

Chester County Farmer

(Continued from Page A1)

R-New York; Joe Colter, D-Pennsylvania; Mervin Dymally, D-California; Charles Hatcher, D-Georgia; Bob Lagomarsino, R-California; William Lipinski, D-Illinois; Buz Lukens, R-Ohio; Lynn Martin, R-Illinois; Denny Smith, R-Oregon; Peter Smith, R-Vermont; and Arlen Strangeland, R-Minnesota, ranking Republican of the House Agriculture Committee.

Lange and his family live and operate the 207-acre farm owned by the family matriarch, Jane Gordon Fletcher, an octogenarian. The farm has been in the family since 1896 and provides a living for Lange and his wife, Carla, and his parents, Joan and Warren Hopkins. His sister Ann also works on the farm, while her twin, Sarah, works in Philadelphia but still contributes to the farm operation.

In an effort to protect what they have, Lange and his family devised a strategy to make the land less desirable to developers. Almost all of the acreage has deed restrictions limiting the number of

houses on the land. They also are part of an ag preserve.

Lange looked into selling ag preservation, but found it wouldn't work for him.

"We were told that (Chester County ag preservation board members) couldn't justify going for land here because the difference in land valued for farming versus real estate was too high," Lange said. "They said their dollar would buy more in the western part of the county."

Lange doesn't agree with the ag preservation board's decision. He feels the board would get more social value for their dollar by purchasing farms in suburban areas.

"My theory is that people would benefit more for the space in the suburbs versus land out in western townships," he explained. "The people who would benefit in the western part of the county would be just the farmers. In this area all the people would benefit."

Schulze agrees philosophically with Lange. "Society benefits from having farms in metropolitan areas. The ecological benefits are

Improve Sales By Knowing Your Customers

ALLENTOWN (Lehigh) — Make more profitable decisions this year by knowing more about the people who buy fruits and vegetables at your roadside stand, farm store or pick-your-own fields. Use customer opinion cards based on master copies you can obtain from the Lehigh County Cooperative Extension office, Room 604-Courthouse, Allentown, PA 18101. It's easy and low-cost.

Customer opinion cards, slipped into the grocery bag at checkout, can help answer these burning (or smoldering) questions:

- Who is attracted to your market?
- How can you compete better?
- What other products could

multitudinous. Society would also benefit from the aesthetics.

"We have to give those who wish to farm in close urban areas and who would otherwise be precluded because of the tax burden a chance to be able to farm."

Lange invites those wishing to discuss this bill to call him at 215/647-0711.

you sell?

• Where should you advertise? We'll send you free photocopy-ready masters of customer opinion cards at your request. Simply pick the front and back you want and take them to a photocopy service for printing and cutting. Typical cost: six cents a card.

No doubt you look at the obvious customer report card -- the daily or weekly sales receipts from your retail farm market. Receipts give you only a little of

what you need to make more profitable decisions. You know if you're on target or not. With the cards, you can find out why people are satisfied and how to keep them coming back for more.

Consumer opinion cards are a good part of the on-going task of researching your market. Contact Jeff Patton, Extension Agent - Marketing, if you would like a more complete picture of market research for your farm business.

Dairy Expo Set For October

MADISON, Wis. — The twenty-third annual World Dairy Expo will be held in Madison, Wisconsin, October 4 through October 8, at the Dane County Exposition Center. The Expo, the world's largest dairy trade show, will attract dairy enthusiasts from around the world.

Over 500 commercial exhibits will line the exposition center along with over 1600 of the finest dairy cattle in North America. The Expo will also provide a learning experience through educational programs, and will feature participants from fifty countries.

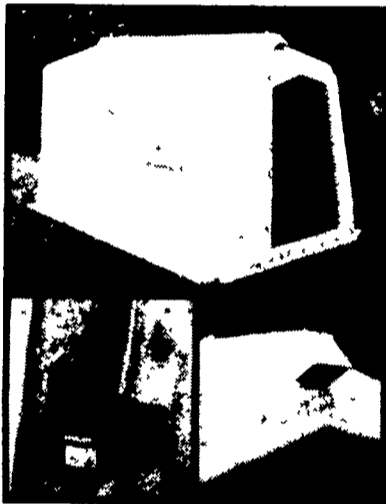
Other activities include the Craft Forum, the Forage Super Bowl, and the youth dairy judging contests. Door prizes will be awarded throughout the five day event. The Dairy Expo provides something for everyone.

A \$3.00 admission fee includes parking; children under 12 years of age will be admitted free. Pre-event group rates and season passes are available.

For more information about this dairy celebration, contact World Dairy Expo, 2135 Rimrock Road, Madison, Wisconsin, 609-251-3976.

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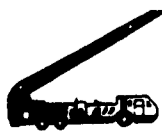
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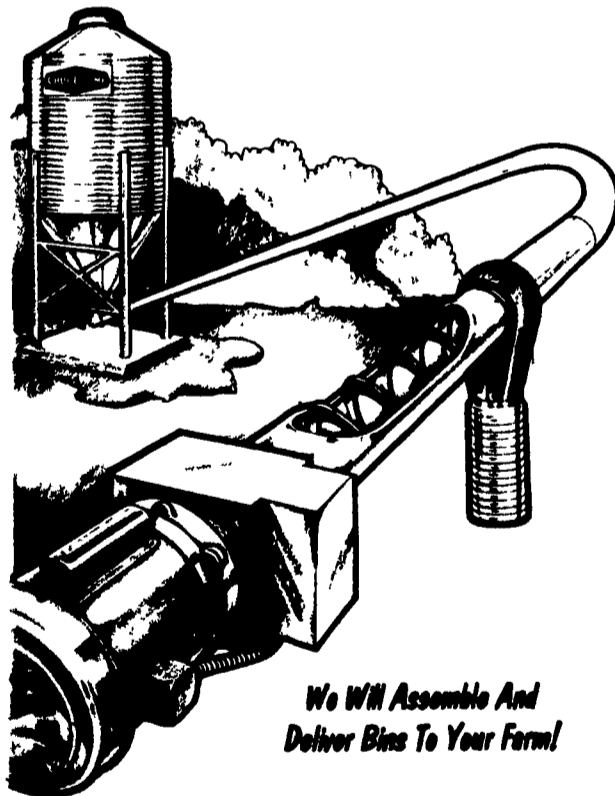
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