

Pennsylvania Extension 4-H Agents Receive Communication Awards

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tional audiences in existing 4-H opportunities, to strengthen collaborations with the Juvenile Detention Center, and the creation of new marketing tools in support of 4-H programming earned her the award.

The Blue Ribbon Award was presented to Melissa Whetzel, 4-H Coordinator, Greene County, who was recognized for her outstanding program development in adult in teen leadership, school enrichment programming, and life skill development through animal science curriculums. This award is given to an agent with three to seven years of 4-H and youth development programming experience.

The Clover Award was presented to Becky Miller, a volunteer 4-H leader from Lancaster County. The Clover Award recognizes an individual who is not a member of the association, but who is making significant contributions to the 4-H and youth development program at the county, regional, and state levels. Becky Miller was honored for her efforts as a key leader in the Lancaster County 4-H horse program, 4-H Leader's Advisory Council, and 4-H Development Fund Board.

The Distinguished Service Award was presented posthumously to William Hosler, Montour County and was accepted by his wife, Heidi in recognition of his contributions to 4-H programming. Bill had been a 4-H Agent in Huntingdon and Mercer Counties.

Jan Scholl, state specialist in 4-H Family Living and Curriculum Development was recognized for 25 Years of Service to the 4-H youth development program.

Helaine Brown, Montgomery County 4-H Agent, received the Search for Excellence in Teen Programming Award. Helaine's Teen Parent Conference is designed to empower teens to make healthy decisions regarding themselves and their babies. Youth who participated in the

conference learned how to budget and manage money, how to use car seats properly, the dangers of smoking during pregnancy, and important safety information to prevent poisoning and crib accidents.

The state Natural Resources/Environmental Stewardship Award was presented to Helaine Brown, Montgomery County. She assisted, a 4-H volunteer leader with the Ambler 4-H club through a series of environmental biology and wildlife 4-H projects as the club collaborated with other natural resource agencies both in and out of Montgomery County.

The state award for Search for Excellence in Teen Programming Team Award was presented to 4-H Agents; Liesel Dreisbach, Phyllis Laufer, and Paul Shealer. The team has designed a 4-H Camp Counselor Training for teens. Teens learned about youth development, risk management, and health emergencies.

The state award for Excellence in Teamwork was presented to Extension Agents; Susan Taylor, Cindy Arblaster, Brack Barr, Joann Logan, Carol Schurman, Cynthia Searight, Melissa Whetzel, Jean Bash, Robert Stout, and Cindy Javor. The team designed "Farming Mooving Through Time," the theme of the 1999 Southwest Regional 4-H Camp. The camp educational programming featured workshops related to the theme in addition to campfire evening programs. The program initiated collaborations with Extension specialists, master gardeners, and local farmers. By the end of the week, campers were exposed to many different aspects of agriculture of the past and present.

The Pennsylvania Association of Extension 4-H Agents awards and recognition program encourages its members and others involved with 4-H and youth development programming to strive for excellence in program development and delivery.



PAE4-HA newly elected officers, from left, back, Cindie Searight, treasurer, Beaver Co., Fred Rudy, president elect, Dauphin Co., Norma Lash, past president, Fulton Co. Front, Phil Hoy, president, University Park, Katina Showman, vice president, Lancaster Co. and Judy McCrone, secretary, Delaware Co.



PAE4-HA State Award winners, from left, back, Carol Schurman, Indiana Co., Katina Showman, Lancaster Co., Jan School, University Park, Nancy Kadwill, Montgomery Co., Helaine Brown, Montgomery Co., Susan Taylor, Allegheny Co. and Pamela Paletta, Washington Co. Front, Fred Rudy, Dauphin Co., Martha Gregory, Lebanon Co. and Liesel Dreisbach, Lehigh Co.

After Visit, American Farm Bureau President Seeks Help For N.Y. Growers

GLENMONT, N.Y. — In a successful effort to draw national attention to the devastating results of bad weather and low commodity prices, New York Farm Bureau, the state's largest general farm advocacy organization, hosted American Farm Bureau Federation President Bob Stallman on a tour of western New York.

Western New York is a major center for apple production in the country. At a press conference at Orbaker's Fruit Farm in Williamson, N.Y., later in the day, county Farm Bureau lead-

ers discussed the need for public support of local farmers by purchasing local fresh fruit and vegetables.

The need for federal assistance for our growers who are often excluded from direct assistance was discussed as well. As a result of this visit, Stallman will be looking further into the current conditions of the apple industry.

"In order to determine the extent of the problem nationwide and the measures Farm Bureau needs to examine to correct this problem, I am calling a meeting via conference call to discuss the apple situation and outlook in greater detail," said Stallman.

In recent years, disaster relief activities have not been coordinated to pass along assistance to those who need it most. The majority of federal disaster relief funds have been designed for "program crops," such as wheat, soybeans and corn grain, none of which are major crops in New York State. New York is the nation's second leading state for apple production, with apple

crops being the state's largest cash crop. Adequate relief funds are needed in order to keep the apple producers in business here in New York.

"It truly was an honor to have President Stallman visiting here in New York," said John W. Lincoln, New York Farm Bureau president. "With the challenges that farmers in this state are dealing with every day, from severe weather to low commodity prices to unwarranted raids from the INS, having President Stallman view these challenges first hand is invaluable. The evidence of President Stallman's support can be seen in his investigating the needs of apple growers in New York and around the country, directly after touring farms in our state."

The visit included stops at several farms and a meeting with growers from around the region. President Stallman also participated in the ribbon cutting ceremony for the Western New York Resource Center, Batavia, N.Y., and attended the Ontario County Farm Bureau Annual meeting that evening.

PENNSYLVANIA
College of Agricultural Sciences

Meat.com
From Dairy and Animal Science at Penn State

By Bill Henning
Penn State

After investigating companies involved in the Business-to-Business (B2B) electronic meat market. Cattle Buyers Weekly concluded that there is considerable variety and that, in fact, there may be a place for several entities serving different parts of the market.

According to CBW editor Steve Kay, the companies that will succeed are the ones with the strongest technical platform and the ability to adapt them to the specific needs of customers.

Sellers will be attracted to on-line trading with low transaction fees, which could save the industry millions of dollars annually.

One such company, Food-USA.com, announced it had achieved \$10 million in closed transactions only 46 days after the launch of the company's on-line meat and poultry exchange.

Food USA.com has attracted over 1,000 registrants to its neutral bid/ask exchange, averaging

daily product postings of over \$15 million. Food USA.com, founded in 1999 in Madison, WI, has a "strategic partnership" with the American Meat Institute.

Major packers such as IBP and Excel have indicated an interest in on-line trading of meat products. ConAgra has developed software to help buyers determine the type of cuts to purchase and "comparison shop."

Electronic marketing also seems to be catching on in the cattle business. EMerge recently announced the purchase of auction markets in Texas and Kentucky.

The Texas purchase was of a market selling 180,000 feeder cattle annually which developed a "preconditioning" program and offered cattle sorted by load with a maximum 75-pound variation.

At a recent Beef Quality Assurance meeting, it was reported that one large feed yard in the

Texas panhandle has reduced its workforce by half after purchasing the sorted, preconditioned calves.

There were fewer problems with health, the cattle did not need to be treated on arrival, fewer cattle were in the sick pens, there was less sorting and, because of the uniformity, the number of rations was reduced from 12 to four. The office manager was reported as resigning as there wasn't much there for her to do.