

Potato growers host largest-ever meeting

DENVER, CO — Seed potato growers, university researchers and industry suppliers met recently in Denver, for the largest-ever Annual North American Seed Potato Seminar.

Over 290 industry leaders participated in the seminar which featured presentations on all aspects of the seed potato industry — from micro tuber production to frost injury to marketing and contracting. Twenty one speakers from across the country, including researchers and growers, made presentations at the seminar.

The seminar was highlighted by two special presentations. Ed Walsh, a marketing consultant from Marion, Ohio, entertained attendees with his lecture — "The Do's and Don'ts of Selling (or How to Separate Your Buyer from His Money)". Walsh's lecture included

humor and practical advice on getting ready to sell and effective presentation techniques.

"Almost all sales that are lost are not due to product or price," Walsh said. Instead, most sales are lost because of poor selling techniques, he said.

The seminar retained its international flavor this year with its second featured speaker, Dr. D.E. van der Zaag, coordinator of potato research for the Netherland's Ministry of Agriculture.

van der Zaag's technical presentation analyzed the world seed potato markets and the various countries' potential demands for certified seed.

The Annual North American Seed Potato Seminars, introduced by the National Potato Council in 1982, have grown to be the largest

international, educational seminars for the seed potato industry. The seminars are currently being sponsored by the Council's affiliate organization, the National Potato Research and Education Foundation.

"This year's seminar surpassed even my expectations in terms of participants and in terms of quality, relevant information," Dan Hall, executive director of the National Potato Foundation said. "The seminar is growing and

improving each year."

Proceedings from the seminar will be published and sent free of charge to all participants. Non-participants may order the proceedings for \$30 (U.S. funds) from the Foundation office, 4685 Peoria St., Suite 101, Denver, CO 80239.

The Annual North American Seed Potato Seminars are cosponsored by the Certification Section of the Potato Association of America in cooperation with the

state/provincial certification agencies and the National Potato Promotion Board. Several companies, including Plant Genetics, Inc., help to sponsor the seminars.

The hosting organization, the National Potato Foundation, is dedicated to the philanthropic and educational development of the potato industry.

The 1986 Seed Potato Seminar is scheduled for Dec. 4-6, 1986. A site for the seminar has not been announced.

Guernsey meeting set for March

LEBANON — The Pennsylvania Guernsey Breeders' Association has scheduled its annual meeting for March 14-15 at the Quality Inn in Lebanon.

Details on the meeting available from the PGBA office in Waynesboro.

Part-time, small farms

UNIVERSITY PARK — There are as many reasons for farming as there are part-time and small farmers in Pennsylvania.

Some families have jobs in town but prefer to live in the country; some grew up on a farm and desire to return; while some nonfarm families desire to farm because of surplus resources, such as land,

labor, or buildings. Other families want to produce some of their own food, selling the surplus to pay for other farm operations.

Whether your reason for farming is surplus time (labor), have money to invest, resources, need tax shelter, you probably need help with some early decision-making.

John E. Brockett, Assistant Professor of Agricultural Economics Extension, at Penn State, has developed a Correspondence Course to help you make some decisions about farming. The course discusses the pros and cons of part-time farming for individual farm families; land, labor, management, capital, and market requirements; and the advantages and disadvantages of 18 livestock and 18 crop enterprises. Lessons on record keeping, tax considerations, budgeting, and insurance needs are geared to the part-time and small farm business.

You can get your personal copy of the course by sending \$9.25, including handling, to PART-TIME FARMING, Dept. 5000, University Park, PA 16802. Make check payable to PENN STATE.

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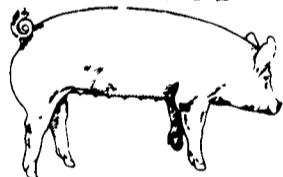
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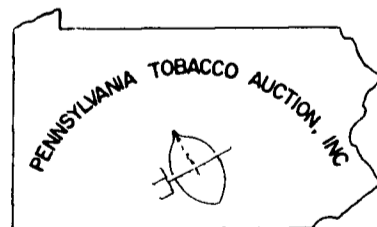
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