

# Farm Bargaining NEPPCO Topic

Three of the poultry industry's most zealous marketing experts will team up for a no-holds-barred, "Rap Session on Farm Bargaining", when NORTHEASTERN '71 takes over the Concord Hotel at Kiamasha Lake, N.Y.

The farm bargaining session will be featured on the Wednesday morning program, September 22, during the opening foray of the three-day 40th anniversary convention of the Northeastern Poultry Produc-

ers Council (NEPPCO), following the keynote address

William A. Haffert Jr., Harold E. Ford, and Dr. Kenneth Hood form the triumvirate which promises to expose whole areas confronting farm bargainers today. In the face of nationwide concern with marketing orders, checkoffs and production controls, NEPPCO programs expect this session to be high on the must-attend list for conventioners.

The threesome will share the spotlight with a dozen other experts being flown to this magnificent resort hotel to bring industry men in the 14 northeastern states up-to-the-minute reports on disease control, marketing ideas, new management techniques, manure handling methods and the political and economic outlook for the year ahead.



Dr. Kenneth Hood  
NEPPCO Speaker

Wednesday's rap session team-members are known na-



William A. Haffert Jr.  
To Conduct Rap Session

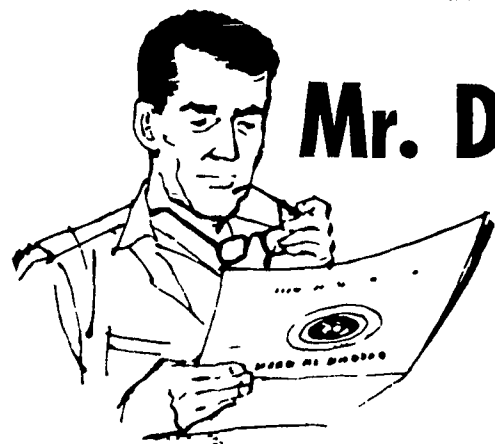
tionally for their out-spoken and perceptive views on farm bargaining and marketing. Haffert is the long-time editorial vice president of Garden State Publishing Co. who contributes to a half-dozen nationally-read poultry publications each month. It will be his job to interview and add incisive comments to the reports from Hood and Ford.

Harold Ford is former director of marketing for Sanderson Farms, Inc., in Laurel, Mississippi and the current executive secretary of the Southeastern Poultry and Egg Association. He was honored as the industry's "Merchandising Man of the Year" in 1967.

Dr. Hood, secretary of market development and research for the American Farm Bureau Federation, has been a much-sought speaker, writer and marketing analyst for more than three decades. A popular professor in agricultural marketing and economics at Cornell and Penn State, he has worked with farm groups and marketing associations across the nation.

More than 1500 industry men are expected to converge on the famed Concord Hotel to experience opulence at bargain rates because of the special package prices NEPPCO officials have arranged for the occasion. The resort complex is a veritable city of recreation, entertainment and culinary pleasures which Exposition registrants will share during the off-convention hours. Registration at reduced rates (until September 8) — along with hotel reservations — are still available through the NEPPCO offices at 322 Oxford Valley Road in Fairless Hills, Pa. 19030. Complete details are obtainable by writing or by dialing 215/547-0190.

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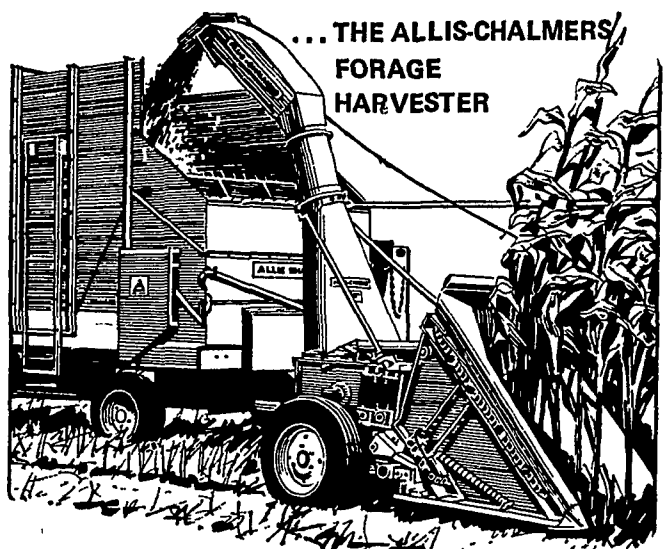
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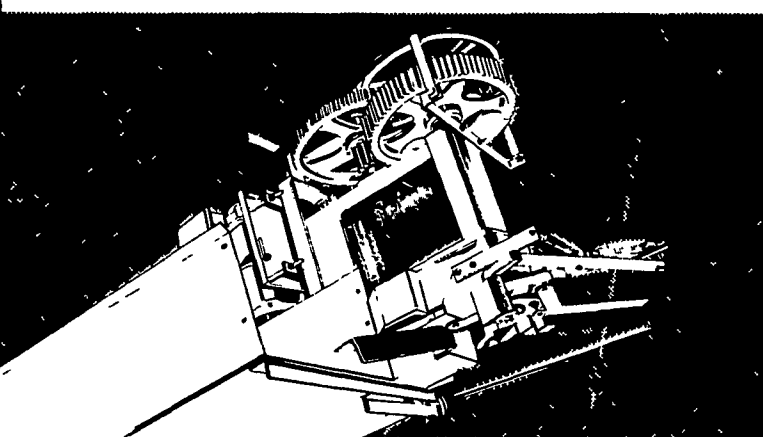
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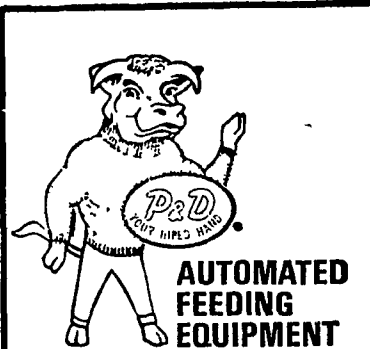
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