

# Farm Show

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A spokesman for Hamilton Equipment commented that the major problem with the Farm Show is that the facilities are outdated and space is "at a premium." He noted further that "most companies showing here could not obtain the space they need" to exhibit their products to full advantage.

But a number of exhibitors disagreed with that assessment. "I don't know what you could do to make it better," announced a man wearing the White Motors Corporation uniform. He noted that attendance is excellent and space has always been adequate for his company.

A representative of Schuld Manufacturing, Milton, Pa., agreed space was adequate. His display took up just a few feet along one wall.

The Hamilton Equipment spokesman found company, however, with the people at the Lely Corporation display. "Space is totally inadequate," announced one man without hesitation. "We'd take double the space if we could get it." He went on to opine that the reason there are no farm chemical displays at Harrisburg is the fact that they have only recently emerged as an important management consideration, and there hasn't been room at the Farm Show complex to take them in. They are

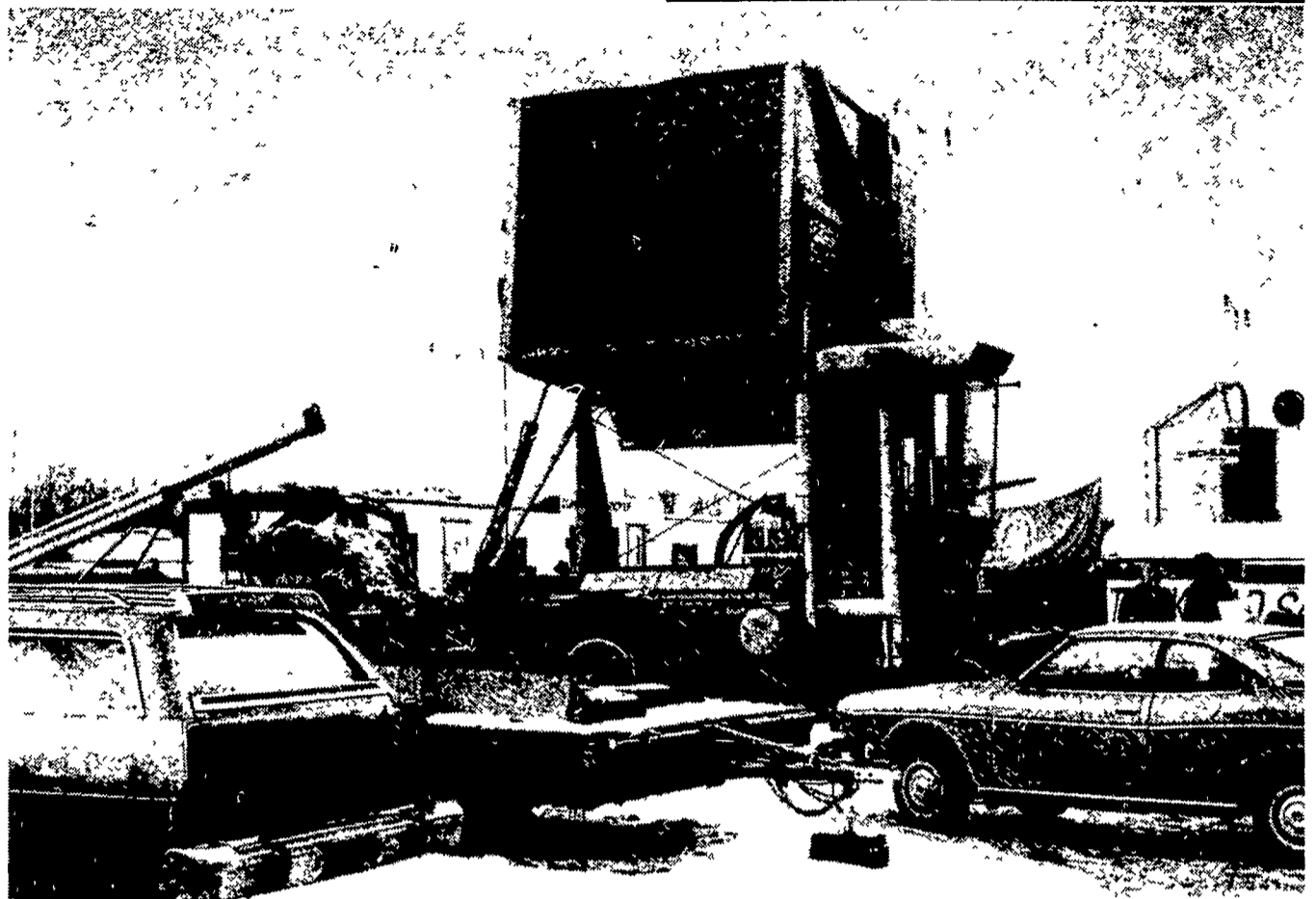
represented at most other leading shows across the country. Lely could use more space because its line of equipment for minimum tillage is gaining ground in more ways than one. Like farm chemicals, it's a new concept in agriculture.

At the FMC Corporation display, everything at the Farm Show was to the company's satisfaction. Space rentals were "not outlandish," the man said, and display area was "very adequate."

A spokesman for Gehl Manufacturing Company qualified his remarks by saying he was not in a position to compare the Pennsylvania show with others in the nation since he does not get to other such major events. But he did say more space could be used.

"It's a great show," the Gehl representative said, "it's the finest show I participate in." Like all others, he believed the show to be of great benefit to his company. "It's beneficial - absolutely," he emphasized, adding that his firm gets "tremendous responses" from visitors. Most people coming to the Farm Show, he said, are from the Northeast.

Asked if he was optimistic for a good sales year in 1977, Gehl's man answered "it looks good, all economic indicators point to a good year." Then he went on to say that Gehl, like other



Some exhibits at the Farm Show have to be outside due to lack of space.

companies, "have to use optimism in our approach" because the farmer has to be an optimistic individual. A major source of the company's optimism stems from the interest and positive attitude expressed by the farmers themselves when they visit events such as the Farm Show. Along with scientific market research, this gives equipment manufacturers a good

barometer for measuring future sales and trends.

Most interviewed exhibitors here told Lancaster Farming that 1976 was a good year. Many termed the previous year as having been an excellent one. All are confident of 1977 being at least as good and very likely even better.

Back to scoring of the Farm Show itself, one exhibitor noted that at-

tendance figures here are the highest of any such show in the nation with the exception of an exhibition held annually in Tolare, Calif.

In spite of this high drawing power for people, it's still not exactly what manufacturers would like to see. But even on this issue there are split opinions. For

companies like FMC, the Farm Show allows for adequate coverage and

outreach. The company's ag machinery division is primarily involved with sprayers and similar equipment which is used for high cash crops such as fruits and vegetables. A show with a larger scope than the Farm Show would not necessarily be to their benefit.

But companies which fit a much less specialized category, such as Gehl, John Deere, and International Harvester, see some advantages to shows which draw crowds from entire blocks of states, as opposed to one state and fringe areas, which is the case with Pennsylvania Farm Show.

A show most often cited as having the most nearly perfect combination of facilities and audience draw is the exhibition in Louisville, Ky. Buildings are much newer than those in Harrisburg, there's more under roof, and crowds come from parts of the South, Midwest, and Northeast. America's agricultural belt is much more widely represented, providing exhibitors a good opportunity to show their stuff.

Should the Farm Show change its mid-Winter schedule?

Those interviewed think not, in spite of the frigid temperatures and depth of snow they often have to put up with. The reason for their content on this matter is that farmers aren't quite as busy in January as what they would be at another time of the year and can therefore take time out to come to Harrisburg. Also, rescheduling it could conflict with other major shows. The Louisville exposition, which goes under the name of "The National Farm Equipment Show," is in mid-February, for example.

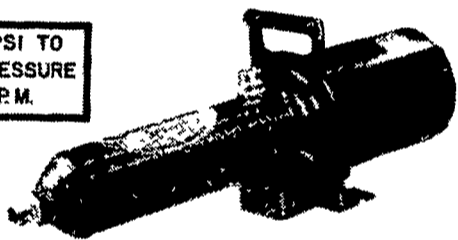
In contrast to the show in Kentucky, the Farm Show is thought of as more or less a "local" show. A spokesman at the Lely display described the show here as being "very local" and cited a company survey to prove his point. Most all inquiries received at his booth were from Pennsylvania, with neighboring states having only minor representation.

Nevertheless, the folks at Lely have considerable

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