

Ag Economist To Address Dairy Producers, Agribusiness

MERCER (Mercer Co.) — Dr. David Kohl, professor of agricultural finance and small business management at the Virginia Polytechnical Institute (VPI, or Virginia Tech, the state university of Virginia) will present "Thriving in the Changing Environment of the Dairy Industry" on Wednesday, Feb. 4, from 12:30 p.m.-3 p.m. at the Leslie N. Firth Learning Center, Mercer.

This regional conference was developed for dairy producers in Crawford, Erie, Mercer, and Venango counties, and agribusiness owners who serve the dairy industry. Kohl will provide a researched look into the future of the dairy industry, and the opportunities that lie ahead. He also will address how to position one's business to remain competitive.

The conference has been organized to update dairy farmers and other advisers of the critical changes that are taking place within the dairy industry. The move toward globalization has put United States agriculture in extremely strong positions. However, there remains significant problems for the dairy industry in the near future.

The move to make government less influential on the marketing side of the milk equation has and will continue to add some real challenges for producers. Cooperative extension invites producers and business owners who serve them to come to the center and listen to the nation's leading expert talk about meeting those

challenges and thriving in the dairy business.

Kohl has a master's degree and a doctorate in agricultural economics from Cornell University. He is professor of agricultural finance and small business management and entrepreneurship in the Department of Agricultural and Applied Economics at VPI, Blacksburg, Va.

Kohl has traveled more than three million miles throughout his professional career, conducted more than 1,600 workshops for agricultural groups such as bankers, Farm Credit, FmHA, and regulators, as well as producers and agribusiness groups. He has published four books and more than 175 articles on financial and business related topics in journals, extension, and other popular publications. He has received 11 major teaching awards and four major extension and public service awards from VPI and Cornell University. Most recently Kohl was recipient of the prestigious American Agricultural Economics Association Outstanding Teaching Award for professionals with more than 10 years of service in 1995.

He is only one of five professors in the 78-year history of the Association to receive the award twice. He received the award for under 10 years of service in 1984, and received the Virginia Governor's Award for his distinguished service to Virginia agriculture, the youngest recipient of this award.

Dealership Draws Large Crowd

LANCASTER (Lancaster Co.) — About 750 customers, including families and friends, gathered at John Deere Day 1998 at Landis Bros., Inc., continued a 60-year tradition of a customer appreciation day. Herb Noll, owner/manager, said the emphasis in on equipment and model sizes that fit the local area, and a motion picture gave a flashback to the 1970's as a nostalgic point of reference.

"We have been here in our new location at the Mt. Joy intersection of Route 283 for two years, and we feel local farmers have embraced

the dealership as a point of reference," Noll said. "Of course, we still market ourselves as Lancaster and Lebanon because we cover these counties and beyond.

"We see many farmers who are committed to agriculture for the long haul, and we are very fortunate to have many of them as our customers. They feel John Deere corporately is committed to agriculture and it is easy to bond with the committed farmers.

"In general, we will see stress in farming as a high volume, low margin business at the production

level. This makes it the same for us at the retail level. There is a lot of pressure on price, but if you pay attention to customer service, we find people are appreciative. For us, service is our people. They make our business because they take care of our customers.

We thank our customers for their business," Noll said. "And we ask them to get to know us better because we are here to serve them for a long time to come."

The John Deere Day program will be repeated next week at Landis Bros. dealership in Lebanon.



A large group of customers, families, and friends gather in the Landis Bros. dealership shop for the annual John Deere Day program.



National Farmers Organization

Information Meetings

All Dairy Producers Welcome

Dinner Provided

PLEASE MAKE YOUR RESERVATIONS AS SOON AS POSSIBLE

Wednesday, February 4

10:00 AM - 2:00 PM

Yoder's Restaurant • Mifflinburg, PA

For Reservations Call:

800-221-1718 OR 717-549-5023

Thursday, February 5

10:00 AM - 2:30 PM

Kinzer Fire Hall • Kinzer, PA

For Reservations Call:

800-221-1718 OR 717-664-3097 OR 717-665-4980

National Farmer's Organization
Northeast Area Offices
101 Erie Street
Amsterdam, NY 12010
Phone: 518-842-3688



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*Bob Zook
Ag Lending*

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