

# Joan Specter, Farm Women Meet To Discuss Marketing, Promotion

UNIVERSITY PARK — Marketing and promoting Pennsylvania agricultural products was the subject of a July 3 meeting with Joan Specter and several farm women from central Pennsylvania.

Mrs. Specter is a member of the City Council of Philadelphia and a board member of Food and Energy Systems Inc., a nonprofit organization associated with Penn State's urban gardening program. She was on the Penn State University Park Campus with her husband, Senator Arlen Specter, who held an open house to discuss issues facing the 100th Congress and to visit the site

of the proposed Ag Science and Industry Center.

"We need to get the products that your farms produce into the city," Mrs. Specter told the group. "We have to be more aggressive marketers, or else we're going to raise a generation that doesn't know what fresh fruit tastes like."

Among participants in the discussion was Lina Hood, wife of College of Agriculture Dean Lamartine F. Hood. "After traveling around the state and talking with farm families, I think more than ever that we have to get together to push our own pro-

ducts," she said. "We really need to advertise."

"We also have to work on changing our image," said Connie Garman, an assistant manager of a dairy farm. "Let's be good managers and present ourselves that way, and let's find ways to promote what we produce."

Jan Pruss, another meeting participant, operates a field corn operation in the Spruce Creek Valley with her husband and works part time as a computer specialist for Penn State's Agricultural Information Services. "I thought the meeting was informative," she said.

"Mrs. Specter is obviously interested in agriculture. I have a feeling she was surprised at our optimism — we were all upbeat, and we gave the impression that the future of agriculture isn't as gloomy here as it may be in other areas of the country."

Jack MacMillan, associate dean for college relations, said that

"when we learned that Joan Specter would be on campus and wanted to meet some local farm women, we assembled a diversified group. We wanted to break the 'farm wife' stereotype to show her that farm women today are full partners, running computers as well as machinery. These are positive people, and they reflect modern-day agriculture."



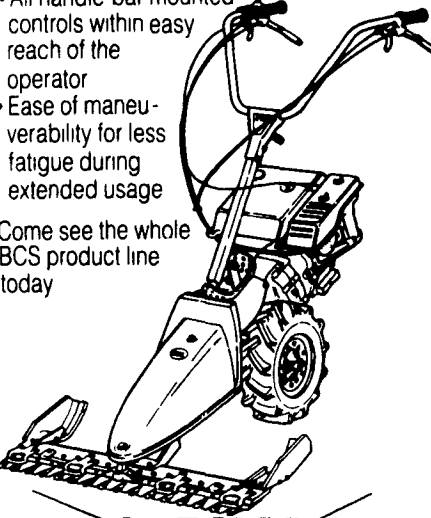
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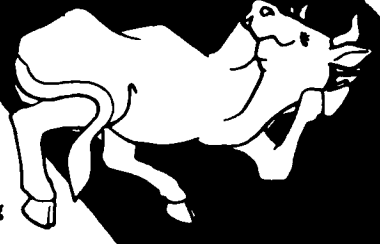
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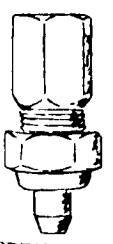


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