

How to Become a Taste NY Vendor: Secrets to Success

Date: Thursday, November 7

Time: 5:30 PM – 6:30 PM

Location: Online via Zoom

Free

Are you a New York producer looking to increase your market reach and sales? Join us on Thursday, November 7, from 5:30 PM to 6:30 PM for an exclusive informational webinar on how to become a Taste NY Vendor featuring Christopher Charles Lawton, Manager at Taste NY, Capital Region Welcome Center, and Gregory Flores, Taste NY Market Assistant Manager.

This free online Zoom session will delve into the Taste NY program, how to navigate the vendor application process, and strategies for product branding to boost their market presence. NY producers of food and non-alcoholic beverages, health and beauty items, textiles, and crafts are invited to learn how to partner with Taste NY store at the Capital Region Welcome Center. The webinar will also include a Q&A session to address any specific questions that arise.

Register today to secure your spot and learn how you can expand your business and market your products through the Taste NY program!

Register at : <https://www.cceevents.org/e/how-to-become-a-taste-ny-vendor-secrets-to-success>

If you have any questions, please reach out to Uliana Ahashkova, Agriculture Economic Development Educator, at ua38@cornell.edu or 845-340-3990 x390.

Discover the Benefits of Becoming NYS Grown & Certified Producer

Date: Wednesday, November 13

Time: 12:00 PM – 1:30 PM

Location: Online via Zoom

Free

Are you ready to elevate your agricultural products' market appeal and consumer trust? Join us on Wednesday, November 13, from 12:00 PM to 1:30 PM for an exclusive informational webinar. Jessica Brooks, Program Manager of the New York State Grown & Certified, New York State Department of Agriculture and Markets, will guide you through the certification process.

This free session will provide a comprehensive overview of the New York State Grown and Certified program, tailored for producers of various agricultural products such as fruits, vegetables, cut flowers, Christmas trees, craft beverages, beef and pork, poultry and eggs, dairy, and specialty products like maple and honey. Learn how obtaining certification assures your products' quality and safety and enhances their marketability, helping you access new markets.

Attendees will gain insight into the program's criteria, centered around environmental stewardship and safe food handling practices. A dedicated Q&A session will follow, addressing your specific questions and providing detailed information to help you understand how certification can benefit your business.

Learn how you can enhance your agricultural practices and market your products as NYS Grown and Certified!

The webinar is free of charge, and registration is required to secure your spot.

Register at <https://www.cceevents.org/e/discover-the-benefits-of-becoming-nys-grown-and-ce>

If you have any questions, please contact Uliana Ahashkova, Agriculture Economic Development Specialist, at ua38@cornell.edu or 845-340-3990 x390