



Cornell University  
College of Agriculture and Life Sciences  
New York State Agricultural Experiment Station

[Home](#) / [News & Events](#) / [2004 Releases](#)

## FOR IMMEDIATE RELEASE

Pictures are linked to hi-res scans

December 20, 2004

Contact: Lindy Kubecka, 315-687-5734, email [nysvqa@twcnv.rr.com](mailto:nysvqa@twcnv.rr.com)

# Empire State Fruit and Vegetable Expo and Produce Marketing Conference Educational Sessions Provide Opportunities for Growth



**SYRACUSE, NY:** The Empire State Fruit and Vegetable Expo and Produce Marketing Conference educational sessions are as diverse as the many different growing operations that exist in New York State, as well as surrounding areas. These sessions provide up-to-date information that growers of any size operation can use to improve their businesses, enhance marketing strategies and grow better crops. The Empire State Fruit and Vegetable Expo will be held February 14-17, 2005 in Syracuse, New York at the Oncenter Convention Center and promises to be an exciting event that is not to be missed.

The Produce Marketing Tour kicks off the Expo on Monday, February 14. Don't miss the opportunity to experience the latest in marketing techniques as the tour takes attendees to three innovative and unique stops. The first stop on the tour will be the Empire Fresh Cut facility in Oswego which is the newest onion processing facility in the Northeast. Red Jacket Orchards in Geneva will be the next location the tour will visit. This orchard produces premium juices and markets innovatively to both retailers and wholesalers. Green Hills Grocery in Syracuse will be the final stop of the day. Don't miss this opportunity to see the "best little grocery store in North America" (named by INC. Magazine). Lunch is included with this tour and attendees must be pre-registered!

The educational sessions kick off on Tuesday, February 15 as the Expo trade show opens at 8 a.m. Don't miss the "official" grand opening of the trade show at 11:00 a.m. for special guests and prizes! Fruit growers should plan to attend the full day session on Apples and Stone Fruit. Important pest management issues including scab, mildew, mites, maggots, and blotch will be addressed in the morning and the afternoon session will focus on pruning practices as well as information regarding tart cherry production.

The full day Potato Session looks at new varieties, storage management options for disease control as well as control strategies for late and early blight, and an update on insect management tactics. If you have ever considered a u-pick operation for your potatoes, attend this session to gain insights on how this would look for your business. The potato packaging contest results will also be announced at this meeting.

The Produce Marketing Conference rounds out the third full day session with current information on marketing trends, radio frequency identification technology, food service opportunities and selling to non-traditional retailers. This session also offers plenty of interaction for the session's attendees through case studies.

Links:

Expo website: <http://www.nysaes.cornell.edu/hort/expo/>

###

Search all **NYSAES** press releases

Search

[Home](#) | [About Us](#) | [Academics](#) | [Commodity & Diagnostic Help](#) | [Departments & Units](#)  
[News & Events](#) | [Public Outreach](#) | [Publications](#) | [Station Life](#)

---

New York State Agricultural Experiment Station, 630 West North Street, Geneva, New York 14456  
Telephone: 315.787.2011



Last Modified: January 24, 2005  
Comments to: [webfeedback](#)

# The Empire State Fruit & Vegetable

# EXPO



Growing  
for the Health  
of New York