (F) 607.255.0599  smallfarmsprogram[@cornell.edu](mailto:jb262@cornell.edu)  [www.smallfarms.cornell.edu](http://www.smallfarms.cornell.edu)  15A Plant Science Building  Ithaca, NY 14853 |



**2014 NY SMALL FARM SUMMIT**

**Beyond Direct Marketing: Exploring New Ways to Sell**

**General Schedule**

**State-Wide Video Conference**

**9:00 AM** Arrive, Registration, Refreshments

**9:30 AM** Welcome - Anu Rangarajan, Director of the Cornell Small Farms Program

**9:45 AM** Darren Maum - Salvere Farm in Marietta, NY (Onondaga County)

**10:30 AM** Shannon Mason - Cowbella in Jefferson, NY (Schoharie County)

**Regional Host Sites**

**Finger Lakes**: Wayne County CCE, Newark, NY

**Central NY**: Cornell University Campus, Ithaca, NY **Eastern NY**: Albany County CCE, Voorheesville, NY **Hudson Valley**: Ulster County CCE, Kingston, NY **Northern NY**: St. Lawrence County CCE, Canton, NY

**Western NY**: Cattaraugus County CCE, Ellicottville, NY

**Long Island**: Suffolk County CCE, Riverhead, NY

**11:15 AM** Stephen Winkler - Lucki7 Livestock Co. in Rodman, NY (Jefferson County)

**12:00 PM** Discussion

**Regional Host Site Program**

**12:30 PM** Lunch

**1:30 PM** Identifying Local Wholesale Markets

**2:00 PM** Group Discussion: Exploring Wholesale Markets and Action Planning

**3:15 PM** Closing and Evaluation

**3:30 PM** Adjourn