



# STATE OF CONNECTICUT

## DEPARTMENT OF AGRICULTURE

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### **FOR IMMEDIATE RELEASE**

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## **2009 Harvest New England Conference Announced**

**Hartford, CT** – Harvest New England has announced that its 2009 Agricultural Marketing and Trade Show will be held February 24 -26 at the Sturbridge Host Hotel in Sturbridge, MA.

“This conference is an excellent opportunity for agricultural producers to learn from some of the finest experts in the field about a diverse range of marketing topics,” said Robert Pellegrino, President of Harvest New England and Director of Marketing for the CT Department of Agriculture. “Our last conference attracted over 700 producers from all over New England, who provided extremely positive feedback about the event. We have taken their comments and incorporated them into our planning to make this conference even better.”

Two pre-conference workshops – to cover farmers’ markets and agritourism - will be held on Tuesday, February 24. The main event kicks off Wednesday morning, February 25, with “The Best of New England” session, featuring a panel of the industry’s stars from each of the six states. Mel Allen, Editor of Yankee Magazine, will charm attendees on Thursday morning with stories amassed over the years through his work at the popular publication.

Twenty breakout sessions, an optional half day of farm tours, and a trade show that is expected to draw over 100 vendors, will round out the event. Topics to be covered include working with local officials, website development, community-supported agriculture, virtual marketing, cooperatives, energy conservation, and much, much more.

Harvest New England was created in 1992 by the Departments of Agriculture in the states of Connecticut, Rhode Island, Massachusetts, New Hampshire, Vermont, and Maine. The organization's original objective was to encourage the sale of New England produce to and through large supermarkets.

Over the past 16 years, Harvest New England has grown and diversified to meet the changing needs of New England producers and consumers. Although fresh local produce remains a primary focus, Harvest New England also promotes products such as meat; poultry; seafood; dairy; eggs; honey and maple syrup; specialty foods; greenhouse and nursery plants; Christmas trees and greens; and farm-produced fiber and fiber products.

For more information about Harvest New England and the 2009 Agricultural Marketing Conference and Trade Show, please visit the [Harvest New England website](#).

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