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MEMO

TO: NEWS DIRECTORS AND PUBLIC SERVICE ANNOUNCEMENT DIRECTORS

FROM: LISA M. BERGER, MARKETING & PUBLIC RELATIONS
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RE: NORTHEAST SMALL FARMS EXPO PRESS CONFERENCE

DATE: August 12, 2004

PRESS CONFERENCE ANNOUNCEMENT:

Date: Thursday, September 9, 2004

Time: 1:30 p.m

Location: Walkkill View Farm, Route 299 West, New Paltz NY

Representatives from Cornell Cooperative Extension of Dutchess, Orange, Sullivan and Ulster Counties with staff from Cornell, Penn State and Rutgers Universities will hold a press conference at 1:30 pm. on Thursday Sept. 9, 2004 at Walkkill View Farm about the Northeast Small Farm Expo being held Sat. & Sun September 18th & 19th at the Ulster County Fairgrounds in New Paltz.

NYS Commission of Agriculture Nathan Rudgers is schedule to speak about the importance of small farms to the state and regional economies. The Secretaries of Agriculture for New Jersey and Pennsylvania have also been invited to attend. Details regarding educational workshops, demos, children's activities, entertainment and farmers market will be announced.

Farm fresh refreshments will be served courtesy of the Ferrante family (owners of Walkkill View Farm) and the Orange County Agriculture and Farmland Protection Board. For more information about the Expo or press conference please contact Les Hulcoop, Cornell Cooperative Extension of Dutchess County at (845) 677-8223 or Lisa Berger, Cornell Cooperative Extension of Ulster County, 845-340-3990 or via email at lp41@cornell.edu. Directions to Walkkill View Farm from the NYS Thruway follow below

From NYS Thruway Exit 18: Turn left onto Route 299 West/Main Street. Follow Route 299 through New Paltz (4 traffic lights), over a green bridge. Walkkill View Farm will be on the left surrounded by corn fields and picturesque pumpkin patches.

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Cornell Cooperative Extension provides equal program and employment opportunities. NYS College of Agriculture and Life Sciences, NYS College of Human Ecology, and NYS college of Veterinary Medicine at Cornell University, Cooperative Extension associations, county governing bodies, and U.S. Department of Agriculture, cooperating.