

# Gov. Schweiker Kicks Off 2002 'Simply Delicious' Produce Season

SUSQUEHANNA TOWNSHIP (Dauphin County) — Calling Pennsylvania agriculture and farm products second to none, Gov. Mark Schweiker kicked off the 2002 produce season by launching an expanded marketing campaign to promote the "Pennsylvania Produce — Simply Delicious" initiative across the commonwealth.

Joined by Agriculture Secretary Sam Hayes, local growers, farmers' market and grocery store operators and others, Gov. Schweiker unveiled a 30-second television ad as the centerpiece of a more than \$1 million promotional campaign encouraging consumers to purchase Pennsylvania's "Simply Delicious" produce.

"The world is coming to know Pennsylvania as a leader in agribusiness," Schweiker said. "But, while we continue to focus on new markets around the world, we should never lose sight of the fact that growing a worldwide status begins with a homegrown touch."

"Today I am proud to stand along side Secretary Hayes and those who grow and sell Pennsylvania farm products to remind Pennsylvanians that some of the best-tasting produce is right at their front doors. Our homegrown fruits and vegetables are second to none. Pennsylvania

produce is 'Simply Delicious,' and when we buy homegrown products, we are supporting our hard-working farm families while we feed our own families."

During a visit to Fox's Markets in suburban Harrisburg, a participating store in the program, Schweiker unveiled the new 30-second television ad promoting Pennsylvania produce as "simply delicious" through the eyes and words of an enthusiastic little boy enjoying local produce. The commercial began airing in central Pennsylvania, and will reach five media markets across the commonwealth by August. The ad will air more than 2,000 times this growing season.

"Make no mistake — the 'Simply Delicious' campaign isn't just a feel-good TV commercial. It is an essential new tool that will help our family farmers compete for business," Schweiker said. "Both Pennsylvania growers and sellers have expressed to me the need to stay competitive with other states in the fruit and vegetable market. 'Simply Delicious' helps us do just that by promoting Pennsylvania products in Pennsylvania."

To provide another reminder to consumers, Schweiker said that 400 "Simply Delicious" billboards will, once again, be on display across Pennsylvania, providing colorful messages about

Pennsylvania produce. Largely in part to the billboards and new television commercial, this year Pennsylvania will invest more than \$1 million to promote the "Simply Delicious" program.

"We can all be Pennsylvania proud of the quality and bounty of the 'Simply Delicious' fruits and vegetables provided by the labor and dedication of Pennsylvania's growers," Agriculture Secretary Sam Hayes said. "There is something for everyone to enjoy, from fresh sweet corn and tomatoes to sun-ripened strawberries and juicy peaches. It is easy to see why our produce is 'Simply Delicious.'"

Launched in 1998, the "Simply Delicious" promotion program continues to tell the good story about Pennsylvania produce, helping Pennsylvanians to find locally grown, farm-fresh products. More than 1,300 retail outlets and 650 growers are committed to this innovative marketing program, partnering to meet consumer demand and build on Pennsylvania No. 1 industry — agriculture.

Anchored by more than \$4 billion in annual cash-value commodity receipts, agriculture generates \$44 billion in related economic activity each year and employs more than 800,000 people.

Pennsylvania ranks in the top



From left to right, Kimberly Johnston, Pennsylvania apple queen; Julie Filinchbaugh; Secretary Sam Hayes; Jacquie Pratt, Pennsylvania fair queen; and Holly Rankin, 2001-2002 FFA state treasurer.

10 states in the production of many fruits and vegetables, including apples, cantaloupes, tomatoes, grapes, mushrooms, pears, peaches, pumpkins, snap bean processing, strawberries, sweet cherries, sweet corn and sweet corn processing, and tart cherries.

To help grocery stores and farmers' markets spread the "Simply Delicious" message,

promotional items such as price cards, banners, posters, and graphics are available. For more information on participating retailers and growers, visit the PA PowerPort at [www.state.pa.us](http://www.state.pa.us), PA Keyword: "agriculture." For questions about the "Pennsylvania Produce — Simply Delicious" program, call the Department of Agriculture's Bureau of Market Development at (717) 787-6041.

## Winter Wheat Production Expected To Be Up 22 Percent

HARRISBURG (Dauphin Co.) — Based on June 1 conditions, Pennsylvania's 2002 production of winter wheat is expected to be 22 percent above 2001, according to the Pennsylvania Agricultural Statistics Service.

Winter wheat production in Pennsylvania is forecast at 10.15 million bushels, up 22 percent from last year's production of 8.32 million bushels. Farmers expect to harvest 175,000 acres with an average yield of 58.0 bushel per acre.

U.S. winter wheat production for 2002 is forecast at 1.24 billion bushels based on crop conditions as of June 1. This is down five percent from the May 1 forecast and nine percent below 2001 and is the lowest production since 1978. Based on June 1 conditions, the U.S. yield is forecast at 41.0 bushels per acre, down 2.1 bushels from the previous forecast. Grain area totals 30.2 million acres unchanged from May 1.

## Russian Journalists Tour Lancaster Farming



EPHRATA (Lancaster Co.) — Late last week, five Russian journalists visited the editorial and production offices of Lancaster Farming. They were accompanied by Jim Dunn, Penn State professor of ag economics, far right, along with an interpreter. Photo by Andy Andrews, editor

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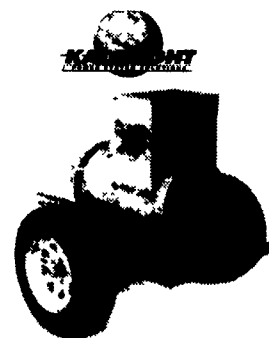
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