

Vet school moves ahead at U. of Md.

COLLEGE PARK, Md. — President John S. Toll announced last week to the Board of Regents that University of Maryland administrators and the faculty senate have approved most of the final details concerning operation of a College Park campus for the Virginia-Maryland Regional College of Veterinary Medicine.

The Regents had given initial approval for Maryland participation in the bi-state academic and research program on May 11, 1979. Classes for undergraduates have been conducted at the school's Blacksburg, Va., campus since September 1980.

Among the immediate changes is resignation of the veterinary science department at College Park as the Maryland campus of the College of Veterinary Medicine for the regional operation.

Dr. Robert C. Hammond, department chairman at Maryland since 1972, will become associate

dean of the college. His counterpart for the Virginia campus at Blacksburg is Dr. Bruce H. Ewald. Both men will report to Dr. Richard B. Talbot, dean. Dr. Ewald and Dr. Talbot are located on the campus of Virginia Polytechnic Institute and State University.

In addition, Dr. Hammond will be directly responsible to the provost for the Division of Agricultural and Life Sciences at the University of Maryland. He will continue close ties with the College of Agriculture, Maryland Agricultural Experiment Station and the statewide Cooperative Extension Service, all headquartered at College Park.

In an era of tight budgets, Dr. Hammond commented that the concept of two states sharing costs makes good economic sense, and it should lead to a veterinary school of better quality than either state could support by itself.

Only one other regional arrangement exists among U.S. veterinary colleges. It involves the states of Washington, Idaho and Oregon.

In accordance with the Memorandum of Understanding approved in 1979, all undergraduate students in the regional College of Veterinary Medicine, both from Maryland and Virginia, take their first three years of study at the Blacksburg, Va. campus. Beginning in June, they have the option of completing their fourth and final year either at Blacksburg or College Park.

The final year will be comprised on one-month blocks of instruction to provide flexibility and experiential learning situations in several areas of study.

A major advantage of this arrangement, says Dr. Hammond, is that most of the referral, research, Extension and continuing education services nor-

mally available through a state veterinary school would be provided by having a campus located in Maryland.

The regional program also gives Maryland legislators and educators a role in setting educational policy for the veterinary school, thus helping to insure the type and quality of training most suited to the needs of the state's animal industry.

There is a quota for 30 Maryland residents to enter the regional veterinary school each year. The annual admission quota for Virginia residents is 50.

To meet additional needs, the University of Maryland currently maintains contractual arrangements for 10 students each year in three other colleges of veterinary medicine. Five of these spaces are at Ohio State University, and five are divided between Cornell and the University of Pennsylvania.

In 1950, Maryland began contractual arrangements for education of its prospective veterinarians, Dr. Hammond reported. The initial contract involved a trade-off for several years with the University of Georgia.

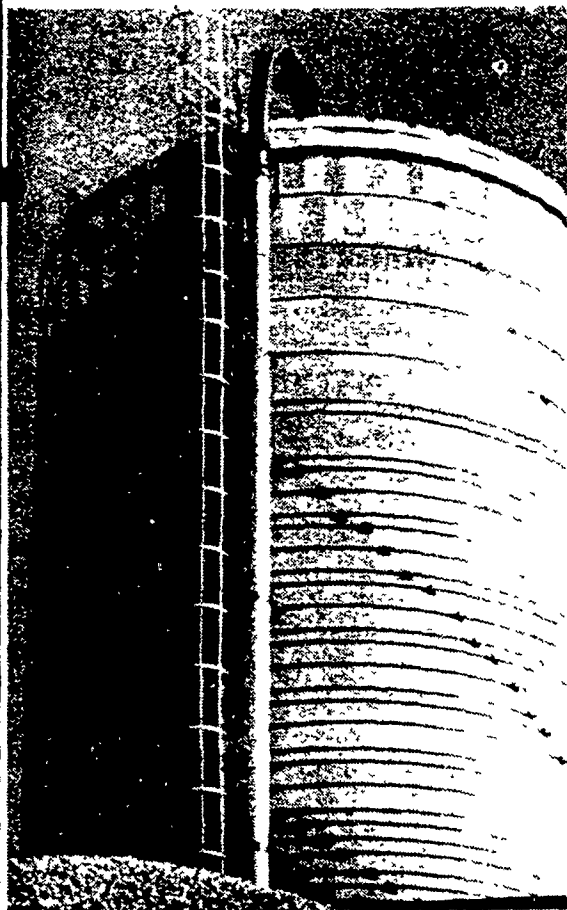
Ten students from Maryland were admitted to veterinary school each year at Georgia in exchange for 10 Georgia residents being admitted annually to the School of Dentistry on the University of Maryland campus at Baltimore.

By 1972, demand for veterinary training was expanding to the point that Maryland made contractual arrangements with several other educational institutions which have veterinary schools. These included Tuskegee Institute, Ohio State, Florida, University of Pennsylvania and Cornell.

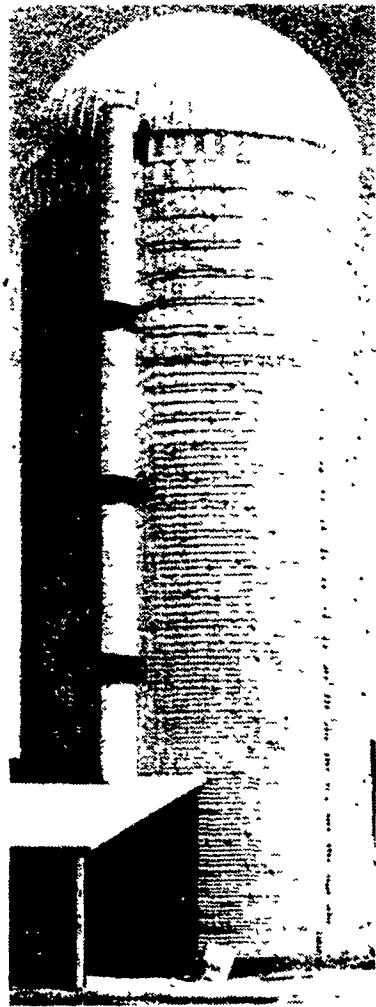
At its peak, the process involved spaces for 30 Maryland students each year, divided among six colleges of veterinary medicine.

Commenting on the quota limitations for veterinary students which will continue to exist under the new bi-state operation, Dr. Hammond noted that "our philosophy is to allow Maryland residents an opportunity to receive training at a rate which will produce the number of veterinarians that this state needs."

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Sheep Producers plan aggressive promotion program

SPARKS, Nev. — Plans for aggressive future lamb promotion programs and the successful outcome of past promotions were presented to lamb feeders by the president of the American Sheep Producers Council, Bill Pfluger, during the recent National Lamb Feeders Association's annual meeting in Sparks, Nevada.

"Currently, the ASPC is aggressively pursuing the food-service industry," said Pfluger. "We aim to increase lamb's share of the foodservice market by 10 percent from the current 68 million pounds. This is an added dimension to the Lamb Council's strong retail program which accounts for 270 million pounds or 80 percent of lamb sales."

To bring about this increase, ASPC will employ action programs in the areas of marketing, trade and consumer advertising to maximize lamb awareness, and to emphasize both good price and value to both retail and food-service. Merchandising will play an important role in educating and motivating key accounts.

Past lamb promotional programs have proven successful with an increase in lamb awareness and sales. During the fall promotion, 31 of the nation's largest retailers tied in with ASPC's radio and consumer magazine advertising reaching 18 million key lamb consumers from New York to Los Angeles. This promotion resulted in an average 30 percent increase in lamb sales.

"The industry has become more sophisticated in its marketing approach," said Pfluger. "Advertising is timed to aid orderly marketing. The producers also are trying new approaches to some selling lambs directly to consumers through local locker plants. These and other developments should contribute to our primary goal of increased producer profits."