

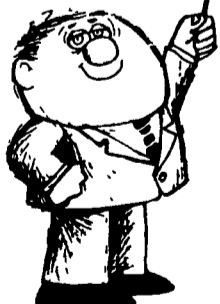
Arborist Short Course Planned For NE Pa.

WEST PITTSBURGH (Luzerne Co.) — Today there is an increased awareness by homeowners and municipalities for the need of trained and knowledgeable tree care workers. The green industry has responded to this demand for trained professionals by creating certification programs. Presently there are thousands of arborists that are certified by the International Society of Arboriculture, and horticulturists certified by Landscape and Nurseryman Associations. These numbers continue to grow each year.

Penn State Cooperative Extension and the Northeast Pennsylvania Community Tree Association have developed an Arborist Short Course: Integrated Management of Woody Ornamentals. This short course for tree workers and landscapers is designed to increase working tree knowledge, professional arborist skills and prepare you for the ISA Certified Arborist exam, which should improve your marketability.

The Arborist Short Course is designed to address these relevant topics: diagnosis of plant diseases and insect pests; nutrition and fertilization; selection; installation and establishment of trees and shrubs; soil and water interaction and management; plant identification; assessment and risk management; pruning; construction impacts and management; safety and climbing.

The Arborist Short Course covers five half-day classes Friday afternoons Jan. 4 through Feb. 1, 2002 with a registration fee of \$65. The course will be conducted at Penn State Wilkes-Barre in Lehman, Pa. Class size is limited and pre-registration is required by Dec. 28. All participants will receive a copy of the ISA Arborists' Certification Study Guide (a \$95 value) and other printed materials. For more information about this short course or to receive a flyer, contact Penn State Cooperative Extension at (570) 825-1701 or (570) 602-0600.



A lesson well learned...

Lancaster Farming's classified ads get results!

Beef Council

(Continued from Page A43)

about custom feeding or BQA issues there will be workshops this winter for those that need the information we provide."

Year-End Wrapup

Paul Slayton summarized the activities of PBC staff in 2001. Beginning in January, with involvement in the Farm Show, staff gave out samples of beef and supplied resources to five different stations at the Farm Show Complex.

Approximately 19,000 veal meatballs were served in the marketplace, said Slayton.

Also early in the year the staff conducted Beef 201 and Beef 202 seminars. Beef 201 focused on educating producers while staff used Beef 202 to teach foodservice personnel about beef nutrition and cooking.

In March was the "Book and the Cook" show, a cookbook event where staff served pre-cooked beef and gave coupons to 6,000 Philadelphia consumers.

Springtime also brought the council for Women's Nutritional Solutions' seminar, which council staff attended and supplied in-

formation for.

May brought a TV media tour where beef was featured in cooking spots for local news stations.

A blood drive effort at Harrisburg East Mall was "based on the fact that most people that are turned down to donate blood are turned down because they have low iron," said Slayton. Everyone who attempted to donate got a steak sandwich. The blood drive was followed by a similar event in Wayne County.

More than 400 producers have been certified in the BQA program which began in June. Twenty classroom and 18 chute-

side programs were conducted.

"And we're not done, we're just getting started," said Slayton. "Our goal this year is to double the number of people and go after dairy producers, hoping that we can put them through our program."

In August a coupon drop for Taco Bell promotion for the grilled steak taco reached thousands of consumers. Also in August staff distributed information to producers at Ag Progress Days.

The fall brought September, food safety month, and school

visits to Erie. October followed with veal month and "Chef Charlie's Veal Tour," which hit news shows, a Veal 101 seminar, a restaurant menuing award for veal, and a gourmet tour in Atlantic City.

Extension seminars educated producers in November. Also in November Giant Eagle grocery stores featured and gave out samples of veal, helping to move product.

Also in November a recipe contest to promote whole recipe cuts was launched in *Lancaster Farming*. Results will be published in early January issues.



Handing a check to Beef Quality Assurance steering committee members is Sam Hayes, secretary of agriculture, second from left, joined by, from left, Bob Suhosky, Kathy Allen, Frank Stoltzfus, and Bob Hay.



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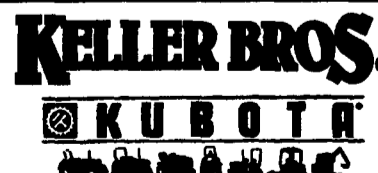


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