

Directory of Growers: Increase Direct Marketing, Your Profits

PHILADELPHIA—Working with the Philadelphia area chapter of the Chefs Collaborative 2000, the Pennsylvania Association for Sustainable Agriculture (PASA) is producing a directory of chefs in the Philadelphia region and farmers in Pennsylvania, New Jersey, Delaware, and Maryland

who are within a 100-mile radius of Philadelphia.

The "Farmer to Chef Directory" is being designed as an opportunity for farmers to explore marketing possibilities with local chefs. The directory will list chefs who are interested in purchasing directly from local farmers and farmers who are interested in supplying local restaurants.

Listings in the directory will

between farmers and chefs. PASA's "Farmer to Chef Director" for southwestern Pennsylvania led to a significant increase in sales for farmers in that area.

PASA is gathering information to provide growers with an immediate resource for finding interested chefs and a description of their needs. It will also provide a foundation of information and contacts for coordinating

stronger marketing channels on farmers who want to sell directly to restaurants now. Growers need to provide contact information, a description of their products, and availability timetable. In addition to alphabetical farm entries, grower data will also be sorted and listed by farm products and county location.

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Corn, Soybean Conference Feb. 8

CAMP HILL (Cumberland Co.) — Dennis Avery, director of global food issues at the Hudson Institute, is scheduled to be the keynote speaker at the upcoming Pennsylvania Corn and Soybean conference Feb. 8 here at the Radisson Penn Harris Convention Center.

Avery's topic will be "The Crucial Moment for American Agriculture."

Avery believes that producers are looking at one of the biggest opportunities in farming history. Mark your calendar and plan to attend.

Another featured speaker on the program this year is Gene Lewis from the United Soybean Board. Lewis is a Hardinsburg, Ind. soybean and corn farmer who will be making two presentations: one on "Ag Perspectives For 2000" and another on "New Uses Development and the Soybean Board."

The conference will also feature Gene Gantz, a crop insurance consultant, with a session on the upcoming significant changes in crop insurance and how they will affect Pennsylvania grain farmers. Gene has considerable experience working with midwest producers using crop insurance as part of financing and grain marketing programs.

The conference will also review the potential of lightbars for sprayer guidance. This is a precision ag application that some corn producers think has a real fit in Pennsylvania. The program will also feature a panel of grain merchants who will share some of their thoughts on the current GMO situation.

The conference will also feature numerous industry exhibits, Five-Acre Corn Club awards, and the Pennsylvania Soybean Contest results. The event is sponsored by the Pennsylvania Soybean Promotion Board, the Pennsylvania Master Corn Growers Association, and Penn State.

Registration is \$20, which includes lunch. For more information on attending or exhibiting at the conference, contact the Penn State Agronomy Department at (814) 865-2543.

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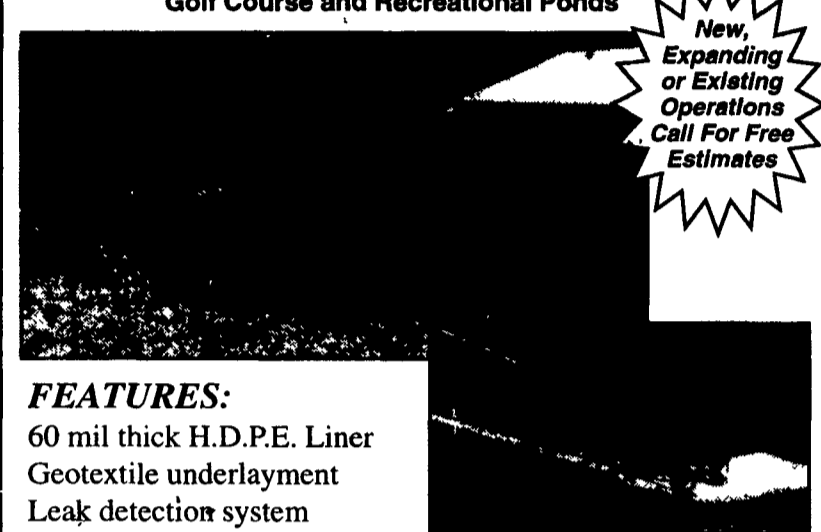
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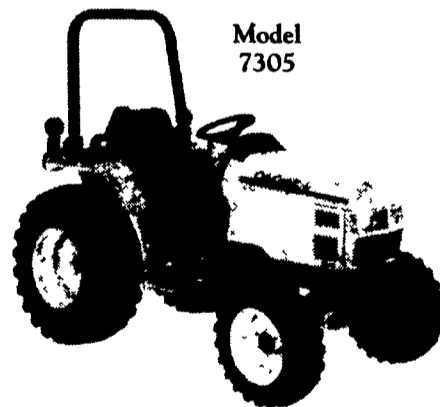
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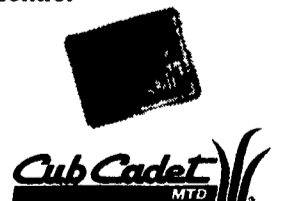
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