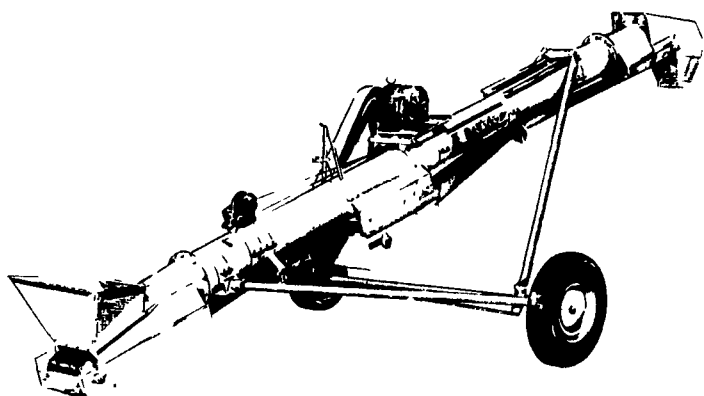


10-Inch BeltVeyor From CrustBuster/Speed King



DODGE CITY, Kan. — The 10-inch BeltVeyor successfully solves the majority of bulk material handling problems associated on the farm.

Completely portable and easily maneuvered into place, the 10-inch BeltVeyor carries the material on a 12-inch belt of stretch-resistant PVC with versatile Chevron cover design.

The conveyor is available in standard lengths from 20 feet to 60 feet with horizontal take-up assembly that offers approximately 210 degree belt wrap and driven with either an electric motor or PTO. Field reports less cracking or breaking when handling grains.

All models are available with stainless steel tube or corrosive materials. Accessories include enclosed discharge spout, 90-degree spindle, adjustable deflector, and double tail casters.

Case IH Names Irwin To Key Post

RACINE, Wis. — James L. Irwin has been appointed vice president of the North American Case IH Agricultural Business.

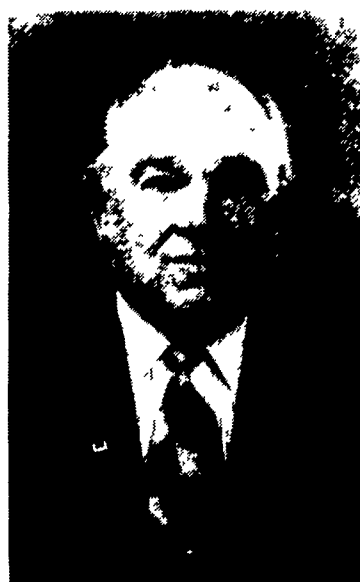
In his new post, Irwin will oversee all activities related to the North American Case IH agricultural business, including marketing, sales, product support, the Case IH dealer network, and communications.

He has counterparts in western and central Europe, the Confederation of Independent States and central Asia, Australia and New Zealand, Latin America, and eastern Europe, Africa, and Asia. He will report to the worldwide Case IH head.

Irwin previously served as vice president, North American agricultural equipment sales for Case Corporation. The North American Case IH Agricultural Business is part of CNH Global, the company formed late last year from the merger of Case Corporation and New Holland.

The merger offers great opportunity, Irwin emphasizes. "Our long-term strategy of developing common platforms with differentiated features stands to greatly benefit Case IH, New Holland, and most importantly, our dealers and customers," he said.

Irwin's ties with the ag equipment industry go back to 1964, when he started his career in retail and wholesale sales management at International Harvester. Two decades later, when Case joined with International Harvester in 1985, he became manager for eastern region-



James L. Irwin

North American agricultural equipment sales for the new company. In 1991, Irwin was promoted to director of the eastern region, and in 1992 was named region manager, Midwest sales region.

Irwin also served as general manager, North American sales operations, before being named vice president, North American agricultural equipment sales, in 1996.

He has a bachelor's degree in business education from the University of Nebraska at Kearney, where he was a football All-American in 1963. He played professional and semi-pro football the next year. In 1999, he was inducted into the university's athletic hall of fame.

Morningstar Marketplace Opens

THOMASVILLE (York Co.) — Morningstar Marketplace — a farm, flea, antique, and auction market — opened its doors in July 1999 and celebrated with a grand opening last August.

According to Morningstar, this is the first new farmer's market built in central Pennsylvania in approximately 30 years. The new complex is located in Thomasville on Rt. 30, seven miles west of York and approximately 20 miles east of Gettysburg. There is a total of 29 acres with parking for more than 850 vehicles.

The two farm buildings are home to 125 vendors, offering farm-fresh produce, meats, seafood, dairy, baked goods, and several restaurant vendors serving a variety of prepared foods. The market has several clothes, jewelry, arts and crafts, and collectible items. Fresh-cut flowers, bedding plants, and a variety of herbs and spices can be found throughout the complex. All indoor space is air conditioned and heated.

In addition, the market offers a courtyard and porch area for vendors that prefer to be outside but out of the sun or rain. All markets are open Saturday from 8 a.m.-4 p.m. and Sunday from 7 a.m.-3 p.m. Between 100-200 flea vendors offer treasures of old and new. An outdoor space can be rented for only \$10 a day or spaces can be reserved from month-to-month by prepaying \$40 at the beginning of each month.

Morningstar Marketplace recently started public auctions. A couple times each month, auctioneer Butch Landis conducts outside auctions, selling items that have been delivered from all corners of York County. Residents desiring to sell but unable to get items here can call to make arrangements for pickup.

Owner of Morningstar Marketplace, Andrew W. Lentz, has plans for a multi-arena auction house in the near future. Recent growth at the market includes construction of a produce building, making it easier for produce vendors to load, unload, and display farm-fresh vegetables and fruits.

Beginning May 24, Morningstar Marketplace will conduct a hay and straw auction, starting at 5 p.m. in the porch and courtyard area. Prepared foods will be available for purchase to hungry buyers and sellers.

The marketplace's antique gallery is set up for co-op dealers. The market has only about half of the finished showcases installed, but more will be coming soon. Showcases measuring 6 feet high by 4 feet wide by 2 feet deep can be rented for a minimal \$45 a month. Floor space is available in 8.5 feet by 10 feet or 8 foot by 10 foot sizes on a month-to-month basis. Items in the antique gallery change from week to week as vendors are constantly bringing in new treasures and rearranging their items.

The farm market has reserved a booth to be used by nonprofit organizations throughout the area. Organizations can call to reserve weekend use of the booth in order to promote their purpose, hand out literature, or sell certain items that help support their cause. The new complex is fully equipped and approved for handicap access, with ample parking and restroom facilities.

A few tour busses are finding their way to the new market. To aid in the drivers' and tour guides' comfort, the market has completed a service room as a

combined education room/bus drivers lounge. In the near future this room will have cable TV as well as couches and chairs for relaxation as the passengers browse and shop. Coupon books, for tour bus visitors, are being designed and printed, offering discounts and free items.

The market's hope is to sponsor nonprofit organizations with monthly events. A Strawberry Festival is scheduled Saturday, June 10. This event will host a pie-eating contest, bake-off contest, scavenger hunt through the market, sack races, face painting, and a special magician. The market's first event last October was Safe Trick-Or-Treating. The Lehman Center of York received proceeds from the event as well as donated items from vendors and customers for their wish list.

The education room is free of charge. On occasion, vendors utilize the room to give demonstrations on their product. The room is also available to local agencies that would like to conduct small meetings. The York County Chamber of Commerce Agriculture Business Committee used the room to hold meetings,

as did the convention and visitors bureau. If local schools are interested in bringing weekend field trips to the market, arrangements can be made for educational instruction from local agricultural agencies.

Morningstar Marketplace was a dream of Andy Lentz for many years. Lentz is a Spring Grove area resident from birth. With the help of family and friends, as well as several local construction-related businesses, his dream became reality, but not without much planning, organization, and dedication.

The market recently conducted a customer survey with a \$100 giveaway to help determine what shoppers liked and disliked and what product they would like to see and purchase at market. One local establishment, part of the market since the start, will be opening their space for the first time within the next couple weeks. Sonnewald Natural Foods of Spring Grove hired a local painter, Dan Hendrix, to create an inside mural. Doctors or practitioners informing the public of alternative medicine and practices will operate the stand.

Barenbrug Northeast Completes Renovations

OGDENSBURG, N.J. — The remodeling of Barenbrug Northeast's 35,000-square foot facility in Ogdensburg has been completed, according to Michael F. Mulder, vice president and general manager.

The upgrade includes renovations on the facility to become customer friendly and to allow for timely training and continuing education for both dealers and distributors of Barenbrug's 300 varieties of grass seed produced in Barenbrug's own fields worldwide.

Professional users (superintendents, municipal field managers, farmers, etc.) will now be able to view videos in the Ogdensburg facility on the latest

improvements in forage and turf grasses.

Barenbrug Northeast maintains three product lines at its three-acre site in Ogdensburg, New Jersey and employs approximately 25 associates in its office on Main Street (Rt. 517). About ten additional associates joined the company, during its busy season, in its warehousing, packaging, and distribution areas.

According to Mulder, Barenbrug is constantly seeking agronomists, cognizant in the soil/fertilizer arenas, and invites applications and resumes from technically-oriented candidates to expand the firm's global operations.

Funding Secured For Development Plan

EXTON (Chester Co.) — An in-depth study of agriculture in Chester County will begin as a result of a \$40,000 grant secured by Pennsylvania Senator James Gerlach.

"Agriculture is Chester County's largest segment of the county's business and industry community. Farming is a business without walls in our county and not just open space," said Gary W. Smith, executive director of the Chester County Development Council.

"A great need exists to gather information and data to help our agricultural farming businesses grow and prosper. The study will also serve planning efforts well into the 21st century and prepare an action agenda to provide agricultural economic development services to the farming industry in our county. We must help them to compete in the global economy."

The Development Council received the Community Revitalization Grant from the state Department of Commerce and Economic Development. The project is slated to take nine months to complete on focus on the problems encountered by county farmers and the "business of farming."

"Agriculture is vital to the well-being of not only Chester County, but the whole commonwealth of Pennsylvania," Gerlach, R-44th of Chester County, said. "This worthwhile project will benefit all of the citizens of the county and of Pennsylvania."

The information will be used by the Chester County Agriculture Development Council, the county planning commission, and other interested agencies to generate an agriculture development plan for the county.

More than 36 percent of Chester County's total acreage is in active farming, more than 176,000 acres, and there are approximately 1,500 farms, including 330 commercial dairy farms.

The objective of the study is to gain data on the types and extent of farming, status and future of agricultural easements, the needs of farmers to upgrade technical skills, how to replace retiring farmers, the pressures to sell farms to developers, factors that depreciate the profitability of farming, the role of municipalities and the county in sustaining agriculture, processes that enhance farm succession, and ways to encourage young people to enter farming.