

# Agriculture Insights

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### Transferable Development Rights: Bringing farmers and communities together

Over the past few years, agriculture has changed dramatically. In fact, it has changed so much, that it has caused many who do not work in agriculture on a daily basis to fall behind in ag technology.

For instance, many local officials, in areas across the United States, do not have farming backgrounds and are not aware of the multitude of regulations farmers deal with from day to day. From pesticide management to erosion management, many townships use a hammer to deal with regulations, when all that's needed is a screwdriver.

In order to help both farmers and officials overcome this hurdle, let's take a look at our townships' agriculture "toolboxes." Do they have the right tools for allowing the entrepreneurial spirit of farmers to grow while maintaining the character of the community?

One option that may be found in a township agriculture toolbox is Transferable Development Rights (TDR). Basically, the idea behind this tool is that it allows a landowner in specifically designated agricultural or conservation areas to sell their right to develop their land to a developer, who can in turn use the land to increase the density of development in other areas.

Benefits of TDRs include

- \* Conservation land remains essentially undeveloped while residential development is still allowed
- \* Conservation landowners still receive a portion of the development value of their land.
- \* Developers can increase their density only by purchasing development rights, thereby cutting costs and selling more units

## Vigilant Fungicide Applications Needed

**ROBERT ANDERSON**  
Lancaster County Extension  
Agronomy Agent

**LANCASTER (Lancaster Co.)**  
— The last week of June provided weather conditions in Lancaster County that were favorable for blue mold to produce spores and infest new plants.

Many fields have very active colonies of blue mold which are easy to see. Look for yellow spots on the top of the leaf which has a blue gray mold growing on the underside. The mold on the underside of the leaf is easier to find in the early morning while plants are still wet.

In order for blue mold to survive and thrive it needs tobacco leaves that are wet for prolonged periods and cloudy weather. Lancaster County's weather last week was very favorable for the fungus and brought a rash of new reports of blue mold.

As the number of reports increase, the number of potential

\* The conservation area is protected while development is accommodated in designated growth areas.

So, how does a township set up a TDR program in their area? First, a legal framework for the program must be adopted. Second, "sending" areas, lands where development rights are created and from which they can be sold, and "receiving" areas, designated areas into which development rights are transferred, are created.

Landowners in a sending area are not required to sell their development rights, but they do have the option. And, anyone is eligible to purchase development rights, but only property owners in receiving areas can use the rights to increase the density of development.

According to Alan Strock, ag lender at Blue Ball National Bank, property ownership is often compared to a "bundle" of legal rights, with each stick in the bundle representing a separate divisible right.

TDRs do not work for everyone, nor do they work in every area. It is important to research your options before choosing what tool to use from your agriculture toolbox.

There are many resources for information regarding the specifics on TDRs and other options. Don't hesitate to contact the Penn State Cooperative Extension, your county Planning Commission or the Farm Bureau. These organizations will be able to help you find the tools that best fit your community.

Feel free to send your comments and ideas to Jim Shirk at The Lancaster Chamber of Commerce & Industry PO Box 1558 Lancaster, PA 17608-1558, by email at jshirk@lcci.com or call him at (717) 397-3531.

sources of new infection expands. Last week also saw additional fields with systemic blue mold. Once systemic, blue mold makes the tobacco plant unharvestable.

Blue mold can be prevented and controlled with frequent application of approved fungicides. The only EPA-approved fungicides for tobacco are Diethan DF and Acrobat MZ.

For best results, these fungicides need to be applied before blue mold is seen in a field. Spray schedules for fungicide applications range from 5 to 7 days depending on weather conditions.

Both fungicides for blue mold control require complete coverage of the tobacco plant with the fungicide. As tobacco plants get larger, sprayers will need to be modified to include drop nozzles, high pressures, and adding new larger pumps in order to apply the large volumes of water required to adequately cover and protect the crop.

# DIRECT RETAIL Farm Marketing

**JOHN BERRY**  
Penn State Lehigh  
County Agriculture  
Marketing Agent

### Selling

Most buying decisions are first based on an emotional commitment to a product or a person. Psychologists call this building of a relationship "social bonding". The successful salesperson is able to "bond" personally to a potential customer building a trust relationship. A national sales magazine survey revealed six common salesperson performance factors:

- 1) The relationship with the client remained after the sale.
- 2) They established trust relationships.
- 3) They understood the customer's needs.
- 4) They showed enthusiasm.
- 5) Each considered selling an art form.
- 6) Each had a high personal integrity.

Today's customers are buying more than product or service, what they are really buying is an adequate solution to their problem, a trusted consultant and value added service.

### Listening

Most of us don't know how to really listen because we are too busy trying to figure out what to say next. Here are some ideas to develop "active" listening skills:

- 1) Make eye contact.
- 2) Do not let your mind wander.
- 3) Ask clarifying questions.
- 4) Paraphrase back.
- 5) Bite your tongue
- 6) Watch your tone of voice and slow your rate of speech.
- 7) Limit your physical movements.

The average listener retains only half of what is said in a 10 minute talk. Only 25% of what is retained is properly understood. Most of selling involves listening and understanding.

### Social Bonding

A key to making social bonding work is showing empathy for the customer. Identify with your customer's concerns. If you can illustrate your conversation with examples of similar situations, you draw the customer closer to you. What you are trying to do is let the customer know that you really understand what they are saying. You let the customer know you are speaking their language. In any sales transaction, it is important to trust each other before doing business together.

Social bonds can be ruined easily by inattention, expressing our frustrations, trying to get the customer to think our way and overloading the customer with information.

Avoid alienation of potential customers by smiling warmly, nodding your head, making eye contact and taking notes. Think of a time you were at ease with a salesperson. Try to use this experience as an example for modifying your sales technique.

### Are YOU being served?

I feel I'm an average consumer. In my rush through life, not much thought is given to why I like a particular market or what my expectations are. If I take the time to think and observe, learning takes place when a particular experience is rewarding or disappointing. Using my own experiences as a customer, I am better able to meet the needs of potential customers for my business.

The customer might not always be right, but they are always the customer. Just remember to imagine yourself as a customer. Would you want to shop here? would you want to buy this product? Are you being served?

## Receive Scholarships

**LANCASTER (Lancaster Co.)**  
— Richard Bollinger and Nicole Eisenhower, both of Lancaster County, are the 1998 recipients of Keystone Farm Credit's two \$1,000 scholarship.

Richard is the son of Thomas and Barbara Sue Bollinger of Lititz. He was graduated from Ephrata Senior High School where he was a member of the National Honor Society, Pennsylvania Math League, Quiz Bowl Team, and participated in the Big Buddy and Reading Buddy Programs, Science Fair, and FFA. Richard is a member of his church youth group and attended the Pennsylvania Governor's School for the

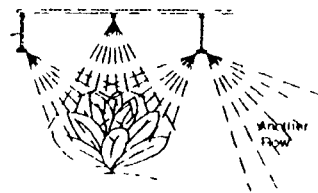
**Agricultural Sciences.** He is the recipient of many FFA awards and was selected as "Teen of the Week" by the Lancaster New Era. Richard plans to attend Cornell University where he will study animal science.

Nicole Eisenhower is the daughter of Tim and Roxanne Grube of Elizabethtown. She was graduated from Elizabethtown High School where she was a member of the National Honor Society. She has been very active with 4-H and FFA and has received several awards for her activities. Nicole plans to attend Montana State University to study pre-veterinary medicine.

### ACROBAT™ MZ for Blue Mold Control in Tobacco

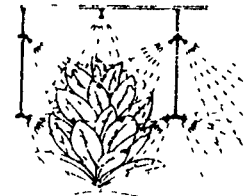
#### Application to Small Plants (transplanting up to 3 weeks)

- ◆ Use one hollow cone nozzle over the row and one on each side of the plant
- ◆ Apply 20 gallons per acre of water volume
- ◆ Spray at pressures above 60 PSI to achieve good droplet dispersion



#### Application to Mid-Size Plants (3-5 weeks after transplanting)

- ◆ Use hollow cone nozzles located over-the-top and to the side of the plant
- ◆ Apply 40-60 gallons per acre of water volume
- ◆ Spray at pressures above 80 PSI to achieve good droplet dispersion



#### Application to Mature Plants (6-8 weeks after transplanting)

- ◆ Use multiple hollow cone nozzles with drops
- ◆ Prevent drop nozzles from touching middle and lower leaves as much as possible
- ◆ Apply 80-100 gallons per acre of water volume
- ◆ Spray at pressures over 80 PSI to achieve good droplet dispersion

