



4-H HAPPENINGS

Pa. 4-H Awareness Week

Strawberries

PA 4-H is pooling orders for strawberry plants as they have in the past for 4-H members, families, and friends. The plants are from Maryland's eastern shore and are virus free and recommended by USDA. The plants are sold in bundles of 25 and are \$2.75/bundle. The following varieties are available:

Tribut/Trister - everbearer; Earliglow - Early season - very good for freezing; Surecrop - Mid Season - good for freezing; Sparkle - Late Season - very good for freezing; Allstar - Mid Season - very good for freezing; Redchief - Mid Season - excellent for freezing; Late Season - large berries.

Beef Club

Franklin County 4-H Beef Club will be holding their annual 4-H Beef Spring Preview Show on Saturday, June 2.

The show will begin at 10 a.m. at the Shippensburg Fairgrounds in Shippensburg, Pennsylvania.

The show will be open to any 4-H Beef Club member from any state.

The Northern Berks 4-H Club had their first meeting of the new year. Carol Spatz talked to the club about DHIA papers and showed how to read them.

Officers are Amy Phillips, president; Sandy Gross, vice president; Angela Werley, secretary; Melissa Werley, treasurer; Tammy Epting, news reporter; and Jenny Hix, scrapbook.

The club's next meeting will be February 26, 1990 at the Ag Center.

PA 4-H Awareness Week will be observed March 11 - 17, 1990. What will the members of your 4-H Club be doing to make others "aware" of the 4-H program and what it has to offer?

The ideas are endless - start planning now. The Bradford County 4-H T-shirt sale was very successful last fall. You might want to wear your shirt to school one day that week. All schools have bulletin boards and many have display cases. Ask the appropriate person if your club could put a 4-H display up for the week. Some clubs have held a special program during this week and have invited parents and potential new members to hear about 4-H.

Plan to do something special the week of March 11 - 17 and let me know about it. I would like to take some pictures and also give some recognition in the newsletter.

Blue Forms

Remember that 4-H report forms (Blue Forms) are due in the Extension Office by February 21. If you need some forms or need some help please let me know. The white forms for the younger members will be due March 16.

Clubs

It's time to get your club reorganized for the year. We will be getting enrollment materials to you very soon.

Food Production

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Dr. Jarvis L. Cain of the cooperative extension of the University of Maryland introduced the speakers at the Mid-Atlantic Direct Marketing Conference and Trade Show.

cal" supermarket — those with at least \$2 million of food sales per year.

"Despite high labor rates and other costs, there is the issue of image," said Silbermann. *The Packer* newspaper, Silbermann said, conducted a survey on consumer attitudes and found that people "still buy with their eyes. And the health benefits of produce have been promoted more in the last 10 years than ever before."

Product safety very important

According to the 1989 FMI survey, 8 out of every 10 consumers said that product safety was "very important." Eighty-two percent said that pesticide residues in food pose a "serious hazard" to their health.

"The consumers most concerned are the ones who eat a lot of produce," he said. "They are concerned about the environment and potential negative effects."

Silbermann said farmers must develop better press relations and keep the public informed. Farmers should also keep careful documentation on pesticide use with actual usage records, have a crisis plan ready, and try to do their best to educate consumers about farm quality assurance efforts.

"The consumer will continue to have a voice on how a farm product is grown and shipped," he said. "One message that farming cooperatives and associations can give to farmers is try to hold a hand out, and use marketing operations to educate people about farm products and how food is made."



"The consumer will continue to have a voice on how a farm product is grown and shipped," said Bryan Silbermann, staff vice president of the Produce Marketing Association, speaking at the Mid-Atlantic Direct Marketing Conference and Trade Show in Hunt Valley, Maryland.



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