

Outstanding Growers, Marketers Take Banquet Center Stage

(Continued from Page A22)

said, especially since the state pays the catastrophic coverage.

Hayes also assisted in times of trouble, especially regarding plum pox virus, the droughts, biosecurity issues, Farm Show renovation, and the building of the brand-new Livestock Evaluation Center near Rockspring.

Pennsylvania produce is "simply delicious," Hayes told the growers. "They're that way in large measure because you are simply wonderful."

Mason also recognized Warren Mathius, Hayes' executive assistant.

At the banquet, John Lott, president of the National Peach Council (NPC), recognized Roger Wood, Atwater, Calif., with the National Peach Council Achievement Award.

Wood was recognized for his "vision" toward promoting peaches and peach issues to legislators in Washington, D.C.

According to Lott, Wood "believes that every peach that is marketed is a good thing — it doesn't matter where it's from."

Wood, director of government affairs with NPC, helps manage the JR Wood Co. family farm, which includes 1,700 acres of peaches, 200 acres of seedless grapes, 100 acres of apricots, and 2,000 head of feeder cattle. They freeze 150 million pounds of fresh fruits and vegetables every year.

Billy Brent, Brent's Orchard, Fairfield, was honored by SHAP with the state Farm Show Best Bushel of Apples and Farm Market Award.

The 2003 Farm Show Best Roadside Market Award was presented to the Mickey family of Shatzer Fruit Market. They included Wilma, Dwight, and Jack Mickey.

More convention coverage is scheduled in *Lancaster Farming's Grower & Marketer* section March 8.



The 2003 Farm Show Best Roadside Market Award was presented to the Mickey family of Shatzer Fruit Market. Presenting the award was Glenn Shaw, Shaw Orchards, president of SHAP, left, with Wilma, Dwight, and Jack Mickey.

Workshop To Provide Farm Start-Up Strategies

MANHEIM (Lancaster Co.)—With less than 2 percent of Americans calling themselves farmers and many of those earning more than half of their income off the farm, beginners ask, "How can I get into farming, in the current farm economy? What does it take?"

Pennsylvania Farm Link's Beginning Farmer workshop—March 1, will emphasize that a successful farm start-up is not dependent on age, size, type of farm operation, or previous career selection. Instead, success relies more on negotiating a good fit between your personal and financial resources, your farm and family goals, and the way you decide to enter farming.

Keynote speaker, Dan Looker, Business Editor of *Successful Farming* magazine, will explore how beginners from all over the country got started in farming. His book, *Farmers for the Future*, breaks through the myth that you have to inherit a farm to get started in agriculture. At the same time, he understands why getting started is so difficult and encourages young people and older farmers to ask hard questions before entering into employment or partnership agreements. Looker will provide insight for new farmers on what other beginning farmers used to be successful.

The workshop embraces real-world discussion with Pennsylvania's innovative beginning farmers from a variety of backgrounds and enterprises. Hear from

those taking the reins from other family members, taking over a non-family operation, part-time farming, or starting on their own from scratch. Types of farmers represented are: dairy, hog, poultry, livestock, fruit and vegetables, specialty enterprises, cooperative members, direct marketers, and wholesalers.

Though young, many of these farmers are recognized as industry leaders. Ranging in diversity from aquaculture to vegetables, what is common to the group is

their commitment and enthusiasm for farming. They employ a diversity of marketing strategies including direct, wholesale, roadside marketing, and value-added options. Going beyond start-up strategies, these beginners will tell you how they are juggling farm and family pressures, ways to measure success, and how apprentice programs are helping them gain a foothold in the industry.

Beyond inspiration, par-

ticipants will receive practical knowledge and advice on how to select an enterprise that's right for you, how to convince your banker you have what it takes, and how to scout out the market and developing a business plan.

The workshop will be conducted Saturday, March 1 at the Holiday Inn in Grantville, PA from 8:00 a.m. to 4:00 p.m. The

cost of the workshop is \$35 for an individual, \$55 for a couple and \$25 for a student. Early Bird registrations received by 2/19/03 may deduct \$5 per category. Registrations are required by February 26, 2003 and include lunch. Contact Pennsylvania Farm Link at 717-664-7077 or email us at pafarmlink@redrose.net for more information and a brochure.



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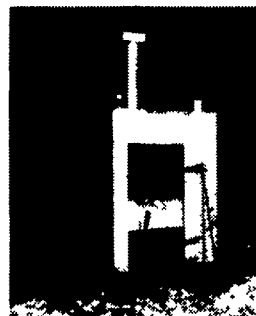
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