

Exports Of Pennsylvania Ag Products

HARRISBURG (Dauphin Co.) — Trade leads from 43 countries were generated by Pennsylvania's exhibit at the ANUGA '91 Trade Show, held Oct. 12-17 in Cologne, Germany. ANUGA is the largest food and beverage show in the world.

The Pennsylvania exhibit was sponsored by the Pennsylvania Department of Agriculture's International Trade Division. The Division was established in 1979 to promote the sale of commonwealth products internationally.

"We're delighted with the success that we achieved with our exhibit at the ANUGA show this year," Secretary of Agriculture Boyd E. Wolff said. "In these lean economic times for our country, it's encouraging to see that there is a growing worldwide market for Pennsylvania agricultural products," Wolff added.

A total of 193 leads were generated by 43 countries around the globe, from South America to Africa and the Far East.

Eight Pennsylvania firms were represented at the Show. Peter

Witmer, director of the International Trade Division, said the leads that are developed often result in long-term business relationships.

"What we're trying to do," Witmer said, "is expand and diversify the customer base for Pennsylvania agricultural products."

The value of Pennsylvania agricultural exports has risen by more than \$126 million since 1986. The most recent numbers (for federal fiscal year ending Oct. 1, 1990) show exports totalled \$295.1 million, up another \$24.9 million over the previous year. Through increased participation in overseas

trade shows, the Department of Agriculture has helped foreign buyers discover quality Pennsylvania products such as candy, snacks, grocery items, beverages, lumber, logs, wood products and food handling equipment.

In addition to its promotional activities, the International Trade Division undertakes a variety of educational and technical programs, including seminars, credit information, and freight assistance.

To find out more about how the Division can help export Pennsylvania agricultural products, call Ken Hall at (717) 783-3181.

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GRAZING PASTURE MANAGEMENT

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improvements "simply" through better management of pastures (e.g. lower feed) and cows (e.g. a more condensed calving period). No doubt a similar situation exists in Pennsylvania — more efficient use of resources is likely to be the least-cost method of improving farm profits. The "focus" farms have clearly demonstrated the value of monitoring farm performance — this is the only objective means of determining how successful the farming system is. The new extension concept is also to be adopted on sheep and beef farms this year.

The winter months also saw the announcement of the 1990-91 share milker awards. Sharefarming, which involves shared income and expenses with the farm owner, is a common path to ownership of a

dairy farm in New Zealand. About 25 percent of dairy farms have some form of sharemilking arrangement. The winning sharemilkers (and their wives) were selected on the basis of profit, production and management practices, as well as being "ambassadors for the dairy industry."

New Zealand dairymen, like their Pennsylvania counterparts, are struggling to survive with milk prices at c. \$4.50 per cwt this season. However, the value of exports are expected to improve as the exchange rate eases down (from \$NZ1.00=\$US0.62 in October 1990 to \$NZ1.00=\$US0.55 in October 1991), and there are hopes that trade barriers will be dismantled with the next round of GATT talks.

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Cargill Hybrids Available

MINNEAPOLIS, Minn. — Farmers can select from a good supply of Cargill corn hybrids for spring planting. Seed quality and test weight also are very good.

"Despite some early production concerns because of adverse weather conditions in some areas, our seed crop turned out to be very good for both quality and quantity," said Dr. Jack Carlson, Cargill Hybrid Seeds corn product manager.

The company can compensate for drought-related production shortages since more than half of its seed production is under irrigation. In addition, Cargill produces some seed in Florida and Chile each winter to increase production of specific hybrids, he said.

Despite excellent overall seed supplies, it's always a good idea to place seed orders as early as possible since the availability of certain high-demand hybrids could be reduced later in the order season, Carlson said.

"Our yield data show that Cargill hybrids were extremely competitive this year, even in areas that were faced with stressful growing conditions.



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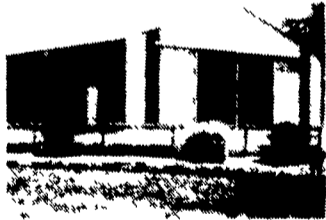
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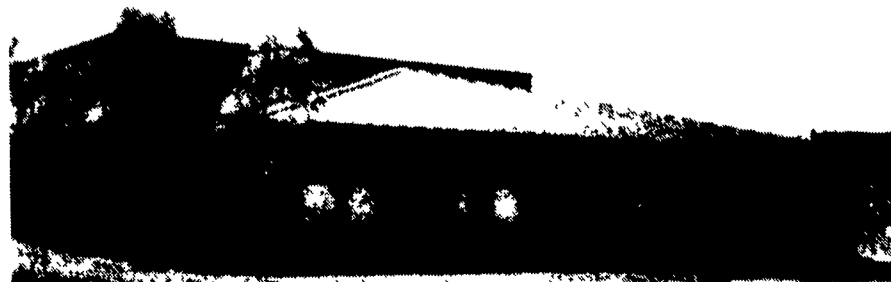
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