

Pa. exhibit is success at food show

HARRISBURG — The 15 Pennsylvania food companies represented at the U.S. International Food Show in New York April 15-18 all returned home with dozens of new leads for domestic and international trade, according to State Agriculture Secretary Penrose Hallowell.

"USIFS was a success for Pennsylvania," he stated. "After four days of showing and selling Pennsylvania's agricultural and food products, these companies have substantially increased their business contacts. Each company produced well over 20 new leads for both domestic and foreign trade sales."

Nearly 500 exhibitors and 15,000 buyers were registered for the show, which is sponsored by the Eastern United States Agriculture and Food Export Council, which Hallowell serves as president. Hallowell was in New York to open the trade show, along with Daniel Amstutz, Undersecretary for International Affairs for the U.S. Department of Agriculture, and the Right Honorable Edward Seaga, Prime Minister of Jamaica.

Amstutz noted, "The purpose of the show is not simply to market food products, but to serve as a truly international relations event of major significance." Seaga noted his nation's presence as exhibitor and buyer, and called the international marketplace "a source of unique and quality agricultural products."

Hallowell said he hoped to explore new possibilities in Caribbean trade with Seaga and other island nations in the near future.

The show was both a sales tool and a learning experience for the exhibitors, buyers and even visitors. Several Pennsylvania exhibitors were at a show of this kind for the first time and were

enthusiastic about their results.

John Newlin of the Pennsylvania Agricultural Producers International, which represents 25,800 farmers, said response to their exhibit was excellent. "We are feeling our way here," he said, "but we are receiving good exposure and we've been busy. Now it is a question of confirming and following up."

Other firms were equally pleased with the results. Richard Harlan of E.W. Knauss & Son, Inc., said the show "benefitted us even before it opened. We are really just beginning to learn the potentials of

these shows for expanding into export trade."

Hallowell said the Pennsylvania pavillion, which featured all 15 firms situated around a Pennsylvania Dutch buggy owned by Christian Bieler of Nine Points, drew a lot of attention from buyers. "I was extremely pleased with the reception of our products, and with the cooperative effort shown by our Pennsylvania firms," Hallowell said. "Many of our companies actually combined efforts at sales and continually referred buyers to other sources of

Pennsylvania food products. The net effect was that Pennsylvania put on a united front and showed success at USIFS."

The Agriculture Secretary said that other visitors to the show included members and staff of the Pennsylvania House and Senate Committees on Agriculture and Rural Affairs and state farm organizations. Senators Noah Wenger (Lancaster County), Michael O'Pake (Berks County), Patrick Stapleton (Indiana County), and Representative Paul Wass (Indiana County) attended

the show on Monday, April 16.

The Pennsylvania exhibitors at the New York show included 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; Winnix, Inc.; E.W. Knauss & Son, Inc.; Simson Candy Company; S & F Honey Company; Pennsylvania Dutch Birch Beer; and Penn Dutch Cookie Company.

Roth receives dairy science alumnus award

UNIVERSITY PARK — Harry F. Roth, Landisville, has been named the 1984 Distinguished Alumnus in Dairy Science at Penn State. Roth is being honored today during "Show Day" of the 59th Annual Dairy Exposition at Penn State.

Upon graduation from Penn State, Roth joined the Cooperative Extension Service as an assistant county agent in York County. After a year and a half he accepted a position as fieldman for the Western Pennsylvania Artificial Breeders Cooperative (WPABC) in Clarion. He later became sire analyst and in 1960 was named manager of WPABC.

In 1964, WPABC joined Southeastern Pennsylvania Artificial Breeders Cooperative to form Atlantic Breeders Cooperative (ABC). Roth was named breed programs director



Harry F. Roth

for ABC and still holds that position in addition to being

operations manager where he is responsible for production, processing, and distribution of all semen.

He has served the artificial insemination industry in many capacities. He has been a member of the National Association of Animal Breeders (NAAB) research committee, the dairy sire evaluation and identification committees, was a member of the NAAB board of directors, and served as NAAB president in 1982-83.

He is a state and nationally approved dairy cattle judge and has contributed much to the youth of the industry. He has served as chairman of the Pennsylvania All-American Invitational Youth Dairy Judging contest and as an official at the 4-H National Dairy Cattle Judging Contest. He's also a member of Dairy Shrine and Gamma Sigma Delta honor society. He served as a member of the Penn State Ag Arena committee and has served the Grace

Church of the Brethren in Lancaster in several offices and as a member of the board of deacons.

Harry Roth and wife Ruth have three daughters — Ann, a graduate of Lankenau School of Nursing; Sarah, a graduate of Mansfield State University and the University of Pittsburgh; and Mary Ellen, recently graduated from Millersville University.

Roth was raised on a Holstein dairy farm in Northampton County. He attended school in Nazareth, Pa. and graduated from Penn State with a bachelor of science degree in dairy science in 1954. As an undergraduate, Roth was a member of the Dairy Science Club and was chairman and show manager of the Dairy Exposition. He was also a member of the Ag Hill Society, Coaly Society and the Delta Theta Sigma fraternity.

Distinguished alumni in dairy science at Penn State are chosen by the faculty within the Department of Dairy and Animal Science.

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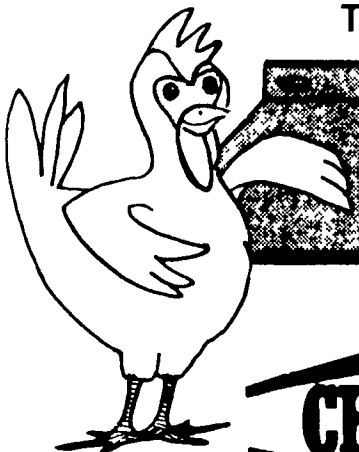
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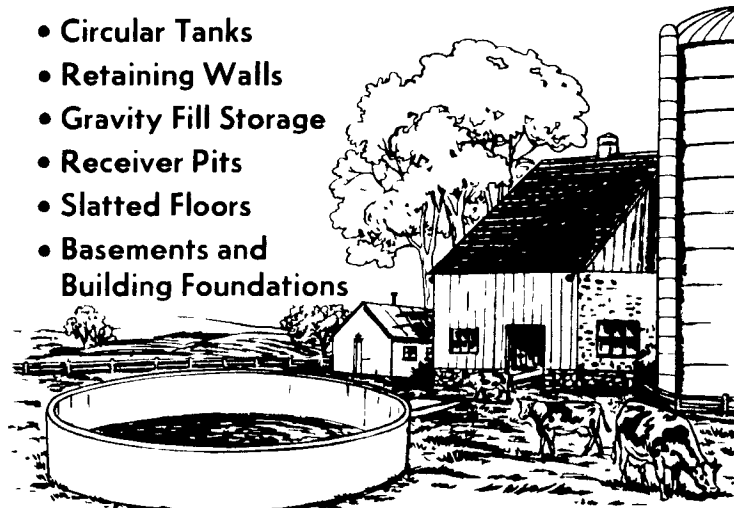


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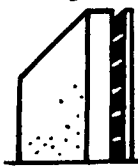


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