

Cazenovia Area Community Development Association, Inc. (CACDA)
7 Nickerson Street • Cazenovia, NY 13035
Tel: (315) 655-7651 • Fax: (315) 655-7129 • www.cacda.net

MEDIA ADVISORY

For Immediate Release – 6/7/07

Contact: Barbara Henderson, Executive Director
Tel: (315) 655-7651; e-mail: director@cacda.net

CACDA Presents:

Strategies to Improve Farm Profitability

Cazenovia, NY - On Wednesday, 13 June 2007 at 7:00 p.m. in the Cazenovia Public Library Community Room, 100 Albany Street, Cazenovia Area Community Development Association, Inc. (CACDA) will sponsor a program to discuss various strategies that New York producers can pursue in order to help sustain and improve farm profitability. Thomas Sleight, Director of the New York Farm Viability Institute, will be the featured speaker.

Mr. Sleight began his appointment as the Executive Director of the New York Farm Viability Institute in November, 2006. He came back to New York from his most recent position as Director of the Division of Marketing for the Virginia Department of Agriculture, where he was responsible for local, regional and international marketing of Virginia's diverse bounty of food and agricultural products.

Prior to Virginia, Tom served as Executive Director of the U.S. Grains Council in Washington, DC for sixteen years. He worked in market development for U.S. corn, sorghum and barley throughout the world, including serving as Director of International Operations for Asia, and as Regional Director for Eastern Europe and the Soviet Union.

(more)

CACDA Presents:

7 June 2007

Page 2

Tom is a native New Yorker, having grown up as the 10th generation on his family's dairy farm in Dutchess County. He is a graduate of Cornell University with dual specializations in Agronomy and Agricultural Economics.

The program is free and open to the public. Please join us!

Cazenovia Area Community Development Association, Inc. is an independent 501(c)(3) not-for-profit community based organization representing a broad cross-section of stakeholders. CACDA seeks to facilitate the planning and implementation of various projects and programs that will enhance the quality of life, for all residents in the greater Cazenovia region, through education and consensus-building activities.

CACDA offers assistance in accomplishing community goals and objectives. It provides a non-political clearinghouse for discussion and a resource for fact finding as well as dissemination of information.

Individuals and corporations can support CACDA's programs through donations and volunteer efforts. For more information, please call Barbara Henderson, Executive Director, at 655-7651 or e-mail director@cacda.net.

Educate ☆ Build Consensus ☆ Implement