

## Possible Solutions To Agriculture Dilemmas Feature Of Farm Profit Conference At Garnett

"What is this crazy weather going to do?"  
"Why don't these kids know that milk comes from cows?"  
"Where are the commodity prices headed?"

Those are three of many questions and dilemmas facing agriculture producers throughout the Midwest.

Nobody knows the future for certain, and endless equations can come into play, but answers to help farmers and ranchers move ahead are to be presented during a Farm Profit Conference set for Garnett.

"We have three speakers lined up on the Wednesday evening, March 23, program, at the Garnett Junior/Senior High School on West 31 Highway, to give their thoughts and advice for profitability moving into the year and beyond," according to Kelly Lenz, program coordinator and longtime farm director at 580 WIBW.



Dan Holiday

Planned in cooperation with the Frontier Extension District, activities kick off when doors open at 5:30, for farmers and ranchers to visit more than two dozen booths of agriculture businesses advertising on 580 WIBW, and sponsoring the complimentary beef supper and educational program, anticipated to attract close to 300 producers from a 150-mile radius of the Anderson County community.

Serving the beef and potatoes true farmer-rancher supper with all the trimmings will begin at exactly 6 o'clock, in order give time for relaxing, visiting while partaking, before the official program starts at about 6:45.

Weather is forever on the minds and lips of agriculture producers everywhere, and Midwest farmers-ranchers depend on Dan Holiday for his climatic reports and forecasts directed to each specific locale and aired on regularly schedule daily on 580 WIBW.

A Butler County farm native, still with direct ties to the family farm at El Dorado, Holiday, as co-founder and president of The Storm Report, will present "The 2016 Weather Outlook" as the first evening speaker.

Most food consumers today have little knowledge about farm production, such that typical young people contend milk comes from the plastic gallon jug at the supermarket cooler, and plastic wrapped red meat is grown in the open topped showcase nearby.

It's a problem for the industry, undeniably, as families are forced to pay more for quality, safely produced food, and they can't understand why.

Producers may not right off be familiar with the term "advocating," but it means supporting, promoting, telling the true story of agriculture, and efficient farmers and ranchers often just don't have clue how they can do that.

Lavell Winsor, a farm consultant and "Common Ground" volunteer, will provide assistance in the endeavor during her presentation: "Advocating For Agriculture."

Climax for the program will be energetic, most informative, and always likewise inspirational and entertaining when Darrell Holaday (same pronunciation at the weatherman, but different spelling) gives his analysis of "Where Are The Markets Headed?"



Lavell Winsor

It might be an hour or more of pacing production, but the program typically only seems a few minutes as the listening audience listening will be as intent as the presenter himself.



Darrell Holaday

Now this is a free program with a free supper, but the cooks must know how much choice beef and grade-A potatoes to prepare, making advance registrations demanded, so there's ample to eat, and maybe seconds for bigger eaters.

Reservations must be made by calling the Frontier Extension District at 785-448-6826, or e-mail

kelly.lenz@alphamediausa.com, no later than noon, Tuesday,

March 22.

Sponsorships for the Farm Profit Conference at Garnett, March 23, are still available including reduced rates for Prime Agriculture Programing commercials on 580 WIBW, live-read involvement recognition, personalized advanced posters for sponsor distribution, attendance by business' staff, family and guests, booth displays before, throughout and after the session, introduction and opportunity to give a door prize.

To become a part of the sponsorship opportunities, contact should be made with Frank J. Buchman at 785-228-7259, or email frank.buchman@wibwradio.com.

### ***Padre Says:***

***"Winter is still official, and we'll take what it brings."***



Listen to what Paul Harvey has to say about advertising.

[CLICK HERE](#)

**Frank J. Buchman**

Marketing Consultant

Direct: 785-228-7259 Cell: 785-499-3063

E-mail: [frank.buchman@wibwradio.com](mailto:frank.buchman@wibwradio.com)

Website: [www.frankjbuchman.com](http://www.frankjbuchman.com)

PO Box 1818

1210 SW Executive Drive, Topeka, Kansas 66615

