

Del. vege growers take part in trade show

Lancaster Farming, Saturday, October 20, 1984—A19

WASHINGTON, D.C. — Delaware vegetable growers, shippers, brokers and other industry people will be participating in an international trade show and exposition in Washington, D.C. later this month.

The growers, along with the Delaware Department of Agriculture and Cooperative Extension Service, have constructed an exhibit designed to promote the sale of Delaware grown fruits and vegetables to wholesale buyers around the World.

Over 4,500 produce industry representatives are expected to attend the 3 day trade show sponsored by the Produce

Marketing Association. Almost 400 booths have been rented according to Association officials.

The Delaware booth was largely funded by donations from Delaware producers and vegetable industry affiliates. Bill Sammons, Marketing Specialist with the State Department of Agriculture, says the effort is a prime example of industry and government working cooperatively.

"The cost of participating in a show of this magnitude is incredible. It has taken a lot of planning and finances. The planning and legwork has been handled by our department and the Cooperative Extension Service, while most of the costs have been

borne by the industry people who should see direct benefit", according to Sammons.

The booth will be manned by the growers and commodity group representatives, Sammons said. In addition, Nancy Ball, 1984 Miss Delaware, will be greeting produce industry representatives on the opening day in order to create more attention to Delaware's presence at the show.

The ad hoc committee formed to organize the Delaware fresh fruit and vegetable display says this is the first time the First State has participated in a show of this scale.

Competing states who often flood Delaware's markets with fresh produce frequent these types of

selling missions. Sammons says Delaware growers hope to aggressively compete with those other growing regions.

"The theme of our booth is 'Delaware Fresh Fruits and Vegetables...Get a Load of This!'. By displaying baskets of produce, handing out promotional items and trade directories, and highlighting our closeness to many major

market areas, we hope to stimulate fresh produce sales," said Sammons.

"We're proud of our products and we think we need to get out there face to face with produce buyers and let them know we can supply their needs", he said.

A bus trip to the Produce Marketing Association Convention and Exposition is being planned for Monday.

'Buy Delaware' program launched

DOVER, DEL. — The Delaware Department of Agriculture has launched a "Buy Delaware" program among consumers and has appealed to agri-business throughout the state to use a new



Delaware Agricultural Product Logo.

"We hope that agri-business producing a Delaware agricultural or food product for sale in or out of the state will use the logo somewhere on the product — on a bag, box, carton, wrap or whatever," said Bill Sammons, marketing manager for the Delaware Department of Agriculture.

"A recent survey conducted for the department has shown that 92 percent of the state's population would prefer buying Delaware produced products, but they can't easily identify those products in stores."

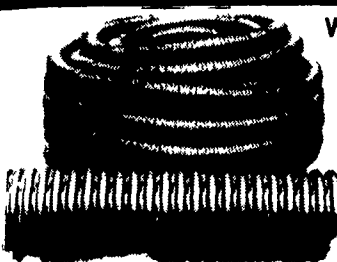
In addition to using Delaware's Agricultural Product logo on product packaging, Sammons has suggested its use in advertising — in point-of-sale materials, price cards, newspaper or magazine advertising.

The Delaware Department of Agriculture asks that the logo only be used on quality products — not on seconds, rejects or pickouts.

The state's ag product slogan to accompany the logo states: "First rate from the First State."

Sammons also has asked agri-business using the logo and slogan to send the department any samples so that they came be used in a display booth that will promote Delaware ag products at shopping meals and schools.

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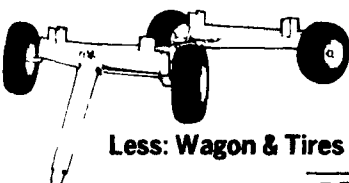
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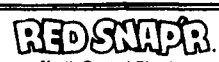
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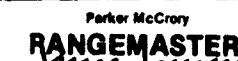
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Del. plans Apple Night

HARRINGTON, Del. — October 30 has been designated as Delaware Apple Night at Harrington Raceway in Harrington.

On that night, the Delaware Apple Growers Association will be providing a free apple to every person that passes through the gate. Delaware Apple Queen Yvonne Simpson of Milford will greet the race fans and personally distribute over a thousand apples.

The Clubhouse Restaurant will be featuring apples on its menu that evening, and a special Apple Queen Trophy Race will be run. Simpson will present the winner with an engraved trophy topped off with a Red Delicious apple.

Delaware's apple harvest is in full swing, and producers say the crop looks very good. The cool nights and warm days of early September helped nature paint a deep red coat on the apples.

Delaware orchards are expected to turn out over 321,000 bushels this year.

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