

USDA outlines 1979 marketing projects

NEW YORK, N.Y. - A U.S. Department of Agriculture marketing official outlined five types of state projects that will be encouraged during 1979 under the

federal-state marketing improvement program. Proposed projects are being sought from state departments of agriculture in electronic marketing,

standardization of shipping containers, fresh-water aquaculture, finding new outlets for agricultural wastes and by-products, and marketing of agricultural

inputs such as feed and seed. Barbara Lindemann Schlei, administrator of the department's Agriculture Marketing Service, said increased emphasis will be given to projects in these five areas. But, she said, states aren't limited to projects in these areas. "We welcome grant applications for any worthwhile marketing projects a state wants to develop," she said.

A total of \$1.6 million will be available for approved projects during fiscal 1979. If a state's proposed project is approved, the state matches the federal funds with at least an equal amount of state money.

Schlei said electronic marketing is a possible means of increasing competition in marketing farm products and thereby making the supply and

demand system work better. "Last October, we gave funds to Georgia, Ohio, and Virginia for pilot projects on electronic marketing of eggs, slaughter hogs and cull cows," she said.

"Our interest in helping states develop standard shipping containers is a means of reducing transportation and handling costs," she said.

Aquaculture projects would be concerned with the marketing of food produced in controlled fresh-water environments, Schlei explained. She said AMS is

interested in finding new ways to use agricultural wastes and by-products, such as animal and plant residues resulting from packing and processing operations.

Schlei said input marketing has already received some emphasis in the marketing improvement program. "We recently gave a marketing grant to New York to test the feasibility of reporting the prices of agricultural inputs," she said. "This is the fifth area where we would like to see more state projects."

Hunter shows champion Merino sheep



George Hunter of Stoneboro R2, Mercer County, swept all champion and reserve championships in the Merino open breeding sheep classes on January 5, at the 63rd Pa. Farm Show. Hunter (right) stands with his champion ram which is a yearling. On the left is the champion ewe. Charles and Barbara Platt (not shown) of Gettysburg R3, Adams County, also showed Merinos, placing first in the flock class.

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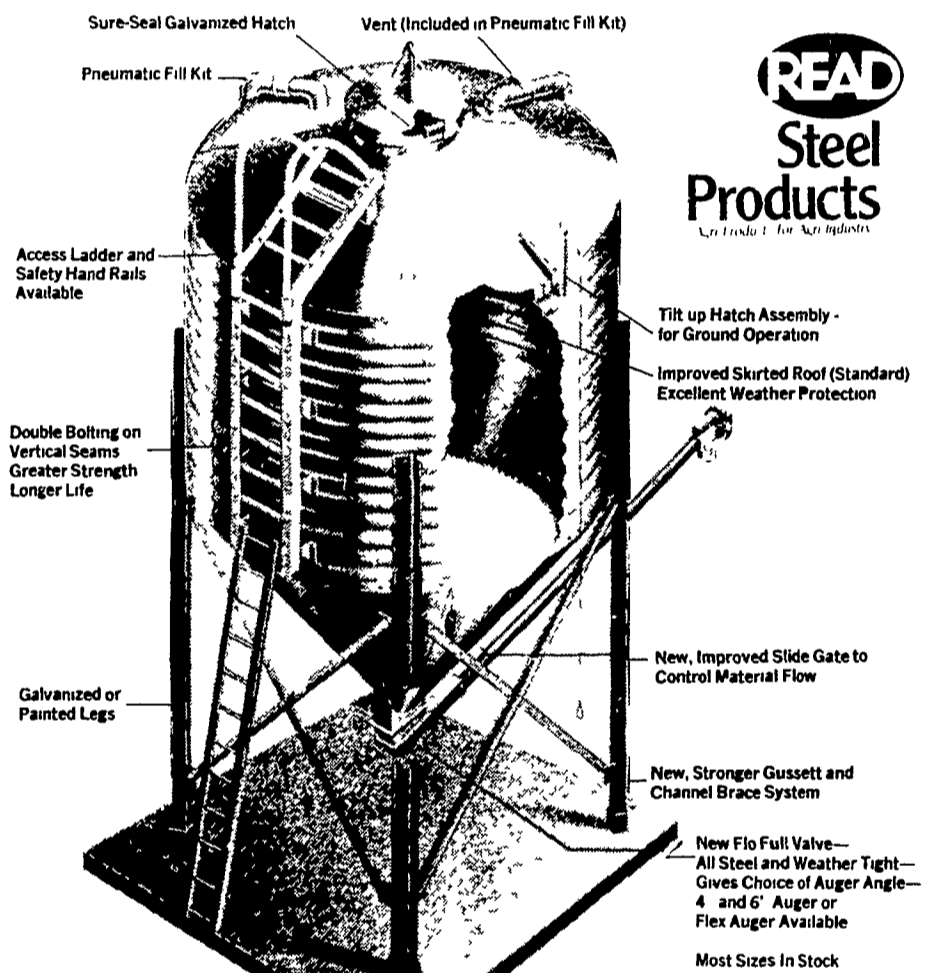
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