

Farm Science Review

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precision agriculture classes to help students understand how to calibrate a combine and all of its components to get an accurate yield measurement.

"You have to teach people from a systems approach," Sullivan said. "If one sensor is not working properly then the actual yield calculations won't be correct. If you have bad data going in, then you have bad data going out and you won't be able to make any management decisions after that point."

One unique feature of the simulator is its ability to imitate hillside work. The clean grain elevator, which contains the mass flow sensor, can be moved forward, backward or side-to-side to simulate different angles and positions. When grain hits the mass flow sensor in a different direction, it may affect the calibration and the ultimate yield, Sullivan said.

Currently, Ohio State has the only mobile yield monitor simulator. The University of Kentucky also has a simulator, but it is immobile.

For a complete listing of this year's presentations and events, go to <http://fsr.osu.edu/sched.html>.

Farm Science Review is sponsored by Ohio State's College of Food, Agricultural, and Environmental Sciences, and takes place Sept. 16-18 at the Molly Caren Agricultural Center near London, Ohio. Tickets are \$8 at the gate or \$5 in advance when purchased from county offices of OSU Extension or agribusinesses. Children 5 and younger are admitted free. Hours are 8 a.m. to 5 p.m., Sept. 16-17 and 8 a.m. to 4 p.m., Sept. 18.

Think Big When You Think Food

The food industry and farmers are greatly affected by opinions and demands of consumers. While a farmer may be meeting the food safety criteria set forth by government agencies, product demand depends on the food safety perceptions of the public, said Stan Ernst, an Ohio State University agricultural economics program manager.

Consumer attitudes about food safety and quality, changing

demographics and buyer policies all effect what food is being grown. They will be discussed during Ohio State's Farm Science Review, Sept. 16-18. An hour-long panel discussion, "Eat what we sell vs. Sell what we eat," will feature lively debate from three agricultural economists on Sept. 16 starting at 10 a.m. in the Tobin Building.

Recently buyers have been demanding more from producers because of the push from their consumers. Fast food chains, for instance, are requiring that animals be raised following specific guidelines, Ernst said. That might be frustrating for producers.

"We can look to Europe to see how all kinds of farm production is influenced by consumer perceptions and beliefs, which in the end, turn into demands," Ernst said.

"At the end of the day, it's a market issue that producers must deal with," he said.

"They can view it as they want-as a cost or a benefit. That will shape discussions they have with customers about public policy or marketing arrangements. But once the deal is done, producers have an option: they can get mad about the changes or they can look for market opportunities," he said.

The panel discussion will help visitors to broaden their perspectives and look at more opportunities. The goal is to make people think outside their comfort zones and personal experiences, Ernst said.

"The comfort zone in Ohio is broad, but not nearly as broad as our markets have become," Ernst said.

The panel discussion will focus on various pressures Ohio agriculture faces in a state showing continued social and economic change. Agricultural economist Ian Sheldon will moderate conversations with colleagues David Hahn, Neal Hooker and Brian Roe. All are faculty in the Department of Agricultural, Environmental, and Development Economics.

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FSR To Induct Three

To Hall Fo Fame

Two agronomists and one animal scientist comprise the Farm Science Review Hall of Fame class of 2003. Sam Bone, Larry Shepherd and Don Pritchard will be honored at the Vice President's luncheon on Sept. 16 for their contributions and dedication to the Farm Science Review. Combined, the three inductees have devoted nearly 100 years of service to the Review.

Sam Bone and Larry Shepherd are retired Extension agronomists from Ohio State University who began their Farm Science Review careers in 1963, the first year the Review was held. They worked closely together and were responsible for managing a 20 acre field at the old south plot. During their time at the Review, the pair started soil excavation exhibits, set up agronomy demonstration plots, and helped to introduce no tillage and conservation tillage. They were best known for their work with corn. "We had a large number of plots and we would try to demonstrate good corn production procedures and dates for planting. We even planted corn in February," Shepherd said.

Craig Fendrick, manager of the Review, said that the two used to fight like cats and dogs but they got results. "I can remember driving with the two in a car once, and we were going past cornfields. The corn looked like it had insect bites all over it and Sam and Larry started arguing about what might have caused it. I don't remember where we were going but I know we ended up being late because they pulled the car over to go inspect the corn for themselves to see who was right."

Bone retired from Ohio State in 1980 after working for 25 years as an Extension agronomist, but still remains active in Farm Science Review. He served as a past chairman of the program and policy review committee. Shepherd retired from Ohio State in 1984 after working as an Extension agronomist for 21 years in Ohio and seven at Michigan State University. Both Bone and Shepherd reside in the Columbus area.

Both men agreed on their favorite part of Farm Science Review. "Working with people from the industry, OSU faculty, Ohio farmers and people from the agriculture industry was very rewarding," Bone said. "When all

of those people get together, good things usually happen."

"They're the Bopsy Twins," said Fendrick. "It's because of them we have a saying, 'Never put more than one agronomist in a room at the same time if you want to get an answer.'"

Don Pritchard is a past assistant extension director and faculty member of the dairy sciences department. Pritchard began his career at Ohio State in 1970 and began his involvement with Farm Science Review in 1977 doing committee work. Pritchard served on every committee Farm Science Review has and chaired the program and policy committee and the publicity committee.

"Don has had more administrative jobs than anyone I can think of, and he's never been on the payroll," said Fendrick. "Don did a lot of good things with some of the youth committees and he was also a great promoter of Farm Science Review among dairy farmers."

Pritchard was also instrumental in formulating the current agreement policy between exhibitors and the Review management. "Don came up with a good agreement between the sides," said Fendrick. "I make sure I thank him now when people come up and complain to me."

Pritchard retired from Ohio State in 1993 after 23 years of extension work. Pritchard lives in Virginia. Like the other two inductees, Pritchard enjoyed his time working with others at the Review. "Working with all kinds of different people of different disciplines and the collaborative efforts between everyone was very satisfying," he said. "It was also really nice to be able to highlight and showcase what the industry was doing to the entire state. It will always be really good press for agriculture."

Bone, Shepherd and Pritchard will join past inductees, including Jim and Norma Trotter, Kathleen Smith, Bill Gill, Bill Schnug, Judy and Kelso Wessel, Ed Johnson, Harold Bauman, Jim Caldwell, Maurine McCormick, Francille Firebaugh, Robert Miller, Jim Utzinger, David R. Miskell, Robert L. Eby, C.L. "Lep" Lephart, Dorothy R. Friday, Paul C. Leidheiser, Thomas M. Stockdale, Ted L. Jones, William L. George, Earl W. McMunn, Roland L. Leeper, James W. Yingling, William B. Zipf, Wilbur A.

Gould, Shirley A. Brooks-Jones, Marion E. Grimes, Molly Caren Fisher, Novice G. Fawcett, Dale T. Friday, Roy M. Kottman, and Thomas F. Wonderling.

Farmers Brand Veggies For Profit

You keep buying the brands you love and like most consumers, you use those brands to identify products and services you trust. In September, Ohio agricultural producers will have the opportunity to learn how to develop brands to increase sales of their products.

Mary Donnell, an Ohio State University Extension agent, will discuss "Developing a Brand Name" on Sept. 16 at 2 p.m. in the Center for Small Farms Building during the Farm Science Review. With the help of Ohio hydroponic vegetable producers, Donnell has developed the new Nature's Flavors Produce brand for hydroponic growers.

"In this competitive, global marketplace, local producers can use branding to help differentiate their products and educate consumers," said Donnell, who works for the Agricultural Business Enhancement Center in Bowling Green, Ohio. "New customers use a brand to find products that meet their needs. Satisfied customers use brands to easily find products for repeat purchases."

Developing a successful brand means growers have to do their homework so they know their customer and how that customer is going to use a product, Donnell said. Brand development revolves around the customer and the blend of products and services. Donnell will discuss methods of conducting market research and how to identify the benefits customers get from different products.

Nature's Flavors Produce gives Ohio hydroponic vegetable growers access to a brand that promotes locally grown, high-quality hydroponic produce. The new brand blends a distinctive logo and name with the message that the produce is grown by people right here in Ohio, Donnell said.

The brand includes each grower's name and location as well as the Ohio Department of Agriculture's "Ohio Proud" logo. Produce labels, brochures, recipe

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