

# Marketing Short Course, Value-Added Products At Vegetable Conference

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added vegetable products.

In addition, on Thursday morning, Adrienne Zoble, a business, advertising, and public relations consultant, will speak about how to write a marketing plan. Zoble, founder and president of Adrienne Zoble Associates in Somerville, N.J., has worked with both small and large businesses in developing marketing plans and training personnel.

During the special marketing short course on Thursday, Zoble said she will be speaking about developing a marketing plan for small businesses. During a special afternoon panel, Zoble said she will be looking at advertisements to analyze them for what benefits the products or services provide (taste? convenience? location? hours?) as contrasted to merely "features" that don't answer the question consumers ask when reading an ad: WIFM, or "what's in it for me?"

Donna Miller, an artist with D-Square Designs in Lemoyne, and Rudy Grob, advertising director for Funk's Farm Market in Mil-

lerville, will also participate in the advertisement review panel, to be moderated by John Stark, Pennsylvania Department of Agriculture. Short course participants are urged to bring along samples of print advertising and the panel will then evaluate them for the audience. There is an additional \$15 fee for participation in the short course.

Dr. Joan Thomson from Penn State will make the opening presentation of the short course. She will be presenting the results of a survey of 1,214 Pennsylvanians and their produce-buying habits.

On Thursday afternoon, after the marketing short course ad review panel, is another panel, "Breathing New Life Into Pennsylvania's Farmers' Markets," moderated by John Stark, Pennsylvania Department of Agriculture.

Charles Radle, Pennsylvania Department of Agriculture, will be reviewing some of the food safety requirements farm markets need to meet if they prepare fresh vegetables for ready use.

Troxell said the state vegetable growers association regularly conducts an annual survey of what

growers think about the conference. The marketing short course has some of the best response of the survey, he said.

Troxell said the short course is used to draw high quality speakers at the conference. "It is something that has been well received and that people appreciate," he said.

Also, members of the association, which totals 600, also point out good response to the irrigation and integrated crop management portions of the conference.

Several other aspects of the conference include the Fresh Market Vegetables segment during the Tuesday morning program, such as comparison of staked and pruned tomatoes vs. neither, by Doug Sanders, North Carolina State University, and a cost analysis for stake-grown tomatoes by Robin Brumfield, Rutgers University.

Wednesday morning features the use of fertigation, by Sanders. Troxell said that "fertigation" is a big topic, as evidenced by the answers on the survey from the state vegetable growers. "It's been a topic that we get a lot of requests

for," he said.

Also, there are various grower panels throughout the three-day conference, including "Grower Experiences With Carousel Planters" moderated by Dwight Hess, Furman Foods, Marietta, on Tuesday afternoon. Another panel, during the Wednesday morning General Vegetables section, is "What I'm Looking For When I Buy," a panel moderated by Robert Amsterdam, Cohen and Son, Biglerville.

In addition, state fruit grower educational sessions are held all three days, including complying with regulations on Tuesday afternoon, small fruit sessions on Wednesday afternoon, and fruit sessions all day Thursday. There is also a bedding plants session on Thursday afternoon at the conference.

At the conference's trade show, more than 120 exhibitors have signed up to display vegetable and fruit production products on two floors of the convention center. "This is one of the better shows in the Northeast for them," according to Troxell. "Historically, growers have always been satisfied with the show."

Awards will also be presented at the conference. On Tuesday at noon, the annual Tomato Awards Luncheon is held to honor producers for processed tomato yields. Tickets are \$9 each for the luncheon.

On Tuesday evening at 6:30, the Fruit and Vegetable Growers annual banquet is held. There, the associations honor retiring presidents and several lifetime memberships in the associations are awarded. Troxell said three members will be honored with lifetime memberships at the conference. Cost of the banquet is \$25 per person.

Troxell said the annual conference will also be held next year at Hershey. One of the reasons is the central location and because Hershey has the facilities to handle a large conference under one roof.

One-day member registration is \$25 and three-day registration in advance is \$30. Non-member one-day registration is \$35 and three-day registration is \$55.

Regular yearly membership in the state vegetable growers association is \$40.

For more information, contact Troxell at the Pennsylvania Vegetable Growers Association, RD 1 Box 392, Northumberland, PA 17857-9723, (717) 473-8468.

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