

Pa. to exhibit at international food show

HARRISBURG — State Agriculture Secretary Penrose Hallowell, just returned from an export trade mission to the Middle East, is now setting Pennsylvania sights on a four-day international trade show here at home.

The United States International Food Show (USIFS), April 15-18 in New York city, should attract 600 exhibitors and about 15,000 trade visitors from around the world. Hallowell, president of the Eastern United States Agricultural and Food Export Council (EUSAFEC) which sponsors the show, says it represents an excellent opportunity for Pennsylvania firms to grow with the marketplace.

"My experiences in the Middle East last month made it clear that new doors are opening for sales of Pennsylvania products in international markets," he said. "But it was also obvious that we must be active, imaginative and tough to survive and expand our food exports."

"The Pennsylvania Department of Agriculture has contracted for a large, well-placed pavilion at the

USIFS, and a number of state firms have taken advantage of the space that is available. To date, the department and 15 other Pennsylvania firms and organizations have agreed to offer a wide array of state food products," Hallowell said.

Among the Pennsylvania exhibitors at the show are: Colonial Beef Company; E.B. Evans Corporation; Empire Kosher Poultry, Inc.; Ina Clark, Inc.; Penn Best (PFA); Reist Seed Company; Charles G. Summers, Jr./Hanover Brands, Inc.; Supergreen, Inc.; Universal Trading Company; Winmix, Inc.; E.W. Knauss & Son, Inc.; Simon Candy Company; S & Honey Company; Pennsylvania Dutch Birch Beer; and Penn Dutch Cookie Company. Hallowell said a limited amount of space is still available for potential exhibitors.

"International conditions have caused the value of U.S. agriculture and food exports to decline in recent years, but opportunities remain," Hallowell said. "Our farmers and food in-

dustries must work hard to promote sales abroad as part of the normal marketing channel and to expand food product exports. Shows like the USIFS with huge numbers of interested buyers in one place, give potential exporters a chance to make thousands of contacts, develop trade leads, and hopefully, to land orders for future sales, all at a minimum cost to the

exhibitor," he said.

Hallowell noted that buyer attendance at this second USIFS should be boosted by the success of the 1982 show and by the work of the USDA's Foreign Agricultural Service and The Andry Montgomery Group which have publicized the show around the world. "Many buyers schedule at least one trip to the U.S. each year,

with New York a major stop," he said. "Knowledge that USIFS will be held in April, has enabled buyers to plan accordingly."

More information on exhibiting at the USIFS and rates is available by contacting Gretchen Anderson Vreeland in the Department's Bureau of Agricultural Development at 717-783-8460.

Md. Crop Assn. planning headquarters

COLLEGE PARK, Md. — After nearly 80 years of existence, the Maryland Crop Improvement Association is negotiating for its first permanent headquarters building and warehouse. And it hopes, by the end of the year, to hire its first paid secretary-treasurer on a part-time basis.

These ambitions were highlights of the president's report during the

association's 77th annual meeting last week in the Tidewater Inn at Easton.

The report was made by outgoing president, Edwin J. Hevner of Seaford, Del. Hevner is assistant manager of the Delmarva area seed and farm supply warehouse at Seaford for Southern States Cooperative, Inc.

If present plans materialize,

Hevner said, the new Maryland Crop Improvement Association headquarters building and warehouse will be located at the Wye Research and Education Center near Queenstown, on Maryland's Eastern Shore. The center is operated by the University of Maryland's Agricultural Experiment Station, headquartered in College Park.

Since its founding in 1906, the crop association has had close ties with the University of Maryland. Its official purposes and aims include cooperation with the university's College of Agriculture, Agricultural Experiment Station and Cooperative Extension Service — particularly with its agronomy and horticulture departments — in improving Maryland crops.

The association also cooperates with the state Department of Agriculture and its seed certification program.

At last week's annual meeting, the MCIA presented a \$2,000 check to two agronomy research workers from the University of Maryland at College Park. The money is to be divided equally between research work on soybean and small grains. Similar checks have been presented at each of the last four or five annual meetings of the association.

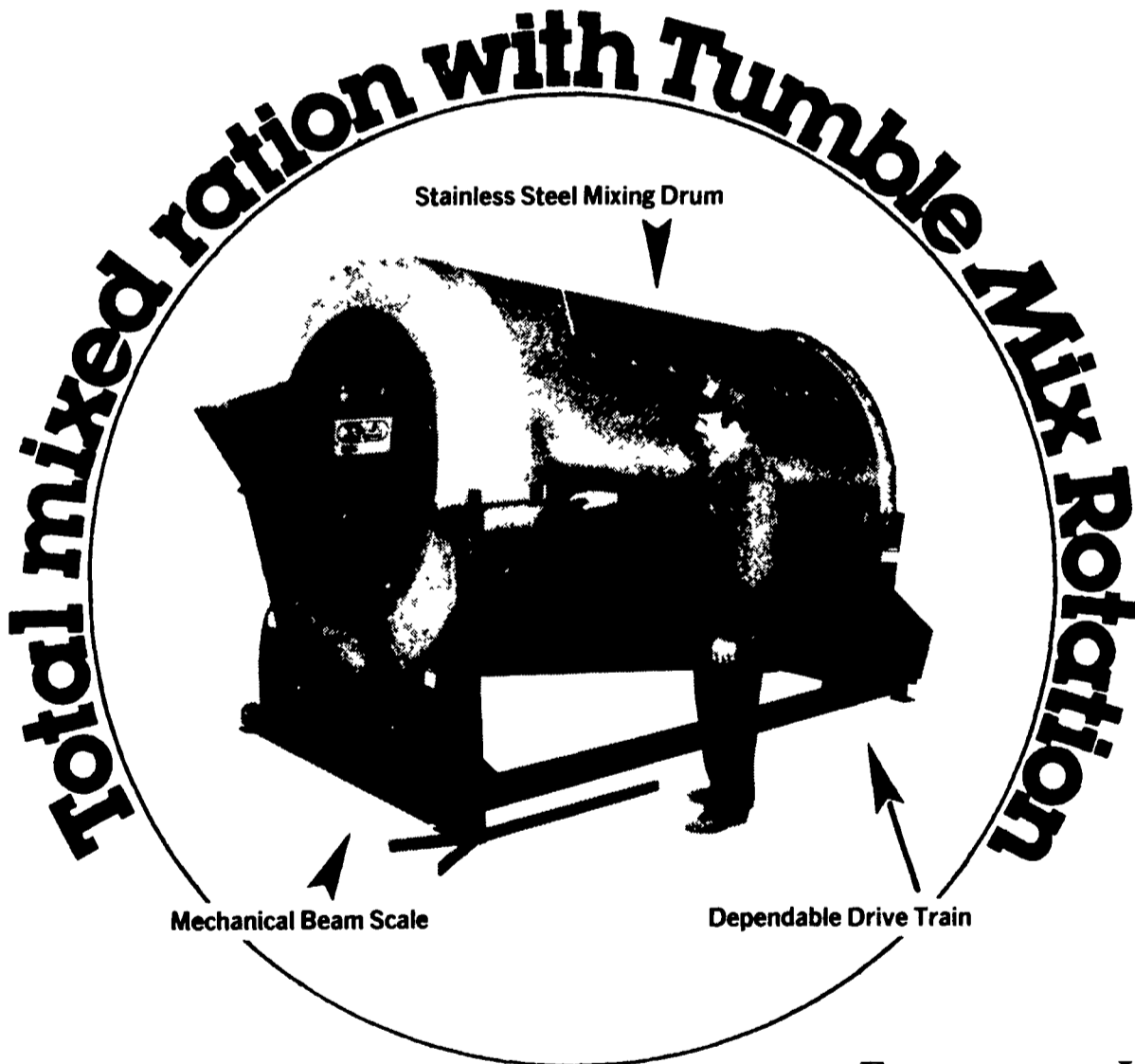
Dale A. Morris of North Laurel (Howard county) received the MCIA service award for 1983. Morris is a seed certification specialist for the Maryland state Department of Agriculture, headquartered at Annapolis.

During its business session, the association elected three new directors for three-year terms. They are: Gene W. Mullinix of Lisbon (Howard county); Robert T. Jarboe of Leonardtown (St. Marys county) and Donald D. Littleton of Mardela Springs (Wicomico county).

At a meeting afterward, the board of directors elected two Talbot county residents as new officers. They are Robert E. Shaw, president, and Charles Lyons, Jr., vice-president, both of Easton. B. Frank Adkins of Hebron (Wicomico county) was re-elected secretary-treasurer.

The new MCIA president is vice-president and sales manager for Jaspers, Inc., a home garden and farm supply company located in Easton.

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