

Committee Hires New Veal Merchandiser

CHICAGO, Ill. — V. Russell Woodward has joined the Veal Committee as veal merchandiser.

In this position, Woodward will work with retail and foodservice operators in selected target cities to implement veal promotion and merchandising programs. He will regularly visit with meat directors, meat merchandisers and advertising departments of major retail and wholesale headquarters, as well as packers, foodservice operators, distributors and purveyors.

Much of Woodward's work will focus on encouraging veal marketers to participate in the new "Veal. Discover The Special Choice" campaign, launched last fall by the Veal Committee.

Previously, Woodward was a purchasing/raw products manager at Keystone Foods Corporation in Bala Cynwyd, Pa. He has also worked on the resource staff of the Texas 4-H Center and as a lab assistant at Texas A&M University, where he received his bache-



V. Russell Woodward

lor's degree in food science and technology.

Student Ag Day At Maryland

COLLEGE PARK, Md. — "Agriculture: Learning today to care for tomorrow" will be the theme for this year's Student Ag Day on the University of Maryland campus at College Park.

The 69th annual event is scheduled April 30 in the livestock barns area behind the Animal Sciences/Agricultural Engineering Building. Activities will run from 9 a.m. to 4 p.m. There is no admission charge, and the public is invited.

Typical of country fairs, Ag Day will feature student competition in fitting and showing dairy cattle, beef cattle, swine, horses, and sheep. The program booklet again will be dedicated to a College of Agriculture faculty or staff member who has rendered outstanding support to students and student activities.

By 2:30 p.m. the winners in each livestock class will be exchanging animals to determine who deserves the honor of being selected grand champion showman.

Prior to the final student competition — around 2 p.m. — College of Agriculture faculty members (with little or no previous experience) will compete in a humor-filled swine showmanship contest. Contestants are encouraged to dress in funny or outlandish costumes.

Ag Day is sponsored each year by the Agriculture Student Council at the University of Maryland with support from 12 College of Agriculture student clubs. Many of the clubs will operate concession booths, selling barbecued beef sandwiches, hot dogs, soft drinks, and other food items.

Bedding plants and vegetable transplants also will be on sale. The Collegiate FFA group and an Anne Arundel County 4-H club will be selling craft items.

Barnyard babies will be included in a farm animal petting zoo. Woodsy Owl and Molly the pink cow characters will be on hand, too.

In conjunction with this year's Ag Day, an 11 a.m. dedication ceremony will commemorate the new Agricultural Engineering wings of the Animal Sciences-Agricultural Engineering Building at the University of Maryland.

A major speaker at the dedication will be Norman R. Scott, vice president for research and advanced studies at Cornell University, Ithaca, N.Y. Dr. Scott is national president of the American Society of Agricultural Engineers.

Sheri L. Jardine of Bowie (Prince George's County), an animal science pre-veterinary senior, is president of the ag student council, the sponsoring organization for Ag Day.

Jardine said that the goals of Ag Day are to make the public and the campus community more aware of Maryland agriculture and to give College of Agriculture students an opportunity to participate in all aspects of a scaled-down county fair.

Farmers Union Recommends Targeting

FARGO, N.D. — The primary objective of national agricultural policy must be to revitalize the family farm system of agriculture and to enhance farm income so that farmers can continue to provide a reliable supply of food and fiber while serving as stewards of the nation's land and water resources, according to the National Farmers Union.

In policy adoption recently, delegates to the farm organization's 92nd anniversary convention said the basic issue facing rural America is the control of American agriculture.

"National farm policy must provide direction and emphasis to ensure that control of agriculture is vested within the family farm. The decline in the number of farms must be reversed. Programs

which encourage sustainable agriculture and diversified production, while discouraging capital intensive and high input farming, can be keys to reversing this trend," delegates said in the adopted policy statement.

The farm group said the current farm law has placed this nation's system of family farm agriculture into "continuing economic jeopardy, leaving farmers at the mercy of a marketplace which is increasingly dominated by vertically-integrated, multi-national grain and food conglomerates."

The Farmers Union called for new directions in the development of the 1995 farm law to prevent family farmers from becoming an "endangered economic species." It urged federal farm program benefits be targeted to the produc-

tion levels of family farms in order to reduce government costs and to further the sustainability of family farms and rural communities.

The farm organization historically has favored supply-management programs and continues to do so; however, it acknowledged that "current farm law and trade policy directions lessen this nation's ability to manage the agricultural supply-demand and pricing situation on behalf of its producers."

The result is that future farm policy seems limited to a choice between continued decoupling or the targeting of farm program benefits, according to the Farmers Union. "Decoupling so far has provided artificial competitive advantages to the largest farms while collapsing the very safety

net that was originally established for family farmers," the Farmers Union policy declared.

The organization explained that the nation's largest farm operations have continued to receive their full entitlements, while the across-the-board cuts through the triple-base system have put the burden of the budget cuts on the backs of the small and mid-sized farm families.

The Farmers Union policy said the organization would adamantly oppose further decoupling. It said targeting farm program benefits is the "most viable policy alternative available today to respond to the crisis facing family farm agriculture."

"Targeting must establish a basis that provides cost-of-production returns and a reasonable livelihood from the basic output of

a family farm," the farm group said.

Tiered marketing quotas, set-asides, and price supports, together with overall, per program and volume (bushel) based commodity loan and deficiency payment limitations were endorsed as effective targeting tools.

In addition to targeting efforts, the Farmers Union endorsed defining farmers eligible for program benefits as "farm operators who rely on farm income for their livelihood." The organization said farm operators who have supplemental off-farm jobs should continue to be eligible for farm program benefits, but those persons or entities which have extraordinary annual net incomes from unrelated, non-farm sources of more than \$100,000 should not be eligible.

Workshop Set On Rural Income Opportunities

KEEDYSVILLE, Md. — Farmers and other rural landowners can explore opportunities to produce additional income from their property at a workshop on "Income Opportunities For Rural Areas Utilizing Your Natural Resources."

Sponsored by the Cooperative Extension Service in Maryland, Pennsylvania, Virginia, and West Virginia and the Small Business Development Center, the workshop will be held Saturday, April 16, at the Center for Career and Technical Education in Cresap-town, Md., five miles south of Cumberland on Rt. 220.

"Response to this very popular workshop in past years has been extremely encouraging," said Jonathan Kays, a natural resource specialist with the Maryland Cooperative Extension Service. "Participants at past workshops have made it clear that private landowners are interested in using

their natural resources to meet recreational demands and provide non-traditional products and services."

Kays believes that continuing concerns for the environment, especially as regards water quality and long-term land stewardship, will only increase interest in alternative income-producing enterprises.

The workshop will help prospective entrepreneurs and producers looking to diversify get started by providing them with information on how to produce, market, and finance a variety of non-traditional products and services.

The morning program will explore various opportunities, examine legal and liability issues, and discuss enterprise budgeting and marketing.

After lunch there will be three breakout sessions:

- Agritourism: fee fishing, bed & breakfasts, and guns, grit and glory.

- Environmental horticulture: greenhouse crops, marketing specialty products and maple syrup production.

- Forestry and natural resources: dollars from woodlots, mushroom and ginseng production and kiln drying opportunities.

A \$12 registration fee includes lunch, morning coffee and donuts, break beverages, and informational materials. Preregistration is required by April 8 and is being handled by the Alleghany County office of the Maryland Cooperative Extension Service. Call this office at (301) 724-3320 to request a brochure or to register by phone. Your local cooperative extension service office in Maryland, Pennsylvania, Virginia, and West Virginia also have workshop brochures.

For more information, contact Steve Bogash or Jonathan Kays, (301) 791-2298.

Books Provide Latest Tillage, Soil Management Information

MOLINE, Ill. — Farm owners, farm managers, and anyone else who seeks the latest information about profitable, site-specific tillage practices and effective soil-management strategies can find it in two books, entitled "Tillage" and "Soil Management." The books are published by Deere & Company's Service Publications Department.

"Tillage," a completely revised edition, replaces a book of the same title in Deere's Fundamentals of Machine Operation (FMO) series. "Soil Management" is part of the company's Farm & Business Management series.

"Both series are used extensively by educators and make excellent reference material for those associated with production agriculture," said John Kuhar, senior editor with Deere's publication department.

The 164-page tillage book, complete with more than 300 illustrations, presents up-to-date in-

formation on primary and secondary tillage systems and provides practical strategies for conservation planning and working with higher levels of crop residue. Other topics include dryland tillage practices, tillage at seeding, managing soil compaction, and equipment adjustments.

The soil management book contains 140 pages of practical information about subjects such as soil fertility, erosion control, soil compaction and its management, factors affecting crop yield, and conservative planning. The topics are illustrated with more than 200 photographs, charts, and drawings, and many are in color.

"Tillage" and "Soil Management" are priced at \$29.95 and \$24.95 respectively.

For ordering information, write Lori Leas, Deere & Company, Service Publications Dept., John Deere Rd., Moline, Ill. 61265-8098, (309) 765-4516.

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