

Many Foreign Trade Representatives Have Already Agreed To Attend

International Day At Pennsylvania Farm Show Announced

EVERETT NEWSWANGER
Managing Editor
HARRISBURG (Dauphin Co.) — You can expect an influx of foreign trade delegations at the Pennsylvania Farm Show in January. These visitors are coming at the invitation of the Pennsylvania

Department of Agriculture (PDA) as an outgrowth of the stated goals of Gov. Tom Ridge and Ag Sec. Charles Brosius that the market for Pennsylvania's agricultural products should be expanded by exports.

Specifically, Saturday, January 6, 1996, the day Gov. Ridge tours the farm show and presides over the official opening, has, for the

first time, been designated "International Day." Frank DeGarcia, chairman of the milk marketing board, and Dave McCorkle, executive secretary, PA Food Merchants Association are heading the committee to bring everything together. DeGarcia reported at the regular meeting of the Pennsylvania State Council of Farm Organizations Monday.

To date, 23 countries have agreed to send 66 dignitaries to the farm show. This includes 12 foreign ambassadors, ministers, and business persons. Trade delegations from China, the Dominican Republic, Korea, and Mexico will spend the week here. In addition to official receptions, banquets, and farm show tours, foreign visitors with special interests will meet with agribusiness establishments in other parts of Pennsylvania.

"I have traveled over the world," DeGarcia said. "And Pennsylvania is a little jewelry box hidden. Anytime I bring someone here from overseas he cannot believe what we have to offer. We have just never marketed our agriculture to the world. When they think of Pennsylvania, they think of Philadelphia."

DeGarcia said we have an international exposition of farm machinery and livestock at the Pennsylvania Farm Show. But it's hard to describe what we have in a foreign language. The translation does not give full credit to what is taking place at the farm show. For example, in Mexico they think the U.S. ends with Texas. They don't realize Pennsylvania has a port and can ship and receive goods without the use of a broker in Texas that charges a 20 percent commission. In addition to feed, Holstein cows, and sheep they are also interested in technology and the exchange of ideas and students.

"We have a good start on this project," DeGarcia said. "Many people are working together to pull it off. The industry is cooperating fully with us, and we want everybody to participate. I can't think of any time in the 34 years that I have been in Harrisburg that we have had so many nations here at the same time to look at agriculture. Since industry is participating so well, if everything goes as planned, we will pull this off with very little state money."

For businesses that would like to participate or learn more about the opportunities they can get in touch with PDA. In addition, companies with booths at the show should be prepared to supply information to the foreign visitors as they visit the exhibits.

"This year we are going to build the structure for International Day at the farm show. And next year, we will then be able to do an even better job," DeGarcia said.



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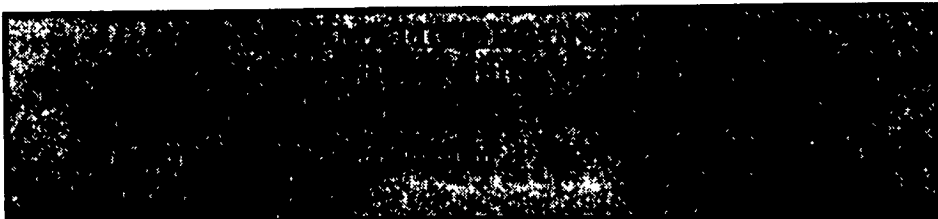
When thou hast eaten
 and art full,
 Then thou shalt
 bless the Lord thy
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 which he hast given thee.



Deuteronomy 8:10

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