

Press Release August 21, 2009

2009 Cornell Strategic Marketing Conference  
November 2nd and 3rd, 2009

Story Telling: **Marketing the Unique Story of Your Business for Success!**

The marketing decisions of today's small- to medium-sized agribusiness firms selling agricultural, food, and specialty products are becoming more and more complex. Today's buyers are demanding a closer connection to their food and knowing not only more about the product itself, but more about the farm or firm that produces it. Whether it's improved product quality through alternative technologies, collaborative activities that support family farms and agricultural communities, or utilizing sustainable production practices, they all uniquely define a business story. In this way, marketing the unique story of your business provides the opportunity to showcase the unique qualities your firm and products possess, separates you from your competitors, and allows you to capitalize on your competitive advantages. Effectively communicating that story to market your products is what this conference is all about.

The 2009 Cornell Strategic Marketing Conference will feature successful producers, processors, and other agribusinesses that will showcase their business stories and specific ways they built success through improved marketing strategies. In addition, key professionals and industry experts will provide methods to help you evaluate the success of your marketing activities and analyze the financial implications of the marketing strategies you employ.

The conference is open to all members of the agricultural and food industry and will be held at the Henry A Wallace Visitor and Education Center at the FDR Presidential Library and Museum in Hyde Park, NY on November 2nd and 3rd. The conference is organized by the Agricultural Marketing and Management Program Work Team (PWT), with support provided by the Cornell Program on Agribusiness and Economic Development (<http://agribusiness.aem.cornell.edu>), the Department of Applied Economics and Management at Cornell University (<http://aem.cornell.edu>), and Cornell Cooperative Extension of Dutchess County (<http://blogs.cce.cornell.edu/dutchess/>). Current agenda and registration materials will be posted soon to the PWT website at <http://marketingpwt.aem.cornell.edu>. So please check back often for updates!

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