

## Reinvestment In Western N.Y. Feed Mill Saves Jobs

SYRACUSE, N.Y. — A project facilitated by New York AgriDevelopment Corporation will pump new technology and new life into a western New York feed mill.

In the process, 16 full-time jobs will be saved and continued service will be assured to some 150 farm-families in western New York and northwestern Pennsylvania.

The product of a collaborative

effort by New York AgriDevelopment and its public and private sector partners, the \$3.3 million redevelopment of the Gramco, Inc. feed mill on the outskirts of Springville is exactly the kind of agricultural economic development project with which New York AgriDevelopment wants to be involved.

"This project represents reinvestment in agribusiness infrastructure," said Michael

Chamberlain, New York AgriDevelopment's executive director. "We're proving that economic development can work for agriculture, too."

Gramco's operations had been consolidated to two plants — one in Springville and another in Franklinville — before fire destroyed the Franklinville facility last year. Saddled with the loss of its most modern plant, and realizing that its

Springville plant was too antiquated to carry the load, Gramco was faced with the possibility of closure after more than 80 years in business.

Instead, New York AgriDevelopment and its partners at the Small Business Administration's Small Business Development Center, the Cattaraugus County Bank, the Town of Concord Industrial Development Agency, Empire State Development Corporation, and the Busi-

ness and Professional Development Center at Jamestown Community College coordinated a program that helped Gramco develop its new business plan, provided financing for the new plant's construction, provided economic development incentives, and will provide training programs and assistance.

Construction on the 5.5-acre site began in October and will be complete next May.

## Administration Announces Ag Marketing Grants

HARRISBURG (Dauphin Co.) — Pennsylvania Agriculture Secretary Samuel E. Hayes Jr. recently announced about \$1 million to 22 organizations promoting Pennsylvania agricultural products.

"Pennsylvania agriculture has products for the planet," Hayes said. "And, through the hard work of these agricultural organizations and the product promotion grants, we are able to spread the good news about Pennsylvania's high-quality foods and agricultural products."

"Under this marketing effort, public and private dollars are working together to develop promotional and educational programs about our bountiful supply of food and fiber.

"It's easy to see why agriculture is the backbone of our state economy. Pennsylvania agriculture feeds the world. Our 60,000 hard-working farm families have an excellent record of productivity — helping to make us first nationally in the production of mushrooms and potato chips, and among the top five producers of such diverse foods as milk, chicken, trout, peaches and eggs."

Hayes said the \$860,000 in grants — from the 2000 Pennsylvania Agricultural Product Promotion Matching Grants Program — are offered to qualified Pennsylvania nonprofit agricultural product promotion and marketing organizations to increase consumer awareness and sales of Pennsylvania agricultural products.

The 2000 grants will be matched by the organizations for a total of more than \$1,720,000 for product promotion.

This year's recipients are:

- Hardwood Lumber Manufacturers Association of Pennsylvania — 2001 Forest Products, Equipment and Technology Exposition, \$17,500.

- North Central Pennsylvania Regional Planning and Development Commission — Northern Pennsylvania Hardwoods Product Promotion Mission, \$15,000.

- PennAg Industries-Poultry Council — Pennsylvania Egg Quality Assurance Program: Promotional Campaign, \$50,000.

- Pennsylvania Apple Marketing Program — Winter Retail Pennsylvania Select Apples, \$31,500.

- Pennsylvania Fresh Mushroom Promotion Committee — Pennsylvania Fresh Mushroom Promotion Program, \$150,000.

- Pennsylvania Pork Producers Council — Pork Products Promotion Program, \$42,000.

- Pennsylvania Vegetable Marketing and Research Program — "Pennsylvania Produce...Simply Delicious" Promotion Campaign, \$18,000.

- Pennsylvania Wine Association — Comprehensive Promotional Program for Pennsylvania Wine and Wine Grapes, \$120,000.

- The Center City Proprietors — Pennsylvania Preferred, \$36,000.

- Farmers' Market Trust — Promoting "Pennsylvania Produce...Simply Delicious" in the Greater Philadelphia Region, \$44,000.

- Pennsylvania Association for Sustainable Agriculture — Southwestern Pennsylvania Consumer Guide to Farm Fresh, \$24,000.

- Pennsylvania Beef Council — Promotion for Beef Quality and Safety, \$36,000.

- Pennsylvania Christmas Tree Growers Association — Christmas Tree Commodity Promotion, \$16,000.

- Pennsylvania Composting Association — Marketing Compost Production and Use in Pennsylvania, \$7,000.

- Pennsylvania Dairy Princess and Promotion Services — Dairy-Cyberspace Education and Promotion, \$2,900.

- Pennsylvania Dairy Promotion Program — Make it Cool, Make it Cold, Make it Milk!, \$147,500.

- Pennsylvania Dairy Stakeholders — 2000 Stakeholders Video Project, \$6,750.

- Pennsylvania Landscape and Nursery Association — Promotion of Ornamental Horticulture in Pennsylvania to Consumers, \$22,100.

- Pennsylvania Restaurant Association — Pennsylvania Pride in Pennsylvania Products in Pennsylvania Restaurants,

\$39,500.

- Pennsylvania Retail Farm Market Association — Direct to Consumer Promotion of Agriculture in Pennsylvania, \$2,820.

- Pennsylvania Sheep and Wool Growers Association — Pennsylvania Sheep Industry Expansion Project, \$4,400.

- Rodale Institute — Marketing to Demand: Meeting the Needs of Today's Increasingly Aware Consumers, \$13,000.

Hayes said that, during the past five years, there has been significant and steady growth of agricultural exports from Pennsylvania — approaching nearly \$1 billion in 1999.

Hayes noted that Pennsylva-

nia has the largest and most aggressive trade-development program for food, agriculture, and wood products in the Northeast, and one of the top development programs in the country.

"The new 'Products for the Planet' logo has created an identity for Pennsylvania agricultural products in the world market," Hayes said. "And recent trade events have resulted in sales of more than \$14 million."

Gov. Ridge also has led trade missions to countries such as Mexico, Japan, South Korea, Vietnam, Germany, and Great

Britain to promote Pennsylvania products such as produce and agriculture products.

One of every five Pennsylvanians is employed in an agriculture-related field. And agriculture generates \$4.2 billion in annual cash receipts, as well as \$44 billion in related economic activity.

For more information on the product promotion grant program, contact the Bureau of Market Development at (717) 787-6041 or visit the Agriculture Department homepage, which can be accessed through the Pennsylvania PowerPort at [www.state.pa.us](http://www.state.pa.us) or directly at [www.pda.state.pa.us](http://www.pda.state.pa.us).

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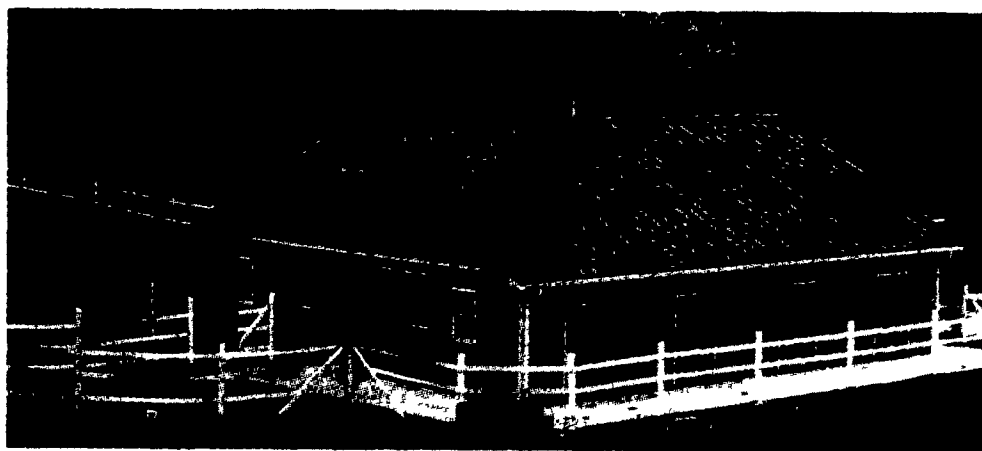
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