

MADMC 2002 Can Point You In The Right Direction

YORK (York Co.) — The theme of the 2002 Mid-Atlantic Direct Marketing Conference and Trade Show (MADMC) challenges you to look at your business and decide the direction you want to take. From pre-conference workshops and seminars to farm tours to educational sessions to the trade show, MADMC can help you map out your future.

Head for the Holidome in York Feb. 20-23. The event will provide expert advice and information for agricultural direct sale businesses, including pick-your-own produce operations, roadside stands, CSAs, and farmers' markets.

Four Preconference Workshops/Seminars

Thom Marti, South Central Pennsylvania Community Market Association, is leading a workshop on community farmers' markets at the Historic Central Market in York.

Rob Ferber, Philly Chile Farm, is leading a workshop on community supported agriculture (CSAs). Brown's Orchards and Farm Market representatives are presenting a workshop on fruit baskets.

In addition, Richard J. George, Ph.D., professor of food marketing at Saint Joseph's University, will conduct a "Consumer Solutions" seminar. George has spent his entire professional career in the development of people. George worked in marketing research and marketing management for Scott Paper Company. He has written six books on a variety of topics and had been recognized with several awards for teaching excellence, including the internationally recognized Lindback Award for Excellence in College Teaching.

As an entrepreneur, he has learned the need to "walk the talk" and not simply "talk the talk." He has lived and taught in England and Ireland. He recently wrote a consumer-buying guide, "Customer Power: Seven Steps To Get What You Want (and Deserve)." It is available as a free download from his Website at www.rjgeorge.com.

He has spoken on the topic of marketing strategy, customer delight, marketing trends, servant leadership, and business ethics in the Americas, eastern and western Europe, and the Pacific Rim. Articles on these topics have appeared in the Journal of Consumer Marketing, the Journal of Food Products Marketing, Marketing News, and the Journal of Business Ethics.

York is known as the "factory tour capital of the world," and a full-day York County Factory Tour has been arranged for those interested. The day will end with an evening roundtable discussion on hot topics in farm retailing.

Preconference Farm Market Tours

• **Barton's Farm Market (Stewartstown)** — Known for its huge fieldstone fireplace, Barton's Farm Market offers fancy fruits and vegetables, baskets, crafts, fresh-baked goods, and a selection of lawn and deck furniture. A friendly atmosphere, playground, and picnic area surrounds this market.

• **Brown's Orchards and Farm Market (Loganville)** — The Brown family and staff invite you to visit Brown's Orchards and Farm Market located on a breathtaking hill-top in Loganville. A

place that began as one family's dream has grown from a small, open-air roadside stand and 38 acres purchased in 1948 to a 30,000-square-foot, full-service farm market with 180 acres today. Brown's is a feast of delights that include homegrown fruit, local produce, a famous bakery, gift baskets, a fresh deli, fudge and candy, seasonal festivals and a distinctive gift shop.

• **Perrydell Farm (York)** — This bottling plant, started by George and Roger Perry in 1963, is now owned and operated by George's sons, Greg, Tom, and Chip. They produce whole milk, low fat milk, skim milk, chocolate milk, and a line of drinks. Along with the wonderful help of their wives, the future expansion of the farm market will most likely focus on dipping ice cream. The greatest joy is derived from being able to work so well together.

• **Sonnewald Natural Foods (Spring Grove)** — Sonnewald Natural Foods is located on a 60-acre farm eight miles southwest of York. Perhaps the oldest existing organic farm and natural food store in Pennsylvania, Sonnewald has been providing organic food, education, and nutritional support since 1955. They began by grinding grain for their neighbors, and gradually grew to the present 8,000-square-foot building. Their goal is to inspire, encourage and educate customers to greater levels of health and awareness.

• **Whitcomb's Farm Market and Greenhouses** — Whitcomb's Farm Market and Greenhouses opened in 1997. They believe they offer their customers a unique shopping experience in a relaxed atmosphere. They strive for quality and service and constantly listen to their customers on their wants and needs. They feel that because they are so di-

versified, they will continue to grow in the years ahead.

• **Twin Pine Farm Country Store (Seven Valleys)** — The Ilyes family farms 700 acres and operates a year-round 6,000-square-foot market. In addition to beef and produce, there is a full bakery, food bar, dairy, decorations, cheeses, and the "one-and-only" honey sweet baloney. Twin Pine Farm is dedicated to supplying quality products in the York/New Salem community.

• **Central Market (York)** — With a history dating from 1888, Central Market has been one of downtown York's favorite destinations. This farmers' market is where Yorkers gather to socialize and shop for homegrown produce, baked goods, flowers, handmade crafts, and Pennsylvania Dutch specialties. The Romanesque Revival market house operates three days per week.

Thursday evening is the opening reception, sponsored by the Pennsylvania Department of Agriculture and the Pennsylvania Retail Farm Market Association (PaFarm). Sam Hayes will be welcoming MADMC 2002 participants, and there will be food and light entertainment.

Educational Sessions

More than 50 educational sessions on direct-to-consumer marketing will be offered. Cappy Tosetti, imagination director of Bumper Crop Marketing in Gleneden Beach, Ore. is presenting "Marketing on a Shoestring," "How to Stand Out in Your Field Without Getting Your Feet Muddy," and "Direct Marketing, It's Your Move." Linda Chapman, Harvest Moon Farm in Spencer, Ind. has presented at the annual National Specialty Cut Flower Growers Conference and will be delivering a talk on "Value-added, Bedding Plants, Wreaths and Crafts" and "Placement and Eye Appeal."

Pennsylvania Hog, Pig Numbers 3 Percent Higher

HARRISBURG (Dauphin Co.) — There were 1,060,000 hogs and pigs on Pennsylvania farms on Dec. 1, 2001, according to the Pennsylvania Agricultural Statistics Service (PASS). This estimated inventory was up 3 percent from the previous year's inventory.

Market hog inventory, at 930,000 head, was up 2 percent.

Breeding stock inventory, at 130,000 head, was 8 percent above 2000.

The September-November 2001 pig crop totaled 484,000 head, up 9 percent from the same period a year earlier.

There were 55,000 sows farrowed during the quarter, up 4,000 head from the previous year. The average litter rate was

8.80 pigs per litter, up 1 percent from the previous year.

Pennsylvania hog farmers intend to have 55,000 sows farrow during the December 2001-February 2002 period, 4,000 head above actual farrowings a year ago. Farrowing intentions for the March-May 2002 quarter are projected at 56,000 sows, up 4,000 from the same period last year.

There were 2,900 hog farmers in the Keystone State during 2001, down 100 from a year ago. Of these operations, 2,000 were 1-99 head, 400 were 100-499 head, 200 were 500-999 head, 110 were 1,000-1,999 head, 155 were 2,000-4,999 head, and 35 were 5,000+ head.

Local retail marketers that are sharing their experiences include Bill Dietrich, Joe Strite, Stewart Ramsey, Stan Dabkowski, John Trax, Lolly Leshar, Tom Becker, Steve Bogash, Rick Goss, Stan Brown, Sharon Strite. Dan Haas and Sally Kolb.

Jan. 19 is the deadline to receive a discount when registering for the upcoming Mid-Atlantic Direct Marketing Conference and Trade Show.

For additional information, registration materials, or to sign up as an exhibitor, contact markets@PaFarm.com or John Berry, 4184 Dorney Park Road, Allentown, PA 18104, (610) 391-9840, jwb15@psu.edu. Provide your name, address, phone, fax, and e-mail address. Complete conference and registration information is also available at www.PaFarm.com or www.MADMC.com.

Corn, Soybean Conference In February

GRANTVILLE (Dauphin Co.) — This year's Pennsylvania Corn and Soybean Conference is scheduled Feb. 5 here at the Holiday Inn.

The conference this year will focus on key issues relating to improving prices, reducing production costs and managing risks for producers.

Boyd Smith from the National Corn Growers Association Ethanol Marketing Committee will share the national view on ethanol policy and developing markets. This should be particularly interesting, given the recent interest in ethanol production in the region.

Dennis Phelps from the United Soybean Board will address similar issues with biodiesel and emerging international markets for soybeans. Noted Ohio crop consultant Ed Winkle and Penn State's John Yocum will share their thoughts on increasing production efficiency for corn and soybeans.

Winkle has been a proponent of the Nu-Till system for planting corn no-till. Participants will also learn how economic development efforts are being considered for the creation of added-value opportunities from Russ Montgomery from the York County Economic Development Corporation.

Dr. Jim Dunn from Penn State and Gene Gantz will discuss how understanding basis and crop insurance opportunities can affect grain marketing programs and risks that producers face. Pennsylvania Farm Bureau's Joel Rotz will provide an update on the Farm Bill situation for producers.

The program is sponsored by the Pennsylvania Corn Growers Association, the Pennsylvania Soybean Board, and Penn State Extension. Contact your local extension office for registration information or call (814) 865-2543 for a brochure.



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