

Cornell Cooperative Extension

Northwest NY Dairy, Livestock and Field Crops Program
Southwest NY Dairy, Livestock and Field Crops Program

FEB 15
2024

12:00pm-1:00pm
EST

Register [HERE](#)



VALUE-ADDED DAIRY PROCESSING WEBINAR



In partnership with:

NORTHEAST

**DAIRY BUSINESS
INNOVATION CENTER**

“Putting the 4 P’s of Marketing to Work for Your Diversified Dairy”

Join Farm Business Management Specialist, Katelyn Walley and Dairy Management Specialist, Margaret Quaassdorff for this free webinar to learn simple and important marketing ideas for your dairy business.

Marketing is one of the most important considerations for any type of diversified dairy business, particularly those with interests in on-farm processing. We'll help you use product, prices, place, and promotion to plan for your farm's growth and change.