

Agricultural Marketing For Profit

UNIVERSITY PARK — "Livestock producers in the Northeast have an excellent opportunity to market direct," says Mike Fournier, Penn State extension agent in Montgomery County. "Because of our proximity to urban markets, producers willing to make the effort can reduce their costs and increase their profits by cutting our middlemen and developing specialty markets."

Fournier and other marketing specialists from Pennsylvania, New Jersey, Maryland and Delaware will offer their advice and

experience to livestock producers, produce and ornamental growers, and retail and wholesale marketers throughout the region at an Alternative Agriculture Marketing Conference. It is scheduled for Nov. 18 and 19 at the Inn at Reading in Reading, Pa.

In a session on livestock alternatives, Fournier will introduce a panel of three Pennsylvania producers who have successfully developed alternative marketing strategies.

Dean Morey of Huntington Valley has turned a traditional Easter

lamb trade into a year-round operation. He raises 150 ewes and offers clients the option to either slaughter a lamb at the farm or take one home live. While he has advertised in neighborhood newspapers, most of his clients hear about his operation by word of mouth.

Tim Ruth of Pineville raises hogs and lambs and caters to clientele of Eastern Asians. He also markets fresh produce twice a week in Philadelphia green markets. The third panelist is a full-time teacher and a part-time farmer who markets eggs, hogs and sides of

beef direct to fellow teachers and country stores. As a timely addition, Harry Hamilton of Newtown, is also getting into the fresh turkey market.

Participants of the two-day conference will be able to attend in-depth sessions on aquaculture, product promotion, working with large terminal markets, marketing to restaurants and marketing indirectly through wholesale cooperatives.

The marketing conference, "Make it by Marketing," is open to everyone interested in marketing and selling specialty commodities or developing specialty markets. It is sponsored by the Cooperative

Extension Services of Delaware, Maryland, New Jersey and Pennsylvania and the State Departments of Agriculture of Delaware and Maryland.

For more information and a registration form, contact your State County Cooperative Extension Service or Penn State Short Courses in Agriculture, 306 Administration Building, University Park, Pa. 16802. You may also call the Short Course Office at (814) 865-8301.

For more information, contact Dr. Peter Ferretti, professor of vegetable crops at Penn State, at (814) 863-2313.

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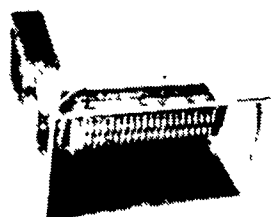
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