

FFA

JUNE-JULY 1990

New Horizons

OFFICIAL MAGAZINE OF THE NATIONAL FFA ORGANIZATION



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FFA

THE BOTTOM LINE

Your FFA membership does not need to end with graduation from high school. Under the National FFA Constitution, you can remain a member of FFA until November 30, following the fourth National FFA Convention after graduation from high school.

"That's great," you say, "but in practice it is not quite that easy. No one asks me to pay my dues and join in chapter activities. The local chapter says they couldn't find these out-of-school members when they were collecting dues for the year." These and other problems make continuing your membership difficult. It has been estimated that only about 6,000 of the 50,000 graduating seniors continue their membership after they graduate.

Now the national organization is making it easier for you to remain in FFA after you graduate from high school. For the first time ever, a three-year membership dues package is being offered this spring to graduating FFA members in 34 states. Under this plan, a state association must accept the plan in order for the system to be offered in your state. If you live in one of these states, your chapter advisor was sent information describing the three-year program. If you take advantage of this opportunity, you get a discount on your national dues and become eligible for several benefits.

Why should a member continue to be active in FFA after they leave high school? Here are just some of the reasons you may want to consider:

- You will receive 18 issues of FFA's national magazine, *FFA New Horizons*.

- You remain eligible to apply for the American FFA Degree.

- You can apply for FFA scholarships provided through the FFA Foundation to help pay for your college education. There are over \$400,000 in scholarships being awarded in 1990 and more are being added every year.

- As an active FFA member, you are eligible to participate in international travel and work experience programs offered through the FFA.

- You can apply for an FFA proficiency award during your first year out of high school.

- You will continue to be eligible to purchase official FFA items from the National FFA Supply Service.

- You can continue to serve in leadership roles with FFA.

- You will also be helping your chapter receive recognition as one of the 100 percent retention chapters if all graduating seniors continue their FFA membership.

No doubt you can think of other reasons that fit into your goals and personal plans. Perhaps the best reason of all is said in the opening ceremony used at official FFA meetings when the president asks, "...why are we here?" and the members say in unison, "To practice brotherhood, honor agricultural opportunities and responsibilities, and develop those qualities of leadership which an FFA member should possess."

Why don't you take advantage of this opportunity now so we will see you around for the next three years?

Wilson Carnes



FFA New Horizons

OFFICIAL MAGAZINE OF THE NATIONAL FFA ORGANIZATION

June-July, 1990

Volume 38 Number 5

ON THE COVER

Agribusiness careers are attracting more FFA members every year, such as Tom Koepsel of Broken Arrow, Oklahoma. Photo by Bill Stagg.

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Agriculture's New Professionals: Sales

Former FFA members Steve Barnes and Andy Kuenstler are salesmen for Akin Seed Company in Illinois.

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Farm Aid IV

This star-studded event drew a lot of public attention to agriculture, but are musicians the best spokespeople?

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International Marketing

A Washington FFA chapter helps a local potato dealer find out how to be more effective in the Canadian market.

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It's summertime t-shirts, sweatshirts and other fun FFA gear.

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The 1989 Star Farmers and Agribusinessmen witness a changing Europe.

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FFA's Triple Crown

Only four FFA chapters captured national gold ratings in BOAC, Safety and Superior Chapter. Here's how.

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Floating Tobacco Plants

This chapter is helping transfer new technology from a university to local tobacco growers.



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MAIL BAG

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Way Up North

I am writing from way up here in Alaska. I've been an FFA member and received the magazine since my freshman year. In all that time, I have only seen one story about the state of Alaska.

Four years and just one story is not right. No one in the lower states knows anything about us. We may not be the warmest place or the most productive but we deserve to be talked about more.

Scott W. Simms
North Pole, Alaska

We would love to talk about Alaska but we don't know what you're doing up there if you don't write to tell us. We depend on member input. Let's hear from you.—Ed.

Made for Excellence

For several months I eagerly awaited my state's first Made for Excellence

conference. Now that it is over, all I can say is WOW! In just two short days, the MFE staff provided new insights in setting goals, maintaining positive attitudes, and identifying our own personalities.

"Thanks" to the counselors who made it all possible. They were truly professionals and a real inspiration to us all.

Matt Lohr
Broadway, Virginia

Dropped Ag

At the end of the first quarter of my senior year, I dropped my ag class and now really miss it and all the friends I made in FFA at conventions, regional meetings and competitions.

I just wanted to say that if anyone is thinking of dropping an ag class, don't! You'll regret it later. It will always be useful to you in the future.

I plan on entering the field of ag busi-

ness after I graduate and I'm sure my ag experience will help get me where I want to go in life.

Natalie Howard
Delano, California

We are the Future

I have been in the FFA for two years and didn't realize how much agriculture affects my life as a young adult.

I hope more young people will sign up for FFA in their school because we are the future.

Dan Smith
Lake Worth, Florida

Hello Fellow Members

I just want to tell you how much I enjoy the *FFA New Horizons* magazine! I love to read about the national officers and how agriculture is improving every day.

Being part of this wonderful organization called the FFA has taught me a lot. Keep up the good work.

Jennie Smart
Oklahoma City, Oklahoma

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Proud of FFA

I graduated from high school in 1980. That October, I joined the Navy, leaving my farming community. Last week I found a copy of the *FFA New Horizons* in the waiting room at the medical clinic here in Hawaii. It reminded me of the good experiences and lessons I had learned while in FFA.

My blue jacket hangs in my closet everywhere I am stationed because I am very happy to have been associated with FFA.

I have also started my subscription to your magazine once again.

HM² Robert E. Jones, III
Kaneohe Bay, Hawaii
(formerly from Fennimore, Wisconsin)



Send letters or notes with name, address and chapter to MAILBAG, FFA NEW HORIZONS P.O. Box 15160, Alexandria, VA 22309. All letters are subject to editing.

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U.S. population: 250 million

FFA

NEWS IN BRIEF



Former national officer Terri Hames with MFE participants.

More Made For Excellence

The National FFA Organization will conduct 32 Made For Excellence (MFE) conferences during the 1990-91 year. MFE is a series of personal development conferences which center around developing a positive mental attitude, maintaining a healthy self-image, goal setting, motivation and coping with negative peer pressure. MFE was held in 23 states last year and had nearly 4,000 students participate.

MFE Program Manager Kipling Godwin says, "Made For Excellence is an excellent opportunity for FFA members, both officers and non-officers, to participate in a national leadership and personal development conference without the expense of leaving their home state."

Various parts of the two-day conference are conducted by outstanding FFA members including former national FFA officers and Washington Conference Program (WCP) staff members.

The new Made For Excellence For Teachers will be piloted in Wisconsin, Iowa, Ohio, Florida, and California in 1990-91. The MFE For Teachers seminars will be held in on the same weekend dates as the MFE for students.

For more information, contact Kipling Godwin, MFE program manager, National FFA Center, P.O. Box 15160, Alexandria, VA 22309-0160.

Convention Speakers

Renowned high school principal Joe Clark, subject of the recent film "Lean on Me" is scheduled to speak at the 63rd

National FFA Convention in November. Clark reformed the crime-ridden Eastside High School in Paterson, New Jersey.

Also scheduled to speak are Amway President Rich DeVos, sponsored by the Amway Corporation through the National FFA Foundation and motivational speakers Zig Ziglar and W. Mitchell.

Good Morning FFA

FFA was featured on *Good Morning America* at 8:30 a.m., May 3. A brief spot taped at last year's national FFA convention featured the band and national officers leading a *Good Morning America* salute.

KC Mayor Visits Center

Kansas City, Missouri, Mayor Richard Berkley visited the National FFA Center April 24 to discuss Kansas City's plans for expanding its convention facilities. Among those announced by Berkley was an extension of Bartle Hall and renovation of American Royal facilities.

Direction for FFA, Ag Education

Two major events were held during the week of May 14-19 in St. Louis, Missouri. National and state leaders representing all groups involved in agricultural education met at Summit II to plan and coordinate the future of agricultural education and its various student organizations, including FFA. The *Strategic Plan for Agricultural Education* containing Summit Resolution, mission statement, goals and summary, was released during the meeting.

Later that week, state leaders met for an FFA Program Improvement Workshop to help teachers better utilize FFA programs.

New Convention Film, "Leaders Make the Difference"

The new FFA convention film, *Leaders Make the Difference*, is available on free loan through Venard Films, Ltd. Box 1332, Peoria, IL 61654. The film highlights the past three national FFA conventions. The film was sponsored by CIBA-GEIGY as a special project of the National FFA Foundation.

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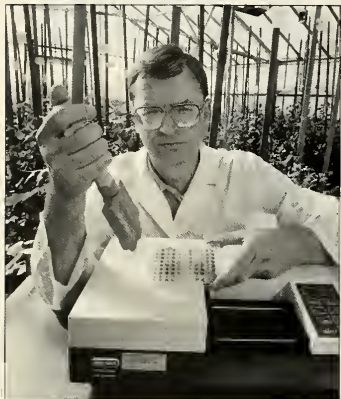
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LOOKING AHEAD

Plant Doctor's Helper

Plant doctors at the USDA's Agricultural Research Service are using a medical tool to reap a bumper crop of data on cotton plants. Farmers may someday use the tool to track their crops' daily prog-



Plant physiologist Donald Hendrix uses a microplate reader to identify superior cotton plants.

ress. Meanwhile, ARS scientists are using the tool's data to hasten the search for tomorrow's superior cottons.

Medical technicians have for years used the tool, called a microplate reader, so physicians can diagnose blood disease and evaluate hormone levels. But agricultural researchers are taking different cues from its rapid measurements of starch and hormone levels in plant leaves, says plant physiologist Donald Hendrix of the ARS Western Cotton Research Laboratory in Phoenix, Arizona. "We can speed work in several areas, like finding cotton plants that need less irrigation and predicting how the crop would fare under higher levels of carbon dioxide expected in the 21st century," he said.

Linked to a computer, the reader enables Hendrix and colleagues to process five times more samples in the same time — 300 to 400 a week instead of 50. He got the idea for using a microplate reader in Britain a few years ago, when he saw scientists using one to measure tomato sugars.

If You Knew LISA...

As farmers continue to explore new ways to make more money while trying to reduce the effects of farming on the environment, a new vocabulary is growing out of the debate. The difference between the terms is often subtle, but important for the sake of clarity when discussing the pros and cons of farming practices.

The following definitions are based on those found in *Alternative Agriculture*, a report published by the National Academy of Sciences. Other people and organizations have slightly different definitions.

Sustainable agriculture is the production of food and fiber using a system that increases the productive capacity of natural and biological resources in step with demand, while earning adequate profits for farmers, providing consumers wholesome, safe food and minimizing adverse impacts on the environment.

Alternative agriculture is any food or fiber production system that pursues: a more thorough use of natural processes such as nutrient cycling, nitrogen fixation, and beneficial pest-predator relationships into the agricultural production process; reduction in the use of off-farm inputs with the greatest potential to harm the environment or the health of farmers and consumers; productive use of biotechnology and genetic engineering; better matching of cropping patterns based on the potential and limitations of agricultural lands; profitable and efficient pro-

duction with emphasis on improved farm management, prevention of animal disease, finding the best combination of livestock and cropping enterprises, and conservation of soil, water, energy and biological resources.

Conventional agriculture is the common farming practices, methods and systems in a region. These change over time. Many conventional practices and methods are fully sustainable when used properly.

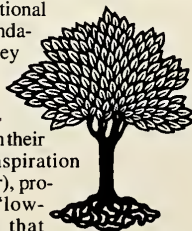
Low-input sustainable agriculture or LISA systems strive to achieve sustainability by using biologically-based practices that result in lessened reliance on purchased agrichemical inputs. The goal of LISA systems is improved profitability and environmental performance through systems that reduce pest pressure, efficiently manage nutrients and conserve resources. The goal of LISA systems need not be viewed as reducing the use of pesticides and fertilizers, although a lower reliance on agrichemicals is often a positive outcome.

The report points out that regardless of definitions, farmers are always making changes to their farming systems when they see an opportunity to be more productive or make more profit. Management decisions usually are not made based on one goal or concern, but how it will affect the overall performance of the farm taking into account prices, government policy, available resources, weather and risk factors.

Tree Planting Benefits

For people who are concerned about the environment, but aren't sure what they can do, the National Arbor Day Foundation suggests they plant trees for a number of practical reasons.

Trees, through their shade and transpiration (giving off water), provide natural, "low-tech" cooling that means less need to build dams, coal burning power plants and nuclear generators. Leaves work as air cleaners, reducing the amount of carbon dioxide. Due to the



burning of fossil fuels, carbon dioxide in the atmosphere may soon double. A tree can absorb 26 pounds of carbon dioxide per year, or about 2.5 tons per acre - and replace it with oxygen.

Trees provide shade that helps save money on electric bills. Three well-placed trees can cut air conditioning costs by 15 percent. Trees also provide shelter for wildlife, slow rainfall runoff, prevent soil erosion, muffle noise and provide privacy. As windbreaks, they can be shields against wind and snow, reducing heating costs by as much as 30 percent. And research shows that trees help reduce stress in the work place and speed recovery of hospital patients.

BUCK, The Leader For Lots Of Good Reasons . . . Here's Another:

A LIFETIME GUARANTEE

Now Available on CD

The U.S. Department of Agriculture recently completed its first CD-ROM (compact disk-read only memory) containing thousands of pages of rural and agricultural information to speed responses from the USDA's Extension Service.

The disk will enable county extension agents to respond quickly and easily to frequently asked questions by punching up the desired information on a computer screen. The disk contains university and extension fact sheets, publications, frequently used databases and computer software.

The disk is being released to 115 test sites in the U.S. where users will evaluate its usefulness for one year. Test sites include county and state extension offices and land-grant university libraries.



Industrial Uses of Ag Products

More than 300 of the country's leading agricultural, industrial, academic and political leaders recently gathered in Washington, D.C., for a national conference on "Commercializing Industrial Uses for Agricultural Commodities."

Conference chairman Sam Brownback, Kansas secretary of agriculture and former national FFA officer, said, "We believe that this push for industrial uses for agricultural commodities can address such key issues as reducing foreign trade deficits, helping meet environmental needs, and speeding up rural development. We can replace foreign imports with domestic commodities, while creating new markets for our U.S. farm production."

The industrial uses Brownback refers to are practical yet innovative, such as a highly efficient stove that cleanly burns kernels of corn; newspapers printed with soybean ink; degradable plastics, including baby diapers, made from cornstarch; ethanol, when blended with gasoline, reduces air pollution, refined from corn; and newsprint manufactured from kenaf, a tall, thin, fibrous plant now being grown in southern states.

June-July, 1990



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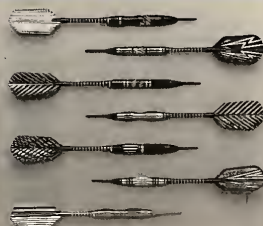
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I Believe...

How do you feel when you recite the FFA Creed?

By Lynn Hamilton

They're only words. Two-hundred and fifty-eight of them, to be exact.

Taken individually, they aren't cause for much discussion. But grouped as they are, they form the FFA Creed, about which lots of people have been talking recently.

The familiar lines, penned by E.M. Tiffany (Erwin Milton for trivia buffs) have become an important tradition of the FFA organization. Thousands of members cut their public speaking teeth on the five paragraphs, nervously stuttering "I believe..." before intimidating panels of judges. State and national officers cite the FFA Creed as their first training exercise in leadership.

But what really is a creed? What should it do for an organization? Webster's dictionary defines a creed as any statement of belief or principles. A creed should express the philosophy of a group and its members. It describes the group's actions, aspirations and beliefs, and communicates this to outside audiences. New members are initiated to the group's values through its creed.

This definition introduces the issues surrounding the current FFA Creed. Back in 1930, when the first FFA Creed was presented, it was written for an organization of rural boys whose main career goal was to produce food for a growing nation. The original creed, part of which follows here, described the FFA's philosophy well.

I believe that the dignity of labor depends not so much upon what you do, as upon how you do it; that opportunity comes to a boy on the farm as often as to a boy in the city; that life on the farm may be full, happy and free, and that a prosperous agriculture is essential to our national welfare; that my success depends not upon my dreams, but what I actually do, not upon luck but upon pluck.

Written by an unknown author, this first creed was published in the 1930 FFA Manual. It was never officially adopted. Instead, Tiffany rewrote its concepts into a creed that was very similar to today's. His version was accepted at the 3rd national convention, and was revised slightly in 1966 at the 38th national convention.

It's now been 24 years since the Creed was revised. The timeline itself is not so important but what does matter is how the FFA has evolved during those years. Today, the largest

FFA chapters are in Philadelphia and Chicago, with hundreds of members who have never set foot on a farm. FFA members across the country are preparing for careers in sales, research, engineering, communications, and the many other careers available in agriculture.

Yet the Creed embraces only one segment of our membership—those who have come from and plan to go back to the farm. Though not to be ignored or forgotten, that segment is clearly the minority in today's diverse membership. In a time when agricultural education and FFA are striving to expand their mission, the Creed, by its narrow focus, limits those efforts.

An ideal FFA Creed for today would encompass all members...no matter what their Supervised Agricultural Experience programs, home situations or career goals. The Creed should inspire each member to take ownership in its words, and to truly believe in its philosophies.

Of course, there are members, teachers and alumni who believe that the current creed does this job, and does it well. In some parts of the country, the FFA Creed is as appropriate today as it was 60 years ago, and may continue to be for the next 60 years.

Considering a change in the Creed has been the task of the FFA Manual Revision Committee. Convened by the National FFA Board of Directors, one of the committee's missions is to consider the Creed and its possible revision. The Board has requested input from FFA members and advisors. If you have any suggestions, ideas, or would like to pen a few paragraphs of a creed, send your ideas to the Information Department at the National FFA Center, P.O. Box 15160, Alexandria, VA 22309-0160.

Virtually every national FFA convention presents new issues, some of which result in dramatic alterations to the constitution. Change is the very nature of a progressive organization. Those who will be charged with keeping agriculture moving forward cannot be afraid to stretch their imaginations beyond tradition.

This November, the national convention delegates might have the chance to decide the future of the Creed. Whether it be a revision of Tiffany's work, a new creed, or the same one, the intent is that all FFA members will be able to recite "I believe..." and mean it. ●●●

Agriculture's New Professionals

Agricultural Sales

By Molly Wilson

Do you like working with people? Travel? Setting goals? Would you enjoy being rewarded for your successes? Then you may have a future in agricultural sales.

"I'll often interview as many as 13 people a day and the ones I'll remember will be the ones with the dynamo personalities," says Steve Barnes, a former FFA member from Licking, Missouri, now a regional sales manager for Akin Seed Company. "There will be a presence about them when they walk in the room, a magnetism."

Barnes spends most of his time training district sales managers or developing new sales training programs. Last winter he interviewed nearly 100 soon-to-be college graduates for sales positions. "The competition is fierce," he says.

Those who fit the bill know how to get along with people. "In ag sales there's a fine line between being pushy and being friendly," says Barnes. "Farmers, as a group, are down to earth, reasonable people," he says. "Most appreciate a good salesperson. On the other hand, people get irritated with bad sales people."

"FFA experiences fit well with a career in agricultural sales," says Barnes. Public speaking and parliamentary procedure are natural experiences that will help you think and talk on your feet — important traits in an agricultural salesperson.

Former FFA member Andy Kuenstler agrees. Kuenstler is an Akin Seed Company district sales manager who graduated from the University of Illinois in 1989 with a degree in agricultural business. He had doubts about agricultural sales in high school. But after taking some college courses he became intrigued.

"I figured I might like sales. I like to work and talk with people," he says. "Ag sales, like FFA, is not just aimed or directed toward people who grew up on a farm."

Kuenstler's interest in agricultural sales has blossomed in the year he's worked in the field. "Sales depends on being self-motivated. That's important to me," he says.

Starting salaries for agricultural sales and marketing college graduates this year are expected to average \$25,000, says



Photo by Author

Former FFA members Steve Barnes, left, and Andy Kuenstler are salesmen for the Akin Seed Company.

Purdue agricultural business/marketing professor Dave Downey. "It's one of the hottest job markets right now," says Downey, who in 1983 co-authored "Agri-Selling," a ground-breaking guide for professional agricultural salesmen.

Downey says you don't have to be from a farm to be successful in agricultural sales, although it may make the job easier. "About half of the 75 students in our program are not from farms, but many of them plan to be in agricultural sales," he says.

Downey says a positive attitude about agriculture will overcome a lack of farm experience. "We encourage our students to get a minor in another subject that will make them more knowledgeable in a certain area, such as agronomy."

There's more to agricultural sales than just offering a product for cash. Agricultural sales is highly seasonal, Downey points out. You have to be there when the farmer is ready to buy.

Kuenstler adds, "I realized that ag sales is more of a service than trying to push something. I've developed many on-going relationships — I really like that."

Barnes agrees. "Service is providing technical information, clearing up misconceptions, helping producers plan a program," he says. "It's not just showing up at the selling times, but rather showing

up at non-selling times and asking if they need anything. We're not always there to get an order."

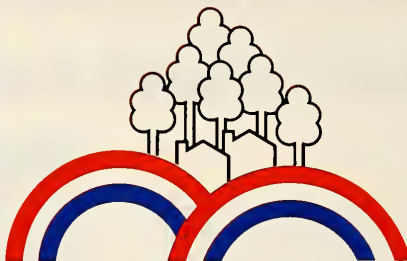
Downey says there are no naturally born salespersons. But there are natural instincts that can be fine-tuned. If you enjoy interacting with lots of different kinds of people, think quickly on your feet, and like many varied activities, agricultural sales may be right for you.

"It's also important to have a strong business skills," adds Downey. "That means understanding economics, markets, prices, government programs and sciences."

Downey believes companies are looking for employees with business skills balanced with communications skills. "Companies can train employees in technical areas, but they might have trouble teaching them to communicate effectively."

So where is the action? "Wherever there's agriculture," Downey responds. "There's a broad-based need, but there are more jobs in the Midwest than the Southwest simply because of the number of farmers," Downey says. And if you're wondering about demand, don't worry: a recent USDA report reveals that there's a 10-15 percent shortfall of qualified workers for agricultural sales positions. •••

Capturing FFA's "Triple Crown"



Out of 7,705 FFA chapters in the country, only four returned from the National FFA Convention in November with gold ratings for all three National Chapter Award programs. Here's how they did it.

By Chantal Cochran

It's been a long day and there are still ten things yet to do to get tomorrow's event ready. The rest of your life has been temporarily put on hold, all you want is a nap, but you keep going. A lot of time and sweat goes into every event just to make it happen.

Why do it?

"We want to make a difference," says Sheila Heide of the Sycamore FFA Chapter, about her community in northern Illinois. "We live here and we want to be proud of it."

Fellow member Kim Lenschow agrees. "It is up to us. If we don't do it who will? We are taught everyday in class that we need to be responsible, we are only trying to apply that theory to our lives."

Out of 7,705 FFA chapters in the country, only four returned from the National FFA Convention in November with gold ratings for all three National Chapter Award programs.

Hard work, a commitment to excellence and chapter enthusiasm paid off for the Sycamore, Illinois; Stockton, Missouri; Denmark, Wisconsin and Bison, Iowa FFA chapters. The honors were awarded in the areas of Building Our American Communities (BOAC), National Safety Award Program and National Superior Chapter Award.

These chapters reached their "Triple Crown" achievement through their determination and ambition to take an active

part in their community.

Teamwork is the foundation of their success. According to Jamie Swaggerty of the Stockton FFA Chapter, "Working together is essential. Our committees research possible projects and then the chapter brainstorms together, weighing the pros and cons of each project."

Lori Michaelson of the Bison FFA, located in Buffalo Center, Iowa, said, "First we talk with local government officials, civic leaders and service groups to identify the community needs."

Once the chapter has decided which projects to pursue, specific committees are responsible for organizing their own event.

"Action takes place in committees," said Jay Vanderburg of the Sycamore FFA. "The chapter depends on committees, without them there would be chaos."

"Chapter officers are there to guide committee chairpersons and encourage chapter members to get involved. They need to give 110 percent of time and effort into every event," said Lenschow. "They do not and should not do all the work themselves, there needs to be a balance."

"Getting things done has never been a

problem. The seniors have always set a precedent, they work hard and they had a good time. We were not aware that there was any other way to do it." Vanderburg added.

"When our chapter works together, we see results. We know that our programs affect the community positively. We are making a difference and we know that this helps to bring the community together," said Matthew Erpelding, Bison FFA Chapter.

"We take pride in our community. Our town is a major tourist attraction in the summer, therefore, we take it upon ourselves to take care of the lake area," said Matt Hewstauffer, Stockton FFA Chapter.

These three national award-winning chapters have found how to make a difference in their community, yet each one went about it differently.

***"We always evaluate
the show and write
down suggestions for
next year's committee.
We do not leave it up to
memory."***

—Cori Michaelson, Bison, Iowa, FFA

Bison FFA Chapter, Iowa

Each year the Bison FFA holds a "Bison Farm and Home Show" for surrounding communities to attend. The day-long show is designed for local agribusinesses to come together and display their wares and services for the public to view.

"We want to encourage our commu-

nity members to shop at home," remarked Michaelson. "Why should someone drive 20 or 40 miles away to purchase an item that is right here at home?"

Through the "Bison Farm and Home Show," an increase in new customers to the area has developed. The community has also become more aware of the products and services local businesses have to offer.

This event has been successful every year. When asked how they do it, Michaelson explained, "We have set up a plan and we follow it each year. At the end of the event we always evaluate the show and write down suggestions for next year's committee. We do not leave it up to memory."

Stockton FFA Chapter, Missouri

Stockton took a bold step in tackling current issues by bringing in an expert to talk to about the AIDS (Acquired Immune Deficiency Syndrome) virus. This chapter decided to step out of the boundaries of addressing only agricultural topics by concentrating on a topic that is a national concern.

This program was set up to dispel myths about the AIDS virus, educating the students on how it can be acquired, the different types of carriers, and how it affects people. The chapter felt it was important to involve surrounding schools as well as their own.

The chapter also sponsored a Drug Awareness Week. The week-long event dealt with such topics as the effects of drugs, alcohol, tobacco and peer pressure. "We feel these topics are important for students to know and understand the facts to allow them to make the best decisions when faced with these issues," said chapter member Richie Johnson.

Denmark FFA Chapter, Wisconsin

Members of the Denmark FFA Chapter helped their community build a recycling center last year. "Our members attended meetings and met with local contractors and builders to discuss the different options and sites for this building," said Dennis Vanderpool, chapter president. "Over 300 hours were put into building this center. It has eight separate bins for glass, newspaper and metals." Construction of the center was the chapter's main focus, though they are continuing to landscape the site.

The chapter involved their school by collecting paper from classrooms and tin from the cafeteria. They also venture outside the school to contribute to the cause. "On occasion, we are asked to

clean up park areas and all the material from these sites goes straight to the recycling center," said Vanderpool.

There has been talk about shredding wastepaper and using it for livestock bedding instead of straw or woodchips. The chapter has volunteered to help the village launch the program when a decision is made.

Besides the three gold chapter awards, Denmark also received an Outstanding Alumni Affiliate gold rating last year.

Sycamore FFA Chapter, Illinois

Of the 140 members in the Sycamore FFA Chapter, only 20 of them are from farm backgrounds. Their agriculture classes are



Sycamore FFA member Sean McMillan measures the fence bordering the old North Grove Schoolhouse.

Photo By Thelma Schoonmaker

recommended by the counselor as a science course and also for leadership training. Students at the Sycamore High School know that FFA offers a chance for one to improve personal skills such as public speaking, parliamentary procedure, and self confidence.

Members gain practical experience at the school's 270-acre farm, which has 73 head of registered Southdown sheep and a greenhouse. "We are fortunate to have these three aspects as a part of our classroom instruction because so many of our members are not from a farm. This gives them the chance for hands-on experience," said Heide.

Sycamore members are active in their community, which is why the North Grove Association contacted them to help restore the old North Grove Schoolhouse. The chapter was responsible for reconstructing a fence, painting, fertilization, tree pruning, weed control and the reconstruction of two outhouses. The schoolhouse is now used for community tours, events and historical information.

The Bison, Stockton, Denmark and Sycamore FFA Chapters were honored with national gold ratings in BOAC, Safety and Superior Chapter awards by taking an

idea, setting a goal and working hard to achieve it.

Each chapter's Program of Activities is unique in the way they approach and adapt to the needs of their communities.

Along with an energetic FFA advisor and a supportive community, all three owe their success to a high level of member involvement and an unending supply of enthusiasm.

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European Crossroads

Author Victor Hugo once wrote that the Grand 'Place in Brussels, Belgium, was, "The most beautiful square in the world."

The 1989 Star Farmers and Agribusinessmen witness a changing continent.

By Carol Duval

Crossing points at the Berlin Wall have meant peril to many people — death for some — but for the 1989 Star Farmers and Agribusinessmen, it was an invitation to visit the city of East Berlin. Visions of strict security, stern armed guards, a search of bags and packages flashed through the minds of the young FFA travelers. Instead, the guard quickly stamped passports and bounded off the bus to process the next group of tourists.

The 1990 Stars International Experience included visits to Germany, Belgium and France, March 1-11. During their first two days of their 11-day trek, the 1989 Stars explored both East and West Berlin, located 110 miles inside the German Democratic Republic, or East Germany. Their West Berlin travels included trips on the U-Bahn or underground subway, a walk down the busy Ku-Damm, coffee at the Krantzler, a coffeehouse where Hitler drank his daily coffee, shopping in the "KaDaWe," Europe's largest shopping mall and a visit to the infamous

Berlin Wall.

The Wall surrounds all of West Berlin with a 28-mile section dividing the city of Berlin into East and West portions. Access is restricted through eight crossing points. It was through one of these points that the Stars had their first glimpse of life behind the Berlin Wall.

East Berlin is much like The Wall itself — gray, lifeless and weathered. One is reminded of the region's history, not just the wars but its ties to the Middle Ages, when it was a haven to the world's wanderers, its oppressed, its persecuted.

The many churches are now museums or war memorials to fallen Soviet soldiers. Their walls, blackened by time, are a scrubbed gray. The rubble of fallen structures surrounds the city. The shops are empty, their blank windows stare back at you. Deserted, unfinished buildings, standing like skeletons, are surrounded by piles of brick and concrete. Their workers are now in search of a better, freer life. "Berlin was the best part of the trip," observed Jay Overton, Star Farmer of

America. "We were right where history was happening. We were witnesses to the unification of Germany."

Besides cultural attractions, the Stars saw plenty of European agriculture. They visited with a group of young German farmers over a pork barbecue dinner at a country inn outside of Hamburg. They visited swine, dairy and horse operations, averaging 125 - 175 acres. "I liked meeting the people, seeing how they lived and



West German guards patrolling the Brandenburg Gate in West Berlin stopped to talk with Jim Stern.

learning about their production methods," said Jim Stern of Virginia. "I was impressed by their concern about land use and how they stress the importance of utilizing all their available resources in a responsible manner, including technology, so they may continue to practice agriculture on that land."

David Tometich of Iowa observed, "Just by looking at the different farm buildings, you knew immediately that the land had been farmed for a long time. We (American farmers) are accustomed to having a lot of relatively virgin land available for production with few regulations while European farmers must conform to strict food production and environmental regulations on a limited amount of land that has been farmed for centuries."

During a visit with Dale L. Good of the U. S. Agricultural Trade Office, they learned that the European Community (EC) is the world's largest agricultural market and the leading importer of U.S. agricultural products. "The European consumer is very quality conscious," Tometich said after the meeting, "But they are willing to pay a reasonable price for a quality product, particularly for those products which are produced organically or with a minimum of chemicals."

The group visited the Belgian Ministry of Agriculture and the United States Mission to the European Communities in Brussels which gave them a better understanding of the differences of opinion held by the two agricultural competitors.

Located at the crossroads of Western Europe, Brussels serves not only as the capital of Belgium but also as the headquarters of the European Communities. Rivals for agricultural markets, the United States and the EC differ on many trade issues. Their main difference lies within their two different subsidy systems for agricultural products. The U.S. contends that the EC subsidizes its exports above current world market value while restricting imports from lower cost competitors. The EC counters that the United States with fewer farmers spends more on subsidies than the EC.

Recently, this difference of opinion has been extended to include a U.S. proposal to eliminate agricultural subsidies within the next ten years. A proposal to reduce subsidies is looked on favorably by both sides, but the EC's support hinges on major exporters agreeing on the division of markets and price stabilization.

"It's pretty clear that there are some extreme differences of opinion," said Stern, "But after speaking with European farmers, I believe that we share some similarities. Farmers in the United States and in the EC are trying to produce the best product possible for a reasonable price and we both need to increase our skills in the application of chemicals to protect

natural resources. They also saw many breeds of livestock and special exhibits of cheeses, wine and champagne. After a full day of scrutinizing the exhibits, Jay Overton remarked, "They (Europeans) are more universal in their use of equipment, which is built on a smaller scale for more intensive farming practices. We will begin to see less specialization of our own equipment, but it will take time to become integrated into each farming operation."

The FFA members who participated in the Stars' European tour were Star Agribusinessman of America David R. Tometich, 19, Muscatine, Iowa; southern region star agribusinessman Barry Dale Todd, 20, Longs, South Carolina; eastern region star agribusinessman James David Stern III, 21, Machipongo, Virginia; western region star agribusinessman Robert B. Wolfe, 21, Hermiston, Oregon; Star Farmer of America Jay Lee Overton, 22, Pond Creek, Oklahoma, central region star farmer William A. Courter, 21, Alma, Michigan; and southern region star farmer Tony James, 21, Oak Grove, Louisiana.

Accompanying the Stars were Dr. Barbara Malpiedi-Kirby, consultant to the FFA Board of Directors, Lennie Gamage, FFA international program specialist, and Carol Duval, FFA agriscience program coordinator.

The Stars' European tour is sponsored by DowElanco, Chrysler Corporation Fund and the Federal Crop Insurance Corporation as a special project of the National FFA Foundation. ...

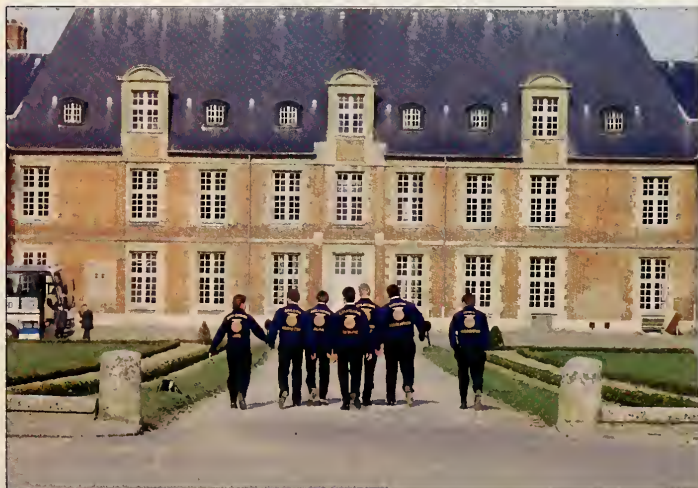


Tours of West German farms included a visit to Gutsverwaltung Rantzau, a show horse farm in Rantzau-Rülubbe.

ourselves and the environment."

From Brussels, the Stars traveled to Paris, France, where they mixed with travelers from around the world, visiting an agricultural university, as well as dining at the Eiffel Tower, seeing the Louvre, the Cathedral de Notre Dame and other famous sites.

Their purpose for being in Paris was a trip to the Salon International de l'Agriculture Show for a full day of exploring the huge exhibits of machinery used to produce and harvest Europe's food, fiber and



One of the final stops on the Stars' European tour was the Institute National de Agriculture in Grignon, France.

Photos by Author

Floating Tobacco—Wave of the Future?

This FFA chapter is helping transfer new technology from a university to local tobacco growers.

By Lynn Hamilton



Photo by Chuck Stallard

The tobacco seedlings float in trays on long waterways.

Tobacco farmers and FFA members in Garrard County, Kentucky, look at the “greenhouse effect” in a different light.

Instead of picturing drought and global warming, see an innovative, more convenient way to grow burley tobacco plants, thanks to the work of the Garrard County FFA Chapter and the pioneering ideas of advisor Chuck Stallard.

“In Garrard County, tobacco is the key to our economy,” says Chuck Stallard. He estimates that 70 percent of his 109 students raise tobacco at home, which prompted Stallard to find a hands-on way to teach tobacco production in class.

The project started four years ago when Stallard learned that the University of Kentucky provided experimental tobacco plots in exchange for research data. The chapter raised nine varieties of tobacco on a one-acre plot and conducted yield tests. The next year, the project followed the same pattern. Local farmers donated the use of their land and barns, and the school board fully supported the project—even though tobacco products are illegal on the school grounds.

Then last year, Stallard decided to put a progressive twist into the centuries-old methods of raising tobacco. “My philosophy is that you’ve got to stay on top of things,” he says. “If you don’t keep up with new production techniques in the classroom, you’re cheating your students.”

This is where the greenhouse effect comes in. Unlike most crops, tobacco seeds must be started in a sheltered plant bed and transplanted after they’re large enough to survive in the field. Stallard learned that tobacco seedlings could be grown in a greenhouse in floating trays. The method is used widely in the south with flue-cured tobacco, but the technology has not been transferred to the northern-grown burley tobacco.

The catalyst of the project was Ken Susong of Kentucky Greenhouse Plants, who wanted to loan a grower a small greenhouse to demonstrate the technique. Free plants were part of the deal, in exchange for the demonstration. The county extension agent, Mike Harder, thought Stallard would be interested, and contacted him.

It didn’t take Harder long to convince the Stallard to try this innovation. Plans were set, the new greenhouse was wired and hooked up to a water supply, and 12,000 tiny plants were shipped to the school from Florida. The students re-planted them in peat-filled flotation boxes, which each hold 200 plants.

The trays float in temperature-controlled water, treated with a fungicide to control blue mold. In about four weeks, the plants are eight to 10 inches high and ready to be transplanted.

In comparison, growers who use the conventional method must plant the tiny tobacco seeds in late March in an outside sterilized plant bed, about 10’ x 100’ in size. Heavy doses of nitrogen and a protective canvas are required to coax the seeds

to transplanting size in about eight weeks. As with all other crops, rain, sunshine and temperature have a tremendous effect on the success of the plants. Then the seedlings must be pulled from the bed and transplanted into the field.

The greenhouse technique might not seem like such a break-through if you've never spent hot, sweaty days stooped over tobacco plant beds, individually pulling thousands of seedlings for transplanting. However, the new, labor-saving method is welcomed by those who go through this annual ritual of spring.

Growers Love 'Em

"The floated plants are one of the most innovative things to come along in burley tobacco in recent years," says Henry West, a Garrard County farmer who raises 14 acres of tobacco. "When you can go to the field with plants in those trays and not worry about pulling them out of the bed, it's much faster."

The students and local growers have discovered several advantages to the flotation plants. They have a higher survival rate after transplanting, Stallard says, because there is less stress on the plants' root systems when grown in floating trays. The growth rate can also be controlled with touch of the thermostat.

Extension agent Harder says he's been surprised by the interest from the local growers. The floated plants are most popular with large producers who need to pace their transplanting season and have problems finding labor to hand-pull plants from the tobacco beds. Most producers will buy field-ready plants from a commercial greenhouse rather than build their own greenhouse, Harder predicts.

Some farmers have expressed concern about the cost of greenhouse-grown plants, notes Stallard. Tobacco grower West says, "The plants are just a little too expensive, but I think competition will bring that down." Stallard figures the cost of growing an acre's worth of plants to be \$280, but says area farmers claim they can grow plants in an outside bed for less than \$100. Stallard is ready to dispute that, saying when labor costs are figured, the methods are almost equal.

The expense is worth it to some farmers, though. After holding an open house for local growers, the plants were so popular that Stallard decided to expand the project to 100,000 plants this year. They've moved to bigger quarters, using a local florist's greenhouse to float the plants. It has been a \$4,000 investment, but one that Stallard, the students and the community think is well worth it. "We had farmers call and want to by all 100,000 plants," Stallard says.

This year, 13 farmers have purchased plants from the chapter



Stallard shows his class how to transplant the tobacco seedlings in growth cells.

and are ready to test the plants themselves. West estimates that about 100 acres of greenhouse plants will be in farmer's fields this summer, up from five or six acres last year. "I'm real excited about it," West says. "In a matter of a few years, tobacco plants in these beds will be obsolete...I hope."

The farmers aren't the only benefactors of this new technology, as the chapter treasurer's report clearly shows. The budget, which has grown from \$1,000 to \$11,000 in the past seven years, now can afford purchases of a computer, a television, a VCR and shop equipment. "It helps the chapter and it helps the school," Stallard says. "When I first came here seven years ago, our FFA banquet was cold cuts and potato chips," Stallard remembers. "This year and last year, we've had sirloin steaks."

Students who provide the labor for the project find it a refreshing change of pace. "It sure beats sitting in the classroom," says sophomore Doug West. "I'm exposed to things I wouldn't be exposed to otherwise." He has been inspired to pursue studies in agricultural engineering after he graduates. "I want to be working on ways to help farmers do less work," he says.

Senior Mary Ann Dietrich, a first-year FFA member, also believes she's benefited from the research project. "My family's used to doing the old-fashioned way of farming," she says. "Every day I come home and tell them of new ways to do things."

"The best thing about FFA is that we're trying to improve and change things."

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Don't Let Safety Fade Away

Seneca, Illinois, FFA members protect their town with slow moving vehicle signs.

By Thelma Schoonmaker

Driving south on the main black top road into Seneca, Illinois last fall, thousands of motorists witnessed what appeared to be the rear-end collision of a car with a field cultivator just a few yards from the road. Although only a model of a highway accident, Seneca FFA members successfully gained the attention of many drivers that such acci-

dents estimated only 10 percent of the SMVs in their community carried highly visible emblems, they decided to undertake the project. To date, chapter members have sold 400 SMV renewal kits.

Seneca FFA members sold kits much cheaper than most farm supply stores and established a cooperative agreement so the student and the chapter each earned 10

farmer's field just outside town. Seneca FFA members made six signs and placed them all about 30 yards apart. When approaching the collision model, the signs read "Watch for Slow Moving Vehicles—Seneca FFA."

Jim Maierhofer, the farmer who supplied the land and cultivator for the display, says he was glad to help. Being a volunteer fireman in the community for 25 years, Maierhofer got the inside word on how people reacted to the display.

"Local people and visitors called the police department and fire station to see if anyone was injured or killed," Maierhofer says. "Many people didn't even realize it was a mock accident."

To get the most from their safety campaign, the chapter contacted local media and attained coverage from three newspapers and a radio station.

"Although the display had the biggest effect, our entire program increased awareness of slow moving vehicles not only by those who bought the replacement emblems, but everyone in the community," says Seneca FFA member Karen Corrigan, one of the top SMV salespeople.



This mock accident warned travelers of slow moving machinery.

dents often are real, dangerous and sometimes fatal.

According to a study from the 1960s when Slow Moving Vehicle (SMV) emblems were developed and adopted as a national standard, nearly 90 percent of all collisions between motor vehicles (MV) and SMVs occurred during daylight on dry highways...free of rain, snow or ice. Two-thirds of the fatalities and injuries from MV-SMV collisions happened when the SMV was struck from the rear.

With urban expansion forcing more and faster-moving traffic to public roads, transportation safety has become a growing concern in all communities. To do their part in protecting their friends and families, Seneca FFA members implemented a two-part road safety project.

The first part started in early September when the Seneca FFA Chapter contacted Vis Com Systems, the original manufacturer of SMV emblems and current makers of the renewal kits for faded emblems, about selling the kits. Many states require vehicles that travel under 25 mph to display an SMV emblem. Since

cents for every kit sold. "We decided it was better to save somebody's life rather than make huge profits," explains advisor Kent Weber. In some cases, members even helped purchasers attach new or replace old, faded SMV emblems.

To supplement their road safety campaign, chapter members constructed the rear-end collision model later that month during National Farm Safety Week. With a local campground drawing many Chicago city dwellers to the country past the display site, the model served a valuable purpose in educating community residents as well as those passing through who were not familiar with farm tractors and implements on the road, says Weber.

For six weeks, the display stood in a



The chapter constructed "Burma Shave" style signs that read, "Watch for Slow Moving Vehicles—Seneca FFA."

Photos by Author

Most importantly, the project may be having an effect. Accidents involving SMVs decreased from five to two by the end of 1989.

"This was a fun project," says Scott Norton, chair of the chapter's safety committee. "People should be aware and see tractors ahead of them day or night. We made people think and be aware of slow moving vehicles and that accidents can happen."

...

A Class Buffet

By Terri Hames

Oklahoma Students Get a Choice

Enrolling in classes can be just like standing in the food line at a cafeteria, picking and choosing exactly what you want. Now many Oklahoma agriculture students can do just that. New agricultural course offerings allow students to take a lot of a particular subject or to sample a little of each one.

The smorgasbord of new classes is designed to fill the needs of both current and prospective students. This change comes just in time to meet a projected shortfall of workers for the agricultural industry.

Oklahoma's high school agricultural courses have been broadened to attract both urban and rural youth. Traditionally, courses were production-oriented, because the majority of Oklahomans involved in the food and fiber industry raised livestock and crops.

That's not true anymore. Only about 10 percent of the 22 million employees in today's agriculture industry are involved in production agriculture. The other 90 percent work in agribusiness, natural resources, and other new fields of agriculture.

The new curriculum offers courses in horticulture, forestry, equine management,

agricultural processing and marketing, agricultural sales and services, principles of agricultural technology, agricultural production and management, and natural resources.

A cooperative course will allow stu-



Roger Mauldin, right, agriculture instructor at Norman High School, helps student Kerry Madole perform an experiment using thermocouples during a new Principles of Agriculture Technology course.



Hati Walker, left, and Kerri Greer, both agriculture students at Norman High School, use boiling water to calibrate a thermometer as part of an experiment in their Principles of Agriculture Technology course. Traditional agriculture programs in Oklahoma high schools are being broadened to appeal to urban as well as rural youth.

dents to work in an agriculturally related business and receive high school credit for it. The new courses will join available offerings consisting of an agricultural careers orientation for eighth grade students, and agriculture I, II and agriculture mechanics.

Some of the programs are already underway. Kerry Madole, 17, is a senior at Norman High School. He enrolled in a Principles of Agriculture Technology course and says it's fun. "It's one of the best classes I have ever taken. I want to go to college and become a veterinarian so I am taking a lot of courses now that will prepare me—classes like physics, chemistry and calculus. The new ag class covers all of these principles plus it has a lab that 'shows' you how and why things work. The new course is challenging but also a lot of fun," he said.

Jennifer Rosebeary, a 16-year-old junior at Norman High School, says the program has enhanced the image of agriculture at her school. "Students who would have never enrolled in agriculture before are now in our program. Everyone is talking about how cool it is, and a lot of people want to enroll in the class next semester," Jennifer said.

Oklahoma schools can pick and choose from several course offerings to design an agricultural education program customized to fit their local needs. ...



Have you looked at Ford New Holland lately?

**Five awards for
innovative engineering in one year.
No one ever did that before.**

Each year the American Society of Agricultural Engineers acknowledges excellence in engineering innovation and design. In 1989, Ford New Holland won *five* awards—an accomplishment never achieved before, by anyone. The winners are:

A feeding system for rectangular balers that provides improved bale quality, in a variety of crops, with minimal adjustment and maintenance.

A wide pickup design for round balers that provides dense, solid bales for improved weathering.

An automatic knife sharpening and shear-bar adjustment system for forage harvesters that provides a more uniform length of cut.

An electronic lockout system of the boom hydraulics on skid-steer loaders that provides increased operator safety. And, a totally new product—

A windrow inverter that provides faster crop-drying time in weather-sensitive hay-making operations.

Innovation means market share leadership

We won't rest on our laurels. Earlier this year, we introduced the Ford Ultra-Command™ powershift transmission, the first electronically controlled powershift in the 100-plus horsepower, two-wheel-drive class. Also new for 1990 is the Model 9030, a 100-horsepower Bidirectional™ tractor that can *push* or *pull* implements, or do *both* simultaneously.

It's these award-winning innovations that make Ford New Holland a market-share leader in many product categories, and help explain why Ford New Holland is one of the strongest, fastest growing equipment manufacturers.



Innovations, like the Ultra-Command™ powershift transmission, help make Ford New Holland an industry leader

Committed to doing things right

Our commitment to innovation and quality is best reflected in the words of Agricultural Engineering magazine's editor—"In today's strongly customer-driven environment, truly innovative engineering in product or systems technology is of paramount importance. This makes Ford New Holland's five award achievement particularly noteworthy."

Take a look at Ford New Holland. You'll like what you see.





Farm Aid IV was held in the Hoosier Dome in Indianapolis, Indiana.

Farm Aid IV

Entertainers Raise Money, Awareness, Eyebrows

By Jeri D. Mattics

From Elton John to the bad boys of rock, Guns-N-Roses, to country-folk favorite John Denver, almost every segment of the music industry turned out for Farm Aid IV, held April 7 at the Hoosier Dome in Indianapolis, Indiana.

Included among the big names on stage were several former FFA members. Country music legend Willie Nelson, a former member from Texas, serves as president of Farm Aid and has been a driving force behind all four Farm Aid concerts.

The blue and gold FFA jacket even made a few informal appearances. Though their owners weren't identified, several jackets appeared on stage. One of the backup singers for performer Larry Crane was sporting an FFA jacket as was the bassist of Willie Nelson's band.

The Kentucky HeadHunters, an aggressive, new bluegrass/country rock group, dedicated their performance at Farm Aid to today's FFA members, noting they had all been members while in high school.

Environmental supporter John Denver entertained the crowd.



Halfway through their second song, lead guitarist Greg Martin stepped to the mike and, with pulsating drums and guitars backing him up, recited, "I believe in the future of farming, with a faith born not of words, but of deeds..."

Farm Aid began in 1984 with a mission of raising public awareness about the plight of the American family farmer and providing assistance to those families whose livelihood is dependent upon agriculture.

Since the founding of Farm Aid in 1984, the organization has granted over \$9 million to more than 100 farm organizations, hotlines, churches and service agencies in 41 states. The National FFA Foundation received a \$300,000 grant following Farm Aid I. The monies are distributed annually through the Farm Aid scholarship program.

Unfortunately, in their mission to raise public awareness, well-intentioned Farm Aid performers often don't have their facts straight. For example, Farm Aid performers have been crying out against the evils of "corporate farming" during each of the past four concerts. Yet in Indianapolis, Willie Nelson noted special thanks to Tyson Foods for supplying complementary food for performers and workers at the concerts for the past four years. Tyson is one of the largest "corporate farming" operations in the United States.

People in the general public watching the Farm Aid broadcast surely would have gotten the impression that farming was a dead-end prospect and that current farmers are being forced to over-apply pesticides and fertilizer.

On the contrary, according to the USDA, farm income in 1988 was higher than it has ever been. A University of Illinois study reports active ingredients of herbicides applied on Illinois corn and soybean acres have declined 15 percent in the last five years while use of corn insecticides have dropped 54 percent in the last 10 years. In their recent report on diet and health, the National Academy of Sciences reported that the United States has the safest food supply the world has ever known.

Unfortunately, the American public doesn't understand agriculture well enough to separate fact from fiction.

Sue Miller, communications director for the National Agricultural Chemicals Association, says, "Agriculture must begin speaking out. It's up to those of us who understand agriculture to educate the general public. FFA members can play a key role in raising the level of agricultural understanding by communicating an accurate message in their communities."

This highlights the importance for FFA members to know the issues well enough to speak from a solid factual base. A wealth of information on agricultural issues can be found in recent agricultural publications such as *Successful Farming* and *Farm Journal*, state agriculture magazines and in past issues of *FFA New Horizons*. ...

Garth Brooks helped the Yukon, Oklahoma FFA Chapter raise \$22,000.



Closer to Home...

The appearance of Nashville newcomer Garth Brooks at Farm Aid wasn't the only fundraising performance Brooks has granted recently. An honorary member of the Yukon, Oklahoma FFA Chapter, and a staunch FFA supporter, Brooks held a benefit concert in Yukon to raise money for the chapter.

"They called and asked if I'd be interested in doing a benefit for the chapter," said Brooks. "They needed funding to build a new barn and pens. So, we talked it over and figured that, if we had a sell-out, we'd raise about \$22,000 after expenses. We sold out about two weeks before the show."

Tomatoes From Space!

Seeds returned by the shuttle are being grown by Alabama horticulture students.

By George Smith

Budding agribusiness students at Anniston High School, Anniston, Alabama, are planting gardens to experiment with tomato seeds from space. During the spring semester, students are growing and monitoring space-exposed seeds and Earth-based seeds, searching for differences caused by long-term exposure to cosmic radiation. Results gathered by the students will be forwarded to NASA by June 15 for a final report.

Ed Whatley, vocational administrator of AHS, says, "This is a great opportunity for our students to observe and be a part of a program of substantial scientific significance. We're all very excited to be included."

material that has lengthy space exposure has gone to school students rather than to scientists. Participation in the project will promote an appreciation for and an understanding of the process of scientific investigation. Experimental procedures have been suggested for grades 5-9, for 10-12, and for university level.

History of Project

The Space Exposed Experiment Developed for Students (SEEDS) was one of 57 experiments housed on the recently recovered 11-ton Long Duration Exposure Facility satellite (LDEF). SEEDS is a cooperative project between NASA and Park Seed Company of Greenwood, South Carolina, which offers students a hands-on experiment to study the effects of long-term space exposure on living tissue.

Long-term exposure was originally intended to cover about a year—at most. But the explosion of the Challenger in 1986, coupled with other scheduling delays, meant that LDEF was exposed to space conditions for six years. LDEF was placed in orbit on April 7, 1984; astronauts aboard the shuttle Columbia retrieved LDEF in January 1990, just weeks before it would have burned as it reentered Earth's atmosphere.

LDEF's overall mission was to test the effects of space on the kinds of materials aerospace scientists think will be needed in future space stations. This is the first time that a large amount of biological

Why Tomato Seeds?

Tomato seeds were selected for LDEF because their small size permits a large number to be flown; they are from a familiar plant; and tomato plants are relatively hardy

and can be grown throughout the United States.

Rutgers California Supreme was the particular tomato seed selected. Rutgers tomatoes will produce plants with relatively little variation in successive generations. This will make it easier to detect changes in plants that might have resulted from space exposure.

During their space flight, the seeds were at a gravity force only 1 millionth of that on Earth.

Twelve and one-half million tomato seeds provided by the Park Seed company were sealed in five aluminum cannisters approximately $\frac{1}{3}$ cubic foot in volume. The seeds were placed in Dacron bags forming four layers per container, then sealed at 15 percent humidity. The cannisters were secured in a tray mounted adjacent to the space-facing end of the LDEF



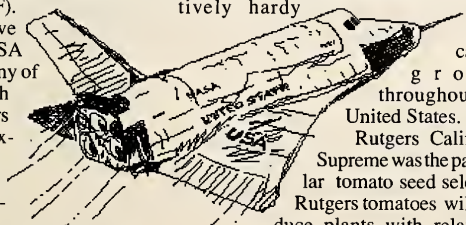
Anniston horticulture instructor George Smith observes NASA SEEDS plants with FFA members, from left, David Adams, Tony Kenan and Chad Ray.

and closed with a thermal cover. During orbit, the seeds experienced a G force less than 1 millionth of that at Earth's surface.

George Smith, horticulture teacher in the vocational department, attended the SEEDS Educators' Conference February 9-12 at the Kennedy Space Center to receive orientation to the project, as well as the actual "space" and "control" seeds. Students have planted the seeds and are observing results as part of their class and lab assignments. Smith plans to consult with personnel at Jacksonville State University as he completes testing, and has shared some seeds with the Advanced Placement Science class at AHS in exchange for lab privileges.

Several tests will be performed on the tomatoes. To date, the most unusual finding has been two plants that germinated, grew about two inches, but produced no leaves. Smith and his students will continue to observe these mutations which may prove to be lethal to the plant.

NASA LDEF Experiments Manager Jim Jones was instrumental in involving Anniston FFA Chapter in the experiment. Smith says, "We hope that this is the first of many opportunities for high school students, including many FFA members, to be an active part of our continuing commitment to space science." ***





Six farmers are using computer software developed by national Computers in Agriculture winner Mark Pleis.

Teenage Computer Entrepreneur

Computers in Agriculture winner has big plans for his budding business.

By Les Jack

Mark Pleis is creative, imaginative and resourceful and most of all, innovative. At the end of 1988, Pleis, 18, of Wapsie Valley, Iowa, started his own computer software company and now is in the business of writing and selling his computer programs. Using his computer knowledge and ability, Pleis is developing a farm monorail feed distribution system for the family's dairy barn and an operating system written in Assembly computer language.

The high school senior says the monorail system is in the preliminary stages of development. He says monorail systems are available on the commercial market but cost thousands of dollars, and the lack of options available on commercial systems were two of the reasons he decided to develop his own system. Pleis's system was originally designed for use on the Apple computer. He plans to revise his program so it will be compatible with an

IBM computer.

The feed distribution system will eventually run around the inside of the barn and will automatically distribute feed up to 100 times each day, to any number of animals that are programmed into the system.

Pleis has also written programs for the charting of commodities and calculating updates in the corn and soybean markets. This program uses a spreadsheet template. In addition to his current work, he is also working on a version of the spreadsheet with a computer mouse for easier use and a free-form data program.

Pleis has also developed computer spreadsheets that are used for keeping track of the family dairy herd. A management program Pleis created allows the family to look up the pedigree of a certain cow at sale time.

Six farmers are currently using his software and Pleis says six others are

interested. Right now his programs are used in agribusiness, but he hopes to expand into banks and financial institutions.

Mark calls his company PDI and is hoping to implement seven of his computer systems into the Wapsie Valley school system.

Pleis offers a five percent discount on purchases made by school districts and FFA members. He is in the process of putting together a proposal to send to area schools.

In planning his company's future, Pleis hopes within the next five years to manufacture his own monorail system and a standardized tractor dash that would be compatible with other makes of farm equipment.

All of his computer efforts have not gone unrewarded. Pleis was the national winner in the 1989 Computers in Agriculture awards program.

Mark plans to attend North Iowa Area Community College in Mason City to study pre-engineering. He will eventually transfer to Iowa State University to major in computer engineering with an emphasis in agriculture. ...



Thanks to his faithful dog, Ginger, Harold was able to stay awake and study his test without a single cup of coffee.



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☐ H.S. Graduate ☐ College Graduate

Prior Military Service: ☐ Yes ☐ No

Branch _____

I understand there is no obligation. The information you voluntarily provide, including your social security number, will be used for recruiting purposes only. Your SSN will be used to analyze responses. Authority: EUSC-503.



Americans At Their Best.

Know Your Animal's Rights

Concern over animal rights groups heightens as fair season approaches.

By Andrew Markwart

Like Secret Service agents assigned to protect the president, FFA livestock exhibitors at the Sarasota County Fair are scanning the crowd for signs of trouble. They've been briefed that animal rights activists may try disrupt the fair, and everyone is on edge.

This scene out of southern Florida is becoming more common every year as the animal rights movement grows. Unlike animal welfare advocates, who call for the proper care of animals, animal rights activists believe that animals should not be used for experimentation, clothing or food.

The animal rights movement consists of groups that vary from quiet protesters to those who carry out terrorist-like operations. Among the largest are PETA - People for the Ethical Treatment of Animals, FARM - Farm Animal Reform Movement, and the Humane Society of the United States. One of the most radical is ALF - The Animal Liberation Front.

According to the National Pork Producer Council, there are 7,000 U.S. animal rights groups, with a combined membership of more than 10 million people and a combined budget of \$50 million.

Some of the activities these groups have taken credit for include burning the Dixon Livestock Auction in California last January, vandalizing offices of the California and Florida Cattleman's Associations and destroying property at university research farms. The activists believe their cause is above the law.

On June 10, the groups plan to assemble in Washington, D.C. to attract national press coverage for their cause. Media coverage is one of their strongest tools in gaining mass support and raising money.

But their media training goes beyond bright lights and network cameras. They are masters at one-on-one confrontations. "You can't win an argument; they're good," says Gene Skillin, 18, a livestock

Fair Checklist

Eliminate opportunities for confrontation with animal rights activists at the fair by making sure that :

- ☐ Your animal always has enough food, water and bedding.
- ☐ Your animal is clean and well-groomed.
- ☐ The barn and facilities are sanitary.
- ☐ Your animal is handled with care. Never mistreat your animal.
- ☐ Your animal is comfortable by keeping it sheltered from the breeze or using fans to keep it cool.

And of course, all these animal care tips apply at home, before and after the show.



Livestock projects teach responsibility. FFA members learn the proper care, feeding, sanitation and health practices when they are in charge of the animal's well-being.

exhibitor at the Sarasota fair. "I've been brought up around livestock all my life, so I know what I'm talking about, but these groups train their people and they pay public relations people to help them."

Skillin says his philosophy, like most farmers and ranchers is simple, "we kill an animal to benefit human beings," but the danger of tangling with an activist is that, "You can get defensive about the issue if you're not careful. It's like them telling you you've been brought up the wrong way." After being counseled by adult leaders, including FFA advisor Jeffri Durrance, before the fair, Skillin and his fellow exhibitors were instructed that how to handle the activists in case of a confrontation (see "One-on-One" box). This year, there were no incidents.

The animal rights issue highlights a growing problem in the United States - it is a nation that is slowly becoming agriculturally illiterate. In "Animal Agriculture: Myths & Facts," the Animal Industry Foundation explains that, "In an increasingly urban society, our contact with animals, especially farm animals, is limited. While man and animal depend on

each other, our modern culture separates us from other species more and more. As a result, our understanding of the needs and roles of domestic animals becomes weaker, and in some cases, distorted."

"The consuming public today is generally unaware of farmers' relationship to their animals, and how meat, milk and eggs are produced on modern farms. The average consumer may not make the connection between attractively packaged meat, milk and eggs in the supermarket and the process of getting these foods from the farm to the dinner table."

Not helping matters is the steady flow of the cute, talking cartoon animals that have become a fixture in children's entertainment. Cartoon characters take on human characteristics, and for many children with no access to farm animals, they have no real-world experiences to balance the fantasy figures. Some say Walt Disney



Children learn based on what they have experienced. State and county fairs are sometimes the only chance for urban children to be near farm animals.

has done more for the animal rights movement than anyone else.

This lack of understanding points to the need for public agricultural education efforts such as the U. S. Department of Agriculture's "Ag in the Classroom" and FFA's "Food for America" programs that teach elementary children how their food

is produced.

In the past, protests and acts of vandalism have been most popular around the large metropolitan areas on the East and West coasts. As time passes and the animal rights membership grows, the rest of the country is bound to get involved.

"The animal rights issue is going to get more and more important as time goes on," said Corey Parks, president of the Sarasota Vo-Ag FFA Chapter. While at FFA's Washington Conference Program last summer, Parks stumbled across a PETA demonstration in front of the Department of Agriculture. After that experience, he took the issue on as his topic for the FFA prepared public speaking contest.

Based on his months of research, Parks says the animal rights activists have a powerful combination working for them; they're passionate about their cause and they're gaining political clout. "These people see this as more than a good cause, they see it as a civil rights movement. This has gotten to a point where every (U.S.) senator has someone working on the animal rights issue."

He says it is time for those in agriculture to get organized to counter the mounting crusade. "Farmers are going to have to unite together to educate the public," he warns. "This isn't going away. This is going to be around for a long time." ...

One-on-One

If you believe there is an animal rights activist attempting to cause a scene, here are some suggestions in handling the situation:

- **Avoid Confrontation.** If approached by a person asking questions about what you are doing, why you are doing it, the management practices used to raise your animal and you begin to feel uncomfortable, ignore the person and walk away if necessary to avoid being pressed for information.

- Tell the barn supervisor and/or leaders of any interaction with people you think are animal activists or people that accuse you of being cruel to your animals.

- Don't confront activists if they are picketing.

- Never argue or try to defend your

use of animals. This can create a scene that the person is attempting to instigate for media purposes, or to get you to say something they can use against the program.

- Do not pose for pictures with people you do not know.

- Do not become frightened of activists or people who approach you or your animals. Show pride in yourself and your project by taking good care of your animals and knowing why you are raising them.

- It is very important to be aware that some people are just being friendly and are curious about your project and mean no harm to you or your animals.

- Know your facts, especially about the end products of animal agriculture.

- Use common sense.

CHAPTER SCOOP

Topping the New York Mills, Minnesota, FFA fruit sales were Susan Lex who sold 115 boxes and Shawn Malon who sold 46.5 boxes.



Storrs Regional FFA in Connecticut raised Greenhands and Chapter Degree recipients. State President Bill Syme spoke and afterward a cake auction was held.

On National Pig Day, March 1, Belleville Henderson, New York, FFA got the whole school involved in a celebration. FFA freshmen made pink pig noses and put together a fact sheet for the elementary students. The chapter set up a pen in the shop with two pigs in it which students could pet.

Travelers Rest, South Carolina, FFA has a cooperative agreement with a local apple orchard. Members prune, spray and pick the crop on the 18 acres for 25 percent of the crop.

Riverton, Wyoming, Chapter had their winter outing in December in the Rocky Mountains. They cut Christmas trees and had fun in the snow.

Bristol, Massachusetts, members jumped rope to raise money for the American Heart Association. Each jumper got pledges for each minute the team jumped.

Three chapters wrote about planting experimental tomato seeds that were flown in space for six years - the Tri-Rivers, Ohio, horticulture program; Ceres, California; and Evergreen, Ohio.

Randall Boehme, president of the Manor, Texas, FFA reported on the chapter accepting an invitation from the school administration to install flower beds and plant shrubs in front of their school.

Members of the Northwestern, Ohio, Chapter presented an eighth grade recruitment program at the local middle school. They showed a movie, gave pamphlets and discussed agricultural education and the FFA. They followed up to interested students and parents and invited them to an open house.

At the rodeo, Ysleta FFA in El Paso, Texas, ran a children's barnyard. The Young Farmers sold cups of feed and raised money for FFA scholarships.

St. Johnsville, New York, FFA hosted state reporter Shane Andrews who spoke to the members about the advantages of going to FFA leadership camp. He showed them a video about the state's Oswegatchie FFA Camp.

Ag mechanics team members for the Coe-Brown Northwood Academy FFA in New Hampshire are Ted Girard, John McCartin and Jeremy McDonald.

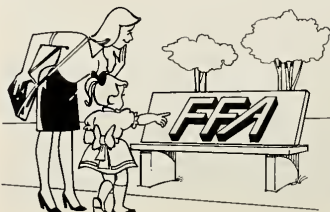
Coldwater, Ohio, celebrated the 50th anniversary of the chapter and invited back Jerome Vogt who was advisor from 1939 until 1974, and helped start the original chapter. Various other former advisors also were on hand and the event sparked new interest and community support for FFA.

Marysville, Ohio, also celebrated the 50th anniversary of the chapter. They have had 118 state degree recipients and 18 American degree recipients.

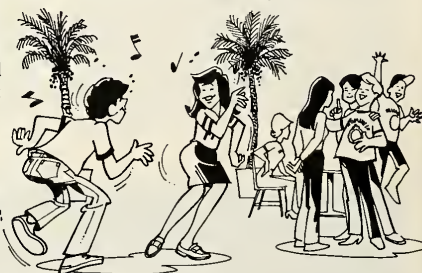
Ceres, California, celebrated National Garden Week in April with presentations to elementary schools including hands-on activities caring for seedlings in their classrooms.

The new park benches made by the Bon Homme, South Dakota, Chapter had big FFA letters on them. One parent reported that her three-year-old claims to know how to spell bench.

F - F - A!



Showmen of the Jenupa Valley FFA in California competed at the National Date Festival in February.



Nettleton FFA in Jonesboro, Arkansas, held a hot dog roast and scavenger hunt on the advisor's farm.

Pflugerville, Texas, members got to practice their showmanship at the 18th annual practice livestock show sponsored by the FFA and 4-H booster club.

Bowlers in the Manatee Senior Chapter in Florida rolled in the Big Brothers/Big Sisters bowl-a-thon and raised \$550.

Members of Goliad, Texas, FFA worked over 500 hours to repaint and remodel the community center.

Editors got lots of news from Ohio reporters this issue. Obviously we only used some of the most unique items. What about reporters in some other states? What are your chapters up to?

WHAT'S NEW



Summertime FFA Fashion

Here is the first glimpse of some new FFA Supply Service items for the coming year. Neon wear, athletic wear, sweats and new specialty t-shirts use hot colors for a cool look. To order any of the items on this page, turn to the coupon on page 39.

FFA Super Heavy Duty Sweatshirt - Super heavy, 90% cotton, 10% acrylic. #SWE-H - \$36.75
Collegiate Sweatshirt - Heavyweight, full cut in soft 50/50% poly/cotton. #SWE-COL - \$18.50
"America's Best" Sweatshirt - Full cut in soft 50/50% poly/cotton. #SWE-AB - \$14.75
"America's Best" Sweatpants Full cut style in 50/50% poly/cotton in sizes s, m, l, xl. #SWP-AB - \$14.75



Einstein T-Shirt - Brainstorms Incorporated, Agriscience imprint in 50/50% poly/cotton, sizes: s, m, l, xl. #319 - \$6.75
Ash Striped T-Shirt - oversized t-shirt in 100% cotton, two sizes: s-m and l-xl. #320 - \$16.75



"FFA" Neon Black T-Shirt - FFA imprint in neon green and pink puff print, 50/50% poly/cotton, sizes: s, m, l, xl. #317 - \$8.75; "America's Best" Black Neon T-Shirt - America's Best imprint in neon orange and pink puff print, 50/50% poly/cotton, sizes: s, m, l, xl. #318 - \$8.75; Neon Cap - comes in green and orange. Fits all sizes. #CAP-10 (green)/#CAP-11 (orange) - \$5.75; Neon Koochy Eyeglass Holder - comes in mixed neon colors. #KOO-E - \$3.45; Neon Sunglasses - black frames with neon earpieces. #SUN - \$6.50



FFA Member T-Shirt - Member FFA front and back imprint in 100% cotton, sizes: s, m, l, xl in black and California blue. #323-T (california blue)/#323-B (black) - \$8.95

FFA Athletics Running Shorts - FFA athletics imprint, soft, comfy royal blue jersey knit workout short of 50/50% poly/cotton with elastic waist and side vent legs, sizes: s, m, l, xl. #321 - \$8.50

FFA Athletics Ash T-Shirt - FFA athletics imprint, medium weight, 50/50% poly/cotton ash crew neck T-shirt, sizes: s, m, l, xl. #322 - \$6.75



This Washington FFA chapter conducted research for a local business in ...

International Marketing



Moses Lake FFA members surveyed produce managers in British Columbia supermarkets to learn about their preferences in fresh potatoes.

Members of the Moses Lake, Washington FFA Chapter recently crossed the border to international marketing research.

Dennis Conley, president of Sunspiced, Inc., a local fresh pack potato processing company, asked agriculture instructor Harold Mackin and his agribusiness students to study how his company could improve its sales of potatoes in the greater Vancouver, British Columbia, area.

Sunspiced exports about 20 percent of their fresh potatoes into British Columbia, but they had little information about the quality of their potatoes compared with other wholesalers, what the produce managers felt about their product and if there was anything that could be done to increase consumer awareness and sales.

Given the task, the agribusiness class designed and constructed a marketing research tool and made arrangements to travel into Canada to conduct a survey to answer Conley's questions.

Before heading to British Columbia, the class first visited the Sunspiced processing plant to learn how potatoes were

processed for the Canadian markets. Dennis Richlands, marketing specialist for Sunspiced, took the class through the processing line. Students watched as potatoes were taken from sheds, washed, sorted and packaged.

Richlands explained why Moses Lake had an advantage selling potatoes in British Columbia. The potato farmers in British Columbia cannot produce enough high quality potatoes for their markets, so importing fresh potatoes is necessary. Because of Moses Lake's location near the Canadian border, the potatoes can be shipped for less than from other potato producing regions in Idaho and Oregon.

However, selling potatoes in British Columbia is not that simple for the company, even though they have a product that is readily available and is in short supply in the province. Richlands said that only U.S. #1 potatoes of specific size and weight were allowed to be imported into British Columbia. The government will not allow U.S. #2 potatoes across the border. Another problem is that every potato shipped to British Columbia must

have been sold before entering the province, so the marketing technique of shipping a truck out, then selling the product while it is enroute, cannot be used. A broker is required on every shipment to process the paperwork so that a truckload of potatoes doesn't get stuck at a custom station.

After learning background information on potato marketing, the eight students, advisor Mackin and chaperone Farn Christensen headed to Chilliwack, British Columbia during the school's spring break.

One of the first stops in British Columbia was the Overwaitea produce warehouse in Langley. Overwaitea is one of the largest supermarket chains in British Columbia and is Sunspiced's largest customer. The warehouse superintendent gave the students a tour of the five-acre facility, explaining to them how the potatoes are handled in the warehouse and then shipped out to one of their many local supermarkets.

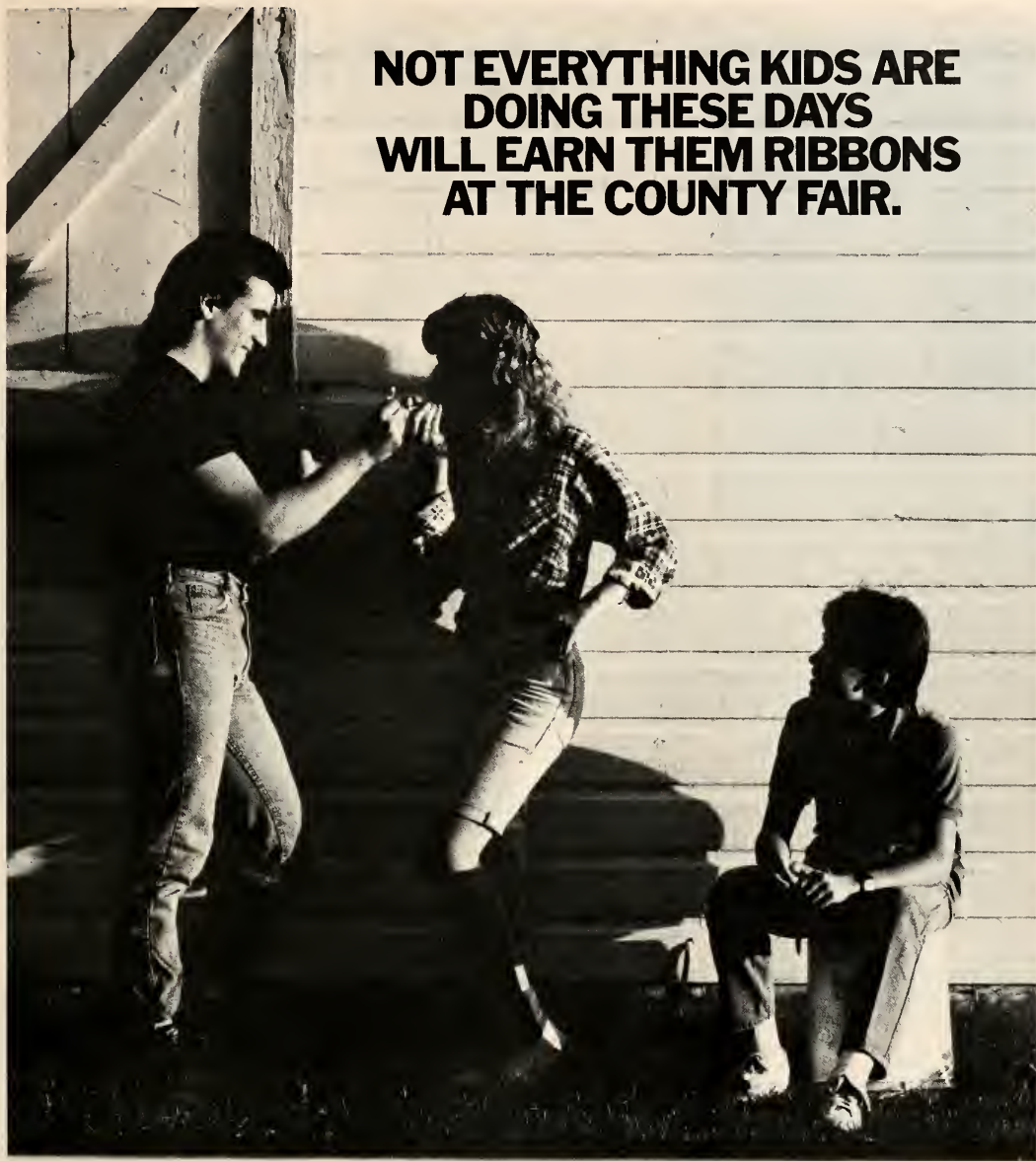
The student's marketing tool was designed so they could go into 10-12 grocery stores, evaluate the quality, packaging and display of all fresh pack potato brands, then talk with the produce manager to find out his views on Sunspiced potatoes. Four stores that did not sell Sunspiced potatoes were visited and their produce managers were asked similar questions on quality, product knowledge and loyalty to the labels they were carrying.

All the information has been compiled and tabulated and the class has given their market research findings to Sunspiced, as well as suggestions on ways to improve the overall sales of their product in British Columbia.

The class also toured a number of other agricultural businesses during their marketing trip, including a dairy foods processing plant, a hydroponic greenhouse operation, an animal feed processor, a government research farm and various sightseeing spots in the Vancouver area.

Advisor Mackin said the marketing trip was a great success because the students were able to provide a local business with valuable marketing information, they had a chance to visit and stay with Canadians and they saw differences in Canadian and Washington agribusiness and marketing techniques. ●●●

NOT EVERYTHING KIDS ARE DOING THESE DAYS WILL EARN THEM RIBBONS AT THE COUNTY FAIR.



Though many kids here in the country get a real high showing their cattle and domestic prowess at fairs, there are others who get theirs smoking grass and sniffing other addictive drugs.

Today, 28% Of Small Town Kids Are Into Big Town Drugs

It's true. Drugs have become as big a problem here as they are in larger cities. Today, some 28% of small town kids are using drugs

like marijuana, crack and cocaine. To most of them, it's no big deal. They get it from their friends and use it wherever they are... a cornfield, a washroom, a football game.

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Talking is the only way to get answers. And to give information.

Remember, if you can create an environment where your friends can tell you anything — they've gotten more than a blue ribbon.

**Partnership
For A Drug-Free
America**



Gary Eastman taps a maple tree.

Making and marketing maple syrup has long been a tradition at Stockbridge Valley Central School. Agricultural students, parents and agriculture teachers have been involved in the collecting of maple sap and the making of maple syrup since 1983.

In the process of making maple syrup, students are able to develop many skills that will be useful in the future such as handling and processing the raw materials and packaging and marketing the finished product. Students learn about quality control and grading. Safe handling of hot syrup and consumer-safe packaging of the product are emphasized.

Technology has given maple syrup making a rebirth. Plastic lines are hooked right to the trees to collect sap. Stockbridge Valley has a pre-heater to save fuel oil and to increase the efficiency of syrup making.

The 1990 maple sugaring season continued the tradition for over 50 members of the Stockbridge Valley FFA Chapter.

Ray Lighthall, chapter advisor, measures the temperature of the thickening maple sap.



Maple Syrup Time

A Tradition For Stockbridge Valley FFA

By Nathan Jacobs and Dan Cordell

Twenty FFA members signed out maple sap buckets and plastic tubing to collect sap for the FFA chapter. Students tapped trees on their own farm or on the farms of neighbors and friends. An additional 20 students helped to collect and evaporate the maple sap during after school hours, nights, and weekends.

The FFA members boiled their first sap on March 4th and finished the season March 23.

Students operated the maple syrup project with some working as many as 150 hours for the entire season. The evaporator was operated during and after school and on weekends. "It is odd being at school after midnight on a weekend" says Chad Barriger, a senior involved in the project.

The chapter's "Sugar House" is an old log cabin, which was donated to the chapter by the nearby village of Cazenovia in 1983. More than 60 members helped to relocate the cabin to the school grounds.

The maple syrup project has been the source of many lesson plans ranging from plant science, production and processing, conservation, mechanics and technology.

Maple syrup has proven to be the "sweet harvest of education and knowledge" at Stockbridge Valley Central School. ...



Gary Eastman, left, and Nathan Jacobs collect sap the old-fashioned way. Plastic tubing now transports the sap, reducing the need for buckets to the sugar house.



FFA members produced 100 gallons this year. Stockbridge Valley Maple Syrup has been sold to people from 38 states and five foreign countries.

Lean On Me

With her father injured and unable to run the family farm, Beth Reason rose to the task.

By Dianne L. Beetler

After her father was injured last summer, Beth Reason, of Buffalo Prairie, Illinois, became responsible for the family farm.

On her sixteenth birthday, Beth was helping to clear hedge trees from pasture ground when her father, Dave Reason, 44, sawed down a tree that unexpectedly fell toward him. He suffered a chest injury that prevented him from working on his 600-acre farm with 250 feeder calves and 1,200 market hogs.

Beth and her sister, Laura, 14, both FFA members, took over with the assistance of their sister, Jenny, 9, and their mother, Kathy. Laura's allergies limited her outdoor work, so Beth did most of the chores and field work, except for planting and harvesting.

Every day she consulted with her dad, who relied on her observations of the livestock and machinery.

Although the physical labor was tiring, the biggest job was setting priorities, evaluating livestock and making decisions, Beth says.

"Sometimes I got discouraged," she admits. "But I tried not to think about it. The farm comes first."

She did take three weeks off to attend the state FFA convention, the Illinois Agricultural Youth Institute, and the Washington Conference Program. Her mother and sisters took over the chores to allow Beth to attend these events.

Although Dave Reason has recovered from his chest injury, it apparently triggered a severe dust allergy that has reduced his lung capacity by one-half. His ability to work is limited, and Beth and Laura continue to handle many chores after school and on weekends.

Beth wants to study bio-technology and work with genetic engineering in



Dave Reason, right, usually wears a mask when working with livestock but leaves much of that work to daughters Laura, left, and Beth.

animals.

"I've had bad experiences with farming," she admits. "I've seen my dad's health ruined because of it. But I really like the way of life and plan on living on a farm in the future." ...

Help With Hugo

A South Carolina FFA chapter and its community rebuilds with the help of a Tennessee FFA chapter after a devastating hurricane.

When Hurricane Hugo swept through South Carolina last September, its devastation was felt all the way to Tennessee. Warren County FFA Chapter from McMinnville, Tennessee, adopted the Lincoln FFA Chapter located in McClenanville, South Carolina.

McClenanville is a shrimping/fishing community 45 miles north of Charleston. Driving winds and 20 feet of water destroyed the Lincoln agriculture department and many of the students' homes.

Members of the Warren County chap-

ter made an exploratory visit to South Carolina in February to see how they could best aid the agriculture department and community. They decided to focus on three projects. The first was to contact all the FFA chapters in Tennessee to raise funds and collect supplies to help rebuild the agricultural mechanics program at the school.

The chapter also asked for donations of appropriate equipment from Warren County industries. Most recently, they collected trees and shrubs donated by about 400 commercial nurseries in Warren County, which promotes itself as "The Nursery Capital of the World."

In April 18, 15 members of the Warren County chapter and advisor Russell Watson left home with a tractor-trailer load of trees and shrubbery to replace those destroyed by the hurricane.

The FFA members planted trees and shrubbery at the high school, site of the new town hall, elementary school, veter-

ans monument, post office and other public areas.

"We wish we had the resources and time to do more, but we earnestly hope this small effort will have some significant effect," said Warren County advisor Watson. "I think the friendships made through the cooperation of the Charleston County and Warren County people will prove to be at least as valuable as the material results." ...



FFA IN ACTION



Bill Henricksen and Brad Lewis, national vice presidents, left, and Russ Kenney, state vice president and Dan Berg, state president of the New Jersey FFA, are pictured with Earle Borman, chief environmental officer for Lehn & Fink Products in front of the company's headquarters in New Jersey during the FFA business and industry tour. The company produces d-CON brand of rodenticides, Lysol, Minwax, and Thompson's and has supported the FFA Foundation for close to 20 years.

National Officer Action Update

The national FFA officers traveled through 12 states as part of the annual FFA business and industry tour.

The six officers, accompanied by representatives of the National FFA Foundation, traveled February 28 through March 9 through New Jersey, Pennsylvania, Delaware, Kansas, Missouri, Tennessee, Kentucky, Indiana, Ohio, Washington, Oregon and Idaho.

The group began its tour in Nashville, Tennessee, meeting with Tom Hennesy, chairman of TSC Store and 1990 chairman of the National FFA Foundation Sponsor's Board.

After meeting with Hennesy, the FFA representatives divided into three teams to visit a variety of businesses and learn more about the industry of agriculture and the economic factors affecting it.

Missouri

40 Years of Fun

In November, 1989, at the National FFA Convention, the 1949-1950 National FFA Officers were together again after 40 years.

The leader of this special reunion was George Lewis, Illinois, who was president in 1949-50. His teammates were secretary, Don Bakehouse, Minnesota; vice presidents Merrill Cartwright, Mississippi, Roger Fike, West Virginia; and Glenn

Lackey, Ohio. Joe King, California, is deceased.

These former national FFA officers did attend FFA convention sessions and talked with today's FFA members, but mostly they just "caught up"..... They didn't realize how much had happened in those 40 years.

When they left the FFA officer rank 40 years ago, they each had their own dreams. They were going to be preachers and teachers, and of course they would have to

be farmers, because that is what it was all about.

Lewis had planned to enter the ministry, but changed his mind and went to law school at the University of Illinois. He practices law in Quincy, Illinois, and lives on a 110-acre hay farm.

Fike returned to his farm — bought and operated from 1951 until 1956. At that time, he sold the farm and entered the ministry in the Church of the Brethren. Now he is semi-retired and preaching part-time. He is also involved in building homes and apartments.

Bakehouse graduated from the University of Minnesota and taught agriculture for a short time. After working in ag sales, he returned to the family farm and developed a purebred Yorkshire swine business of 150 sows. A change in 1982 took him into real estate. Now he is an appraiser of rural property.

Lackey graduated from The Ohio State University and also taught agriculture for one year. He began farming in 1955, but as his sons grew to be farmers also. The need for more land was important, so he moved to Stewart, Ohio, where he and his sons now farm 1,200 acres of land.

Cartwright was the only officer to stay with vo-ag and be an FFA Advisor. He graduated from Mississippi State University and taught until he became director of vocational education in Booneville and Prentiss County. He continued to make trips to Kansas City to the National FFA Convention, taking his own students.

The reunion of the 1949-50 officers and all their wives was so much fun that another is planned. The next one will be at the Lewis home in Colorado.

These former National FFA Officers and their wives have one big love in common — the FFA Organization. They all realize what it has done for them, for their families, and what it can do for other young people. (Laura Cartwright)

Pennsylvania

Catchy Theme

"Catch the Moment" is the theme of the Pennsylvania FFA Association's third annual State Legislative Leadership Conference (SLLC).

SLLC is held in Harrisburg and designed to be similar to the Washington Conference Program. It allows FFA

members to become more aware of their capital city and the legislative process.

At the conference, 100 members and advisors from across the state had the opportunity to attend workshops conducted by the state officers. Topics included keeping a positive attitude; building the FFA image and learning etiquette at official functions.

Members also had the opportunity to visit various sites in the area including the State Police Academy, Hershey's Chocolate World, the Pennsylvania Game Commission headquarters, the Pennsylvania Farmers' Association headquarters, and the Capitol building.

The highlight of the conference was the legislative breakfast, where participants had the opportunity to meet with their state legislators.

The members were then invited to visit their legislators' offices later that day. (Becky Stumpf, State Reporter)

Ohio **Goin' Wild**

Members of the West Muskingum, Ohio, Chapter assisted the state division of wildlife in the release of wild turkeys on private woodlands in the county. FFA learned about the wild turkey management program and how the wild turkey population has increased drastically over the last five years.

The chapter has gotten involved in several projects with the division of wildlife and plans to make more transport crates so turkeys can be moved from the trap site to the release area with a minimum of stress to the birds.



Members helped the wildlife specialists transport the birds to the release area.

The National Wildlife Federation (NWF) has recognized the West Muskingum Chapter for its contributions to environmental conservation.

The chapter in cooperation with the Ohio Division of Wildlife, erected highway bluebird boxes, repaired and maintained duck boxes, conducted a survey of

rabbit population in the Dillon Wildlife Area and maintained nature and fitness trails. The chapter also sponsored a monthly television show featuring wildlife, natural resource and outdoor safety topics.

The West Muskingum FFA is among 23 groups nationwide singled out by NWF for accomplishments in leadership, membership and conservation projects, responses to current conservation issues and youth programs.

Oklahoma **Truck Talk**



Mr. & Mrs. Don Ramsey, right, of the Blue and Gold Sausage firm in Oklahoma, are proud owners of a 1990, customized, blue and gold, four-wheel drive, Chevrolet pick-up truck. They purchased the truck at the fourth annual FFA Alumni auction in Kansas City, Missouri, in November 1989. The Ramseys paid \$17,100 for the truck; \$1,000 of which was returned to the Jones, Oklahoma, FFA Chapter by the National FFA Alumni Association. (Wayne Gipson, Reporter)

Wisconsin **Togetherness Works**

Located in the "snow belt" are two of Wisconsin's northern most FFA chapters: Ondossagon and Ashland. With only five miles between these two schools, they work together on many projects, yet their competitive edge keeps them trying to achieve their best. The two chapters are advised by Jeanne Larsen, who has developed these two chapters into leading forces in their section.

The Ashland FFA has nearly 90 members, with 650 students in the high school. The chapter's main emphasis is SAE programs in forestry, conservation, wildlife management, sheep and swine production. Currently, they are working on a BOAC project to develop a school forest nature trail in one of the city parks.

The Ondossagon FFA is 125 members strong including their junior high agricultural program. The high school has an

enrollment of 150 students. Ondossagon cannot be found on a map because it's a completely rural school. Dairy and beef production, forest management and outdoor recreation are their SAE emphasis.

In the past several years, the two chapters have received many chapter membership honors and individual honors, such as the State Star Agribusinessman, State Star Farmer, and various proficiency awards. In judging contests, the chapters have received awards in wildlife and ag mechanics at the state level.

Most recently, the chapters cooperatively prepared for horse judging. Ondossagon won first place and Ashland placed fifth.

A possible merging in the future? As with other small schools, Ondossagon faces the issue of consolidation and detachment. The two fuel one another with competition and friendship—a match perfect for building a stronger agricultural future. (Heidi Jansen, State Vice President in Wisconsin FFA Newsletter)

Ohio **Past Members Receive College Scholarships**

The Oak Harbor, Ohio, FFA announced the chapter's 1990 FFA College Scholarship winners: Todd Northrup and Sherri Risch.

Todd and Sherri are currently enrolled in the agribusiness program at Owens Technical College near Toledo. They received a scholarship of \$100 from the FFA Chapter and \$150 from the Young Farmers Chapter.

The requirements to be eligible for these scholarships are: 1) be a graduate of the chapter; 2) be enrolled in a post high school agricultural related program; and 3) maintain a 2.0 GPA through first semester of college work.

Six other members that have been recognized with the Oak Harbor FFA College Scholarships are still in college.

New York **Membership Prize**

The FFA Alumni reached an historical milestone of 10,000 life members on March 5, 1990, when an application from James Lewis of Cortland, New York, arrived at the National FFA Alumni offices. Lewis is a chapter advisor in New York and will be invited to attend the National FFA Alumni Convention for a special plaque presentation next November. The first life member was Ronald Squires in Reno, Nevada, in May 6, 1971.

(Continued on Page 38)

FFA IN ACTION

Kansas

Rodeo Reigns

Kathy Feldman, member of the Great Bend, Kansas, FFA Chapter was crowned 1989-90 National High School Rodeo Queen on July 30, 1989, at the National High School Rodeo in Pueblo, Colorado. Contestants were judged on modeling, speeches, impromptu questions, personal



Kathy Feldman of Great Bend, Kansas and National High School Rodeo Queen.

interview, horsemanship and a written test.

As queen, Kathy represents youth in rodeo as she travels to rodeos and public appearances around the country. A highlight of her year so far was attending the National FFA Convention in Kansas City, with the NHSRA Officer team. Having attended twice before with her chapter,

she felt right at home. Hundreds of FFAer's stopped to ask about high school rodeo or to say "Hello," and that they were NHSRA members too.

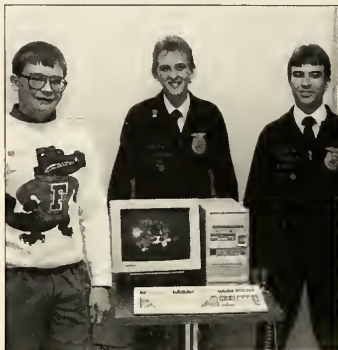
This is her fourth year in high school rodeo where she competes in barrel riding, pole bending and breakaway roping.

In FFA, Kathy is president of the south central district and vice president of her chapter. She received her State FFA Degree this year. Her SAE involves raising, training and showing her horses, giving riding lessons and working for the Wrangler Western Wear Company. She has received the Horse Proficiency Award on the chapter and district level.

As chairman of the alumni committee she led her chapter in forming the largest new alumni chapter in Kansas with 177 members.

Florida

Quiz Wizzards



The winning team of the Computer Quiz Bowl, held at the end of the 1990 Florida Youth Computer Program, donated their \$100 first prize to help rebuild the state FFA leadership training facility that burned earlier this year. The team members from Sarasota, left to right, are Bill Carroll, Coy Parks and Tim Weber. The conference was held March 21 at the St. Petersburg Junior College in Clearwater, Florida and drew 145 students, mostly FFA members, from around the state. Participants took classes in database management, word processing, FFA applications, spreadsheets, fundraising software and computer hardware.

Arizona

Junior Officer Training

The Junior Officer Training Seminar for Antelope, Arizona, Chapter was held on February 17 in the agriculture room. All seven chapter officers along with the junior chapter officers attended. The purpose was to get everyone familiar with each other and show junior officers some skills needed to work as a team.

The first session, "A True Friend is One who Listens and Learns," was about trust. We played a game to demonstrate the importance of trust. Each chapter officer was blinded by his junior counterpart and lead around the school. No touching was allowed; you had to guide them by talking only.

The next session, "Communication - The Link to a Successful Year," was fo-

cused on the values of good communication skills. The session started out with Kari Johnson, blindfolded, explaining to Jodi Webster how to make a peanutbutter and jelly sandwich. The results were quite funny. Everyone realized that things could be misunderstood if they were not completely explained.

Next we played the object game. A chapter officer drew a picture on one piece of paper, then explained each part to their junior officer to see how close their pictures would be. The session was successful. It showed each one of us that without communication, direction can become distorted and cause something bad to happen.

"There is not a Moment Without Some Responsibility" was the title of the next session. First, we went over the junior of-

ficer's responsibilities for the year. Then each officer conducted role playing involving a situation one might come across during the course of the year.

Next was a session on etiquette entitled "Your Influences Today Affect Your Accomplishments Tomorrow." A skit was done to show the importance of wearing proper official dress and how to act when wearing it.

"It's Your Team Too" session included a treasure hunt. The purpose of the hunt was to show the value of teamwork. We learned to value each person's opinion and use everyone's ideas.

The next session was on goals. We were given a worksheet and each of us set goals for the day, for the year, for school and for personal goals.

(Continued on Page 40)

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FFA IN ACTION

FFA Week Wrap-up

Every year many chapters sent in news items about their activities during National FFA Week.

Ceres, California, Chapter created a poster from clip art. They had posters printed in two sizes (8 1/2 x 11 and 11 x 17 inches) to distribute throughout the school and community.

Bon Homme, South Dakota, began FFA Week activities with business persons' breakfasts in Springfield, Tabor and Tyndall. February 23 they had an open house for faculty and parents. In order to promote FFA in all the communities served by the chapter, they had separate events each day. (Paul Jaeger, Reporter)

The **Keytesville, Missouri,** Chapter had a busy and rewarding National FFA Week in 1990. We kicked off the week by attending the First Baptist Church as a group on FFA Sunday. Later in the day we went to eat lunch at Jay's Restaurant in Keytesville, and went roller skating in Marshall. Other activities during the week included Official Dress Day, and Green-hand/Chapter FFA Initiations, and a poster using pictures of all of our members in the main hall of the school to increase interest in the FFA.

We also took elementary students to a local dairy as a part of our Food For America program. We held a Merchants' Appreciation Breakfast in conjunction with the local FFA chapter, and an eighth grade recruitment program. On Friday, we held the annual children's barnyard, and we also showed the children tractor safety. We closed out the week by taking a chapter trip to the National Western Farm Show in Kansas City. (Chris Calverter and Jimmy Meyer, Reporters)

Special chapter newsletters, generated on chapter computer equipment, were popular. We received copies from **Oak Harbor, Ohio;** **Mansfield, Texas;** and **Cortland, Ohio.**

The **Crestview, Ohio,** FFA held their third annual pancake breakfast on February 21. Many students arrived at 5 a.m. to start making the pancakes and sausage. Over 100 people showed up to eat the pancakes including school staff and bus drivers. This was the biggest pancake breakfast we have held. (Dana Kissel, Reporter)

Dress up days are popular ways chapter public relations communities celebrate the week.

In **Chelan, Washington,** Tuesday we had a "Come As You Are" Day; Wednesday was Official Dress; Thursday we dressed in our school colors, which are red and green; and Friday was black and white or a generic dress up day. We had a lot of participation and support in our special week.

In **Montrose, Colorado,** chapter sponsors had stacking, wheel barrow and tractor driving contests during the week. They also develop FFA publicity by handing out posters and being seen and heard on local TV and radio stations. (Latisha Love, Reporter)



Ysleta Texas, Chapter promoted the week on the school's announcement board.

The **Centerville, Michigan,** chapter had eighth grade recruitment and invited every eighth grader to see the ag facilities. Ninth graders are in charge (with some help from the chapter officers) of the program. We show them the facilities, show the film "Be All You Can Dream," slides of chapter activities, and the clincher, have ninth grade members tell what it's like to attend agriculture classes.

After the presentation we send them back to class with the *Think About It* brochure from the FFA Supply Service and a description of the class.

The eighth graders fill out a form which says *yes, maybe* or *no*. All the students who say *maybe* are contacted by one of the ninth grade class member or a chapter officer. The *yes* list is automatically given to the counselor who sees to it that those students are enrolled in Introduction To Agriculture.

Parents from the *yes* and *maybe* lists are sent a personal note from the advisor explaining the opportunities in agriculture education and the FFA.

Finally the counselor and principal will bring eighth graders who've signed up plus our chapter members to the state convention to view the state finals in leadership contest. This way those who said *yes* will get the feeling of what the FFA has to offer at the state level.

Once they have seen our state convention we don't have many who change their plans to enroll in agriculture for the fall semester.

The **Perrydale, Oregon, Chapter** always plans an exciting and fun-filled week. They always involve all the students in the small school system and the entire community.

On Monday everyone wore a hat with their favorite agricultural emblem. The materials for the grade school coloring contest were handed out and every kid in elementary grade entered. Teachers are big boosters of the idea.

On Tuesday everyone wore a shirt with an animal or farm scene. Short courses in agriculture were available to students such as petting live animals and shearing sheep.

Wednesday was the highlight of FFA Week - "ag olympics." Contests were held for classes, students and faculty. The events were irrigation pipe moving; hay stacking; feed sack tossing (won by visiting advisor from Willamina); fence post pounding; and milk chug-a-lug. As happens every year, television film crews come to shoot coverage and use it on the 10 o'clock news.

Thursday was cowboy dress-up day.

The community fun night was Friday in the gym at 7:00 p.m. with games and food and dancing. Other chapters joined in the activity.

The sixth annual pancake feed for folks to eat as much as they could was Saturday.



The East Clinton, Ohio, FFA promoted FFA during the week by driving tractors to school and parking them in the reserve section of the high school. (Greg Laycock, Reporter)

MY TURN

Bill Hennicksen



Bill Hennicksen

Problems Abound!

Agriculture is loaded with problems. Just as we come out of the credit problems of the 1980s, we run directly into a whole new Pandora's Box of the '90s.

Groundwater, food safety, animal rights, agricultural subsidies, trade barriers, government regulation, wetland classification, biotechnology, growth hormones—the list could go on forever. Each of these issues grabs the headlines of newspapers and magazines which further erodes consumers' confidence in their food system. As we read the same articles, we begin to question our own tactics. Who is right?

These issues can take a dramatic toll on American agriculture if we do not mobilize our abilities as young leaders concerned for our industry. We are dealing with problems, major ones. However, there is a redeeming aspect about problems; they have solutions.

Look back in history and we can see many problems people faced. Would George Washington have been the man we learned about and respect had it not been for the problems encountered in the American Revolution? Would Abraham Lincoln have earned a place in history had it not been for the problems presented by the Civil War?

More recently, would Lee Iacocca have become a household name if he had not piloted Chrysler from bankruptcy? Each of these individuals saw the problems

before them and attacked the situation. Our national officer team recently went on a tour of agricultural businesses with FFA Foundation representatives. Each of us discussed agriculture's problems with leaders of these major corporations. Their consensus was that something has to be done and not just by a handful of major companies. No one company or group of companies has the resources to change public perception. Only by a united effort from the whole industry of agriculture can we educate consumers.

As FFA members, we must educate ourselves on the facts of the issues. This can be accomplished by active participation in agriculture classes and studying current events. Once we are well aware of the issues, the place to start tackling these big problems is within our own communities. Educate the citizens of your community through well prepared presentations of the facts about agriculture.

Join with other agricultural organizations in your area to increase your audience and effectiveness. This is not a time to compete with other clubs or groups, it is a time to work together toward a goal we all share — agricultural literacy in the general public.

Years from now, when students learn about agriculture in the 21st Century, history books will be filled with the names of today's FFA members. These individuals will be remembered as leaders and solvers of the problems we now face. ...



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J O K E P A G E

Doctor: "Did you go to another doctor before you came to me?"

Patient: "No, I went to a druggist."

Doctor: "What foolish advice did he give you?"

Patient: "He told me to come to you."

Jay Fondren
Jasper, Alabama

Q: What is the center of gravity?"

A: The letter V.

Robbie Simpson
Greensburg, Kentucky



"I only want it planted—not buried."

Little Jimmy saw a sign over a plumbing supply store that read, "Cast Iron Sinks."

"Heck," said little Jimmy, "everybody knows that."

Paul Fincham
Mill Creek, West Virginia

Three boys were bragging about their fathers. One said, "My dad's so fast he can shoot an arrow and get to the target before the arrow does."

"That's nothing," the second boy replied. "My dad's so fast he can shoot a deer at 500 yards and get to the deer before it falls."

"Big deal!" the third said. "My dad's work gets off at 4:30, but he is so fast he gets home at 3:45."

Ben Schuster
Pilot Grove, Missouri

Q: What is a good name for a straight back camel?

A: Humpfree

Darrell Anderson II
Kimper, Kentucky

A grandfather and his grandson were sitting on the porch one hot summer day talking about old times. The grandson looked at his grandfather and said, "You know grandpa, I believe this is the hottest summer that I have ever seen."

The grandfather said, "Yes, indeed, it is hot, but not like it was one summer when I was a boy."

"What do you mean?" asked the grandson.

Grandpa replied, "It got so hot that the cows gave powdered milk."

Lee Burton
Liberty, Kentucky

The judge looked suspiciously at the fellow accused of peddling "Fountain of Youth" tablets that, he promised, would reverse the aging process.

"Baliff," the judge asked, "does the accused have any other prior arrests?"

"Yes, sir," he replied, referring to his notes.

"He was arrested for the same offense in 1983, 1974, 1965, 1941, 1911, 1869 and 1841."

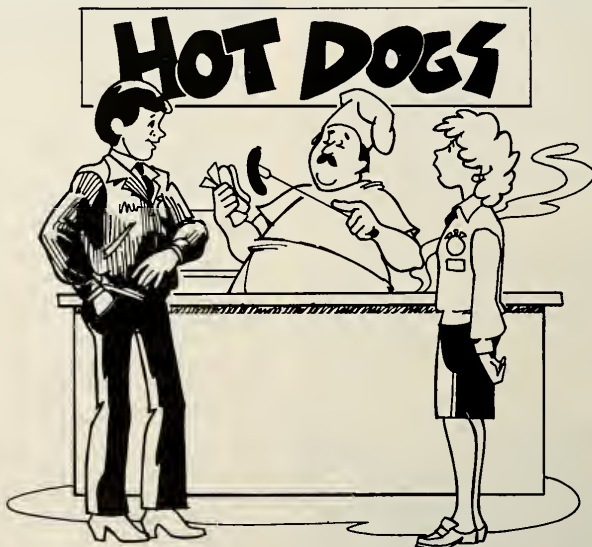
Edwin Richards
Strang, Oklahoma

Joe: "My wife wants to know where all our money is in case something happens to me."

Bob: "You mean something like you walking out the door?"

Cassie Coplen
Kinta, Oklahoma

Charlie, the Greenhand



"I'm glad to see you like gourmet food."

NOTICE:

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These are the factors you should consider:

Crop Protection Chemicals

- Do your chemicals bind readily to soil particles and organic matter?
- Do they break down readily in the soil?

Site Characteristics

- Is the water table (ground water) shallow?
- Do your fields have sink holes, abandoned wells, or surface water?

Soil Properties

- Is your soil texture porous so that large quantities of water move through it rapidly?
- Is the organic matter content sufficient to help bind chemicals?

Management Factors

- Are you properly storing, mixing, applying crop protection chemicals?
- Are you properly rinsing and disposing of chemical containers and equipment rinse water?

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