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Protect Wheat Now from Threat of Winter Annuals

Wheat growers battling increased winter annual broadleaf pressure should turn to DuPont™ Harmony® Extra wheat herbicide to help boost wheat yields, crop quality and their bottom line return on investments this season.

• Known for its excellent effectiveness on wild garlic, Harmony® Extra also provides outstanding control of more than 50 broadleaf weeds, including henbit and common chickweed. This broad-spectrum

weed control is especially advantageous, as area wheat growers have reported increased winter annual broadleaf pressure in their stands.

According to growers and weed specialists, winter annuals, including henbit and common chickweed, have been on the increase in wheat for the past several years. Reasons include the move to seed-herbicide systems such as Roundup Ready soybeans that do not rely on residual herbicides. Other factors include an increase in no-till acreage, and warm late-fall weather patterns.

This increase in winter annuals can cause trouble for wheat growers. University studies show that henbit and common chickweed can reduce potential wheat yields by up to 20 percent.¹

Gene and William Boswell, Lewisport, Ky., can attest to the value of using Harmony® Extra. The brothers have relied on the product for more than 15 years. They also depended on Harmony® Extra to help them earn first place in the 2001 University of Kentucky Wheat Production Contest in the no-till

category with a high-end yield of 106 bushels per acre.

"We used to lose money every season due to wild garlic dockage, but we haven't lost a cent at the elevator since Harmony® Extra came along," Gene Boswell explained. "It also does such an outstanding job on winter annuals that we don't worry about losing yield to henbit and common chickweed anymore, either."

Harmony® Extra offers other advantages, such as a wide application window, complete rotation

flexibility—including double-crop soybeans—and cleaner fields for the following crop.

For more information about Harmony® Extra, contact your local DuPont retailer or DuPont representative.

¹A Comprehensive Guide to Wheat Management in Kentucky 1997 University of Kentucky. Always read and follow the label. Not available in all states. See your local DuPont retailer or sales representative for details and availability in your area. DuPont® and Harmony® Extra are trademarks or registered trademarks of I. I. du Pont de Nemours and Company. Roundup Ready is a registered trademark of Monsanto Company. Copyright © 2003 I. I. du Pont de Nemours and Company. All Rights Reserved.

New England Farmers' Direct Marketing Conference March 12-13

BOXBOROUGH, Mass. — "Change, Challenge, and Collaboration" is the theme of the 2003 New England Farmers' Direct Marketing Conference, here March 12-13 at the Holiday Inn Boxborough Woods.

The conference will help conference attendees embrace change, overcome challenges, and succeed through collaboration with their fellow farm direct marketers and others not in the industry.

Two featured speakers, Pete Luckett and Jim Cain, will each give a full-day workshop on March 12. Luckett is also the keynote speaker on March 13. Cain will speak during the day's closing session.

Luckett, Bedford, Nova Scotia, is known to many people as "The Food Hunger" because of his popular TV

show on "The Food Network." He owns Pete's Frootique, an 18,000-square-foot market that features towering displays of produce and innovative merchandising techniques.

From Don the Doorman to Steve the pianist, shoppers are never bored when shopping at Pete's Frootique. Luckett is one of Canada's leading independent green grocers. His workshop is titled "Creating the Wow—Every Day!" Attendees will leave with ideas on how to create unforgettable consumer experiences at their farms via innovative branding, team building, effective displays, power merchandising, and customer service. They'll learn how their farms can out-wow the chain stores.

Cain, of Brockport, N.Y., has taught adventure-based teambuilding for more than 25 years. His workshop, "A day of teamwork and teamplay," will probably change the lives of all who attend. He'll help attendees transform their employee hiring and training practices, build a "working community" with their staffs, and collaborate successfully with others in the community.

The workshops are \$85 per person if preregistered by March 3. Late or on-site registration will be \$100. Conference registration is \$75 (\$95 if late or on-site). Registration includes the full day of the conference on March 13, coffee hour, lunch, an evening social, and the conference advisory group meeting.

For registration information, call (413) 529-9100, e-mail

info@massfarmstands.com, or visit www.newenglandconference.com.

Conference sessions are "Step 1: Collaborating With Those Who Sell New England," "Step 2: Selling Your Farm By Selling New England," "What Flew And What Flopped," and "Understanding The Media: A Panel Discussion." The day will conclude with Jim Cain's general session, "Collaboration, Competition, Change, and the Future."

The conference is organized by White Loaf Ridge Management and is the official conference of the Massachusetts Association of Roadside Stands and Pick-Your-Own. This year, it collaborated with the Northeast Farm Communicators Association (NEFC). Members of NEFC will participate during the media panel discussion. It is also offering a special session called "Interviewing: What to say when the media calls." It's a chance for farmers to network with the agricultural media, and it's a chance for them to practice their interviewing skills. The session will be led by B.J. Roche, of Charlemont, Mass. She teaches newswriting and reporting at the University of Massachusetts-Amherst. She's also a freelance writer and newsletter editor and is a regular writer for the Boston Globe Sunday Magazine.

PCA Awards Banquet Scheduled

STATE COLLEGE (Centre Co.) — The Pennsylvania Cattlemen's Association Awards banquet has been scheduled for Thursday, March 27 at Celebrations Hall, near the Nittany Mall, State College.

The festivities will begin with a social hour at 6 p.m., followed by a prime rib dinner at 7 p.m. Cattle producers will be recognized during this special evening for several awards including the Industry Service Award, Commercial Cattleman, Seedstock Breeder, and Cattle Feeder of the Year.

Producers will also be recognized with the Environmental Stewardship Award for their dedication to preserving agriculture and the environment for future generations.

In addition, the 2003 Cattlemen's Beef Ambassadors will be announced and three scholarships for college undergraduates will be presented. There will also be special award presentations by organizations affiliated with PCA.

Banquet reservations should be made by March 21 by calling or faxing the PCA office at (814) 238-5888 or e-mailing llw@psu.edu. More information about PCA, the PA Beef Expo and other beef industry activities can be reviewed on the PCA Website: www.pacattle.org.

The PCA annual meeting will be conducted in conjunction with the awards banquet. New directors will be elected at this time. Nominations for the PCA Board of Directors should be forwarded to the PCA Office, 862 Webster Drive, State College, PA 16801. Nominees must be members of PCA.

The PCA Awards Banquet will kick off the 2003 Pennsylvania Beef Expo which includes the trade show, performance-tested bull sale, purebred female sales, and several junior events including the beef skill-a-thon, beef quiz bowl, junior heifer and steer shows.

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