

Dealer Seminar Held For New Products



Officials at the P. L. Rohrer Bro., Inc., dealer seminar last Friday are from left, Mark Lawson, manager, product development group, AgriPro Seeds, Danville, IN.; Wayne Knerr, district sales manager, AgriPro Seeds, Elmer, NJ.; Jack Tredinnick, executive vice president, AgriPro Seeds, Shawnee Mission, KS; Earl Rohrer, P. L. Rohrer Bros.; and Don Eckhoff, alfalfa marketing manager, ABI Alfalfa, Indianapolis, IN.

SMOKETOWN (LANCASTER CO.) — "In the Midwest, late weather patterns have corn acres down, but soybean acres are substantially increased," said Jack Tredinnick, executive vice president, AgriPro Seeds, Inc., Shawnee Mission, Kansas. The company official was in town last Friday for a dealer seminar at the P. L. Rohrer Bro., Inc., dealership.

"The alfalfa business is exceptionally strong," Tredinnick said. "Our business is excellent. In the short term we need a late frost to get a crop. Long term, agriculture will see more identity preserved products— seeds developed that carry value additions to the end user. The idea that corn is corn and beans are beans is outdated."

In their line of products, Tredinnick noted the new alfalfa lines that are resistant to diseases at the seedling stage. In corn, he said

yields are still the name of the game. Farmers need to give some of the new varieties a "look/see" even if they are not familiar with the brand name.

"Our success will be the byproduct of the farmer's success," Tredinnick said. "Here in the East, the biggest competition to acres is development. But in other areas the acres remain the same but are controlled by fewer farmers. The seed industry is consolidating too. This means fewer people are chasing the same market with fewer producers to buy the product. But nothing sells product like product. Salesman can get you on the farm the first time. After that it is up to the product to earn more acres," Tredinnick said. "We have the products to do this."

The training session continued all day. The afternoon program included visits to the field test plots near the dealership.

Next Generation Is Now

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Multi-service. He served as ringmaster for the Berks County 4-H Horse Roundup. Presently, JT is an exchange student in Denmark after graduating from Boyertown Area High School last spring. He plans to attend college when he returns home.


Stephanie is an 11-year member of the Leesport 4-H Club and has won contests for cooking and sewing. She has been an active camp counselor and this year served as the overall chairperson of the Berks County 4-H Fair.

The FFA winners are Sherry Hoffman, daughter of Barry and Karen Hoffman, Oley; and Larry Medaglia, son of Laurence and Sue Medaglia, Honey Brook.

Along with Sherry's many accomplishments with projects in

dairy, garden, swine, dairy beef and soybeans, she received her Keystone Degree this year and received a silver medal for her State FFA interview contest. Sherry is a member of the Oley Valley FFA and plans to attend college and major in elementary education.

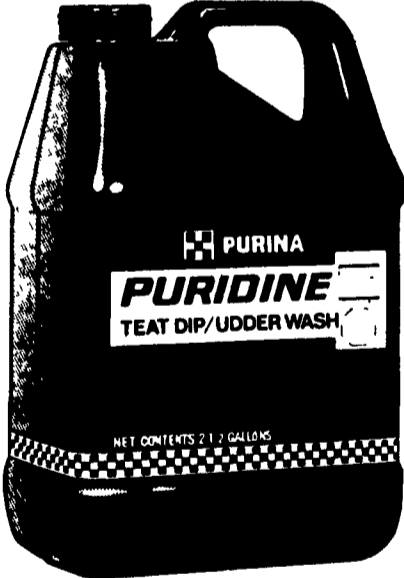
Larry is also a 1995 Keystone degree winner with interest in agribusiness. A member of the Twin Valley FFA Chapter, he has received proficiency awards in forest management, nursery operations, wildlife management and speciality crop production. He has a keen interest in floriculture and landscaping and has won prizes at local and state events with his plant exhibitions. Larry plans to become a state FFA officer and attend Delaware Valley College to major in nursery landscape.



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