



## Brought To You By

Cornell CALS  
College of Agriculture and Life Sciences



FARM CREDIT EAST



Climate change, innovative technology, labor and supply shortages, competition, pandemic. These are powerful, disruptive forces shaping the agri-food system and natural resource industry in NYS and abroad in small and seismic ways. Our 2023 Forum — January 12 at the Syracuse OnCenter — will examine how disruption is creating new opportunities for stakeholders at all levels who are willing to retool and pivot quickly to advance their business goals.

### Day-Long Program Begins at 9am at Syracuse OnCenter

Attendees will enjoy networking, exhibits, lunch and afternoon reception. Registration fee of \$150 includes NYS Ag Society membership. Discounts available for aspiring leaders up to 25-years of age (\$75), lifetime members of the NYS Ag Society (\$105), and Forum corporate supporters.

#### Morning Keynotes



##### Dr. Chris Barrett

An agricultural and development economist at the Charles H. Dyson School of Applied Economics and Management at Cornell University, Dr. Chris Barrett is a leading global scholar in agricultural economics, development economics, food security, poverty, and resource economics. He will set the stage on global food security challenges, pipeline constraints, and shed light and optimism amidst disruption.



##### Monica Massey

DFA is a \$20 billion milk marketing cooperative and global dairy foods company with nearly 13,000 dairy farmer members, 20,000 employees, a broad network of customers and a diverse portfolio of products. Monica Massey, Executive Vice President, Chief of Staff and Chief Innovation Officer, will speak on disruption impacting the U.S. dairy industry, from stressed milk markets to increased competition in the dairy case

#### Lunch Feature: Harris Seeds Transformed!



CFO Christopher Cappetta of Harris Seeds-GardenTrends will tell the story of Harris Seeds' diversification into complementary businesses and entry into the digital age to reach new and existing customers. There's more to the eye for this gardening icon than a beautiful, time-honored catalogue! In addition to being CFO, Chris serves as General Manager of Mito Technologies, LLC., a manufacturing division of Garden Trends, Inc. that includes Ken-Bar greenhouse supplies and a recent acquisition of HopsHarvester.

**Register by December 21 at [www.nysagsociety.org](http://www.nysagsociety.org)**

to avoid a late surcharge.

**Forum Site:** Syracuse OnCenter, 800 S State St, Syracuse, NY.

**Overnight accommodations:** Collegian Hotel & Suites, 1060 E. Genesee Street, Syracuse, NY, at a rate of \$95.

Call 315-701-2617 or use this link to make a reservation by December 12, 2022:

<https://www.wyndhamhotels.com/trademark/syracuse-new-york/collegian-hotel/rooms-rates?&checkInDate=01/11/2023&checkOutDate=01/13/2023&groupCode=011123NYS>

## Afternoon Panel: Disruptive Innovation!



### **Moderator: Tom Cosgrove, Farm Credit East**

Agricultural credit and financial services has had its fair share of disruption. A key component of Farm Credit East's strategy in the marketplace is enhancing its digital presence. Tom Cosgrove is Executive VP of Knowledge Exchange, Public Relations and Marketing.



**Callan Space** – Callan and her husband Jason Clore are the majority partners of Owasco Meat Company, Inc., a USDA inspected slaughterhouse, custom meat processor, and meat wholesaler located in Moravia, NY. Callan looks forward to keeping custom meat processing in our local communities and providing meat proteins that are affordable to rural customers.



**Michael Howlett** – Michael is fifth generation and Chief Operating Officer of Howlett Farms of Avon, NY, a vertically integrated business that specializes in grain production, trucking, grain handling and marketing. As an active commodity merchandiser, he works closely with over 1,400 farmers across the Northeast to discuss and develop strategies to help producers make informed marketing decisions.



**Benjamin Stamp** – Fourth generation in the family business, Ben Stamp is involved in nearly every aspect of Lakewood Winery's integrated farm, production, retail, and distribution system. He has seen production grow to over 40,000 cases and managed the addition of a robust custom carbonated bottling operation serving clients throughout the Northeast. He believes in keeping operations in-house as much as possible and building the skills and infrastructure needed to be self-sufficient in core business activities.



**Ray Duerr** – As Vice President of Sales for Vanguard Renewables, Ray Duerr is responsible for the management and overall growth of the feedstock supply into all Vanguard anaerobic digesters and organics recycling/depackaging facilities. With a long history of leadership positions in the waste and recycling industry, he is passionate about finding better customer solutions to manage waste streams and to improve the environment for generations to come.

## Special Recognition Awards

Honorees in seven award categories will be recognized including: Ag Promotion, Business of the Year, Next Generation Farmer, Farm Safety, FFA Chapter of the Year, Distinguished Service Citation, and Century & Bicentennial Farms.

## State of Agriculture Address



Commissioner Richard Ball of the NYS Department of Agriculture and Markets will discuss the State's ongoing efforts to help NY's farmers and agricultural businesses overcome key challenges and capitalize on emerging opportunities.

## Be an Ambassador!

If you're 18 to 25 years old and interested in attending the 191<sup>st</sup> Forum and building professional skills, apply to be an Ambassador Scholar. All fees are waived and overnight accommodations are provided. Apply by November 15th at [www.nysagsociety.org/ambassador-program/](http://www.nysagsociety.org/ambassador-program/)

## Annual Meeting of the Friends of the Witter Agricultural Museum

January 11 at 5:15pm at the Collegian Hotel & Suites, immediately following their 4pm Board meeting.

## Corporate Support Opportunities

### **Sponsor \$5,000**

Meeting large screen visibility, multiple listings in the program book including full page ad, up to 10 exhibit spaces, 2 free registrations, placement on NYS Ag Society website, pre and post Forum promotion using traditional and social media

### **Platinum \$2,500**

Full page ad in Forum program book, meeting large screen visibility, exhibit space, 2 free registrations, website mention

### **Gold \$1,200**

Full page ad in Forum program book, exhibit space, meeting large screen visibility, 1 free registration, website mention

### **Silver \$600**

½ page ad in Forum program book, exhibit space, registration discount for 2

### **Bronze \$300**

Forum program book mention, exhibit space, registration discount for 1

### **Business Supporter \$120**

Included in a "Friends" listing of business supporters in the Forum program book

For more information on the 191<sup>st</sup> Annual NYS Agricultural Society Forum contact Ann Shephard at 315-727-5449 or [ann@nysagsociety.org](mailto:ann@nysagsociety.org)

Register online only at [www.nysagsociety.org](http://www.nysagsociety.org)