

Hershey prepares for convention

HERSHEY, Pa. — There's no place in the world quite like picturesque Hershey, Pa., the home of Hershey's chocolate and the site of the 1980 American Agri-Women's Convention, November 10-13. It's surrounded by beautiful rolling farmlands and crisp, clean country air, while the town is filled with things to do and see and experience.

"Survival—Success in the '80's" sets the theme for this

fifth annual convention in the Hershey Lodge & Convention Center, a world of quiet relaxation, spanning 30 beautiful acres of meticulously landscaped grounds.

As a major convention center, it is bustling with activity and excitement with a complex of 460 plus guest rooms, a variety of restaurants, night spots and leisure time activities

making it one of the most impressive meeting facilities in the East.

Convention delegates from the nation's farmlands will have privilege of utilizing over 30,000 square feet of space on a bi-level layout complete with carpeting and air conditioning moving from the mini-theatre, to the Commodity Promotion Warehouse exhibit center, lavish ballroom dining

areas, and a variety of meeting rooms.

While most of the meal functions are included in the registration fee, Hershey also provides "meals to remember" in a variety of restaurants. In the Hearth, the rustic country setting before a great open hearth brings the best of Central Pennsylvania cuisine to life, while the Tack Room with its unusual equestrian decore,

specializes in steaks, chops and lobster tails. Simpler fare is offered in the "family" restaurant, the Copper Kettle.

Then comes the nightlife! Besides the Forebay Lounge with raw bar sea food and the Antique Auto Pub with popular night club acts, Agri-Women can take in the indoor pool for a late night swim with advance reservations.

If weather permits, there are lighted tennis courts, and paddle tennis courts. First-run movies are available each evening in the Lodge Theatre, while the Recreation Center offers pool, ping pong, air hockey, and shuffleboard as a respite from resolution considerations and the highly nuts-and-bolts program offered during the day. Chocolate World is close by following bean to chocolate bar.

Theme parties for the convention include a Pennsylvania Dutch Buffet Reception Monday evening featuring a colorful selection

of colloquial foods in an atmosphere brightened with crafts, quilts, and a film about the Amish people.

Pennsylvania wineries, dairies and livestock producers will be spotlighted with Tuesday evening's Wine, Cheese and Bologna Fest with enough hors d'ouevres to make a meal.

The Farm Tour will capture the flavor of countryside Pennsylvania moving from historic Donegal Mills, Betty Groff's Farm Restaurant, Breneman Dairy Farm, Nissley Winery, to Sperry New Holland's Plant & Farm Museum in the heart of Lancaster County.

Economics and communications dominate the convention program with five days of concurrent video-tape workshops sponsored by Sperry New Holland's Lester Schreiber. "The Incredible Bread Machine," keynotes the convention with a statement on individual freedoms and the role of government in a free society.

Ag PR group to appear with agri-women

HERSHEY — "America, World Superpower of Food" is a new project, sponsored by the Agriculture Council of America as part of its overall effort to communicate what modern agriculture means to America.

It features the introduction of the "Food Globe" exhibit—a dramatic new symbol of United States superiority in food performance around the world and will be on

exhibit at the American Agri-Women National Convention, November 10 to 13 at Hershey

The flashy red, white and blue disc compared American agriculture production with that of six other countries.

The purpose of the project is to build better understanding of America's position of world leadership in food performance, and communicate the farmer's

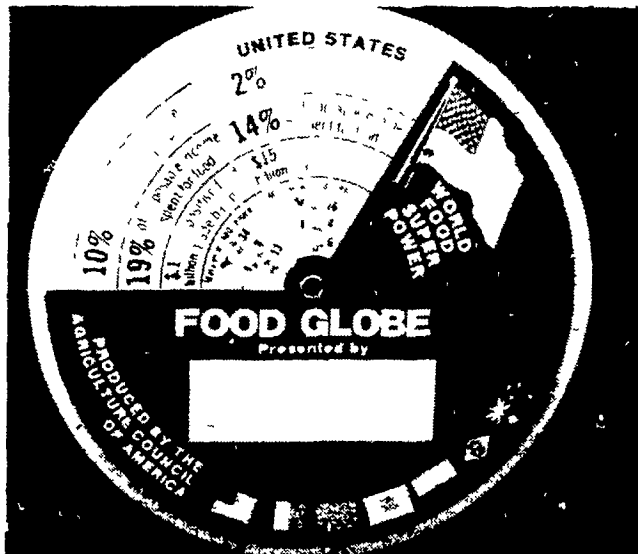
critical need for a fair return on his capital investment so that the U S can continue as the world's superpower of food.

"America is the world's superpower of food," said ACA chairman Clifton Meador, a cotton, soybean, rice and wheat farmer from Dumas, Arkansas. "But there are several trouble signs in the current farm, economy, and agriculture needs - and based on its performance, has a right to

expect the full understanding and support of the American people."

Jim Eskin from Agriculture of America will be describing the new "Agriculture It's Your Heartbeat, America" program and will feature the "Food Globe" as part of his presentation

ACA is the only agricultural organization whose prime reason for existence is public relations for producers



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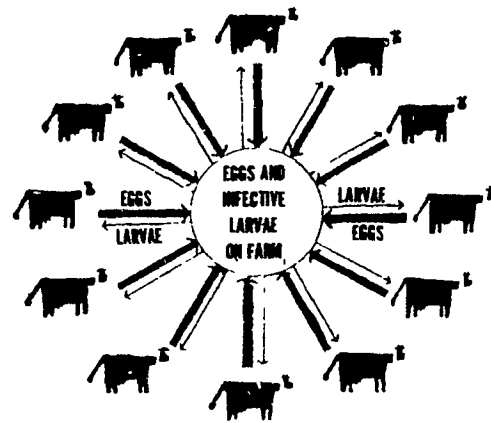
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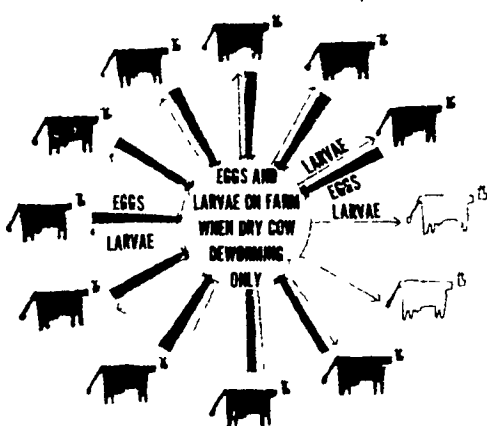
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THE LOGIC BEHIND WHOLE HERD DEWORMING

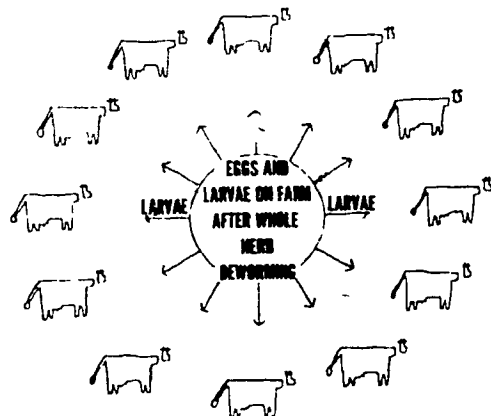
In an unwormed dairy herd, all animals deposit worm eggs on the farm and all animals are subject to further recontamination from infective larvae as herd parasitism continues unchecked.



In a herd dewormed only at freshening, an average of 10 out of 12 animals have not been dewormed. Because egg deposition has not been significantly reduced, and because of infective larvae already present on the farm, all animals are subject to heavy further recontamination



After whole herd deworming with Baymix, egg deposition is dramatically reduced, and as a result herd recontamination is also significantly reduced with herd productive efficiency maintained. In fact, a recent study shows a benefit of 4.8 lbs./milk/cow/day average when cows are dewormed as late as 200 days into lactation despite the fact they were dewormed at freshening



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