



Pictured here are, left to right: Tracey Henderson, outgoing queen; Chrissi Fochtman, Laurie Berot, queen; and Beth Sarver.

## Laurie Berot Wears Lamb And Wool Queen Crown

LINDA WILLIAMS  
Bedford Co. Correspondent

Laurie Berot was crowned the 1994 Lamb and Wool Queen of Bedford County at a banquet held on Friday evening, March 18.

Laurie served as the 1993 first runner-up to outgoing queen, Tracey Henderson.

With a flock of her own sheep, Laurie has participated in all phases of raising sheep from showing them to shearing, to spinning the wool and knitting her own sweaters.

As the new queen, she plans to continue along the same path already established by Tracey and herself. "We were present at every public function we could attend," Laurie said in her speech preceding the judging. "And, we were delighted with the number of questions the public asked about sheep."

Laurie says she enjoys cooking lamb and has had recipes published in the Lancaster Farming.

Court for the new queen will consist of Beth Sarver and Chrissi Fochtman. All of the girls are students at Chestnut Ridge High School.

"Nothing looks more professional than a wool outfit," said Chrissi Fochtman in her contest speech.

The girls proved that statement with each wearing a stunning wool outfit. Chrissi wore a black wool skirt with checkered wool vest; Beth wore a beautiful emerald green wool with white lace collar; and Laurie wore a pink wool sweater and gray skirt.

In her final remarks as queen, Tracey Henderson said she participated in seven parades, numerous community events, the Somerset County Jackpot show, the sheep to shawl contest at the State Farm Show, and Special Olympics.

Her favorite activities, she said, was taking lambs to school where she was able to begin educating elementary children about raising sheep.

She had a similar experience when she took sheep to a local nursing home.

In the election of officers, Brian



Laurie Berot is the 1994 Lamb and Wool Queen of Bedford County.

Barkley was elected president for the upcoming year; Rodney Fisher is vice president; and Sharon Weaver, secretary-treasurer. Dave Martin and Inci Willard were elected to the Board of Directors.

The lamb dinner was served by the members of the Church of the Brethren in Bedford.

Entertainment was provided by the Meistersingers of Northern Bedford County High School.

## Sell What You Sow

CARMICHAEL, Calif. — As the most comprehensive book to date on the subject of high-value marketing of fruits, vegetables, flowers and herbs, *Sell What You Sow! The Grower's Guide To Successful Produce Marketing*, by Eric Gibson, offers farmers and market gardeners practical, how-to guidance in making a living from the land.

"If the '80s were the decade of specialty crops, the '90s will be the decade of specialty marketing," Gibson notes. "Why grow the good crop if you can't sell it at a profit? *Sell What You Sow!* delivers the kind of hands-on information farmers need to sell what they grow."

Enhanced with real-life anecdotes and examples from master marketers around the country, the 304-page book contains 32 chapters, several appendices, and a

425-listing Resources section. The Foreword is by Howard "Bud" Kerr, director of the USDA Office For Small-Scale Agriculture. Subjects include making a marketing plan; selecting crops for maximum return; direct marketing through farmers' markets, restaurants, roadside markets, pick-your-own operations, rural recreation farms, subscription farming, mail-order and retail outlets; selling through specialty wholesale channels; adding value with specialty products; customer service; merchandising; pricing strategies; rules, regulations and insurance; as well as promotion and advertising.

To order the book, send \$25 postpaid to New World Publishing 3701 Clair Dr.; Carmichael, CA 95608; (916) 944-7932. (California residents add \$1.63 state sales tax.)

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