

Nation's Winning Conservation Farmers, Ranchers Selected

PORTLAND, OR. — The nation's 50 outstanding and innovative farm and ranch families were announced recently.

Recognized in the seventh annual National Soil and Water Conservation Awards Program, funded by the Du Pont Company, they were named at the annual meeting of the Agricultural Com-

municators in Education, in Portland.

The state winners are selected from among several hundred nominees by public and private agricultural and conservation leaders in each state. They receive award certificates and are honored at a variety of local and statewide events during the year.

The awards program, created and run by the National Endowment for Soil and Water Conservation, honors agricultural conservationists who do an especially effective job of managing soil and water resources; preventing or reducing air and water pollution from agriculture; and helping other producers, and the public,

learn why and how to protect agricultural resources.

"These remarkable people demonstrate every day that resource conservation is an essential yet cost-effective investment in a healthy and sustainable agriculture," said Emmett Barker, chairman of the Endowment and president of the Farm and Industrial Equipment Institute. "They lead the way in voluntary action to enhance the environment."

John A Krol, group vice president for Du Pont agricultural products, said: "Du Pont's strong continuing commitment to this program reflects our view that farmers and ranchers themselves are the best at managing risks in

agriculture. They can protect their resources and water quality while producing food and fiber. We in the agricultural product industry are proud to be part of their team."

Beyond the many local and statewide events being planned, the 1989 state winners also will vie for further national honors. Their accomplishments will be evaluated by a technical advisory committee and by former national winners of the Endowment awards. Ten national finalists from the 50 will be honored at an awards ceremony in Milwaukee, Oct. 22, at the American Agricultural Editors' Association meeting.

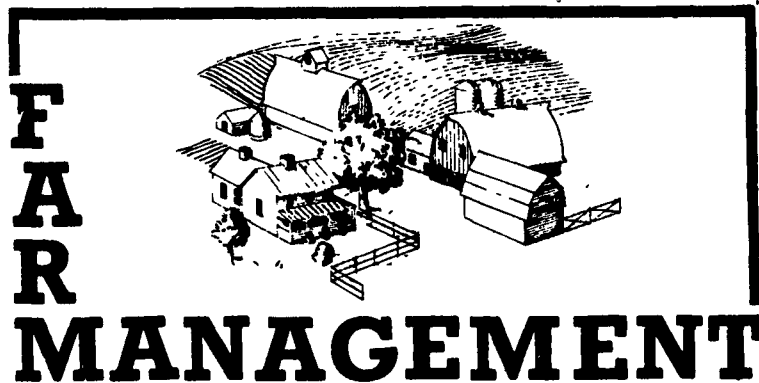
Fruit Field Day Held



Alvan Gaus, project assistant for Penn State University's Horticulture Department, right, explains techniques to reduce postharvest losses of York Imperial Apples to fruit growers at a recent field day held at the school's Fruit Research Lab in Biglerville, Adams County.

More than 200 growers from throughout Pennsylvania attended the event, which also featured seminars on new methods to reduce pesticide levels on fruits.

The field day was hosted by Penn State University in cooperation with the Pennsylvania Apple Marketing Board.



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At one time or another, almost every manager will ask "How can I do a better job of motivating my employees?"

What managers really mean when they ask this question is "How can I get my employees to work harder, or be more produc-

tive?" However, managers must realize that motivation is not something that you can do for (or to) a person: it must come from within the individual.

The most that you can do as a manager is to provide an environment in which employees want to work. In order to do this, you must identify the causes of high or low motivation, job satisfaction, and morale;

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