

NYS Agricultural Society's 181st Agricultural Forum

All are invited to the New York State Agricultural Society's Agricultural Forum and special pre-forum events. **Early registration is strongly encouraged, and discount applies for Forum registrations received before December 21st.** For meeting details or to register online, visit www.nysagsociety.org.

Approximately 500 attendees are expected at the Holiday Inn, Syracuse/Liverpool on Thursday, January 10th, 2013, for the New York State Agricultural Society's 181st Annual Agricultural Forum, *Perception Is Reality: Understanding How Consumers Perceive Agriculture*, co-sponsored by the New York State Department of Agriculture and Markets.

Keynote Speaker Larry Kaagan is president of Kaagan Research Associates, a polling, trend-analysis and strategy-consulting firm headquartered in New York. He has been a research consultant on many projects evaluating consumer trends, marketing strategies and communications planning for such diverse clients as the California Department of Food & Agriculture; CISCO Systems; Grocery Manufacturers of America; BMW; Elanco Animal Health; Google; Coca-Cola; and the New Zealand dairy industry. He was a founding member of the Food Foresight trend-anticipation program at the University of California – Davis, and also serves on the steering committee of Farm Foundation's Dialogue Project on Food & Agriculture in the 21st Century.

Other conference highlights include recognition of Businesses of the Year, Century Farm Families, Agricultural Journalism Awards, FFA Chapter of the Year, Ag Promotion Awards, and the Society's lifetime of Distinguished Service Citation. All meals, breaks and reception celebrating Cornell University's Land Grant Legacy: the 150 year anniversary of the Morrill Act, feature New York produced food and beverages and allow time for networking with exhibitors and attendees. Following the evening banquet, New York State Agriculture Commissioner Darrel J. Aubertine, will present the keynote address.