

Northeast SARE Announces 2000 Producer Grants

BURLINGTON, Vt. - The Northeast Region Sustainable Agriculture Research and Education (SARE) program has awarded a record \$270,000 to 62 producers through its farmer grant program.

SARE provides grants for experiments and demonstrations, including sustainable and innovative agricultural practices. While a number of farmer grants address production issues, a large number of the 2000 projects focus on marketing. In those projects, SARE support will help farmers explore new markets, test novel direct marketing approaches, create innovative producer associa-

tions, and tap into urban ethnic markets.

The emphases on marketing reflects a shift in focus of many small- and medium-sized farms, says SARE Program Manager Jim Gardiner. "It is a response to low commodity prices, and a growing sense that, especially in the heavily populated Northeast, there are many opportunities for alternative and niche markets."

This year, total funding available through Northeast SARE increased because of contributions from the USDA Agroforestry Center and the USDA's Agricultural Marketing Service. The agroforestry pro-

gram contributed approximately \$11,000 to the farmer grant program. AMS contributed approximately \$56,000.

"Many farmers tell us that marketing is the primary barrier to their success," said Kathleen Merrigan, administrator of the Agricultural Marketing Service. "This new AMS-SARE partnership will

enable small farmers to explore creative marketing ventures."

The Farmer Grant program offers producers a chance to try a new technique, conduct an experiment, or explore new marketing and production opportunities. Applicants are commercial producers from around the opportunities. Applicants are

commercial producers from around the Northeast SARE region, which covers 12 states and Washington, D.C.

The grant cycle has application deadlines in December, with final decisions made in January. For more information about the Farmer Grant program at Northeast SARE, call (802) 656-0471.

re-examine.

2.) After 50 DIM- no heats, examine, prostaglandin injection if possible.

3.) Open after 150 DIM, Ovsync.

These programs most commonly revolve around biweekly or monthly herd health visit. A "Hot list" of open, not bred cows is kept and something is done to them every visit. Regular palpations can detect problems, allowing for earlier interventions. Programs can be devised without veterinary examinations, but some cows will be lost to undiagnosed problems.

Accurate records are essential to any plan. There are many computer programs that will automatically generate the "Hot lists", but breeding wheels and manual records can serve as well. The key is the ability to retrieve the information quickly in a usable form.

Obviously, the variations are numerous depending on facilities, success at heat detection and the dairyman's personal preferences. The use of Ovsync, without heat detection may be used for all or part of the year.

Reproductive Plans

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Successfully breeding cows is an essential but difficult task on most dairies. Many heat detection aids and hormone injection programs have been developed to aid in breeding cows. While helpful, they must be used as part of a reproductive plan to ensure cows are inseminated at the proper time. It may seem obvious, but no cow will become pregnant if she is not bred. All too often, a cow is not bred for months, waiting for a patch to turn red or an observed heat after a prostaglandin injection.

A reproductive or breeding plan is necessary in order to breed cows in a timely and consistent manner. This will prevent cows from "being lost" or forgotten, wasting days open. The plan requires accurate record keeping, consistent decision making and utilization of the tools available to detect and

control heat and ovulation. The heart of the plan is clear, written rules defining what will happen to a cow as she reaches various events.

For example:

1.) A cow will be bred at first heat after a voluntary waiting period of 50 days in milk (DIM).

2.) She is examined if no heats are observed by 60 DIM. If a corpus luteum (CL) is present, prostaglandin is administered, use patch or crayon and breed at heat.

3.) No heat observed, re-examine, if CL present, repeat prostaglandin.

4.) No heat observed, re-examine, good body condition, Ovsync program.

Alternatively, the rules can be written based on days in milk or after an event.

For example:

1.) After 7 DIM- first check for uterine infection, if abnormal, estradiol injection, prostaglandin after 10 DIM and

Management Key

(Continued from Page A22)

its impact on the system's overall financial performance.

- Maintains an active dialogue with the franchise community.

- Prefers to resolve disputes through negotiation, rather than legal means.

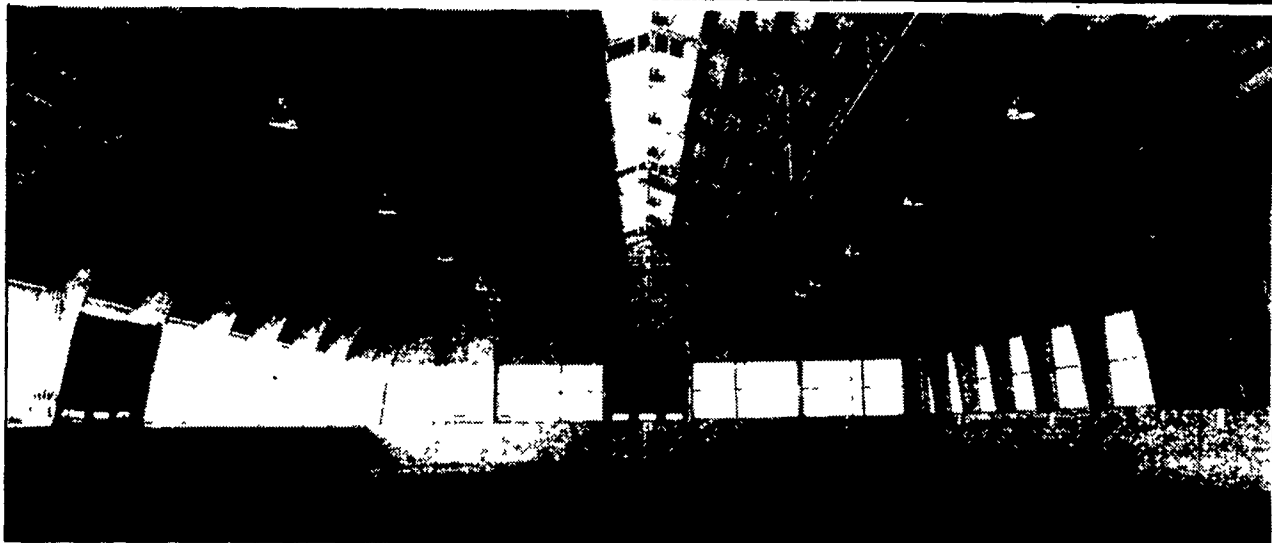
- Makes decisions to strengthen both franchiser and franchisee.

- Parsa calls the two other franchise types "Aggressive" and "Regressive" franchise systems. He analyzed the operations of 200 restaurants of nearly two dozen franchisers in "A Typology For Hospitality Franchise

Systems: Strategic Choices For Hospitality Franchisees," which was recently accepted for publication in the Journal of Restaurant and Foodservice Marketing. In it, he describes the three types of franchise system and how parent companies and individual stores act inter-dependently in each type.

- Parsa also has had numerous other papers published in recent years, including in the Journal of Hospitality and Tourism Education, the Journal of Business Research, and the Cornell Hotel and Restaurant Administration Quarterly.

Riding Arena

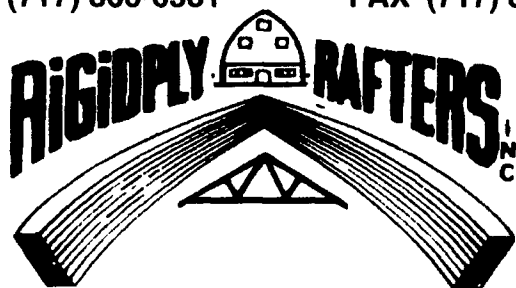


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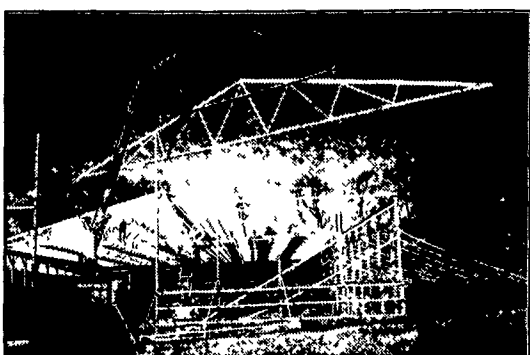
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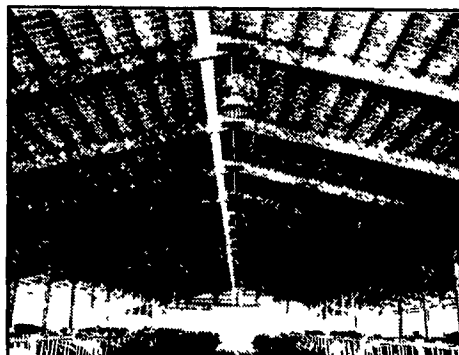
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