



**Press Release**  
**June 2010**  
**Contact: See last paragraph**

**MEDIA INVITATION — EMPIRE FARM DAYS AUGUST 10, 11, 12, 2010**

We invite you and your media crew to cover the 2010 Empire Farm Days, the largest outdoor, three-day agricultural trade show in the Northeast. ***A ticket is enclosed for free parking.*** Our on-site Media Center — near VIP parking and Lot 601 at corner of West Pencil Pusher Ave. and West Time Saver Ave. — is designed to cater to your needs to make your visit efficient, easy and as sweet as scent of new-mown hay!

**PRIMARY CONTACT:** Empire Farm Days Manager Melanie Wickham  
877-697-7837, mwickham@empirefarmdays.com

**SHOW HOST:** Ralph Lott, on site all 3 days & available for interviews: 315-277-0863

**WHERE:** Rodman Lott & Sons Farm, 2973 Route 414, Seneca Falls, NY  
300-acre site w/600-plus exhibitors

**HOURS:** 9am-5pm Tuesday and Wednesday, 9am-4pm Thursday  
**FEES:** Show entry is free to the public, \$5.00 for parking

**MEDIA CENTER:** Near Lot #601, close to VIP parking area, equipped with phone, fax, cool drinks, treats; register for golf cart to travel showgrounds, pick up latest info, work and rest. Media Center Manager: Linda Stell, 585-525-5356, week of show: 315-568-6520

**EXHIBIT/ACTIVITY CONTACTS LIST:** See separate document

**PHOTOS:** Take your own or download 300 dpi color, black & white and web resolution images from [www.empirefarmdays.com](http://www.empirefarmdays.com)

**MAP, DAILY SCHEDULES of EVENTS, PRESS RELEASES:** [www.empirefarmdays.com](http://www.empirefarmdays.com)

**LIST of PRESS RELEASES** —all files are online at [www.empirefarmdays.com](http://www.empirefarmdays.com); asterisk files end in 2010.doc; listings are alphabetical

**EFD-PR.AgLeaderLunch\*** Aug 11 Ag Leader Lunch to Recognize Ag Environmental Stewards, Safe Farms & Potato Scholarship Winner

EFD.PRBeefCenter*	Where's the Beef? At August 10-12, 2010 EFD
EFD.PR2BiomassDemo*	See Switchgrass & Sorghum Biomass Demo at EFD
EFD.PRCattleHandling2010*	How to Restrain a 1,200-Lb. Animal and Other Cattle Handling Tips Demo New at 2010 EFD
EFD.PRCleanSafeBoat*	Discover Clean, Green & Safe Boat at 2010 EFD
EFD.PRCornellCenter*	Learn the Latest Ag Research & Best Practices at Cornell Center at EFD
EFD.PRDailySchedule2010*	2009 EFD: Daily Schedules Packed with Activity
<i>DairySeminars*</i>	
<b>2010 EFD DPS Press Release</b>	Latest Information on Managing Manure, Calves and Milk Quality with a Special Program on Educating Consumers About Modern Ag
<b>2010 EFD Symposium Press Rel.</b>	Bringing Agriculture's Message to the Public: A Program for Producers, Farmers and Ag Business
EFD.PREasyTorReachDirections*	EFD: Easy to Reach Directions Online
EFD.PREFDHistory*	Celebrating 77 Years of Agricultural Info & Innovation
EFD.PREmissionsPanel*	Emissions Topic of Panels at EFD
EFD.PREquineSeminars*	2010 August 10-12 EFD Equine Seminars Set
EFD.PRFieldDemos*	Field Demos, Test Drives Set for EFD 2010
EFD.PRFuture Dates*	Mark Your Calendar for EFD through 2015
EFD.PRGPSPanels2010*	Learn about Precision Farming & Test Drive GPS-Equipped Tractors at August 10-12, 2010 Empire Farm Days
EFD.PRGPSPanels-Drive*	Hear GPS Farmer Panels Daily, Test Drive Precision Equipment at 2010 EFD
EFD.PRGrangePrograms*	EFD Grange Tent Presents Healthy Cooking Tips, Massage & More
EFD.PRGrangeRescueDog*	"Obi" Rescue Dog at NYS Grange Center at 2010 EFD
EFD.PRGrasslandContest*	Team Registration for NYS Grassland Evaluation Contest at 2010 EFD Due August 1
EFD.PRGypsyHorses*	Gypsy Vanner Horses Create Equine Excitement

<b>EFD.PRHandicapPermits*</b>	Get Handicapped Permits in Advance for 2010 EFD
<b>EFD.PRHelpfulHints2010*</b>	Tips for Experiencing 2010 EFD with Ease
<b>EFD-PR.JrDairyLeaders2010*</b>	Junior DAIRY LEADERS “Graduate” at EFD
<b>EFD-PR.LocalEconValue2010*</b>	EFD Will Boost Seneca County Economy August 10-12
<b>EFD-PR.LottFamilyHistory2010*</b>	EFD: A Family Tradition for Lott Family
<b>EFD-PR.NYCAMHSafety*</b>	Farming is Dangerous: Learn How to Protect Yourself at EFD
<b>EFD-PR.NYFarmBureau*</b>	Visit NY Farm Bureau Center at EFD for Ag Info & Fun
<b>EFD-PR.OldIron2010*</b>	“Old Iron” on Parade Daily at 2pm at EFD
<b>EFD-PR.Scholarship2010*</b>	2010 Empire State Potato Growers Scholarship Winner: Jennifer Call of Batavia to be Honored at 2010 EFD
<b>EFD-PR.ShowHelpfulHints*</b>	Tips for Experiencing 2010 EFD with Ease
<b>EFD.PRTestDriveGPS*</b>	Test Drive GPS & Compact Tractors and Skid Steers
<b>EFD-PR.TractorContest*</b>	FFA, 4-H Can Pre-Register for Tractor Contest at EFD
<b>EFD-PR.USDACenter*</b>	Meet 8 Agencies at USDA Services Center at EFD
<b>EFD-PR.WeldingContest*</b>	Student Welders May Pre-Register to Compete at EFD
<b>EFD-PR.WhyAttend*</b>	Don’t Miss 2010 EFD: New Programs Join Popular Yearly Features
<b>EFD-PR.WineCheeseTastingPR*</b>	Savor NY Wine, Juice & Cheese at 2010 EFD

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Empire Farm Days is hosted By: Rodman Lott & Son Farms, Seneca Falls, NY  
Contact: Melanie Wickham, Toll Free 877-697-7837, [mwickham@empirefarmdays.com](mailto:mwickham@empirefarmdays.com)