

Co-op Couples

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than I thought about it; my concepts of milk marketing were very vague," he relates. Through local and corporate seminars, cooperative board meetings and participation in National Milk Producers activities, Myers says he has gained a wider base of knowledge and understanding of how the complexities of milk marketing operate.

"I've also gained a concept of what directors do, that they must

weigh what is right and fair for all producers. Being able to participate in board meetings has given me a deeper respect for that responsibility," says Jeff. "The personal contact has given me a whole feeling of access to my co-op that I didn't have before, more of a feeling the co-op is mine. There's a sense of ownership and responsibility, rather than feeling that "those" people are running it."

He, too, weighed the time

involved in YC participation, along with concern over what he felt was his lack of knowledge about milk marketing. What he found was that marketing basics and principles were "learnable," and not as difficult and vague as he had feared.

"What we have here in Order 4 is unique, and not as typical as we thought," was Jeff's impression of the cooperative spirit of the Pennmarva member organizations. He sees a need for increased working together of dairy farmers on a national level, as dairy producer numbers decline, to present a uni-

fied voice in political and regulatory arenas.

"We need to emphasize the importance of our products, how consumers benefit from our market stability by a steady supply of their needs," he adds.

YC programs of the Pennmarva

member cooperatives are developing future leadership, cooperative understanding, membership strength, and strong ties of friendship and fellowship. Cooperative members are encouraged to call their cooperative representatives for more information on the YC program.

New Castle County Demonstration Contest

The 1989 New Castle County 4-H Demonstration Contest was held in Townsend Elementary School recently. To prepare for the contest, 4-H'ers had to be able to present information about their project while utilizing visual aids. They had to be able to speak clearly and confidently while demonstrating everything from photography techniques to preserving jellies to mature conservation.

While giving their demonstrations, 4-H'ers were evaluated by judges who were looking for, among other things, how well the 4-Her kept the audience's attention, how well they used their visual aids, the organization of the presentation and the overall enthusiasm that was exhibited during the demonstration.

As the judges were evaluating each demonstration, the audience

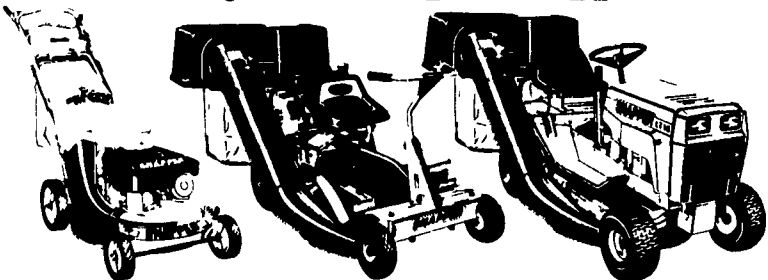
had the benefit of learning many interesting things. For example, the audience learned how to correctly sew on a button as shown by a Meadowlarks 4-H club member, Marybeth Miller. Kathy Slater of the Porter Gang 4-H club showed the audience how to personalize their own stationary and Andrea Passarelli of the Hockessin Clovers showed everyone how to make delicious Favorite Layer Bars.

All the demonstrations presented were very interesting and at the same time very entertaining. The top winners in each category have the opportunity to compete at the state level held at the Delaware State Fair in July.

All 4-H'ers who participated did an excellent job in communicating and presenting their knowledge in their respective project areas.

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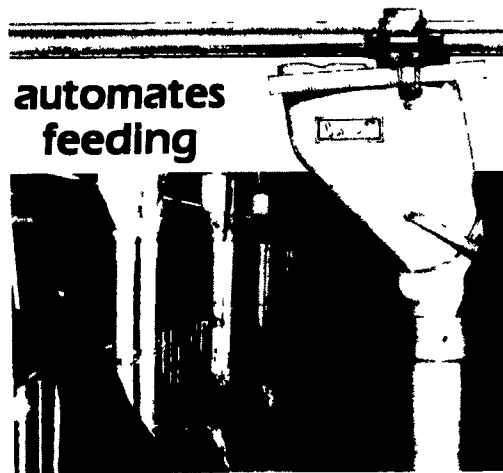
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