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Lancaster Farming

Vol. 45 No. 39 Five Sections Lancaster Farming, Saturday, July 29, 2000 \$32.00 Per Year 60¢ Per Copy

Retail Marketing Stretches Ag Horizons

LOU ANN GOOD
Lancaster Farming Staff
GRANTVILLE (Dauphin Co.) — To keep educators abreast of the changing face of agriculture, an Ag Horizon conference annually examines facets connected with agriculture.

On Tuesday at Grantville, the Ag Horizons 2000 Conference examined e-commerce, entertainment farming, niche and direct marketing, and business plan development.

E-Commerce
Terry Kile, who specializes in multimedia and web solutions for business marketing, explained how the web is becoming a powerful tool in

agriculture. From offering business research to marketing opportunities, the web is changing agriculture.

Web usage continues to grow, causing a fundamental shift in

Stress, Sweat, Sweet Success At Shippensburg

MICHELLE RANCK
Lancaster Farming Staff
SHIPPENSBURG (Cumberland Co.) — With the advent of sweet corn and tomatoes comes another season... fair season. This past week the college town of Shippensburg held its fair, a tradition since in 1958.

Besides concerts and crafts, the fair features a stockmans contest, tractor pull, fitting and showing, 4-H and FFA judging, and barnyard Olympics con-

tests. Market and breeding steer, lamb, swine, and goat judging was also a part of the fair. In the dairy division, colored breeds and Holsteins had their time in the ring, along with the Jersey cattle as the fair hosted the district Jersey show.

A horse show and horse pull contest added an equine element to the activities. For a report, turn to the photo essay on pages A24-25.

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Richard Rominger, U.S. deputy secretary of agriculture, right, spoke Wednesday afternoon at Steve Groff's 7th annual farm field day hosted by the Lancaster Chamber of Commerce and Industry, Lancaster Conservation District, and the Pennsylvania Association for Sustainable Agriculture at Groff's Cedar Meadow Farm near Holtwood. At left is Groff.

Groff Field Day Emphasizes Environmentally Friendly Farming

ANDY ANDREWS
Lancaster Farming Staff
HOLTWOOD (Lancaster Co.) — What started as a simple trip to speak at a conservation meeting last March in California ended as an exchange trip, of sorts, for two farmers deeply involved in environmentally sound farming practices.

The farmer making the trip? Steve Groff, of Cedar Meadow Farm in Holtwood. The farm visited? The one operated by Richard Rominger, U.S. deputy secretary of agriculture.

Both spoke Wednesday afternoon at Groff's 7th Annual Farm Field Day hosted by the Lancaster Chamber of Commerce and Industry, Lancaster Conservation District, and the Pennsylvania Association for Sustainable Agriculture at Groff's Cedar Meadow Farm

near Holtwood. Rominger's family, including sons Rick, Charlie, and Bruce, farms about 3,000 acres in the Sacramento Valley. They grow process tomatoes, wheat, corn, and other crops.

In March, Steve Groff visited Rominger's farm to see environmentally farming practices on Rominger's 3,000 acres near Winters, Calif. Rominger considers 3,000 acres "average" size, he said, for a farm in the state.

Rominger, who headed the California Department of Food and Agriculture from 1977-1982, spoke about some initiatives outlined in the proposed 2002 Farm Bill — some that could directly benefit the wallet of farmers practicing conservation practices.

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York 4-H Dairy Roundup Announces Results

YORK (York Co.) — Last week, York County conducted its annual 4-H Dairy Roundup here at the York Expo Center.

Grand champion went to the 6-year-old Holstein, Beshore Adan Juniper, owned by Angie Beshore, New Cumberland.

Reserve grand champion was Ridge Hill Skybuck, Molly, a

senior 2-year-old Holstein owned by Stevie Greek, Delta.

There were a total of 96 animals exhibited by 47 4-H dairy club members.

Judges were Scott Cooper, colored breeds, from Delta and Gary Derr, New Windsor, Md., Holsteins.

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Lancaster Farming

Dairy of Distinction Supplement to Lancaster Farming, Saturday July 29, 2000

A Tribute To The 2000 Pennsylvania Dairies Of Distinction



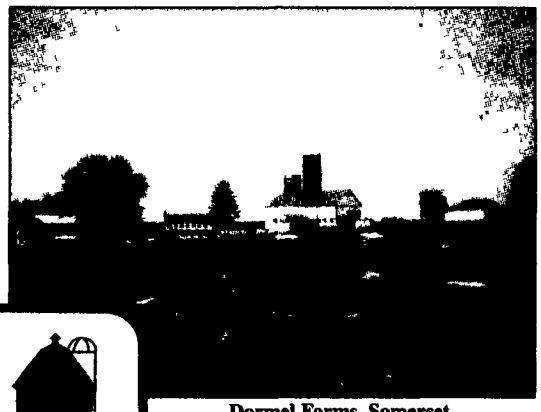
Kirbyville Holsteins, Fleetwood



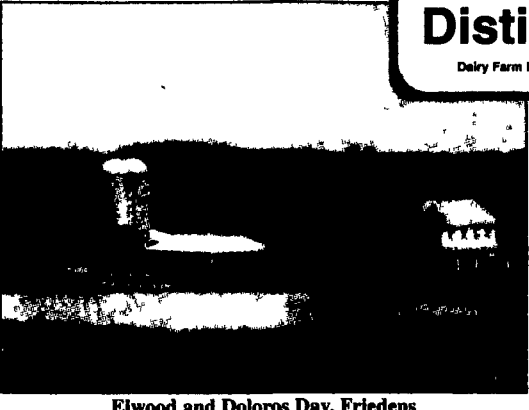
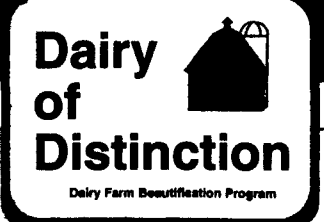
Luzerne Farm, Spruce Creek



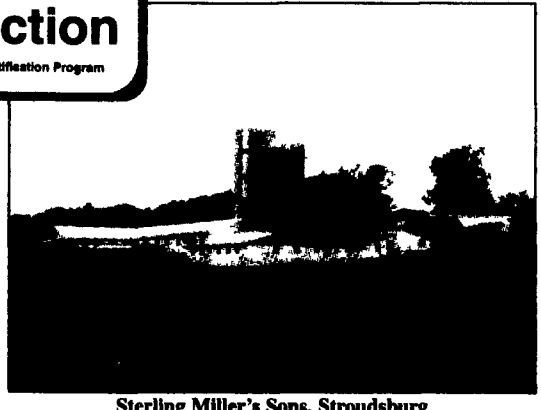
Cherry Crest Farm, Ronks



Dormel Farms, Somerset



Elwood and Doloros Day, Friedens



Sterling Miller's Sons, Stroudsburg

Lancaster Farming's annual salute to the Dairy of Distinction program appears in a special section this week. Look, read the family farm profiles, and enjoy.