

# Ag export marketing

## teleconference set for March 6

STATE COLLEGE — The overseas market for American agriculture products grew tremendously during the '60s and '70s, and growers came to depend heavily on their export market. But recently the strong dollar, world recession and other factors have resulted in a drop-off of agricultural exports and contributed to our current farm dilemma.

Penn State's College of Agriculture and the Pennsylvania Department of Agriculture have been exploring ways to expand the state's agricultural export market. As a step in this direction, a national teleconference, "Enhancing U.S. Agricultural Competitiveness Overseas," will be presented at five different sites on Thursday, March 6, 1986.

Experts from across the country in finance, marketing, transportation and government relations will spotlight successful trade programs and examine the elements of their success. The teleconference is financed by a grant from the U.S. Department of Education to the Center for International Marketing Program

for Agricultural Commodities and Trade at Washington State University.

Penn State, a member of the National University Teleconference Network, has arranged for viewing sites at five Commonwealth campuses. The sites are:

Fayette Campus, Route 119 North, Uniontown, PA

New Kensington Campus, 3550 7th Street Road, New Kensington, PA

University Park Campus, Keller Conference Center, University Park, PA

Wilkes-Barre Campus, Lehman, PA

York Campus, 1031 Edgecomb Avenue, York, PA

The teleconference will begin at 10:30 a.m. and continue until 3:30 p.m. Finance and marketing are featured in the morning, and transportation and government relations in the afternoon. Lunch will be available on each campus during the 12:30 to 1:30 break.

The teleconference is free and open to the public. Agricultural producers and processors are encouraged to attend.

HARRISBURG — John A. Nikoloff, 35, of Harrisburg, has been appointed Executive Assistant to the Secretary and Director of Legislative Relations for the Pennsylvania Department of Agriculture, according to state Agriculture Secretary Richard E. Grubb.

The move is part of a reorganization within the Agriculture Department designed to increase capabilities for policy development and long range planning, according to Grubb. In his new role, Nikoloff will be responsible for development of proposed agricultural policy, long range planning efforts of the Department, and supervision of the Department's legislative relations programs. Nikoloff will serve as a liaison with state and federal agencies, agricultural organizations and other state Departments of Agriculture.

Grubb said he was pleased that Nikoloff accepted the promotion to this new position. "In his tenure with the Department, John has demonstrated a commitment to the state's agricultural community, the ability to analyze the forces acting on the industry, and the ability to communicate with farm, business and government alike. His skills in planning,

program development, organization and communications are all essential in his new position."

Nikoloff has served with the Department since 1976, as Press Secretary since 1980. He previously worked on the staff of the State Senate.

He has served as president of the Communications Officers of State Departments of Agriculture and of the Northeastern Communications Officers of State Departments of Agriculture. He was twice named to Outstanding Young Men of America by the U.S. Jaycees.

Agriculture Conference, and has served on the executive com-

mittees of the Keystone International Livestock Exposition and the Pennsylvania All-American Dairy Show, and co-directed the public relations effort for the NASDA National Food and Agriculture Exposition in Kansas City, Mo.

Nikoloff graduated from Lebanon Valley College in 1974 with a Bachelor of Arts Degree in Political Science. He is a member of the Pennsylvania Public Relations Society and a Trustee of the Alpha Sigma Chapter House Association.

Nikoloff and his wife, the former Jamie M. Kizer, are residents of Chambers Hill, Swatara Township.

## Grubb names new aide

## Tree fruit seminar

WASHINGTON — Fruit Growing is a very specialized type of farming, and like much of agriculture it is becoming more and more competitive. The grower who wants to be successful must produce a top quality product and work hard to market that product.

Specialists from Penn State and other universities will discuss the latest and best technology for the modern tree fruit producer at a regional growers seminar

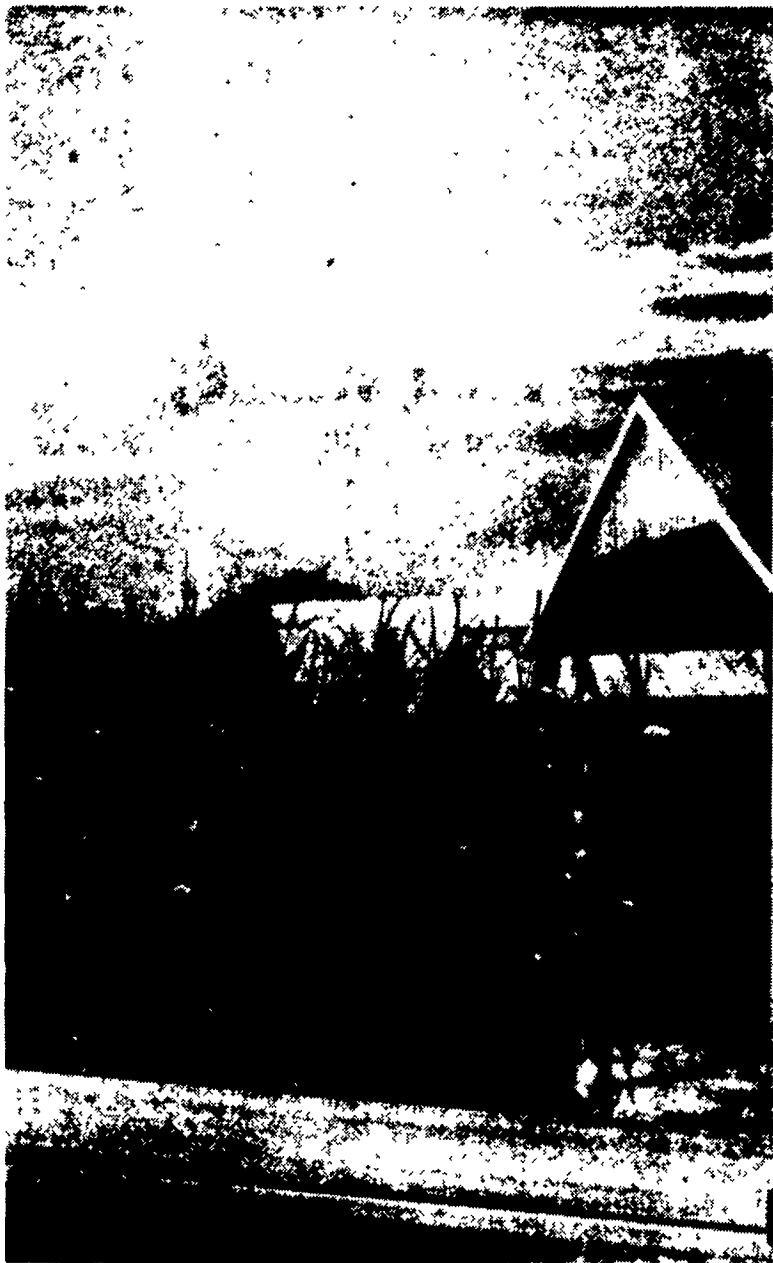
scheduled for Tuesday, February 25, 1986 at the Holiday Inn, Washington Pa., next to the Meadows Racetrack. Take Exit 8 off I-79.

The \$12 registration fee covers the cost of the meeting and includes a good buffet lunch. Registration begins at 8:30 a.m. and the meeting will conclude at 3:30 p.m. This meeting is sponsored by the Penn State Cooperative Extension Service.

Specialists from Penn State will cover many topics important to modern fruit growing. These include insect and disease problems in the orchard, cold storage structures, safeguarding your health while handling pesticides, managing your apple crop with chemical thinners, and using honeybees for complete pollination.

In addition Dr. Robert Carlson from Michigan State University will be a guest speaker. Dr. Carlson is one of the pioneers in the use of dwarf apple trees in this country and he will discuss the best rootstocks available for use today and what improvements the fruit grower can look for in the future.

If you grow or are interested in commercial tree fruit production don't miss this meeting. Update certificates for Pennsylvania Private Pesticide Applicator Licenses will be issued for participants. Contact Penn State Cooperative Extension Office in western Pennsylvania for more information and registration information.



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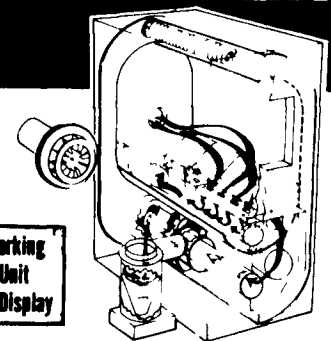


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