

# Ag Insights

(Continued from Page A23)

The second component will focus on evaluating producers value-added business plans. Low margins are causing an increasing number of producers to explore ways to gain more control over the market for their products. Many value-added activities involve alliances along the value chain or group efforts such as alliances or cooperative arrangements. Unfortunately, for every effort that succeeds, another fails. This session looks

at some of the issues that need to be considered ahead of time.

The last segment of the Farm School will analyze the characteristics of successful family businesses. Most commercial farms involve more than one family member and frequently multiple generations. Some of the businesses and the relationships involved thrive, others are torn apart. The businesses that are successful over time tend to be heading off potential problems by addressing causes.

There will be a special Agriculture Finance Breakfast seminar Feb. 5, which will be held prior to the all-day school, from

7-8:30 a.m. Following the all-day school, the annual Farm School Alumni Dinner will be from 6:30 to 8:30 p.m. at Bird-In-Hand Restaurant. This informal event will provide a round table discussion with Dr. Klinefelter for you to bring your personal questions.

The second day of the Farm School on Feb. 6, from 9 a.m. to 1 p.m. at Leola Family Restaurant, will be geared to FFA and 4-H students in Lancaster County. This free seminar will also focus on "The Farm Executive for the 21st Century," but will also include an in-depth discussion on the industrialization of agriculture. This will focus on the future of agriculture and the changing business structure. This discussion will also look at the overall coordinated production system and what drives

Lancaster Farming, Saturday, January 5, 2002-A45

21st Century"  
Dr. Danny Klinefelter  
Texas A&M University  
Feb. 5, 2002

Featured Speaker: Dr. Danny A. Klinefelter, professor and extension economist at Texas A&M University. Dr. Klinefelter specializes in agricultural finance and management development. He is also director of The Executive Program for Agriculture Producers (TEPAP), and co-director of the Texas A&M Family and Owner-Managed Business Program and the Texas Tech Agricultural (Turn to Page A46)

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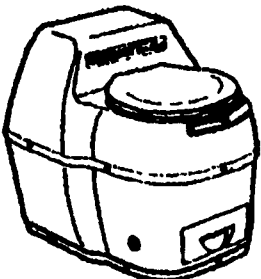
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demand.

You will not want to miss great opportunity to hear Dr. Klinefelter.

For more information, contact Brent Landis at The Lancaster Chamber at (717) 397-3531 x 134 or [blandis@lcci.com](mailto:blandis@lcci.com). You can register by filling out the Farm School registration form on this page and mailing it to The Chamber or register online at [www.lancasterchamber.com](http://www.lancasterchamber.com) under the calendar of events.

Ninth Annual Farm Business Management School  
"The Farm Executive for the

2002 Farm Business Management School Registration Form  
Deadline: All reservations with payments due Jan. 23, 2002

Name: \_\_\_\_\_

Company: \_\_\_\_\_

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

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

No. of Attendees: \_\_\_\_\_

Event(s) Attending: (please check)

\_\_\_ Lender/Finance Manager Breakfast (\$20 members, \$30 non-members)

\_\_\_ Ninth Annual Farm Business Management School (\$75 members, \$100 non-members)

\_\_\_ Farm School Alumni Dinner (\$20 members, \$30 non-members)

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Please mail to: Attn: Brent Landis, The Lancaster Chamber of Commerce & Industry, P.O. Box 1558, Lancaster, PA 17608-1558 or fax to (717) 293-3159. If you have any questions, call Brent Landis at The Lancaster Chamber at (717) 397-3531, x 134 or email [blandis@lcci.com](mailto:blandis@lcci.com).

No refunds after Jan. 23, 2002



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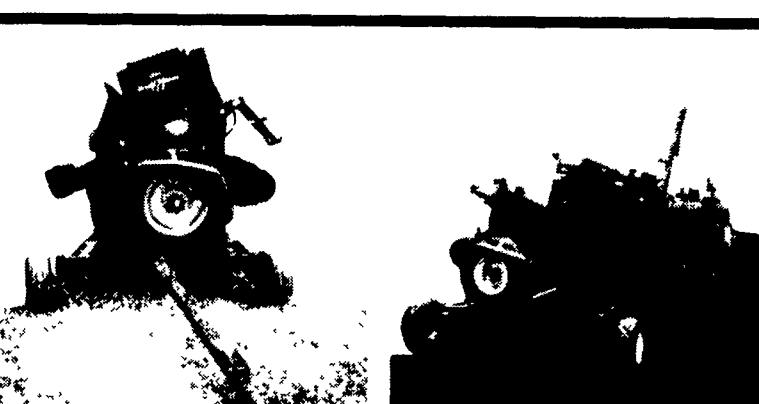
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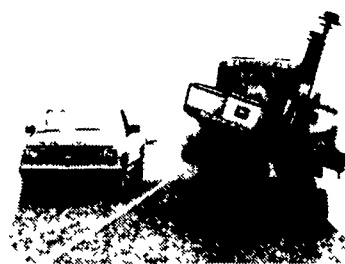
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