

"Barn raising" is Rose Parade float theme

SHERMAN OAKS, Calif. — Ingenuity, hard work and cooperation — traits American farmers have inherited from their pioneer forefathers — were dramatically portrayed on the Rose Parade float sponsored by Sunkist Growers, Inc.

The "Barn Raising" theme is very much in keeping with the theme of the 1982 Tournament of Roses, "Friends and Neighbors."

Jack J. Heeger, vice president of public affairs for the citrus marketing cooperative, says "Barn Raising" was one of the most exciting entries in the 60-float parade because designer Don Davidson "came up with something very clever and dramatic, something no one else had."

Heeger explains that during the course of the parade as the float passed reviewing stands and TV cameras, riders pulled ropes and actually hoisted rafters into place, 24 feet high, while other workmen

prepared additional timbers on the floor below.

Members of the Pasadena City College gymnastics team were recruited to portray the 12 workmen, dressed as farmers at the turn-of-the-century.

Two other float riders represented the 6,000 California and Arizona citrus growers who comprise the Sunkist membership. Appearing as young farm wives preparing snacks for the hungry crew were Miss Arizona, Sarah Tattersall, and Miss California, Cheryl VanCleave.

At the back of the float, a sign "painter" put the finishing touches on a flowered reproduction of an authentic citrus crate label.

The design concept developed by Davidson's firm, The Design Collaborative, was executed by the builder, Floatmasters, using all-California-grown flowers and plants.

The barn floor was created with petals from 10,000 Mustang, Sonia

and Woburn Abbey roses. Bright yellow chrysanthemums were used on the barn face, and white carnations and gladiolus petals formed the trim. The beams and siding covered with brown mums, dried sycamore leaves and corn husks.

This was the 16th consecutive year Sunkist has had a float in the New York's Day pageant, which is seen by more than a million people along the parade route and by an estimated 125 million television viewers.

Heeger says his organization is "especially proud" of this particular float because its theme honors the men and women of the nation's agricultural communities.

"Sunkist is a farmers' cooperative, so we felt it would be most fitting for us to pay tribute to the pioneers who showed the cooperative spirit by pitching in to help each other," he said.

"Agriculture today is far different from farming the way those

pioneers knew it, but cooperation is just as important now as it was then," Heeger states. "Farmers still recognize that in many areas of their business, they can accomplish more and do a better job by working together in co-ops."

Currently, there are more than 6,400 farmer-owned cooperatives in the U.S. with a combined membership of about 5.7 million. But the cooperative way of doing business extends far beyond

agriculture. It's estimated that well over 70 million Americans belong to one form of cooperative or another. There are approximately 21,000 credit unions with a membership totaling nearly 47 million. There are co-ops in housing, food, health, rural electric and telephone service, insurance, legal services, and many other consumer goods and services.



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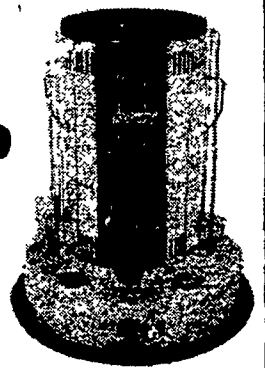
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