



Communications, Marketing & Media

FREE Workshops for Farmers & AEM Partners

✳ *Lunch Included* ✳ *Space is limited, register early!*

✳ *CCA Credits Available*

Cayuga County Tuesday, October 14, 2008 10 AM – 4 PM

Cayuga Co. SWCD Office, 7413 County House Rd., Auburn, NY 13021

Albany County Tuesday, October 28, 2008 10 AM – 4 PM

NYFB Office, 159 Wolf Rd., Albany, NY 12205

Lewis County Thursday, November 6, 2008 10 AM – 4 PM

Lowville Elks Lodge, 5600 Shady Ave, Lowville, NY 13367

Delaware County Wednesday, December 10, 2008 10 AM – 4 PM

Delaware Co. SWCD Office, 44 West St., Walton, NY 13856

Walk into this FREE workshop with questions ... Walk out with a road map for:

handling media inquiries

answering tough environmental questions

conveying the importance of farming and agriculture

promoting your farm and **marketing** your farm products

The agricultural community needs to work together to accurately represent our farms and our farm families directly to the public. It's easier than you may think, it takes less time than you may think, and it is more important than ever!

- Receive training from top communications professionals who share your commitment to agriculture.
- Leave with a toolkit of consumer-tested messages on environmental, animal care and safety issues.

Register by:

The Friday prior to the session – *Space is limited, so register early!*

- Email barb.silvestri@agmkt.state.ny.us or call 518-461-6843.
- For information call AEM Outreach Coordinator Barb Silvestri at the number listed above.

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