

# Producers Attend Farm Enterprise Workshop

**HONESDALE (Wayne Co.)** — Forty people took part in an all-day workshop on alternative farm enterprises Saturday, March 14.

The educational workshop highlighted small business development, agritourism, alternative livestock and crops, and setting up food processing business. A half dozen local speakers addressed the audience, including Charlie Bertram of Bethany, who spoke on growing vegetables for local grocery stores; and Grace Hatton of Lord's Valley, who described here goat and sheep operation.

Grant Genzlinger, Hawley, discussed his network of local produce suppliers for his restaurant; Dick Snyder, Milford, outlined how he began breeding llamas; and Robin Peregrin, Clarks Summit, explained how her family has experimented with various direct marketing approaches.

Ed Pruss, Wayne County extension agent, and Frank Higdon, Penn State community development agent, spoke about exploring new opportunities. Duane Stevenson, farm management agent,

Northampton County, reviewed business planning and marketing basics.

The event, a collaborative effort between Penn State Cooperative Extension, the Wayne County Conservation District, Pocono Resource and Conservation District, was designed to inform local farmers and landowners of the many opportunities that exist in small-scale food production, processing, and agritourism.

"We want to begin doing a regular series of workshops that help new and established farmers take advantage of niche markets for meat, fruit, vegetables, and processed foods," said Frank Higdon, Penn State community development agent.

Duncan Hilchey, featured speaker from Cornell University, focused his presentation on farm-based recreation businesses, direct marketing, and small-scale food processing enterprises. His presentation covered key management issues and concerns in starting and maintaining a successful agritourism enterprise including

marketing, safety, insurance, and profitability.

According to Hilchey, "There are a growing number of farmers who are tapping consumer interest in farm-based recreation and hospitality."

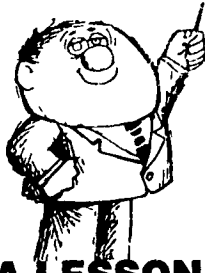
Farm homestays are an enjoyable sideline enterprise for many

farm families because hosts enjoy meeting new people, are proud of their homes, and love to cook and entertain in a home-style environment. Likewise, visitors enjoy the intimate and personalized touch of staying with a farm family.

Hilchey also praised Pennsyl-

vania for having one of the highest number of small farms in the nation, and for being number one in the growth of direct marketing produce sales.

"There are over 53 million consumers in the Boston-Washington megalopolis who are hungry for products that can be raised on small farms," said Hilchey.



**A LESSON  
WELL  
LEARNED...  
LANCASTER  
FARMING'S  
CLASSIFIED  
ADS  
GET RESULTS!**

## BUY, SELL, TRADE OR RENT THROUGH THE CLASSIFIED ADS

### 1a CONSTRUCTION EQUIPMENT

1978 Cat 955L, good condition, asking \$25,000. 717/225-1888.

1989 Case Maxi Sneaker, series B, vibrator plow, 702 hrs., 8 wheels, 4WD and diesel. (717)285-3746 (410)838-7600.

1994 JD 310D, 4WD, cab, e-stick, 1900 hours, excellent condition, \$37,500. (301)371-5500.

1-set used D65 Komatsu tracks. 717-288-6219 evenings.

(2) chip vans, 45'x13.6 and 12.6, good condition, \$2,500 each. (973)584-3641.

350B JD crawler loader, excellent shape, tracks like new, \$11,500. 717-626-4864 evenings (let ring) 717-626-7783

42" deep 25' high w/8'4" beams. (215)723-0540.

'79 Magirus- Iweco, 20' box truck, approx. 200,040 miles, runs great, lift gate, \$3,000 OBO. 1988 Case 580 Super E, extend-a-hoe, 4x4, cab, nice backhoe, \$25,000 OBO. After 5pm or before 7am, (717)865-5700.

800 MHZ trunking 2-way radio system, 1-base, 4-mobile units, \$1800. 717-273-4185

Case 590 backhoe boom, part #D150756, \$2,000. BALANDA EQUIPMENT P.O. BOX 407 RT 29 Palm, PA 18070 1-800-322-8030

Case 855D crawler loader, GP bucket, fresh paint, VG U/C \$27,500. (301)371-5500.

Cat 930 wheel loader, cab, heat, excellent shape, \$23,000. 717/273-3823.

## Dairy Of Distinction Program Again Seeks Nice Looking Farms

**STATE COLLEGE (Centre Co.)** - Do you take pride in maintaining your dairy farm? Does your dairy farm project an attractive, wholesome image to consumers? If so, the Dairy of Distinction Program of Pennsylvania, New York, and New Jersey, will consider your farm for the program's annual recognition awards.

The Northeast Dairy Farm Beautification Program that oversees the Distinction program was first started in 1983 in Pennsylva-

nia to recognize the hard work and dedication of the farmers who maintain attractive farms. The purpose of the program is to instill a greater sense of confidence in the wholesomeness of dairy products, and increase their sales.

Farms that apply are judged on the roadside appearance of buildings, grounds, and surroundings, since this is what our dairy product consumers observe as they drive by the farm.

The cleanliness of the barnyard, feed areas, and manure management are all areas taken into consideration when a team of judges takes a look at your farm from a roadside point of view. Judging is conducted during the month of May. Award winners are announced during your local June Dairy Month activities.

To qualify for consideration, you must be actively dairy farming and shipping milk.

Applications are available for Pennsylvania dairy farms from Michael O'Conner, 324 Henning Building, Dept. of Dairy and Animal Science, Penn State University, University Park, PA 16802. Phone: (814) 863-3913.

For New York State applications are available from Carol Keene, RD 1, Box 31, Gilbertsville, NY 13776. Phone: (607) 783-2169.

For New Jersey applications, send to: August Knispel, 641 Sidney Road, Pittstown, NJ 08867. Phone: (908) 735-4989.

All applications must be completed and returned to your state secretary by Wednesday, April 15, 1998.

The Dairy of Distinction program is financed in Pennsylvania by Dairy Farmers through the American Dairy Association Dairy Council and Pennsylvania Dairy Promotion Program in cooperation with many local agribusiness organizations. The program is conducted with advice and help from Penn State Cooperative Extension.

**Dairy  
of  
Distinction**

### HOW IS YOUR FARM SCORED?

Northeast Dairy Farm Beautification Program, Inc.

Awards will be based upon neatness, good maintenance and other factors which can be controlled by the farmer. Attractive background scenery should not be weighed heavily in judging. All judging observations should be made from a vehicle at one or more points on an adjacent public highway (or if farm is off the road, the nearest lane). Judging should give equal consideration to old wood construction and new construction of metal or concrete block.

The award program may be used for subsequent advertising or promotion activities for dairy products or dairy farming. Farmers who apply for awards agree that if selected they will cooperate with these activities and make all reasonable efforts to maintain both the exterior and interior of their properties in an acceptable condition.

### HOW THE APPLICATION WORKS

The owner or operator of the dairy farm should sign the application and send it to NEDFBP secretary by April 15.

### HOW THE JUDGING WORKS

Judging teams will visit farms during the month of May. Farms will be judged each year as the award is presented on an annual basis. Any dairy failing to maintain appearance standards will be asked to remove their sign. The Dairy of Distinction signs remain the property of the committee, not the property of the dairy farmer. All farms must achieve a compliance score of 90 percent on their Dairy of Distinction score card. Your cooperative or milk handler will be contacted to approve your milk quality.

### RULES FOR THE DAIRY OF DISTINCTION AWARD

- 1). The Dairy of Distinction sign remains the property of the Northeast Dairy Farm Beautification Committee.
- 2). The post and bracket shall be supplied by and maintained by the dairy farmer. It is suggested that a wood post 4' x 4' x 12' or iron pipe 2' x 12' be used. Posts or pipe should be installed and maintained in true vertical position with 8' above ground. Top of the bracket should be lower than six inches from the top of the post.
- 3). Sign shall be displayed in front of the dairy at roadside. An attractive post and bracket, or other frame, shall be used to display the sign. No more than three signs should be displayed from the sign frame or post, and all shall be of a style, general size and quality comparable to the Dairy of Distinction sign. Sign should be secured on all sides to avoid wind damage.
- 4). Signs shall not be moved to other premises. New owners of a Dairy of Distinction farm must apply to retain the sign.
- 5). Replacement of damaged signs shall be the discretion of the committee.
- 6). No producer shall be charged with scoring or sign expense.
- 7). Judges' decisions will be final.
- 8). Judging will take place between May 1st and May 31st.
- 9). Farms awarded a Dairy of Distinction sign in previous years will be judged between April 1st and April 30th. If they do not qualify, they will be rejudged between May 1st and May 31st so they have the opportunity to keep the sign.
- 10). Farms that do not requalify will return the sign to their regional Dairy of Distinction Committee.

### Dairy of Distinction

### 1998 Pennsylvania Application

#### PURPOSE OF PROGRAM

Attractive dairy farms give the consumer greater confidence in the wholesomeness of milk and stimulate milk sales which encourages public support for the dairy industry. The award gives recognition to the dairy farmer for maintaining a well-kept farmstead.

#### ELIGIBILITY

All Northeast dairy farms producing milk for sale are invited to submit an application for the award. Dairies receiving the 10 highest scores in each of the 21 districts will receive an 18" x 24" Dairy of Distinction sign to be displayed in front of their farm.

#### APPLICATION

Your Name \_\_\_\_\_ Farm Name \_\_\_\_\_

Mailing Address \_\_\_\_\_

Phone Number \_\_\_\_\_

Cooperative or Handler (where you ship your milk) \_\_\_\_\_

(Your Handler will be contacted to approve your milk quality)

Location (driving directions for judging team) \_\_\_\_\_

County (where your farm is located) \_\_\_\_\_

I hereby apply to the Northeast Dairy Farm Beautification Committee to have my dairy scored in accordance with the rules of the program for the purpose of obtaining a Dairy of Distinction sign to be displayed on my premises. (No producer will be charged for scoring or sign expense.)

Signature of Owner/Operator \_\_\_\_\_ Date \_\_\_\_\_

**Return your application by April 15. Send to:**

- PENNSYLVANIA, Michael O'Conner, 324 Henning Building, Dept. of Dairy and Animal Science, Penn State University, University Park, PA 16802.
- NEW YORK STATE, Carol Keene, RD 1, Box 31, Gilbertsville, NY 13776.
- NEW JERSEY, August Knispel, 641 Sidney Road, Pittstown, NJ 13077.