

Empire Farm Days



NORTH AMERICAN FARM SHOW COUNCIL

SPONSOR: EMPIRE STATE POTATO GROWERS, INC.

Empire Days Continues To Expand

SENECA FALLS, N.Y. — Empire Farm Days continues to grow and expand in response to an increase in new exhibitors and a desire by current exhibitors to create larger, more exciting exhibits.

Managing the expansion is a "wonderful challenge to have," said show manager Melanie Wickham. "It is an indication that agribusinesses are looking to Empire Farm Days as a place to showcase innovation, new products and technology.

It also tells us that they are able to connect with and talk to qualified customers at the show—one of the primary goals."

Creating a farm show that is flexible is key to the success of Empire Farm Days. Being able to meet the changing needs of agribusiness and farmers is a continuing process.

The exhibit area will be expanded on the east side of the show and will include the addition of electrical poles. By changing some of the field plantings and rearranging exhibits, the expansion will not affect the field demonstrations.

"The ability to have the field demonstrations close to the exhibit area is a plus for the show. We were able to expand without a major disruption to the demonstration acreage," said Wickham.

Empire Farm Days gives farmers the unique opportunity to experience the latest in agricultural technology, all in one place and all at one time. With more than 600 exhibitors, Empire Farm Days offers today's Northeast farmer more than 3,000 brand names to look over. They can talk with the people responsible for making it all happen—the manufacturers and representatives for the thousands of agricultural products and services available to today's farmer. They can touch, see, and examine the actual products and equipment.

Action is the name of the game at Empire Farm Days. Exhibitors pull out all the stops to show Northeast farmers what's new and innovative. Many exhibitors actually demonstrate their products and services right on their exhibitor lots and adjacent fields. Tractor safety, skid steer dances, bandsaws, fence building, hay management, mixer wagons, combining, building construction, antique tractors, vegetable and fruit specialty equipment, livestock handling, crop and breed displays, dairy and livestock equipment, are just a sampling of what is happening and available on each individual lot.

Recognizing the importance of the Northeast as one of the three major dairy regions in the nation, Empire Farm Days has expanded its dairy emphasis and direction to provide Northeast dairy producers with the newest products and advance technology. Northeast Dairy Business magazine and Empire Farm Days will be hosting a series of Dairy Profit Seminars focused on the latest in management and profitability strategies from those who know the business. Field demonstrations give manufacturers a chance to show farmers first-hand how their equipment responds to actual field conditions and farmers get a chance to talk directly with the company representatives about the equipment while kicking the tires and evaluating the results.

Farm health and safety associations come together at Empire Farm Days to provide farmers free health screenings and life-saving demos. Farm family programs offer daily programs designed to help farm families meet

today's farm lifestyles challenges.

This three-day show is famous for its beef, pork, and chicken barbecues as well as its short order food booths offering a quick drink, hot dog, hamburger, hot sausage, and other snacks.

Seneca County continues to be an area filled with beauty and economic opportunities. Agriculture is by far the most important economic sector in the county, contributing a value production in excess of \$35 million. It reflects the diversity of Northeast agriculture with the

production of milk, field crops, fruits, vegetables, grapes, horses, poultry, eggs and meat animals.

The Finger Lakes area holds a mystery all its own with scenic lakes, state parks, historic sites, wine trails, restaurants, and a hospitality as warm as its summer days.

Visitors are invited to plan their vacation around Empire Farm Days and spend some time enjoying the area.

For more information, contact: Seneca County Chamber of Commerce, at (315) 568-2906.

Rodman Lott and Son Farm Host 1999 Empire Farm Days

On Aug. 10 - 12, the Rodman Lott and Son Farm will host more than 75,000 Northeast farmers at their family farm—no small feat for a family that farms more than 4,300 acres. But for the 13th year they will host the Empire State Potato Growers' Empire Farm Days.

This year marks the fifth year of an unprecedented 25-year relationship between the Empire State Potato Growers, Inc. and the Rodman Lott and

Sons Farm. The partnership establishes the Seneca Falls, N.Y. site as a long-term home for Empire Farm Days. This commitment will aid management and exhibitor's efforts to bring Northeast farmers the best possible agricultural trade show.

In 1999 more than 600 exhibitors will participate in Empire Farm Days, representing more than 3,000 companies. Empire Farm Days provides farmers with a chance to see the latest advances in Northeast agriculture in a relaxing atmosphere.

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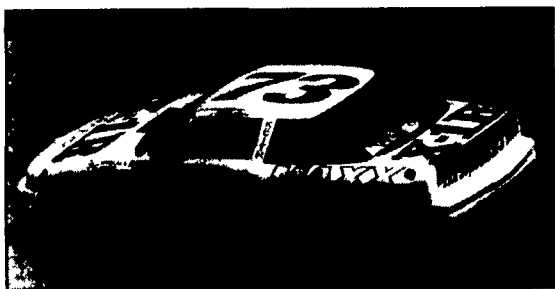


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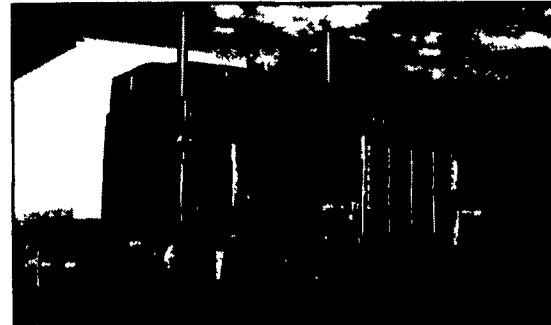
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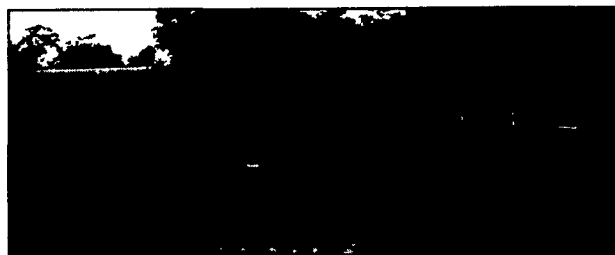
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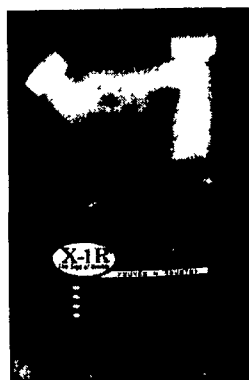
NASA, Lockheed, Georgia Pacific, Florida Power, Goodyear, EconoRail, Stone Container, Otis Elevator, Coca Cola Corp., Ross Aluminum, Quail Valley Marine, NASCAR, just to name a few

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