

Direct marketing conference set Feb. 19-23

NEWARK, Del. — The 1985 Mid-Atlantic Direct Marketing Conference will be held Feb. 19-23 at the Cherry Hill Inn and Conference Center, Cherry Hill, N.J.

The event is designed for roadside market, pick-your-own and other farmer-to-consumer direct marketing operators. It is being sponsored by the Cooperative Extension services of Delaware, Maryland, New Jersey and Pennsylvania in conjunction with state direct marketing associations, agencies and related groups. Deadline for early registration discounts is Feb. 11.

The conference will begin at 11:30 a.m. Tuesday, Feb. 19, with a tour of four New Jersey direct marketing operations. Advance registration is necessary to participate in this part of the program.

The Wednesday program will focus on advertising for profit. Several professional consultants will discuss aspects of advertising, including planning ads and radio commercials. In the afternoon there will be workshops on printed ads, radio commercials and produce display techniques. Participants are encouraged to submit copies of their advertisements in advance (deadline Feb. 1) for critique during the printed ad workshop.

Thursday's program will feature the use of microcomputers as management aids in direct marketing. A panel of producers will tell how they use computers in their operations. And meeting participants will have opportunities for some hands-on computer experience. There will also be a talk on financial management to achieve a better bottom line. The conference will conclude with success stories from three direct market growers in

Delaware, Pennsylvania and New Jersey.

For further information and registration forms, in Delaware contact extension services marketing

specialist Carl German at 302-451-2511.

In other participating states, contact one of the following individuals: Jarvin Cain, Department of Agricultural and Resource

Economics, University of Maryland, College Park, Md. 20742; Morris Fabian, Extension Marketing Specialist, Cook

College, P.O. Box 231, New Brunswick, N.J. 08903; Laurence Yager, Extension Marketing Agent, 1135 Chambersburg Road, Gettysburg, Pa. 17325.

Pa. agriculture featured on big screen

HARRISBURG — From the aisle, the exhibit looked much like any other canopied display... but step inside, and your senses were bombarded by the sights and sounds of the upbeat state of Pennsylvania's agriculture.

The exhibit marked the debut of a five-minute audio-visual production prepared by the Pennsylvania Department of Agriculture for the 69th annual Farm Show.

The fast-moving slide presentation featured the Department's two logos — "Pennsylvania Agriculture — We're Growing Better" and "Keystone Pride." The two logos have been adopted by 220 Pennsylvania firms and more than 2,000 farmers markets, roadside outlets and retailers. The logos identify quality Pennsylvania grown and processed foods.

Photos of Pennsylvania's varied bounty of ag commodities flashed across the screen to modern, fast-paced music. The 20 by 10 feet screen set the scene for all phases of the state's number one industry, valued at \$35 billion.

Leading the ag sector, the state's 15,500 dairy farms produce milk valued at \$1.3 billion, and the exhibit featured all aspects of the

industry... from cows grazing to milking parlors as well as fresh dairy products like cheese and butter.

Do you know how a mushroom grower operates? The exhibit followed cultivation, from the recesses of dark mushroom house to selection and packaging. Pennsylvania's fresh mushroom industry ranks number one in the country, valued at \$103 million. And processing mushrooms add another \$69 million to the state's economy.

Apple, peach and cherry blossoms danced across the screen as you got an inside look at the state's fruit production and processing. The juices, sauces, cider and canned fruits, combine with fresh fruit, add another \$70 million to the state's ag economy.

The state's 36 potato chip plants produce snacks valued at \$220 million, and the slide presentation gave you a different look at an industry many of us take for granted.

The presentation did not forget the poultry industry — from chickens, turkeys and ducks to table eggs. In fact, table eggs rank third in the nation and are valued at \$23.1 million.



Leslie Bowen, Pa. Dairy Goat Youth Representative, presents Governor and Mrs. Thornburgh with a sampling of products made from goat's milk and a miniature wood-carved replica of a goat. The presentation took place at Farm Show opening ceremonies.

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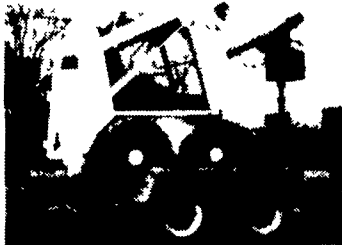


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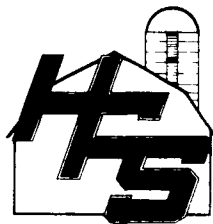
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FEATURING:

- Murray Bast - from Ontario, Canada. Murray is well known throughout North America as a feed, soil, and water consultant, and for his unique ability to get cows bred on which others have given up all hope. Murray will share his research in detoxifying fatty livers in livestock as well as keeping high-producing herds healthy. He was featured in "Acres USA" last year.
- Dr. Richard Cochrum, DVM - founder of Immuno-Dynamics. He will speak on the use of his superior antibody blends as a natural solution to the broad spectrum difficulties of herd health. Dr. Cochrum is a very knowledgeable and highly respected veterinarian and agriculture leader.

AREAS AND DATES:

Lancaster/Lebanon County JANUARY 22, 1985 Call: Hess Farm Supply (717) 354-7972	Upper Dauphin County JANUARY 23, 1985 Call: James Lesha (717) 365-3419 or Sylvan Ressler (717) 786-2103
York and Adams County JANUARY 24, 1985 Call: (717) 225-4877 or (717) 528-4383	Cumberland/Franklin County JANUARY 25, 1985 Call: (717) 532-7167

**Reservations To Attend The Meeting In Your Area Must Be Made
By January 21, 1985**