

## **PRESS RELEASE**

*from The Capital Resource Conservation & Development Council*

### **For Immediate Release**

March 7, 2011

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## **Cooperative Marketing Informational Webinar Available in April**

*Forming Marketing Cooperatives, Lessons Learned, and Steps Forward*

*April 11, 2011*

(HARRISBURG) – Economies of scale, bargaining power, and cost sharing are just a few benefits that cooperatives provide to stakeholders but many are confused by the organizational and legal components of this marketing strategy. On April 11, 2011 from 12:00 p.m. until 1:30 p.m., Capital Resource Conservation & Development Area Council (Capital RC&D) will host a webinar designed to provide information about cooperative models and how agricultural enterprises can proceed toward implementation.

Led by Peggy Fogarty Harnish, Ag Economic Development Educator for Penn State Cooperative Extension in Lancaster County, this webinar will explore how cooperatives work and creative models that increase profits and expand business. She will be joined by Cathy Smith, Executive Director of the Keystone Development Center, who will provide detail into the resources and assistance available through the center.

Cooperative Models to Increase Profits will be available via webinar using your personal computer and internet connection or you may attend a live viewing followed by discussion at the Capital Resource Conservation & Development Area Council (Capital RC&D) office at 401 E. Louthier St., Suite 307, Carlisle, PA.

The webinar is free but space is limited, please contact Cheryl Burns with Capital RC&D at 717.241.4361, via email at [cburns@capitalrcd.org](mailto:cburns@capitalrcd.org), or online at [www.capitalrcd.org](http://www.capitalrcd.org).

*The Capital Resource Conservation and Development (RC&D) Area Council is a seven county non-profit organization that networks people, resources and projects to promote responsible use and conservation of our region's natural, community and economic resources. The Capital RC&D serves Adams, Cumberland, Dauphin, Lancaster, Lebanon, Franklin, and York Counties.*

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