

● **Master Farmer**

(Continued from Page 1)

irrigation is used on staked tomato plants in the fields to offset late frost in the spring and early fall frost.

One of the major crops at Funk's is sweet corn. The family annually grows about 50 acres of this crop to supply the farm stand and the several other stands it maintains at markets in the Lancaster area. An advocate of the latest

soil conservation practices, Funk uses cover crops to build soil organic matter. Except for small fruits, asparagus, and rhubarb, he crops the land for two years, then seeds to orchardgrass, Ladino and red clover. This stand is fertilized and held for two years before it is plowed under for the next cash crop.

Active in statewide agricultural activities, Funk is a member of the Governor's Committee on Agriculture, a member

of the Pennsylvania Soil and Water Conservation Commission, a former president of the Pennsylvania Association of Soil Conservation District Directors, a member of the board of directors of the Penn State Agricultural Advisory Council, and a past president of the Pennsylvania Vegetable Growers Association. He is presently serving his 15th term as chairman of the County Soil and Water Conservation board.

The Funks have seven children: Amos, Grace, Elizabeth, Anna Mae, Andrew, Fred, and June. Andrew and Fred are full-time workers on the farm and are prospective partners. Amos is in the U.S. Air Force and Anna Mae is a student at Millersville State College.

The Master Farmer award is an honor presented annually by the Pennsylvania Farmer and Penn State University Extension Service. Winners this year were selected from 158 nominations submitted by fellow farmers and county agents throughout the state.

● **Lawless Cited**

(Continued from Page 1) poultry industry in Pennsylvania span a period approaching 44 years. During that working lifetime he has been instrumental in developing many programs enabling the state to better serve the industry, including developing the Bureau of Poultry & Eggs itself, which he now heads.

TURKEYS AUCTIONED

Each year at the Farm Show banquet, the grand and reserve champion turkeys are auctioned to the industry. This year's price for the grand champion gobbler of the Farm show didn't approach the near-record \$42 a pound brought by last year's Konhaus Farms' champion. Auctioneer Omar Landis of Manheim knocked down the 37-pound tom to Miller & Bushong, Inc., Rohreistown, at \$15.50 a pound. The

reserve champion, a 22-pound hen, went to Daniel K. Good, Columbia R1 poultry dealer at \$10 a pound.

TOMORROW'S LEADERS

The featured speaker of the evening, Dr. Charles E. Irvin of Daytona Beach, Florida, related impressions of his first visit to the Farm Show. "I was struck today by all the things a farmer has to know these days. And I was impressed particularly with the youth of today that I saw there. Tomorrow's leaders, 'on the hoof.'" He said it was a real experience for a non-farmer such as he to observe our farm youth in action.

Irvin, who has been a professional speaker on business management problems for 36 years, told the poultrymen that to make anything of their businesses they have to help the people they work with create something better than they could create without good management.

"You and I take the raw material of people and create from it an economic performance that makes better, more productive people of them, and creates a profitable business which benefits all," Irvin said.

He commented on the changes that are occurring in the market-place. He said it is no longer a product-oriented market, it is now a consumer-product-oriented market, with the emphasis on the consumer. Irvin added that there is no longer a sharp division between production and sales. The two are now virtually inseparable.

"Today," he said, "we spend a billion dollars a year on market research—finding out what the consumers want. Then we give them those particular things." He compared this approach to earlier methods which simply created a product which the manufacturer thought would sell and then the salesmen went out to try to sell the people on it. The market research approach, he said, has put countless products on the market in the past 20 years that were gobbled up as fast as they were produced simply because people wanted them. The demand was already there, waiting to be filled.

PA. AGRICULTURE, \$BILLION A YEAR

State agriculture Secretary Leland H. Bull told the poultrymen that Pennsylvania's agricultural products now gross about \$900-million a year. He said that with a break in the weather this year, there was a chance the state would hit the \$1-billion mark.

Secretary Bull also reported that plans are under consideration for revamping and reconstructing much of the Farm Show facilities. He said he has requested funds to replace all of the present quarters except the large arena. This goal depends upon getting the money and upon getting additional land he has requested.

The group gathered at the Penn Harris Hotel's Grand Ballroom also heard from William R. Meyer, Federation president, Donna Heagy, Pennsylvania Poultry Queen, and toastmaster Hendrik Wentink.

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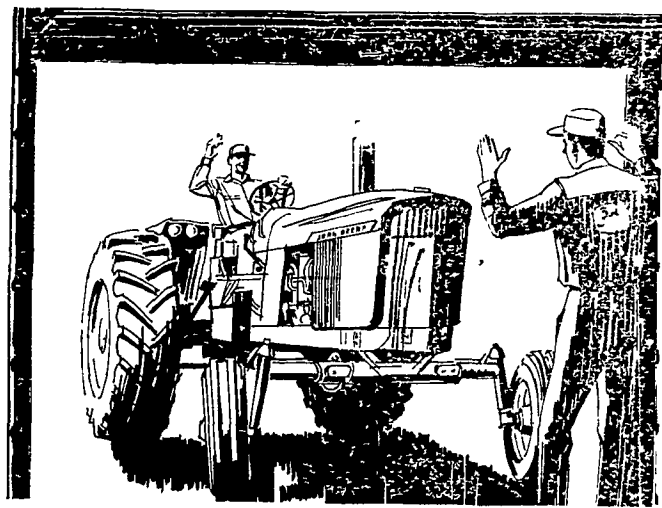
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