

PRESS RELEASE

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Manage Your Risk in an Agri-Tourism Business

HUDSON VALLEY, NY— Bringing visitors to your farm can create new income streams as trends indicate that nature and agricultural tourism is on the rise in the Catskills region. However, agri-tourism can also be a source of risk to the farm business. Six seminars will teach participants how to manage risk, followed by a panel of successful agri-tourism operators. In-between each seminar, participants will build on their knowledge to develop their own risk management plan for their farm.

Attendees will learn about the following five areas of risk: legal, marketing, human resource, financial, and weather/production risks. This 5-county program will be offered simultaneously in Delaware (the host county), Otsego/Schoharie, Sullivan, and Ulster via online Zoom technology.

The program is sponsored by the Northeast Extension Risk Management Education agency and the five Cornell Cooperative Extension Associations. The workshops take place from 10am – 2:30pm.

Date	Topic
Friday 1/11	Introduction to Risk Management; Financial Risk
Friday 1/18	Production/Weather Risk
Friday 1/25	Legal Risk
Friday 2/1	Marketing Risk
Friday 2/8	Human Resource Risk
Friday 2/15	Agri-Tourism Panel

There is no fee to attend and participants may bring their own lunch. Please register to ensure that there is adequate room and resources. Attend any or all of the classes.

Your Trusted Resource of Choice.

For more information about Cornell Cooperative Extension Sullivan County, contact Melinda Meddaugh at mm2592@cornell.edu. For information about the program, contact Mariane Kiraly, Cornell Cooperative Extension Delaware County at mk129@cornell.edu.

Site locations:

Cornell Cooperative Extension Delaware County (host site)

www.ccedelaware.org

607-865-6531

mk129@cornell.edu

34570 State Highway 10 Hamden, NY 13782

Cornell Cooperative Extension Sullivan County (via online Zoom technology)

www.sullivancce.org

845-292-6180

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64 Ferndale-Loomis Road, Liberty, NY 12754

Cornell Cooperative Extension Schoharie/Otsego Counties (via online Zoom technology)

www.cceschoharie-otsego.org

518-234-4303

schoharie@cornell.edu

Cornell Cooperative Extension Eastern New York Commercial Horticulture (via online Zoom technology)

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