

Brothersvalley FFA Names Award Winners

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Somerset Co. Correspondent
BERLIN (Somerset Co.) — Above 200 persons braved icy roads and snowy whiteouts to attend the annual Berlin-Brothersvalley FFA banquet held here at the fire hall. It was an evening where numerous chain reaction collisions kept area emergency and fire crews and police personnel stretched beyond their limits.

Tim Clites of Berlin, RD 4, was surprised to hear the FFA officers say he'd been chosen as this year's honorary member. Clites and his son, Scott, who was also awarded the American Farmer award, own and operate Bree-z-hill Farm in Brothersvalley Twp.

Clites received an associate degree in electrical/electronic technology from Penn State. He holds membership in the state and national Holstein Associations, is an Agway committeeman and a DHIA director.

Sue, Clites' wife was present to witness her husband receiving the 39th honorary chapter degree. Their daughter, Jill, this year's FFA Sweetheart was also present.

Eric Landis, Bryan Sarver, and Jonathan Smiley, who placed first in the state demonstration contest at Harrisburg during the Pa. Farm Show, had a captive audience as they demonstrated "Life Saving Knowledge" on three dummies. They used an adult, a child and an infant to illustrate the life-saving procedures.

The winning team is already booked through May to present the demonstration to groups in surrounding areas.

Guest speaker was FFA state president, Andrea Noll. Using a personal experience, Noll told about nearly giving up on FFA while a high school sophomore. Wise words from an advisor caused her to reconsider her decision.

Getting involved is what made the difference, she said. "Grab the opportunity," she told the group.

State agricultural record book contest winners were Eric Landis, Jason Baughman and Justin Miller.

Landis won two gold medals for On-Farm Work Exp. 400 hrs. and under; a silver for swine finishing; a bronze for rabbits. Landis is also received a \$50 Savings Bond from Farm Credit.

Baughman got a bronze for dairy calves and heifers; Miller, a bronze for On-Farm Work Exp.

400 hrs. and under.

State pins were awarded to Jason Baughman, Allen Durst and Matt Coleman for achievements at Penn State Activities. Durst and Coleman won gold and Baughman won a silver medal.

The one-acre corn growing contest gold medal winners (134-160 bushels) were Steven Platt, first; Jonathan Smiley, second; Jason Ickes, third and Jason Baughman, fourth. The top three received trophies from W. J. Brant, Pioneer Seeds.

Keystone Farmer degrees recipient pins went to Jason Baughman, Eric Landis, Michael Griffith and Bryan Sarver.

Chapter FFA Degrees went to Jonathan Dickey, Bruce Hartman, Justin Miller, Adam Shaffer, Daryl Smith, Blaine Shroyer, Brian Gary, Spencer Glessner, Scott Shroyer and Eric Smith.

Chapter scholarship pins and certificates went to Bruce Hartman, Joshua Koval, Adam Shaffer, Michael Griffith, Eric Landis and Sam Petro.

County agricultural record book contest winners were, first place in various categories: Jason Baughman, Jonathan Smiley, Eric Landis, Michael Griffith. Placing second in various categories was Brian Gary, Matt Coleman and Jason Ickes.

The winners were Justin Miller, Daryl Gindlesberger and Adam Shaffer. All the winners received checks.

FFA basketball coach Robert Czekaj received a special presentation from Milton Snyder and also presented pins to basketball players. They were Mike Griffith, Bryan Sarver, Shawn Fochtmann, Justin Miller, Matt Coleman, Bob Gindlesberger, Milton Snyder, and Heath Berkey.

Czekaj also presented FFA volleyball pins to Doug Bell, Lonnie



Berlin-Brothersvalley FFA Agricultural Record Book winners from left are Justin Miller, Jonathan Smiley, Eric Landis, Jason Baughman, Mike Griffith, Matt Coleman, Jason Ickes, Adam Shaffer, and Daryl Gindlesberger.

Coughenour, Bryan Sarver, Jonathan Smiley, Brian Gary, Chad Boburchock, Bob Gindlesberger, Justin Miller and Milton Snyder.

Regional plaques and checks were presented to Berlin-Brothersvalley Young Farmer members: Dennis G. Hay, over 30; Terry W. Landis, under 30 and the Community Service award, to Barry and Diane Bittner.

Receiving special certificates of appreciation for their encouragement, cooperation and assistance to FFA members, were Shirley Landis, Jayne Platt, Bonnie Murphy and Sue Walker.

Toastmaster was chapter president, Eric Landis. Jason Ickes, reporter gave the annual activities report. Matt Coleman had the invocation.

Doyle Paul is the Berlin-Brothersvalley FFA adviser. He currently is being assisted by Michelle Tracey.



Tim Clites, center, is made the 39th honorary member of the Berlin-Brothersvalley FFA. He is flanked by his wife, Sue and Eric Landis, chapter president.

Ice Cream Promotion Offers Recipe/Coupon Booklet

ARLINGTON, Va. — In a promotion uniting the National Dairy Board, American Dairy Association (ADA) and the International Ice Cream Association (IICA), consumers will be encouraged to stock up on ice cream during March — National Frozen Food Month. A one-page insert will appear in Sunday newspapers on March 6, kicking off the promotion.

The newspaper insert will reach

58 million readers. Another 29 million consumers will see a similar advertisement/insert in March issues of many women's service and general interest magazines including TV Guide, People and Woman's Day.

If consumers send UPC symbols from two ice cream products (pints, quarts, half-gallons or 4-packs of novelties) and the cash register receipts for those products which must be purchased in March to: Ice Cream Treats & Savings, P.O. Box 7149, Young America, MN 55573-7194, they'll receive a free "Great American Ice Cream Treats & Savings" booklet. The booklet contains recipes using ice cream and coupons for other products that go into making delicious ice cream treats.

Partner companies in the consumer promotion include Smucker's Toppings, Keebler Cones, Quaker Oats 100% Natural Cereal, Reese's Peanut Butter, Cake Mate Decorating Products, Dole Tropical Fruit Salad, Kraft Marshmallows, Reddi Wip and Sunbeam-Oster Appliances. They will provide the coupons in the booklet and cover redemption costs.

The IICA has been encouraging ice cream manufacturers to help extend the promotion in stores, and ADA informed the grocery trade of the promotion.

Besides the retail consumer promotion, the National Dairy Board will kick off another cam-

aign in March. However, this ice cream promotion will target the foodservice channel.

"Consumers spend nearly half of their food dollars out-of-home, and the foodservice channel (i.e., restaurants, hospital cafeterias) accounts for about 60 percent of all ice cream sales, so this is another important market to hold onto and expand," said Bill Underwood, New York dairy farmer and chair of the Board's Advertising & Sales Promotion Committee.

Instead of only running ads in foodservice trade publications as it did in the past, the National Dairy Board will join Hershey in providing merchandising materials like menu clips/inserts and

posters, since ice cream is rarely promoted at the point of sale in foodservice.

Ads featuring an offer for the merchandising materials and recipe contest will appear in issues of Restaurant Business and other trade publications from March-August.

Besides covering 40 percent of the tab, Hershey's sales force will provide additional support to the foodservice promotion, leveraging the dairy farmer checkoff. Hershey's sales force will work directly with foodservice suppliers and operators, providing the personal contact that will help this program succeed in selling more ice cream.

Become An Educated Consumer

RUTGERS, N.J. — Are you choosy about the foods you buy for your family? Join Hunterdon County extension home economist and your local ShopRite of Flemington, Route 202 and 31 on March 24, 10 a.m. to noon, for a two-hour aisle by aisle tour that compares products and product labels and teaches you how to be a more educated consumer. Learn to read labels and reduce the fat in your diet. Find out how to make

dietary changes your doctor has recommended to lower your blood pressure or cholesterol.

To register send your name, address and phone number with a check for \$5 payable to Agricultural Advisory Council to Rutgers Cooperative Extension of Hunterdon County, 4 Gauntt Place, Flemington, NJ Att: Home Economics Department. Registration deadline is March 23.



From left, the Berlin-Brothersvalley FFA Demonstration Team of Eric Landis, Bryan Sarver, and Jonathan Smiley took state first place honors at the Farm Show.