

10 Years Of Corn Talk

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Since 1993, “a lot of companies have been bought out or gone out of business, or are working for someone else,” said Willard Jones, director of sales and marketing, Doebler’s, Inc., as he paged through that first issue of *Corn Talk* at *Ag Progress*.

The association, formerly the Pennsylvania Master Corn Growers Association (PMCGA) changed its name to simply the PCGA a couple of years ago simply because many members thought the name sounded too elite, and kept the small-scale or experimental farms out of the picture.

The name “Corn Talk” came about from a man named Walter Johnson, Julian, Centre County, when the association formed in the early 1980s. The publication was first a member newsletter. A section was first printed in a different ag newspaper than *Lancaster Farming*.

According to Greg Roth, Penn state corn specialist, Johnson simply “came up with the name,” he said. “It was simple and clean and to the point.”

What began as a small member newsletter evolved into a major agricultural newspaper insert.

Roth replaced Joe McGahen as executive secretary of PMCGA/PCGA in 1990. Three

years later, *Corn Talk* came to *Lancaster Farming*, which reaches more than 50,000 producers and agri-industry representatives by direct mail — the largest circulation in its 48-year history and one of the largest ag newspapers in the world.

The section allows “university, industry, and farmers to form a closer relationship, something that is unique to this area,” Roth said.

Jones noted the “even playing field” for all concerned, and a good forum, away from overbearing commercial influence, for news about the corn industry to reach a wide segment of the farm population in the Mid-Atlantic and Northeast.

Grant Troop, a producer from Oxford and president of PMCGA/PCGA when *Corn Talk* began in *Lancaster Farming* in 1993 (who was also featured on the cover of the first issue), noted that the timing of the articles in *Corn Talk* has always been critical.

Troop noted that in the early 1990s, corn manufacturers started producing a higher yield grain. And other “quality component” factors, Troop noted, such as high lycene or waxy corn, started to become prominent in planning, marketing, and finally growing the product.

The factors that improve di-

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Note In extreme wind, leaves were shredded, and stalks blown over, but very few stalks were broken MC 615 has a dense, but shorter stalk - usually shorter than most silage hybrids

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MC 615 after tropical storm Isabel

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