



Marketing Agricultural Products

Webinar Series

Are you interested in expanding your farm's product offerings in 2022? Identifying and evaluating potential markets for new products is always the first step. Join CCE ag business specialist Lindsey Pashow for a FREE Zoom webinar series this fall to help you plan your marketing and pricing strategies as your business evolves. Pre-registration is encouraged but not required.

Finding Markets

September 15, 12pm-1pm

The Finding Markets workshop focuses on finding markets to fit your agricultural business.

Register Here: https://cornell.zoom.us/meeting/register/tJlod-2upzgtH9LvWt0QnH7M3v8NPPu02_5i

Pricing

October 13, 12pm-1pm

The Pricing workshop will focus on finding the true cost of product, price to charge, and determining if it is a viable product for your agricultural business and market.

Register Here: https://cornell.zoom.us/meeting/register/tJEvduytqzstE9EziO3fM2FqnNOJiE0Q_Am

Market Evaluation

November 3, 12pm-1pm

The Market Evaluation workshop will focus on techniques for evaluating both new and existing markets for your agricultural products.

Register Here: <https://cornell.zoom.us/meeting/register/tJAtdeiqrzgjGtB8J0ZuclJeKqCD5dnBWGcl>

Cornell Cooperative Extension
Harvest New York

September 15, 2021

October 13, 2021

November 3, 2021

12pm—1pm

Questions? Contact Lindsey Pashow at 518.569.3073 or lep67@cornell.edu

These programs are sponsored in part by the Northern New York Agricultural Development Program



Cornell Cooperative Extension is an employer and educator recognized for valuing AA/EEO, Protected Veterans, and Individuals with Disabilities and provides equal program and employment opportunities.