



NEWS RELEASE

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Conference Coming To Explore Marketing Opportunities in Value-Added

Kearney, Neb. April 7, 2004 -- Agricultural producers, economic developers, community leaders, and others interested in learning more about marketing opportunities in value-added production should attend the upcoming April 22, 2004 Value-Added Conference. The conference will be held at the Buffalo County Fairgrounds Extension Center Building located at 1400 East 34th Street in Kearney, Neb. from 9 a.m. – 5 p.m. with registration at 8:30 a.m. If you are interested in learning about the potential for marketing value-added products and want to find out whom to contact and what questions to ask, then this conference is for you!

Listen to presentations by individuals and traditional cooperatives that are adding value to their agricultural products. Learn how they tackled the challenges of marketing. Come hear how Randy Cruise of Farmers Premium Produce of Pleasanton and Farmers Cooperative Oil Company of Newman Grove started their value-added marketing ventures and what they have learned about marketing. Find out what producer groups in other states are doing to market locally grown products. Spend the afternoon learning from a panel of experts on food distribution from warehouses, grocers and food brokers who will speak candidly to you about what it takes to get your products to consumers.

Register today by contacting Deb Yocum at 402-223-3125 ext. 4 or debra.yocum@ne.usda.gov. Cost to be paid at the door is \$20 which includes lunch.

The conference is sponsored by the Nebraska Value Added Advisory Partnership (NEVAAP), a consortium of state, federal and private resource providers who partner together to foster value-added growth in Nebraska.

Also attend the [Renewable Energy Workshop](#) on April 23, 2004 from 9:00 am to noon at the fairgrounds to hear about new technologies for businesses, farms and ranches, as well as information on grant assistance and funding opportunities.

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