

# Lancaster Farming's Family Farm Survival Seminar Nov. 13

LANCASTER (Lancaster Co.) — *Lancaster Farming* has scheduled an event for the entire family.

On Tuesday, Nov. 13, *Lancaster Farming* will host its first "Family Farm Survival Seminar" at the Farm and Home Center in Lancaster.

"More than ever, farmers must begin to more fully market their farm products to stay alive," said Andy Andrews, *Lancaster Farming* editor. "And more importantly, they must consider strategies to help turn the operations and ownership of the farm over to their children."

For this reason, according to Andrews, it is imperative to "educate the older, transitioning farmer, as well as the young farmer to some of the benefits of estate planning. Along with this, farm operators must understand the marketplace and what the future of farming, and product marketing, will mean."



Dr. John Lord

Scheduled speakers are Dr. John Lord, a respected and widely known product marketing expert from St. Joseph's University in Philadelphia. Lord spoke at the Pennsylvania Forage and Grassland's Conference at



Brad Hilty

Grantville in March 2000 and again at a Berks County Ag Survival conference January this year. He's professor of food marketing at the university.

Another speaker who can provide methods to help transition



Dr. Cindy Iannarelli

the farm is Liz Brown, a farm accountant from Shippensburg, who spoke at several producer and industry banquets. She's an expert at practical family farm financial planning with a focus on small farms.

Scheduled is Brad Hilty, Penn State Dairy Alliance, with an expertise in dairy management and marketing. He will provide his views into the realities of dairy farming and product positioning in the New Economy.

Another speaker noted for her expertise on transitioning family businesses is Dr. Cindy Iannarelli, Bridgeville, who operates a consultant company, "Business Cents." "Dr. Cindy," as she is known, spoke at the Mid-Atlantic Fruit and Vegetable Convention at Hershey in February. Her presentation focused on steps families can take now to ensure smooth business transition.

Seating is limited to 400, and the seminar will be no cost to those who sign up. Use the enclosed sign-up form — no photocopies are accepted. Lunch will be provided at the seminar. For more information, contact Karen Hoffer at (717) 721-4416.

## LANCASTER FARMING'S FAMILY FARM SURVIVAL SEMINAR SCHEDULE TUESDAY, NOV. 13, 2001

- 8 a.m.-8.50 a.m. — Registration (Coffee and donuts provided)
- 8:50 a.m. — Introduction (Master of Ceremonies)
- 9:00 a.m.-10 a.m. — Farm Marketing In The New Economy  
What farm product retailers are looking for and why.  
John Lord, professor of Food Marketing, St. Joseph's University.  
Includes 5-minute Lord Question and Answer Session
- 10 a.m.-10:15 a.m. — Meet The Sponsors' Part I -- separate 5-minute presentations
- 10:15 a.m.-11:00 a.m. — Managing Family Farm Finances  
What farm owners need to know when transferring the farm to the next generation.  
Elizabeth Brown, Farm Accountant, Chambersburg  
Includes 5-minute Brown Question and Answer Session
- 11 a.m. - Noon — Specialization And Improving Profits  
A look to the realities of dairy farms and product positioning and marketing in the New Economy  
Brad Hilty, Penn State Dairy Alliance  
Includes 5-minute Hilty Question and Answer Session
- Noon-1 p.m. — Lunch, provided by Lancaster Farming. Please visit exhibits.
- 1-1:15 p.m. — Meet The Sponsors Part II -- separate five-minute presentations
- 1:15 p.m.-3:00 p.m. — Keeping Your Family Business Peaceful and Profitable  
How to ensure stability in the family farm enterprise.  
Dr. Cindy Iannarelli, Business Cents
- 3:00 p.m. — End of Seminar

## Opportunities Await Youth At Showmanship Contest

HARRISBURG (Dauphin Co.) — The fifth All-American Youth Showmanship Contest will be conducted Sunday, Sept. 23 in Harrisburg.

The "Granddaddy" of all national dairy shows will once again be hosting the youth showmanship contest in conjunction with the events of the 2001 All-American Dairy Show. All activities of this special week will be conducted in the Farm Show Complex, Harrisburg.

Youth showmanship is open to any youth meeting the following age requirements. Age of youth on show day will determine appropriate division. Three divisions will be offered. The junior and intermediate age groups will compete in showmanship ability only. The senior contest will be a combined contest of showmanship and fitting. Age divisions are junior: age 8-11, intermediate:

age 12-15; and senior: age 16-21.

Previous senior division first-place winners are not eligible to compete.

The 2001 senior showmanship champion will be receiving a \$500 savings bond, a jacket, and an embroidered director's chair. The intermediate champion will receive a blow dryer and a \$100 savings bond. The junior champion will receive a \$50 savings bond and a pair of topline clippers. Additional prizes and cash will be awarded to other contestants in the contest depending on their final placing. All youth participating in the showmanship contest will receive a free milkshake.

### DIRECTIONS TO THE FARM AND HOME CENTER:

FROM NORTH: From Harrisburg, take Rt. 283 south to Lancaster. Take exit 72 (Manheim Pike) south. After crossing under Rt. 30 bypass, make left onto Service Road. Continue straight into Farm and Home Center (look for sign).

FROM WEST: From York, follow Rt. 30 East through construction to Lancaster's Manheim Pike (Rt. 72) Exit. At bottom of exit, make left onto Manheim Pike. Make left onto Service Road. Continue straight into Farm and Home Center (look for sign).

FROM EAST: From Philadelphia, follow Rt. 30 West to Rt. 283 north. Take first exit (Manheim Pike Exit, Rt. 72) and, at bottom of exit, make left onto Rt. 72 Manheim Pike South. After crossing under Rt. 30 bypass, make left onto Service Rd. Continue straight into Farm and Home Center (look for sign).

FROM SOUTH: From Baltimore, take Rt. 83 North to York. Take 30 East. Exit at Lancaster's Manheim Pike (Rt. 72) exit. At bottom of exit, make left onto Manheim Pike. Make left onto Service Road. Continue straight into Farm and Home Center (look for sign).



## 'Meet A Cow' Up Close And Personal

HARRISBURG (Dauphin Co.) — The All-American Dairy Show will be offering an opportunity to "meet a cow" up close and personal as a part of this year's exciting events.

As a part of All-American Dairy Week 2001, the show will invite our city neighbors to spend the day at the show to meet and greet a "real live" cow and learn about her life and how she makes milk.

On Tuesday, Sept. 25 from 9 a.m.-3 p.m., children and adults will be invited to spend the day at the Farm Show Complex in the Maclay Street Lobby. Here, the members of the Pennsylvania State Dairy Science Club will be their tour guides and teachers. In addition to learning about the cow and her milk, information on dairy foods and their role in everyone's health will be highlighted.

This fun and educational opportunity will be offered as four stations. Station A will host the "Guests of Honor," the six breeds of dairy cows, and will be located in the main exhibition area. A calf and a feeding bottle will be on hand for visitors to see. Also there will be on display the amounts of feed and water that a cow would consume in one day.

Station B will be an exhibit on the dairy as an industry. This station will show the importance of the dairy industry in the commonwealth of Pennsylvania.

Station C will be a display of dairy foods. This area will highlight nutritional education and the importance of dairy products as a part of a healthy diet.

Section D will highlight fun. Here everyone will be treated to a Pepsi float and other delicious dairy foods. Recipes and dairy souvenirs will be offered to all visitors.

Cut out & return. No photocopies!

**Lancaster Farming**

**FAMILY FARM SURVIVAL SEMINAR**

**November 13, 2001**

*at the Lancaster Farm and Home Center*

**Join us at our FREE Seminar!**

\*\*Lunch Will Be Provided\*\*

Name of family attending \_\_\_\_\_

Family members attending (complete names, limit 3):  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Please return to Lancaster Farming no later than October 19, 2001. Mail to:

**Family Farm Survival Seminar  
Lancaster Farming Newspaper  
P.O. Box 609, Ephrata, PA 17522**

For more information,  
call Karen Hoffer 717-721-4416

**Names selected will appear in the  
OCTOBER 27 Issue of Lancaster Farming**

Seating Is Limited to 400!

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# We Salute Our Farming Industry