

## Syrup Producers Meeting At Direct Marketing Conference

ROCHESTER, N.Y. — Knowing what the consumer wants and then giving it to them is the very definition of retail marketing. Maple producers will be able to learn what their consumers want in maple products and then learn how to go about giving it to them in a series of seminars at the 2000 New York State Farmers' Direct Marketing Con-

ference.

The maple producers' meetings will be Wednesday, Feb. 2, at the Rochester Sheraton Four Points Hotel.

Steve Childs, Cornell Cooperative extension educator from Wyoming County, has put together a big lineup of topics and speakers. First, Charles E. Winship, Cornell maple production representative, will

discuss the results of a survey on what the consumer wants in maple products. He'll be followed with several speakers on different views of marketing maple products for the retail trade.

Lyle and Dottie Merle, Merle Farms, will discuss crystal coating. Their talk will include the benefits of crystal coating and how it is done.

Maple products as gift items and in gift baskets will be presented by Eric Randall, maple producer and Doug Wolcott, Idlewood Acres. Their presentations should give you plenty of food for thought in how to apply these ideas in your own operation. Eric Ran-

dall will also give a talk on his Maple Sunday and other special maple events that have brought customers to his operation.

For more information, visit the web site at [www.nysfdm.com](http://www.nysfdm.com) or call Diane Egger at (315) 475-1101.

## Two Fruit Growers Honored By Gloucester Board Of Agriculture

CLAYTON, N.J. — Dan Haynicz, Monroeville, and Doug Zee, Glassboro, were presented Distinguished Service to Agriculture awards at the annual business meeting and dinner dance of the Gloucester County Board of Agriculture in Glassboro.

Haynicz operates Haynicz Bros. Orchards in Elk Township with his wife Eleanor and son William Haynicz. Established 54 years ago by Haynicz and his brother Mike, the farm has grown to 250 acres of peaches, apples, and soybeans, along with smaller acreages of other crops. The Hayniczs market to fresh and processed wholesale markets, and also operate a retail farm market from April to December.

Doug Zee is owner of Zee Orchards and markets for jer-Zee orchards. He farms 500

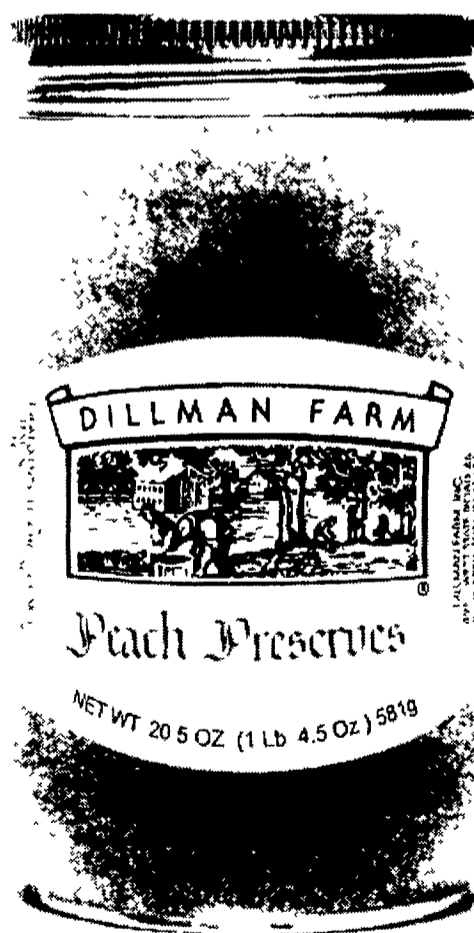
acres of apples, peaches, and nectarines with his sons Michael and Doug under the "fresh jerZee label." Zee was also recognized for his innovative growing practices and a progressive promotional and marketing program.

"Doug Zee has worked tirelessly for agriculture and the fruit industry," said Ann Dorsett, president of the Gloucester County Board of Agriculture. In presenting Zee a plaque and citation, Dorsett emphasized Zee's leadership for the past 30 years in the Gloucester County Board of Agriculture, and the New Jersey State Horticultural Society, where he has held all offices in both. He received the NJSHS Outstanding Grower Award in 1992 and was given lifetime membership.

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