

# Promote Produce With Southern Md. Harvest Box

CHARLOTTE HALL, Md. — The promotion campaign for southern Maryland agriculture, spearheaded by the Tri-County

Council for Southern Maryland, is about to expand.

The "Southern Maryland Harvest" logo began with posters and

## Is China Ready

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ice cream.

By comparison, in India, we found people boil milk, which they add in large doses to their tea, and various fresh cheeses and cheese made into pastry are very popular dishes in that country.

The latest USDA statistics reveal that while milk production for U.S. cows is 16,128 pounds annually, the average cow in China gives only 3,300 pounds. And the per capita consumption of milk in the United States is 590 pounds as compared to China, where yearly consumption of milk (both cow and goat) per person is only 9 pounds.

It's puzzling how the Chinese get their daily requirements of 800 milligrams calcium.

In China, we asked to see a dairy farm, but apparently there were none in the vicinity.

Even in the nearby wild mountains, the livestock is limited — a pig, a few chicken, some pheasants, but the one animal that thrives there in large numbers is the cashmere goat, which is suited to the rugged mountainous terrain. These goats also bring farmers a good income, but they have no milk to offer beyond nursing their kids.

We visited the Great Wall built along the top of steep mountains. It is a major source of tourist income; both foreigners and natives come by the busload to see it.

Also, there are many historic sites — ancient tombs of former emperors, 2,000 years old; neolithic archeological village sites, more than 6,000 years old — that attract tourists and support the

many entrepreneurial vendors. Shops are full of beautiful silk, cashmere and jade as well as skillfully made handicrafts, carvings, embroidery and rugs that entice the buyer.

My visit to China was enlightening and fun, if one can discount the long flight to get there.

China is anything but a backward or underdeveloped nation.

Our college colleagues there were well-educated and up-to-date. Their electronic support with computers is the latest in the industry. The people and hotels, in particular, seem to want to Westernize and Anglicize fast.

Streets, highways and turnpikes are wide and clean, and many are lined with rows and rows of poplars and cedars. Audis, Mercedes, Volvos, Volkswagens, Toyotas and Mazdas are everywhere, joining the thousands of bicycles already on the roads.

But a dairy industry still seems to be waiting to happen.

Does this mean that the world's leading dairy industries — the United States, New Zealand, Denmark and Israel — to name a few, have not yet reached China?

Is there a market for U.S. dairy exports, including milk and cheese products, semen, ova, breeding stock, and extensive experience and knowledge?

It seems to me that the 1.2 billion Chinese consumers offer a tremendous market opportunity for the U.S. dairy industry. At the very least, we'd be supplying a nation undernourished in calcium with the milk and milk products that help prevent osteoporosis.

stickers to help identify and promote southern Maryland agricultural products. Following the lead of similar initiatives, such as Jersey Fresh and Virginia's Finest, the concept focuses on highlighting locally grown products and linking them to a perception of higher quality and fresher taste.

An alliance has been formed between the council and Southern Maryland Regional Farmers Mar-

ket (SMRFM) to expand the logo's use and its reach. They are now in final negotiations with their box supplier to print boxes with the "Southern Maryland Harvest" logo on them.

The council and the cooperative extension service will host a Produce Grading and Packing Workshop aimed at teaching interested growers the proper techniques for packing and grading different

commodities. This workshop will be held on June 12, at 7 p.m. at the Charlotte Hall Regional Library in Charlotte Hall, Md.

Southern Maryland growers interested in using the "Southern Maryland Harvest" boxes should be able to demonstrate their ability to properly grade and pack their fruits and vegetables. This aspect is a critical component in the overall success of the logo and its acceptance by buyers and consumers. It is hoped that over time the logo will gain a reputation for representing the highest quality locally grown products and as a result it will build a type of brand loyalty commitment among its customers.

It is anticipated that the "Southern Maryland Harvest" box prices will be comparable to the regular stock boxes. In addition to tomato boxes, the logo will be available on 1/2 bushel, 1 bushel, and 1 1/9 bushel boxes. The boxes will be available only through SMRFM. Southern Maryland growers interested in purchasing "Southern Maryland Harvest" boxes should contact Dave Rada, SMRFM Market Master at (301) 372-1066 or 1-800-533-Farm or Candy Walter, Tri-County Council agricultural specialist at (301) 884-2144 or 870-2520.

## Five States Represented At Conference

ALFRED, N.Y. — Recently, at the Farmedic National Training Center located at Alfred State College, 22 fire/rescue/EMS instructors from five different states completed the Farmedic Instructor Course.

The 24-hour course prepares instructors to teach the 16-hour Farmedic Provider Course to fire/rescue/EMS providers. Farmedic training enables emergency providers to be better prepared to respond to and manage a farm related emergency by training them the potential dangers involved with a farm rescue and the proper procedures to use in extrication and fire fighting on the home-stand.

"There's a lot to learn about rescuing people in farm accidents," said Kevin Ross of Corfu, N.Y. Anthony Zaccaro Jr., representing the New York City Fire Department, stated that rescuing people in the Big Apple was similar to rescuing people on the farm.

"We deal with chemicals and large machinery accidents just like farmers."

The Farmedic course was offered at the National Farmedic Training Center at Alfred in conjunction with its 15th year anniversary.

### Public Auction Register

Closing Date Monday 5:00 P.M. of each week's publication

#### JUNE

TUES. JUNE 11 - 10AM Sweing Plant, 225 machines, fin. goods, equip. Darjan Co., Lafayette & S. 12th St., Lebanon, Pa. From Exit 20 Pa. Turnpike take Rt. 72 N. into Lebanon and turn left onto Colebrook Ave, then make first right onto S. 12th St., proceed 1 1/2 miles to Lafayette St. Wm. F. Comly & Sons, Inc., aucts.

TUES. JUNE 11 - 10:35PM Supermarket & Bakery/Deli Equipment Auction. Former Cressler's Food Market, 949 Lincolnway East (Hwy. 30) Chambersburg, Pa. Bell Auctioneers.

FRI. JUNE 14 - 7 PM Middleburg Livestock Auction 1st Anniversary Dairy Sale at Middleburg Dairy Barn.

SAT. JUNE 15 - 8:30AM 3 parcels of real estate, 2 story home, Strausstown Post office & 24 acres woodland, antiques, household, personal property. In Strausstown, Berks Co., Pa. From Strausstown Exit 71 78 Take 183 South

to blinking light, turn rt. to sale one left, next to post office. For Carrie Ketner Estate. Les Longenecker, auct.

SAT. JUNE 15 - 9:15AM Repossession Sale, Keystone Public Auto Exchange.


SAT. JUNE 15 - 9AM Printing, warehouse & office related items. 1501 N. 7th St., Harrisburg, Pa. For Hargro Flexible Packaging, Ziegler Auction Co.

SAT. JUNE 15 - 5 auctions in one day, bankruptcy auction Chapter 11 reorganization Transmix Sand & Gravel Inc., liquidation of Hildeman Paving & Excavating. Transmix Cement Co. & major job completion for lombardo Construction & Line Co., Inc. 30 miles W. of Newark, I-78 exit 11, just off interstate. Alex Lyon & Son, aucts.

SAT. JUNE 15 - 10AM J.P. McCaskey High School Furnishings. just off Rt. 30 at Rt. 23 (Walnut St.) exit. For School District of Lanc. Kerry Pae, aucts.


SAT. JUNE 15 - 10AM Absolute Municipal Surplus Auction. Basemen of old Northampton Borough Garage, Laubach Ave. & Smith Lane, Northampton, Pa. off Rt. 22 at 897 N. North to Rt. 329 (Nor-Bath Blvd), left onto Rt. 329 to Northampton, left onto Laubach Ave. For Boroughs of Emmaus, Northampton, Slatington; Townships of Bethlehem, Lehigh, Lower Saucon, E. Allen, Salisbury, Whitehall, South Whitehall; and Lehigh/Northampton Airport Authority. Peter Krall Auction Co.




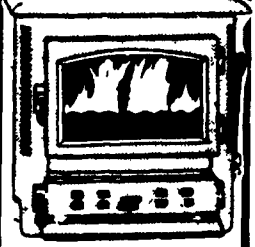
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**SUPERMARKET & BAKERY/DELI EQUIPMENT AUCTION**  
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10:35 A.M.  
AUCTION SITE:  
FORMER CRESSLER'S FOOD MARKET  
949 LINCOLNWAY EAST (HWY. 30)  
CHAMBERSBURG, PA  
Large supermarket loaded with good ready-to-use equipment. This store features a 4-year-old Casio scanning system, and 4-year-old Lozier shelving. Other items include: (5) Hobart mixers, bakers aid oven, Hill "Curved Glass" bakery cases, Hill "Curved Glass" service meat cases, (2) Hobart meat saws, (2) Hobart slicers, Onan generator, Hill refig. cases (dairy, 3/deck meat, produce table), (14) Med. & Low Temp. Compressors. This is only a partial listing for complete brochure contact auction co. Cash or guaranteed funds, 10% buyer's premium applies.  
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(Others available)  
For up-to-date information: CALL THE HOTLINE (610-683-7161) 24 HOURS A DAY for auction reports, hours, directions, and box room specials!

  
**Wise's Furniture Auction**  
Every Tuesday 5 PM  
This Tues., June 11  
Accepting Consignments All Day Monday and Tuesday up to Sale Time.  
Furniture, Antiques, Collectibles, Household Items, Tools, Machinery and Box Lots.  
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