

# Ag Marketing Conference To Be Held

**UNIVERSITY PARK** — Today's affluent consumers who frequent direct markets and gourmet restaurants may seem unpredictable to producers trying to second guess their tastes. One day kiwi is in, the next it's passe; now it's dried flower arrangements but by Christmas, it may be jams, jellies and specialty nuts. This year fresh brook trout has been a big seller, but next year it may be game birds.

If you are a producer of specialty crops or animals, finding the right markets can be as critical to your profits as developing the right product. You can learn how to develop profitable commodities and target your marketing efforts by attending the Alternative Agriculture Marketing Conference at The Inn at Reading, Reading, Pennsylvania on Wednesday and Thursday, Nov. 18 and 19.

Pennsylvania Secretary of Agriculture Boyd Wolff and the dean of Penn State's College of Agriculture Lamartine F. Hood, will open the conference with comments on agricultural diversity and profitability. The conference, subtitled "Make it by Marketing," is open to growers, producers, marketers, educators and anyone else interested in producing, marketing and selling specialty commodities.

Campbell Soup Company's director of fresh produce marketing Frank Dudowicz and marketing research manager Mara Rashtovsky will lead the first session with a discussion of food trends, followed by a presentation on how to research a market by Penn State agricultural economist James Beierlein.

Participants can then attend sessions on direct or indirect marketing. Robert Lewis, marketing specialist for the New York Department of Agriculture, and David O'Neil of the Reading Terminal Market will address the group on direct marketing in New York City. Chris Stevens, president of the Harvest Group, Inc., and Jack Czamecki, owner-chef of Joe's Restaurant, a gourmet restaurant in Philadelphia, will discuss marketing to restaurants. Thomas Ney, director of Rodale Food Center and food editor of Prevention magazine, will present "Food Service with a Philosophy."

Those interested in indirect marketing can attend a session on cooperative wholesale marketing presented by Herbert Marsh, horticulture specialist with the University of Massachusetts and a session on large terminal markets with Frank Weichek of the Philadelphia

Terminal Market and Ira Cohen of the New York Terminal Market at Hunt's Point. Wayne Knoblauch, extension specialist at Cornell University, will present a session on evaluating your options.

Program director of USDA's Small Scale Agricultural program Howard W. Kerr will give the banquet address, "Marketing: The Linchpin of Agriculture."

Thursday sessions will be targeted to specific marketing issues. Participants can select one of three tracks. The first includes "How to Fail in the Produce Business," "Organic Farming Cooperatives" and "Promoting your Products."

The second track is focused on animal production and includes "Livestock Alternatives," "Aquaculture: Trout and Pay Fishing," "Crayfish" and "Game Birds and Specialty Fowl." The third track

focuses on alternative crops and includes "Ornamental Crops," "Cut Flowers," "Salad Sprouts from Production to Marketing," "Producing and Marketing Specialty Crops and Edible Flowers," "Crops for Industrial Use" and "Herbal Dollars and Scents."

Robert Rodale, chairman of the board of Rodale Press, Inc., will give the closing luncheon address, "How Agriculture Can Have a Bright Future."

Space is limited. Specialty producers and marketers are encouraged to register early. Pre-registration fees, accepted through November 9, are \$15 for the first participant and \$10 for additional participants from your operation, business or family. After Novem-

ber 9, the registration fee is \$20 per person on a space available basis. The registration form includes information on housing.

The Alternative Agriculture Marketing Conference is sponsored by the Pennsylvania, Delaware and Maryland state Departments of Agriculture and their university Cooperative Extension Services as well as the New Jersey Cooperative Extension Service.

For a copy of the program and registration form, contact your county Cooperative Extension Service office or write to: Penn State Short Courses in Agriculture, 306 Ag Administration Building, University Park, Pa. 16802. You may also call the Short Course Office at (814) 865-8301.

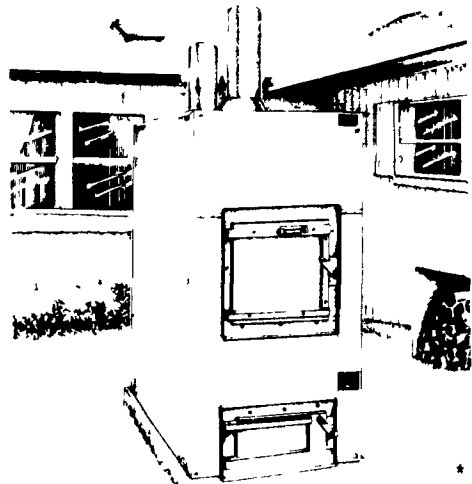
## Atlantic District 30 To Meet

**NEW MIDWAY** — Atlantic Dairy Cooperative, District 30 will hold its annual dinner meeting October 28 at 7 p.m. at the New Midway Fire Hall, New Midway, Md.

Robert M. Dever, Atlantic's

Assistant General Manager will be the guest speaker. Dever will report on the cooperative's fiscal year and will review the Atlantic merger.

The purpose of the meeting is to elect the district officers.



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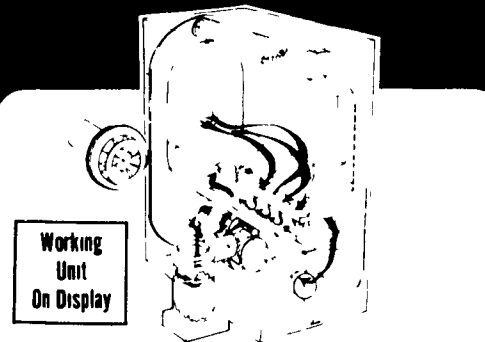
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