

Community To Benefit From FFA Project

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BERLIN (Somerset Co.) — The Berlin-Brothersvalley FFA has worked a long time on its "Building Our American Communities" project — a 100-plant nursery on the Berlin-Brothersvalley school's rear lawn.

Not only will it be utilized by the school's teachers for a variety of lessons, but the nursery is for the public as a living resource in planning their landscaping.

Chapter members designed the nursery, then set to work planting specimens, located on a lot measuring 300 by 60 feet, after school officials approved the project. The school board also allotted some \$2,500 toward the project.

Growing characteristics of each plant received high consideration by chapter members before individual selections were made. These included winter hardiness, flowers, leaves, needles, bark, berries, and other features for a seasonal attractiveness.

The lowest plants and shrubs are in front and those in succeeding rows will grow taller. Finally, in the rear are trees, some of which could reach 60 feet. Each plant is identified.

Included in the back are Norway Spruce, Russian Olive, Canadian Choke Cherry, Canadian Hemlock, Royal Red Maple, Concolor Fir, Canoe Birch, Black Walnut, Sugar Maple, Butter Nut,

Pin Oak, Eastern White Pine, and Colorado Blue Spruce.

Next are Sunburst Locust, Respire Pear, Little Leaf Linden, Dawn Redwood, River Birch, Marshall Seedless Ash, Variegated Dogwood, Norway Maple, Japanese Black Pine, European Mountain Ash, White Flowering Dogwood, Douglas Fir, Shademaster Locust, and Frazier Fir.

Another row has varieties of crab trees, magnolias, hawthorns, plums, cherries, dogwoods, and Chinese chestnut.

There are inkberry, parrotia, lilacs, other dogwood varieties, forsythias, mountain Laurel, junipers, sumacs, goldthread cypress, and arborvitae.

You can find holly and willow varieties, mock orange, rhododendrons, rosemary, potentillas, spiraea, barberries, hosta, quince, honeysuckles, azaleas, pepper bush, pussy willows, dwarf burning bush, and dwarf European cranberry, Red Lake currant, and many other plant species.

Doyle Paul, adviser to the local FFA chapter, said that anybody who is preparing to landscape, either at their home or place of business, if they visit the nursery before-hand will have a planning advantage. They can study the plants in the nursery before deciding what to purchase from a reputable nursery dealer.



Seated on the horizontal utility poles which form the boundary to the Berlin-Brothersvalley FFA nursery located behind the Berlin Brothersvalley schools are some chapter members who worked on the project. From left, Greg Cornell, Travis Booth, Jason Baughman, Bryan Sarver, Barry Benning, and Doug Bell.

Not only that, they can observe plants during the different seasons. "If you were to come in the fall," said Paul, "you would get an entirely different perspective."

Last winter showed evidence of some wild animals that obviously were in need of food. "I'd say our biggest predator was rabbits," said Paul, pointing out where some tree bark was chewed.

Those plants which didn't survive were replaced, and reidentifying was also done prior to the close of school.

There will be continuing care to maintain an attractive display of plants. This spring, chapter members were busy mowing the surrounding grass and mulching and fertilizing the plants. A herbicide was applied to the grass under the horizontal utility poles that form the nursery boundary. That was done to eliminate summer weed-eating.



The common snowball bush is among the 100 plants in the Berlin-Brothersvalley FFA plant nursery. The nursery was designed and planted by chapter members. In photo are Greg Cornell, right and Travis Booth.



The Berlin-Brothersvalley FFA planted a nursery for its Building Our American Communities project. Standing next to the Hetz juniper are the chapter president, Jason Baughman with Bryan Sarver.

NDB Urges Cooperation

WASHINGTON, D.C. — The 36 dairy farmers serving on the National Dairy Promotion and Research Board approved several programs, particularly those dedicated to coordinating the national checkoff with state and regional groups as well as other partners in the industry who benefit from sales of milk and dairy foods, during its annual meeting May 18-20.

"Last year, we made great strides forward in fluid milk promotion with UDIA and state and regional groups with the pooling of funds for advertising targeting adults," said William Underwood, New York dairy farmer and chair of the Board's Advertising and Sales Promotion Committee. "This year, we'll be considering a modification in fluid milk advertising with UDIA."

National Dairy Board members approved development of a plan for fluid milk with UDIA and input from other state and regional checkoff groups to target adults and young adults ages 13-24 with milk advertising while aiming more nutrition education to kids.

To support another coordinated

dairy promotion, National Dairy Board members viewed and approved finished commercials for use during the summer ice cream promotion aimed at retail consumers. The promotion, much like last year's, pools the funds of the National Dairy Board and UDIA, and leverages those funds with matching dollars from Hershey Foods Corporation. By purchasing a half gallon of ice cream and two Hershey toppings, consumers receive a half gallon of ice cream free.

The National Dairy Board provides national TV advertising and a Sunday newspaper insert featuring the offer which will appear July 11. UDIA provides in-store promotion materials and local advertising while Hershey covers the cost of the free ice cream.

To get an unbiased endorsement for dairy products, particularly cheese, National Dairy Board members approved applying for "recognition" by the American Academy of Pediatric Dentistry of the cavity-prevention properties of cheese. If the AAPD awards such recognition, the Board can use the AAPD's sym-

bol in communications with health professionals and consumers, lending credibility to findings that eating cheese helps prevent tooth decay.

With help from USDA and the American Dairy Products Institute, National Dairy Board members approved a plan for helping build export markets in West Africa's Ivory Coast.

"In March, USDA's Foreign Ag Service contacted us (National Dairy Board) with news that SIALIM, the state-owned corporation controlling all dairy product production and imports in the Ivory Coast, wanted to learn more about the U.S. dairy industry before possibly increasing its U.S. purchases," said Steve Hofman, California dairy farmer and chair of the Board's Export Enhancement Committee. "A 50 percent increase in purchases of U.S. whole milk powder by that country would mean about \$1 million to the industry."

National Dairy Board members viewed the first screening of a 22-minute video "Make mine milk." The video was funded by Dairy Farmers Inc., Mid-East UDIA, Midland UDIA, United Dairymen of Idaho and the National Dairy Board. It will be distributed to state and regional promotion groups from their use in school programs.

In other National Dairy Board business, the 36 dairy-farmer board:

- approved testing of two print

ads promoting U.S. ice cream to consumers in Japan. The ads emphasize the fact that U.S. ice cream is made from fresh milk and cream, unlike Japan's ice cream. The ads will be tested with Japanese consumers for selling effectiveness before undertaking the expense for final production;

- voted to begin airing the 15-second commercial "Backstage." The fluid milk commercial aims to increase consumption among boys ages 12-17 and airs on TV programs they watch. The commercial shows how drinking milk helps boys grow big and strong as well as interesting to girls;

- approved an in-market test for chocolate milk promotion for four weeks during fall 1993. The test compares total sales of fluid milk in markets where white milk advertising airs, white milk advertising with additional chocolate milk advertising, and white milk advertising with chocolate milk advertising and promotion extension by local advertising and promotion by bottlers and state and regional groups. The purpose of the test is to determine which of these programs sells more fluid milk;

- voted to renew funding of research at the Western Center for Dairy Protein Research and Tech-

nology at \$500,000. Center researchers, housed at Utah State, Brigham Young and Oregon State Universities, concentrate their studies on basic and applied research for dairy proteins and the function of proteins in cheese and lowfat cheese;

- voted to renew funding of research at the California Dairy Foods Research Center at \$500,000. Center researchers, housed at the University of California-Davis, California Polytechnic State University-San Luis Obispo and California Dairy Research Foundation, focus their studies on improving quality of cheddar and lowfat cheddar cheese products, increasing use of milk components including milkfat and protein, and reducing the amount of milkfat produced in milk;

- approved extension of a research project to develop a shelf-stable chocolate milk concentrate to be dispensed at food service, restaurants for example, through equipment already available for carbonated beverages. If flavored milks can be dispensed this way, more fluid milk might be sold through the out-of-home market where consumers spend 43 percent of their food dollars but buy only 12 percent of their fluid milk.

Get MOOovin' with Milk!