



# AG PROGRESS DAYS

Pennsylvania Agriculture  
A Moving Force in a Changing World

## PENN STATE'S AG PROGRESS DAYS SHOWCASES PENNSYLVANIA AGRICULTURE'S ECONOMIC STRENGTH

ROCKSPRING (Centre Co.) - American lives have drastically changed since the 1940s, and so has Pennsylvania's agricultural economy. You can see how the state has adapted its production and marketing of agricultural products over the last 50 years at Penn State's Ag Progress Days, August 12-14.

The College of Agricultural Sciences Exhibits Building, on West 11th Street at the Ag Progress Days site at Rock Springs, will feature "Pennsylvania Agriculture . . . A Moving Force in a Changing World," a series of displays on all aspects of Pennsylvania's farm economy from international markets to farmers markets.

The exhibits will illustrate how various agricultural businesses function and sometimes intertwine to form the state's No. 1

industry. "Pennsylvania's agricultural economy is much more than a farmer selling his crops," says H. Louis Moore, professor of agricultural economics. "The trucker carrying the farmer's crops is part of the picture, as are the food companies that buy the crops, the packaging firms and many other businesses."

The changing face of the state's agriculture will be featured in a historical display showing how two Pennsylvania food processors, Furman Foods and Hatfield Quality Meats Inc., have expanded and changed their business plans and marketing from 1940 to 1990. "Many Pennsylvania companies have grown from small, local operations to vibrant national and regional companies," Moore says.

An exhibit titled "The Changing Faces of Consumers and Markets" will detail how consumer tastes and preferences have changed over time, and how agricultural companies have adapted their product development and design to better reach their custom-

ers.

"In 1940, almost all Americans ate fresh chicken, usually purchased whole as fryers or broilers," explains Robert Herrmann, professor of agricultural economics. "These days, consumers can choose between packaged chicken parts, breaded cutlets, skinless chicken or boneless chicken products."

Farmers and other interested visitors will get the chance to see a cutting-edge financial computer program in action at the display "How's Your Bottom Line?" Penn State faculty and staff will demonstrate how to analyze costs, investments and other aspects of farm finance using FINPACK, a specially designed financial analysis program.

Also on display will be "Changing Communities: Living and Working Together," an exploration of how farms and agricultural businesses have adapted as urban and suburban populations expand into what were once rural areas. Another display will detail how federal policies and international trade agreements affect Pennsylvania's business opportunities around the world.

"Marketing Products to the World" is a hands-on demonstration that will show how companies can use the Internet to find new business opportunities both

nationally and globally. In addition, there will be a detailed display that breaks down Pennsylvania's agricultural economy using easily understood statistics and illustrations.

The exhibits will include a display titled "A World of Opportunities." The exhibit illustrates how state agencies can help Pennsylvania farmers and businesses reach consumers in emerging markets such as Asia, Europe and Latin America. The Pennsylvania Agricultural Statistical Service also will have an exhibit to show farmers how to participate in the upcoming farm census.

Penn State's Agricultural Information Services will staff a display of College of Agricultural Sciences publications. Visitors

can take a variety of free publications and pick up an order form for the college's for-sale publications.

Penn State's Ag Progress Days features more than 500 acres of educational and commercial exhibits. The Russell E. Larson Agricultural Research Center is located nine miles southwest of State College on Route 45. Hours are 9 a.m. to 5 p.m. Tuesday and Thursday, with extended hours on Wednesday from 9 a.m. to 8 p.m. Admission and parking are free.

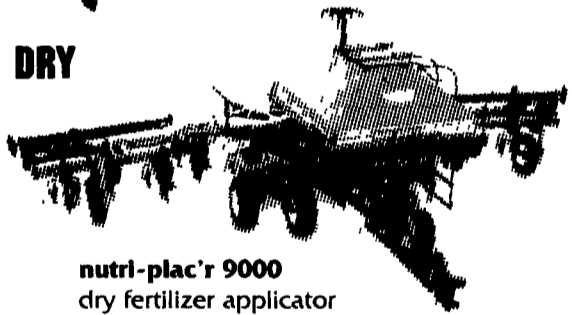
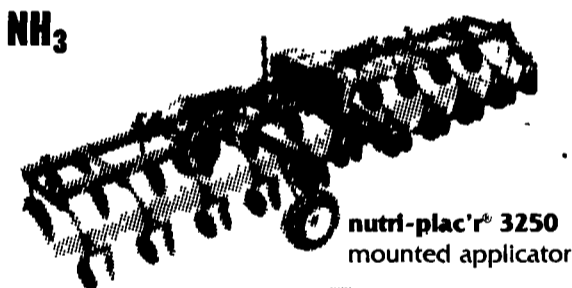
For more information, call (800) PSU-1010 through August 14. Or, if you have access to the Internet, visit Ag Progress Days on the World Wide Web: <http://www.cas.psu.edu/docs/AGI/S/APD/APD.HTML>.

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