

# Kent Shelhamer speaks on direct marketing at York County Extension banquet

By JOYCE BUPP  
York Co. Reporter

YORK, Pa. — "Farming is a way of marketing the operator's time."  
The speaker was Kent

Shelhamer, Pennsylvania's Secretary of Agriculture. The event was the 59th annual York County Extension Service banquet last Friday night at Avalong Farms in York jammed to

capacity for the Secretary's address.

Shelhamer has selected farm marketing as the number one issue which his administration will tackle, and the Department of Agriculture is gearing up to guide farmers into innovative ways of direct marketing their produce.

"We have 90 consumer outlets in 46 counties where farmers are selling directly to people other than other farmers," stated Shelhamer. But the Columbia County fruit grower is looking toward an as yet untouched area of the state for new marketing - those limited access four-lane highways crisscrossing Pennsylvania.

"A ready-made situation exists for farmers to sell produce at rest stops along the Interstates. That's a market that many people have forgotten; and we seem to be losing areas of direct trade these days," the farm leaser continued.

Diversification is also part of the answer, believes Shelhamer. He related the illustration of one Pennsylvania farmer who this year branched out from his traditional cropping pattern on a small percentage of the total farm acreage. That experiment included a two-acre planting of zucchini squash; the zucchini crop cleared several thousand dollars profit.

Another way of exercising more control of the markets, Shelhamer noted, is in



New officers were elected during the annual meeting and banquet of the York County Agriculture and Home Economics Extension Service. They are, from left: Eugene Manifold, Airville R1, second vice-president; Naomi Bupp, Glen Rock R2,

secretary; John Marsteller, Stewartstown R3, president; Ralph McGregor, East Berlin R1, immediate past president; Eugene Kilgore, Airville R2, first vice-president; and Lee Poorbaugh, York R3, treasurer.

providing more grain storage right on the farms. He would like to see government funds made more readily available for the construction of these storage facilities.

"Grain farmers frequently must sell their crop at harvest time when prices have dropped. Then, several months later, livestock feeders and dairymen find themselves paying higher per bushel rates for grain shipped in from the West. Local on-farm storage will benefit both the grain grower

and the livestock man," Shelhamer explained.

But the agriculture department head foresees some high hurdles ahead for the future of farming, along with his optimistic outlook for marketing expansion. A good portion of the problem lies with the increasing headache of energy shortages.

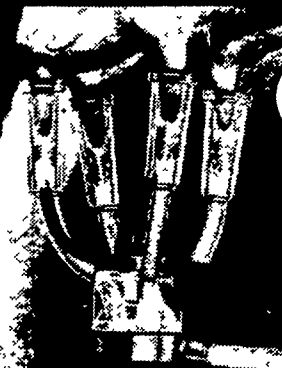
"Agriculture is a high energy-use industry. Today, per four per cent of this country's population who are farmers consume 15 per cent of the world's energy

produced. That's a high usage, and we're going to have to cut back," Shelhamer believes. But he warned that we may not be able to continue "going all out" in production if farmers get cut back in the amounts of natural-gas based fertilized available to them.

Consumers may have to learn to accept different buying techniques, too. Convenience packing of foods is another high energy

[Continued on Page 104]

## GO Zero Concord FROM TEAT TO TANK!



NEW MODEL 70

**Zero Concord**

TWIN VACUUM PIPELINE MILKING SYSTEM

WITH COW MONITOR

It's a combination of a new, revolutionary pipeline milking machine and the ZERO Completely-Automated Vacuum Bulk Milk Cooler.

The ZERO CONCORD is the only system that provides stable milking vacuum at the teat end — in parlor or stanchion barn — with a low or high, short or long, pipeline — and without injecting air into the milker units to move the milk. Only with stable vacuum and no air injection can you hope to reduce leucocyte counts up to 65% — increase milk production as much as 20% — and prevent off-flavor and rancid milk.

The safe, stable vacuum is made possible by a patented, scientific principle — TWIN-VACUUM — whereby one vacuum milks the cows, and a different vacuum moves the milk through a separate pipeline into the bulk tank. In addition — thanks to ZERO's patented SPATTER-SPRAY Automatic Washer and new, improved, high-capacity, transparent milker unit — you have built-in, "push-button" visible self-cleaning and sanitizing of the entire system — without disassembling. And there are many other advantages.

Come in, Write or Phone for Full Information!

### W & J DAIRY SALES

R.D.2, Oxford, PA 19363

Call Bill Guhl 717-529-2569

FIDELITY ELECTRIC  
ALTERNATORS

Zero — PIONEER OF FARM BULK MILK COOLERS

## Big Dutchman.




### TRI-DECK CAGE SYSTEM

FEATURING CONTROLLED AUTOMATION WITH THESE BENEFITS AND ADVANTAGES IN STARTING AND GROWING PULLETS

- High Speed Champion Feeding
- Hart Cup Watering System
- Automatic Air Inlet Control
- Automatic Dropping Board Scrapers
- High Capacity Feed Bins and Augers
- Total Ventilation



AUTHORIZED **Big Dutchman.** DISTRIBUTOR



## HERSHEY EQUIPMENT COMPANY, INC.

SYCAMORE IND. PARK  
255 PLANE TREE DRIVE  
LANCASTER, PA. 17603  
(717) 393-5807

Route 30 West at the Centerville Exit