

# Upper Susquehanna Direct Farm Management Seminar Set

## Program

- 9:45 a.m. Opening Remarks - Tom Murphy, Penn State Cooperative Extension
- 10:00 - 11:00 a.m. "Does Anyone Know I'm Here?" Creative ways to attract attention to your market.
- 11:00 - 12:00 Noon Selling to Supermarkets - Why, Where, How, and Who. Local chain representatives discuss buying direct from growers.
- 12:00 - 1:00 p.m. Lunch
- 1:00 - 2:00 p.m. Options in Advertising - Who are your customers and how can you reach them? Radio, TV, and Newspaper. What are the costs? Effectiveness? Panel of media discuss each option.
- 2:00 - 3:00 p.m. Dynamic Displays Effective signage, innovative lighting and the best materials and methods to use when constructing an eye appealing display.
- 3:00 - 3:15 p.m. Break
- 3:15 - 4:00 p.m. Marketing to Local Restaurants How to build the necessary relationships. Is it a market for you? A chef and direct marketer give their perspectives.

Note: This meeting was rescheduled from spring 1997.

Registration Form: Upper Susquehanna Direct Farm Marketing Seminar  
Wednesday, January 21, 1998  
Quality Inn, Route 15, South Williamsport

Name(s) \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_

Cost \$20.00 per person. Advance registration required and due by January 9, 1998.

Please return check and registration form to: Lycoming County Cooperative Extension  
Courthouse, Rm. 406, 48 West Third Street, Williamsport, PA 17701

**SOUTH WILLIAMSPORT (Lycoming Co.)** — A Direct Farm Marketing Seminar is scheduled for the Quality Inn here on Wednesday, Jan. 21, from 9:45 a.m.-4 p.m.

Direct farm marketing is growing in importance as a way for producers to increase sales and capture a larger share of consumers' dollars.

To address those needs and to look at trends in the marketplace, the seminar will include instructors and representatives from area

restaurants, supermarket chains, media, direct marketers, and Penn State Extension Service.

Segments of the seminar will examine creative ways to attract attention to your market, selling to supermarkets, options in advertising, dynamic displays, and marketing to local restaurants.

Cost for the day is \$20 per person, which includes lunch and all materials. Advance registration is required and is due Jan. 9.

For more information, contact the Lycoming County Cooperative Extension, (717) 327-2350.

## Weather, High Yield Management At Corn, Soybean Conference

**GRANTVILLE (Dauphin Co.)** — At the Pennsylvania Corn and Soybean Conference, scheduled Friday, Feb. 13 here at the Holiday Inn, weather patterns and high yield management are among the topics featured.

Weather patterns and their effects on crop production will be addressed by Paul Knight, Pennsylvania State climatologist. Knight is also known for his co-host role on Weather World, a popular weather television program produced by WPSX TV.

Managing for high yields will be addressed by Dr. Joe Heckman of Rutgers University. Heckman has managed a high-yield corn program at Rutgers for eight years and has regularly achieved yields of more than 250 bushels per acre. Heckman's research has shown responses to some unusual fertilizer nutrients at these high-yield levels.

Conference participants will also hear from Penn State's new dean of the College of Agricultural Sciences, Dr. Robert Steele. Steele will provide an overview of new directions for the college.

Other program highlights will include an overview of the 1997 season from Mark Mattingly, agronomist with Hoffman Seeds, and a discussion of soybean breeding trends from University of Maryland's Dr. Bill Kenworthy.

Dr. Lou Moore from Penn State will provide an outlook on grain markets and prices to wrap up the program.

This year's conference will be held at the Holiday Inn in Grantville just north of Harrisburg on I-81. Registration, which begins at 9 a.m., is \$15 and is available by calling Lisa Cryster at (814) 865-2543.

The conference is sponsored by the Pennsylvania Master Corn Growers Association, the Pennsylvania Soybean Board, and Penn State Cooperative Extension.

## SPRAYING EQUIPMENT BY



**ACE**



**AG-CHEM**

# EQUIPMENT CO., INC.



**Ag-Chem Stable/Poultry House Washer**

- 2,000Lb. Jack Durable-Frame
- 2 Yr. Warranty
- 500 Or 750 Gallon Elliptical Tank, Full Length Stainless Steel Sprayer Tube
- Several Pump Options, 24 GPM 31 GPM, 43 GPM, Adjustable Nozzles & Booms For Cleaning Ceilings, Floors & Side Walls



**Ag-Chem 502T Pull-Type Sprayer**

- Formed Steel Charnel Frame For Extra Durability, Tongue Attaches To Axle
- Maximum Pulling Strength, Tandem Axle
- Row Crop Adjustable, 60" to 80"
- 2000 Lb. Rated Tongue Jack
- 500 Gallon Poly Tank, Deep Sump
- Stainless Steel Sparger Tube For Maximum Agitation
- 10" Diameter Top Fillwell Opening With A Splash Guard



**Agri-Truck 500**

- F-Series Trucks w/7.3L Turbo Diesel
- 3 Yr/36,000 Mile warranty
- XLT Package
- 500 Gallon Poly Tank Or SS Elliptical Tank
- 45' or 60' Boom
- Quick Mount Spray System
- Raven Auto Control



**Agri-Chem Pull-Type Sprayer 750 & 1000**

- 750 & 1000 Gallon Features A Heavy Duty Frame, Polyethylene
- Elliptical Tank With Sump & SS Sprayer Tube For Agitation
- Large Accessory Platform, Adj. Hitch
- 2000 Lbs. Tongue Jack & 8 Gal. Fresh Water Tank



**Agri-Chem TPH 250 Three-Point Sprayer**

- Allows You Greater Maneuverability In Tight Areas
- Frame Attaches To A Category 2 Or 3 Hitch & Is Engineered
- 250 Gallon Rated Teardrop
- Ultra-Violet Inhibitors
- Stainless Steel Full Length Sparger Tubs
- 10" Wide Splash Guard Cover
- Deep Withdrawal Sump
- Markings Molded In The Tank

**THE #1 LEADER IN MANUFACTURED SPRAYER EQUIPMENT**




**Agri-Chem 45' OR 60' TPH Booms**

- Rugged & Dependable
- Hydraulic Fold, Raise & Level
- Outer Tip Breakaway
- Center Boom Section Pivots On Spherical Radial Bearing To Provide Self-Leveling Action
- Two Gas-Charged Shock Absorbers Further Promote Overall Stability

**Agri-Chem SK400 Skid Mounted Sprayer**

- Slides In & Out Of A Standard Pick-Up Bed, Is Recommended For Use With 3/4 Ton Or Larger Vehicles
- 45' or 60' Boom Featuring Hydraulic Raise, Fold And Level

## VERMONT CASTINGS



Prices Start At \$999 For a Vent-Free Gas Stove

**SALE**

Through **January 31, 1998**

With This Ad

**PRICE \$949<sup>00</sup>**

- Wood, Coal & Gas Stoves
- Fireplace Accessories



1060 Division Highway, Ephrata, PA 17522  
(717) 733-4973 800-642-0310  
www.bowmansstove.com

HOURS: Mon., Tues., Wed. 10 to 6  
Thurs., Fri. 10 to 8; Sat. 10 to 4



**SEE THE AG-CHEM EQUIPMENT DISPLAY AT THE**

## KEYSTONE FARM SHOW

January 6 & 7 - York Fairgrounds, York, PA

1-800-760-8800 - Prompt #2

Dealer Inquiries Welcome