

New Poultry Science Workbook Available

LITITZ (Lancaster Co.) — A new 40-page poultry science curriculum workbook is available from the National Vocational Agricultural Teachers Association (NVATA), thanks to a cooperative development project between the National FFA Foundation and Beacon Products.

Beacon, a division of the Woodstream company based here, manufactures a broad line of products and accessories for the care and breeding of poultry, game birds, hogs, rabbits and pets. Beacon's two-year sponsorship covers development and distribution of the new curriculum, which had been identified as a critical need among vo-ag educators. In addition, the firm is promoting the new materials through its distributor and dealer network.

Poultry Science and Enterprise Analysis was researched and compiled by Dr. Robert A. Martin, associate professor of agriculture and extension edu-

cation at Iowa State University, under contract with the National FFA Foundation, which had secured the partnership with Beacon.

According to Dr. Martin, the new curriculum is designed to help students:

- * Identify the scope of the poultry industry and its economic significance.

- * Develop a fuller understanding of the importance of science in the poultry industry.

- * Acquire scientific information and use it in poultry production, processing, marketing, merchandising and consumption.

- * Explore career opportunities in the poultry industry.

- * Develop personal skills in the area of decision making, communication, leadership and citizenship.

"Vo-ag teachers will find a variety of teaching units to help students discover the many inputs, costs and other factors that must be considered in conducting any business enter-

prise. The Curriculum is focused on poultry science in general, and broiler production in particular, because this is a direct means to demonstrate the complete enterprise cycle," notes Jack Keller, regional director of the National FFA Foundation.

According to Howard Magness, Beacon sales and marketing manager, "Beacon has supported vo-ag programs in various way sover the years. Our current sponsorship of the pouyltry science program addresses a need that was clear and immediate. FFA and NVATA have the experience and resources to administer this program effectively. And we anticipate Beacon distributors will benefit because the program enables them to offer the new poultry science curriculum to vo-ag teachers and FFA chapters at the local level."

Vo-ag teachers may contact the nearest Beacon distributor or dealer or the NVATA

national headquarters (PO Box 15440, Alexandria, Va. 22309)

to obtain their free copy of the new curriculum workbook.

Poultry Calendar

- (Continued from Page 1)
- Health and Processing, Sheraton Ocean City, Ocean City, Md., thru Oct. 22.
 - Tuesday, October 26**
 - Lancaster County Poultry Association annual banquet.
 - Monday, November 8**
 - Poultry Management and Health Seminar, Marek's Update, Kreider's Restaurant, Manheim, noon.
 - Tuesday, December 7**
 - Mid-Atlantic Cooperative Extension Meeting (MAC), University of Delaware, Newark, Del.

1994 Events

- Sunday, February 13**
- Pa. Game Bird Conference, Days Inn, State College, thru Feb. 15.
- Monday, February 14**
- Happy Valentine's Day!

Poultry Management and Health Seminar, Laryngotracheitis Prevention and Biosecurity, Kreider's Restaurant, Manheim, noon.

Monday, March 14

Poultry Management and Health Seminar, Fly and Insect Control, Kreider's Restaurant, Manheim, noon.

Tuesday, April 5

Poultry Sales and Service Conference, Nittany Lion Inn, University Park, thru April 6.

Monday, May 9

Poultry Management and Health Seminar, Improve Pellet Quality, Days Inn, Shamokin Dam, noon.

Monday, June 13

Poultry Management and Health Seminar, House Bill 100 Implications, Kreider's Restaurant, Manheim, noon.

September National

Chicken Month

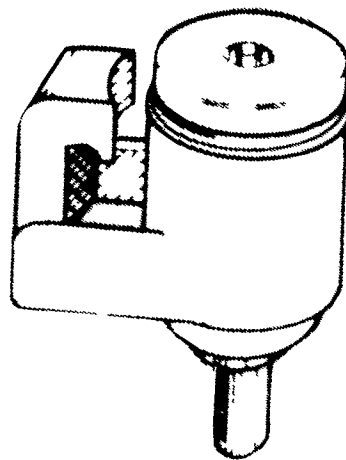
GEORGETOWN, Del. — September marks the fifth annual National Chicken-Month promotion, and shoppers and restaurant goers nationwide will find their number one protein choice an even better buy during the month-long event.

Centered on "The Smart Meal" theme, National Chicken Month spotlights chicken and the many ways it fits into today's diet. A healthy low-fat, low-cholesterol food, chicken is unmatched in versatility and available in a variety of convenient forms. One of the best values available to consumers, chicken also fits easily into tight family budgets.

Throughout National Chicken Month, shoppers will find chicken specials featured at many local supermarkets. In addition, restaurants as well as schools, hospital, and corporate cafeterias will join the celebration by highlighting chicken on their menus.

In conjunction with National Chicken Month, Delmarva Poultry Industry, Inc., the trade association for the poultry industry on the Delmarva Peninsula, is offering a publication entitled "Simply Nutritious Chicken." To receive a free copy of the leaflet, send a self-addressed, stamped business-size envelope to Simply Nutritious, c/o Delmarva Poultry (NCM), R.D. 6, Box 47, Georgetown, DE 19947-9622.

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