

# Hallowell urges exhibits at food expo

HARRISBURG — State Agriculture Secretary Penrose Hallowell is urging Pennsylvania food companies to exhibit at the first U.S. NASDA Food and Agriculture Exposition in Atlanta, May 17-19.

Hallowell said an estimated \$100 million in food sales overseas will result from the exposition which is being sponsored by the 50 state Departments of Agriculture.

"Any Pennsylvania firm now exporting food and agricultural products to foreign markets or wishing to enter the export field can profit from the show," he said. "The Exposition will be the largest all-export food show in U.S. history, with thousands of buyers from around the globe in attendance.

"We are doing everything we

can to make it easy for our food firms to sell their products to foreign markets," said Hallowell, who is president of the Eastern U.S. Agriculture and Food Export Council. "Exhibitors who regularly participate in regional trade shows can improve their ability to reach buyers. And the many firms which have never exported can take advantage of this opportunity to enter a most profitable field."

Hallowell, cited the interest shown in Pennsylvania products by buyers at two food shows he recently attended in the Middle

East. "Both in Bahrain and Saudi Arabia, buyers wanted information and leads on food products that Pennsylvania produces," he said. "In just three days in Bahrain, we were able to make hundreds of direct contacts and trade leads with prospective foreign buyers for Pennsylvania foods."

The Exposition features full lines of fresh, frozen, canned, dried and dehydrated food products normally offered to the domestic food industry. Exhibitors are expected from every state.

The Agriculture Secretary also

noted that the show will serve as host to the first International Forum on Food and Agriculture, with subjects ranging from trade barriers, legislation affecting exports and protectionism to supermarket activities, merchandising and promotion. The program will feature panels conducted by international experts including Eric Joiner of AJC International, Theodore Lubusza of the University of Minnesota, and Eugene W. Griner of the Small Business Development Center. Joiner will head a discussion on

"Challenges Faced by U.S. Sellers of Processed Foods"; Lubusza will discuss "Future Trends in Food Processing Technology"; and Griner will lead talks on "Processed Food Distribution in the U.S."

Hallowell said more information on the NASDA Food and Agriculture Exposition is available through the Department by calling (717) 783-8460 or 787-6041, or by writing to NASDA Food Show, Pa. Dept. of Agriculture, 2301 N. Cameron Street, Harrisburg, Pa. 17110.

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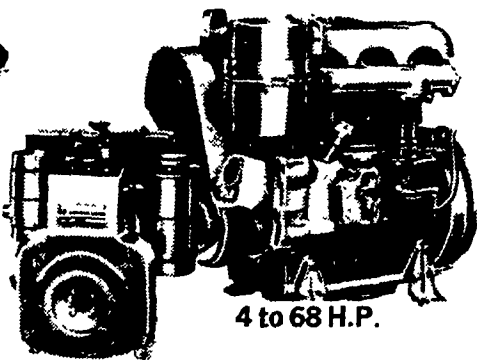
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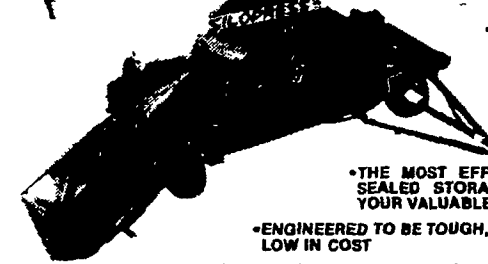
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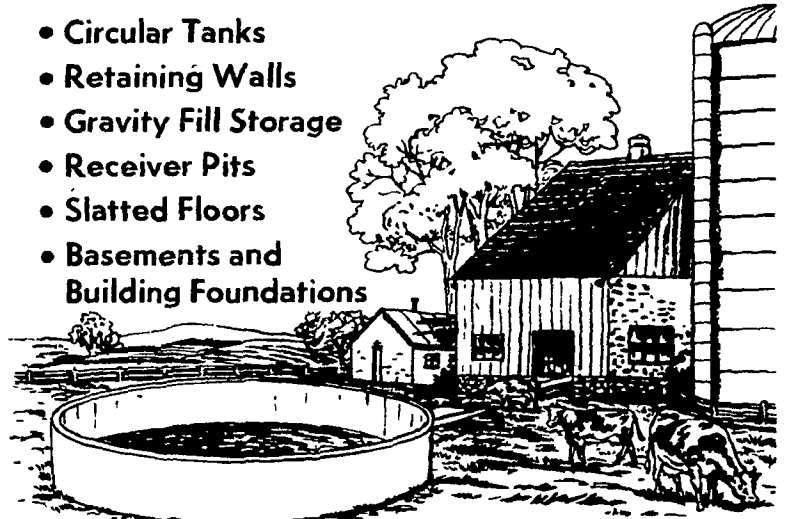
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