

No Agricultural Event Compares To Farm Show

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exporting opportunities, alternative production opportunities, and to meet a variety of people who are the potential consumers of Pennsylvania products.

In this era of renewed government support for small business, and especially new types of agricultural enterprise, the Farm Show can afford the producer — whose lifestyle may necessarily restrict contact with the general public — the ability to better understand the wants and desires of the consuming public. That can stimulate ideas for doing something different on the farm that can add to farm income.

And of course, as it always has, the Farm Show affords an opportunity for farmer-to-farmer and farm family socializing, to learn about each other's businesses and concerns, and to learn about different species, the ideal type and production techniques.

With 16 acres under roof, the state's Farm Show Complex at Maclay and Cameron streets in Harrisburg provides a year-round venue for a variety of shows and exhibitions,* though the primary purpose for the state building the complex was to house the once-a-year state Farm Show.

Grumbine (whose first year as director was challenged by a blizzard that resulted in Gov. Tom Ridge shutting down all highways to public traffic, allowing only emergency vehicles) said that, with good weather, he expects about 400,000 visitors to the facility.

Part of that contingent is to be comprised of about 240 international visitors who had indicated they would be attending the International Celebration 1998 trade show, scheduled to be held today from 9 a.m. to 2 p.m. at the Harrisburg Hilton and Towers, on 2nd Street in Harrisburg.

Leo Dunn, director of the Pennsylvania Department of Agriculture Bureau of Market Development, said there were 63 booths to

be set up in the Ball Room of the Hilton.

He said that the booths were to be set up in aisles, eight-booths deep, from left to right across the room, like the aisles of a shopping market.

From the left, in the first wall row are to be Pennsylvania agricultural and exporting service providers, including government agencies, the Port of Philadelphia, freight forwarding businesses and consultants.

The second aisle is a double row of booths facing each other. Companies occupying those spaces include livestock and livestock equipment dealers. The next double row is to be booths of food and processed food businesses, such as Moyer Packing Inc. (meat processor), Cloister Spring Water, Sauders Eggs, etc.

The third double row is to be half more food, and half hardwoods businesses.

The far single aisle has been taken by processed foods companies and another livestock company.

Dunn said that the international guests who have indicated they will attend the trade show, and the evening's Farm Show dinner (about 7 p.m. in the Hilton Ballroom), represent about 30 nations.

About of an anticipated 238 visitors, only six are dignitaries, the rest are buyers.

He said of the notices of intent to attend included a contingent of about 25 from the People's Republic of China, one from the Czechoslovakian Republic, Ecuador, seven from Egypt, three from Estonia, seven from Ghana, two from Guatemala, one from Guinea, one from China/Hong Kong, four from India, two from Indonesia, 38 from Italy (buyers looking for equipment who are to tour the New Holland plant after the trade show), one from Japan, two from Kazakhstan, one from Latvia, one from Madagascar, 18 from Mexico, two from Morocco, 1 from Nepal, one from the Netherland

Antilles, two from New Zealand, tentatively 48 from Nigeria, one from Pakistan, five from the Philippines, three from Poland, about 12 from Russia, two from Taiwan, one from Uganda, eight from the Ukraine, one from Uzbekistan, and the ambassador from Mongolia.

Though the amount of trade directly tied to PDA working with industry to promote Pennsylvania agribusiness in the previous two international events cannot be nailed down to a specific amount, *Lancaster Farming* has reported business deals worth many millions.

Such aggressive promotion of Pennsylvania products has been taken up by Gov. Ridge and Secretary Hayes as an essential element in the strategy to rebuild and reinforce the economic infrastructure of the state.

Just weeks ago, Gov. Ridge and Secretary Hayes traveled to several Pacific Rim nations to meet with officials to boost export opportunities for Pennsylvania products and commodities.

While the economies of the those nations, such as the Republic of Korea, have recently experienced some turmoil, the trip was used to establish and further existing relationships.

According to many consultants and those with experience in global marketing, person-to-person relationships and the building of trust are essential to breaking ground in successful international trade.

Part of Secretary Hayes' work plan for the state agriculture department is to work with businesses to identify barriers to trade, and then to forward those concerns directly to our United States representatives to the World Trade Organization.

Kenneth Raney, executive director of the Pennsylvania Holstein Association (PHA), said this week that the International Celebration and efforts by the PDA are essential to promoting Pennsylvania.

The PHA has been a pioneer in Pennsylvania and in the Northeast for exporting dairy cattle. It has continued to work to market Pennsylvania Holsteins worldwide, and participation in the International Celebration is becoming one of its most important avenues for establishing a global presence.

"I think (the International Celebration trade show) is really important, and I compliment the (PDA) for bringing in potential buyers and people interested in Pennsylvania agriculture," Raney said.

"The way it's set up now, it's excellent. It's set up with buyers, more than the dignitaries. As far as that, they (the PDA) is doing an excellent job for us, member services organizations, and businesses."

The PHA has exported a lot of Pennsylvania Holstein cattle to about 50 countries over the years. Raney said the International event is seen as a way to meet and possibly do business with people whom he has not yet met.

"It takes time to develop a business relationship. We've talked to potential buyers (at the past two international trade shows), but have not made sales, but I'm assuming those same people will be back again this year.

"You need to be there to let the rest of the world know what is available and what you have to offer," Raney said.

Others at the Farm Show, other than the anticipated 400,000 visitors, include representatives from 325 agriculturally related companies displaying their products and services out of commercial exhibits. A list of the companies and their locations in the complex is included in this issue.

And though poultry exhibits were banned this year as a precautionary measure — due to outbreaks of a non-pathogenic, or non-deadly, strain of avian influenza — there are more than 9,000 entries in 30 categories of competitions.

There are record premiums of \$247,138 and they will be paid out to exhibitors including those showing 525 beef cattle, 520 dairy

cattle, 225 dairy goats, 136 horses, 568 rabbits, 823 sheep, 619 swine, and 136 draft horses.

Not including meat rabbits, there are to be a total of 3,483 animals exhibited during the week.

Competitions include some of the perennial crowd pleasers, such as the folk dance festival and contest; the Pennsylvania High School Rodeo Association's championship rodeo in the Large Arena; the apple pie contest; the Scooper Bowl, a celebrity ice cream eating contest; the FFA window exhibits, and, of course, the opening ceremonies featuring Gov. Ridge's welcome.

For the second consecutive year, Pennsylvania State Police Commissioner Paul Evanko is to lead the reactivated State Police Equestrian Drill Team. Evanko is a horse enthusiast who lead the effort to restore the drill team after its 20-year hiatus.

The state FFA Convention again is to be held in conjunction with the Farm Show, and will feature the presentation of Keystone Farmer Degrees, as well as the selection of the top FFA individuals in the state.

Those curious about Christmas trees can walk through a miniature forest of different varieties judged for appearance and shape.

Those unfamiliar with agricultural judging should note that all species are compared against an abstract "ideal" of perfection for that species.

While breeders can select for genetics that can provide a solid foundation for achieving the ideal, it takes a good understanding of creating the proper environment for growth to make those genetics express themselves to the fullest.

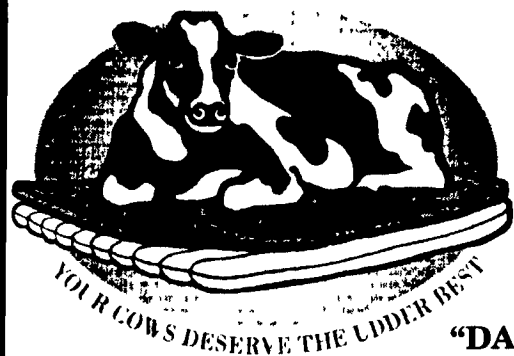
In addition to all the traditional production and historic agricultural animal and plant species showcased in the Farm Show's competitions, the show also presents exhibits of judged production skills — such as home food preservation by canning and drying, cooking skills and clothes-making.

But not only are the judged exhibits on display for visitors to see at

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