

# Agri-women, Porkettes stress communication at conventions

BY DEBBIE KOONTZ

LANCASTER — "If you eat, you are involved in agriculture," is a line Orion Samuelson, farm broadcaster for WGN Radio in Chicago, uses often to open his noon broadcast.

This one, lone quote tells the large non-farm audience that agriculture is an industry which touches the lives of everybody, everyday, everywhere. Without effective communication of this type, consumers would be ignorant of the work and time and production practices needed to produce their meals three times every day.

Unfortunately, farmers can't hire advertising or public relations firms to broadcast or publish the merits of their particular product. They do, however, have dedicated wives who volunteer their time away from the feeding, milking, and planting to go into schools, plan rallies, write

newsletters and promote the quality and goodness of agricultural products.

Two groups in particular who stress to consumers that eating involves them (consumers) in agriculture are the Porkettes — a division of the National Pork Producers Council, and American Agri-Women whose motto is simply, "We can do it... together." Both are currently preparing for upcoming conventions.

Communication will be the emphasis at the Porkette Conference, slated for November 11-13 in Nashville, Tennessee.

Joining the Porkettes will be Orion Samuelson, speaking on, "Winning and Losing — When Farm Meets City." Also featured will be Ray Wilkinson, president of the National Association of Farm Broadcasters; V. Hale Starr, communications specialist; and Jim Low, president of the

American Society of Association Executives.

The goal of the Porkette seminar is to "improve communication, both external and internal," according to the newsletter published by the NPPC.

American Agri-Women will be meeting in Grand Rapids, Michigan for their convention, November 10-14. AAW describes themselves as "a coalition of farm and ranch women's organizations and individuals dedicated to preservation of the family farm system within the free enterprise system," as quoted in their newsletter, The Voice of the American Agri-Women.

The theme of the convention will be Free Enterprise — Agriculture's Strength; Agriculture — America's Strength.

Cesar Chaves, the controversial leader of the United Farm Workers Union, will be the subject of a talk by Patty Newman at this sixth annual convention.

Another featured speaker will be Sylvan Wittwer, director of the Ag Experiment Station and assistant dean of the College of Agriculture and Natural Resources, Michigan State University, who will give a slide presentation, "The Strengths of American Agriculture."

Other highlights of the five-day gathering will be an afternoon workshop on newsletter editing and publicity; a talk, "Agriculture in Transition," by Hiram Drache, history professor at Concordia College; Michigan farm tours, and a workshop on Commodity Futures Marketing by Trenna Grabowski, CPA and writer for Farm Wife News.

Fortunately, for the farming world, these two farm women

groups recognize the need for effective internal communication among farmers, ag businesses,

and support groups, as well as the need to educate the public of their involvement in agriculture.

## Dairy photo album



What makes a cute farm photo?

In this photo submitted in the recent Dairy Month Photo Contest by Moses M. Beiler, R2, Willow Street, you have three of the best ingredients — kids, a calf and a cat.

The combination of the three provides a priceless picture that can only be found on a dairy farm.

## Lancaster Farmer's Assn.

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Association members who worked particularly hard getting it all ready — Shirley Garner and Jere Skiles.

And today is the windup of the exhibit.

Today's schedule includes flower judging from 1 to 3 p.m.; ice cream eating contest at 2 p.m.; coffee

tour at 6 p.m.; square dancing at 7:30 p.m.; and an auction at 8:30 p.m.

Highlight of the auction will be the quilt which was made throughout the exhibit. Other items up for bidding will range from dinner for four at a Lancaster County farmhouse to various antiques and craft items.

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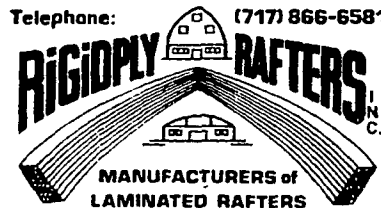
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