

PFA plans market conference

CAMP HALL — The Pennsylvania Farmers' Association (PFA) is sponsoring a 1984 Marketing Outlook Conference and Golden Harvest Sale of 80 top-quality registered Holsteins, Dec. 7-8 at the Farm Show Complex, Harrisburg.

The conference will feature nationally-recognized commodity experts who will discuss innovations and outlooks in the marketing of dairy products, livestock, poultry, grain, fruits and vegetables. U.S. Secretary of Agriculture John Block will address the conference's dinner banquet, Dec. 7, featuring a menu of innovative food products.

PFA President Keith Eckel, who will welcome an expected 2,000 farmers from Pennsylvania and surrounding states, to the conference, said, "We have assembled a panel of experts from around the country to provide conference goers with some fresh ideas to increase profits in the coming year.

Scheduled to address commodity marketing innovations are: Walter Stemler, board member of Mid-America Dairymen, Inc.; John Duffy, advertising account supervisor, Batz, Hodgson & Neuwoehner, Inc.; Jeanne Sowa, promotion coordinator, National Live Stock and Meat Board's Beef Industry Council; William Breneman, grain purchasing manager, South Point Ethanol plant; John Stehr, A.E. Staley Mfg. Co.; Dr. Robert Baker, poultry science department chairman, Cornell University and Al Rosenkranz, manager, Wisconsin Farm Bureau Marketing Assoc.

Presenting market outlooks during the conference will be: Alfred Keating, director, livestock department, American Farm Bureau Federation (AFBF); William Farrington, director, horticulture department, AFBF; John Pedersen, president, Poultry & Egg Fax; Gordon Riehl, general manager, Milk Marketing Inc.; Jerry Hildebrand, director of research, Clayton Brokerage; and Milton Hefft, of the Agri-Lending Department of the Commonwealth National Bank of Lancaster.



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