

Hereford Youth Gather In Kansas City For PRIDE Convention

KANSAS CITY, Mo. — Hereford youth from across the nation gathered in Kansas City, Mo., Oct. 24-26, to celebrate "Going Above and Beyond with Herefords" at the 2003 PRIDE Convention.

The Program for Reaching Individuals Determined to Excel (PRIDE) featured many outstanding speakers and leadership driven workshops.

Other weekend highlights included seminars focusing on leadership, teamwork, livestock judging, and web marketing. PRIDE delegates also enjoyed tours of two of Kansas City's most exciting landmarks, The Kansas City Board of Trade and Science City/Union Station.

The brightest and best youth the Hereford breed has to offer kicked off PRIDE by participating in the skill related contests. After contests wrapped-up and

the tour of Kansas City attractions, Barrett Keene, Gainsville, Fla., delivered the address.

Opening ceremonies followed with enthusiastic state cheers that led to the National Junior Hereford Association (NJHA) Board of Director skit that featured the entire NJHA board. The skit was derived based on the Star Trek theme and how the voyage was to save the Hereford breed and to capitalize on the breed's strengths.

Saturday, Angie Stump-Denton, Web Marketing Director for the Angus Journal, St. Joseph, Mo., spoke about managing a complete web-marketing program to help sell one's product and service. The program continued with the convention delegation moving into various workshops. Dr. Dan Moser, Kansas State University, Manhattan, Kan., covered what the Hereford breeds needs to focus on to help

take back its market share. Jay Carlson, Beef Magazine, Overland Park, Kan., addressed what Hereford juniors need to do as individuals and as a group to promote Herefords.

NJHA board members who also compete on collegiate livestock and meats judging teams shared their knowledge and experience with the delegates, presenting a workshop on cattle evaluation and reasons.

The awards luncheon took place at Kansas City's Union Station and the Hereford House catered the meal. The American Royal Ambassadors, "The Royal Six," gave an overview of their position with the American Royal and invited any young person in attendance to consider applying for the ambassador position. The luncheon concluded with the recognition of several outstanding juniors and state junior organizations.

New Resource Helps Farmers Forge Success, Sustainability

BELTSVILLE, Md. — Responding to keen interest from farmers and ranchers in developing new production and marketing alternatives, the Sustainable Agriculture Network (SAN) recently released a user-friendly publication to help producers develop goal-oriented business plans for farms and rural businesses. Published in collaboration with the Minnesota Institute for Sustainable Agriculture, the publication, called Building a Sustainable Business, brings the business planning process alive and transforms farm-grown inspirations into profitable enterprises.

Building a Sustainable Business: A Guide to Developing a Business Plan for Farms and Rural Businesses includes blank worksheets and step-by-step strategies for developing a detailed, lender-ready business plan to take advantage of new opportunities, such as:

- Organic Farming
- On-farm Processing
- Direct Marketing
- Agri-tourism

- Alternative Crops
- Adding Value

"This guide is a terrific resource for producers seeking to develop a sound plan for a sustainable agricultural business," said Damona Doye, extension economist, Oklahoma State University. "It is reader-friendly and thought-provoking."

The 280-page publication follows farmers Dave and Florence Minar through a major transition on their Minnesota dairy farm. The experiences of the Minars and five other farm families lend a real-life perspective, illustrating how they research alternatives, determined potential markets, and evaluated financing options.

To order Building a Sustainable Business, send \$14 plus \$3.95 for shipping/handling to Sustainable Agriculture Publications, 210 Hills Building, University of Vermont, Burlington, VT 05405-0082. Credit card and discounted volume orders may be placed by calling (802) 656-0484. Preview the publication online at www.sare.org/publications.

Free New Publication On Local Food

FAYETTEVILLE, Ariz. — "Bringing Local Food to Local People" is a new publication offered by Appropriate Technology Transfer for Rural Areas (ATTRA), the sustainable agriculture information service of the National Center for Appropriate Technology (NCAT).

The new release highlights and discusses the advantages and obstacles of marketing directly from farms to institutions, such as colleges and schools. It contains a spreadsheet that provides contact information for about 40 farm-to-institution projects, including the state, name, position, address, e-mail, and phone number of contact persons, as well as a brief description of the projects.

This and more than 230 other ATTRA publications are available free to farmers, ranchers, extension agents, market gardeners, and others engaged in commercial agriculture by calling (800) 346-9140. The publications may also be downloaded from the ATTRA Web site, <http://www.attra.ncat.org>.

Weekly Dairy Market Outlook

(Continued from Page A16)

cattle with Canada remains in effect and California's growth rate in milk output remains stunted. This will slow the drop in cheese prices as inventories are reduced. Butter prices, however, still have room to drop as inventories are higher than normal. Thus, producers should look for opportunities to lock in the first two quarters of 2004.

As of Friday, the Chicago Mercantile Exchange futures for the first two quarters of 2004 were above the 5-year average prices, particularly for the second quarter (up \$0.28 per CWT). I would certainly consider locking in some milk for these prices, but would also advise waiting until Dec. 4 to get the Dairy Products report. That will allow us to better measure commercial disappearance of butter and American cheese through October.

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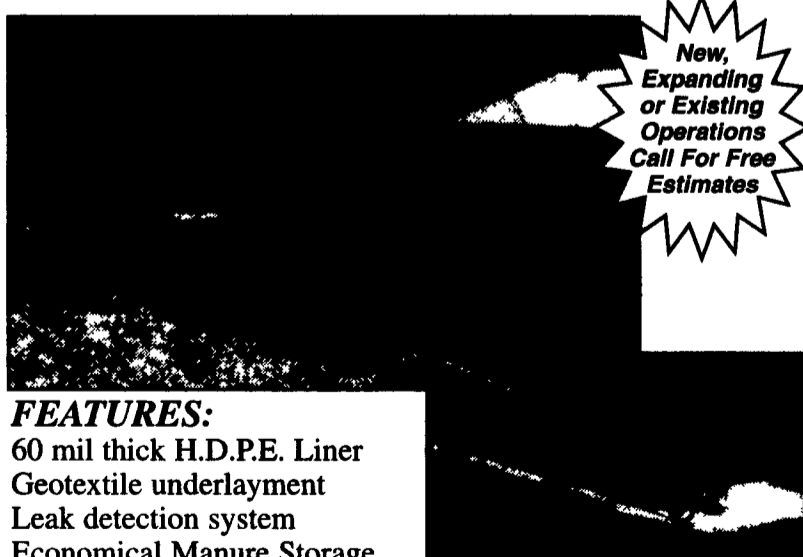
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