

Direct marketers to meet

CLARKS SUMMIT — All retail farm marketers are invited to attend a direct marketing conference on Thursday at 9:30 a.m. in the Ramada Inn, Clarks Summit. The Lackawanna County Horticultural Association and the Penn State University Cooperative Extension Service have teamed up to organize the meeting.

William Yerkes, of None Such Farms in Bucks County, will share the retail marketing experiences of three generations of his family. Operating one of the most widely known farm markets in the state, Yerkes will explain the marketing ideas that have been most successful in his operation.

Suggestions for increasing sales at farmers markets will be given by Larry Yager, Extension retail

marketing specialist, who will also explain some of the marketing ideas he got from British farmers during a recent trip to England.

New marketing opportunities for asparagus and potatoes will be explained by Peter Ferretti and Richard Cole, both of the Extension horticultural staff at Penn State University.

In addition to the speakers on the program the meeting will provide an opportunity for retailers to meet with commercial exhibitors offering products and services to increase profits at farm markets.

The Ramada Inn is located on Routes 6 and 11 just off Exit 58 of Interstate 81. Registration and lunch combined are \$5 but no advance reservations are needed.

Spurs 'N Burrs Club

The Spurs 'N Burrs 4-H Club had a horse art contest at their February meeting. Each club member made something relating to horses. The winners in the MOST EDUCATED CATEGORY were 1st Christy Wilson, 2nd: Eric Takacs. MOST ARTISTIC: 1st Christy Marcinko, 2nd Lyn Usner. MOST CREATIVE: 1st Kelly Liester, 2nd Karen Fields. MOST

COLORFUL: 1st Jean Gross, 2nd Brooke Dunlap. MOST ORIGINAL: 1st Buffie Dunlap, 2nd Raina Dunlap.

The club also planned to collect for the MARCH OF DIMES, but had to cancel because of rain. In March the club plans to help the Springton Fire Company with their trash recycling.



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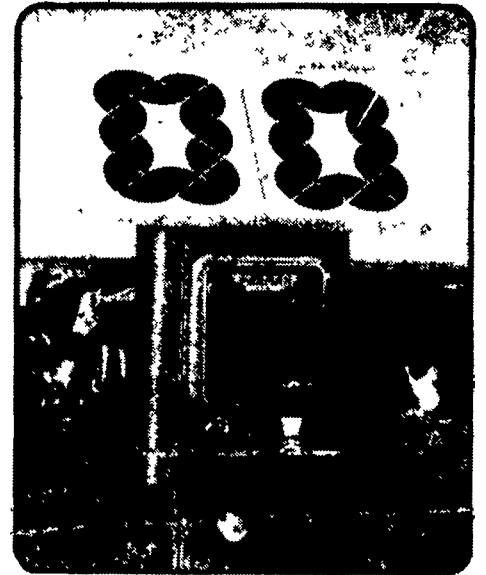
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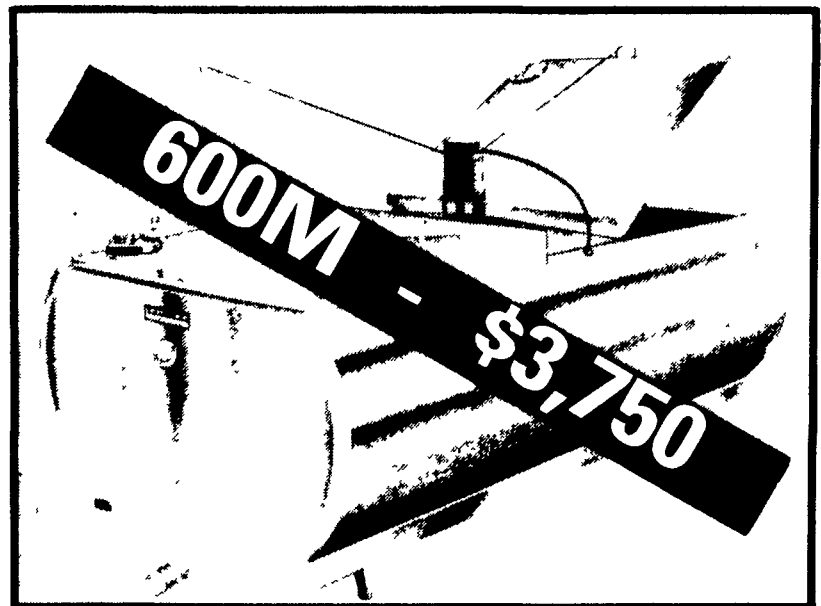
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