

# Producers Learn To Build Farm Business

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doing something that may concern the neighbors, she said, recommending that every producer keep a database of neighbors' phone numbers and addresses.

Also, talking to the police about what goes on at your farm may help deter problems.

In addition, "I strongly encourage you to set up a newsletter," she said. Producers could write about what they are planning to plant, what is new at the farm, and leave a contact number in case of problems.

A panel discussion included discussion from Luke Brubaker, who in partnership with his two sons operates Brubaker Farms, a dairy and poultry farm in Mount Joy.

The Brubaker farm has an adjacent development of 150 houses, "so being a good neighbor is crucial to meeting our goals," he said.

Getting proper permits, adhering to best management practices, and preserving the farmland may take time, money, and effort, "but the end result is that I think our neighbors enjoy seeing what we've done and appreciate it," Brubaker said.

Another panel member was

George Hurst, who works with family members to operate Oregon Dairy Farm, Lititz, a dairy and beef farm that includes a retail store.

The farm hosts several large-scale tours during the year, bringing more than 5,000 students to the farm. "We try to talk about the smell along with nutrient management and our methane digester, and point out how manure is used appropriately," said Hurst.

Students are also told about the veterinarians, agronomists, and nutritionists that visit the farm routinely.

Jeffrey Hyde, Penn State, and Sarah Roth, farm business management specialist with Dairy Alliance, presented Strategic Planning for a Successful Farm Business during the day.

Hyde provides leadership for the newly created agricultural entrepreneurship program at Penn State, dedicated to giving producers business skills.

During their presentation, Hyde and Roth discussed the importance of business planning for agricultural firms, and showed examples of the steps needed to prepare a business plan.

"We want to make very clear up front that business plans can

be highly personalized," said Hyde. You need to use what works for your farm.

"The whole point is to get you focused... and maintain direction toward the future," he said.

According to Hyde, a business plan is a record of the farm's past and present with regard to marketing, production, human resources, and financial management.

The Penn State Farm Management Website offers other resources to developing a business plan. The address is farmmanagement.aers.psu.edu.

The Agribusiness Planning Publication, which outlines the formulation of a business plan, is available upon request from Penn State. For information, call (814) 865-6713.

# Agriculture Secretary Addresses Cattlemen

NASHVILLE, Tenn. — The Bush Administration is proposing \$3.9 billion in conservation programs to aid farmers and ranchers in environmental stewardship, according to Secretary of Agriculture Ann Veneman, who made the announcement while addressing attendees of the recent Cattle Industry Annual Convention in Nashville.

The proposal is an increase of \$582 million over the fiscal 2003 level. Nearly \$3.5 billion of the funding request would be used for financial assistance or other direct payments to farmers, including \$2 billion for the Conservation Reserve Program, \$850

million for the Environmental Quality Incentives Program (EQIP), \$250 million for the Wetlands Reserve Program, \$112 million for the Farmland Protection Program, \$85 million for the Grassland Reserve Program, \$42 million for the Wildlife Habitat Incentives Program and \$19 million for the new Conservation Security Program.

The proposal, which must be approved by Congress, would enable the cost-share and technical assistance for conservation efforts authorized by the fiscal 2002 Farm Bill to become reality, the Secretary said.

# Veneman Appoints National Pork Producers Delegate Body

WASHINGTON, D.C. — Agriculture Secretary Ann M. Veneman announced the appointment of 160 pork producers and seven importers to the 2003 National Pork Producers Delegate Body. Appointees will serve a one-year term.

"We appreciate the willingness of these individuals to serve on the 2003 National Pork Producers Delegate Body," said Veneman. "These appointees bring a great deal of knowledge and experience to this board."

Established under the Pork Promotion, Research, and Consumer Information

Act of 1985, the Delegate Body and the National Pork Board have implemented a national program designed to improve the pork industry's position in the marketplace.

The delegates were selected from nominees submitted by state pork producer association and importer groups.

Appointed members representing pork producers in the eastern area include:

Maria Dexter and Lavinia F. Breakell, Connecticut; Robin T. James and John B. Tigner Jr., Delaware; Levi J. Huffman, William L. Tempel, Terry L. Weisheit, Gordon D. Smiley, Bill J. Arthur and Sam D. Moffitt, Indi-

ana; Kendall G. Grass and Charlie F. Kenney Jr., Maine; Charles T. (Tom) Linthicum Jr. and Thomas G. Hartsock, Maryland; Lisa D. Colby and Miriam (Dee) D. Brenner, Massachusetts; Gerald R. Swartley and Ronald T. Seils, New York; Jeffrey V. Benson, Anthony J. Bornhorst, Mark L. Stoller and Jim L. Albaugh, Ohio; Herbert K. Schick, Oscar J. Manbeck and Michael T. Mullady, Pennsylvania; and Kenneth L. Andrews Sr. and Barbara J. Andrews, Rhode Island.

Delegates meet annually to recommend the rate of assessment, determine the percentage of assessments that State associations will receive and nominate producers and importers to the National Pork Board.

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AQUA COUNTRY IS PART OF MARCH 8 GROWER & MARKETER

We introduce a brand new component of the Lancaster Farming Grower & Marketer section for the March 8 issue. It's called Aqua Country. Pages are scheduled to include reports on farming fish including a large hatchery in Franklin County, trout hatcheries in Monroe County, a research update in the industry from select universities and a listing and advertising from major aquacultural suppliers. Watch for it!

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