

Newsletter

December 2006



Dates to Remember

December

- 1 Lemmon Angus Sale - Lake City, FL
- 2 Salacoa Valley Brangus Bull Sale - Fairmount, GA
- 9 4-H/FFA Horse Judging School - Gainesville, FL
- 25 Christmas Day

January

- 1 New Year's Day
- 4-7 Western National 4-H Livestock Judging Contest - Denver, CO
- 6 Western National 4-H Meats Judging Contest - Ft. Collins, CO
- 6 4-H Youth Livestock Evaluation School - Gainesville, FL
- 15 Hog & Ham Workshop - Gainesville, FL
- 18 FL Cattlemen's Institute & Allied Tradeshow - Kissimmee, FL
- 18 Goat Workshop - Bradford Co. Extension Office
- 20 Livestock Judging Reasons Day Camp - Gainesville, FL
- 23 2007 4-H & FFA Meat Judging Clinic - Clewiston, FL
- 24 2007 4-H & FFA Meat Judging Clinic - Miami Dade Co. Extension Office
- 30 2007 4-H & FFA Meat Judging Clinic - Hillsborough Co. Extension Office
- 31 2007 4-H & FFA Meat Judging Clinic - Kissimmee, FL
- 31 - Feb 3 NCBA Annual Convention - Nashville, TN



Join AYHC in Celebrating 30 Years of Connecting Kids Through Horses

2007 National Youth Horse Leaders Symposium
 March 9-11, 2007
 Denver, Colorado

See Page 4 For More Information



Happy Holidays!

In This Issue...

“Fresh From Florida” Message Takes to the Streets 2

UF Scientist Develops Turkey Sausage to Help Feed Hungry Haitian Children 3

National ID Is Dead 4

National Youth Horse Leader’s Symposium 4



“Fresh From Florida” Message Takes to the Streets”

Story on Page 2

“Fresh From Florida” Message Takes to the Streets

Once-obscura aging vehicles now “rolling billboards” for Florida agriculture, Bronson announces

Increasing sales of Florida-grown agricultural products and therefore enhancing the state’s economy is a major duty of the Florida Department of Agriculture and Consumer Services. Using a variety of marketing and advertising methods, the Department has made the “Fresh from Florida” logo a familiar icon throughout the state and nation, and even around the globe.

Retail store posters and displays, recipe brochures, billboards, newspaper and magazine advertisements, cooking demonstrations, and radio and television ads — all have been mainstays of this successful marketing campaign that helps Florida’s farmers increase their market share in the competitive global economy.

But a new component of the “Fresh from Florida” campaign is turning heads and drawing smiles from motorists and pedestrians around the state.

While conducting everyday business, the Department’s previously unmarked vehicles routinely passed through traffic unnoticed. Each year Department employees across the state log a multitude of miles while engaged in activities on behalf of Florida’s citizens, such as inspecting grocery stores and gas pumps, and conducting marketing activities on behalf of agricultural producers.

Florida Agriculture Commissioner Charles H. Bronson felt that since the vehicles were constantly on the road they would make ideal “rolling billboards” for Florida agricultural products.

“It’s a cost-effective way to utilize existing resources,” Bronson said. “We decided to cover these aging vehicles with the ‘Fresh from Florida’ message to help call attention to the wide variety of agricultural products that make up our state’s important agricultural industry.”

Several Department vehicles have undergone a treatment in which a temporary adhesive laminate material is affixed to the exterior. This literally “wraps” the car with a large and colorful — and eye-catching — “Fresh from Florida” advertisement.

A unique design is created for each segment of agriculture



that is being promoted. Several Department cars, vans and trucks have been “wrapped” with messages promoting fresh fruits and vegetables, horticulture, seafood, cattle, horses, wildflowers, water quality, forestry, and tropical fruits.

“We’re always looking for new and innovative ways to increase the number of ‘Fresh from Florida’ consumer impressions,” Bronson said. “These rolling billboards are proving to be a great way to get the message out on behalf of our state’s farmers.”

The Florida Department of Agriculture and Consumer Services is statutorily mandated to provide professional marketing services to Florida’s agricultural community through its Division of Marketing and Development. These marketing promotions are part of the ongoing “Fresh from Florida” campaign, an identification and promotional program designed to boost the image of Florida agriculture and increase sales by helping consumers to easily identify Florida-grown agricultural products at retail stores. The “Fresh from Florida” campaign also helps increase public awareness of the importance of Florida’s agriculture industry, which has an estimated overall economic impact of more than \$87 billion annually.

For more information:

Terence McElroy
Phone: (850) 488-3022
Email: mcelrot@doacs.state.fl.us

SOURCE:

Terence McElroy
FL Department of Agriculture and Consumer Services
Tallahassee, FL
<http://www.florida-agriculture.com>
Release - November 9, 2006



In this photo released from the University of Florida’s Institute of Food and Agricultural Sciences, Kathy Bahr, a third-year Animal Sciences student from Sarasota, trains quarter horse Meddler at UF’s Horse Teaching Unit south of Gainesville – Tuesday, November 14, 2006. Long reins attached to the 18-month-old animal’s bridle help him learn to turn on command. Bahr is taking a two-semester course on horse psychology and training; she will work with Meddler throughout the course. (AP photo/University of Florida/IFAS/Josh Wickham)



UF Scientist Develops Turkey Sausage to Help Feed Hungry Haitian Children

For millions of Americans, eating turkey is an essential part of the holidays, but for some Haitian children it represents a chance for a better life, thanks to University of Florida faculty members working to improve nutrition in the impoverished Caribbean country.

Sally Williams, an associate professor with UF's Institute of Food and Agricultural Sciences, has developed a low-cost turkey sausage that's being used in a charity program that feeds infants and toddlers from the poorest families in villages surrounding Jeremie, a city of almost 100,000 in southwest Haiti.

"Children in Jeremie get very little protein in their diets, and what they get comes mainly from rice and beans and polenta," Williams said. "They don't get a meat source."

Animal protein helps children avoid a malnutrition-linked illness called kwashiorkor and other health problems common in Haiti, she said. Children under 5 years of age comprise about 15 percent of Jeremie's population; malnutrition affects 30 percent of them.

Every three months, Williams oversees production of about 200 to 300 pounds of the sausage at UF's Animal Sciences Department; the sausage is canned in Jacksonville at the Department of Agriculture Canning Center, a facility operated by the city of Jacksonville and UF's Duval County Extension Service. UF personnel began sending the shipments in July 2005; funding comes from a three-year U.S. Department of Agriculture grant.

When the sausage arrives, it's sliced into 2-ounce portions and used to feed children ages 6 months to 3 years, as part of a feeding program operated by the Haitian Health Foundation, a volunteer organization based in Norwich, Conn.

Comprised of 83 percent mechanically separated turkey and 17 percent soy protein and seasonings, the sausage offers a nutritional profile that includes 15 percent protein and 18.5 percent fat, Williams said. The ingredients are stuffed into casings about 3 inches in diameter and cooked. The finished product is cut into 1.5 pound portions then packed in water and canned. Sliced, the sausage resembles bologna and has a mild turkey flavor.

"The kids like it – that was our first concern," Williams said. "But there were no problems getting them to eat it."

This spring, the program is expected to take a giant step forward as production of the sausage moves from Florida to a

meat processing facility in West Virginia. The plant, owned by the brother of Putnam County Extension Director Edsel Redden, will manufacture and can the sausage free of charge. The goal is to boost output to about 1 ton per month.

Redden has been involved in Haitian relief efforts since 1989, and visits the country about six times per year. This week, he'll accompany another shipment of turkey sausage to Jeremie.

UF is pursuing related projects to improve nutrition, agriculture and education in Haiti, said St. Johns County Extension Director David Dinkins, who helps Redden oversee the program. North Carolina State University is also involved in the work.

"The turkey sausage is an immediate measure where we can go in and feed people," said Dinkins, based in St. Augustine. "It's very important, but it's an interim solution. Ideally, we'd like to get Haitian farmers producing more of their own protein foods."

Perhaps the most fully developed effort aside from the turkey sausage is an aquaculture project that produces tilapia fish to feed children in Gressier, a community in southern Haiti. With local assistance, UF faculty have established 14 concrete ponds that yield about 2 tons of fish per year.

An agricultural demonstration and training center is planned for the near future in Jeremie, Dinkins said. The project, begun in 2003, is a collaboration among UF, North Carolina State, the Haitian Health Foundation and two other charitable organizations, FISH Ministries and the Christianville Foundation.

Char Farin, a professor with North Carolina State's Department of Animal Science, is leading a project to improve the genetics of goats raised in Gressier. Using artificial insemination techniques, researchers will crossbreed native Creole goats with Boer goats, known for their superior meat production.

"Initially, we're doing this as a demonstration project to make sure it works," said Farin, who became interested in working with Haitian agricultural relief efforts after speaking to Redden several years ago. "Beyond that, we're looking at expanding into other communities two or three years down the road."

Other projects focus on production of chickens, eggs and hogs, Dinkins said. The overall program is expected to continue indefinitely, though it may change over time as some needs are met and others identified. Additional funding is provided by the Rotary International volunteer organization and U.S. church groups.

"I've been to Haiti twice," Dinkins said. "People say Haiti gets in your blood, and it does. You go over there and you see the need, and the potential, and you just want to help." Bette Gebrian, public health director of the Haitian Health Foundation, said the relief efforts are greatly appreciated.

Continued on Page 4

“We look forward to a continued relationship with the University of Florida,” Gebrian said. “The commitment of Dr. Williams, Edsel Redden and many others to save the lives of children in Haiti is a fine example of how joint work of field health professionals and academic experts can make a difference.”

SOURCE:

Sally Williams, UF/IFAS, Dept. of Animal Sciences
Email: williams@animal.ufl.edu
David Dinkins, UF/IFAS, St. Johns County Extension
Email: ddinkins@co.st-johns.fl.us
Char Farin, NC State University, Dept. of Animal Science
Email: char_farin@ncsu.edu
Bette Gebrian, Haitian Health Foundation
Email: bette_haiti@hotmail.com

By: Tom Nordlie
Phone: (352) 392-0400
Release - November 20, 2006

National ID Is Dead

USDA effectively and quietly knocked the National Animal Identification System (NAIS) in the head last Wednesday. It did so with the unheralded publication of the “NAIS User Guide,” which replaces all former NAIS draft documents. This document, for the first time, emphasizes NAIS as a voluntary program rather than as a steppingstone to a mandatory one.

In fact, at the very beginning, the guide explains, “USDA is not requiring participation in the program. NAIS can help producers protect the health and marketability of their animals — but the choice to participate is theirs.”

Late last month at a community outreach event in Kansas City, Chuck Conner, USDA Deputy Secretary, and Bruce Knight, USDA Under Secretary for Marketing and Regulatory Programs, paved the way for the agency’s back-pedaling.

“Since we’ve had some confusion on this, we need to be as clear as we can be. This is ‘voluntary’ with a capital V. Not a currently voluntary, then maybe a mandatory system. This is a permanently voluntary system at the federal level,” Conner said.

“We’re making it crystal clear that NAIS is voluntary — no ifs, ands or buts,” explained Knight. “Farmers can choose to register their premises. They can choose to participate in individual animal or group identification. And they can opt to be part of tracking. Or not.”

The guide goes on to explain, “Participation in NAIS is voluntary at the federal level. Under our current authorities, USDA could make the NAIS mandatory, but we are choosing not to do so — again, participation in every component of NAIS is voluntary at the federal level. The NAIS does not need to be mandatory to be effective; we believe the goals of the system can be achieved with a voluntary program. As producers

become increasingly aware of the benefits of the NAIS and the level of voluntary participation grows, there will only be less need to make the program mandatory.”

Absent from the “NAIS User Guide” are the suggested timelines and benchmarks for achieving an effective level of producer participation. Instead, USDA emphasizes its belief that market demands will provide the necessary incentive for participation.

That’s possible, though it hasn’t been the case, thus far. It’s hard to imagine, too, the need commerce will see for a system cohesive and coordinated enough to provide the industry-wide, 48-hour trace-back NAIS was designed to provide. Consequently, the only real incentive for animal ID remains to be the value individual producers see in it for management purposes.

So, it seems NAIS is over, at least for the tenure of the current administration.

You can find the complete “NAIS User Guide” at http://animalid.aphis.usda.gov/nais/naislibrary/documents/instructions_guidelines/NAIS-UserGuide.pdf.

SOURCE:

BEEF Stocker Trends
<http://www.beefstockerusa.org>
Release - November 28, 2006

National Youth Horse Leader’s Symposium

March 9-11, 2007, Denver, Colorado

The Symposium is a production of the American Youth Horse Council (AYHC), the umbrella organization for the youth horse industry. The 2007 event will boast more than two-dozen internationally and nationally respected teachers assembled to share their keys to successful youth horse programming. Presentations will be aimed at Adult Leaders of Youth Horse Programs, Industry Professionals and Teen Leaders. Roundtable discussions, classroom presentations, interactive sessions, exhibit booths, silent auction, awards banquet and keynote speeches will be highlights of the Symposium. Separate Teen Leader activities will bring youth representing all disciplines and horse breed activities together to learn team building, ethics and network. See <http://www.ayhc.com/symposium.htm> for details.

SOURCE:

American Youth Horse Council
<http://www.ayhc.com>



Symposium Costs

Early Bird Pricing by 2/9/07
Non AYHC Members= \$110.00
2007 AYHC Members*=\$90
Teen Leader(14-19)= \$75

Full Price - after 2/9/07
Non AYHC Members=\$125.00
2007 AYHC Member*=\$110.00
Teen Leader (14-19)=\$95.00
(Includes Fri. Reception, Continental Breakfast Sat., Full Breakfast Sunday, Refreshment breaks, admission to Expo on Sunday)