

PFA Big \$\$\$ in '85



Hear what these farm leaders, ag marketers and economists say at the annual PFA/PACMA Marketing and Outlook Conference, November 19-20 at the Hershey Lodge and Convention Center, Hershey, Pa.

- Broaden your marketing horizons with more farm exports?
- How is the State Milk Promotion Board going to sell more milk?
- What's outlook for farm commodity prices in the year ahead?
- Should you use the futures market as a hedging tool?
- And what about the new ag options on the futures market?
- What innovations in marketing are being used by ag industries?
- How are USDA Crop Reports estimated?
- What options do fruit and vegetable growers have if their buyer defaults?

Answers to these and other questions and issues facing farmers will be covered at PACMA's Marketing and Outlook Conference to be held in conjunction with Pennsylvania Farmers' Association Annual Convention.

MONDAY, NOVEMBER 19, 1984

2:00 P.M. to 3:00 P.M. Room ACE	Exporting Opportunities for Pennsylvania Farm Products: Al Shulman, President, INAGRA, Inc. Nazareth, Pa.
3:15 P.M. to 3:45 P.M. Room ACE	Using Ag Options on the Futures Market: Diana Klemme, Agr. Marketing Consultant, Galesburg, Illinois
3:45 P.M. to 4:30 P.M. Room ACE	Futures Markets as a Hedging Tool: Joe Stouffer, Loan Officer, Lancaster Farm Credit Service; and Richard E. Denison, Manager, Farm Management Services, Pennsylvania Farmers' Association
4:30 P.M. to 5:15 P.M. Room ACE	Using PACMA Services: A Producer Panel with Ronald Harrison, Adams County; William Chain, Cumberland County; and Ronald Bender, Franklin County



Birth



Frazier



Strausbaugh



Newcomer



Muschweck



Duncan



Forsythe



Hartter



Huston



Garrison



Hallowell



Alessi



Denison



Mast

TUESDAY, NOVEMBER 20, 1984

8:30 AM - 9:30 AM Room ACE	Beginners to Commodity Marketing: Rosemary Hartter, Farm Wife and Partner in Farming Business, Eureka, Illinois
10:00 - 11:30 Room ACE	Innovations in Commodity Marketing Dairy: Hon. Penrose Hallowell, Pa. Secretary of Agriculture; Donald Duncan, Berks County dairyman and member Pa. Milk Promotion Board; Beverly Minor, Dairyman's wife, Washington County, member of Pa Dairy Promotion Board; and Stan Muschweck, Vice President and Account Supervisor, Creamer Inc
10:00 - 11:30 Suite F	Fruits and Vegetables: James Frazier, Assistant Chief, Perishable Agricultural Commodities Act Branch, USDA, Washington, D.C.
10:00 - 11:30 Suite J	Grains: Joe Newcomer, Agronomist, Willard Chemical Company, Frederick, Md.; Raymond Hancock, Chairman, Grain Reporting Board, Statistical Reporting Service, USDA, Washington, D.C.
10:00 - 11:30 Suite D	Livestock: John Huston, President, National Livestock and Meat Board, Chicago, Illinois; Raymond Hancock, Statistical Reporting Service, USDA, Washington, D.C.
10:00 - 11:30 Suite H	Poultry: Dr. Morris Mast, Professor of Food Science, Penn State University
11:30 Adjourn	Luncheon: Nigerian Room

PFA / PACMA 1985 Marketing Outlook Conference

2:00 - 4:15 Room ACE	Fruits and Vegetables: Kenneth Nye, Director, American Farm Bureau Federation, Horticultural Division Dairy: Robert Forsythe, General Manager, NEDCO Grains: Greg Strausbaugh, Commodity Specialist, Prudential-Bache Securities Livestock: Ron Garrison, Livestock Specialist, Clayton Brokerage Co. of St. Louis, Inc Poultry: Kermit Birth, Extension Economist, Poultry, Penn State University Ag Finances: Gabriel Alessi, Assistant Vice President, First Eastern Bank, N.A
4:30 - 5:30 Room ACE	PACMA Annual Meeting

All conference sessions are free and open to all PFA members whether or not you're attending the convention itself.

Don't Miss It!