

Del. roadside, pick-your-own marketing information available

NEWARK, Del. - Pick-your-own and roadside market operations are popular ways to distribute locally grown fruits and vegetables. They often enable the farmer to obtain a higher return for the crop he produces. At the same time, they offer the consumer quality produce of a freshness which may otherwise be hard to come by.

Both forms of direct marketing have been getting a lot of attention in Delaware lately, thanks to a federal grant to the state Cooperative Extension Service for research on ways in which to improve local farmer-to-consumer fresh produce sales.

As part of this project, the Extension Service has developed a slide set and narrative script entitled "Roadside and Pick-Your-Own Marketing."

The slides and accompanying script are designed to assist Delaware producers of fruits and vegetables to realize a higher return on their crops by selling directly to the public. The set contains current information on direct marketing procedures which should be of considerable use to growers presently involved in or contemplating involvement

in either form of fresh produce sales.

Slides were selected from pictures taken at various markets and farms in Delaware and neighboring states. They illustrate proper management and marketing practices for pick-your-own and roadside marketing operations.

Topics covered include location; parking; building, plot or market layout; facilities and equipment; products; display; pricing; packaging and containers; advertising; and customer service.

"Efficiency in management is the key for anyone interested in running

a profitable direct marketing business," stresses Extension crops marketing specialist Carl German, who supervised preparation of this educational package.

The set of 166 slides and script was designed for use with direct marketing audiences and can be ob-

tained on a rental or purchase basis. The complete set is available at a cost of \$35. The rental fee is \$10. Inquiries regarding purchase or rental should be directed to: Carl German, 230 Agricultural Hall, University of Delaware, Newark, Del. 19711, 302-738-2511.

College agribusiness program offered

WILLIAMSPORT - The Williamsport Area Community College started an agribusiness program last Fall, and has a few openings for students interested in enrolling for this coming year. This program combines courses in agriculture with business courses to prepare men and women to enter the many careers in the agriculture and

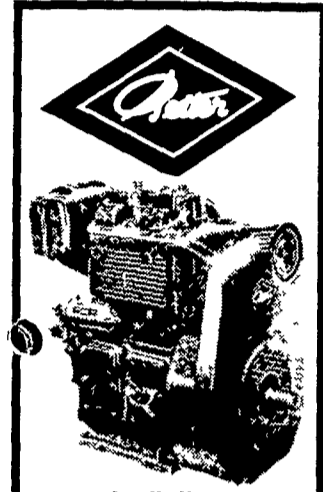
agribusiness world. The program is designed to prepare students for mid-management positions in an agricultural business, or to work in production agriculture.

The agribusiness program is a two-year program leading to an Associate of Applied Science Degree. Agriculture courses are designed to provide the student with the skills necessary to manage or

work in an agricultural business, and to run a farm efficiently. The student will learn the procedures involved in dairy farming, livestock production, and crop production. Business courses included in the program cover basic business operations and business procedures; which are directly related to agricultural management, record keeping, finance, and marketing. Two hundred

hours of supervised experience on approved farms or businesses are also included in the program.

Applications for admission and information regarding tuition and financial aid may be obtained by writing to: Admissions Office, The Williamsport Area Community College, 1005 West Third Street, Williamsport, PA 17701; Phone: 717/326-3761, Extension 336.



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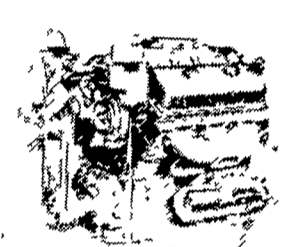
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Low fertility of confined hogs has Missouri scientists busy

COLUMBIA, Mo. -- Confined hogs aren't as fertile as those raised in open areas, and University of Missouri-Columbia scientists are trying to find out why.

"We're looking at hormone level of gilts and sows on pasture vs. those raised in confinement to see why the confined animals are slower to show heat," said Bill N. Day and Ken Eslienshade, UMC swine researchers.

"Producers would like their gilts to come in heat at six to seven months, while too many of those in confinement don't exhibit heat until nine to 10 months or even later."

Day and his colleagues are looking at hormones

produced by the pituitary, adrenal glands and ovaries.

"We are interested in knowing if the problem is due to an imbalance of hormones before attempting to develop corrective management practices," said Day.



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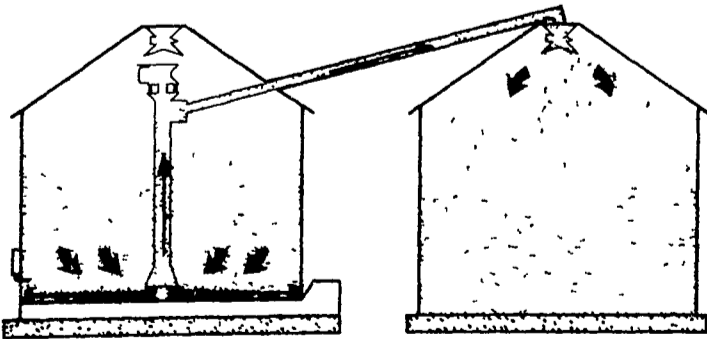
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 - How to dry grain for 3¢/bu.
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