

Ag Horizons Conference July 25

GRANTVILLE (Dauphin Co.) — Program topic for the upcoming Ag Horizons 2000 Conference is "The Retail Face of Farming."

The conference, scheduled July 25 at the Holiday Inn Harrisburg-Hershey in Grantville, will focus on a diversity of marketing options, including e-commerce, entertainment farming, niche marketing, and direct marketing.

Ag Horizons is designed specifically for educators in agriculture. Graduate credit at Penn State can be earned with the conference.

After a continental breakfast and registration, the program begins at 8:30 a.m. with an introduction to the retail face of agriculture by Lou Moore, Penn State professor of ag economics. Terry Kile, Weidenhammer Systems Corporation, will review e-commerce.

The subject of entertainment farming will be discussed by Janet Finney, Jack Finney Corp., and Stephen Quigley, Merrymead Farm, Inc.

Niche marketing will be explored by Roy L. Brubaker, Tuscarora Organic Growers. Direct marketing will be the subject of a talk by Romaine Erb, Brooklawn Farm Market.

After lunch, a 1 p.m., a panel discussion will be held. A registration fee of \$15 will be collected at the conference.

For more information, contact Penn State at (814) 863-0644.

World Dairy Expo Honors Four Dairy Industry Leaders And Producers

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World Dairy Expo. Gable is respected in and out of the show ring for her ethics, grace, and humbleness.

The Pennsylvania State University graduate annually hosts the college's dairy judging team and was awarded the Penn State Dairy Judging Service Award in 1996. She has also hosted the Pennsylvania Holstein Junior Judging School and opens the farm to area schools for Dairy Day.

In 1994, the Snider herd provided an outstanding class for the Hoard's Dairyman judging contest. Gable also provides housing for cattle owned by 4-H youth and retired neighbors. In 1998, Snider Homestead Farm was the site of the World Guernsey Conference tour. This year she hosted the National Guernsey Convention Tour.

International Dairyman Promotes Brown Swiss Breed

As a boy, the International Person of the Year spent his summers tending his family's Brown Swiss herd in the mountains of Switzerland. As an adult, Heinrich Meli became an influential diplomat for Brown Swiss breeders around the world.

After earning a masters degree in agricultural science from the Swiss Federal Institute of Technology in Zurich, Meli worked at the herdbook office of the Brown

Swiss Cattle Breeders Federation in Zug. While there, he introduced the computerized contemporary comparison progeny-testing program, which set the basis for modern selection possibilities.

In 1964, he became the Secretary of Agriculture and Public Economics for the Canton of Graubunden. He promoted the little-used practice of artificial insemination and built the Canton of Graubunden's herd into a leader of dairy cattle breeding throughout Europe.

In 1971, Meli became the general manager of the Agricultural College Plantahof, Landquart, where he also managed two training farms until his retirement in 1999. There he bred an outstanding 90-cow herd of Brown Swiss cattle that breeders from around the world travel see. Meli is also credited with being the first promoter of U.S. Brown Swiss genetics in Europe and turned the national herd into a showcase for these genetics.

Meli went on to influence the breed and the industry in 1976 when breeders unanimously elected him president of the World Brown Swiss Federation. In 1992, he became president of the commission of the Swiss Cattle Breeders Federation, a group representing all of the breeding federations and numbering more than 40,000 farmers and 1.6 million head of cattle in Switzerland. He served as secretary/

treasurer for the annual meeting of the European Association for Animal Production in 1975 and organized the third and fifth annual world Brown Swiss conferences in 1986 and 1997. He promoted international semen exchange, initiated the international progeny testing of several Brown Swiss bulls and helped introduce INTERBULL to many European countries.

Industry Winner Uses His Pen And Voice To Make a Difference

World Dairy Expo's 2000 Industry Person of the Year has impacted agriculture through his writing, his teaching, and his presentations on his realistic visions for the future of the industry. Miles "Mac" McCarry is a familiar name to many in the dairy industry due to the many hats he's worn during his career.

His long resume includes Director of Public Relations for the Holstein Associations, Sales Manager for Curtiss Breeding Service, National Dairy Shrine secretary, and author of more than 100 articles for several dairy publications. As an agricultural agent in Massachusetts in the late 1940s, McCarry developed an Artificial Insemination Cooperative along with other livestock marketing programs. He also launched the first on-farm-tape-recorded radio programs and was recognized for outstanding contributions to the New England Green Pastures Contest.

At the Holstein Association, he developed such programs as "Fit for the Farm — Fit for the Market" and "Making the Certificate of Registry Mean More" through advertising and promotional campaigns. He attended many national shows and events, handling public relations duties and speaking at state and county Holstein meetings across the country.

In 1963, McCarry moved to Curtiss Breeding Service where he designed the "Complete Cow Program" and traveled extensively speaking at numerous events in the U.S., Puerto Rico and Canada. He served as the official for judging contests at Waterloo, and Columbus and Chicago and ran the intercollegiate and 4-H judging contests at World Dairy Expo.

The National Dairy Shrine had some of its most shining moments under McCarry's leadership. Membership thrived and the Shrine's permanent home in Fort Atkinson, Wis. became a reality. After retiring to Florida, he continues to work on a historical video project for Dairy Shrine conducting more than 100 oral interviews. McCarry has earned seven Dairy Shrine membership awards. He also became the first to win the Dairy Shrine's 4-E award. To date, only four people have earned this award which stands for extra, energy, effort and enthusiasm.

Riding Arena

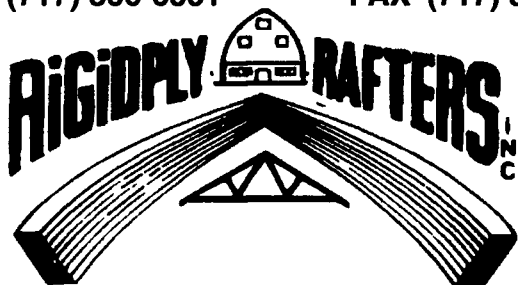


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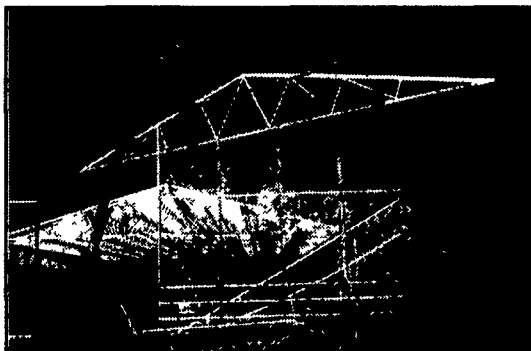
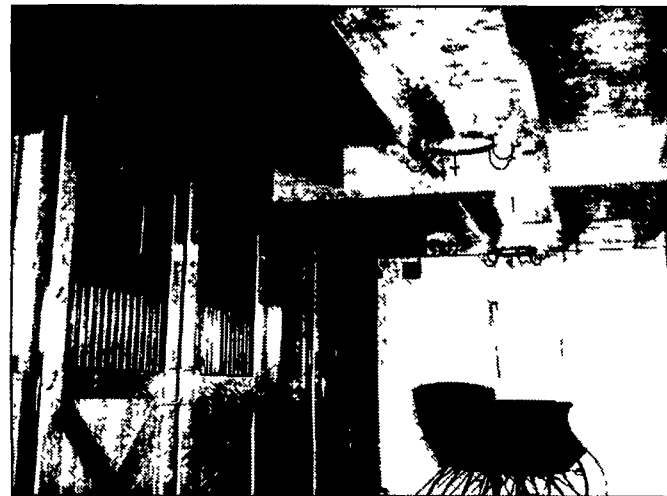
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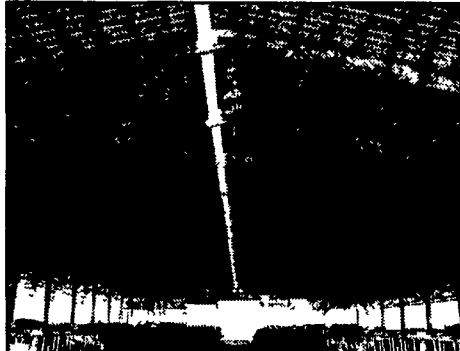
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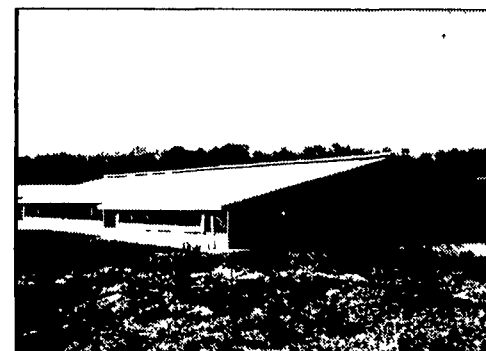
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