

## McIntyre Named President Of Eagle Supply Company

SYRACUSE, N.Y. — Jeffery C. McIntyre recently joined Eagle Supply Company, LLC, as president. Eagle Supply Company, a subsidiary of Dairylea Cooperative Inc., is one of seven business units created to provide farmers with services and resources to enhance their business. The company specializes in ordering bulk quantities, at reduced prices, which are shipped directly to the farm.

As president, McIntyre will be responsible for the overall management of the company includ-

ing Eagle Buying Group, Dairy Directsm, and Empire Agri-Systems. He brings more than 23 years' experience in agribusiness and sales. Most recently, he served as director of business operations for Agway Agricultural Products.

McIntyre graduated from the State University of New York at Alfred and has taken part in a number of management training programs throughout his career. He lives with his wife and two children in Chittenango, N.Y.

## Great Lakes Forum

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look in new directions.

"The apple boasts functional value," he said. Besides being an attractive fruit, the apple is nutritious and viewed as a symbol of health. Also marketers should also realize the emotional value, the nostalgia, of the apple.

"If we're going to develop a brand, we have to commit it to a functional value. Business as usual is not an option, and it's a great time to look at options," said Lamont.

Tom O'Neill, Apple Marketers Association, Ontario, addressed some of the difficulties of a brand, as he has experienced the launching of an "Orchard Crisp" brand for Ontario apples.

"It's hard to get agriculture entrepreneurs together," he said, but is necessary to get industry representatives "to sit down and say, 'how are we going to move this industry forward.'"

Don Armack, Riveredge Produce Market, Michigan, has also had experience with branding. In attempting to brand apples as from Michigan, he said, they experienced "issues of fierce independence," of growers not wanting to be a part of the over-

all promotion effort. However as individuals, "we don't have the strength that we can as a unit," he said.

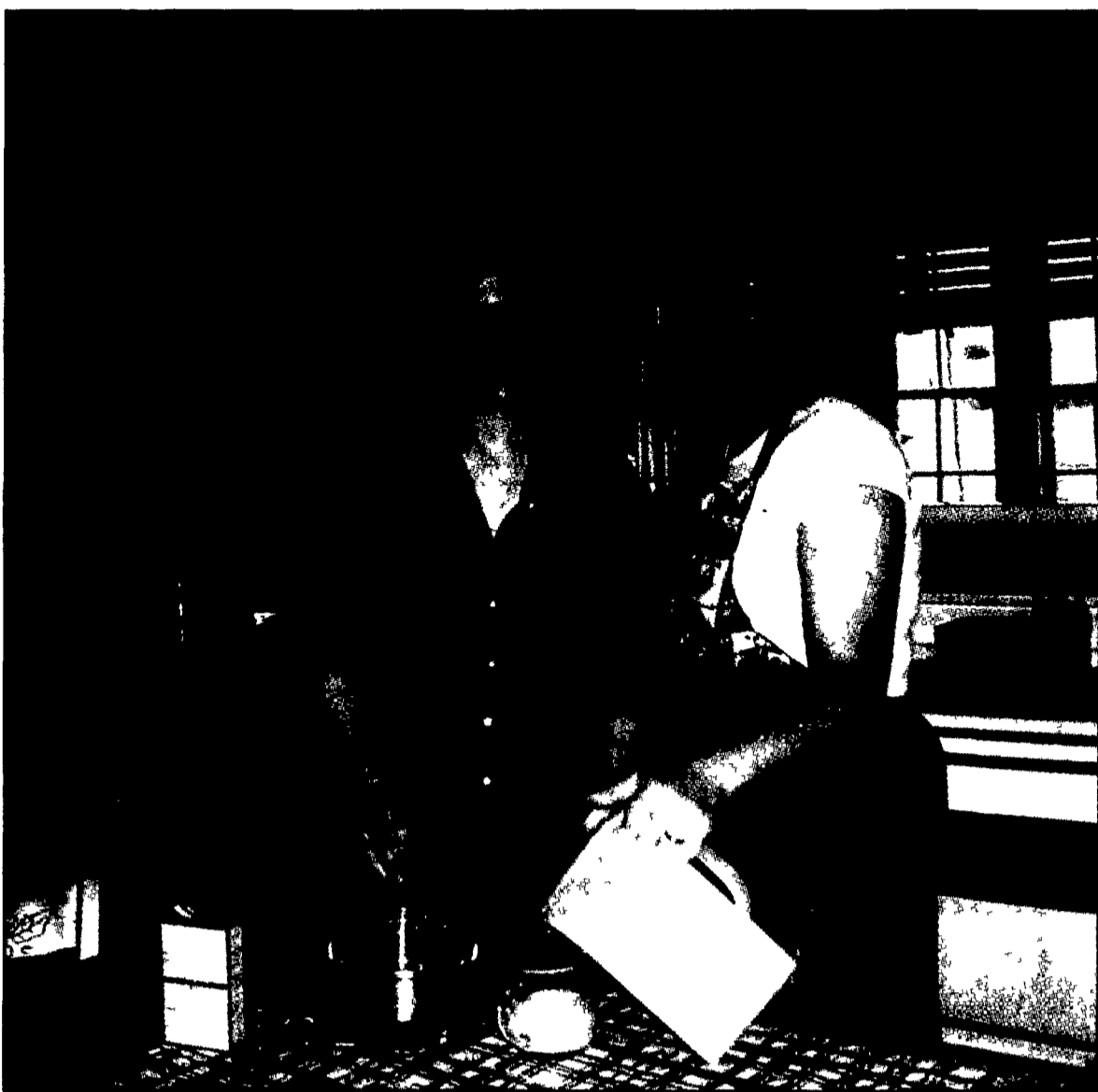
John Rice, representing Rice Fruit Company in Adams County, believes consumers want to support local produce. "The thing that we are trying to sell to consumers, besides getting good tasty fruit in their hands, is the special character of this part of the world," said Rice. "We have green fields, small farms, and orchards. I believe there is a strong consumer ideal that they would like to support local agriculture."

Surprisingly enough, said Rice, access to local produce in grocery stores is "very, very limited. Shelf space has become real estate that is bought and sold at a very high price. What we're producing in this area is tasty apples in varieties that they want, that have nostalgic value, and it should be available to them," he said.

"It's not that we have a product that people don't want to buy. We have to fight our way back onto the shelves," he said.

Identifying products as local produce is "the brand equity that we have to depend on now," he said. "We have to push local industry to acquiesce."

## Meet Lancaster County's New Dairy Princess



Tonight is the night that Kari Martin, daughter of Leonard and Joyce Martin of Ephrata, will be crowned Lancaster County's dairy princess. She and her mom, right, prepare for Kari's presentation at the pageant conducted at the Lancaster County Farm and Home Center. It isn't too late to attend the free festivities that begin at 7 p.m. with a cheese and milk punch reception. Pageant activities begin at 7:30 p.m.

Photo by Lou Ann Good, food and family features editor

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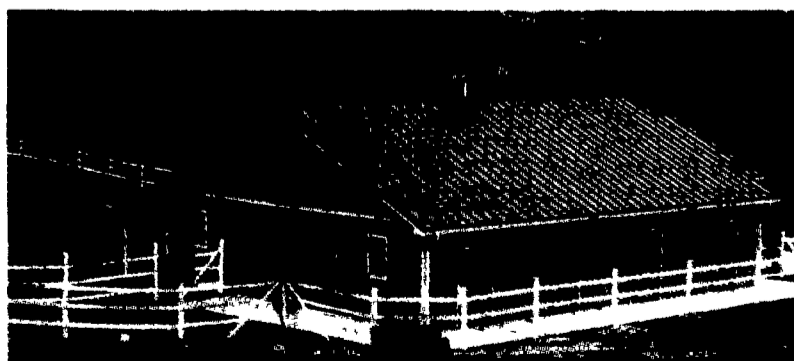
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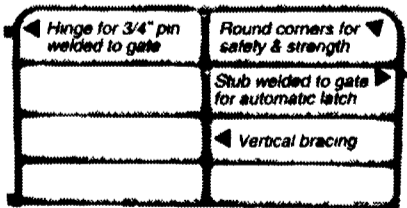
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