



PENNSYLVANIA
FARMERS'
ASSOCIATION

Don't Miss This Opportunity!

Learn how to lock in profits for your farming operation

Pennsylvania Farmers' Association and PACMA will be sponsoring commodity marketing seminars/workshops across the state this month showing how you can lock in a profit from the ground up!

It's a workshop taught by farm women for farm families featuring Rosemary Hartter and Jan Holliger



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AGRICULTURAL
COOPERATIVE
MARKETING
ASSOCIATION

• **A.M. — PARTICIPANTS WILL LEARN:**

1. METHODS USED IN STUDYING MARKETING; JUSTIFYING THE COST.
2. WHERE TO FIND IMPORTANT MARKET QUOTATIONS.
3. WHY PRICE QUOTATIONS ARE IMPORTANT TO FARMERS.
4. HOW TO KEEP RECORDS OF PRICES, AND WHY TO KEEP THEM.
5. HOW TO MAKE A BASIS CHART AND ITS USES.
6. DEFINITIONS OF MARKETING WORDS AND PHRASES.

• **LUNCH (included)**

• **P.M. — PARTICIPANTS WILL WORK AT:**

1. FIGURING COST OF PRODUCTION AND TARGET PRICING.
2. WHAT ALTERNATIVE MARKETING OPPORTUNITIES ARE AVAILABLE.
3. MAKING A MARKETING PLAN.
4. MAKING AND USING BAR CHARTS.
5. ROAD MAPS OF THE PAST, PRESENT, AND FUTURE.
6. CHOICES TO BE CONSIDERED WHEN CHOOSING A BROKER AND HIS FIRM.

ALL SESSIONS RUN FROM 9:00 A.M. TO 4:00 P.M.

• **Make Plans NOW To Attend One of The Following Sessions — Tickets Available From Your County Farmers' Association President •**

- MARCH 19, 1985 GLASS TERRACE, A E B Airport, Allentown, PA
- MARCH 20, 1985 FARMERS BEST — Lewisburg, PA
- MARCH 21, 1985— HOLIDAY INN, Butler, PA

COST: \$35.00 Per Couple (Includes Lunch and Workshop Materials)
(Bring Your Spouse, Business Partner or A Family Member)

About Rosemary Hartter —

This nationally-known and respected farm wife, frequent contributor to Farm Journal and author of her own commodity marketing handbook, has taught down-to-earth basics on farm marketing across the country. She spoke at the annual PFA convention last fall and now is back again by popular demand. Don't miss it!

"Rosemary (Hartter) is an astute individual, who brings a complex subject to understandable and useable terms by her own technique. Being a practical farmer as well as a commodity expert, she has composed a book not for experts, but for knowledge seeking business persons. No matter if your business day is spent in a classroom, on a tractor or in a swine confinement system, this book will be a rewarding positive influence which will enhance your knowledge of marketing."

— Gail Hickenbottom
Vocational Agriculture Instructor
Eureka, Illinois

