

Local farmer to participate

# National Peach Convention to run in February

MARTINSBURG, WV — As National Peach Council Chairman Bob Kemp sees it, "The Phoenix convention offers broad appeal to the grower delegates with thought provoking sessions to broaden view points and help growers affect change in the ever widening spectrum of government regulation that touches their livelihoods."

The central theme of Government Regulation flows well throughout the February 17 to 19 program with first a look at Government's Role & Influence on the Peach Industry, Government's Perception of Its Own Role, How Government Regulations Affect Peach Growers, How Growers Can Effect Change, and finally Projected Changes in Agriculture.

Taking a look at different concepts that are dealt with at the state meetings, NPC will be offering new material and speakers not readily accessible to local groups.

"Let's face it," states first Vice President Kemp, "there aren't many peach growers out there who aren't doing a good job of production. What they need is a stronger voice in formulating and fighting many of the policies that make it increasingly difficult to do business; and access to the newest, revolutionary techniques that will enable them to continue producing the best products possible."

After the keynote breakfast featuring R. G. Chulcott on "The Freedom to be Enterprising," H. Allen Brock, Deputy Administrator of Farmers Home Administration will address the topic Government's Perception of Its Own Role with a look at FmHA loan programs that could be used for peach producers and processors.

The career federal service employee will put that in perspective with the overall policy and general characteristics on loan making and servicing.

From the Department of Labor, David O. Williams, Administrator of the U.S. Employment Service, will take up Recruitment and

Placement of Migrant and Seasonal Farmworkers.

Following loans and labor regulation, Barry R. Flamm, Director of USDA's Environmental Quality Service, represents a strong mandate to initiate, coordinate and monitor USDA programs related to the protection of environmental quality and natural resources.

His office is specifically responsible for USDA's implementation of the National Environmental Policy Act, to develop and monitor procedures to implement cultural resource laws and regulations; monitor USDA implementation of land use policies; coordinate and monitor the department's integrated pest management program; and implement USDA activities related to the Federal Insecticide, Fungicide and Rodenticide Act, among other things.

Tuesday afternoon spotlights the particular regulations that affect peach growers and puts the agency bureaucrat face to face to an industry rep that regulation directly affects.

Zeroing in on the impact and implications for agriculture of the Capper-Volstead Act will be Kenneth R. Farrell, Administrator, USDA Economics and Statistics Service. The Act is enabling legislation for agricultural cooperatives.

Since this Act has been attacked in recent years, a response to these attacks will be the concern of Sunkist's William K. Quarles.

As Vice President, Government Affairs, Quarles will "place the activity and motives for this attack in perspective." He has been in Sunkist's law division since 1970, and the government affairs section since 1974.

A debate on peach grades and standards regulations finds Eddie F. Kimbrell, Commodity Services, Food Safety and Quality Service, USDA facing Tony Rubino, President of Blue Goose Growers, Inc.

Kimbrell is responsible for directing and coordinating

USDA food grading and standardization programs, for the procurement of foods purchased by USDA for school lunch and other feeding programs. He attended discussions earlier on internal problems with peaches and possible grade revisions for them.

Rubino, in his position as president of a nationwide marketing service organization for food producers and processors, and manager of Blue Goose Growers, the company's marketing division, is a NPC director and member of the council's Grade Revisions Committee currently working with USDA personnel on problems concerning the peach grade regulations.

Labor analysis rests with Herbert J. Cohen, Assistant Administrator, Wage and Hour Division, USDL, and Keith Eckles, farmer from Clarks Summit, who is a member of the Pennsylvania Governor's Seasonal Farm Labor Committee.

Cohen will delineate the Farm Labor Contractor Registration Act with particular application to peach growers, while Eckles presents his personal experiences contesting the infringement of FLCRA on his operation.

Cohen will use significant court decisions which have been handed down recently and significant interpretations adopted by Wage and Hour Division as well as enforcement policy and procedures followed during a typical investigation under the FLCRA.

Eckles holds the distinction to have been one of a few growers who have stood up to DOL challenging both

FLCRA and DOL's CETA 303 Grantee's access right to his farm.

Having undergone "exhaustive and harrasing investigation", he proved a worthy opponent with techniques to use press to his advantage as well.

The Wednesday morning session brings together three diverse individuals to explore ways in which growers can affect change: Tony Mendez, President, The Agricultural Communication Consultants, a one-time trusted member of UFW who became completely disenchanted with the union and its tactics, has

since joined forces with California growers to fight the blight of union encroachment.

After helping to defeat boycotting, Mendez joined a grower organization in California's Napa Valley, hiring and training field supervisors to carry out a worker benefit and communication program. Later he headed a similar program for California Farm Bureau.

Since 1978, Mendez leads the campaign from head position of his own company as consultant scoring multiple victories for employers against union organizing drives. His

record of heading off union organizing efforts in agriculture is the best in the business.

"Through TAAC's involvement, growers can have more efficient, more cooperative, better informed workers who are happier, too," he says.

"The Mendez formula adds up to greater productivity, more worker stability with workers understanding the farmer employer and his goals."

From the field of trade journalism comes Larry Waterfield, a familiar face around Washington D.C. as

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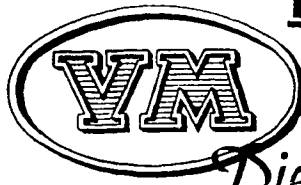
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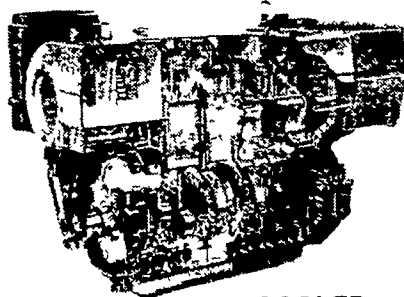


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