

Family Farm Marketing Program Takes Root

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want high-quality, local food," Yee said. "We also know they want to save family farms."

The public is willing to pay more for locally-grown food, according to Yee. He referred to a 2001-2002 national survey of 819 U.S. adults conducted by a team of scientists from 11 universities.

The survey report, "Food from Our Changing World: The Globalization of Food and How Americans Feel About It," noted that 74 percent of the public answered "no" to the question: "If the U.S. could buy all its food from other countries cheaper than it can be produced and sold here, should we?" Three out of four people surveyed also believe government policies should focus on helping family, owner-operated farms.

Yee has been traveling around the country talking with farm groups and university extension agents about the idea of creating a family farm brand that consumers could identify with locally-grown food.

The new brand would merely be the "face of a new system," Yee said.

According to Yee, the most challenging part will be restructuring

the food chain so that producers have more control over their products up to the point of sale.

"Retailers are really dominating the system," Yee said. "The idea is to distribute the power to farmers."

Yee envisions a national association of family farmers developing a relationship with retailers in which "producers would act more collectively and become more vertically integrated."

Large retail chains would play a part in this system without dominating it, according to Yee's vision.

"Ideally, (big retailers) would have a strong role, but they wouldn't have control of the system," he said.

Yee said a good starting point would be in working with the Independent Grocer's Association, a group of surviving "mom and pop" food stores across the country.

It's not only these small stores being threatened by the snowballing force of huge retail.

In California, grocery workers from medium-sized chain stores are on strike over an increase in health insurance costs. According to Yee, the grocery chains say

they have been forced to raise workers' insurance fees in order to remain competitive with Wal-Mart stores in the area.

Yee can also foresee the family farm brand taking root in restaurants, food service companies, and schools.

The biggest obstacle is finding the several million dollars Yee said the program needs to get up and running. By the end of 2004, he hopes to have a plan for raising money, pilot programs started in four or five states, and a "skeleton plan" in place for the country.

According to Yee, areas that could be ripe for pilot programs include the Mid-Atlantic region (including Pennsylvania), California, Michigan, Ohio, Vermont, and Washington state.

Yee grew up in Oklahoma and received an MBA in agribusiness from the University of California. He served as cooperative extension director in California before taking the USDA position this past March.

Originally hired by the USDA for a 10-month stint, Yee said his assignment was recently extended through the end of next year.

Yee can be contacted at (202) 720-4564 or by e-mail at lyee@csrees.usda.gov.

Angus Association Reveals Plans For Annual Meeting

ST. JOSEPH, Mo. — Members of the American Angus Association and Angus enthusiasts from across the nation will gather at the 2003 North American International Livestock Exposition (NAILE), Nov. 15-18 in Louisville, Ky.

A full schedule of events is planned for Angus breeders from 46 states and Canada that are expected to attend the American Angus Association's 120th Annual Meeting and the 2003 Super Point Roll of Victory (ROV) Angus Show.

Registration for the event will begin Saturday, Nov. 15 at the Executive West, and will run from 9 a.m. to 5 p.m. that day. Registration will also be available Sunday from 7 a.m. to 6 p.m., and on Monday from 7 a.m. to 10 a.m.

The Angus Foundation will host a reception on Saturday evening from 6 to 7:30 at the Executive West. The reception will recognize Angus Foundation donors and highlight activities from the past year. This event is by invitation only.

Sunday, Nov. 16, the junior Angus heifer show will take place in Freedom Hall. The American Angus Auxiliary has scheduled its annual breakfast at the Executive West at 9 a.m., with its annual meeting immediately following.

Later that day, the American Angus Association will present a breeders' informational forum that encompasses some of the core strategies set earlier in the year. Immediately following the informational forum will be the open meeting for the Association board candidates and delegates.

Sunday's activities will wind down at the Executive West. The Angus reception will be from 6 p.m. to 8 p.m. A number of specialty items will be auctioned at the reception, with proceeds going to the 2004 National Junior Angus Show.

Monday, Nov. 17, the Super Point ROV Angus Show will begin at 8 a.m. in Freedom Hall. A father-son team will evaluate the cattle with Steve Patton,

Freeman, S.D., serving as lead judge, and Jim Patton, Crawfordsville, Ind., as the associate. Bulls and cow-calf pairs will show on Monday. The new 2003 Miss American Angus, which will be chosen from a group of five candidates who were awarded scholarships by the American Angus Auxiliary, will be crowned before the selection of champion bull.

The Annual Meeting of the Association will begin at 2 p.m. that afternoon in the KFEC South Wing. President Steve Brooks, Bowman, N.D., will preside over the meeting. A total of 353 delegates will conduct the business of the Association, including electing a president, vice president, treasurer and five new directors. The day will conclude with a social hour at 6 p.m. followed by the Angus Awards Banquet at 7 p.m., at the Executive West.

The 2003 Super Point ROV Angus female show will begin at 8 a.m., Tuesday, Nov. 18, in Freedom Hall.

Scott Johnson, director of Angus Information Management Software (AIMS), will offer educational AIMS workshops throughout the event. In addition to the scheduled events, the Angus Foundation and Auxiliary will sell a variety of items in the Holiday Room at the Executive West.

For those who cannot attend the Angus events in Louisville, real-time coverage will be provided by the Web by Angus Productions Inc. Log on to www.angusjournal.com/louisville for class placings and photos of division winners in the junior and ROV shows, award winners and newly elected officers and directors of the Association.

For a list of delegates to the annual meeting and for updates to the schedule, go to www.angus.org. For more information about any of the activities going on during the Angus events at the NAILE, contact the American Angus Association at (816) 383-5100 or go to www.angus.org.

Township To Abandon Well — Again

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there," Heft said. "That's a decision to be made in the future."

The water flow was measured at about 190 gallons per minute — less than two other wells being tested by the water authority, but better than any wells now operating in the township, according to Heft.

Drillers had first arrived on the farm May 27 and pulled out in early June, saying the water flow was less than expected.

The last week of July, Zimmerman had received a letter from the township, notifying him of its plan to try an airlift method at the test well on his dairy farm, home to the high quality 65-cow herd known as Cocalico Holsteins.

Zimmerman owns about 50 acres of cropland, plus pasture and land on which the buildings are situated. His son, Paul Jr., manages the cow herd.

The Zimmermans and their neighbors opposed drilling on the farm, which is located in a 500-acre, legally established ag security area, according to John Bell, attorney for the Pennsylvania Farm Bureau.

The airlift procedure recommended by township geologists and performed in September was meant to help avoid assessment problems caused by "cave-ins" that occurred during the drilling, according to Heft.

The 190-gallon per minute flow was better than any existing municipal well in the township,

Heft said, but the "least satisfactory" of the three test wells it initiated this year.

The other two test wells are on properties not located in an ag security area.

Heft said the township needs to return to the farm to perform the "abandonment process," which includes removing casing installed in the well after drilling.

Reimbursements to Zimmerman for any damages and crop losses from the drilling, which took place near the center of the farm, will "be worked out between attorneys," Heft said.

If the well is ever put to use by the township, it would prohibit normal farming techniques on a 10-12 acre radius around the wellhead, including fertilizer applications.

Adams County Farm Wins Big

FAIRFIELD (Adams Co.) — Blue Ridge Longhorns owned by Randy and Pat Sutton of Fairfield continued their successful show year with two of their Texas Longhorns, Blue Ridge Slick Rusty, a 3-year-old, and Blue Ridge Jack Frost, a 2-year-old.

Due to their outstanding show records, both longhorns earned enough points to be invited to the International Texas Longhorn Championship Show in Louisville, Ky.

During the show, both entries from Blue Ridge Longhorns won first place in their age division. Blue Ridge Jack Frost was named grand champion junior steer with Blue Ridge Slick Rusty as the reserve champion.

In addition, Blue Ridge Slick Rusty was entered in the Call of the Horns competition. He placed second with a measurement of 78-1/4".

At the annual awards banquet held in conjunction with the championship show, both longhorn entries received their Silver Merit Award for Point Accumulation.

Furthermore, Blue Ridge Jack Frost received the high point award for the northeast region and high point 2-year-old in the nation. Blue Ridge Slick Rusty won the reserve high point award northeast region and the reserve high point 3-year-old in the nation.

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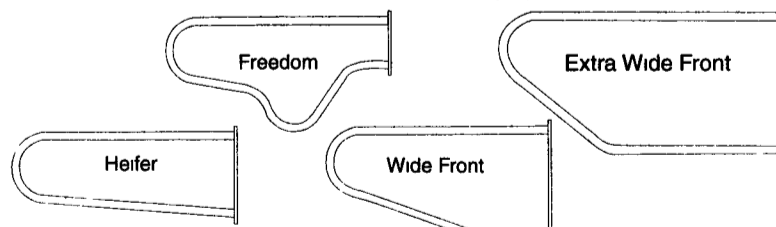
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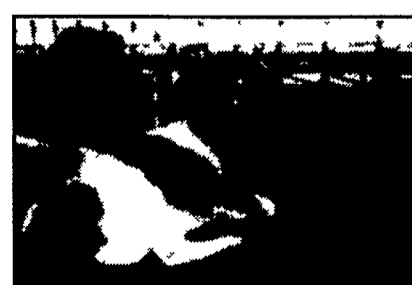


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