

Pa. Soybean Board Awards \$110,000 Grant Funds

LANDISVILLE (Lancaster Co.) — Benefit to growers was the key factor in decisions awarding nearly \$110,000 in 1998 Pennsylvania Soybean Board research grant funds last month, according to PASB Chairman Mike Gerhardt.

"The board funded eight different projects addressing areas of grower concern," said Gerhardt, "from burcucumber management

and controlling white mold on soybean crops to evaluating profit and yield potential for food grade and organic soybean varieties for Pennsylvania growers."

The Pennsylvania Soybean Board awarded \$109,382 in 1998 grant funds to production research and market development projects at its annual spring grant meeting in Lancaster. The farmer board, which collects checkoff funds on

soybeans sold in the state, also administers those funds, overseeing a variety of production research projects, market development work, and promotion and education projects aimed at improving the picture for soybean growers.

Grants for 1998 include seven production research projects and one "new uses" development project. Six grants go to Penn State researchers working in various areas of soybean research: "Prediction of Amino Acid Profiles in Soybean Meal and Other Feed Ingredients" (\$8,500), "Evaluation of Soybean Germplasm Under PA Conditions" (\$6,000), "Sclerotinia Stem Rot of Soybeans" (\$21,172), "Burcucumber Management in Soybeans and Corn" (\$16,609), "Soybean Response to Nitrogen Fertilization in Conservation Tillage" (\$6,128), and "Functionality Maps for Soy Protein Ingredient" (\$13,278). Another production research grant goes to Rodale Institute for "Evaluation of Food Grade Soybean Varieties" (\$12,695), an area

of growing interest to many producers.

The board also funded an interesting new project aimed at developing and bringing to market a new use for soybean crops, "Extreme Pressure Metalworking Lubricating Oils and Greases from Soybeans," directed by Desilube Technologies (\$25,000), a Pennsylvania firm specializing in development of lubricants, a hot new area for soybean product development.

"This project is especially exciting because it has national stature and national support," explained Gerhardt. "Desilube first proposed the work to the United Soybean Board, who ranked it very high on their list of priority funding for its value to producers nationally. We were happy to be able to respond to USB's request for state support for this groundbreaking work in developing new uses for soy crops."

While PASB's directors are farmers, the board aims to ensure that grants meet producer needs

effectively in other ways as well. Last year, the board held an informal research "focus group" meeting at Penn State, including board members, researchers, extension agents, college administration and individual growers. Extension agent John Yocum also serves as a PASB director, helping to provide valuable field expertise and two-way communication between PASB directors and other Pennsylvania farmers.

"The board welcomes grower input in determining research priorities," Gerhardt noted. "As a grower funded effort, the soybean checkoff is most successful when growers share their insights and opinions on what is most valuable to them so funds can be directed toward those needs."

Project results for 1998 grants will be available in April 1999 by calling the PASB office at (410) 742-9500. Interested producers are also encouraged to call the office now to request results of 1997 production research projects which have just concluded.

Dairy Ingredient Marketing Adds Value

ROSEMONT, Ill. — A new marketing campaign to promote food technologists' understanding and usage of nonfat dry milk and dry whey, funded by the dairy checkoff program, has been launched.

The new \$3 million effort, themed Do it with dairy™, positions these two key dairy ingredients as value-added components in both existing and new food formulations.

"Dairy farmer-funded market research identified nonfat dry milk and dry whey as a priority growth opportunity for the dairy industry," said Bill Haines, vice president, Business to Business Marketing, dairy Management, Inc.

Research from the American Dairy Products Institute shows the use of nonfat dry milk in mixes and blends has been growing at a compounded annual rate of 45 percent from 1992 to 1996. Dry whey usage in mixes and blends has increased at a compounded annual rate of nearly 13 percent during that same period.

"While awareness of dairy-based ingredients is universal and usage levels are high, we still can provide more information on the versatile functionality of nonfat dry milk and dry whey to encourage greater use," said Haines. "Every penny per pound increase in the price of whey alone translates in a five-to-six-cent per hundredweight increase in the value of milk."

According to Haines, these dairy ingredients are vital components in a wide range of food products, including dairy, baked goods, meats, confections, beverages and snack foods.

"The integrated marketing program now in place also will provide dairy ingredient technologies to food manufacturers to build demand for nonfat dry milk and dry whey," said Haines. "It's readily apparent there is a strong market for highly functional ingredients backed by helpful technical support. Therefore, we are offering extensive assistance to food technologists via a technical support hotline, targeted advertising, newsletter, technical white papers and immediate dissemination of ingredient information upon request. Our goal is to meet and exceed the marketplace requirements by providing information and much-needed education on dairy ingredients."

Middle Atlantic Milk Marketing Association (MAMMA) and Pennsylvania Dairy Promotion are the local planning and management organizations, funded by dairy farmer dollars, responsible for increasing demand for U.S. - produced dairy products on behalf of America's dairy farmers. They work closely with Dairy Management, Inc.™ to implement dairy promotion, education and research programs nationwide.

Since the national dairy farmer checkoff program began in 1984, dairy promotional organizations have helped to increase total dairy sales by approximately 200 billions pounds - a 29 percent increase - more than USDA projections. To learn more about dairy farmer-funded efforts, contact the Middle Atlantic Milk Marketing Association at (410) 321-0266 or Pennsylvania Dairy Promotion Program at (814) 498-2058.

Angus Breeders

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thousands of people making genetic decisions," he said. "If we as the beef industry are going to supply cattle and enhance the beef industry, we are going to change the genetics so the product we produce will have the highest value possible."

Wallace said in order to change genetics, each individual breeder must first look at the five major traits of economic importance. Those traits include birth weight, growth, milk production, fertility, and carcass traits like marbling and retail product. Once these five traits are considered, breeders will need to use some type of indexing system to select bulls on an economic-value basis.

Wallace has developed a formula, which he calls the "Power Score," for computing an index on bulls. He adds the birth, weaning, yearling, and milk expected progeny differences (EPDs) percentiles and divides them by four. The bull with the lowest number has the best power score. Using carcass data, Wallace has developed a new carcass power score. This formula adds the percentile rankings for both marbling and percent retail product, which is then divided by two.

"Sire selection in both the purebred segment and commercial segment will become more important than it has in the past," he said.

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