

Olympic Silver Medalists Enjoy Milk

Lancaster Farming, Saturday, April 2, 1994-B3



Mala Usova and Alexander Zhulin, 1994 Olympic Silver Medalists, enjoy a refreshing glass of milk before their performance at the 68th Annual Coronation Ice Show at the Olympic Arena in Lake Placid, New York.

SYRACUSE, N.Y. — The American Dairy Association and Dairy Council, Inc. (ADADC) helped sponsor a recent event in Lake Placid, New York where Maia Usova and Alexander Zhulin, reigning World Champions in Ice Dancing and current Olympic Silver Medalists, were honored as King and Queen of the 68th Annual Coronation Ice Show.

Rick Naczi, chief executive officer of the American Dairy Association and Dairy Council, Inc. (ADADC), said he was delighted that Usova and Zhulin enjoyed a fresh cold glass of milk before their performance at the ice show.

Naczi was also pleased Stacy Martin, daughter of dairy farmer David Martin from Gouverneur, was among the skaters at the ice show. Martin attends the National Sports Academy at Lake Placid and has been skating since she was four years old. She recently placed 6th in ice skating at the Empire State Games and would like to skate professionally upon graduation from high school.

Although skating is Stacy's first

love, she has found time to serve as vice president of the Jr. Guernsey Breeders Association and is a member of the National American Guernsey Association. In 1993, at the New York State Fair, Stacy

received the Master Showmanship Award which she deemed quite an accomplishment. She admits, however, that meeting Usova and Zhulin and other world ice skating champions is even a bigger thrill.

Floral Crop Ready

(Continued from Page B2)

we produce a product."

Like most agriculture-related businesses, greenhouse operations are becoming fewer, but larger.

"You need a certain amount of square feet to make a living from it. Land where greenhouses are located is generally very valuable and many are closing down because of that. Those remaining get larger. There's also a tendency toward specializing in a plant or a product and growing that specialty very well," says this greenhouse grower, adding with a smile, "We still grow 200 different things here, from ageratum to zinnias."

Most are also still grown from seed at Schaefer's, though much of the industry is moving toward growing from "plugs," started seedlings rooted in tiny cylinders of soil. Technology is hastening such changes, with automated equipment that sows seeds and trans-

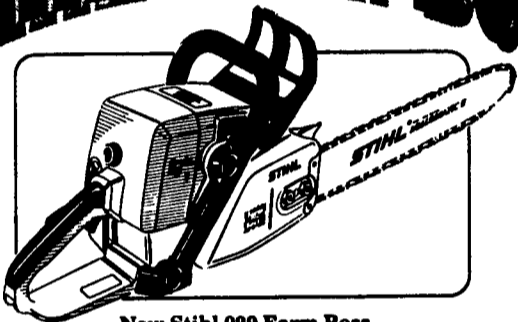
plants seedlings. Such modernization will somewhat diminish the need for labor, one of a greenhouse operation's most costly expenses.

Business details, labor management, maintenance, accounting, and paperwork increasingly take larger chunks of Hoffman's busy schedule. Often, he relates, days pass before he sees some parts of the greenhouse complex. But he does "get his fingers in the dirt" occasionally and finds that side of the business to be relaxing.

"I would never want to go back to punching a clock," he insists of the horticulture enterprise and retail shop, which keep him busy far longer than corporate 40-hour work week.

"There are many kinds of worlds in our society; this is just a different world for me than the one I had before."

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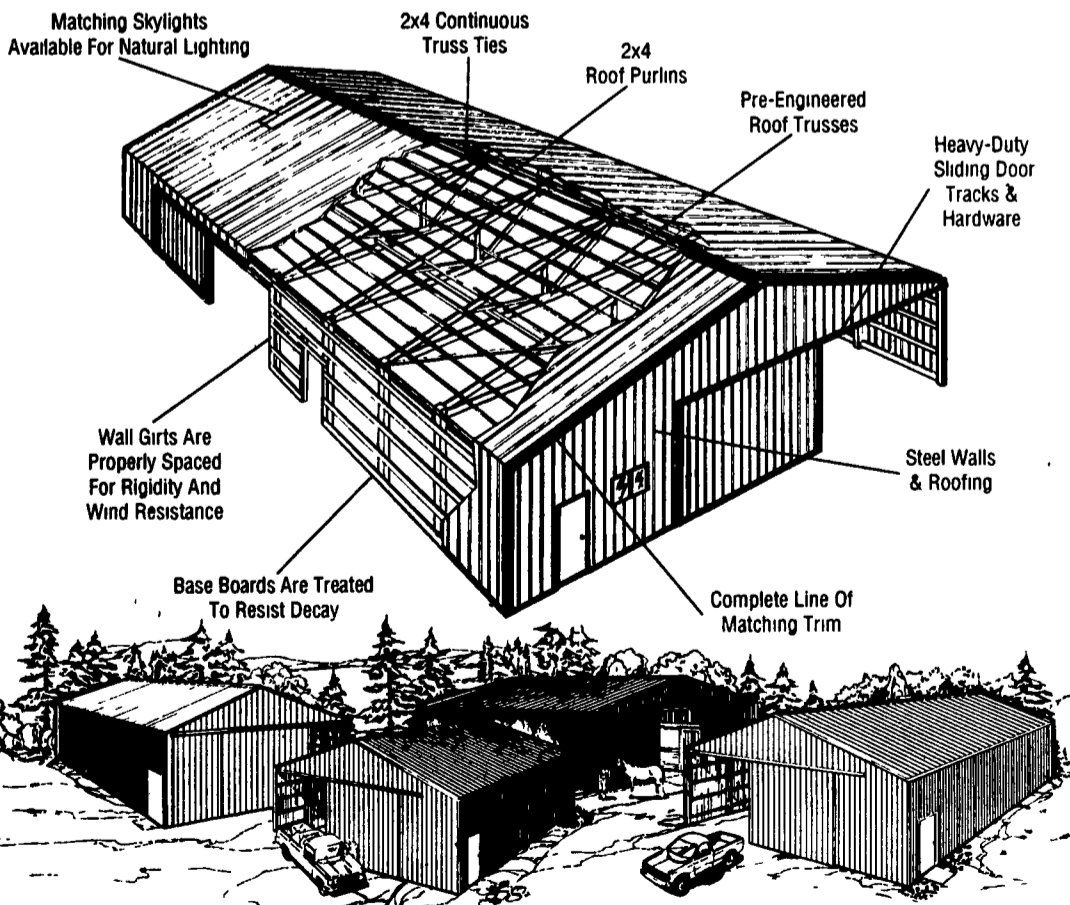
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