



**Expanding Partnerships with American Farmers  
Grassroots Outreach for Global Growth**

*Final Report*

The Citizens Network for Foreign Affairs, Inc.  
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Suite 900  
Washington, D.C. 20036



1996 - 1 yr.

**The Citizen's Network for Foreign Affairs, Inc.**

partnering with American Farm Bureau Federation  
1111 19th St., N.W., Suite 900  
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Project Period: 9/96 - 8/97

Established in 1986, the Citizens Network for Foreign Affairs (CNFA) is a non-profit, non-partisan group dedicated to fostering democracy and promoting the U.S. stake in development and economic growth worldwide. CNFA builds partnerships between the public and private sectors to advance sustainable growth and position U.S. enterprises in the world's emerging economies. The American Farm Bureau Federation (AFBF), established in 1919, has over 4.5 million members in all 50 states and Puerto Rico. Through grassroots education programs, AFBF provides its members with information on farm operations and management, as well as other issues.

The goals of the project, "Expanding Partnerships with American Farmers: Grassroots Outreach for Global Growth," are 1) to increase awareness of international development programs throughout the U.S. agricultural community; 2) design, create and distribute resources for workshops and presentations by Farm Bureau members to explain the impact of international development; and 3) identify opportunities for Farm Bureau members to become involved in development activities in other countries. The goals will be reached through a series of jointly organized workshops at a national AFBF annual meeting and eight state meetings. Following the workshops, there will be a set of county-level presentations by AFBF members. The workshops and meetings will be coupled with media campaigns designed for each target area.

The activities of this program will reach 15,000 farmers and ranchers at 10 workshops and 15 individual presentations. Beginning with workshops at the AFBF annual meeting and 8 state Farm Bureau meetings, CNFA will provide innovative videos, slide shows, and other resources for workshops on agricultural development programs. Presentations will continue at board meetings, women's and young farmers' meetings and trade shows. Media strategies, including nationally distributed video news releases, will generate articles, editorials, and increased awareness among state and local media. CNFA and AFBF will produce an Internet home page to provide additional impact information.

As a result of this project, the U.S. agriculture community will gain opportunities to learn from their friends and colleagues about U.S. efforts to promote democracy and economic opportunity. The CNFA-AFBF commitment to global growth will be energized to continue over the long term. Throughout the United States, the message of U.S. development assistance will be delivered and support will be strengthened.

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# THE CITIZENS NETWORK FOR FOREIGN AFFAIRS INC

September 24, 1997

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Director, Development Education  
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Dear Elise:

I am pleased to submit this final report of development education project number (FAO-0230-A-00-6013-00) undertaken by the Citizens Network for Foreign Affairs in partnership with the American Farm Bureau Federation. The report covers the period from September 1, 1996 through August 31, 1997. To avoid unnecessary duplication of materials we are only attaching items produced since the mid-year report.

In this report, we identify and describe the activities undertaken, evaluate their impact on creating awareness and understanding of development issues among our target audiences, and discuss lessons learned with respect to effectively achieving our objectives. Overall, we are quite pleased with the outcome of the effort. Generally, the project achieved its objectives within budget and within the time frame of the project.

As you know, I entered the scene half-way into the project, so my reflections on its overall outcome are mostly based on my perceptions of how things went during the first six months, and my direct role in the latter six. During the second half of the project we made several significant changes in the project, which I think strengthened it materially. We believe these modifications have enhanced CNFA's long-term capacity to sustain the development education objectives of the project longer and more permanently than if we had not made them.

Most importantly, we believe we improved the understanding and expanded the awareness among our target audiences of development issues. We also found the American Farm Bureau Federation's strengthened commitment to furthering the objectives of development education a rewarding by-product of our efforts.

Sincerely,

David S. Cohen  
Director, Public Outreach

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## Executive Summary

Leaders of American farmer organizations believe international development positively impacts upon the United States politically and economically. For agriculture, the impact is particularly compelling given the relationship between development and future export markets. However, at the rank and file *farmer* level—even after some 15 years of Biden-Pell efforts to expand awareness and understanding—there continues to be pockets of suspicion that foreign assistance is not very relevant to their lives, or worse, it does more to create competitors than customers. Clearly attitudes are improving, as we have found in carrying out this project. We believe the Citizens Network-Farm Bureau partnership embodied the credibility and integrity to make the project work. The use of Internet technologies, as well as traditional forms of video, written and oral communications, and interactive workshops, used to convey our messages have had a positive, lasting impact.

The bottom line is this: (1) farmers and gatekeepers to farmers in their media and leadership organizations learned about development in more creative and interesting ways than they would have otherwise, which we believe, in turn, led to better retention of the issues and ideas discussed; (2) CNFA has additional tools to continue the activities begun under this project longer and more permanently than it would have without the development education funds; *and perhaps most importantly*, (3) Farm Bureau strengthened and grew its commitment as a development educator. Given the size, prominence and influence of Farm Bureau, this has been a meaningful addition to the development education field, not to mention being a significant feat for which CNFA is proud to have played a part.

That the Farm Bureau has invited CNFA to lead a 90-minute program at its annual meeting in January 1998 is testament to the success of this effort and its sustainability. Through a series of workshops, media outreach, dissemination of *American Farmers' Partnership with the World* (a booklet about the links between development, trade and American agriculture), and video presentations, hundreds of thousands of farmers, students and the general public—far more than called for or expected under the original terms of the project—have been reached.

As expected, this approach embraced the credibility that only a fellow-farmer from a home state or town could offer. The project mobilized more than 40 Farm Bureau members who have participated in the Citizens Network farmer-to-farmer Agribusiness Volunteer Program during the project year to relate their story to their colleagues. Numerous articles have appeared in print, and several radio interviews were broadcast. In all, more than 15,000 U.S. farmers and ranchers were directly reached nationwide in Farm Bureau-CNFA sponsored programs through nine workshops and at least 25 presentations. Approximately 10,000 additional farmers; primary, secondary and university educators and students; print and broadcast farm media; local and regional agricultural associations; and civic organizations and other public institutions via the World Food Day Committee were sent the *American Farmers Partnership with the World* booklet. The project also produced two videos and a slide presentation for use at workshops, and an Internet website devoted largely to development education.

While the full impact of the *American Farmers Partnership with the World* booklet will not be known for some time since it was disseminated quite late in the project, the initial response has been positive. Requests from media, universities, state Farm Bureaus and federal agencies have been fielded almost daily for additional copies of the booklet to further disseminate or for help on how to convey the messages of the booklet more broadly. Noteworthy is the fact that the World Food Day Committee asked to disseminate about 1,000 of the booklets and the Future Farmers of America will send some 1,200 the booklets to its member-chapters.

A request from the president of the Mississippi Farm Bureau, for example, will likely result in an on-site presentation by CNFA sometime in 1998. It is particularly significant, that until now, interest in these issues from the deep South has been sparse. Indeed, within a matter of weeks after the booklet's dissemination, invitations to serve on panels (including the Illinois Expo, attended by some 350,000 Illinois farmers) and to give speeches about the booklet's content were received. To the extent CNFA funds and time have permitted, we have responded affirmatively to those requests. In at least one instance, we hope to significantly broaden the ripple effect of the project when we man a booth at the 1998 American Farm Bureau's annual meeting in Charlotte, North Carolina. The booklet will be among the items distributed to the approximately 10,000 Farm Bureau members expected to attend.

A video produced by the Farm Bureau-CNFA partnership to highlight development programs was viewed by 8,000 farmers and ranchers at the AFBF annual meeting in Nashville, Tennessee. Eight workshops held at state Farm Bureau annual or other leadership meetings in Oregon, Wisconsin, Kansas, Washington, D.C., Indiana, Illinois, Iowa and North Carolina brought information on international development directly to more than 1,000 Farm Bureau leaders. Thousands more farmers, agribusiness professionals and the general public learned about development through print and broadcast media stories and the dissemination of literature.

About 200 Farm Bureau members viewed the full 20-minute video and talked with CNFA staff at the Farm Bureau's 1997 annual trade show in Nashville. The short three-minute version of the video was viewed by some 11,000 Farm Bureau members who attended the main session. In addition to 30 national agriculture reporters who covered a joint press conference with Farm Bureau President Dean Kleckner, an estimated 20,000 people in the agriculture community were reached through 14 articles in local newspapers and coverage on local farm radio stations in the latter workshop roundtables.

Evaluations completed by the target audience consistently showed the project was achieving its goal of increasing farmers' awareness of international development issues. Overwhelmingly, those attending the workshops said the CNFA-Farm Bureau Farmer-to-Farmer partnership should continue. It was also clear from both the evaluation form responses and the hand-written comments on the evaluations sheets that those attending believed development education is of value and should continue to be a Farm Bureau priority.

Evaluation surveys (modified in April) were administered at each Farm Bureau program. In the first six months 73 percent of program attendees rated the innovative CNFA slide show as very good or excellent in *highlighting the U.S. stake in global development and Farm Bureau's role in development programs*; 82 percent indicated that Farm Bureau panelists did an excellent or very good job in *reviewing their assignments and the impact on agriculture abroad and at home*. In an open-ended survey question, 74 percent of survey respondents identified at least one lesson relating to global development learned from the workshops.

The evaluation was redesigned in the latter part of the project in an effort to get more precise feedback. Regarding questions about the value of the program, 86 percent responded favorably. Asked whether the development education program was a worthwhile activity for the Farm Bureau, a whopping 96 percent indicated their support. In response to the most important question, *Do you think your attitude, awareness or understanding about economic development in transitional economies has changed as a result of this program*, 90 percent responded by circling four's and five's on the five-point scale, five being high. Likewise, 91 percent responded affirmatively that economic development was relevant to their particular farming operation. On the question of whether the development education program should be continued, 71 percent said it should be continued; 29 percent said it should be expanded.

# Results

## GOAL 1

### Increase Awareness and Support Throughout the Agricultural Community of International Development Programs.

*Did the Partnership Bring Information to 15,000 U.S. Farmers and Ranchers?*

- 8,000 AFBF members viewed the CNFA-AFBF video on international development partnerships at the AFBF annual meeting in Nashville.
- 1,050 Farm Bureau leaders attended workshops at state Farm Bureau meetings.
- At least 500 farmers viewed the video at presentations at other state and county-level Farm Bureau meetings nationwide.
- Presentations by Farm Bureau volunteers were made before some 1,500 members in their local communities.
- Approximately 10,000 farmers and others concerned with American agriculture are receiving a copy of *American Farmers' Partnership with the World*.
- Readers and listeners of print and broadcast media stories on the CNFA-Farm Bureau workshops or returned volunteers are estimated to be in the hundreds of thousands.

*Did 50 Farm Bureau Members Participate in Outreach and Other Events?*

- Of the 89 volunteers who participated in CNFA's Agribusiness Volunteer Program during the project year, 40 were Farm Bureau members. Each Farm Bureau volunteer made home-town presentations and participated in local Farm Bureau programs. Many were written about in their local newspapers.

*Were Eight Farm Bureau Meetings Organized?*

- |                     |   |                  |
|---------------------|---|------------------|
| ➤ August 5, 1997    | Indiana Farm Bureau                       | Indianapolis     |
| ➤ June 20, 1997     | Iowa Farm Bureau                          | Des Moines       |
| ➤ May 6, 1997       | Illinois Farm Bureau                      | Bloomington      |
| ➤ April 14, 1997    | AFBF Women's Committee Annual Meeting     | Washington, D.C. |
| ➤ February 21, 1997 | Kansas Farm Bureau Young Farmers Meeting  | Hutchinson       |
| ➤ February 20, 1997 | North Carolina Farm Bureau                | Raleigh          |
| ➤ January 5-7, 1997 | American Farm Bureau Federation Anl. Mtg. | Nashville        |
| ➤ December 10, 1996 | Wisconsin Farm Bureau                     | Milwaukee        |
| ➤ December 4 1996   | Oregon Farm Bureau                        | Ashland          |

*Did 20 County Farm Bureaus, Women's and Young Farmers' Groups, and Civic Groups Host AFBF Leaders to Make Presentations on International Development Activities?*

- Some 35 diverse groups hosted presentations by CNFA volunteers, including groups like the Grassworks Association in Stevens Point, Indiana, the Chikasaw County (Iowa) Crop Improvement Association, and the Chapel Rock Christian Church.

*Did the Workshops, Presentations, and Development Education Materials Influence Attitudes Regarding International Development Assistance?*

- During the first half of the project, 73 percent of workshop attendees rated the innovative CNFA slide show as very good or excellent in "highlighting the U.S. stake in global development;" 82 percent indicated the panel discussions members did an excellent or very good job in "reviewing their assignments and the impact on agriculture abroad and at home;" and 74 percent of survey respondents, in an open-ended question, identified at least one lesson relating to global development learned from the workshops.
- In the project's second half, 86 percent considered the overall program of value; 96 percent said development education program was a worthwhile activity for the Farm Bureau; 90 percent responded favorably to the question, "Do you think your attitude, awareness or understanding about economic development in transitional economies has changed as a result of this program;" and 91 percent responded affirmatively that economic development was relevant to their particular farming operation. On the question of whether development education program should be continued, 71 percent said it should be continued; 29 percent said it should be expanded.

## **GOAL 2**

### **Design, Create, and Distribute Resources for Workshops and Presentations by Farm Bureau Members to Be Effective in Explaining the Impact of International Development.**

*Did the Partnership Produce a Video Documentary on AFBF Members Working in the NIS?*

- Two videos promote understanding of international activities.
- A planned, third "video news release" was not produced after a trip to Ukraine to film the grand opening of a women's-owned cannery was canceled due to political uncertainties. Instead, the *American Farmers' Partnership with the World* booklet was written and disseminated.
- A 15-minute video tracks the assignment of a Kansas Farm Bureau volunteer in Ukraine.
- A three-minute video highlights Farm Bureau's participation in global development.
- North Carolina Farm Bureau also produced a version of the video.

*Did the Partnership Create an Innovative Slide Show?*

- CNFA produced an innovative slide presentation to provide information on the U.S. role in foreign aid and Farm Bureau's participation in global development programs.

*Were Slide Show and Other Materials Helpful to Farm Bureau Presenters?*

- According to the evaluations completed by workshop attendees and informal comments from Farm Bureau members, the slide presentation increased awareness of: (1) the extent of Farm Bureau's participation in development, and (2) the importance of international development to the United States.

*Did the Partnership Create an Internet Home Page, Put it On-line, Link it with the AFBF Home Page, and Announce it at the AFBF Annual Meeting?*

- The CNFA home page is on-line (<http://www.cnfa.com>) and providing information on development education opportunities to participate in the CNFA volunteer program. The webpage is currently being upgraded to make the site more visually appealing, informative and user friendly. Targeted for completion in October 1997, the upgrade should enhance CNFA's development education efforts.
- The site is linked with the Farm Bureau Internet site (<http://www.fb.com>).
- CNFA announced the home page during the Farm Bureau annual meeting in Nashville.

*Does the Home Page Include Information on Program Impact and Opportunities in Other Programs?*

- The web site main page describes CNFA's key programs: (1) Agribusiness Partnerships Program; (2) Agribusiness Volunteer Program; (3) Development Education; (4) Corporate Sponsor Program; (5) Agribusiness Alliance; and (6) Ukrainian Agricultural Development Company.
- A "What's New" page has information about new publications and upcoming CNFA events.
- Other sites on the CNFA home page include a newsroom; information on getting involved in the farmer-to-farmer program; and a link with the USAID web site which enables farmers and others to learn more about international development.

*Did the Partnership's Media Strategy Include Six Video News Releases?*

- The partnership produced six radio news releases via the AFBF *Newsline*—a daily broadcast news service that provides stories to hundreds of radio stations. The partnership did not produce a video news release.

*Did the Strategy Generate Articles and Editorial Pieces in Leading Local Papers Nationwide?*

- At least 53 articles on volunteer activities and the CNFA-Farm Bureau program appeared in newspapers, magazines and trade publications.
- 10 radio interviews were conducted with CNFA presenters in the second half of the project.
- Six radio stories on Farm Bureau's *Newsline* were distributed nationwide to farm radio stations.

### **GOAL 3**

**Identify opportunities for Farm Bureau members to get involved in development activities in other countries.**

*How Many Opportunities Did the Partnership Identify for U.S. Farmers to Participate in Development Activities?*

- During the project year, 40 Farm Bureau members participated in development activities.
- CNFA-AFBF's video highlighted opportunities for farmers to participate.
- The CNFA website provided information on upcoming assignments and applications.
- The slide show and presentation included information on volunteering.
- CNFA's bi-monthly newsletter outlines assignments and asks for suggestions of potential volunteers.
- A specialized quarterly newsletter is targeted to former and potential volunteers.
- CNFA managed a booth at the 1997 Farm Bureau annual meeting to answer questions about development programs and volunteer assignments. It will do so again in 1998.

*How Many AFBF Members and Others in the Agriculture Community Approached the Partnership to Learn More about International Development Programs?*

- The CNFA Agribusiness Volunteer Program's database now has more than 950 names that serve as its pool of potential volunteers. At least 300 American farmers and ranchers have contacted CNFA and/or the Farm Bureau directly to learn more about international development programs.
- 75 people asked for volunteer applications to be considered for an overseas assignment at the CNFA booth during the AFBF trade show in Nashville.
- An average of 25 Farm Bureau members requested applications at each state Farm Bureau workshop (Oregon, Wisconsin, and Kansas, North Carolina, Indiana, Illinois, Iowa and Washington, D.C).

## Findings, Lessons Learned and Conclusions

1. Despite many years of formal development education outreach undertaken by the U.S. Agency for International Development and informal efforts undertaken by farmer organizations, commodity groups and agricultural trade associations to explain development and trade linkages, the job is not complete. Much of American agriculture's leadership understand development and foreign policy issues and their importance to the United States generally and to American farmers in particular. Widespread interest in the subjects discussed in this project, feedback culled from the workshops and requests for further information, however, suggest that more, not less needs to be done to continue the job of creating awareness and expanding the understanding not only among farmers, but among Americans in general, as well, of development issues.
2. Formal evaluations can be a critically important tool in ensuring that messages are both developed and delivered effectively. Mid-way through the project, we evaluated our evaluation form and decided to revise it to give a more accurate, reflective reading of our primary target audience. While this was done relatively late in the project, since many of the workshop and presentation events had already been completed, we were able to modify the format of some of our later workshops (video presentation versus slides, for example) to be more effective. As important, however, has been the anecdotal feedback. We have fielded many telephone calls, "lobby" conversations and the like about the subject matter of the programs. This feedback, too, was taken into account as we continued, virtually until the last day of the project, to refine our message and approach. In the end, we believe this resulted in giving more sustainability to the objectives of this project.
3. In a similar vein, such changes made during the project demonstrate how difficult it is to plan far in advance of the project's undertaking, given the proposal development and approval process. This is particularly problematic for CNFA as it interacts with its key constituency—the private business sector. Most companies and their trade associations are simply not equipped or prepared to make such long range commitments, as required to prepare development education proposals. Nonetheless, CNFA believes it has the responsibility to address development concerns in the course of its regular work. To the extent it can, it will continue to do so. However, we appreciate USAID's flexibility, as demonstrated in this just-ended project to make some adjustments throughout the project. With that spirit, we believe the development education program will continue to achieve one of its most important goals of broadening its reach to new audiences with meaningful messages about global-local links.
4. One of the means, thanks to USAID's support, by which we responded to the feedback, was to upgrade CNFA's website as a development education tool. We think the changes to the site, still under construction, will be to make it more inviting, user-friendly and informative. The upgrade clearly will strengthen and sustain CNFA's development education efforts. Without support from USAID, the changes would not have occurred.
5. A pleasant, but unexpected surprise that occurred late in the project was an inquiry from the *Journal of Commerce*, a U.S. circulated trade newspaper owned by the British weekly magazine, *The Economist*. A visit to *Journal of Commerce* headquarters opened a dialogue that is expected to result in a joint CNFA-*Journal of Commerce* conference on development and trade issues in 1998. This is likely to be the first of several such conferences. Clearly, the *Journal of Commerce's* interest reflects the strength of the development-trade link. With a little help from Biden-Pell, CNFA's has increased its capacity to sustain such efforts long beyond the term of the project grant.

6. While guidelines and restrictions on the development education program have become considerably more strict over the years, which conceptually at least limits much flexibility in the projects once they are underway, we were pleased that USAID permitted CNFA to make several changes which we believe materially enhanced the outcome of our activities. For example, part of this project involved producing a video news release of the grand opening of a women's-owned cannery in L'viv, Ukraine in August 1997. When political uncertainties forced the cancellation of the trip, this project was left with a vacuum to fill with regard to that particular activity. In consultation with USAID, we decided to develop a booklet aimed principally at farmers, but the larger public as well, that described the global-local links of American agriculture and emerging economies. Ultimately, we believe the trip's cancellation was fortuitous, because the booklet is likely to have a far-longer impact than a video news release, which was problematic from the start, since there were no guarantees that it would be picked up by news stations and broadcast at all. In contrast, the booklet is being disseminated to some 10,000 recipients. Since it was first mailed in August 1997, requests for additional copies have been numerous. See attached list.
7. We believe there are numerous reasons behind the immediate success of the *American Farmers' Partnership in the World* booklet. Clearly, the content was paramount. Successfully creating and conveying the message required not only an intimate understanding of the audience, but of current trade and development issues. No less important, was the booklet's style. Its color, dimensions, number of pages, typeface, etc. all contributed to making the publication a "readable" piece. At CNFA we hope to build on this lesson, as we produce future documents and publications.
8. The personal and professional relationships established between the Farm Bureau and Citizens Network during throughout the Biden-Pell project has been immeasurable. For example, the Farm Bureau continues to serve as CNFA's website host server at its expense. It is distributing copies of the *American Farmers' Partnership with the World* booklet and responding to requests about it. And, it has invited CNFA to lead a 90-minute session and its annual meeting in January 1998 on development and the farmer-to-farmer program. It is highly unlikely that such a warm extension to participate would have been made without the Biden-Pell impetus. CNFA also intends to man a booth over the three-day trade show held in conjunction with the annual meeting.
9. One of the rewards of this project and its sister farmer-to-farmer program, is the continuation of activities by volunteers once they have returned from an overseas assignment under CNFA's Agribusiness Volunteer Program. Driven initially by this development education project, in which volunteers speak before Farm Bureau audiences about their experience, many have continued making such presentations without CNFA's encouragement. In one case, a returned volunteer established her own Internet home page on Central Asia.
10. In addition to the various mediums of outreach promised under this project, at its initiative, CNFA for the first time in a number of years dedicated a page in its annual report to development education. The report was distributed to some 1,500 company, government, academic, civic and association leaders around the world. An additional 1,500 are being distributed throughout the year. The page is attached.
11. Piggy-backing on planned meetings and programs was an excellent vehicle to explain the issues of development. Rather than hosting or organizing an independent program, in the case of the Farm Bureau project its leaders gave credibility to the undertaking. Future success will clearly be tied to the acceptance and commitment of Farm Bureau leaders to continue the type of development education begun under this project. We believe the Biden-Pell provided the impetus for this to happen.

## **Impact on Project's Audience**

*(Selected Comments from Evaluation Questionnaires)*

### **What is the most important insight(s) you gained from this workshop?**

- Plight of foreign countries.
- Russia is definitely from the old times. We need to help them so we can create new markets.
- A new awareness of the needs in Russia and other areas of our world.
- The difference in our countries.
- All people are basically the same.
- We still have a problem with helping other countries when so many people in our own need help. Will they eventually take away some of our markets by using our technology?
- More information was given than at other times.
- The importance of helping our neighbors around the world.
- How important it is for the foreign farmers to gain their independence.
- The importance of establishing grass roots farm organizations in developing democracies.  
The  
Farm Bureau can provide a tremendous amount of input into this effort.
- How much work needs to be done!
- Knowledge of our neighbors in world markets.
- Very good workshop for helping other people in the world.
- Information.
- Realizing that problems in Russia need to be addressed for the sake of our country and the world.

### **Do you have any suggestions for improving the format and/or content of similar workshops?**

- More structured, more visual, maps.
- Allow more time for presentation—speakers were rushed.
- Very good.
- To continue the good that is done.
- Make more Farm Bureau members aware of this program.

## **Selected Project Materials and Media Stories**

### **Project Materials**

Booklet—American Farmers Partnership with the World  
Letters Accompanying Booklet Dissemination  
Dissemination List  
Internet Home Page  
Video (2)—*See Mid-Year Report*  
Slide Presentation—*See Mid-Year Report*

### **Press Releases**

To Local Press — CNFA Volunteers

### **Media Stories**

Volunteer and CNFA News Stories

### **Annual Report**

Development Education Section—CNFA 1996-97 Annual Report

### **Evaluation**

Revised Evaluation Form





## Executive Summary

Leaders of American farmer organizations believe international development positively impacts upon the United States politically and economically. For agriculture, the impact is particularly compelling given the relationship between development and future export markets. However, at the rank and file *farmer* level—even after some 15 years of Biden-Pell efforts to expand awareness and understanding—there continues to be pockets of suspicion that foreign assistance is not very relevant to their lives, or worse, it does more to create competitors than customers. Clearly attitudes are improving, as we have found in carrying out this project. We believe the Citizens Network-Farm Bureau partnership embodied the credibility and integrity to make the project work. The use of Internet technologies, as well as traditional forms of video, written and oral communications, and interactive workshops, used to convey our messages have had a positive, lasting impact.

The bottom line is this: (1) farmers and gatekeepers to farmers in their media and leadership organizations learned about development in more creative and interesting ways than they would have otherwise, which we believe, in turn, led to better retention of the issues and ideas discussed; (2) CNFA has additional tools to continue the activities begun under this project longer and more permanently than it would have without the development education funds; *and perhaps most importantly*, (3) Farm Bureau strengthened and grew its commitment as a development educator. Given the size, prominence and influence of Farm Bureau, this has been a meaningful addition to the development education field, not to mention being a significant feat for which CNFA is proud to have played a part.

That the Farm Bureau has invited CNFA to lead a 90-minute program at its annual meeting in January 1998 is testament to the success of this effort and its sustainability. Through a series of workshops, media outreach, dissemination of *American Farmers' Partnership with the World* (a booklet about the links between development, trade and American agriculture), and video presentations, hundreds of thousands of farmers, students and the general public—far more than called for or expected under the original terms of the project—have been reached.

As expected, this approach embraced the credibility that only a fellow-farmer from a home state or town could offer. The project mobilized more than 40 Farm Bureau members who have participated in the Citizens Network farmer-to-farmer Agribusiness Volunteer Program during the project year to relate their story to their colleagues. Numerous articles have appeared in print, and several radio interviews were broadcast. In all, more than 15,000 U.S. farmers and ranchers were directly reached nationwide in Farm Bureau-CNFA sponsored programs through nine workshops and at least 25 presentations. Approximately 10,000 additional farmers; primary, secondary and university educators and students; print and broadcast farm media; local and regional agricultural associations; and civic organizations and other public institutions via the World Food Day Committee were sent the *American Farmers Partnership with the World* booklet. The project also produced two videos and a slide presentation for use at workshops, and an Internet website devoted largely to development education.

While the full impact of the *American Farmers Partnership with the World* booklet will not be known for some time since it was disseminated quite late in the project, the initial response has been positive. Requests from media, universities, state Farm Bureaus and federal agencies have been fielded almost daily for additional copies of the booklet to further disseminate or for help on how to convey the messages of the booklet more broadly. Noteworthy is the fact that the World Food Day Committee asked to disseminate about 1,000 of the booklets and the Future Farmers of America will send some 1,200 the booklets to its member-chapters.

A request from the president of the Mississippi Farm Bureau, for example, will likely result in an on-site presentation by CNFA sometime in 1998. It is particularly significant, that until now, interest in these issues from the deep South has been sparse. Indeed, within a matter of weeks after the booklet's dissemination, invitations to serve on panels (including the Illinois Expo, attended by some 350,000 Illinois farmers) and to give speeches about the booklet's content were received. To the extent CNFA funds and time have permitted, we have responded affirmatively to those requests. In at least one instance, we hope to significantly broaden the ripple effect of the project when we man a booth at the 1998 American Farm Bureau's annual meeting in Charlotte, North Carolina. The booklet will be among the items distributed to the approximately 10,000 Farm Bureau members expected to attend.

A video produced by the Farm Bureau-CNFA partnership to highlight development programs was viewed by 8,000 farmers and ranchers at the AFBF annual meeting in Nashville, Tennessee. Eight workshops held at state Farm Bureau annual or other leadership meetings in Oregon, Wisconsin, Kansas, Washington, D.C., Indiana, Illinois, Iowa and North Carolina brought information on international development directly to more than 1,000 Farm Bureau leaders. Thousands more farmers, agribusiness professionals and the general public learned about development through print and broadcast media stories and the dissemination of literature.

About 200 Farm Bureau members viewed the full 20-minute video and talked with CNFA staff at the Farm Bureau's 1997 annual trade show in Nashville. The short three-minute version of the video was viewed by some 11,000 Farm Bureau members who attended the main session. In addition to 30 national agriculture reporters who covered a joint press conference with Farm Bureau President Dean Kleckner, an estimated 20,000 people in the agriculture community were reached through 14 articles in local newspapers and coverage on local farm radio stations in the latter workshop roundtables.

Evaluations completed by the target audience consistently showed the project was achieving its goal of increasing farmers' awareness of international development issues. Overwhelmingly, those attending the workshops said the CNFA-Farm Bureau Farmer-to-Farmer partnership should continue. It was also clear from both the evaluation form responses and the hand-written comments on the evaluations sheets that those attending believed development education is of value and should continue to be a Farm Bureau priority.

Evaluation surveys (modified in April) were administered at each Farm Bureau program. In the first six months 73 percent of program attendees rated the innovative CNFA slide show as very good or excellent in *highlighting the U.S. stake in global development and Farm Bureau's role in development programs*; 82 percent indicated that Farm Bureau panelists did an excellent or very good job in *reviewing their assignments and the impact on agriculture abroad and at home*. In an open-ended survey question, 74 percent of survey respondents identified at least one lesson relating to global development learned from the workshops.

The evaluation was redesigned in the latter part of the project in an effort to get more precise feedback. Regarding questions about the value of the program, 86 percent responded favorably. Asked whether the development education program was a worthwhile activity for the Farm Bureau, a whopping 96 percent indicated their support. In response to the most important question, *Do you think your attitude, awareness or understanding about economic development in transitional economies has changed as a result of this program*, 90 percent responded by circling four's and five's on the five-point scale, five being high. Likewise, 91 percent responded affirmatively that economic development was relevant to their particular farming operation. On the question of whether the development education program should be continued, 71 percent said it should be continued; 29 percent said it should be expanded.

# Results

## GOAL 1

### Increase Awareness and Support Throughout the Agricultural Community of International Development Programs.

*Did the Partnership Bring Information to 15,000 U.S. Farmers and Ranchers?*

- 8,000 AFBF members viewed the CNFA-~~AFBF~~ video on international development partnerships at the AFBF annual meeting in Nashville.
- 1,050 Farm Bureau leaders attended workshops at state Farm Bureau meetings.
- At least 500 farmers viewed the video at presentations at other state and county-level Farm Bureau meetings nationwide.
- Presentations by Farm Bureau volunteers were made before some 1,500 members in their local communities.
- Approximately 10,000 farmers and others concerned with American agriculture are receiving a copy of *American Farmers' Partnership with the World*.
- Readers and listeners of print and broadcast media stories on the CNFA-Farm Bureau workshops or returned volunteers are estimated to be in the hundreds of thousands.

*Did 50 Farm Bureau Members Participate in Outreach and Other Events?*

- Of the 89 volunteers who participated in CNFA's Agribusiness Volunteer Program during the project year, 40 were Farm Bureau members. Each Farm Bureau volunteer made home-town presentations and participated in local Farm Bureau programs. Many were written about in their local newspapers.

*Were Eight Farm Bureau Meetings Organized?*

- |                     |   |                  |
|---------------------|---|------------------|
| ➤ August 5, 1997    | Indiana Farm Bureau                       | Indianapolis     |
| ➤ June 20, 1997     | Iowa Farm Bureau                          | Des Moines       |
| ➤ May 6, 1997       | Illinois Farm Bureau                      | Bloomington      |
| ➤ April 14, 1997    | AFBF Women's Committee Annual Meeting     | Washington, D.C. |
| ➤ February 21, 1997 | Kansas Farm Bureau Young Farmers Meeting  | Hutchinson       |
| ➤ February 20, 1997 | North Carolina Farm Bureau                | Raleigh          |
| ➤ January 5-7, 1997 | American Farm Bureau Federation Anl. Mtg. | Nashville        |
| ➤ December 10, 1996 | Wisconsin Farm Bureau                     | Milwaukee        |
| ➤ December 4 1996   | Oregon Farm Bureau                        | Ashland          |

*Did 20 County Farm Bureaus, Women's and Young Farmers' Groups, and Civic Groups Host AFBF Leaders to Make Presentations on International Development Activities?*

- Some 35 diverse groups hosted presentations by CNFA volunteers, including groups like the Grassworks Association in Stevens Point, Indiana, the Chikasaw County (Iowa) Crop Improvement Association, and the Chapel Rock Christian Church.

*Did the Workshops, Presentations, and Development Education Materials Influence Attitudes Regarding International Development Assistance?*

- During the first half of the project, 73 percent of workshop attendees rated the innovative CNFA slide show as very good or excellent in "highlighting the U.S. stake in global development;" 82 percent indicated the panel discussions members did an excellent or very good job in "reviewing their assignments and the impact on agriculture abroad and at home;" and 74 percent of survey respondents, in an open-ended question, identified at least one lesson relating to global development learned from the workshops.
- In the project's second half, 86 percent considered the overall program of value; 96 percent said development education program was a worthwhile activity for the Farm Bureau; 90 percent responded favorably to the question, "Do you think your attitude, awareness or understanding about economic development in transitional economies has changed as a result of this program;" and 91 percent responded affirmatively that economic development was relevant to their particular farming operation. On the question of whether development education program should be continued, 71 percent said it should be continued; 29 percent said it should be expanded.

## **GOAL 2**

### **Design, Create, and Distribute Resources for Workshops and Presentations by Farm Bureau Members to Be Effective in Explaining the Impact of International Development.**

*Did the Partnership Produce a Video Documentary on AFBF Members Working in the NIS?*

- Two videos promote understanding of international activities.
- A planned, third "video news release" was not produced after a trip to Ukraine to film the grand opening of a women's-owned cannery was canceled due to political uncertainties. Instead, the *American Farmers' Partnership with the World* booklet was written and disseminated.
- A 15-minute video tracks the assignment of a Kansas Farm Bureau volunteer in Ukraine.
- A three-minute video highlights Farm Bureau's participation in global development.
- North Carolina Farm Bureau also produced a version of the video.

*Did the Partnership Create an Innovative Slide Show?*

- CNFA produced an innovative slide presentation to provide information on the U.S. role in foreign aid and Farm Bureau's participation in global development programs.

*Were Slide Show and Other Materials Helpful to Farm Bureau Presenters?*

- According to the evaluations completed by workshop attendees and informal comments from Farm Bureau members, the slide presentation increased awareness of: (1) the extent of Farm Bureau's participation in development, and (2) the importance of international development to the United States.

*Did the Partnership Create an Internet Home Page, Put it On-line, Link it with the AFBF Home Page, and Announce it at the AFBF Annual Meeting?*

- The CNFA home page is on-line (<http://www.cnfa.com>) and providing information on development education opportunities to participate in the CNFA volunteer program. The webpage is currently being upgraded to make the site more visually appealing, informative and user friendly. Targeted for completion in October 1997, the upgrade should enhance CNFA's development education efforts.
- The site is linked with the Farm Bureau Internet site (<http://www.fb.com>).
- CNFA announced the home page during the Farm Bureau annual meeting in Nashville.

*Does the Home Page Include Information on Program Impact and Opportunities in Other Programs?*

- The web site main page describes CNFA's key programs: (1) Agribusiness Partnerships Program; (2) Agribusiness Volunteer Program; (3) Development Education; (4) Corporate Sponsor Program; (5) Agribusiness Alliance; and (6) Ukrainian Agricultural Development Company.
- A "What's New" page has information about new publications and upcoming CNFA events.
- Other sites on the CNFA home page include a newsroom; information on getting involved in the farmer-to-farmer program; and a link with the USAID web site which enables farmers and others to learn more about international development.

*Did the Partnership's Media Strategy Include Six Video News Releases?*

- The partnership produced six radio news releases via the AFBF *Newsline*—a daily broadcast news service that provides stories to hundreds of radio stations. The partnership did not produce a video news release.

*Did the Strategy Generate Articles and Editorial Pieces in Leading Local Papers Nationwide?*

- At least 53 articles on volunteer activities and the CNFA-Farm Bureau program appeared in newspapers, magazines and trade publications.
- 10 radio interviews were conducted with CNFA presenters in the second half of the project.
- Six radio stories on Farm Bureau's *Newsline* were distributed nationwide to farm radio stations.

### **GOAL 3**

**Identify opportunities for Farm Bureau members to get involved in development activities in other countries.**

*How Many Opportunities Did the Partnership Identify for U.S. Farmers to Participate in Development Activities?*

- During the project year, 40 Farm Bureau members participated in development activities.
- CNFA-AFBF's video highlighted opportunities for farmers to participate.
- The CNFA website provided information on upcoming assignments and applications.
- The slide show and presentation included information on volunteering.
- CNFA's bi-monthly newsletter outlines assignments and asks for suggestions of potential volunteers.
- A specialized quarterly newsletter is targeted to former and potential volunteers.
- CNFA managed a booth at the 1997 Farm Bureau annual meeting to answer questions about development programs and volunteer assignments. It will do so again in 1998.

*How Many AFBF Members and Others in the Agriculture Community Approached the Partnership to Learn More about International Development Programs?*

- The CNFA Agribusiness Volunteer Program's database now has more than 950 names that serve as its pool of potential volunteers. At least 300 American farmers and ranchers have contacted CNFA and/or the Farm Bureau directly to learn more about international development programs.
- 75 people asked for volunteer applications to be considered for an overseas assignment at the CNFA booth during the AFBF trade show in Nashville.
- An average of 25 Farm Bureau members requested applications at each state Farm Bureau workshop (Oregon, Wisconsin, and Kansas, North Carolina, Indiana, Illinois, Iowa and Washington, D.C).

## Findings, Lessons Learned and Conclusions

1. Despite many years of formal development education outreach undertaken by the U.S. Agency for International Development and informal efforts undertaken by farmer organizations, commodity groups and agricultural trade associations to explain development and trade linkages, the job is not complete. Much of American agriculture's leadership understand development and foreign policy issues and their importance to the United States generally and to American farmers in particular. Widespread interest in the subjects discussed in this project, feedback culled from the workshops and requests for further information, however, suggest that more, not less needs to be done to continue the job of creating awareness and expanding the understanding not only among farmers, but among Americans in general, as well, of development issues.
2. Formal evaluations can be a critically important tool in ensuring that messages are both developed and delivered effectively. Mid-way through the project, we evaluated our evaluation form and decided to revise it to give a more accurate, reflective reading of our primary target audience. While this was done relatively late in the project, since many of the workshop and presentation events had already been completed, we were able to modify the format of some of our later workshops (video presentation versus slides, for example) to be more effective. As important, however, has been the anecdotal feedback. We have fielded many telephone calls, "lobby" conversations and the like about the subject matter of the programs. This feedback, too, was taken into account as we continued, virtually until the last day of the project, to refine our message and approach. In the end, we believe this resulted in giving more sustainability to the objectives of this project.
3. In a similar vein, such changes made during the project demonstrate how difficult it is to plan far in advance of the project's undertaking, given the proposal development and approval process. This is particularly problematic for CNFA as it interacts with its key constituency—the private business sector. Most companies and their trade associations are simply not equipped or prepared to make such long range commitments, as required to prepare development education proposals. Nonetheless, CNFA believes it has the responsibility to address development concerns in the course of its regular work. To the extent it can, it will continue to do so. However, we appreciate USAID's flexibility, as demonstrated in this just-ended project to make some adjustments throughout the project. With that spirit, we believe the development education program will continue to achieve one of its most important goals of broadening its reach to new audiences with meaningful messages about global-local links.
4. One of the means, thanks to USAID's support, by which we responded to the feedback, was to upgrade CNFA's website as a development education tool. We think the changes to the site, still under construction, will be to make it more inviting, user-friendly and informative. The upgrade clearly will strengthen and sustain CNFA's development education efforts. Without support from USAID, the changes would not have occurred.
5. A pleasant, but unexpected surprise that occurred late in the project was an inquiry from the *Journal of Commerce*, a U.S. circulated trade newspaper owned by the British weekly magazine, *The Economist*. A visit to *Journal of Commerce* headquarters opened a dialogue that is expected to result in a joint CNFA-*Journal of Commerce* conference on development and trade issues in 1998. This is likely to be the first of several such conferences. Clearly, the *Journal of Commerce's* interest reflects the strength of the development-trade link. With a little help from Biden-Pell, CNFA's has increased its capacity to sustain such efforts long beyond the term of the project grant.

6. While guidelines and restrictions on the development education program have become considerably more strict over the years, which conceptually at least limits much flexibility in the projects once they are underway, we were pleased that USAID permitted CNFA to make several changes which we believe materially enhanced the outcome of our activities. For example, part of this project involved producing a video news release of the grand opening of a women's-owned cannery in L'viv, Ukraine in August 1997. When political uncertainties forced the cancellation of the trip, this project was left with a vacuum to fill with regard to that particular activity. In consultation with USAID, we decided to develop a booklet aimed principally at farmers, but the larger public as well, that described the global-local links of American agriculture and emerging economies. Ultimately, we believe the trip's cancellation was fortuitous, because the booklet is likely to have a far-longer impact than a video news release, which was problematic from the start, since there were no guarantees that it would be picked up by news stations and broadcast at all. In contrast, the booklet is being disseminated to some 10,000 recipients. Since it was first mailed in August 1997, requests for additional copies have been numerous. See attached list.
7. We believe there are numerous reasons behind the immediate success of the *American Farmers' Partnership in the World* booklet. Clearly, the content was paramount. Successfully creating and conveying the message required not only an intimate understanding of the audience, but of current trade and development issues. No less important, was the booklet's style. Its color, dimensions, number of pages, typeface, etc. all contributed to making the publication a "readable" piece. At CNFA we hope to build on this lesson, as we produce future documents and publications.
8. The personal and professional relationships established between the Farm Bureau and Citizens Network during throughout the Biden-Pell project has been immeasurable. For example, the Farm Bureau continues to serve as CNFA's website host server at its expense. It is distributing copies of the *American Farmers' Partnership with the World* booklet and responding to requests about it. And, it has invited CNFA to lead a 90-minute session and its annual meeting in January 1998 on development and the farmer-to-farmer program. It is highly unlikely that such a warm extension to participate would have been made without the Biden-Pell impetus. CNFA also intends to man a booth over the three-day trade show held in conjunction with the annual meeting.
9. One of the rewards of this project and its sister farmer-to-farmer program, is the continuation of activities by volunteers once they have returned from an overseas assignment under CNFA's Agribusiness Volunteer Program. Driven initially by this development education project, in which volunteers speak before Farm Bureau audiences about their experience, many have continued making such presentations without CNFA's encouragement. In one case, a returned volunteer established her own Internet home page on Central Asia.
10. In addition to the various mediums of outreach promised under this project, at its initiative, CNFA for the first time in a number of years dedicated a page in its annual report to development education. The report was distributed to some 1,500 company, government, academic, civic and association leaders around the world. An additional 1,500 are being distributed throughout the year. The page is attached.
11. Piggy-backing on planned meetings and programs was an excellent vehicle to explain the issues of development. Rather than hosting or organizing an independent program, in the case of the Farm Bureau project its leaders gave credibility to the undertaking. Future success will clearly be tied to the acceptance and commitment of Farm Bureau leaders to continue the type of development education begun under this project. We believe the Biden-Pell provided the impetus for this to happen.

## **Impact on Project's Audience**

*(Selected Comments from Evaluation Questionnaires)*

### **What is the most important insight(s) you gained from this workshop?**

- Plight of foreign countries.
- Russia is definitely from the old times. We need to help them so we can create new markets.
- A new awareness of the needs in Russia and other areas of our world.
- The difference in our countries.
- All people are basically the same.
- We still have a problem with helping other countries when so many people in our own need help. Will they eventually take away some of our markets by using our technology?
- More information was given than at other times.
- The importance of helping our neighbors around the world.
- How important it is for the foreign farmers to gain their independence.
- The importance of establishing grass roots farm organizations in developing democracies. The Farm Bureau can provide a tremendous amount of input into this effort.
- How much work needs to be done!
- Knowledge of our neighbors in world markets.
- Very good workshop for helping other people in the world.
- Information.
- Realizing that problems in Russia need to be addressed for the sake of our country and the world.

### **Do you have any suggestions for improving the format and/or content of similar workshops?**

- More structured, more visual, maps.
- Allow more time for presentation—speakers were rushed.
- Very good.
- To continue the good that is done.
- Make more Farm Bureau members aware of this program.

## **Selected Project Materials and Media Stories**

### **Project Materials**

Booklet—American Farmers Partnership with the World  
Letters Accompanying Booklet Dissemination  
Dissemination List  
Internet Home Page  
Video (2)—*See Mid-Year Report*  
Slide Presentation—*See Mid-Year Report*

### **Press Releases**

To Local Press — CNFA Volunteers

### **Media Stories**

Volunteer and CNFA News Stories

### **Annual Report**

Development Education Section—CNFA 1996-97 Annual Report

### **Evaluation**

Revised Evaluation Form



**THE  
CITIZENS  
NETWORK**  
FOR FOREIGN AFFAIRS INC

August 13, 1997

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Enclosed is a copy of *American Farmers' Partnership with the World*. This booklet was prepared under a grant from the U.S. Agency for International Development to build awareness and understanding among Americans about the links between U.S. farmers and their counterparts in countries with emerging economies. It also is about the role international economic development plays in building future markets.

*American Farmers' Partnership with the World* provides you with information on:

- The current economic and social situation in developing countries.
- Why economic development is vital to the American agriculture and the economy overall, as today's transitional economies and new democracies are certain to become tomorrow's growth markets for U.S. goods.
- Globalization, and why it is an effective weapon against poverty in developing countries, and a safeguard against political instability.
- U.S. agriculture's role in development and why farm leaders want to help new democracies and emerging economies.

We think this is an important story—one that is global in scope, but whose face is local. If you are interested in doing a story with a local peg, we can put you in touch with one of our more than 400 volunteers from across the United States who have participated in short-term technical assistance assignments overseas working with their counterparts in the former Soviet Union and Southern Africa. Additional information about the program also is available.

Sincerely,  
  
David Cohen  
Director, Public Outreach

Enclosure

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## **American Farmers Partnership with the World**

(Initial Dissemination and Response List)

<b>Group</b>	<b>Number</b>
American Farm Bureau Federation Annual Meeting (January 1998) . . . . .	2,500
CNFA Key AID, USDA, World Bank and Related Contacts . . . . .	50
CNFA Agribusiness Volunteers . . . . .	917
Colleges of Agriculture and Renewable Resources . . . . .	50
Colleges of Agriculture at Land Grant Universities (Deans) . . . . .	50
National Media . . . . .	156
State Farm Bureaus . . . . .	50
State Agriculture and FFA Programs . . . . .	100
State Departments of Agriculture . . . . .	50
State Agriculture Leadership Programs . . . . .	50
State 4-H Programs . . . . .	50
State Agriculture in the Classroom Programs . . . . .	100
U.S. Farm Media . . . . .	1,260
World Wide Web Posting . . . . .	Number of hits not yet known
U.S. Department of Agriculture (requested) . . . . .	100
World Food Day (agriculture, civic, and public institutions) (requested) . . . . .	1,000
Future Farmers of America (requested) . . . . .	1,200
Blue Max Horticultural Consulting (requested) . . . . .	10
University of Kentucky (requested) . . . . .	10
Stephen F. Austin State University (requested) . . . . .	60
Western Kentucky University (requested) . . . . .	60
University of Illinois (requested) . . . . .	30
Utah Farm Bureau . . . . .	Request for an interview
Union County (Clayton, New Mexico) Leader . . . . .	Request for an interview
Mississippi Farm Bureau . . . . .	Request for presentation
<i>Future of World Food</i> — Farm Progress Show — (250,000 attendance) . . . . .	Request for presentation

**American  
Farmers'  
Partnership  
with the  
World**

*Globalization  
Begins at Home*





“More than any government program,  
more than any aid agency or any international bank,  
the rapid spread of free trade, free markets  
and investment across borders  
by private companies and individual investors—  
a phenomenon economists are calling  
globalization—is proving to be  
an effective weapon against poverty  
in many nations around the world  
and, in some places, arguably the most  
effective anti-poverty measure ever known.  
The result has been an unprecedented  
flow of money from rich to poor nations.  
In 1995 alone, the flow of private capital  
into the third world totaled \$170 billion,  
a 200 percent increase over 1990.”

**The Washington Post**

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# American Farmers' Partnership with the World

## *Globalization Begins at Home*

**M**ention the phrase “foreign policy” and the typical response from most Americans is likely to be a blank look. Take that a step further and ask what they think of U.S. foreign aid and the response might well evoke a strong opinion or two about how the United States is wrongly spending taxpayers’ hard-earned dollars.

Farmers, however, know that those perceptions are not only incorrect, they are dangerous. They know that no other industry has benefitted more from or contributed as much to an open world trading system than agriculture. In this regard U.S. Secretary of State Madeline K. Albright has it right when she says “foreign policy matters.”

Without the aggressive U.S. foreign policy and aid programs of the last half century that have encouraged economic development and improved the quality of life in developing countries, many of today’s most important markets for American agriculture and food exports would simply not exist. Foreign aid is only 1 percent of the federal budget, but “that 1 percent may well determine 50 percent of the history that’s written about our era,” Albright says.

Since the end of World War II, U.S. economic aid has helped create markets that today are thriving in places like South Korea, Taiwan and Hong Kong. Likewise, in the 1990s, countries like Ukraine, Romania, Vietnam and even China offer opportunities for soaring economic growth, which in turn, can be expected to provide markets for U.S. farm goods well into the next century.

Clearly, much needs to be done before farmers and agribusinesses can take advantage of these opportunities. For newly democratic countries, the rule of law needs to be established, land ownership must be codified and credit should be widely available. Foreign economic assistance is one of the best catalysts for advancing these changes.

## Foreign Assistance in the Post Cold War Era

The end of the Cold War and dismantling of state-managed economies across the globe have ushered in a new era of democratic regimes and economic expansion—one based less on government intervention and more on the marketplace. It emerged from the convergence of two powerful forces in the post World War II period: a transportation revolution that made the world's geographic barriers irrelevant and an information revolution (in terms of computers and other forms of communications) that contributed mightily to breaking down repressive political barriers.

## What is Development and Why is It Important?

*The Congressional Budget Office describes development as the process of economic and social transformation of a country from agriculture to industrialization and improvements in human welfare, such as rising education levels, improvements in health care and life expectancy, and increases in household food consumption.*

*Some in America believe that by helping other countries develop we are, in the long run, creating competitors to U.S. producers, not future customers. In some cases that may be true, but the evidence shows that overwhelmingly just the opposite occurs, particularly in agriculture.*

*As economic growth leads to increases in per capita incomes, comparative advantage translates into higher imports from countries that can produce the needed foodstuffs and products cheaper. Recipient countries of foreign aid are generally predisposed to becoming trading partners with those countries. In some cases, these partnerships can be enormously important, as is true for the United States with many countries in Southeast Asia, the Middle East and Latin America. The Los Angeles Times said it plainly: "Stronger economies overseas create new markets and lucrative business opportunities for U.S. firms. In this sense, foreign aid is a sound domestic investment."*

Together they have done much to accelerate the pace of economic growth, even among the world's poorest people. Moreover, today's market-liberalizing multilateral and regional trade pacts are doing much to ensure that future economic growth is widely shared by an ever-expanding middle class. The result: historical notions of national security and domestic economic well-being are becoming more and more intertwined.

Few question that a strong NATO-centered security alliance is important to protecting the peace today. But throughout the world, poor and rich alike, are saying that a strong economy is not only as important to maintaining political stability, it may be even more so. The marketplace is the only road that will lead to greater wealth and prosperity. When the leaders of the world's industrial countries met in 1997—the so-called G-7—to consider whether Russia should be included in the group, a *Washington Post* headline put it into perspective: "For Yeltsin, Business Prospects Outweighed NATO Threat."

## The U.S. Economy Depends on Development

Investing in development and leveraging the creativity, energy and capital of the private sector increases economic opportunity for American workers. Many believe, that not doing so could lower our standard of living substantially. The new economy is global and it is competitive.

## The World's Expanding Marketplace

*The U.S. economy (GNP) is more than \$7 trillion—the largest in the world, but there are 10 emerging giants which now account for 19 percent of the world's output—China, Brazil, Russia, India, Mexico, Argentina, Indonesia, Turkey, Thailand and Pakistan. More developing countries are shifting priorities from preserving jobs in a stagnant public sector to creating jobs in a vibrant private sector. This shift is a fundamental change in the role of government—from owner and operator to policymaker and regulator. The trend among developing countries today is to establish a more inviting business environment, accelerate financial reforms, and go faster and farther with public enterprise reform.*

From corn flakes to sneakers, emerging markets hold the most dynamic potential for growth in just about every sector of the U.S. economy. It is a factor of demographics. The world will add an additional 2.5 billion people by 2030. This is not a zero sum game; economic development will increase demand for U.S. products and provide jobs for Americans.

In the 1980s, the world underwent unprecedented change. We witnessed the collapse of communism and the failure of centrally planned economies. This was

followed in the 1990s by the dismantling of trade barriers, which in turn, set the stage for more U.S. products to be exported than ever before—many to new markets. The upshot: the free market today is in ascendancy and the results are striking.

Part of this change can be attributed to earlier foreign assistance efforts by western nations, particularly by the United States, to create the building blocks for later economic development. Much of this development was concentrated in agriculture, the sector widely understood to be most basic to a nation's economic development.

*Between 1987 and 1994 the number of poor people in China decreased by more than 50 million. Today investment flows into the developing world represent 72 percent of all financial flows—dwarfing aid flows which have fallen from 53 percent in 1984 to 28 percent in 1995.*

**SOURCE: THE WORLD BANK**

## **Development Begins with Agriculture**

Most development experts, and increasingly, business leaders with first-hand experience, agree that economic development and democratization will not succeed without agriculture. It is the

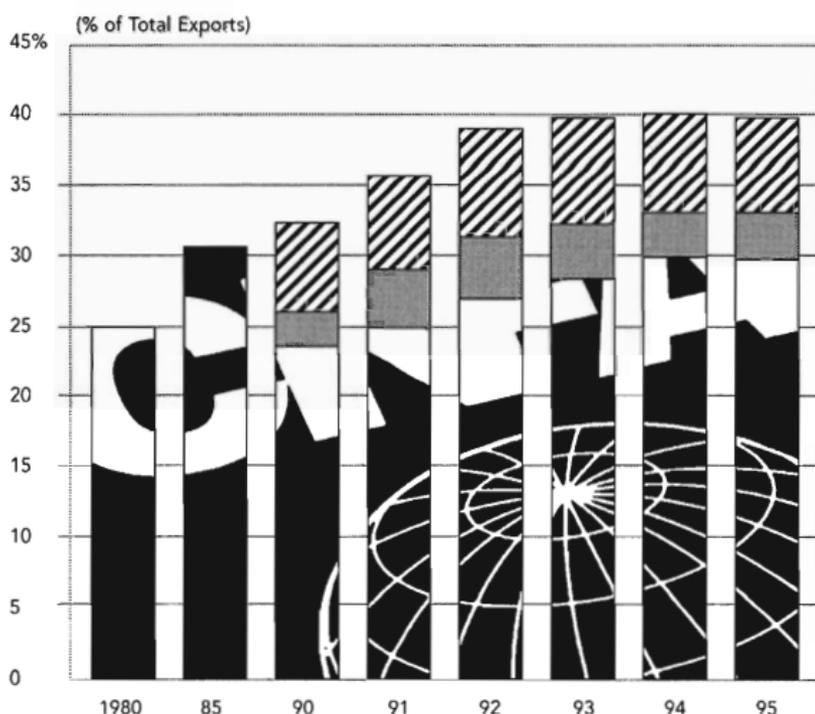
backbone of economic development. Without first legally, financially, managerially and scientifically modernizing a country's food systems—from farm gate to dinner table—other economic sector development will lag behind. It is that simple. Only when an affordable, abundant, safe food supply is available can enough people move off the farm and into other growing sectors of a country's economy.

For the United States, development is a question of economic good sense. The well-being of the U.S. agriculture sector is tied directly to global economic growth—especially in poor countries where four-fifths of the world's people live. Economically, American agriculture needs exports and trade. And the markets with the most dynamic potential for growth are in the developing countries.

Developing nations are especially important markets for U.S. goods today. According to the development group InterAction: "Between 1990 and 1995, exports to developing countries rose by nearly \$100 billion and now represent more than 40 percent of total exports. The growth markets are not Europe, Japan or Canada (even though they may be our largest), they are found in Africa, Latin America, Central and Eastern Europe, and the former Soviet Union. The relationship between our [U.S.] current trade with Asia and past development assistance is by no means coincidental. Development aid was a major factor in Asia's economic growth. To encourage similar successes, the U.S. needs both an aggressive trade and investment program with emerging market countries

and a strong development assistance program that invests in the people and economies of poorer nations.”

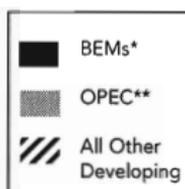
## U.S. EXPORTS TO DEVELOPING COUNTRIES AS A PERCENT OF TOTAL U.S. EXPORTS, 1980-95



\* Big Emerging Markets were not a category before 1990. BEMs = Argentina, Brazil, Brunei, China, Hong Kong, India, Indonesia, Malaysia, Mexico, Philippines, Poland, Singapore, South Korea, South Africa, Taiwan, Thailand, Turkey and Vietnam.

\*\* OPEC = Organization of Petroleum Exporting Countries.

Source: U.S. Department of Commerce.



## U.S. Farmers Care About Development

That poor people don't buy much is something that is understood universally. It is as true in rich countries like the United States as in poor ones. This simple notion is the lifeblood of American agriculture,

*“As chairman of the American Farm Bureau Poultry and Meat Advisory Committee and a farmer for more than 30 years, I went to Russia to assist dairy farmers improve their production and management abilities. The agricultural system over there is having difficulty. Its economy is in bad shape, plagued with low wages, shortages and poor production. With our efforts however, it could be a land of golden opportunity. While we are helping the farmers and government learn how to get agriculture on its feet, we are also exploring the possibility of expanding into processing and marketing which will make Russia much more accessible for U.S. agribusiness.”*

**LUKE BRUBAKER  
PENNSYLVANIA FARM BUREAU  
MOUNT JOY, PENNSYLVANIA**

which earns much of its profits from food and fiber exports. Expanding its customer base, however, is a continuous challenge.

This is why The Citizens Network for Foreign Affairs and the American Farm Bureau Federation formed an agribusiness volunteer partnership. If future markets are going to be developed, particularly in places like the former Soviet Union where political and economic constraints have hindered market forces, then the process of training and bringing technical know-how to those

who need it must begin with people. The local-global links are undeniable.

During the 1990s, Farm Bureau volunteers have been working to assist their counterparts around the globe managerially and technically, to modernize. A major thrust, for example, has been to assist Russian, Ukrainian, Moldovan and other private farmers in the New Independent States viably operate independent of the old Soviet-style collective farms. In central Asia, Farm Bureau is working to create private farmer associations, and in southern Africa, American farmer volunteers are assisting small-holder farmers shift from subsistence- to market-based agriculture.

*“With a background in agricultural production and lending, I went to Ukraine to teach basic business planning principles and how to write a business plan acceptable to world standards. Our efforts in Ukraine are important for future U.S. foreign direct investment in agribusiness. With black, virtually organic topsoil 36 inches deep and a rising need for organic produce worldwide, Ukraine is a hot seat for upcoming changes in the global economy.”*

**ROGER SCHMIESING  
MINNESOTA FARM BUREAU  
LAKE CRYSTAL, MINNESOTA**

These efforts are a start, but much work remains to transform the former Soviet Union and other new democracies and emerging economies into tomorrow's growth markets for U.S. farm products and other goods. It will happen eventually, just as it did with markets in Southeast Asia. The problem, according to *The Wall Street Journal* is that "overall, spending on international affairs is a political loser and as a result we spend far too little." The United States spends a smaller share of its gross domestic product on foreign aid than every other country in the Organization of Economic Cooperation and Development.

Despite the low political clout of foreign assistance, private foreign investment in poor countries jumped 32 percent in 1996, to a record \$244 billion, according to the World Bank. By contrast, official aid from all wealthy countries barely budged, standing around at \$41 billion. *Investors Business Daily* writes that "record levels of foreign investment refute the long-held myth that poor countries can't get rich without aid given by governments and multilateral development banks."

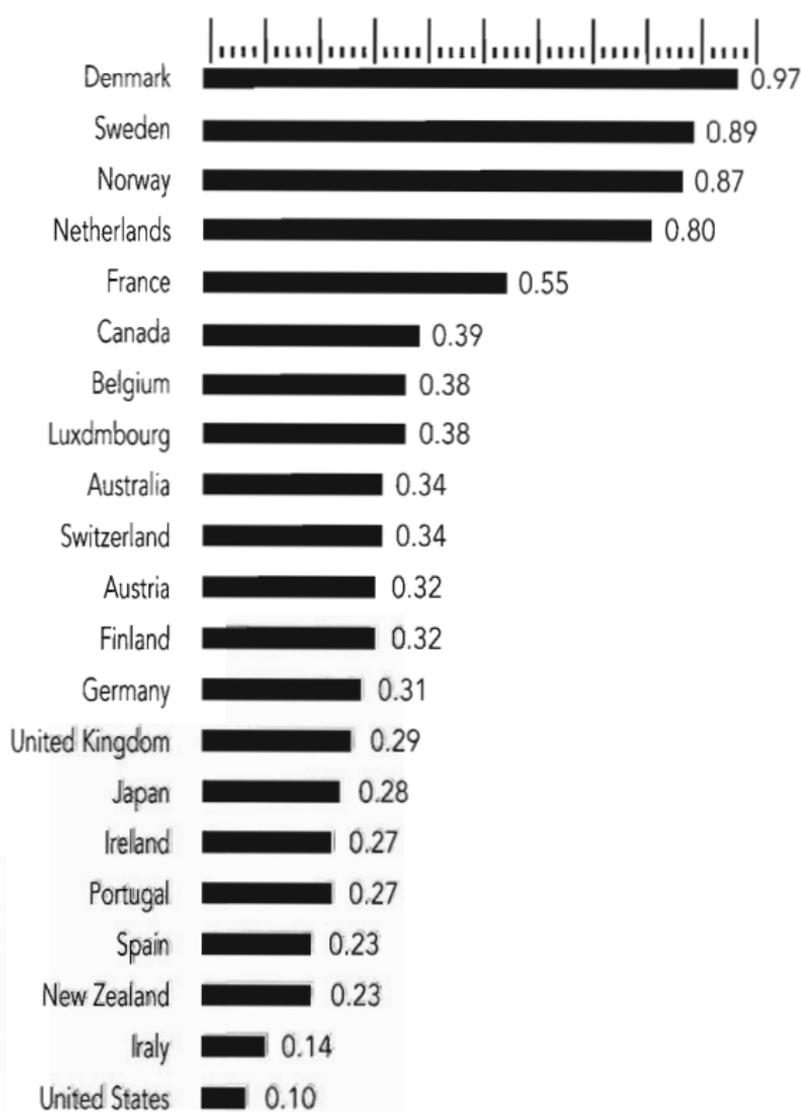
## The Future of Development

In some ways today's global environment mirrors the pre-1913 era, when goods, labor and capital moved around the world relatively freely. While the major commodity then was agriculture, today it is merchandise, services and credit. Also, today there is greater global scope, speed and depth of integration with which the

## U.S. No Longer Top Aid Giver

The U.S. ranked fourth in overall official development aid in 1995, after decades as the world's top aid donor. When official development assistance is viewed as a percentage of gross national product (GNP), the United States ranked last among the 21 member countries of the Development Assistance Committee.

### Official Development Assistance as a Percentage of GNP



SOURCE: ORGANISATION FOR ECONOMIC COOPERATION AND DEVELOPMENT

market can react.

Global economic integration—the widening and intensifying of links between the economies of industrial and developing economies—has accelerated rapidly. Trade has been the primary engine driving global integration in the second half of the 20th century. Development programs have contributed mightily to this integration. People everywhere are the beneficiaries.

For the United States, efforts like those of the Citizens Network and Farm Bureau are critical to laying the foundation for that trade to occur. The idea that American farmers' future prosperity is inextricably tied to the rest of the world is simple and powerful. ■

## A Snapshot of the World

- The world's people are healthier, better educated and better fed than they were 25 years ago. Life expectancy has increased by nine years—from 55 years to 64. And infant mortality rates have declined from 107 per 1,000 live births in 1970 to 60 in 1995.
- There are twice as many people as there were in 1970—nearly six billion. In the next 35 years there will be additional 2.5 billion—90 percent of them in developing countries.
- More than 1.3 billion people live on less than a dollar a day, and two billion more are only marginally better off. About 60 percent of the poor live in South Asia and Sub-Saharan Africa, which together account for nearly 40 percent of the developing world's people, but only 14 percent of its aggregate GDP.
- Of the world's 130 million square kilometers of land, only 10 percent is used for crops, pastures and gardens. South Asia, with 45 percent of its land devoted to such uses is rich in arable land. Sub-Saharan Africa, with only 6 percent, is poor in arable land by contrast.
- Disparities in growth are reflected in disparities in structural change. Most low-income countries remain predominantly agricultural. But East

Asia's rapidly growing economies have seen their share of labor force in agriculture fall dramatically—Malaysia from 54 to 27 percent, the Republic of Korea from 49 to 18 percent.

- Developing economies account for one dollar in every four of export earnings for industrial economies—and nearly \$2 of every \$5 for Japan and the United States.
- Net private capital flows to developing countries have soared—from \$44 billion in 1990 to \$184 billion in 1995—outstripping official flows. But so far, about 78 percent of this private money has gone to only a dozen or so countries. Just look at the market capitalization of the developing world's stock exchanges which grew from \$391 billion in 1990 to \$1.5 trillion in 1995.
- As countries develop, their dependence on aid naturally declines. For low-income economies (excluding China and India) aid accounted for 12.6 percent of GNP in 1994—and for middle income economies 1 percent.

(SOURCE: WORLD BANK)

*Established in 1985, The Citizen's Network for Foreign Affairs is a non-profit, nonpartisan international economic development organization dedicated to stimulating economic growth and policy reform in the world's transitional economies.*

*It was founded on the belief that global economic growth is critical to future prosperity and that private enterprise is one of the most potent and sustainable engines of developmental change.*

*By leveraging government resources with American private sector investment, technology and know-how through public-private partnerships, CNFA helps to create market-oriented, economically-viable enterprises where none or few existed before.*





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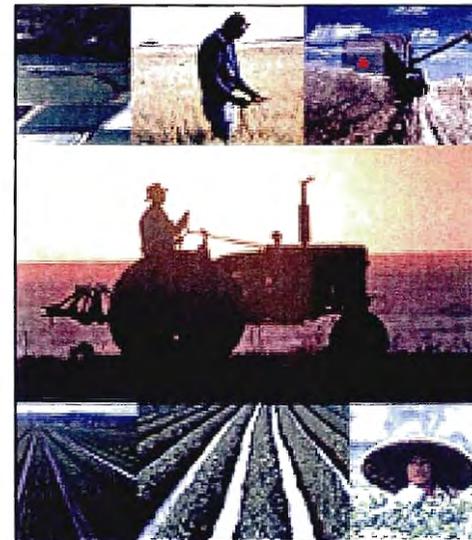
**Contact CNFA**



The Citizens Network for Foreign Affairs (CNFA) is a non-profit group committed to stimulating international economic growth and development. CNFA builds partnerships between the public and private sectors to foster sustainable growth and position U.S. enterprises in the world's emerging economies.

### What's New at CNFA

In 1996 the Citizens Network reached a milestone when we celebrated our 10-year anniversary. Today, we look back at a track record of performance and at new horizons. CNFA's innovative business and volunteer partnerships continue to lead the way as potent, sustainable, win-win engines of development. As vehicles for delivering American foreign economic assistance, we have found no other idea or mechanism as powerful. **CONTINUE ►**









**THE  
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FOR FOREIGN AFFAIRS INC

# NEWS NEWS NEWS

For Immediate Release  
April 23, 1997

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## INDIANA LIVESTOCK EXPERT ADVISES MEAT PRODUCERS IN KALMYKIA

Rita Sharma, a native of Williamsport, Indiana, returned recently after two weeks of volunteer agricultural work in Kalmykia, an autonomous republic of the Russian Federation. Mrs. Sharma participated in the Citizens Network Agribusiness Volunteer Program, an international development project seeking to strengthen grassroots private farming in the New Independent States of the Soviet Union and Africa by providing the expertise of U.S. farmers and agribusiness professionals.

During her stay in Kalmykia, Mrs. Sharma worked closely with the Kalmykia Union of Landowners (KUL), a group of 30 of the most progressive private farmers in the region. Sharma visited several farms in the area and recommended methods of improving the beef cattle production through enhanced maintenance, disease prevention, and feeding systems. Mrs. Sharma also made a one-day presentation at the region's agricultural college to sixty student members of AKKOR, The Association of Private Farmers of Kalmykia. Many of the students who attended were either cattle owners or prospective beef cattle producers and benefitted greatly from Sharma's presentation.

Before her trip overseas, Mrs. Sharma was able to enlist the support of a number of agribusiness companies, pharmaceutical firms and veterinary clinics from around the country which provided her with equipment and materials to donate to her Russian hosts. Mrs. Sharma further contributed by proposing a plan to involve the Indiana Black Angus Association, of which she is a member, in donating a starter herd to a farm in Russia. Such gestures not only help to form a valuable bond between Americans and the citizens of these emerging economies, but are also instrumental in the formation of potential market opportunities for American companies.

Rita Sharma currently serves as Director of one of the Indiana Farm Bureau's district offices. In addition to her Farm Bureau responsibilities, she also owns and manages a large, diversified grain and cattle farm. Mrs. Sharma has a B.S. from the College of Agriculture at the University of Illinois and is married with three children.

The Citizens Network for Foreign Affairs is a non-profit organization dedicated to stimulating international growth and development. CNFA works with U.S. companies, entrepreneurs, farm associations, business alliances, and other organizations to create lasting and effective opportunities in international markets.

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# THE CITIZENS NETWORK NEWS NEWS NEWS

FOR FOREIGN AFFAIRS INC

For Immediate Release  
March 11, 1997

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## GEORGIAN ASSISTS FARMERS IN UKRAINE WITH MARKETING

Terence Bell from Atlanta, Georgia, recently returned from a volunteer trip to Ukraine, where he instructed Ukrainian farmers in western methods of marketing. Bell continued a project started between the Lviv Farmers Association in Ukraine and the Wisconsin Farm Bureau in which the partners worked on strengthening private farms throughout western Ukraine.

Using over 16 years of experience in sales, marketing, and management consulting, Bell volunteered through The Citizens Network for Foreign Affairs (CNFA) Agribusiness Volunteer Program. Bell discussed the possible benefits of cooperative development for marketing purposes, and taught how to determine the location of markets.

Bell taught locals how to determine crop production based on market availability and how to write a marketing contract. Bell also taught how to market to western companies and business ethics when dealing with foreign markets. Bell anticipated the increased use of marketing techniques and world level marketing skills with the training that he conducted, and expected increased cooperation between farmers in the marketing of products.

On his way back to Atlanta, Bell stopped in Washington, D.C. to visit the offices of Congressman John Lewis (Ga.), and Senator Paul Coverdell (Ga.) to provide briefings on his assignment.

Bell currently serves as president and owner of The Treasure Group, Atlanta, Ga. Bell provides management and marketing consultation to clients in healthcare, agriculture, and real estate. Bell also is an associate of Group 7, Inc, Columbia, Mo., where he assists clients in strategic management, re-engineering and all aspects of process improvement.

Since 1993, more than 300 CNFA volunteers have participated in project assignments across Russia and Ukraine -- ranging from farmers' association-building to cheese processing. CNFA volunteers bring years of hands-on experience to their counterparts in Russia and other former Soviet countries, easing the transition to a market economy and resulting in creative and effective U.S. foreign assistance. CNFA's Volunteer Program operates with the support of the Farmer-to-Farmer Program of the U.S. Agency for International Development.

CNFA is a non-profit organization dedicated to stimulating international economic growth and development. CNFA works with companies, entrepreneurs, farm groups, business alliances, and other groups to create lasting and effective opportunities in international markets.

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# THE CITIZENS NETWORK NEWS NEWS NEWS

FOR FOREIGN AFFAIRS INC

For Immediate Release  
March 7, 1997

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## INDIANA COUPLE HELPS FARMERS ASSOCIATION IN KAZAKSTAN

Henry and Betty Lu McGuire, from Hartsville, Indiana, returned recently from a volunteer trip to Kazakstan in the former Soviet Union. The McGuires worked as an extension of an alliance formed in 1995 between the Indiana Farm Bureau & the Taldykorgan Private Farmers Association (PFA) in Kazakstan.

Using combined experience in education and business, the McGuires volunteered through The Citizens Network for Foreign Affairs (CNFA) Agribusiness Volunteer Program. The McGuires worked with the board of directors of the PFA to review its roles and responsibilities, as well as with smaller PFA's to develop boards and committees.

The McGuires reviewed bylaws of board structure, introduced job descriptions, and reviewed the relationship between the board and the general assembly. The McGuires also conducted a workshop with the PFA board on committee structure, and introduced the roles and responsibilities of chairpersons and members. In addition, the McGuires facilitated an initial meeting of committees and reviewed the structure of a reporting system.

On their way back to Hartsville, The McGuires stopped in Washington, D.C. to visit the offices of Congressman David McIntosh (IN), and Senator Richard Lugar (IN) to provide briefings on their assignment.

The McGuires operate McGuire International, Inc., a farm equipment and lawn and garden store in Columbus, IN since 1972. McGuire International now also has a branch store in Franklin, IN. Betty Lu McGuire has experience with the American Red Cross, and is an extension President with the Indiana Farm Bureau. Henry McGuire is a member of the Indiana Farm Bureau and is on the Chamber of Commerce in Columbus, IN.

Since 1993, more than 300 CNFA volunteers have participated in project assignments across Russia and Ukraine -- ranging from farmers' association-building to cheese processing. CNFA volunteers bring years of hands-on experience to their counterparts in Russia and other former Soviet countries, easing the transition to a market economy and resulting in creative and effective U.S. foreign assistance. CNFA's Volunteer Program operates with the support of the Farmer-to-Farmer Program of the U.S. Agency for International Development.

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# THE CITIZENS NETWORK NEWS NEWS NEWS

FOR FOREIGN AFFAIRS INC

For Immediate Release  
March 26, 1997

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Donald H. Rumsfeld  
George P. Shultz  
Cyrus Vance

## KENTUCKIAN ASSISTS FARMERS ASSOCIATIONS IN UZBEKISTAN

Tony Holloway, from Gracey, Kentucky, returned recently from the former Soviet Republic of Uzbekistan where he assisted farmers with the development of regional Private Farmers Associations (PFA). Holloway worked as an extension of a project started in January 1996 between the Kentucky Farm Bureau and PFA's in the Uzbekistan city of Fergana.

Relying on his experience in the Kentucky Farm Bureau and background in agricultural finance, Holloway volunteered through The Citizens Network for Foreign Affairs (CNFA) Central Asia Partnership Program. Holloway strengthened the association by increasing the participation of farmers, and by working with committees to elect farmers as PFA presidents, as well as electing regional board of associations and selecting a director.

Holloway visited six regions in Uzbekistan to conduct workshops on the role of farmer-presidents, and to introduce bylaws necessary for creating an advisory service. Holloway also reviewed resolutions and roles of committees within PFA's, as well as the specific responsibilities of presidents and executive directors. In doing so, Holloway facilitated democratic elections for PFA-presidents, the first of their kind. In addition, he conducted committee seminars and chairman/director seminars.

On his way back to Gracey, Holloway stopped in Washington, D.C. to visit the office of Congressman Edward Whitfield (Kentucky) to provide briefings on his assignment.

Holloway has been an Area Program Director for the Kentucky Farm Bureau since July 1993, where he coordinates the work of twelve county Farm Bureaus with the Kentucky Farm Bureau. Previously, Holloway worked as an Associate Director for Telmark, Inc., an agricultural finance leasing company.

The project Holloway participated in is part of CNFA's Central Asia Partnership Program (CAPP), which is funded by the U.S. Agency for International Development (USAID) through the Counterpart Consortium. CAPP aims to support the emergence of private farming in Central Asia by strengthening local private farmers associations and stimulating U.S. private sector interest in the region.

CNFA is a non-profit organization dedicated to stimulating international economic growth and development. CNFA works with companies, entrepreneurs, farm groups, business alliances, and other groups to create lasting and effective opportunities in international markets.

-30-

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# THE CITIZENS NETWORK NEWS NEWS NEWS

FOR FOREIGN AFFAIRS INC

For Immediate Release  
March 21, 1997

Contact: Roman Velikson  
202-296-3920

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G. William Miller  
David Rockefeller, Jr.  
Donald H. Rumsfeld  
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Cyrus Vance

## WISCONSIN RESIDENT TEACHES SOIL CONSERVATION IN UKRAINE

Jon Caylor, from Schofield, Wisconsin, returned recently from a volunteer trip to Western Ukraine, where he taught western methods of soil conservation and soil testing. Caylor visited Lviv, Zhydachiv and Pustomyty, working as part of a project started in 1993 between the Wisconsin Farm Bureau and the Lviv Private Farmers Association.

Using over 30 years of experience in soil conservation, Caylor volunteered through The Citizens Network for Foreign Affairs (CNFA) Agribusiness Volunteer Program. Caylor visited farm sites, combined class-room and field instruction, and field equipment training.

Caylor taught soil conservation practices to preserve top soil from water erosion, moisture saving tillage practices, and residue management and its benefits. Caylor also reviewed the benefits of inexpensive modifications that could be done to the existing equipment to help preserve natural moisture, and produce a better crop.

On his way back to Schofield, Caylor stopped in Washington, D.C. to visit the offices of Senator Herb Kohl (Wis), and Congressman David Obey (Wis), to provide briefings on his visit.

Caylor has been a soil conservationist since 1968, working in Lancaster, La Crosse, Kenosha, and Wausau, Wisconsin, working with private landowners and units of government to plan and apply various conservation practices, agronomic practices and land use planning.

Since 1993, more than 300 CNFA volunteers have participated in project assignments across Russia and Ukraine -- ranging from farmers' association-building to cheese processing. CNFA volunteers bring years of hands-on experience to their counterparts in Russia and other former Soviet countries, easing the transition to a market economy and resulting in creative and effective U.S. foreign assistance. CNFA's Volunteer Program operates with the support of the Farmer-to-Farmer Program of the U.S. Agency for International Development.

CNFA is a non-profit organization dedicated to stimulating international economic growth and development. CNFA works with companies, entrepreneurs, farm groups, business alliances, and other groups to create lasting and effective opportunities in international markets.

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# *News Release*

**For Immediate Release**

**DATE:** July 1, 1997

**CONTACT:** Megan Masson  
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Maxine Bell  
194 South 300 East  
Jerome, ID 83338  
(208) 324-4296

## **LEGISLATOR TEACHES UKRAINIAN WOMEN FARMERS ABOUT U.S. FARM ORGANIZATION**

Idaho State legislator Maxine Bell just returned from a three-week trip to Ukraine where she met with leaders of a new women farmers' organization to explain how U.S. producer associations operate. She advised the Association of Women-Farmers of Ukraine in Kharkiv Oblast on how to develop and initiate effective programs and develop policies to strengthen their organization, increase membership, and influence local and national agricultural policy. Bell volunteered her time through a program run by the Washington, D.C.-based Citizens Network for Foreign Affairs.

During Bell's trip, she instructed the leader and council of the Association of Women-Farmers in Ukraine about U.S. farm group structure, western fundraising techniques and grassroots political activism. She helped the new association develop a unified organization platform and a two-year strategic action plan based on the policy. Bell also met with officials from other women's groups to initiate the networking process. In addition, she met with top Ukrainian and oblast officials to assist the association in gaining credibility, and visited the farms of several council members.

On her way home to Jerome, Bell stopped in Washington to meet with Sen. Dirk Kempthorne, Sen. Larry Craig and Rep. Michael Crapo to brief them on her assignment. She told the Idaho lawmakers that in Ukraine, as across much of the globe, women are the primary agricultural producers. As such, Bell called on the lawmakers to continue supporting efforts to organize women farmers around the world.

(more)



# News Release

For Immediate Release

DATE: July 14, 1997

CONTACT: Megan Masson  
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Washington, DC 20036  
(202) 296-3920

Larry and Barbara Krehbiel  
721 South Iowa  
Pratt, KS 67124  
(316) 672-9331

## PRATT RESIDENTS HELP UKRAINIAN FARMERS ESTABLISH A CO-OP

Pratt, Kan., residents Larry and Barbara Krehbiel just returned from a three-week trip to Ukraine where they met with farmers to explain how U.S. cooperatives operate. They helped the farmers establish a new co-op, located in the Poltava Oblast. The Krehbiels volunteered their time through a program run by the Washington, D.C.-based Citizens Network for Foreign Affairs.

The goals of the Krehbiels' trip were to assist the farmer-organizers of the grain seed cleaning, grading and storage cooperative in drafting western business incorporation documents, and to instruct the founders on membership recruitment techniques and general co-op administrative procedures. They led educational seminars on how to increase membership numbers and develop member services, and spoke at the local college on the history and operation of the U.S. cooperative system. The Krehbiels also helped publish the co-op's first membership newsletter to be used as a marketing tool to raise awareness among the Poltava farm community. Co-ops are important in Ukraine as they provide services—grain storage, cleaning, sorting, etc.—to private farmers that otherwise could only be obtained via the state-held grain elevators.

Larry Krehbiel is a self-employed agribusiness consultant, and served as the general manager of a number of co-ops. Barbara Krehbiel assists in her husband's consultant business and is active in the United Methodist Church. Both Krehbiels are members of the Kansas Farm Bureau. This is Larry Krehbiel's third trip to Ukraine as a CNFA volunteer and Barbara Krehbiel's first.

CNFA is a private, non-profit organization committed to stimulating economic growth in the former Soviet Union and southern Africa. Since 1993, CNFA's Agribusiness Volunteer Program has sent more than 370 volunteers to Russia, Ukraine and Moldova, and is currently working on projects in Zimbabwe and Mozambique. CNFA volunteers bring hands-on experience to their assignments helping their overseas counterparts ease the transition to a market economy.



# News Release

For Immediate Release

DATE: July 2, 1997

CONTACT: Bill Witting  
1111 19<sup>th</sup> Street, N.W., Suite 900  
Washington, DC 20036  
(202) 296-3920

Glenn Maddy  
1030 County Road 74  
Helena, OH 43435  
(419) 637-2580

## HELENA RESIDENT HELPS ZIMBABWE FARMERS GET ORGANIZED

Helena resident Glenn Maddy just returned from a three-week trip to Zimbabwe where he helped guide a new farm organization's development into a successful, sustainable organization. He is the first volunteer to visit that nation through a program run by the Washington D.C.-based Citizens Network for Foreign Affairs.

During his trip, Maddy met with more than 100 Indigenous Commercial Farmers Union (ICFU) leaders and members throughout Zimbabwe to share information about the structure of U.S. farm organizations and cooperatives. He explained how U.S. farm groups, in particular the Ohio Farm Bureau operate, and outlined how the Zimbabwe farm leaders could use similar managerial and organizational techniques to improve their group's operations. ICFU is one of three national farm associations in Zimbabwe. Its members primarily are small, independent, black farmers who purchased their land from white farmers in the early 1980s following Zimbabwe's independence and new land tenure law.

On his way home to Helena, Maddy stopped in Washington to meet with Sen. John Glenn, Sen. Mike DeWine and Rep. Paul Gilmor to brief them on his assignment. He told the Ohio lawmakers that the farmer-to-farmer program is an effective form of foreign aid. Maddy also emphasized that work with a group like ICFU touches the lives of more than just its members. Not only does it help improve the standard of living of the independent black farmers, it also improves the living conditions of their workers. In effect, then, the effort reaches a larger, more significant number of beneficiaries, he said.

(more)



# News Release

For Immediate Release

DATE: September 4, 1997

CONTACT: Leslie Galloway  
1111 19<sup>th</sup> Street, N.W., Suite 900  
Washington, DC 20036  
(202) 296-3920

David Newman  
591 Watson Road  
Yakima, WA 98908  
(509) 678-4509

## **YAKIMA RESIDENT HELPS MOLDOVAN APPLE GROWERS IMPROVE THEIR PRODUCTION TECHNIQUES**

Yakima, Wash., resident David Newman just returned from a three-week trip to Moldova where he helped apple growers improve the quality and quantity of their fruit. He volunteered his time through a program run by the Washington, D.C.-based Citizens Network for Foreign Affairs.

Newman is the second CNFA volunteer to work with the apple growers in Moldova's Cupcin area, where there are between 15,000 and 20,000 hectares of orchards. The first volunteer, Bruce Grim of Entiat, Wash., helped establish an apple commodity commission similar to the Washington State Apple Commission. As a follow-up to Grim's effort, Newman taught the growers about western production techniques to improve their apple quality and yields. In Moldova, the ratio of apples for the fresh market compared to apples for processing continues to plummet, harming producers' overall profitability. To regain their economic viability, growers must raise the quality of their produce so they can sell the majority of their apples to the fresh market. Currently, only about 10 percent of apples produced are for the fresh market.

On his way home to Yakima, Newman stopped in Washington to meet with Sens. Slade Gorton and Patty Murray to brief them on his assignment. He told the Washington lawmakers that CNFA's Farmer-to-Farmer program is a potent form of foreign aid because it lends a "human face" to development. Newman urged their continued support of the program and similar efforts.

Newman has been an apple grower in Washington State for 40 years. He currently is involved in two partnerships: one with his son, and the other, which includes a packing, storage and shipping operation. Newman is a member of both the Washington Farm Bureau Federation and the Washington Apple Commission.

(more)



# News Release

**For Immediate Release**

**DATE:** September 12, 1997

**CONTACT:** Taryn Bussewitz  
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Washington, DC 20036  
(202) 296-3920

AnnaBeth Neason  
1066 Aberdeen  
Baton Rouge, LA 70808  
(504) 338-1897

## **BATON ROUGE RESIDENT DESIGNS AGRICULTURAL CURRICULUM IN RUSSIAN SCHOOLS**

Baton Rouge, La., resident AnnaBeth Neason recently returned from a three-week trip to Russia where she helped design and implement an agricultural curriculum in secondary schools. She volunteered her time through a program run by the Washington, D.C.-based Citizens Network for Foreign Affairs.

Neason worked with teachers and school administrators in Konakovo, Russia, to develop a curriculum that would increase interest and support for private farming among Russian youth. The curriculum focuses on issues such as farm management, operations, and accounting, and also gives the students an opportunity to do hands-on work on local farms. One of the program's strengths is that it enlists the help of local residents who specialize in areas such as economics, business, and marketing. These people in turn teach sections of the program that match their skills and expertise. On September 1, Konakovo teachers began using the new program, which Neason hopes will be expanded and eventually evolve into a youth movement for agriculture based on the model of Future Farmers of America. Most Russian farmers are older and increased support and involvement from the younger generation is needed for the agriculture sector to continue to thrive.

Neason currently works for the Louisiana Department of Agriculture as a program manager for agricultural science education. She received her Ph.D in agricultural education from Iowa State in 1983. Neason also worked on various agricultural programs in the United States that promote youth participation in the agricultural community.

(more)



**THE  
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For Immediate Release  
May 1, 1997

Contact: Michael Salamone  
202-296-3920

**Kansas Farm Bureau Women's Committee Members Conduct Seminars For  
Farmers in Russia**

Helen Norris of Wellington, Kansas and Carolyn States of Hays, Kansas returned recently after taking part in a three week agricultural development mission in Russia. They participated in the Citizens Network Agribusiness Volunteer Program, an international development project seeking to strengthen grassroots private farming in the New Independent States of the Soviet Union and Africa by providing the expertise of U.S. farmers and agribusiness professionals.

Norris and States traveled to several regions of the Russian Federation organizing and conducting important educational seminars and workshops on U.S. private farming issues, association building, and fundraising for several groups of private farmers and agriculture students. They also spoke to a group of state and collective farm directors about the benefits of private farming. The two women welcomed the opportunity to speak to the Russian groups because it gave them a chance to dispel many of the myths about private farming in the U.S. It also allowed them to relate what they have learned through their years of experience in the Kansas Farm Bureau.

Before returning to their home state of Kansas, Norris and States spent a day on Capitol Hill visiting the offices of several Kansas congressmen. They met with aides from the offices of Senator Sam Brownback (R-KS) and Senator Pat Roberts (R-KS) to brief them about their work with the private farming movement in Russia and the role women play in Russian agriculture. They also met personally with Representative Jerry Moran (R-KS) whose campaign Mrs. States worked on this past election year.

Norris and States are leaders in the Kansas Farm Bureau State Women's Committee and are involved in the daily management of their own farm operations. In addition to their family and farm duties both women are engaged in alternative professions, Norris as a seamstress and States as a Director at a bank. Both women were educated at Kansas State University and are very active in their respective communities.

The Citizens Network for Foreign Affairs is a non-profit organization dedicated to stimulating international growth and development. CNFA works with U.S. companies, entrepreneurs, farm associations, business alliances, and other organizations to create lasting and effective opportunities in international markets.

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# News Release

For Immediate Release

DATE: May 21, 1997

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(202) 296-3920

Jeff Jobe  
210 Walnut Street  
Des Moines, Iowa  
(515) 284-4663

## IOWA BUSINESSMAN HELPS FLEDGLING CO-OPS IN UKRAINE

Iowa Farm Bureau member Jeff Jobe has just returned from three weeks in Ukraine where he helped two fledgling agricultural cooperatives write business plans. A cooperative development specialist, Jobe volunteered his time through a program run by the Washington, D.C.-based Citizens Network for Foreign Affairs. Jobe worked with cooperatives in central Ukraine assisting private farmers start a flour mill and a seed cleaning and storage facility. "By getting their ideas onto paper and understanding their capabilities, the cooperatives gained control and strength," Jobe said. He taught members of the cooperatives how to convert their ideas into a business plan.

On his way home to Winterset, Iowa, Jobe stopped in Washington, DC to meet with Rep. Greg Ganske and Senator Tom Harkin to brief them his assignment. He told the Iowa lawmakers that he thought building cooperatives was critically important to helping the Ukrainians shift from their old communist, centrally-planned economy to a free-market system and was glad the U.S. was contributing to this effort.

Jobe works for USDA's Rural Development Cooperative Services in Des Moines which provides groups with technical assistance in forming cooperatives. He holds a BA in animal science from Northwest Missouri State University.

Since the breakup of the Soviet Union, private farmers in Ukraine have been struggling to succeed in a system that provides constant setbacks. Private farmers do not own land, they lack access to credit and their government fails to support them—supporting larger state farms instead.



# News Release

For Immediate Release

DATE: June 24, 1997

CONTACT: Megan Masson  
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Washington, DC 20036  
(202) 296-3920

Louis A. Brown  
1601 Exposition Boulevard  
Sacramento, CA 95815  
(916) 924-4283

## CALIFORNIAN CONTRIBUTES TO CRIMEAN AGRICULTURE YOUTH GROUP

California agricultural youth leader Louis Brown returned from two and a half weeks in Ukraine where he and Louisiana vocational agriculture teacher, Bradley Leger, met with agriculture students, teachers and young farmers to educate them about the role of the Future Farmers of America (FFA) and Young Farmers organizations in U.S. agriculture. Brown volunteered his time through a program run by the Washington, DC-based Citizens Network for Foreign Affairs. The culmination of the assignment was the approval of vocational agriculture students and teachers to begin a youth organization dedicated to developing leaders in agriculture in the Crimean Republic. The action was put into effect by the popular vote of the students and teachers.

On his way home to Elk Grove, California, Brown stopped in Washington, DC to meet with Senator Barbara Boxer to brief her on his assignment. He told the California lawmaker that supporting private farmers, especially young farmers, was critically important to helping the Ukrainians shift from their old communist, centrally-planned economy to a free-market system, adding that she was glad the U.S. was contributing to this effort.

Brown, a former National Future Farmers of America (FFA) officer, is currently the Young Farmers and Ranchers State Coordinator for the California Farm Bureau Federation. He has a bachelor of science in agribusiness management, trade & policy from California Polytechnic State University. He is a member of the California State Auctioneer Association and Alpha Gamma Rho National Agriculture Fraternity.



# News Release

For Immediate Release

DATE: June 24, 1997

CONTACT: Megan Masson  
1111 19<sup>th</sup> Street, N.W., Suite 900  
Washington, DC 20036  
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Bradley Leger  
P.O. Box 124, 329 2<sup>nd</sup> Ave.  
Esterwood, LA 70534  
(318) 788-0544

## MIDLAND TEACHER RETURNS TO CRIMEA TO HELP YOUTH IN AGRICULTURE

Midland High School vocational agriculture teacher Bradley Leger recently returned from his second visit to the Crimean Republic of Ukraine where he and Louis Brown, Young Farmers and Ranchers State Coordinator for the California Farm Bureau Federation, spent two and half weeks meeting with agriculture students, teachers and young farmers to educate them about the role of the Future Farmers of America (FFA) and Young Farmers organizations in U.S. agriculture. Leger volunteered his time through a program run by the Washington, DC-based Citizens Network for Foreign Affairs. The culmination of the assignment was the approval of vocational agriculture students and teachers to begin a youth organization dedicated to developing leaders in agriculture in the Crimean Republic. The action was put into effect by the popular vote of the students and teachers.

On his way home to Estherwood, Louisiana Leger stopped in Washington, DC to meet with Senator John Breaux and Congressman Chris John to brief them on his assignment. He told the Louisiana lawmakers that supporting private farmers, especially young farmers, was critically important to helping the Ukrainians shift from their old communist, centrally-planned economy to a free-market system, adding that he was glad the U.S. was contributing to this effort.

Since 1979, Leger has been an agriscience/agribusiness instructor at Midland High School, where he won the Teacher of the Year award five times. Leger has a masters degree in vocational agricultural education from Louisiana State University and also received a graduate degree in



# *News Release*

**For Immediate Release**

**DATE:** July 8, 1997

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(202) 296-3920

Dan and Jeannette Poulson  
Route 1 N795 Tamarack Road  
Palmyra, WI 53156  
(414) 495-2439

## **WFB PRESIDENT TEACHES UKRAINIAN LEADERS ABOUT FARM BUREAU**

Wisconsin Farm Bureau President Dan Poulson and his wife, Jeannette, just returned from a two-week trip to Ukraine where they met with leaders of two private farm organizations to describe how U.S. producer associations operate. The husband-and-wife team advised the Lviv Private Farmers Association and the Volyn Private Farmers Association on developing and initiating effective programs and developing policies to strengthen their organizations, increase membership, and influence local and national agricultural policy. The Poulsons volunteered their time through a program run by the Washington, D.C.-based Citizens Network for Foreign Affairs.

The Poulsons informed the leaders about the Wisconsin Farm Bureau structure, use of incentives to increase member numbers and about grassroots political activism. During their trip, they discovered that the greatest potential for enacting reform lies at the county government level, and encouraged the farm leaders to concentrate their grassroots efforts with those officials.

The Wisconsin Farm Bureau and the Lviv Farmers Association initiated a formal partnership in 1993 to strengthen private farms throughout western Ukraine. Farm Bureau volunteers have helped the Ukrainians with business planning, farm management, soil conservation and use of other environmentally friendly farm techniques, building construction, and association development.

On their way home to Palmyra, the Poulsons stopped in Washington to meet with Sens. Herb Kohl and Russell Feingold and Rep. Mark Neumann to brief them on their assignment. They told the lawmakers that the CNFA program and similar ones offering farmer-to-farmer assistance are worthwhile and an effective use of U.S. taxpayers' dollars.

(more)



# News Release

For Immediate Release ☞

DATE: August 11, 1997

CONTACT: Taryn Bussewitz  
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(202) 296-3920

Kevin Plante  
RR 2, Box 63E  
Waterville, MN 56096  
(507) 362-8287

## MINNESOTA FARM BUREAU MEMBERS HELP RUSSIAN TEACHERS DEVELOP AGRICULTURAL CURRICULUM

Minnesota Farm Bureau members and agricultural vocational teachers Kevin Plante and Brad Schloesser just returned from a three-week trip to Russia where they assisted secondary school teachers in developing an agricultural curriculum. Plante and Schloesser volunteered their time through a program run by the Washington, D.C.-based Citizens Network for Foreign Affairs.

Plante and Schloesser worked with secondary school teachers in Karachev, located in the Briansk region, to develop and set in motion a course curriculum on agricultural production. They provided intensive training to eight teachers from the secondary school, who will begin to team-teach the new courses this fall. During their preliminary sessions with the teachers, it became apparent to Plante and Schloesser that the Russian teachers were well-versed in agricultural production theory, but lacked hands-on experience. In turn, much of the training centered on bringing the teachers up to par on the practical side of farming. At the end of their assignment, Plante and Schloesser held meetings with local government officials to help bring validity to what the teachers were attempting to accomplish. They also met with local university faculty and staff to determine what resources could be available to the secondary school teachers, and to garner support for the agricultural education program.

Minnesota Farm Bureau and the Briansk Private Farmers' Association last year initiated a formal partnership to strengthen the Russian farmers' organization and the productivity of its members. Minnesota Farm Bureau President Al Christopherson and Executive Secretary Jim Werner first traveled to Briansk in August 1996, and as a result of their visit, an action plan was developed and agreed to by the Briansk Private Farmers' Association, the Minnesota Farm Bureau and CNFA.

(more)



# News Release

For Immediate Release

DATE: August 18, 1997

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## FARM BUREAU MEMBERS TEACH UKRAINIAN LEADERS ABOUT EFFECTIVE GRASSROOTS POLITICAL ACTIVISM

California Farm Bureau members Leland Ruth and Frank Van Konynenburg just returned from a three-week trip to Ukraine where they advised leaders of a private farm organization on effective lobbying and advocacy strategies. Ruth and Van Konynenburg volunteered their time through a program run by the Washington, D.C.-based Citizens Network for Foreign Affairs.

This is the CNFA volunteers second time working with the Crimean Farmers Association (CFA). On their first visit, they assisted the leaders in developing a general policy framework. This time, Ruth and Van Konynenburg helped organize CFA's 51 polices in order to publish a formal policy booklet. They also trained the leaders in western media and campaigning strategies, to aid CFA's participation in local and national elections, to be held in spring 1998.

California Farm Bureau and CFA initiated a five-year formal partnership in 1994 to strengthen Ukraine's private agricultural sector. Farm Bureau volunteers have helped the Ukrainians with farm management, policy creation and association development.

On his way home to Sacramento, Ruth stopped in Washington to meet with Sen. Dianne Feinstein and Rep. Robert Matsui to brief them on his assignment. The Farm Bureau member told the lawmakers partnerships like the one between California Farm Bureau and CFA are a worthwhile and effective use of U.S. taxpayers' dollars.

Ruth is president emeritus of the Agricultural Council of California, a private trade association representing global agricultural development activities, and has participated in a variety of global agricultural development activities. He received his bachelors and masters degrees in animal science and agricultural education from California Polytechnic State University.

(more)







**Articles Featuring Farmer-to Farmer Volunteers  
April 1, 1997 - August 31, 1997**

April

“Kentuckians guide Uzbek group efforts,” Leadership News, Louisville, KY (April 1997).

“Morgan farmer back from Uzbekistan,” Licking Valley Courier, West Liberty, KY (April 3, 1997).

“Mt. Joy farmer visits Russia to share his dairy knowledge,” New Era, Mt. Joy, PA (April 3, 1997).

“Wisconsin resident teaches soil conservation in Ukraine,” Wisconsin Farmer, Waupaca, WI (April 4, 1997).

“State teacher helps young farmers in Russia,” Wisconsin Farmer, Waupaca, WI (April 4, 1997).

“Indiana couple helps farmers association in Kazakstan,” Indiana Agrinews, Hartsville, IN (April 4, 1997).

“Farm Expert Challenged by East European Travels,” Daily Oklahoman, Stillwater, OK (April 6, 1997).

“Wisconsin ag teacher starts new Russian ag youth program,” The Country Today, Menomonie, WI (April 9, 1997).

“To Russia (From Quincy) — With Love,” Tallahasseean, Tallahassee, FL (April 11-17, 1997).

“OSU Professor Helps Develop Farm Cooperatives In Ukraine,” News Press, Stillwater, OK (April 17, 1997).

“Russia Milk Making Hinges on Equipment,” FarmDayta, Des Moines, IA (April 22, 1997).

“Robino spends month aiding Moldovan farming efforts,” Shoreview Press, White Bear Lake, MN (April 22, 1997).

“At home in Uzbekistan,” The Cadiz Record, Cadiz, KY (April 23, 1997).

“Milk rep back from Russia,” Rapid City Journal, Rapid City, SD (April 28, 1997).

“Another look at last week’s trip to Uzbekistan,” The Cadiz Record, Cadiz, KY (April 30, 1997).

## May

"South Dakota businessman helps dairy industry in Russia," Black Hills Press, Strugis, SD (May 3, 1997).

"Sharma Aids Kalmykia Farmers," The Farmer's Exchange, New Paris, IN (May 9, 1997).

"Ag volunteer sought to lend a helping hand in former Soviet Union," The Pantagraph, Bloomington, IN (May 9, 1997).

"Biden-Pell Interview-Illinois Farm Bureau-Bill Witting," WJBC AM 1230, Bloomington, IL (May 9, 1997).

"Farm Bureau Leaders Conduct Seminars for Russian Farmers," Farm Leader Letter, Manhattan, KS (May 12, 1997).

"Network help plants seed of development," FarmWeek, Kingston, IN (May 12, 1997).

"Volunteers needed to Develop Ag Markets in Russia," WJBC 1230 AM, Bloomington, IL (May 12, 1997).

"Overseas farmers reap benefits from U.S.," Illinois Agrinews, Bloomington, IL (May 16, 1997).

"Ex-Soviet farmers tour W. Kentucky," Evansville Courier, Owensboro, KY (May 16, 1997).

"Farmhands across the waters goal of network," FarmWeek, Kingston, IN (May 19, 1997).

"Jobe steps back in time during Ukrainian trip," Madisonian, Winterset, IA (May 21, 1997).

"Asian quartet is here to view way farmers operate," Union County Advocate, Morganfield, KY (May 21, 1997).

"Farmers cultivate interest: Former Soviets see how Bartholomew agriculture works," The Republic, Columbus, IN (May 26, 1997).

## June

"3 extension agents work with farmers in Moldova," The Sun, Westminster, MD (June 8, 1997).

"Volunteer finds Ukraine farm project rewarding," The Gazette, Cedar Rapids, IA (June 8, 1997).

"Cooperation Among Cooperatives," Co-Options, Atlanta, GA (June 8, 1997).

"Russian beef production up close," Indiana Agrinews, Williamsburg, IN (June 10, 1997).

"Anamosa resident returns from Ukraine," Eureka, Anamosa, IA (June 12, 1997).

"Kalmykia producers carry on ancestors' ways," Indiana Agrinews, Williamsburg, IN (June 10, 1997).

"Volunteers aid Russian agriculture," Farm Bureau Spokesman, West Des Moines, IA (June 28, 1997).

### July

"Area man helps Zimbabwe farmers organize," Sentinel Tribune, Helena, MT (July 5, 1997).

"Taylor County agent briefs Ukrainians on intensive grazing," Record-Review, Abbotsford, WI (July 7, 1997).

### August

"Idaho Legislator Teaches Ukrainian Women Farmers About U.S. Farm Organization," Leader's Update, Pocatello, ID (August 15, 1997).

"Local dairy experts share their knowledge with other countries," Carroll County Times, Westminster, MD (August 12, 1997).

INDIANA

# AGRINEWS



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Vol. 18-No. 26

March 14, 1997

## *Indiana resident assists farmers in Kyrgyzstan*

Peru, Indiana, resident and former Indiana Farm Bureau staff member James York returned recently from a volunteer trip to Kyrgyzstan to strengthen and support local Private Farmers' Association. York introduced the Farm Bureau model of organizational structure for their boards and committees.

using experience in policy development, York volunteered through the Citizens Net-

work for Foreign Affairs Central Asia Partnership Program to conduct workshops with association board members and committee structure.

York introduced roles and responsibilities of committee chairpersons and members and covered the use of reporting systems, as well as facilitated the initial meeting of several committees. In addition, York conducted workshops on the formation of association boards with the use of the Oregon and Wisconsin Farm Bureau "Board of Directors Manual" in order to explain the board's role and responsibilities, its relationship to the president, and to the rest of the PFA.

On his way back to Peru, York stopped in Washington to visit the offices of Sen. Dan Coats, R-Ind., and Rep. Steve Buyer, R-Ind., to provide briefings on his assignment.

York has worked for the Indiana Farm Bureau as both a field representative and a staff member in Indianapolis. As a field representative, York worked with eight to 10 counties in Indiana, assisting with county board of directors, use of presentations, and organization of programs.

Since 1993, more than 20 CNFA volunteers have participated in project assignments across Central Asia — ranging from farmers'

association-building to cheese processing. CNFA volunteers bring years of hands-on experience to their counterparts in several former Soviet countries, easing the transition to a market economy and resulting in creative and effective U.S. foreign assistance. CNFA's Central Asia Partnership Program operates with the support of the Democracy Development Initiative Program of the U.S. Agency for International Development.

CNFA is a non-profit organization dedicated to stimulating international economic growth and development. CNFA works with companies, entrepreneurs, farm groups, business alliances, and other groups to create lasting and effective opportunities in international markets.

— FEEDSTUFFS, March 17, 1997

# Mill Market



INFORMATION  
FOR  
FEED/GRAIN  
HANDLERS

Access to capital precedes access to feed

## U.S. soybean group starts with the basics in Russia

By CHARLES HOUSE  
Staff Editor  
The American Soybean Assn. (ASA) is now sowing seeds for a resumption of sales in Russia, but it's a long haul from Town and Country, Illinois to Krasnodar. It's especially long because the route to wind first through the basics of commercial planning. Russian companies that could use U.S. soybeans typically don't have the business acumen (or money) needed to get them. As a result, the trailhead has loops and additional steps to be taken. Demand at the ground level is not the key to the Russian market," said Jim Hershey, an ASA director. "The key is identifying specific businesses, create business plans to obtain financing so that they can become profitable, and then, in fact, ASA's efforts in the region have

started to deal initially with salesmanship than with providing technical and financial know-how, Hershey said. Right now, ASA is involved in at least three market-building projects in Russia. One, conducted in cooperation with the Citizens Network for Foreign Affairs, a nonprofit group that helps stimulate international development, was launched recently in Krasnodar, a Russian state located north of the Black Sea. There, a former collective farm operates an oilseed processing plant, using locally grown sunflowers and soybeans. But its cold-press technology is "archaic," Hershey said. Although expansion and upgrading could spin off a variety of benefits and improve the company's bottom line, there's no money to get the job done.

ASA, financed by checkoff dollars from U.S. soybean producers, can't risk the millions required for the hardware, but with \$25,000, it was able to hire a European consultant to take the extra, basic steps. First, Hershey said, the consultants de-

termined whether soybean production in the Krasnodar region could meet local needs.

"The answer was a predictable no, especially if overall demand in the region grew," Hershey said. "The collective could acquire enough to meet a minimum demand, but if there was growth, or they went to solvent extraction, they would have to pull in beans from overseas."

The consultant also outlined precisely how the former collective could reap benefits from an expansion. With the research results in hand, it could then approach local financiers or multinational banks to seek money for the project, Hershey said.

"Then their business might take off. But at this point, without an infusion of new technology, their hands are somewhat tied."

ASA was familiar with the operation, which Hershey called a "well-managed outfit," through previous dairy development work conducted by ConAgria, Inc. and the Citizens Network, which has an office in Moscow.

ASA also has been involved in a similar project elsewhere in Krasnodar. There, a soybean processors' association it has worked with hopes to expand production of soy milk, soy ice cream and dry flour.

"They need the beans, but have no money to import them," Hershey said. However, because a business "infrastructure" has been developed, the processors might be able to obtain financing from the World Bank, or benefit from a U.S. Department of Agriculture "Food for Progress" grant.

"The product would go in and they would pay (creditors) with proceeds from the sales," Hershey said. "If wrinkles in financing could be smoothed out, I think beans could go to Krasnodar."

At first, the volumes would be relatively small, on the order of 50,000 or 100,000 tons.

Later — "depending on the performance of these businesses" — volumes could increase, Hershey said.

Another ASA project in Russian Europe, undertaken with USDA, involves five poultry production plants operated by an Russian agribusiness.

They have the potential of producing good quality poultry and making money at it, but four of the five are not making money at it or operating anywhere near capacity," Hershey said. "They have the management and logistical capabilities, and if they were given the financial capabilities to jump-start things, then we believe they could become viable consumers of imported feedstuffs."

One of the plants is located near St. Petersburg, a huge market for poultry products. There, ASA financed a study to determine what fundamental changes would be needed to turn the company around.

"Once they've committed to basic restructuring, to making a viable go, financing will be sought and we believe financing is available," Hershey said. Both the World Bank and USDA could be sources.

"But nobody is going to free up those funds until it becomes clear that they can make a go of it. They have to make the business plan showing how they're going to restructure... When they make that commitment, the money will come forward."

ASA also has been engaged in a project with Cumir, a Russian food conglomerate with numerous holdings, including a soybean crushing plant and a poultry production facility.

"The thing that interests us is revitalizing their poultry unit," Hershey said. *Capital p. 23*

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**AUCTION**

All assets of real property and fixtures, fixtures and rolling stock of Southern Thrift Corp. Inc. in the town of LaPasse, Impley City, Oryden, Richmond, Marquette and Yale, Mich., will be sold at public auction at 10 a.m. Thursday, March 27, at Ramona Inn Plaza, 94300 West Pleuron Rd., Flint, Mich. If the bankruptcy courts so orders at a hearing to be held March 18, 1997 at the U.S. Bankruptcy Court, Flint, Mich.

Town	Facilities to be sold
LaPasse	Grain-handling, augers and feed bodies w/ related rolling stock. This includes: Bakery, Division and related rolling stock.
Impley City	Grain-handling, augers and feed bodies w/ related rolling stock.
Oryden	Grain-handling facilities.
Richmond	Grain-handling, augers and feed bodies w/ related rolling stock.
Yale	Grain-handling, augers and feed bodies w/ related rolling stock.

Hay

the large price of product but also we expand a condition been in conditions, to around year (F Alfalfa maybe false ha in the co Protein and exp to grow prices a down 8 The b change volatility solute used in critical could in potentia

ervations might be used to help in the early identification of sick animals requiring treatment.

A better understanding of individual animal behavior could provide a basis for the improvement of a wide variety of management decisions.

Dolezal discussed the effects of estrogenic and androgenic implants on carcass quality and maturity. The effect of combination (estrogenic-androgenic) implants on steer carcass quality grade is well documented as indicated in Table 2. However, it is interesting to note that with heifers, the same type of implants appear to have little effect on marbling and quality grade (Table 3).

With the change in the B maturity grade, carcass skeletal and lean maturity has become an important issue. The estrogenic components in implants may cause some increase in maturity scores, but this change is neither large or consistent as illustrated in Table 4. The same can be said for the impact of implant treatment on meat tenderness.

The results of two separate studies (Tables 5 and 6) indicate that combination implants have little impact on the shear force means of British-cross steers carcasses. However, this is not a simple issue and the impact of implants on ten-

heifers to first calving to less than 22 months, this might further increase profits, but only if milk production and mammary development were not impaired. Apparently, rapid rate of gain prior to puberty may be especially detrimental to mammary gland development and subsequent milk production.

However, VandeHaar believes that a high protein diet fed in conjunction with programs for rapid gains, may overcome the negative effect on mammary development. Table 7 contains growth goals and ration protein recommendations for dairy heifers of various ages. As one can see, the recommended protein levels are much higher than those used in conventional programs.

Harrison et al. discussed the mechanical processing of corn silage and its impact on silage nutritive value. This mechanical processing is achieved by rollers mounted on silage harvesters and the cost of the additional equipment was estimated at \$10,000-15,000.

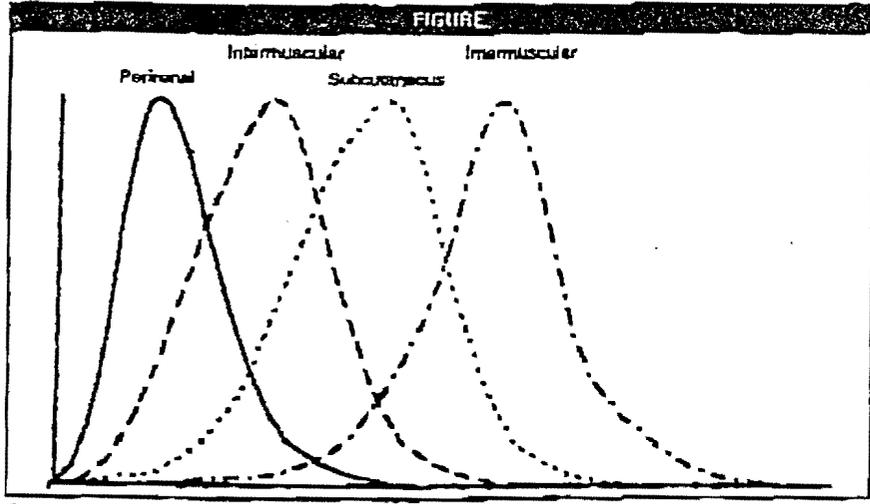
### The Bottom Line

There are significant business and cultural differences between the beef and dairy industry. However, there are also many physiological and nutritional similarities between beef and dairy animals.

Distillation, Pg. 1.  
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### Ionophores/ From p. 13

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Growth gradients among adipose depot adapted from Hammond (1955)

### Capital: Beans access secondary/ From p. 10

"They needed to make some investment to bring it up to speed and scale, so ASA brokered an introduction to World Bank officials who weren't aware of this particular business."

The connection could result in financing, upgrading, profits — and then, hopefully, soybeans exports from the U.S.

Ten years ago, the Soviet Union was one of the biggest protein markets in the world, importing millions of dollars in oilseeds annually.

Today, Hershey said, the demand still

exists, despite political problems and developments that can make ASA's involvement seem indirect, poorly placed or risky. "It's the farmers' money," Hershey said. "Board members get nervous when they hear bad things about Russia — that the animal numbers are declining, or that the macroeconomics of the place are in turmoil. But each time they look at it hard, the medium- to long-term picture is quite favorable. The demand is there, and it's not going to go away." ■

### HOW'S BUSINESS

Feed business in the Northeast was on a steady course. Hominny values were up sharp, corn futures prices. Rising board levels cause markets. Suppliers were having an extremely hard time, or where the market should trade. Some May futures contract, while others were supported. The basis in an effort to obtain sales, the market costs. Brewers and distillers grains prices were firm. Midds prices rose a bit, due to the approach of Easter, flour sales were slow there were limited places to ship.

Ingredient markets in the Midwest again soft. Although some products moved briskly, high soybean meal seemed to take the wind out of "second-tier" ingredients also climbed, but the how solid they were due to generally sluggish feed markets from futures markets, with cash sales bean meal firm as crushing margins deteriorated. 44%-protein product traded at \$16 under the M. about \$3.40 on the week. Grain barges were slow on the River as flooding eased, but more rain and so questions about additional problems this spring.

Strength in midwestern futures and cash markets on West Coast feed prices. Pressure on soybean meal higher, and higher midwestern meal and bran jump abruptly — with the threat of even higher for western hay took roughage values to new highs near \$100 — the most in years — and almond hulls markets firmed with heavy demand. Distillers' grain higher, and hominy moved upward following dairy ration. Grains were all firm and active.

■ This report was compiled by Feedstuffs editors in New York, Missouri and California.

# OPINION

## From Pembroke with love

### Local cheese maker makes difference in Russia

The Kutter name has long been familiar to Genesee County residents because of the family's cheese-making operation in Pembroke. Lately, the name has become associated with another place thousands of miles away from its Western New York base — namely, the nation of Russia.

Businessman Anthony Kutter recently completed his fifth trip to that distant country, where he helped Mennonite farmers build a cheese factory from the ground up in Neudachino, in southern Siberia. His trip was recently chronicled in an interview with *Daily News* staff writer Marilyn Pfalzer.

Since 1993, Kutter has worked as a volunteer for the Citizens Network for Foreign Affairs Inc. Agribusiness Volunteer Program, helping farmers across Russia and the Ukraine improve dairy production and become more self-sufficient. His work requires a huge commitment of time, resources, energy and patience.

Before his latest trip to Russia, Kutter spent a year rounding up used equipment, including farm milking machines, which was shipped overseas for use at the new factory. The Pembroke businessman faced some

difficulties, however, when Russian customs officials would not release the equipment until Kutter and his group paid a bribe. Finally, after a 2 1/2-month fight, the German government, fearing increased emigration by destitute Russian farmers, paid \$46,000 to get the factory shipment through.

Kutter then headed for Russia, where he lived and worked among the Mennonites, sharing their home, food, outhouse and meager way of life. The new factory he helped create began operations last month, although Kutter says cheese manufactured there will probably not be sold, but rather used as barter for items like fuel and farm equipment.

Although these farmers are still far from economically secure, their circumstances have clearly improved, thanks to the hard work of Kutter. They now have the tools to help control their own destiny.

We commend Anthony Kutter for his efforts on behalf of the Russian people. It's not often that a person makes a difference in his hometown *and* somewhere far away. Kutter is doing both, and he deserves praise for his unselfish commitment.

FEBRUARY 10, 1997

## Thoughts Of Siberia



Photo and caption by Weegie  
**Tony Kutter, owner of Kutter's Cheese, spoke to Rotary about his trips to Russia to share his expertise in cheese making. He is now in Siberia starting another cheese factory.**

# Perryan Involved In Volunteer Teaching Project In Ukraine

Perryan Dale Dunivan recently returned from a volunteer trip to Ukraine where he taught Ukrainian farmers financial management, business planning, marketing and basic record keeping.

He volunteered through the Citizens Network for Foreign Affairs (CNFA) Agribusiness Volunteer Program.

In Ukraine, he outlined income and expense projections as a tool to determine which crops to grow and described day-to-day record keeping necessary for farm/agribusiness management.

Dunivan conducted seminars for new private farmers in the Ukrainian regions of Lviv, Chemivtsi and Zalischyky where approximately 30 participants learned about farm management, record keeping, expense and income statements, balance sheets and crop projection analysis.

In addition, he had the opportunity to speak before more than 300 students at agricultural universities in Lviv and Zalischyky. Topics included a general description of American agriculture, market driven economy and financial management principles.

Presently, he is an international trainer who teaches courses and provides technical assistance in business planning and financial management.

Prior to returning to Perry, Dunivan stopped in Washington, D.C. to provide briefings about his assignment.

Teaching is not new to Dunivan, who has 30 years experience in the field of

education. He taught school at Orlando, Morrison prior to moving to Missouri. He was a teacher of biological science and agriculture education for the Francis Howell school district and a professor of science education at Lindeberg college in St. Charles, MO.

Dunivan previously served as an elementary school principal in Missouri.

He is a native of the local area, graduated from Sumner high school and Oklahoma State university and did graduate work at OSU and Stanford university. Dunivan also worked as a science consultant for the state department of education in St. Louis.

He returned to Perry in 1991 and for the past four years has been sharing his teaching expertise in other countries.

Dunivan first became involved in volunteer trips through the National FFA organization. Since 1992, he has taken 17 trips to countries such as Rumania, Poland, Russia, Ukraine and Czechoslovakia as a trainer and technical assistant for the Land O Lakes industrial development program.

Most rewarding, Dunivan said was a project that involved seven trips to Rumania where he was involved in curriculum development for an agriculture school.

By WENDY LOY.  
Perspectives/Education Editor

It was a unique spring break for Menomonie agriculture instructor Jean D'Angelo. Rather than taking a week off from teaching, she traveled to Russia to find students yearning for information about agriculture.

D'Angelo returned March 21 after spending two weeks on a volunteer trip to Konakovo, Russia, where she helped to develop the young farmers movement there. (It was purely chance she was assigned to that city, which happens to be Menomonie's sister city in Russia.) D'Angelo taught agricultural education within the local vocational school, building upon projects started there in September 1995.

"The opportunity fell in my lap," D'Angelo explained, and it was a chance she couldn't pass up.

Using over 10 years of experience in agricultural education, D'Angelo volunteered through the Citizens Network for Foreign Affairs (CNFA) Agribusiness Volunteer

Program.

She conducted an agricultural education program that focused on business and market economy, exposing students to management risk issues involved in agribusiness. Her class consisted of 24 eighth graders; roughly half had parents who farmed.

Language was not a barrier for D'Angelo, who had a translator (the English teacher from the school) with her at all times.

"They are trying to start a youth program for young people interested in agriculture," she said. The group would target people 13 to 18 years old.

D'Angelo also assisted the vocational school in developing an agricultural curriculum appropriate to students preparing for a career as private farmers in a developing market economy. She worked with teachers to improve their understanding of market principles, and conducted lectures in local schools on economics.

In addition, D'Angelo assisted Russian teachers in

conducting a campaign to involve local administrators and school boards in encouraging agricultural education among secondary school students.

"They were all very supportive of this program," she said. "But again, the question was 'where is the money going to come from.'"

D'Angelo found the schools in Konakovo to be lacking many of the most basic supplies; chalk and chalkboards were available, but even paper and pencils were sometimes difficult to find. She was forced to improvise for special projects; a piece of metal was twisted into a circle to serve as a hula hoop, small blocks of wood had to be located and cut by the principal, and D'Angelo's host family brought her clay from the pottery factory for another project.

"They just don't have money for anything," D'Angelo said, especially an "extra" like the proposed youth group. "I hope I can find grants here to help."

The youth of Russia don't see agriculture as a positive career possibility. D'Angelo and local leaders, hope a youth program similar to the FFA program here would help to change that attitude.

D'Angelo stayed with a family in their small apartment while in Konakovo. As farmers, their land and animals were located across the Volga River. The mother and her eldest daughter were very active in the push to get an agriculture youth group established. D'Angelo said she was amazed by their optimistic views, despite all of the problems they face every day.

"I asked Nastya (the daughter) how she keeps going. She said it was just in her blood, and she was a very determined person," D'Angelo said.

Her host family was not the only people D'Angelo found with a positive attitude, despite all of the problems and struggles they face.

"It's amazing how much



Daughter Nastya (left) and mother Tatjana (right) Fokina, members of D'Angelo's host family, are leading the charge to improve agriculture curriculum and start a youth program in Russia. Here, they are pictured with D'Angelo and Yuri Fariyakov, director of the Institute for Advanced Learners in Agriculture, a vocational school in Tver.

they have to deal with," she said. "Sometimes they get gas, and sometimes they don't. The seed for crops may come in, but then it's no good."

Independence is very important to these farmers, who want to be self-sufficient and do everything for themselves. D'Angelo talked to many of them about the advantages of working together on projects and even sharing equipment.

D'Angelo said the high school she worked with hopes to have another volunteer come to continue the program that she helped get off the ground. D'Angelo said the most urgent need is for a person with a strong curriculum writing ability. They can help the local teachers develop classes that will teach about agriculture practices in Russia, not the United States (Russia's ag industry has been com-

pared to what was being done in the United States some 50 years ago). An ag marketing curriculum for both high school and tech schools is also a priority.

"They need hands-on, practical agriculture knowledge," D'Angelo said. "Russian students usually listen and read in class, but rarely discuss topics or work on special projects."

On her way back to Menomonie, D'Angelo stopped in Washington, D.C. to visit the offices of Congressman Ron Kind and Senator Herb Kohl to provide information on her assignment.

D'Angelo added the Menomonie School District has been very supportive of her recent trip.

"They saw it as a way to develop professionally and to bring back information about international agriculture to

the students," she said. Presentations to students, as well as teachers and other community leaders will be part of D'Angelo's on-going outreach project.

Since 1993, more than 300 CNFA volunteers have participated in project assignments across Russia and Ukraine — ranging from farmers' association-building to cheese processing. CNFA volunteers bring years of hands-on experience to their counterparts in Russia and other former Soviet countries, easing the transition to a market economy and resulting in creative and effective U.S. foreign assistance. CNFA's Volunteer Program operates with the support of the Farmer-to-Farmer Program of the U.S. Agency for International Development.



Photos courtesy Jean D'Angelo  
Jean D'Angelo and her Interpreter Luba Yurjevna discuss information in the FFA Handbook with a class at Konakovo's School #3.

## Former Moundridge resident organizes co-ops in Ukraine

by Janet Laird

MOUNDRIDGE--Larry Krehbiel has been spending time in the Ukraine organizing cooperatives for private farmers. "In the past two years I have been there ten weeks. I have been conducting educational seminars in ten Oblasts." Krehbiel explained that an Oblast is equal to a state in The United States and in the Ukraine there are 24 Oblasts.

"I started the project by myself and in two years we have added three more instructors."

Krehbiel has been working with Dr. Vitaly Zivonchuk in the Ukraine. Dr. Zivonchuk was awarded The Fulbright Scholar-

ship, studied at North Dakota University and wrote a book, "American Cooperatives vs. The Collective Farms". It is Dr. Zivonchuk who sets up the meetings and organizes the cooperatives.

Larry Krehbiel explained that the Ukraine is greatly impoverished and that the main goals of the Ukrainians is putting food on the table and staying warm.

Krehbiel and his wife, Barbara, will return to the Ukraine in June. "I have managed cooperatives for over 30 years, with part of those years as a consultant."

The Krehbiels live in Pratt where he owns Agri-Business Consulting.



Barbara and Larry Krehbiel are visiting the Ukraine in efforts to organize cooperative farming. (Photo by Janet Laird)

# Perspectives

**Ag instructor travels abroad  
to educate young farmers**

# WNY cheese maker helps Russians make quality product

By BOB BUYER  
News Staff Reporter

PEMBROKE — In Neudachino, Siberia, a 600-population village more than 2,000 miles from Moscow, the German-speaking locals call Anthony W. Kutter, the *grosse kaese macher* — in English, the big cheese.

The title is well earned. After three trips there, the latest a month-long stay in February when temperatures averaged five below zero, Kutter succeeded in starting a 500-pound-a-day cheddar cheese plant that is capable of tripling that output.

Kutter, who has 49 years of cheese-making experience behind him, had a multi-layered assignment with the Mennonites of Neudachino.

"It took me a year to get the cheese vats, vacuum and packaging machines, compressors, churns, boilers, milk tanks and all the other cheese-

making equipment assembled and shipped to Russia," he said.

"Once it was landed, it lay at the port for several months. Although I told the port officials that the equipment was for humanitarian purposes, when they heard that the cheese ultimately would be sold, they wanted bribes to release it.

"Corruption is everywhere in Russia," Kutter continued. "The country is so corrupt that it's hard to get things done. And nobody has any money. Because the Mennonites there can't sell anything, they can't buy anything. Instead, they barter — a load of cheese for a load of oil or tractor parts, for example. Food always is a good barter item."

Kutter accustomed himself to Neudachino's lifestyle. Homes are heated with coal; only some have running water. The house he occupied lacked indoor toilets. Baths are a weekly occasion in a community bath — women

on Saturdays and men on Sundays.

For all that, Kutter clearly enjoyed his stay. "Food was plentiful," he said. "Most people had chickens or a pig and they frequently offered us sausage. 'Try my sausage,' they would urge us."

Kutter said he did not mind the cold temperatures, which sometimes dipped to 20 below zero. "And when the sun came out, which was often, I felt good," Kutter said. "I never caught a cold."

He found it easier to help the men build the 40-by-70-foot cheese plant and the cheese storage cooler than to teach them American dairy practices. The little factory processes all the milk from an adjacent 800-cow collective farm.

Knowing that quality cheese can only be made from quality milk and that his Siberian hosts had little or no

See Kutter Page D6



SHARON CANTILLON/Bufalo News  
Anthony W. Kutter is "the big cheese" in Neudachino, Siberia.

## Kutter: Taught his hosts a little capitalism

Continued from Page D3

sanitizing devices or soaps because they don't have the money to buy them, Kutter worked hard with the farmers to improve barn and milking sanitation.

"We made the milk better than it had been," he said. "But dairy sanitation remains a major and frustrating problem."

Kutter also pushed a little capitalism at his Neudachino friends. "I told them to build a store where people could get butter, ice cream and yogurt," he said. "The

ultimate goal is to sell cheese to people in Omsk, the large Siberian city.

Actually, the semi-retired ("I can't sit and do nothing") part-owner of the Kutter Cheese plant has made five trips to the former Soviet Union and is planning a sixth in May. "I want to help people in Tver, a 500,000-population sister city of Buffalo, make cheese curds just like we make at our Pembroke plant," he said. "A cheese plant already exists there."

"They heard about my work for the German-descended people of

Neudachino. I guess I am the only American who helps them start up cheese plants. Several groups have invited me to help them start making cheese," said Kutter, 64.

Kutter and his brother, Richard, also semi-retired, built up the Kutter cheese business their late father began a half-century ago.

"I'll go back to Russia as often as my health permits," he said. "I want to help these people and do something to get Russian-American trade going again."

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## Man helps Russians build cheese factory

By Marilyn Pfalzer  
Daily News Staff Writer

PEMBROKE — During his fifth trip to Russia under the auspices of the Citizens Network for Foreign Affairs Inc. Agribusiness Volunteer Program, Anthony Kutter drew from 40 years experience in the cheese industry to build a factory from the ground up in Siberia.

Kutter said his trip to Neudachino in southern Siberia and Tver, a city 100 miles north of Moscow, was "very successful, but kind of exhausting."

Before he left Pembroke, the local cheese maker spent a year rounding up used equipment, everything from soap to washed-down farm milking machines, as he showed the Mennonites how to improve dairy production through improved sanitation to laboratory equipment.

"I had to make sure I had everything," he said. "They don't have hardware stores in Russia. They make parts in machine shops when you need something, and it takes time."

He shipped the equipment to Russia, looking forward to the start of the new factory, then spent 2½ months in an unsuccessful fight to get Russian customs officials to release his packages without payment of a bribe, Kutter said.

"We tried to tell the Russians the equipment was donated. We were vol-

unteers. We didn't have money to pay a bribe. It was humanitarian aid and we shouldn't be charged. They argued that the cheese produced would be for sale and we should pay to get the equipment out of customs. They won," he said.

The German government paid \$46,000 for the shipment in the interest of reducing immigration by desperate Russian farmers.

Neudochino residents had the shell of the factory ready when Kutter arrived to install equipment and begin training employees.

Cheese from the factory, which was up and operating last month, probably won't be sold, the Pembroke businessman said.

"People don't have money to buy anything. The cheese will be bartered for things like fuel for tractors. Everyone is struggling," he said. "I lived with them for a month after I arrived. I shared the outhouse and other difficulties. It's the way they will live until the economy gets going. You just have to stay focused and ride out the crises."

Kutter said, "The Mennonites have such strong faith, they put up with a lot of adversities. They want businesses to survive."

He provided an outline of his accomplishments during a visit at Sen. Daniel P. Moynihan's office in Washington, D.C., before he returned to Pembroke.

It was a first step toward economic



Rocco Laurlenzo/Daily News

### The big cheese

Anthony Kutter of Kutter's Cheese Factory in Pembroke had to fight adversity such as bribe-hungry customs officials to help Russian Mennonites build their own cheese factory in Siberia.

viability, he said.

Kutter has been involved with cheese production since 1947, when he joined his father in the Pembroke business.

One of more than 300 CNFA volunteers who have participated in assign-

ments across Russia and the Ukraine since 1993, he said plans to keep in touch with the Neudochino plant by computer. "If they have any questions, all they have to do is e-mail them," he said.

## BUSINESS BRIEFS

### ■ Krull boosts Appletree membership

MARSHALL — Merle Krull of Marshall has helped Appletree Institute increase its membership in the South Dakota Schools' Group Insurance Pool 300 percent. Current annual premiums under the direction of Krull are \$4.5 million.



Peters

The Appletree Institute, a non-profit corporation with offices in Marshall, assists school districts in the state of South Dakota with their purchase of employee benefits. Krull has worked for Appletree since October 1995 and markets insurance programs and services to school districts.

### ■ Aasheim serves network in Moldova

MARSHALL — Marshall business executive Harlan Aasheim volunteered in Moldova recently to help strengthen three fruit and vegetable processing businesses in that country.

With over 30 years experience in business finance, Aasheim volunteered, through The Citizens Network for Foreign Affairs (CNFA) Agribusiness Volunteer Program. He provided financial expertise to improve procedures and operations, working directly with Moldovan and foreign investors to gather and write business plans that will be used for grant and investment proposals.

Aasheim, recently retired as a business service consultant for Cenex/Land O'Lakes. He is experienced in business and project feasibility, human resource planning, and

sales and marketing planning.

CNFA is a non-profit organization dedicated to stimulating international economic growth and development.

### ■ Marvin Windows shares \$4 million

WARROAD (AP) — Employees of Marvin Windows and Doors are taking home a little something extra.

The Warroad-based company on Saturday announced the distribution of more than \$4 million in profit-sharing among 3,080 employees.

That's up from last year's distribution of more than \$3 million. The company's biggest year for profit-sharing was 1988 when more than \$20 million was distributed.

The privately owned company manufactures made-to-order wood windows and doors. It operates plants in Warroad; Ripley, Tenn.; Baker, Ore.; and Fargo, N.D.

*Marshall Independent, MN*

# leadership NEWS

VOLUME 3, NUMBER 2

APRIL, 1997

leadership NEWS

PAGE 3

## Kentuckians guide Uzbek group efforts

On February 24, two Kentucky Farm Bureau Area Program Directors, Tony Holloway and Larry Smith left Kentucky to begin a 25-day assignment in Fergana, Uzbekistan.

This trip was in conjunction with the partnership established in 1996 between the Fergana Private Farmers Association, the Kentucky Farm Bureau Federation, and the Citizens Network for Foreign Affairs.

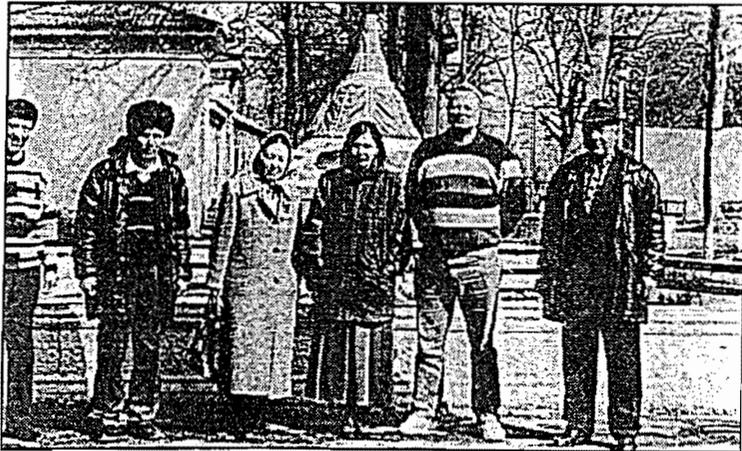
Holloway's assignment was to work with the Fergana Private Farmers Association, visiting 6 rayons (counties) and conducting one-day workshops on the role of farmer presidents vs. executive directors, and workshops explaining the importance and work of committees for the rayon board.

In four of the rayons, Holloway conducted a second day Workshop/General Assembly (county annual meeting) for all PFA members concerning the organization's by-laws, committee structure, and elections.

He also facilitated the hiring of an Executive Director to work for the association.

In the other two rayons where Holloway worked, he introduced the new structure to the Rayon Board of Association, created a committee structure, and made future plans to hold a General Assembly, adopt the new by-laws, elect a farmer president, and hire an executive director.

Smith's responsibility was much the same, visiting five rayons. Both Holloway and Smith drew on their years of Farm Bureau experience to create two one-day workshops which proved to be most beneficial to the newly elected presidents, executive directors and to the new committee chairmen.



Smith, 2nd from right, poses with a group outside a Uzbek shrine.

Both Holloway and Smith were excited to see the process of democracy work in a country which has been under communist control for over 70 years.

Enabling farmers to speak for themselves, and make decisions that effect them on a daily basis was an incredible new experience. Farmers told them they hoped to be as successful as the KFB in 70 years.

The way the Uzbeks farm is similar to the way Americans farmed in the early days. An average size farm is 5-10 hectares, and it was difficult to explain to the Uzbeks the average size farm in the United States. It was almost like they did not believe an American farmer could own and operate large size farms.

And a big question for them was, "How much do American farmers pay in taxes?"

The assignment given to Holloway and Smith -- "to create and conduct two individual workshops" - proved to be both a challenge and a great experience.

Smith and Holloway were treated like royalty while travel-

ing in the Fergana Valley--from the weekend sightseeing trip to the historic city of Samarkand, to the lunches every day after the workshops.

The food in Central Asia was rated "wonderful" by the two visitors. The national dish in Uzbekistan is PILAFF - a plate of rice cooked with mutton, onions, carrots, and any other vegetables the host desires.

The soups of the country were also tasty. Holloway's favorite was what he called "Split Pea Soup." Other meals would include SCHOLEEKE, a shish-kabob with mutton or beef. Bread, raisins, and fresh fruit were also available at the table during mealtimes.

The Kentuckians said their trip was a success because "farmers in the Fergana Valley now speak for themselves, have an organization similar to ours, and now can move forward in this new thing they call independence."

Would they go back again and work with the Fergana PFA?

"Certainly -- we are looking forward to that day," they said.

# Licking Valley Courier

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WEST LIBERTY, KENTUCKY 41472, THURSDAY, APRIL 3, 1997

## Lessons in democracy Morgan farmer back from Uzbekistan

Morgan County farmer and long-time Farm Bureau member Larry Smith of Ezel recently returned from the former Soviet Republic of Uzbekistan where he assisted farmers there with lessons in democracy, specifically in the development of regional Private Farmers Associations (PFAs). Smith worked as an extension of a project started in January 1996 between the Kentucky Farm Bureau and PFAs in the Uzbekistan city of Fergana.

Relying on his more than 24 years of experience in the Kentucky Farm Bureau, Smith volunteered for the assignment through The Citizens Network for Foreign Affairs



From left, Larry Smith of Ezel, unidentified Uzbeki agronomist; translators Gulmira Torokulova and Sharipa Mirzaevna, Muhamat Nishonov, farmer and PFA leader, and Uzbeki agronomist Abdurashid Halimov.

See UZBEKISTAN Page 2

## Uzbekistan ...

*(Continued From Page One)*

(CNFA) Central Asia Partnership Program. His goal was to help increase the participation of Uzbekistani farmers in their own Private Farmers Associations and he worked with committees to elect farmers as PFA presidents and as regional boards of associations and selecting a director.

Smith visited five regions in Uzbekistan to conduct workshops on the role of farmer-presidents, and to introduce and review bylaws established to create an advisory service and strengthen the PFA.

Smith also discussed resolutions and roles of committees within the PFA, as well as the responsibilities of presidents and executive directors. In addition, Smith facilitated democratic elections for PFA presidents, the first of their kind in Uzbekistan, and conducted two-day committee seminars and a chairman/director seminar.

Smith said it was heartening to see the keen interest demonstrated by Uzbekistani farmers in breaking away from the collective farming methods forced upon them under communism. Only recently have some of the huge collective farms been broken up and the land distributed among the people to operate privately. He said they realize they cannot reap the full benefits of private operation without democratically-elected farmer organizations to work in their interest.

On his way back to Ezel, Smith stopped in Washington, D.C. to visit the office of 5th district Rep. Harold Rogers to provide briefings on his assignment.

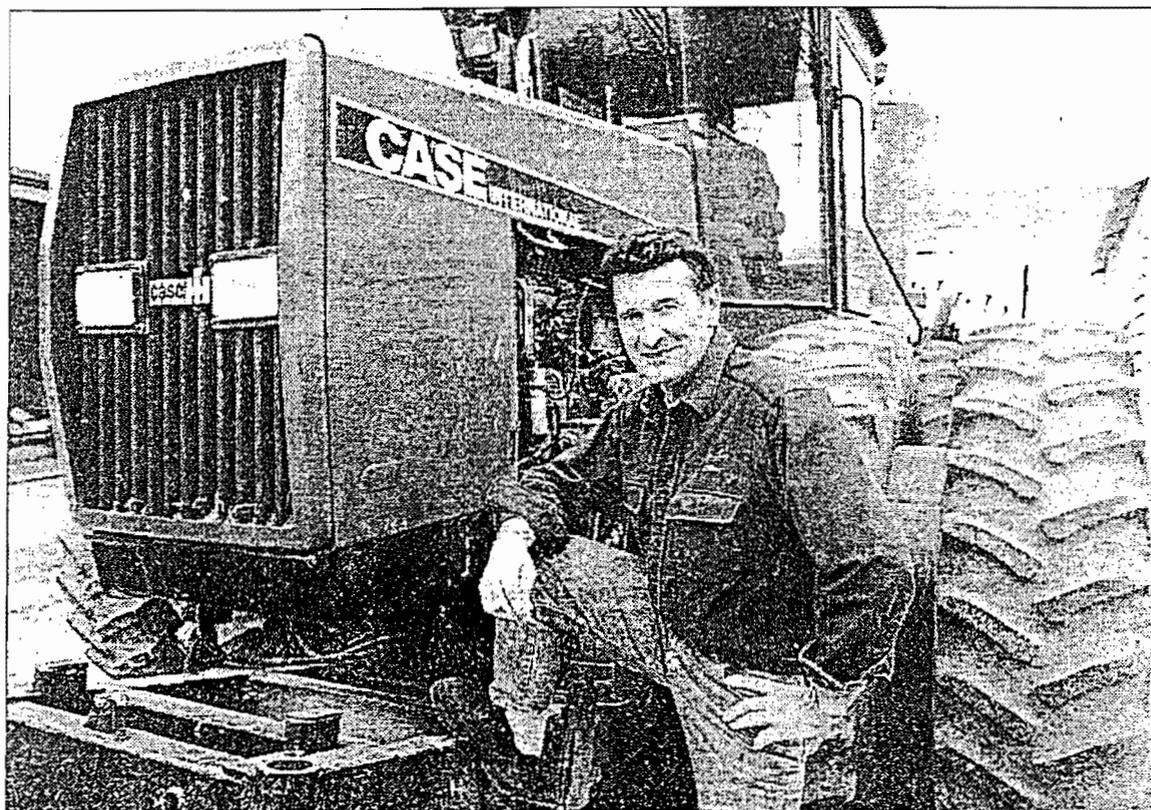
Smith, who resides on a 235-acre farm at Ezel, has been employed with the Department of Agriculture in Frankfort. He also taught high school science, biology, and vocational agriculture in West Liberty and has worked as an agricultural agent for a local bank. He has been an Area Program Director for the Kentucky Farm Bureau for 24 years.

The project is part of CNFA's Central Asia Partnership Program (CAPP), which is funded by the U.S. Agency for International Development (USAID) through the Countepart Consortium. CAPP aims to support the emergence of private farming in Central Asia by strengthening local private farmers associations and stimulating U.S. private sector interest in the region.

CNFA is a non-profit organization dedicated to stimulating international economic growth and development. CNFA works with companies, entrepreneurs, farm groups, business alliances, and other groups to create lasting and effective opportunities in international markets.

Smith, who was guest speaker at the West Liberty Kiwanis Club meeting Monday, discussed his experiences in Uzbekistan.

Mount Joy Farmer, Mount Joy, PA - 4-3-97



New Era photo by Richard Hertzler

Mount Joy farmer Luke Brubaker spent three weeks in Russia, teaching farming methods.

BEST AVAILABLE COPY

# Mt. Joy farmer visits Russia to share his dairy knowledge

## Sees plenty of promise, numerous pitfalls for large country

by Ed Klimuska  
New Era Staff Writer

Luke Brubaker is a vintage Lancaster County farmer.

He owns a 450-cow farm outside of Mount Joy, managing an 800-acre dairy agribusiness with his sons, Mike and Tony.

He's involved in farming issues, serving as chairman of the American Farm Bureau Poultry and Meat Advisory Committee.

And he's involved in his community. Brubaker is an East Donegal Township supervisor.

He's farmed for more than 30 years. He has the management experience that makes him a successful farmer.

For three weeks this past winter, Brubaker shared his Lancaster County first-class farming experience and talents with struggling farmers in Russia where he volunteered to assist dairy farmers to improve their production and management abilities.

"I enjoy people," Brubaker says. "I enjoy seeing and learning and talking to people. If I can share my ideas with other people and help them, it's a blessing for me. Hopefully, I left some encouragement and some knowledge they can use to increase production and improve as farmers."

Brubaker, 57, of Union School Road, visited Russia through The Citizens Network for Foreign Affairs Agribusiness Volunteer Program, a Washington, D.C.-based organization that works on economic development in foreign countries.

Brubaker was asked if he would work on the project, and he gladly participated. "I left for Russia by myself as an ambassador for the Citizens Network," he says.

Brubaker went to Russia on Feb. 23, returning March 17. His base was Nalchik, which is the capital of the Russian state of Kabardino Balkaria, an industrial and farming area.

The farmer worked with Mutaz Umov, the head of a local chapter of Russia's largest private farmers organization called AKKOR. He visited with 15 other dairy and poultry farmers and gave talks to scores of people.

"This was a trip I will never forget," Brubaker says.

Brubaker saw the good and bad of the country, the promise and the pitfalls.

The good was hard-working people who want to better their lot and who had hunger for informa-

tion. The bad was an agricultural system that is moving from a state-controlled economy to a free market American-style economy. The move is having troubled times as the Russian economy is in bad shape, marked by low wages, shortages and poor production.

"This is a land of golden opportunity if the farmers can really learn how to work the land and the government can understand what it takes to get agriculture on its feet," Brubaker says.

According to Brubaker, the Kabardino Balkariya has outstanding soil, which is a key to production. He said the farms are flat and almost perfect for farming. That's the potential.

But the farmers simply lack the management ability to get the job done right.

That was his key finding. As Brubaker puts it, "They don't have the knowledge to farm but want to farm. The biggest thing was the lack of knowledge about nutrition, feeding cows and management."

But Brubaker found the farmers very eager to learn.

They would ask him questions such as: What kind of tax structure is needed to make agriculture thrive? What size farm is the most profitable? Where do you go for advice on helping to farm?

Brubaker brought with him examples of records used for information collection and analysis in addition to other materials he used in conducting seminars on dairy production.

He worked with Umov on methods to increase his cow

production. They explored the possibilities of expanding into processing and marketing.

On his way back to Mount Joy, Brubaker stopped in Washington to visit the office of Rep. George Gekas to provide briefings on his trip.

In 1992, Brubaker visited Bolivia as part of a Mennonite church-sponsored economic development effort.

He hopes to return to Russia in a couple of years.

Brubaker is working with local seed companies to ship hybrid corn and hay seeds to Russia. "It's possible I'll go back and see the crops in the field," he says. "This was a worthwhile experience."

Since 1993, more than 300 Citizens Network for Foreign Affairs volunteers have participated in project assignments, ranging from farmers' association-building to cheese processing — across Russia and the Ukraine.

“This is a land of golden opportunity if the farmers can really learn how to work the land and the government can understand what it takes to get agriculture on its feet.”

Luke Brubaker  
Mount Joy farmer

APRIL 4, 1997

## Wisconsin resident teaches soil conservation in Ukraine

### SCHOFIELD

Jon Caylor, from Schofield, returned recently from a volunteer trip to western Ukraine, where he taught western methods of conservation and soil testing. Caylor visited Lviv, Zhydachiv and Pustomyty, working as part of a project started in 1993 between the Wisconsin Farm Bureau and the Lviv Private Farmers Association.

Using over 30 years of experience in soil conservation, Caylor volunteered through The Citizens Network for Foreign Affairs (CNFA) Agribusiness Volunteer Program. Caylor visited farm sites, combined classroom and field instruction, and field equipment training.

Caylor taught soil conservation practices to preserve topsoil from water erosion, moisture-saving tillage practices, and residue management and its benefits. Caylor also reviewed the benefits of inexpensive modifications that could be done to the existing equipment to help preserve natural moisture, and produce a better crop.

On his way back to Schofield, Caylor stopped in Washington, D.C. to visit the offices of Senator Herb Kohl (Wis.), and Congressman David Obey (Wis.), to provide briefings on his visit.

Caylor has been a soil conservationist since 1968, working in Lancaster, La Crosse, Kenosha, and Wausau, with private landowners and units of government to plan and apply various conservation practices, agronomic practices and land-use planning.

CNFA is a nonprofit organization dedicated to stimulating international economic growth and development. CNFA works with companies, entrepreneurs, farm groups, business alliances, and other groups to create lasting and effective opportunities in international markets.

Wisconsin  Farmer

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## State teacher helps young farmers in Russia

### MENOMONIE

Jean D'Angelo, from Menomonie, returned recently from a volunteer trip to Russia where she helped to develop the young farmers movement there. D'Angelo taught agricultural education within the local vocational school, building upon projects started in Russia in September of 1995.

Using over 10 years of experience in agricultural education, D'Angelo volunteered through The Citizens Network for Foreign Affairs (CNFA) Agribusiness Volunteer Program. D'Angelo conducted an agricultural education program that focused on business and market economy, exposing students to management risk issues involved in agribusiness.

D'Angelo assisted the vocational school in developing an agricultural curriculum appropriate to students preparing for a career as private farmers in a developing market economy. D'Angelo worked with teachers to improve their understanding of market principles, and conducted lectures in local schools on economics. In addition, D'Angelo assisted Russian teachers in conducting a campaign to involve local administrators and school boards in encouraging agricultural education among secondary school students.

D'Angelo is currently an instructor of agricultural science at Menomonie Senior High School, Menomonie. D'Angelo also worked as an instructor of agriculture at Rio Junior/Senior High School, Rio, instructing all agricultural classes for grades 7-12.

INDIANA

# AGRINEWS

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## *Indiana couple helps farmers association in Kazakstan*

HARTSVILLE, Ind. — Henty and Betty Lu McGuire, from Hartsville, recently returned from a volunteer trip to Kazakstan in the former Soviet Union. The McGuires worked as an extension of an alliance formed in 1995 between the Indiana Farm Bureau and the Taldykorgan Private Farmers Association in Kazakstan.

Using combined experience in education and business, the McGuires volunteered through the Citizens Network for Foreign Affairs Agribusiness Volunteer Program. The McGuires worked with the board of directors of the PFA to review its roles and responsibilities, as well as with smaller PFA's to develop boards and committees.

The McGuires reviewed bylaws of board structure, introduced job descriptions, and reviewed the relationship between the board and the general assembly. The McGuires also conducted a workshop with the PFA board on

committee structure, and introduced the roles and responsibilities of chairpersons and members.

In addition, the McGuires facilitated an initial meeting of committees and reviewed the structure of a reporting system.

On their way back to Hartsville, the McGuires stopped in Washington to visit the offices of Rep. David McIntosh (R-Ind.), and Sen. Richard Lugar (R-Ind.) to provide briefings on their assignment.

The McGuires have operated McGuire International Inc., a farm equipment and lawn and garden store in Columbus since 1972. McGuire International now also has a branch store in Franklin. Betty Lu McGuire has experience with the American Red Cross, and is an extension President with the Indiana Farm Bureau. Henry McGuire is a member of the Indiana Farm Bureau and is on the Chamber or Conference in Columbus.

April 6, 1997  
"Daily Oklahoman" - Oklahoma City

# Farm Expert Challenged By East European Travels

By Anne Tallent Maase  
State Correspondent

STILLWATER — When Dale Dunivan answered an ad in FFA magazine, he didn't know he was about to take nearly 20 international adventures.

Dunivan, 59, a former teacher and elementary school principal, has visited eastern Europe 17 times since 1991, teaching agriculture and business practices to citizens of formerly communist nations.

"I was an adviser to FFA," he said. "When I was getting ready to retire, there was an ad in the FFA magazine. There was a need for teachers to work in international development in eastern Europe."

Since then, his travels have exposed him to whole new cultures.

"It's been a real adventure there," he said. "I've had some phenomenal experiences. It opened my eyes to the world and the needs of this particular region."

"It's very rewarding. You hope you made a little difference in their lives or the success of the operations."

He was put in touch with the Land o' Lakes company, whose international development programs train and provide technical assistance for projects in eastern Europe. Land o' Lakes has some business interests in eastern Europe but received some funding from the United States government's Agency for International Development, or USAID.

Since being accepted, Dunivan has traveled to Poland, Romania, the Czech Republic, Slovakia, Ukraine and Russia.

His work has consisted of helping the citizens adjust to privatization and a market economy by teaching private farmers and small agricultural businesses.

"After the fall of communism, they started privatization," he said. "The activities of most of these groups, Land o' Lakes and Citizens Network, is to help toward privatization."

Citizens Network is the nonprofit group he teamed up with last July. While in Ukraine with Land o' Lakes, he met a representative of Citizens Network and decided to apply to work with them.

On his most recent trip Feb. 7-24 with Citizens Network, Dunivan helped the farmers develop a record keeping system, financial statements and financial management analysis. Using an interpreter, he spoke with groups of private farmers in the Ukrainian city of Lviv and with university students in Chernivtsi and Zalischyky.

"Much of it is new. They have their own records that are required for taxation," he said. "They're programmed for taxation and not management, decision-making, profit and loss."

Dunivan also taught about responding to a market economy.

"Their whole experience has been on a centralized system," he said. "The basic approach is to help them understand what's meant by a market economy, where the market drives the system as far as what you produce."



Dale Dunivan

"We talked about those issues that are important to the consumer, trying to serve the needs and desires of the consumer, as opposed to just producing a project that is just the standard product that doesn't

necessarily meet the needs of the people.

"I taught them about developing those crops that are most profitable — what's the most profitable use of their resources, their time, their land or their business," he said. "We're trying to give them the skills to ... merchandise and market their products."

Dunivan also taught them concepts of value-added products and other ways to increase profits.

The people in eastern Europe and Russia are trying to adjust to the new system, Dunivan said. "They're very open and receptive. They're hungry for knowledge."

However, the changes are hard, he said.

"They've gone through tremendous problems as far as extremely high inflation rates, extremely high interest rates," he said. "They can only get loans at 60 or 70 percent interest and only get loans for a year."

"The inputs, the supplies, the materials they need to carry out their business — they're not readily available," he said. "The state is still in control of many of the supplies and the produce processing and marketing."

Dunivan, who graduated from Oklahoma State University with both bachelor's and master's degrees, spent 30 years in education in St. Louis.

Since retiring, he has returned to Perry, where he farms and owns cattle.

Wed., April 9, 1997

MENOMONIE, WISCONSIN

## **Wisconsin ag teacher starts new**

## **Russian ag youth program**



Submitted photo

### **Lesson in leadership**

To teach students about leadership — a major component of FFA — Jean D'Angelo used games in which Russian students were asked to work as teams to accomplish a goal.

## Menomonie

When Menomonie High School FFA adviser Jean D'Angelo got a call last summer to spend 2 weeks in Russia developing a youth agricultural education program, she knew she couldn't refuse.

"This kind of fell in my lap last summer," said Mrs. D'Angelo, who returned to Menomonie from the Russian city of Konokovo March 21. "(Menomonie High School) saw it as a way for me to develop more professionally, learn more about agriculture abroad and bring the agriculture information back to the students."

Plus, it's not every day that an American agriculture teacher gets a chance to build a new program from scratch in a foreign land.

Located along the Volga River 100 miles northwest of Moscow, Konokovo has about 40,000 people and is Menomonie's "sister city." Mrs. D'Angelo was recommended for the program by Mike Kinney of the Dunn County Land Conservation Department.

Sponsored by the Washington, D.C.-based Citizens Network for Foreign Affairs, Mrs. D'Angelo's trip last month followed a similar visit from a Kansas state FFA

officer and an Indiana agriculture instructor. The two spoke to farmers and designed a class for Mrs. D'Angelo.

Mrs. D'Angelo said the chance to spend 2 weeks getting to know 24 Russian eighth-grade students was well worth her time.

In Russia, she said, there are few farm leadership opportunities for young people, so her mission was to develop a curriculum for youths ages 13 to 18.

The program was supported by a "dynamic" mother and daughter team — Tatyana and Nastya Fokina — who had come to the conclusion that they "need to do something different for the younger kids," Mrs. D'Angelo said.

"The kids don't see (agriculture) as anything positive. But I think they've got a real dynamic group of people starting this," she said.

She stayed in the Fokina family's small apartment in town. The Fokinas operate a small diversified farm across the river, but she never got to see the farm because the family was afraid she might get hurt crossing the frozen river.

Most of Mrs. D'Angelo's classroom time was spent teaching the "real basics" of

FFA, leadership and ag marketing, she said, estimating more than half of her pupils are the children of farmers.

"Everybody there has a little 'kitchen garden.' They sustain themselves on their own food they produce," but the market economy is weak, she said.

Before her visit, she was told lessons would have to be very basic. Overhead transparencies and slides would be of little use in the Russian classroom, which is furnished with only a chalkboard and a minimal supply of paper and pencils.

Although she knew little Russian and needed a written and oral interpreter, Mrs. Angelo's students knew some English, which is a required course for them beginning in third grade.

She could see that Russian students didn't need more lectures. They craved "hands-on" activity that they could put into application.

"There were a lot of barriers. ... They needed practical agricultural knowledge. I had to direct (lessons) toward their agriculture, not mine, and

toward their community and what they produce," she said, noting in her agronomy classes,

she had to go back to agronomy practices used 60 years ago in the United States. Students planted corn and soybeans to note differences in growth.

Mrs. D'Angelo was impressed with the optimism of the students, despite their hardships. Farmer groups, too, seemed upbeat and open-minded, she said, even though they have to deal such problems as rationed petroleum and gas or seed that arrives on time but is no good.

Russian government officials — including the minister of agriculture, Bazarov Evgenii, and the head of the agriculture department, Sergei Phalunin — seem supportive and "sincere," she said, in trying to help farmers as they struggle to become independent.

"They're so used to working for somebody else," she said. "There's total support from the state there. Everybody is supportive of this program. They want to get it started."

One way Russian farmers can survive is by getting used to the notion of cooperation and working together, Mrs. D'Angelo said. During her visit, she witnessed a group of 10 farmers as they signed a document to agree to do just that.

But teamwork alone won't solve all the problems. Government officials realize they must target the nation's youths, Mrs. D'Angelo said.

With too little money and a shortage of teachers, reaching the youths is a difficult task. Russian teachers receive a monthly salary of about \$100, and students often have to attend school in shifts because of the lack of educators. No agriculture education program exists at Konokovo or at most other high schools, and her class was discontinued after she left.

Mrs. D'Angelo hopes more teachers, particularly those with strong curriculum writing abilities and marketing savvy, can go back later this year to continue her work.

Whoever goes must be able to "do a good job in a very short amount of time," she said. "Be flexible. Go and do the best with what you have and do it day by day."

Although the Russians hope to get a program in place by September, Mrs. D'Angelo knows it will require several years. She reminded them that FFA took 14 years to get going.

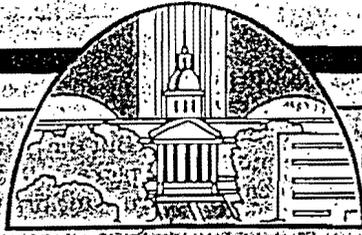
"I encouraged them to start in one school," she said, and she recommended organizing a Russian version of FFA Alumni at the same time. "They should start both at the same time. It's important that they have that parent and adult support as well as the youth."

In Russia, most of the already limited ag education dollars are given at the post-secondary level, such as to the Institute for Advanced Learners in Agriculture, she said.

"It's really hard for them to find money. I'm hoping I can find some grants here," she said. She has approached U.S. Rep. Ron Kind and U.S. Sen. Herb Kohl on the matter of providing schools with an adequate amount of simple supplies, such as paper and pencils.

"I think I made an impact with the students at the school I talked to," she said. "There's a definite interest there. ... I know that, no matter what, something's going to happen over there."

—Heidi Clausen



# TALLAHASSEEAN

Your Weekly Community Newspaper

25¢

## To Russia (From Quincy) -- With Love

**By Ed Thomas**

**Tallahassee Staff Writer**

Some of the technical expertise and experience of local mushroom growers recently had a chance to work on behalf of likeminded farmers in Russia.

Jim Mangelsdorf, chief mushroom grower for Quincy Farms, volunteered last month to travel to Russia and assist private farmers in their mushroom production.



The trip was sponsored through a cooperative effort of the Russian Mushroom Growers Association and the Citizens Network for Foreign Affairs (CNFA), a nonprofit group working to help stimulate international economic growth and development.

It's an organization featuring heavyweight directors and honorary advisors such as Earl Butz, Alexander Haig, Henry Kissinger and George Shultz.

### **Foreign Farmers Made It To Quincy**

Mangelsdorf served as host at Quincy Farms for a delegation from the Russian Association that visited the United States last year.

His 21 years of acquired

knowledge at growing mushrooms provided valuable information to the farmers, who extended the offer to come to Russia and continue his assistance.

They later began working to arrange that once they returned home, through their two-year old organization and CNFA, which had helped to fund the trip to the U.S.

Through CNFA's Agribusiness Volunteer Program, Mangelsdorf left the country March 5 on a 19-day trip to Russia.

"We visited five different mushroom farms in Russia, and would talk with the group of growers and managers that was available at the farm... just giving them our experience and thoughts on what might be helpful to them.

"(Basically) supplementing what they were doing with some new ideas."

### **Written Reference Aids Left Behind For Farmers**

According to CNFA, Mangelsdorf's "mission" was to analyze the technology and methods used on the farms, which were all located south of Moscow within a one to two day driving distance.

That included paying particular attention to environmental conditions unique to Russia, and ways that might be used to the farmers' advantage.

Recommendations on aspects of farm production included compost preparation, spawn production, microclimate regulation and management systems.

All of those areas figured into a report Mangelsdorf prepared before leaving on general recommendations for improving Russia's mushroom production.

The report was to be distributed to all members of the

Growers Association.

"It was pretty interesting in that it seems like most farms are pretty isolated in their knowledge about growing," Mangelsdorf said.

"There's a lot more information available in the world about growing than they knew. (But ) there are no mushroom books in the Russian language available."

He brought along a book on mushroom growing by a dutch author, which was translated for the farmers by an interpreter.

Mangelsdorf and his complement delegation spent three to four days at each site, trying to determine if there were any limiting factors holding back maximum production of crops. That was an analysis that Mangelsdorf said varied

See RUSSIA Page 8

# RUSSIA

From Page 1

greatly from site to site.

The stimulation of discussion was something that appeared relatively new to Russian farmers, but something they were open to.

As well, their willingness to make changes to their operations, even if inconvenient, left Mangelsdorf impressed.

"Their facilities were all adequate physical facilities," he said. "They just needed basic materials and tools to help them. I think with a little bit of information and know-how, their production could probably be increased by 25 percent."

## **Open Markets Produce Demand For More To Show And Sell**

That would work out just fine for most of the Russian mushroom farmers, who are under pressure perhaps for the first time to bring their production up to world standards.

The advent of an economy based on a free market rather than the old Soviet Union socialist system is the impetus.

As such, private farmers and their workers are wanting to learn how to think in a way more oriented to profits (in some cases, in order to keep their jobs).

"Their thoughts didn't seem that different from those of people in the United States," said Mangelsdorf.

The technical expertise provided by Mangelsdorf and others may affect the way the

industry does its business; including information taught at the mushroom school located in Moscow.

## **Still Something More To Learn In The World**

The trip was a chance to see a fascinating aspect of agribusiness that even a veteran mushroom grower like Mangelsdorf (who was one of the founders of Quincy Farms back in 1980) hadn't encountered before.

"It was a good experience for me. I certainly got to see some of the mushroom farms I never would have seen otherwise," he said.

It was something that others unfamiliar with the economic ins and outs of domestic and international mushroom growing wanted to know as well.

Mangelsdorf stopped into Washington to talk with staff members of Senator Bob Graham and Rep. Allen Boyd on the way back, providing briefings on his visit.

Overall, the volunteer trip was something that Mangelsdorf says would be worth the experience again, if he got the chance.

"The dialogue was mentally stimulating for me and I think for them, too," he said.

"I think it's an appropriate thing to try to get the Russian workers' wages up... and the only way to do that is to get them more productive."

# NewsPress

Stillwater Publishing Company  
P. O. Box 2288, Stillwater, Oklahoma 74076

4-17-97

## *OSU Professor Helps Develop Farm Cooperatives In Ukraine*

An Oklahoma State University professor recently returned from a volunteer trip to Ukraine, where he assisted the development of agricultural cooperatives with the use of an American model.

Phil Kenkel volunteered in answer to a request from the Ukrainian National Private Farmers Association, the Ukrainian State Fund and Vitaly Zinovehuk, a senior researcher at The Institute of Agricultural Economics in Kiev, Ukraine.

Kenkel taught more than 600 farmers, officials and students a brief history of cooperative development in the United States.

He described the legal and financial structure of cooperatives and how to manage them efficiently.

Before returning to Stillwater, he met with Sen. Jim Inhofe and Rep. Wes Watkins in Washington to provide briefings on his visit.

Kenkel is an associate professor in the agricultural economics department at OSU.

He has assisted with the development of new agricultural cooperatives since 1981.

He volunteered for the program through The Citizen Network for Foreign Affairs, a nonprofit organization trying to stimulate international economic growth and development.

Birthday cards first were introduced in England and America about 1850, shortly after the debut of the first Christmas card, according to Hallmark research.



April 22, 1997

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#### Russia Milk Making Hinges on Equipment 4/22 15:15

A U.S. dairy farmer who recently spent three weeks in Russia says the key to increasing Russian milk production depends on improving milking equipment, as well as marketing, feed quality and livestock genetics.

Frank Jardon, who farms with his parents and two brothers in southwest Iowa, recently spent three weeks as a guest of the Lindovskoye Farm, near the town of Linda in the Nizhny-Novgorod region of Russia. During his trip sponsored by The Citizens Network, Jardon explains Russia milk producers need progress on milking equipment to improve milk quality and quantity.

On a prior trip to the Sergiev Posad region of Russia, Jardon found similar problems with milking equipment. He describes the system as similar to a Bou-Matic claw but with a wider bore inflation and a mechanical pulsator, with 12 pulsators working on one 3/4-inch vacuum line.

"The really amazing part is the line which provides the milking vacuum and milk transport," Jardon says. That 1 1/2-inch line with 12 units is run level, except where it rises to provide clearance for the feed wagons. A level line or one that rises such as this allows milk to flow back to the udder, which can cause infections.

A solution Jardon suggests to The Citizens Network and his state legislators is to provide bucket milking machines and transportation. The existing line could be used for vacuum supply. "If a better pipeline milker can be built and installed, the results should show up in lower incidence of clinical and subclinical mastitis as the cows freshen and there should be much higher milk production capability within a year," he explains.

In this region, part of the problem with improving hygienic requirements is the local water supply. The water available to the farm is high in iron and sulfur, similar to what is found in American river bottoms and in areas of poor drainage, Jardon explains. Besides being unpalatable, this water leaves deposits on plumbing fixtures and milking equipment, which can make sanitizing difficult. A local engineer says there is a lower aquifer, with good artesian water, but there are problems in having clearance to tap it.

A visit to a dairy processing plant found the quality control laboratory using the Babcock test for butterfat and other non-automated tests for other characteristics. "This may well be the most practical method, considering Russian wage-rates and the cost of more modern apparatus," Jardon says. The plant is capable of turning out a quality product line, but sanitizing the poorly welded fixtures can be a challenge, he explains.

In building farmer associations such as dairy cooperatives in the United States, Jardon says an important factor will be building trust between farmers and processors in evaluating quality of milk entering the plant.

Another factor to improving milk quality/quantity is animal nutrition. Jardon says farmers on the dairy farms he visited in Russia put silage up too wet and their hay has high fiber but lacks energy. "Overall the rations lack energy," he says. In a selenium-deficient area such as that near Linda, farmers have trouble balancing nutrients and energy. A separate problem with animal nutrition is antiquated feed mixing equipment.

Jardon cites livestock genetics as a third limiting factor in improving Russia's milk production. The Lindovskoye farm's women in charge of sire selection and the chief of animal husbandry seemed receptive to ideas sire selection should be based on criteria of milk production, udder composite score and feet/leg scores. In using imported semen to improve genetics, they found cows lacked strength and udder support. "If the USA is to be a supplier to these herds, we must ship what they need," Jardon says. -END-

# Shoreview Press

Edition of the North Suburban Press

Press Publications  
4779 Bloom Avenue  
White Bear Lake, MN 55110  
ADDRESS CORRECTION REQUESTED

**Week of April 22, 1997**

# Robino spends month aiding Moldovan farming efforts

by Leah Cochenet

Staff Writer

When Communism fell, so did the farming industry in many of the former Soviet Republics.

In Moldova, a country situated near the southeast region of the Commonwealth between Ukraine and Romania, the divvying up of farmland to private owners hit hard. Agriculture was and is one of the nation's economic strongholds.

"The soil naturally gravitates to farming," said Paul Robino of Shoreview. "It's so rich, it looks like potting soil."

"When I stuck my hand in some, I could feel the top soil for at least eight inches. When I asked how far down it went, I found out it was at least a meter deep," added Robino's wife Patty.

"You name it, they needed to learn about it," Paul said. "Before if they needed a wrench or a tractor, the government gave it to them."

Without networking resources, information and technological advances, the situation was bleak enough for many foreign agencies to intervene. Many, like the Citizen's Network for Foreign Affairs, Inc., sent over expert volunteers like Paul to help out with the economic rebuilding. Robino's travel expenses were covered by the Citizen's Network. The monies were raised from over 100 corporate U.S. sponsors.

"They needed to develop co-op farming or large corporate farms in order to survive," he said. "It just wasn't economical to pay for three or five acre lots by yourself."

The main thing Robino was surprised by, however, was how some of the agencies' efforts overlapped.

"Many tasks were being duplicated," he said. "The groups aren't working as closely together as they could."

During his month-long March stay, Robino helped



The Shoreview couple also visited Hungary on their trip.

some fledgling farmer's associations develop financial backing for farming service centers. He was asked to volunteer because he had participated in a similar, but more extensive project in Australia over 15 years ago.

"This just happened to come

along at the right time," Robino said as to his reasoning to accept another project although he's been offered similar opportunities. "I was retiring from Cenex/Land O'Lakes days before, and my wife and I were looking to travel to that area. Her family originates in Ukraine."

While away, Robino realized again (as he had during his Australian project), how much information and technology is lacking in remote areas of the world.

"Many things, like soil testing, we take for granted. The Moldovan farmers didn't even have a concept of what that was or how to do it," he said. "Of course, you're dealing with a society where the average monthly income is about \$100."

Robino did say however, the evidence of entrepreneurs rising to the top of the economic ashes was a good sign. Their new innovations, technology and services often filter down to the common worker. Since much of the economy is centered around farming in Moldova, much of the entreprenuring spirit encircles that trade as well.

Of the agricultural products, fruits and vegetables are the highest in number. Wine production is also a major part of the country's agricultural efforts. Walnut trees also grow in abundance in the country.

While Citizen's Network has already asked Robino to return, his next trip may be to Ukraine or with another agency.

"I've always like international travel. I thought this would be a great way to do it," he said.

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Paul and Patty Robino stand next to a piece of machinery on a Moldovan farm. Paul spent a month educating Moldovan farmers and farm investors about how to better manage the crop fields.

'Many things, like soil testing, we take for granted. The Moldovan farmers didn't even have a concept of what that was or how to do it.'

—PAUL ROBINO  
Agricultural industry expert

*At home in*  
UZBEKISTAN



Photo by Robin Stevens

Tony Holloway, above, is proud of his treasures from a recent trip to Uzbekistan, a country which was a part of the former Soviet Union. Holloway spent a month there teaching the country's farmers about the basics of democracy. For more information, see page A-8.

Tony Holloway's trip around the world taught him as much as he taught the farmers in a country once part of the Soviet Union.

## ROBIN STEVENS

Editor

Several years ago, the Farm Bureau Federation formed a partnership with the Citizens Network for Foreign Affairs. Together they have helped farmers in foreign lands learn about the democratic processes of organizations like Farm Bureau.

Tony Holloway of Gracey recently spent 25 days in the former Soviet country of Uzbekistan doing just that.

In trying to form organizations similar to the Farm Bureau Federation, people with little or no experience with democratic elections sometimes have trouble grasping the concept.

"Our purpose was to go and visit the rayons (counties) and conduct one-day workshops on the role of farmer presidents," Holloway said. Holloway said that each state, called an oblast, within the country of Uzbekistan has a board of directors just like Farm Bureau. Holloway worked in the state of Fergistan. Each rayon also has a board of directors.

"We also were to teach them what committees are on those rayon boards," he said.

Another object of the trip was to work with Technical Assistance for Countries of Independent States (TACIS) to introduce by-laws for the organizations. The goal was to develop a structure similar to the Kentucky Farm Bureau.

"In eight of the rayons, we went back for a second-day workshop," he said. "We helped facilitate elections in those areas for the first time in over 70 years.

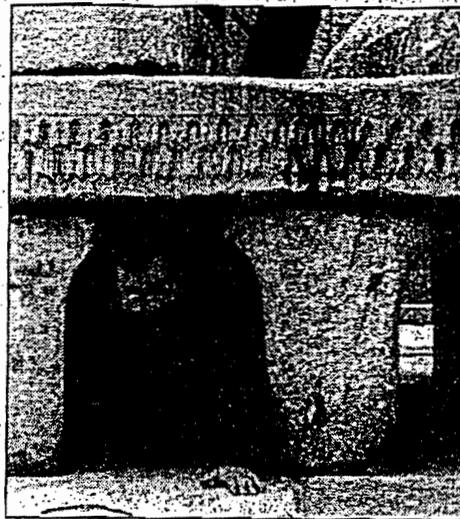
"The first time I helped with an election... I just can't explain the feeling."

Holloway said the experience of watching the emergence of freedom and democracy brought tears to his eyes.

"I was so happy," he said. "I was able to watch them speak, argue, bicker — actually speak for themselves. I take for granted freedom, independence and democracy. They're just learning about freedom, independence and democracy.

"I helped make that happen."

Holloway said the goal for the



trip to Uzbekistan was to see eight newly elected presidents. The trip was more successful than they could have imagined.

"We came home with 10 presidents elected," he said.

Holloway said two of the newly elected presidents will tour Kentucky in May. On Wednesday night during the week-long tour, they will visit Holloway's family for dinner.

He is excited about the trip, yet is apprehensive that American ways will seem gaudy to the Uzbek people.

"The average size farm is five to 10 hektars," he explained. "One American acre is about 404 hektare. It's very small. They couldn't understand that my parents will raise 74 acres this year.

"One guy I met had five cows. It took three people to feed five cows. Everything is done by hand."

He said machinery is simple, similar to American machines more than 50 years ago. And salaries are small in comparison to American wages.

According to Holloway, a general laborer may make 20 or 30 som a month. It takes 144 som to equal one American dollar.

"They are very courteous, hard-working people," Holloway said.

"They don't want a hand-out. What they want is American knowledge. The saying, 'Give a man a fish, and he eats for a day; teach a man to fish, and he eats for a lifetime,' is exactly what they

were talking about.

"I gained a lot of respect for them," Holloway said. "These people wanted an education. They wanted to do for themselves."

He also noticed the pride they have in their nationality.

When the Russians took over the country, the Soviet Union said that Russian was the official language. Russian was taught in the schools. Uzbek was taught at home.

"It's amazing the Uzbek language survived for 70 years," Holloway said. "They don't like the Russian language. They have their own."

Holloway said the people of Uzbekistan treat visitors with special consideration.

"They cater to you," he said. "Everywhere he went he was greeted with gifts of silk or fine knives — signs of manhood — and more food than he could eat."

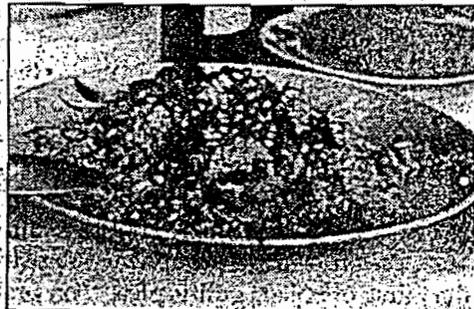


He found pilaf, the national dish, to be a favorite.

"Everybody worried what the food was going to be like," he said. His parents and his wife, Sherry Lassiter Holloway, formerly of Cadiz, helped him pack a Samsonite suitcase full of food for the 25-day trip. None of it was needed.

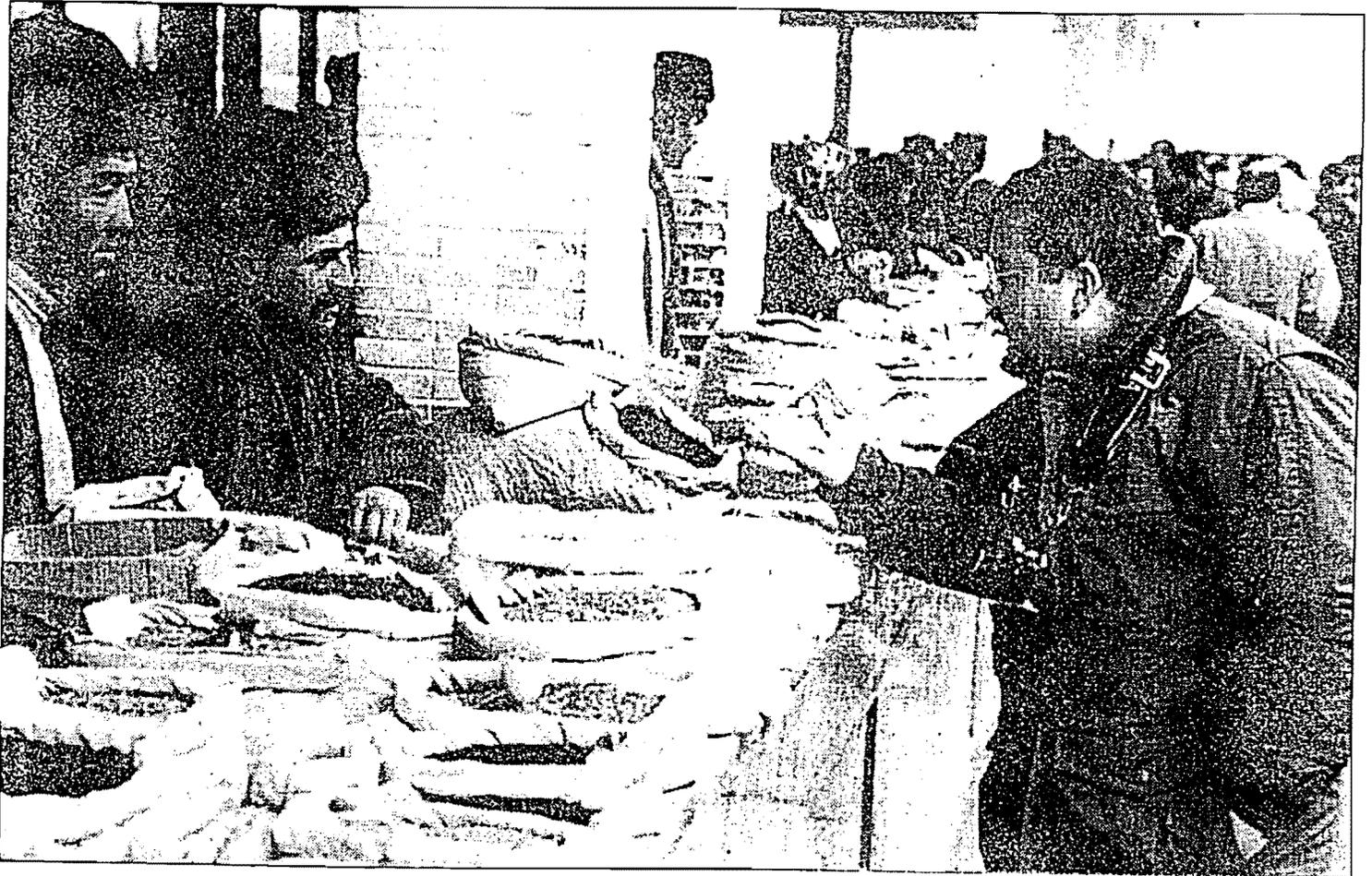
"A normal table setting included fresh almonds, fresh peanuts, raisins that were just out of this world, pilaf, fresh apples and fresh pears," Holloway said. "They have vineyards and some of the best fresh fruit I've ever tasted."

In addition to vineyards and apple and pear orchards, Uzbek farmers



Pilaf, the national dish, is made of rice, meat and anything else the heart — or stomach — desires.

They grow wheat, cotton, figs, almonds and peanuts. According to Holloway, the food was as good as the people.



His time in Uzbekistan was spent not only teaching the country's farmers about democracy (right) Tony Holloway learned about the culture and customs of the people he taught. From the market place (above) to family traditions such as this fertility ritual (above left), he sampled the rich history of a people struggling to mix the old ways with the new.

Monday, April 28, 1997

## Rapid City Journal

### Milk rep back from Russia

Leo Herdina, manager of the Black Hills Milk Producers, returned last Monday from three weeks in Russia helping develop dairy production and marketing in a stubbornly sluggish former communist economy.

This was Herdina's third visit to the former U.S.S.R. as a volunteer with one of the nonprofit farmer-to-farmer programs financed by the U.S. Agency of International Development.

This trip, he worked with GAMMY, a food processing company, and two dairy processing plants to assess the needs of dairy processors and newly formed cooperatives.

His efforts focused partly on how co-op priorities can complement producer needs.

Major obstacles he observed include dairy farming methods 60 years behind those of the United States and a lack of trust between producers and milk buyers.

Part of the problem in the Russian

food chain, Herdina said, is that farmers "receive payment in kind" for their milk — fuel, fertilizer or other bartered goods rather than cash.

"That makes it hard to pay the bills," he said.

Herdina also observed that businesses may retain four or five employees for every job. Where a U.S. convenience store may have one clerk on duty, a comparable business in Russia has five to seven clerks.

He has detected some slight improvement in the Russian way of doing business since his first aid trip in 1994.

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# ANOTHER LOOK

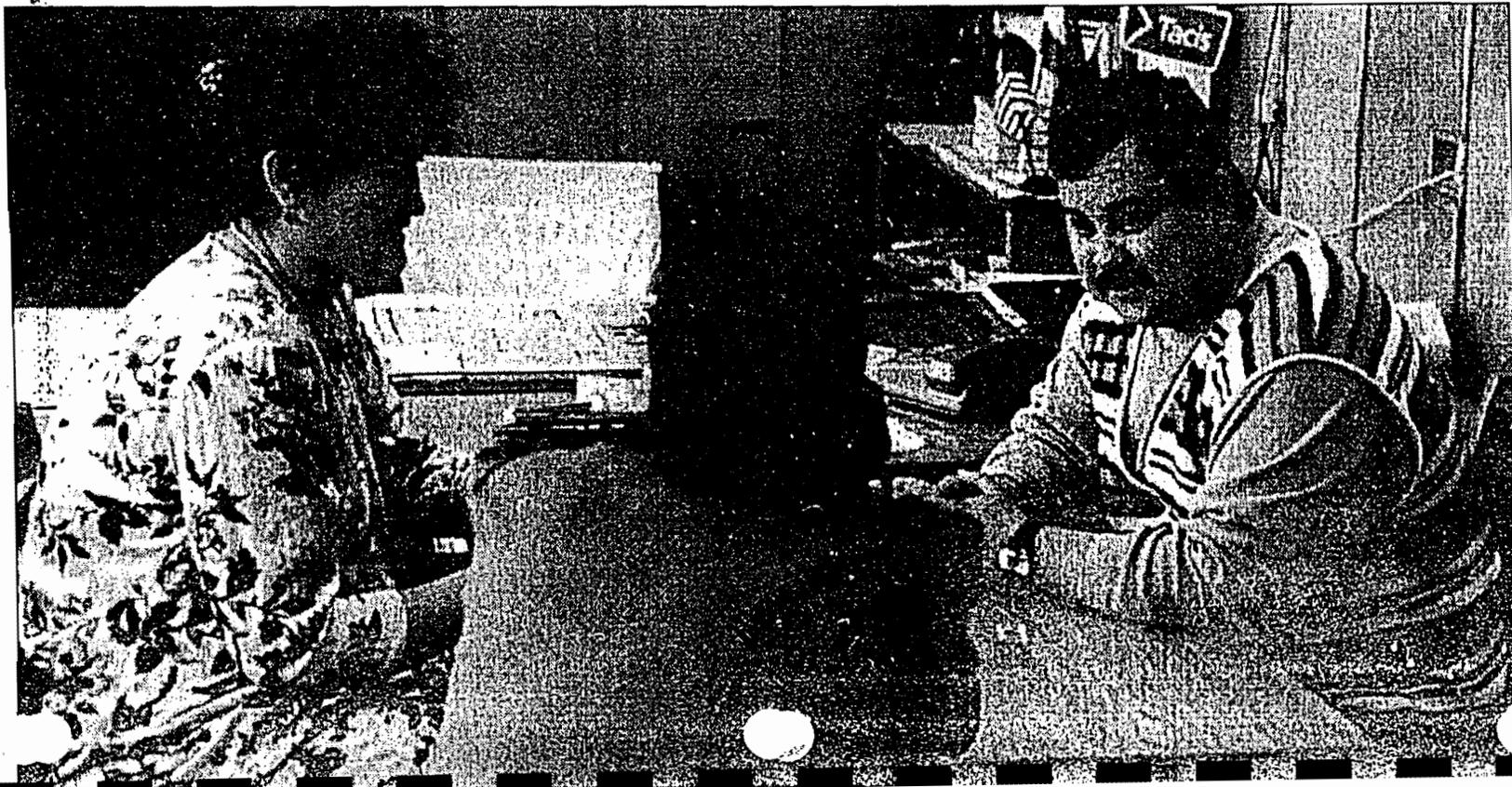
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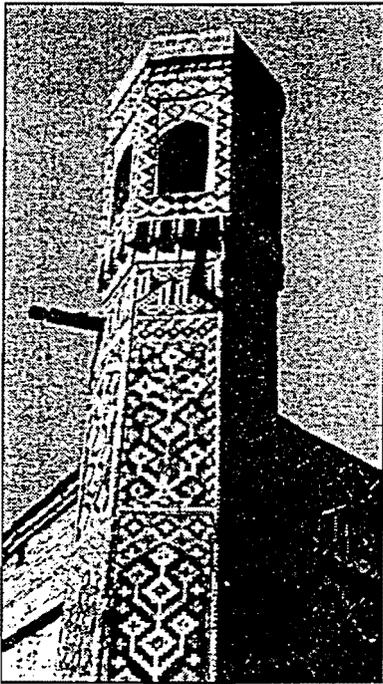
## Another look at last week's trip to Uzbekistan

*"I'm looking forward to the day I can go back and work with them again."*

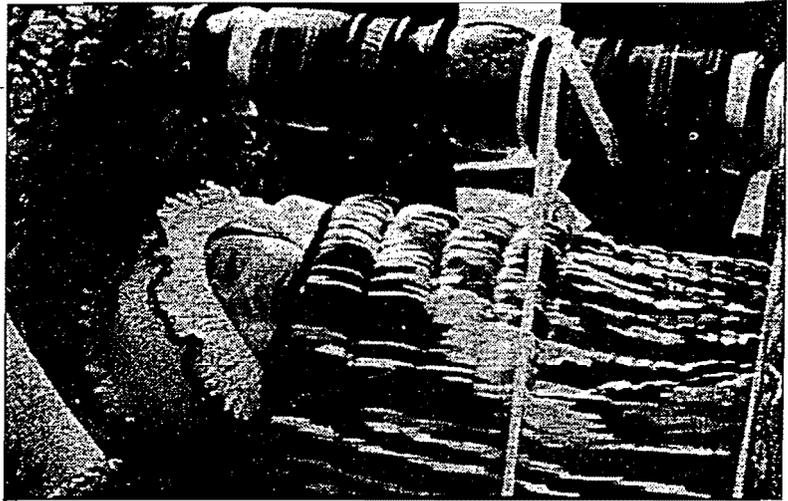
*— Tony Holloway on the people of Uzbekistan*

THE CADIZ RECORD, WEDNESDAY, APRIL 30, 1997, A-9





Many buildings in Uzbekistan are covered with elaborate designs made with tiles.



While in Fergana, Uzbekistan, Tony Holloway spent time with the people of that country, including a reporter from the local paper as he was interviewed about his visit to the country (top photo). During his first weekend, he attended a wedding party which was actually the celebration of a child's birth. The baby girl spent the party cocooned in silk in an ornate bassinette (above). Pilaf, the national dish, is cooked in a large iron bowl over an open fire outdoors — like most food is cooked in Uzbekistan (right).



The Uzbek hoe has a different shape than the American version (top photo). Tony Holloway also visited classrooms while in Uzbekistan (above). Teachers and groups interested in scheduling a visit by Holloway to share his pictures and information about the country's culture should contact him at 235-9600.

# CO-OPTIONS ⇒ SEVANANDA

ATLANTA, GEORGIA

MAY, 1997

## Cooperation Among Cooperatives

by Denise R. Morgan

"The cooperative movement is a worldwide movement, a practical democracy in action. The term 'cooperative' is both economic and political because it involves people working in a democratic way to get their needs met." Sevananda member Terry Bell experienced this democracy in action on a recent trip to Ukraine.

As a consultant for The Treasure Group, Bell coaches businesses through changes. He has found that "the challenge of change management consulting is to be faithful to the customer and let everything else go." Like the cooperative movement, changes in business are occurring worldwide. As a result the stakes are higher. "Now if you're wrong, you're globally wrong." The rate of change has accelerated so that now the challenge of business is to keep changing constantly and never remain the same.

This tendency toward rapid change is reaching parts of the world that we in the West might have at one time considered remote and static. Take Ukraine, for example. A state of the former Soviet Union, this now independent country is grappling with burgeoning democracy and cooperative efforts after years of socialism and state apportionment of resources. With black, virtually organic topsoil 36 inches deep and a rising need for organic produce worldwide, Ukraine is a hot seat for upcoming changes in the global economy.

It was roughly a year ago when Bell made his first acquaintance with a man from Ukraine. Working on a project to market fine art for the 1996 Paralympic Games, Bell was introduced to Valery Suskevich, the Deputy Minister of Sports and Ukrainian National Representative. When Bell and his wife, Anita, learned that the Ukrainian Paralympic athletes were looking for places to live and train while getting acclimated to the Georgia heat, they jumped into action. They made housing arrangements for 52 Ukrainians and secured a training facility for the athletes at Life College. The 24 families who hosted the Ukrainians thoroughly enjoyed their guests, whom they found to be a very "warm-hearted, compassionate and loving people," proud of their independence from the former Soviet regime and intensely determined to succeed on their own. By the



week notice they gave him before the start of the trip, Bell set off for Ukraine as one of only 50 volunteers that the Citizens' Network sends there annually. From the moment he arrived he felt at home. As a native of Buffalo, New York he was fully prepared for the icy cold that is typical of Ukrainian winters, and one of his host groups was a farm co-op in Zalishchke in the Western part of the country.

Co-ops in Ukraine are very new—less than 5 years old. Currently they are doing quite well. They are a democratic alternative to other more socialized forms of food production. They're also very attractive to farmers. Democratic ownership is a fresh and exciting idea in that part of the world. "To them it's almost too good to be true," says Bell. "There's a bit of skepticism, a little 'Where's the catch?' mentality. Co-op members are farmers who love the land and have a voice in their own business. They tend to be even more entrepreneurial than people here. We take entrepreneurship for granted." During his three-week stay, Bell taught marketing concepts to Ukrainian co-op farmers. He taught them how to deal with customers through focus groups and customer surveys. He developed and managed an advertising campaign, a concept that was quite new to the Ukrainians; and he taught them how to reach out to people in order to attract business.

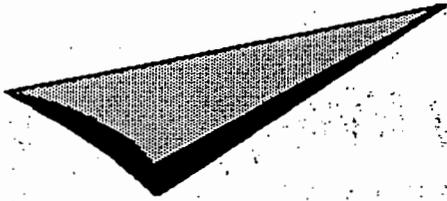
Last fall Bell received a call from Si Trieb, a colleague from Group Seven Consulting, a change management network of consultants working with large companies associated with the food chain, including production and distribution. Si had been asked to join an elite group of Armenians, Russians and Ukrainians as part of the Cochran Fellowship Program, an annual tour sponsored by the United States Department of Agriculture (USDA) to expose foreign VIP's to American agriculture. Bell promptly invited the fellowship to Sevananda, one of the longest-standing and most successful food co-op in the Southeast. One Saturday last November, the Cochran Fellowship came to Sevananda. They were impressed with the personal welcome they received and pleasantly surprised by the management team's candor regarding finances and future challenges. "It was classic Sevananda," cheers Bell, "no loopholes, no secrecy, just a genuine willingness to share." At the end of the visit they shook hands and said good-bye not knowing if they would ever see each other again.

In February, however, he received a call from the Citizens' Network of Foreign Affairs in Washington, DC. A Ukrainian man based in the capital, Kiev, who had visited Sevananda with the Cochran Fellowship Program was now recommending Bell for a project teaching marketing to cooperative farmers in Ukraine. After initially "flipping" over the short 3-

and vegetable processing plant. The co-op is buying shares in the plant, which is owned by the government but is in the process of being privatized. The arrangement is especially appealing to farmers because it gives them an investment in the next level of the food chain, which translates into more control over the quality and marketing of their produce. Impressed by what he taught them, the leaders of the Ratay Co-op asked Bell to teach the plant employees as well. The teaching was reciprocal: After three days at the plant, Bell says he "learned a lot about processing fruits and vegetables."

He also learned much about the paradigms and mindsets of the Ukrainians, their customs and their history. Perhaps the highlight of his entire trip, however, was eating dinner in the home of the first Ukrainians he met at the Paralympics. "Everything came full circle... There was a lot of synergy and magic." Bell sees himself as an envoy who "keeps bringing the reality of the international cooperative movement to Sevananda." He believes in cooperation between cooperatives. "We're not an island. We have to remember that we are part of something larger than ourselves. We're partners in global relationships, part of a global network of progressive, democratic people. It's a positive, life-giving thing."

The people from the co-op want Bell to return to Ukraine, possibly in September. He hopes to go, accompanied this time by his wife, who will help with team building and customer service. While they have no idea what the situation in Ukraine will be by the time they get back, they are excited about all the possibilities awaiting them.



May 3  
1997

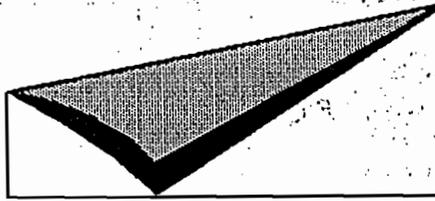
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# AGRICULTURE

## South Dakota businessman helps dairy industry in Russia

Dairy processors in Nizhny Novgorod, Russia, are improving their production performance thanks to the help of Rapid City, South Dakota, resident Leo Herdina. Herdina returned from Russia recently where he helped local dairy farmers and agribusiness people to develop dairy cooperatives and improve their farming methods.

With over 40 years in the dairy industry, Herdina volunteered through The Citizens Network for Foreign Affairs (CNFA) Agribusiness Volunteer Program. Herdina worked with GAMMY, a food processing company, and two dairy processing plants to assess the needs of dairy processors and the technical details of cooperative formation.

Herdina met with the Russian

Department of Agriculture and Land Reform to assess the resources available to private farmers and their associations. He assisted GAMMY and the dairy processing plants to learn what their priorities are for the cooperative, and how those needs complement the needs of the dairy producers. Herdina also recommended ways that GAMMY and the farmers can organize and start their cooperative.

On his way back to Rapid City, Herdina stopped in Washington, D. C. to visit the offices of Sen. Thomas Daschle (SD), and Rep. John Thune (SD), to provide briefings on his assignment.

Herdina started with Black Hills Milk Producers in Rapid City, South Dakota, in 1957 and, to this day, serves as manager of

the company. Herdina has a degree in accounting from South Dakota Commercial College.

Since 1993, more than 300 CNFA volunteers have participated in project assignments across Russia and Ukraine—ranging from farmer's association-building to cheese processing. CNFA volunteers bring years of hands-on experience to their counterparts in Russia and other former Soviet countries, easing the transition to a market economy and resulting in creative and effective U.S. foreign

assistance. CNFA's Volunteer Program operates with the support of the Farmer-to-Farmer program of the U.S. Agency for International Development.

CNFA is a non-profit organization dedicated to stimulating international economic growth and development.

CNFA works with companies, entrepreneurs, farm groups, business alliances, and other groups to create lasting and effective opportunities in international markets.

INDIANA

# AGRINEWS



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May 9, 1997



## Sharma Aids Kalmykia Farmers

Rita Sharma, a native of Williamsport, spent two weeks of volunteer agricultural work in Kalmykia, an autonomous republic of the Russian Federation.

Sharma participated in the Citizens Network Agribusiness Volunteer Program, an international development project seeking to strengthen grassroots private farming in the New Independent States of the

Soviet Union and Africa by providing the expertise of U.S. farmers and agribusiness professionals.

During her stay Sharma worked with the Kalmykia Union of Landowners, a group of 30 of the most progressive private farmers in the region. She visited several farms in the area and recommended methods of improving the beef cattle production through enhanced maintenance, disease prevention and feeding systems.

Sharma also made a one-day presentation at the region's agricultural college to 60 student members of the Assn. of Private Farmers of Kalmykia. Many of the students who attended were either cattle owners or prospective beef cattle producers.

Before her trip overseas, Sharma was able to enlist the support of a number of agribusiness companies, pharmaceutical firms and veterinary clinics from around the country which provided her with equipment and materials to donate to her Russian hosts.

Sharma further contributed by proposing a plan to involve the Indiana Angus Assn., of which she is a member, in donating a starter herd to a farm in Russia. Such gestures not only help to form a valuable bond between Americans and the citizens of these emerging economies, but are also instrumental in the formation of potential market opportunities for American companies, the sponsoring organization said.

Sharma is an Indiana Farm Bureau district director and owns and manages a large, diversified grain and cattle farm.

## Ag volunteers sought to lend a helping hand in former Soviet Union

By CHRIS ANDERSON  
Pantagraph farm editor

Has Bill Witting got a deal for farmers — he's looking for about 100 able-bodied grain and livestock producers to share their expertise this year during three-week stints with counterparts in the former Soviet Union.

In exchange for volunteering their time and labor, farmers will have all travel expenses paid for by Witting's group, the nonprofit, Washington, D.C.-based Citizens Network for Foreign Affairs Inc.

Witting, director of CNFA's agribusiness volunteer program, and marketing director David Cohen shared information about their efforts this week with 96 Illinois Farm Bureau county managers participating in a management conference.

"We do not have a formal partnership with Illinois Farm Bureau, but we have had a longstanding relationship with the American Farm Bureau Federation," said Witting, noting CNFA has partnerships with nine state Farm Bureaus. "We went to Farm Bureau early on because the organization was built on grass-roots strength."

CNFA also has relied on volunteers from agribusiness, National Farmers Union and American Soybean Association. The group has formal partnerships with food companies, banks and trade associations.

The 5-year-old organization receives the bulk of its funding through private sources. The re-

mainder — about 23 percent — comes from the U.S. Agency for International Development.

Since the program started, 355 volunteers involved in producing America's food have completed short-term assignments in the former Soviet Union aimed at helping farmers and agribusinesses develop a market economy.

Members from 28 states, including Illinois, have created regional, private farmer organizations, private companies and farm cooperatives. Sue Mowery of Tamms helped a group of Ukrainian women set up a food cannery.

Mowery, who volunteered with fellow AFEF Women's Committee members, traveled to the Ukraine three years ago on a brainstorming mission. After assessing needs among a group of rural women, the cannery idea surfaced.

Since then, Farm Bureau members raised \$30,000 for the project along with \$180,000 from USAID. Witting said cannery equipment will be shipped next week. Volunteer teams have continued visiting the site to ensure it gets up and running, he noted.

"This is people to people. It stretches limited aid funds, and provides needed expertise," said Witting. "Helping them in the transition to a market economy strengthens the prosperity and democracy of the U.S. Stimulating individual initiative is the most valuable quality we can share."

For more information about agricultural volunteer opportunities through CNFA, call (202) 296-3920.

# MARYLAND & CARROLL COUNTY

June 8, 1997

THE  SUN

Section B

## FARM NOTES

### 3 extension agents work with farmers in Moldova

Carroll County Extension Agent Michael Bell and Frederick County colleagues Dale Johnson and Stanley Fultz spent three weeks recently in the former Soviet republic of Moldova.

The trio helped improve the quantity and quality of milk produced by three large dairy farms. They provided the farmers with technical assistance in animal nutrition, milking procedures, artificial insemination and herd management.

The agents volunteered for the program, which is run by the Citizens Network for Foreign Affairs of Washington and funded by the U.S. Agency for International Development.

On his return, Bell visited Sen. Barbara A. Mikulski to discuss with the Maryland Democrat the importance of supporting economic development in the former Soviet Union to stabilize democracy and help develop markets for American products.

# The Gazette

P O BOX 511  
CEDAR RAPIDS, IA 52406-0511

The Cedar Rapids Gazette: Sun., June 8, 1997

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## MONEY/AGRIBUSINESS

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**Volunteer finds Ukraine farm**

**project rewarding**

**By Marlene Lucas**

Gazette rural affairs writer

When Joe Legg traveled to Ukraine earlier this year, he thought his three-week mission would begin with lectures and discussions about the proper way to run a no-till planter.

Instead he was handed a wrench, directed to three partially assembled Kinze planters and asked to hurry.

The plums are blooming, he was told. It's time to plant.

Plum trees grow in the windbreaks around Ukraine farm fields, and by tradition, their blooms signal the time for putting seed to ground.

So Legg began and tried to settle the suspicions that the Ukrainians had about planting in a field that has not

been deep-plowed and worked until it is crumbly and weed-free.

Legg, a retired Iowa State University Extension director living in Anamosa, was a volunteer for Citizens Network for Foreign Affairs, based in Washington, D.C., and funded by the U.S. Agency for International Development.

Network is a private, non-profit group committed to stimulating economic growth. It has sent more than 370 volunteers to Russia, Ukraine and



**Joe Legg**  
'Economy tough'

Moldova and has projects in Zimbabwe and Mozambique.

Legg didn't work with individual farmers, who would find it impossible to purchase their own planters due to the harsh economic conditions of the country. He worked with employees of Nicenia, a privatized stock company that has a joint venture with Monsanto.

Nicenia was formed to produce seed and sell farm supplies and is beginning to custom farm for individual farmers and collective farms.

"The economy is so tough. There's not money to pay farmers for products and no money for equipment," Legg said. "They sit there in a sad state of affairs. They can't farm."

Nicenia is an intermediate step in

improving the farm economy, he said. The company custom farms for those that can hire them and crop shares or rents farmland from others.

Like many U.S. farmers, Nicenia sees no-till as an efficient way of farming because it requires fewer trips across the fields than traditional methods.

"Our task was to go and finish setting up and adjusting the Kinze planters," he said. "We went through them with wrenches and, one by one, took them to the field. We set the planting depth and saw that they were operating properly."

"We worked with the personnel and instructed others. It was basically a training situation."

Legg has taken 11 such assignments,

many of them to Africa.

On the trips, he works with people in the country and encounters nothing but friendliness.

"The setting is perfect for good relationships," he said. "It's a challenge. You work harder than you ever have. You try to figure out how things there can be changed. You don't try to transplant what we do here. Sometimes a minor change can mean a lot."

When he looked at the vast fertile soils of the Ukraine, he saw the unrealized potential of large food production.

"I hope they could get the economy and social problems solved so that would occur," he said. "I would hope someday they could make Kinze planters themselves."



**INDIANA  
AGRI-NEWS**

*JUNE 10, 1997*

RITA SHARMA

# Russian beef production up close

WILLIAMSPORT, Ind. — For three weeks this spring, I had the opportunity to witness beef production in Russia up close and personal. During that time, I was an agribusiness volunteer representing the Citizen's Network for Foreign Affairs.

The assignment I was given was multifaceted. First, work with producers and attempt to give them some insight into how beef cattle are raised in the United States.

Second, present a seminar to university students talking about how I raise cattle and what the critical factors are in my success. Last, to look at forming a private beef association.

As with all assignments of this nature, just because it is written on paper does not mean it is going to happen. But I am pleased to say that a significant amount of what I set out to accomplish became a reality.

I was fortunate in that my assignment took me to two different areas of Russia, so that I could witness two entirely different philosophies of how cattle are raised.

My first week was spent in Kaluga. This town lies about a three-hour drive south of Moscow.

While there, I met an individual that I can only characterize as a pioneer. We all know that there are those that ask "why," but we are fortunate that there also are those who ask "why not?"

One of those men is Andrey Davidov. He, significantly more than any other person that I met during my stay, stands alone on the frontier of Russia's fledgling beef industry.

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## BeefLines



By Rita Sharma  
Indiana Cattle Producer

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Andrey is the owner of DIK Farm, which was registered with the state in August 1991. Andrey faces all of the challenges normal to a new farm in any country, but he also faces special challenges due to the direction in which he has chosen to lead his farm.

Andrey dreams of being a beef cattle producer. He dreams of raising cattle under the open sky.

Why do these dreams set him apart from other cattle producers in Russia? Because, in most of Russia, cattle production is not segregated into beef and dairy.

Dual-purpose cattle populate most of the barns of Russia. These cattle are derived from Holstein, Brown Swiss and Simmental breeding.

When Andrey voices his dream, he most often is laughed at because it is unthinkable that one can successfully raise cattle only for beef.

People say that what has been good for centuries still is good for them today.

But Andrey has a dream, a dream fueled by two trips to the west — one to Canada and one to the United States — during which he saw a gigantic industry divided into beef and dairy segments. His start as a founder of Russia's beef industry has been slow.

In 1995, he acquired nine horned Hereford cows. His goal for 1997 is to acquire 20 additional cows.

Acceptance of beef cattle as a stand-alone industry is probably not the greatest challenge that he faces. Andrey also believes that the basic system by which they raise cattle is flawed.

A normal feedlot operation consists of a barn with stanchions. At about two months of age, a calf is placed into those stanchions, where it spends the rest of its life in that one spot, chained into place. Sleeping on cold concrete floors completely lacking in bedding — coupled with the fact that the barns they live in are so cold that it is difficult for an observer to walk through them without getting chilled to the bone — makes it easy to envision why daily gains hover on the low side of 0.8 pounds.

Andrey has already experimented with changing the normal methods of feeding cattle. Last summer, he raised a feedlot full of cattle on his farm. The experiment revolved around 57 Holstein calves being

raised in a lot about the size of a basketball court.

The results were astounding. His daily gain jumped to one and a half pounds.

This success has provided the impetus for his next venture, which is a shared feedlot with a neighboring collective farm. The director of that farm has agreed to provide a barn — 150 feet by 60 feet — water, labor and part of the feed so that they can feed about 200 head in a manner similar to what Andrey accomplished last summer. Soon, they will begin to clean out the barn, bed it with fresh straw and also build outside feed bunks.

The challenges that are faced by Andrey are staggering. Besides a system firmly rooted in the past, he must also face climactic challenges.

For example, just to feed a beef cow at maintenance levels demands raising energy intake by 30 percent to 50 percent more than United States requirements.

The days that we were at DIK Farm were cold, but what told the true story about how cold it can become was the light breeze. The air brought by those breezes was so cold that even on a reasonably mild day in March it was common to find your breath literally being stolen by the north wind.

Andrey definitely is a pioneer. He has a dream and he has the convictions that are necessary to make that dream a reality.

# Agriculture

Anamosa  
Journal-Eureka

Page 8A  
Thursday, June 12, 1997

## Anamosa resident returns from the Ukraine

Retired Iowa State University Extension Director, Joe Legg, Anamosa, just returned from three weeks in the Ukraine where he trained eastern Ukrainian farmers to use no-till planting equipment and techniques to complete their spring planting.

Legg volunteered through a program run by the Washington, D.C.-based Citizens Network for Foreign Affairs and funded by the U.S. Agency for International Development.

On his way back to Anamosa, Legg stopped in Washington D.C. to meet with Senator Tom Harkin and Representative Jim Leach. Legg spoke generally about his experiences in the Ukraine and discussed the importance of American involvement in developing agriculture overseas.

Legg worked for Iowa State University for 37 years before he retired in 1986. He is the President of the Anamosa Rotary. He has been active in the Farm Bureau and Chamber of Commerce. He has volunteered his time internationally in the former Soviet Union and Africa.

Legg, along with fellow Iowan volunteer Wayne Hansen, did everything from training farm workers in no-till methods to assisting them calibrate their Kinze planters.

The Citizens Network for Foreign Affairs, Inc. (CNFA) is a private, non-profit organization committed to stimulating economic growth in the former Soviet Union and southern Africa. Since 1993, CNFA's Agribusiness Volunteer Program has sent more than 370 volunteers to Russia, Ukraine and Moldova and is currently working on projects in Zimbabwe and Mozambique. CNFA volunteers bring hands-on experience to their assignments helping their overseas counterparts ease the transition to a market economy.

# Kalmykia producers carry on ancestors' ways

WILLIAMSPORT, Ind. — The people of Kalmykia are descendants of the Mongol warriors who followed Genghis Khan from the steppes of Mongolia to ultimately settle in the region located between the Caspian and Black Seas.

The beef industry in the Republic of Kalmykia is a product of the historical heritage these native inhabitants bring with them. To this day, their lifestyle and methods of raising livestock emulate that heritage.

Encompassing 15 million acres, the Republic of Kalmykia is dominated by agriculture, especially its livestock industries — the grazing of sheep and cattle. Their fierce pride in their heritage, the quality of their meat and the fact that they are the only Buddhist republic in Europe almost transports one to a bygone era.

When one inquires of a farmer how many hectares he owns, the answer usually is: "They say that we own 1,000 hectares, but there are no set boundaries and, within reason, livestock graze very much like they have for centuries on the steppes."

It is a barren, windswept land that is under the constant threat of becoming a desert. The soil is sandy and shallow, providing an inhospitable host for the native feathergrass, which is the staple graze for the livestock.

A normal day for these farmers begins early, when the livestock are shepherded to the day's grazing lands. Kalmykian farmers are as at home on horseback as their ancestors were.

One story told to me, which reflects the oneness of these people with their land, harkens to the days of the Mongols. In those days, it was held that to disturb the soil was disrespectful to the Earth.

Rather than burying their dead, they wrapped the body in a

## BeefLines



By Rita Sharma  
Indiana Cattle Producer

shroud, tied the end of the shroud to the tail of a horse and released the horse. Wherever the shroud disintegrated was the final resting place for the body.

I spent three weeks this past spring in Central Asia as an agribusiness volunteer for the Citizen's Network for Foreign Affairs. For those not familiar with this type of program, it is authorized by P.L. 480, otherwise known as the Food for Peace Program, a title under our federal farm legislation.

The goal of my trip was multifaceted. The first purpose was to work with farmers in an attempt to modernize their operations and to acquaint them with some of our technology.

The second purpose was to look at establishing a private beef organization. Third, I was to give to two seminars — one to a beef production class at the university, the other to farmers.

Was my trip successful? Did I accomplish my goals? Well, yes and no.

The first thing that becomes apparent on a trip such as this is that the assignment is written in sand, not in concrete. I believe the first goal was well accomplished.

Prior to my trip, I had contacted some of the leading suppliers of animal health products in the United States — MSD Ag Vet, Omaha Vaccine, Nasco, Schering Plough, Mallinckrodt, Pfizer and Ideal Instruments — and had requested a product to be used in on-farm demonstrations. The product would be left with the Kalmykians for further use.

The generosity of these companies was outstanding, and, basically, my only problem was carrying everything that they sent with me. The farmers were familiar with a lot of these products, but had not had an opportunity to try them.

In most cases, we would take a selected set of cattle, tag, implant, worm and, in some cases, give them vitamin shots. I then told the farmers not to expect overnight results, but to give it six weeks and then evaluate the results.

I found these farmers to be warm, hospitable and open to new ideas. They were knowledgeable about their cattle and concerned about their welfare.

The results on the beef organization were not as good. Most of the farmers are so wrapped up simply in survival that the concept of a beef organization was a tough sell.

Couple that with the very dynamics of the country where most farmers live 20 to 30 miles from a hard-surface road. The roads between home and the hard-surface roads were normally mud and dirt tracks that, when they have a half-inch of rain, turns into a morass, making organizational attempts extremely difficult.

Finally, both seminars did not occur. Fortunately, the one at the university did happen and was certainly one of the highlights of the trip.

About 60 enthusiastic students spent several hours with me

watching slides, asking questions and learning both about our registered Angus operation and about cattle production, genetics and nutrition in general. The fate of the producer seminar was not a result of lack of attempts, but rather of the dynamics of Kalmykia.

During the first two times that it was scheduled, there was just enough rain that those dirt roads from the farms were all but impassable. In addition, trying to postpone and reschedule are virtually impossible in a country where both electricity and telephones are rare once one leaves the environs of the cities.

When one steps back from a trip such as this one and assesses the impact, the questions arise: "Was it worth my time? Was it worth the expense? Did we accomplish something substantial?"

My personal answer would be "yes." A volunteer on this type of assignment is required to complete a report including the number of people reached and the impact.

I can certainly do that. But, in reality, I believe that the real results go far beyond simple numbers.

Much more accurately, one must attempt to comprehend the fact that two very disparate cultures have been brought somewhat closer together. Sitting in someone's kitchen half-way around the world, talking about the struggles of life, sharing with these people that life was not always as good as it is today and relating the days of short pastures and even shorter hay crops probably does more for international understanding than any amount of high level diplomacy.

More than that, it shows these people that, while there may not be gold at the end of the rainbow, there certainly is hope. There is a reason to persevere.

Farm Bureau Spokesman June 23, 1997

## Volunteers aid Russian agriculture

Taking advantage of unique volunteer partnerships that link American and Russian farmers is an excellent way Farm Bureau members can share their valuable agricultural expertise, emphasized a mid-year conference speaker.

"The Russians want to develop a market system to replace the old government-controlled system," said Bill Witting, director of the Citizens Network for Foreign Affairs (CNFA). "We need to put Americans and Russians together to share American agricultural know-how. Iowa Farm Bureau members have the chance to get involved and help spread democracy around the world."

The CNFA is an international economic development organization that works to stimulate economic growth in the world's emerging nations. CNFA volunteers spend three weeks abroad helping Russian counterparts better understand American agriculture.

Witting emphasized that emerging democracies like Russia have a great need for American assistance. He highlighted Russia's need for both free market agriculture and knowledgeable people who can explain how the system works.

"The Russian economy is very primitive," Witting said. "People say Russian farming reminds them of how it was here in the 1940s or even 1920s. Farm Bureau members who get involved and volunteer have a tremendous opportunity to help some very needy people."

Farm Bureau members' participation is so vital, Witting said, because members understand grassroots, democratic

organization.

"Russia has no history of this kind of organization," he said.

"Farm Bureau very successfully takes the interests and concerns of people to the government. It doesn't wait for the government to tell them what to do, which is very different from Russia's former system."

Farm Bureau members Bill Mesecher of Pleasantville and Randy Heitz of Charles City recently participated in the pro-

gram and agreed that volunteering is worthwhile.

"The Russians told me they had a great year last year," Heitz said.

"Their interest rate was only 80 percent, and it had been 250 percent. The Russian farmers want change, and they told me they are not doing this for themselves, but for their children and grandchildren."

"It is hard work, but it is very rewarding," Mesecher added.

# Area man helps Zimbabwe farmers organize

Helena resident Glenn Maddy has returned from a three-week trip to Zimbabwe where he helped guide a new farm organization's development into a successful, sustainable organization.

He is the first volunteer to visit that nation through a program run by the Washington, D.C.-based Citizens Network for Foreign Affairs.

During his trip, Maddy met with more than 100 Indigenous Commercial Farmers Union (ICFU) leaders and members throughout Zimbabwe to share information about the structure of U.S. farm organizations and cooperatives.

He explained how U.S. farm groups, in particular, the Ohio Farm Bureau, operate. He outlined how the Zimbabwe farm leaders could use similar managerial and organizational techniques to improve their group's operations.

ICFU is one of three national farm associations in Zimbabwe. Its members primarily are small, independent black farmers who purchased their land from white farmers in the early 1980s following Zimbabwe's independence and new land tenure law.

On his way home to Helena, Maddy stopped in Washington to meet with Sen. John Glenn, Sen. Mike DeWine and Rep. Paul Gillmor to brief them on his assignment. He told the Ohio lawmakers that the farmer-to-farmer program is an effective form of foreign aid.

Maddy also emphasized that work with a group like ICFU touches the lives of more than just

its members.

Not only does it help improve the standard of living of the independent black farmers, it also improves the living conditions of their workers. In effect, then, the effort reaches a larger, more significant number of beneficiaries, he said.

Maddy is a co-op development specialist, former Sandusky County agricultural Extension agent and a farmer. He also is an active member of the Ohio Farm Bureau Federation.

Citizens Network for Foreign Affairs is a private, non-profit organization committed to stimulating economic growth in the former Soviet Union and southern Africa.

Since 1993, the organization's Agribusiness Volunteer Program has sent more than 370 volunteers to Russia, Ukraine and Moldova, and is currently working on projects in Zimbabwe and Mozambique.

Volunteers for the program bring hands-on experience to their assignments helping their overseas counterparts ease the transition to a market economy.

## Taylor County agent briefs Ukrainians on intensive grazing

University of Wisconsin extension agent Andy Hager just returned from four weeks in Ukraine where he educated private farmers and herdsman about intensive grazing methods. Hager volunteered his time through a program run by the Washington, D.C.-based Citizens Network for Foreign Affairs (CNFA). Hager visited three oblasts in western Ukraine to help local farmers institute intensive grazing management on their farms.

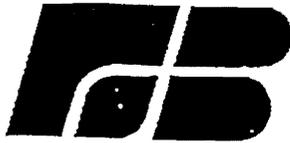
On his way home to Stetsonville, Hager stopped in Washington to meet with Sen. Russell Feingold, Sen. Herb Kohl and Rep. David Obey to brief them on his assignment. He told the Wisconsin lawmakers that private Ukrainian farmers need low-capital, high-return farm management systems, and was pleased the United States is contributing to this effort.

For the past 13 years, Hager has served as an extension agricultural agent in Taylor County. Since 1991, he has concentrated on developing low capital, grazing-based farming systems and organizing farmer networks to share grazing experiences. Hager holds bachelor's and master's degrees from the UW at River Falls and is a member of the

Wisconsin Farm Bureau.

Hager followed up on work begun by CNFA volunteer Dave Forgey in November 1997. Hager visited the farms where Forgey, a grass-based dairy farmer from Indiana, introduced intensive grazing concepts six months earlier. Drawing on his experience working with Wisconsin dairy farmers, Hager took Ukrainian farmers into their fields to demonstrate the principals of good grass management. On one particular farm, the Wisconsin extension agent saw immediate improvements. During Hager's first visit, he pointed out to the farmer that his paddocks were too large and the cattle had been allowed to over graze. When he returned to this farm at the end of his assignment, Hager discovered that the paddocks were smaller and a quicker rotation instituted.

CNFA is a private, non-profit organization committed to stimulating economic growth in the former Soviet Union and southern Africa. Volunteers bring hands-on experience helping their overseas counterparts ease the transition to a market economy.



Idaho Farm Bureau Federation

# LEADER'S UPDATE

VOLUME 12 NUMBER 8

August 15, 1997

## IDAHO LEGISLATOR TEACHES UKRAINIAN WOMEN FARMERS ABOUT U.S. FARM ORGANIZATION

Idaho State legislator Maxine Bell just returned from a three-week trip to Ukraine, where she met with leaders of a new women farmer's organization to explain how U.S. producer associations operate. She advised the Association of Women Farmers of Ukraine in Kharkiv Oblast about how to develop and initiate effective programs and develop policies to strengthen their organization, increase membership, and influence local and national agricultural policy. She volunteered her time through a program run by the Washington, D.C.-based Citizens Network for Foreign Affairs.

Maxine Bell was elected to the Idaho legislature in 1988, and is a member of the appropriations, agriculture, and resources and environment committees. She also serves as vice chair of the American Farm Bureau Women's Committee, and is active in the Idaho Farm Bureau.

# Local dairy experts share their knowledge with other countries

By JANET A. BRINDLE  
Times Staff Writer

"No more beets for cows" was the greeting of local dairy experts while they toured Moldova, which is a small country near the Ukraine and Hungary.

The experts promised better economic success thanks to higher productivity.

And the Moldovan dairy farmers have received not only more milk since changing the diet of their herds, but more chances to raise their operations to levels unmatched since Soviet rule.

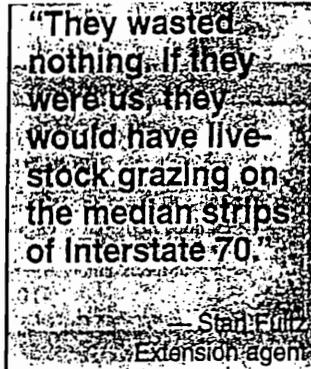
Three Maryland Extension agents made all the difference to them.

Carroll County's Mike Bell, Frederick County's Stan Fultz and the University of Maryland's Dale Johnson visited three dairy farms in Moldova several months ago, and most of the farmers have taken their suggestions to heart.

The men traveled through a program run by The Citizens Network for Foreign Affairs Inc., a private nonprofit organization based in Washington, D.C.

"Under the Soviet system, farmers were given what they needed to be productive," Bell said. "They had raw material, equipment and training. When that ended, everyone was on their own."

Fultz said the three-week trip was phenomenal but it broke precon-



ceived stereotypes he had of "Russians." They're not the spies glamorized in films, he said.

"They are just normal people like you and I," he said.

His biggest surprise at the farms was a lack of technological advances that Americans enjoy on farms.

"I was amazed by the primitive nature," Fultz said. "It was like going back in time."

But Fultz said they did what they could with what they had.

"They wasted nothing," he said. "If they were us, they would have livestock grazing on the median strips of Interstate 70."

Farms weren't profitable enough to buy or maintain tractors, so they came up with other ways to do work.

Bell said labor is inexpensive, so most work is done by hand.

"It's not about profits at all," Bell said. "Survival is what they are worried about."

Money is so tight that one farm had a multiple-year build-up of animal waste because the owners couldn't afford the fuel to run the tractors to spread it on the fields.

Political stumbling blocks are also still in place. Even after a move toward capitalism, Bell said you can definitely still see and feel the Soviet influence — but many farmers, especially younger ones, are hoping the system will continue to change.

During the 1997 drought, Bell said many dairy farmers can begin to appreciate the plight of a Moldovan farmer. With a lack of quality feed, cows produce less milk, are more susceptible to illness and do not live as long.

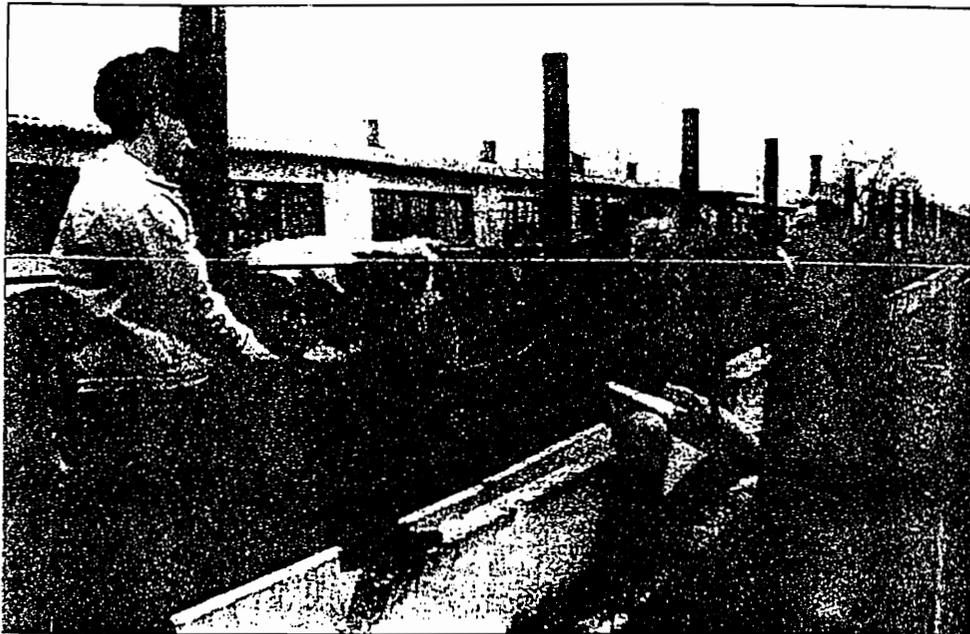
Moldovan farmers had used forage beets to feed the herds — and not much else but poor straw. The mandate began under Soviet rule and continued after the breakdown of socialism.

Bell said farmers could grow grain on the same land and produce a nutritious feed for the animals.

There, an average yield per cow per day was five liters, versus 60-70 pounds of milk in Maryland.

Leslie Galloway, volunteer coor-

Please see MOLDOVA, A3



Submitted photo

Above, Cooperative Extension Agent Mike Bell, center, from Carroll County, took a trip to Moldova to share his dairy farm expertise. Below, cows graze on Victoria Farm in Moldova.

## Moldova

From A1

dinator for the foreign affairs organization, said she has received word from the Moldovan field office that the farmers are implementing the team's recommendations.

"They are working in that direction," she said. "And that is attraction investment from dairy processing plants."

The processing plants are providing funds for farmers to improve their facilities — so the plants win by receiving a greater amount of better quality milk.

The organization sends 90 volunteers to the former Soviet Union each year, but Galloway said, the Maryland team "was the best they ever had. They produced a wonderful analysis."

Bell and Extension Agent David L. Greene have been on other volunteer trips before. Each took a trip to Kazakhstan, another part of the former Soviet Union.

Both Bell and Fultz said they enjoyed knowing that they could help.

"Most of the people are happy," Bell said. "They know they can do things better — they just have limited resources."



**WJBC AM 1230 — Biden-Pell Interview**  
**Illinois Farm Bureau — Bill Witting**  
**May 9, 1997**

**WJBC:** Good morning. As a farmer or agribusiness person your knowledge and expertise makes you a valuable commodity to the CNFA. This week, Bill Witting with the Citizens Network for Foreign Affairs made the plea to counter managers from the Illinois Farm Bureau at their headquarters here in Bloomington. He asked for the time and talents of farmers for a possible three week stint with counter parts in the former Soviet Union. Witting feels strongly that the grass roots efforts has a real purpose:

**WITTING:** To get international experience, get outside the United States, see how agriculture and agribusiness is practiced in other parts of the world, and to make a contribution to strengthening democracy and market economies around the world.

**WJBC:** The five year old organization receives the bulk of its funding through private sources. The remainder, about 23%, comes from the US Agency for International Development. Witting says the people to people exchange needs meet many areas of expertise.

**WITTING** Expertise in any aspect of farming or food processing, farm input supply, farm credit, insurance, we send volunteers out in the entire spectrum of agriculture related activities, economic activities.

**WJBC** According to Witting, there is a real network to reenforce your effort once there, and he explains a volunteer's commitment:

**WITTING** A minimum commitment for assignments of three weeks. With the donation of time on the part of volunteers, we cover all of the costs of assignments from the time they leave home to the time they return home, we pick up all of their expenses, and provide all of the support system that is required to make the assignment successful: translation work, we do all the preparation work, we have field offices in each of the countries where we send volunteers, and they go out and establish contact with the farmers or agribusiness people in those countries and define what the scope of work of the assignment is going to be.

**WJBC** American Farm Bureau women committee members traveled to the Ukranian three years ago on a brainstorming mission. After assessing the needs of the rural women Sumauri Uptams of Illinois helped a group of Ukranian women set up a food cannery.

**WITTING** To develop projects, helping Ukranian women and a very exciting outcome of her assignment was that over the space of a couple of years, we have developed a project to help create a woman owned community cannery in Western Ukraine that's going to take fruits and vegetables and process them and sell them into the private market

place in substitution for the old government controlled canning and distribution system.

WJBC

Witting says the cannery equipment will be shipped next week. Three hundred fifty-five volunteers involved in producing American food have completed the short-term assignments in the former Soviet Union since the program started. If you would like to get involved in helping farmers and agribusiness develop a market economy, you can through the volunteer agricultural opportunities, and you can call them at CNFA. The number is 1-888-USA-CNFA. That number again: 1-888-USA-CNFA.

## *Farm Bureau Leaders Conduct Seminars for Russian farmers*

Helen Norris, Wellington, and Carolyn States, Hays, recently returned from Russia after participating in a three-week agricultural development mission in Russia coordinated by the Citizens Network for Foreign Affairs (CNFA).

The two Kansas Farm Bureau Women's Committee leaders traveled to several regions of the Russian Federation organizing and conducting educational seminars and workshops on U.S. private farming issues, association building and fund-raising for several groups of private farmers and agriculture students. They also spoke to a group of state and collective farm directors about the benefits of private farming.

The Kansas visitors welcomed the opportunity to speak to the Russian groups because it gave them a chance to dispel many of the myths about private farming in the United States. It also allowed them to relate what they have learned through their years of experience with Farm Bureau.

Before returning to Kansas, Norris and States spent a day on Capitol Hill visiting the offices of several Kansas congressmen. They met with aides from the offices of Sen. Sam Brownback (R-Kan.) and Sen. Pat Roberts (R-Kan.) to brief them about their work with the private farming movement in Russia and the role women play in Russian agriculture. They also met personally with Rep. Jerry Moran (R-Kan.).

CNFA is a nonprofit organization dedicated to stimulating international growth and development. The organization works with U.S. companies, entrepreneurs, farm organizations (including Kansas Farm Bureau), business alliances and other organizations to create lasting and effective opportunities in international markets.

# Network help plants seed of development

By Martin Ross

"Development starts with agriculture," and the profit motive frequently is the catalyst to lasting ag development, according to David Cohen of the Citizens Network for Foreign Affairs Inc. (CNFA).

That's the concept behind CNFA, a non-profit organization which helps generate public-private partnerships to foster development in such areas as the former Soviet republics of Ukraine, Moldova, and Russia. CNFA pairs corporations such as Monsanto, ConAgra, and Magna C (a fishing concern) with groups and fledgling businesses in developing nations, providing seed investments and garnering federal support.

For every dollar invested in a project by CNFA, U.S. corporate partners are expected to contribute at least \$2.50, while foreign partners are asked to invest what they can.

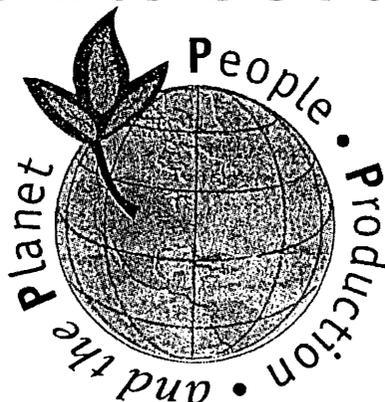
"If everyone has something at stake, they see things differently than if they had been given a handout," Cohen, CNFA marketing-public outreach director, told *FarmWeek*. "At the end of the day, there's more money in the pockets of people in these countries, more jobs are created, and we're doing more to develop their economies.

"That comes back to help

Americans. As (foreign) incomes rise, they import from the United States. They're markets for us; we create customers in the long run."

In some cases, U.S. cooperation helps foreign producers realize untapped or forgotten potential: Cohen noted that the Ukraine, with its rich soils, once was known as a "breadbasket of the world." Beyond providing inputs such as seed, fertilizer, crop protection products, and machinery, CNFA and U.S. partners are helping farmers in the republics overcome the former government-controlled economy.

Many of the republics continue to lack land laws, banking systems, and research capabili-



ties needed to develop production systems. Cohen is concerned by the "backsliding" movement in the Ukraine toward government centralization of ag supplies and markets — a trend that has forced private businesses to compete with government.

Environmental sustainability is key to CNFA projects: A staff member in the CNFA's Ukraine office is a trained environmentalist. Because they are stakeholders rather than recipients of "do-gooder" efforts, foreign partners have welcomed CNFA involvement, Cohen said.

While CNFA nations someday may become export rivals, Cohen argued "we need more suppliers in the world" to meet potentially huge demand sparked by rising Asian incomes.

CNFA efforts already are paying off:

- Magna C reported 1995 fish "production" of nearly 1,500 tons off eastern Russia following introduction of im-

proved, environmentally sound fishing methods. That catch was valued at more than \$1.5 million.

- Monsanto signed contracts with more than 388 farms in Ukraine to provide inputs for the 1996 crop year.

- ConAgra, one of the world's major potato processors, was contracted via CNFA to help supply Russian markets including the popular Moscow McDonald's. After ConAgra representatives discovered native seed potatoes were well below U.S. quality standards and that disease losses prevented farmers from being able to provide consistent supplies, the company developed an essentially "new" seedstock.

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Page Number: 19

Segment: NAFB

Page: Volunteers Needed To Develop Ag Markets In Russia

5/12/97

Audio provided by Marla Behrends, WJBC, Bloomington, IL

Bill Witting with the Citizens Network for Foreign Affairs made the plea to county managers at the Illinois Farm Bureau headquarters in Bloomington, IL for the time and talents of farmers for a possible three week stint with counterparts in the former Soviet Union. Witting feels strongly that the grass roots efforts has a real purpose...

Cut #1 Runs :17 O.C..."around the world."

The 5 year old organization receives the bulk of its funding through private sources. The remainder about 23% comes from the U.S Agency for International Development.

Witting says the people to people exchange needs many areas of expertise...

Cut #2 Runs :20 O.C..."activities."

According to Witting there is a real network to reinforce there efforts and explains a volunteers commitment...

Cut #3 Runs :22 O.C..."going to be."

American Farm Bureau Women's Committee members traveled to the Ukrainian three years ago on a brainstorming mission. After assessing needs of the rural women Sue Mowery of Tamms, IL helped a group of Ukrainian women set up a food cannery...

Cut #4 Runs :34 O.C..."distribution system."

Witting says the cannery equipment will be shipped next week.

355 volunteers involved in producing American's food have completed short-term assignments in the former Soviet Union since the program started.

If you would like to get involved in helping farmers and agribusiness develop a market economy you can through volunteer agricultural opportunities at CNFA call 1-888-USA-CNFA.

## Overseas farmers reap benefits from U.S.

By SCOTT E. MOON

AgriNews Publications

BLOOMINGTON, Ill. — It's almost like a commercial for the Marines. An organization is looking for a few good men and women with a sense of adventure to volunteer their service to provide help to farmers and agribusinesses in a far-off land.

Even more similar is the hard work, with sometimes primitive conditions and having no creature comforts. And worse still, there's no pay. But your travel expenses, food and lodging costs are covered.

Intrigued? Then the Agribusiness Volunteer Program is for you. A part of the Citizens Network for Foreign Affairs, the AVP has been sending U.S. farmers, agribusiness executives, bankers, and other professionals overseas to help the people in the newly independent states of the former Soviet Union build democracy and free market agriculture. In addition, the program has recently expanded into the southern Africa countries of Zimbabwe and Mozambique.

But according to William Witting, the director of AVP, there is a lot of work involved, and only the serious need to apply.

"This is not a vacation program," he said of the 3- to 6-week opportunity.

The volunteer program, with the help of taxpayer dollars, has been up and running for about four years now, Witting said. As the organization recruits additional help, the focus not only lies on the production side of agriculture, but the marketing and processing side as well.

"Our focus is the entire food chain. As far as we're concerned, if we can contribute to the development of any element of the food chain, we're contributing to the

developments of all elements of the food chain," he said.

Witting and other representatives of CNFA were meeting at the Illinois Farm Bureau the week of May 5 to see if a more formal arrangement could be set up between the IFB and the Washington, D.C.-based group. CNFA has formed partnerships with a variety of agribusiness organizations and companies to foster growth and position those U.S. enterprises in the emerging economies of developing countries.

The American Farm Bureau Federation is the AVP's biggest institutional partner, Witting said. The California, Kansas, Wisconsin, Minnesota and Texas Farm Bureaus are very active sending volunteers to help build regional private farmers organizations in Russia and Ukraine, he added, and demand leads the group to continually recruit across the U.S.

The countries that make up the former Soviet empire are starving for U.S. knowledge, Witting said.

"The level of development in the former Soviet Union is at least 50 years behind the United States in terms of technology and institutional development," he said.

The collapse of Communism has had a dramatic effect on farmers, who are used to operating with the collective farm system.

"The farmers used to be collectivized - it was basically like a life-support system," Witting said, with health services, child care, pensions and other matters taken care of with help from a watchful government.

"Farmers in Russia are accustomed to having the government tell them what to do and give them what they need to do it with," he added. "The government provided

all the inputs...and now the collectives have no income from the government."

The loss of services to farmers in the countries of Moldova, Ukraine, Kazakstan and others has led many farmers to strike out on their own and be independent. Although the gamut of crops grown somewhat mirrors the U.S., the thought process and needs of the farmers are in stark contrast to their U.S. counterparts, Witting said. Even elementary analysis is something new that must be introduced.

"There is no negotiation of prices, no consideration of the cost benefits using certain inputs to get certain outputs - it's nothing of what farmers in the United States do in their sleep," Witting said.

While there are many challenges faced by volunteers who venture across the ocean, Witting said communication is one of the steepest to overcome. The language barrier is always a "constant challenge," he said, and proper translation was a major key to success because the transfer of knowledge is mostly through oral communication.

Often, the AVP volunteers encounter a similar need that is first mentioned by farmers: credit. But that is an area which the program cannot address. So the volunteers have to work around and past that issue, Witting said.

"So we ask, 'Aside from money, what could you use?' In many cases, they don't know," he said. "They can't define for themselves what they need. And so we need to plant seeds of ideas with them."

Examples of cooperatives in the U.S. often strike a chord with some of the farmers, Witting added. The flow of ideas, whether complex or simple, is a continual stream. For example, a recent volunteer to west-

ern Ukraine introduced intensive grazing, he said.

"This was something that could be done with relatively little capital, in contrast to an awful lot of production agriculture techniques that our farmers could teach them," he said. "This is just another example that anything a farmer knows in the United States is going to be useful to Russian farmers, because most of them don't have that knowledge."

Drumming up enough funding and volunteers is a continual battle, Witting added, particularly with the ongoing budget debate on Capitol Hill. While volunteers receive no salary or stipend, all travel, food and transportation expenses are covered. The average length of an assignment is three to four weeks, although retirees and certain cases can be overseas for a month to six weeks. The question of time, if a volunteer can leave family and the farm or business is also a key consideration, he added.

While volunteers can make more than one service trip, Witting said the organization is not relying on repeat volunteers.

"On the one hand, the more times a volunteer goes, the more effective they become. The culture shock is less, it takes less time to become adjusted and focus on an assignment," he said. "On the other hand, we want to give the opportunity to participate to as many people as possible."

Expansion of the program is always possible, Witting added, but is reliant on additional funding. India, Eastern Asia, Indonesia, and the country of South Africa are developing to the point where U.S. influence could become very beneficial, he said.

EVANSVILLE COURIER

EVANSVILLE, KY

FRIDAY, MAY 16 1997

## Ex-Soviet farmers tour W. Kentucky

By The Associated Press

OWENSBORO, Ky. — Farmers from the former Soviet Union, learning to operate as independent businessmen, are touring family farms across Western Kentucky to learn about American techniques.

"We came here to learn from American farmers because we are just beginning to be independent, private farmers," said Davron Djumanov through an interpreter.

"We are just in the beginning of private farming process. For the first time, we have opportunity and responsibility for our own and we hope to have a good future like you have here."

Djumanov, Tulqinjon Tursunov from Uzbekistan and Biken Bazarbekova and Kudaibergen Kantarbaev from Kazakhstan have been in Kentucky since early May. They're here on an exchange with the Kentucky Farm Bureau and the Citizens Network for Foreign Affairs in Washington, D.C.

Both countries, Uzbekistan and Kazakhstan, are part of the former Soviet Union and near the Chinese border.

The four farmers toured the Estes family's farm in Owensboro and had lunch there. The Estes presented them with some locally produced soybean oil. The visitors will be touring farms in Western Kentucky until Friday, when they'll head home.

Kentucky Farm Bureau is working with the Private Farmers Association in Uzbekistan and Indiana Farm Bureau is working with the group in Kazakhstan to set up an association similar to Farm Bureau, said Tony Holloway, Kentucky Farm Bureau field supervisor for Daviess and surrounding counties.

Holloway spent a month in Uzbekistan earlier this year.

"We are trying to get them organized and instrumental in developing farm policy," he said.

Most of the farms in the two countries are much smaller than those in the United States and they do not actually own the land but have rights to it for 99 years, said Bibira Akmoldoeva, the group's interpreter.

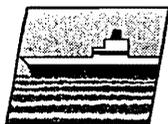
Those rights carry from generation to the next and include all the profits from the land and the rights to decide what to grow and even to rent it to another. But ownership is retained by the state.

Crops grown by the four farmers include wheat, corn, cotton, sugar beets, vegetables and fruits, in addition to raising sheep and cattle. Some crops they sell to companies and others they sell at farmers markets, but sometimes they have a difficult time finding markets.

"Last year I produced onions but couldn't sell them so they spoiled," Kantarbaev said.

All four farmers described amazement with the outgoing, friendly attitudes of U.S. farmers; their tidy operations; strong ecological practices and technology.

"They have a good belief in their future," Djumanov said. "They know what they want and what they can do and will do it."



# International ag

## Farmhands across the waters goal of network

By Martin Ross

Wanted: Volunteers to help put farming in the hands of farmers.

The Farmer to Farmer and Agribusiness Volunteer program, operated by Citizens



William Witting

Network for Foreign Affairs (CNFA) Inc., provides hands-on expertise to producers in the former Soviet Union, Africa, and other developing na-

tions.

William Witting, director of CNFA's agribusiness volunteer and civic initiatives program, stressed a majority of farmers in the former Soviet republics have never prepared a business plan or evaluated production costs or prices. Farmers in the Ukraine and Russia "have lived through a century of the government telling them what to do, with no consideration of price or efficiency," he said.

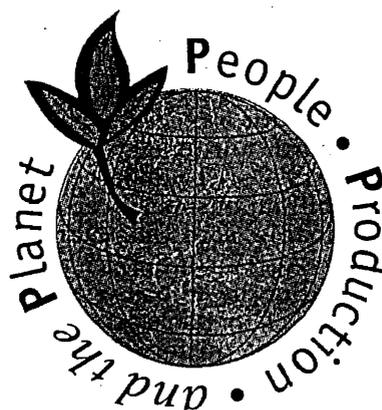
As "entrepreneurs constantly struggling to produce a product consumers want to buy," U.S. farmers are ideal volunteer guides for producers wrestling with democratization and capitalism, Witting said.

"They have no experience with that, and they're scared to death," Witting said. "American farmers say to me, 'I'm just a farmer. What can I possibly teach them?' Everything an American farmer does, day in and day out, even what he dreams, is potentially valuable over there. "Our volunteers come back with light in their eyes, excited about having provided skills that are going to help farmers over there survive."

Witting would like to see CNFA's federally supported program expanded to bring foreign farmers to the U.S. for firsthand education, but Congress has not allowed the network to use Farmer to Farmer funds for that purpose. The program is funded through the farm bill and foreign aid legislation. Witting said agricultural appropriations for

the initiative appear stable, but the foreign aid program has been cut significantly over the last three years and is "in a state of chaos."

The unifying spirit as well as individual initiative of U.S.



farmers can benefit foreign growers who have not yet developed "grassroots" organizations such as Farm Bureau, said Witting. Such groups can influence policies that further private enterprise, in effect "telling the government what to do," he said.

Development of ag cooperatives is vital not only for market development but also

to promote soil testing and other productive practices and strategies. Soil testing is done in the developing countries, but techniques often resemble those used in the U.S. during the 1930s, Witting said.

CFNA has emphasized the need to develop resources not only at the farm level "but throughout the food chain," Witting said. Private companies assisted by U.S. agribusiness volunteers must fill a void in ag goods and services once provided by the government, he said.

Also needed are U.S. producer-processor-marketers. The American Farm Bureau Federation (AFBF) Women's Committee in 1996 awarded a \$30,000 grant to CFNA to support a community canning center formed by eight women in the Ukraine. AFBF committee member and Illinois Farm Bureau Women's Committee Chairman Sue Mowery, Tamms, traveled to the Ukraine to help develop the framework needed to make the center a viable business.

"If we can help create canneries to process fruit, or dairies to take milk and turn it into ice cream or yogurt, we're helping everyone in those countries," Witting said.

Producers wishing to participate in or seeking information on the Farmer to Farmer program may call 202-296-3920, FAX 202-296-3948, or e-mail [wittib@cnfa.org](mailto:wittib@cnfa.org).

### VALUE: Local Involvement

*"...it's very important for Paul and me to stay involved in Farm Bureau to testify to other people the importance of getting involved in this organization. ...it's the best thing you can do if you are in agriculture."*

Paul and Erin Musick  
Adams County Farm Bureau

**Illinois Farm Bureau**  
Where Membership Means VALUE!

# The Times-Argus

PUBLISHED 1906 PAGE B1 CENTRAL CITY, MUELLENBERG COUNTY, KENTUCKY WEDNESDAY, MAY 21st 199



## Hamming it up

A GROUP of Russian farmers recently toured Gatton's Farm in Bremen. They are part of an exchange program sponsored by Kentucky Farm Bureau. The Russians, from Uzbekistan and Kazakhstan, are touring Kentucky to learn farming methods. A similar group of American farmers are touring Russia. In top photo, Charles Gatton Jr., right, discusses country ham curing methods with his Russian guests. In left photo, the Russians are seen in the storage room with hundreds of Gatton's famous country hams.

-Times-Argus photos

Wednesday  
May 21, 1997  
30 Cents

# Leader-News

VOLUME 81, NUMBER 31

THREE SECTIONS

KENTUCKY



Farmers from Uzbekistan and Kazakhstan in Russia take notes as Charlie Gatton, of Gatton Farms in Bremen, describes how they make smoke hams. Four farmers from Russia toured farms in Kentucky as part of an exchange with Kentucky Farm Bureau. Farmers from Russia came to the United States to learn about our methods of farming and farmers from the U.S. visited Russia to view their farming techniques. Leader-News photo by Dana Ehlschide

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# Madisonian

SECTION A • WEDNESDAY, MAY 21, 1997 • WINTERSET, IOWA • NO. 52 • 75¢ • Fax (515)

## Jobe steps back in time during Ukrainian trip

by Chris Dorsey  
Madisonian Staff Writer

Have you ever wondered what it would be like to take a step back in time? Winterset resident Jeff Jobe's recent time travel took him back to the 1960s.

He did not have to board a space ship or be a part of a scientific experiment. All he had to do was board an airplane, destination - Kiev, Ukraine.

"It was like going back in time," Jobe said of his trip to eastern Europe.

Jobe's job took him to the other side of the world. He spent 18 days working with private farmers in the Ukraine establishing co-operatives similar to those in the United States.

He is familiar with establishing cooperatives for farmers. He has spent the last two years doing just that for the United States Department of Agriculture in rural development. The Citizens Network for Foreign Affairs sponsored Jobe's trip, which he calls the greatest experience of his life.

Living conditions in several areas of the Ukraine were worse than expected, according to Jobe. He had hot water to shower for only four days during his stay. He noticed the Ukrainians utilize every mode of transportation. They traveled by horses and carts, bicycles, motorcycles

complete with sidecars, automobiles, trains and the subway.

The hospitality of the private farmers was something Jobe could not get over. Whenever he visited a farm, the family would provide a large feast for their guests. This is part of a Ukrainian tradition.

"The people were absolutely great," Jobe said. "When you went into their homes, they made you feel very welcome."

Wheat is the cash crop for the eastern European country. Farming in the Ukraine differs greatly from farming in Iowa and the United States. A majority of the farms in the country are collective farms, boasting 10,000-12,000 acres. Jobe said collective farms average six farmers per acre. These farmers work together to get the crop in, harvest it and get it to market.

Prior to the 1990s, Ukrainian farming was set up on the collective farming concept, according to Jobe. However, in the early 1990s, the Ukrainian government authorized 10 percent of the land would be given to private farmers. This was the purpose of Jobe's trip. He was to help establish cooperatives for the private farmers. He also developed

*Jobe*

Please turn to page 2A

# Jobe finds overseas trip rewarding

## Jobe

continued from page 1A

business plans for the private farmers as well as teaching them how to draw up their own business plan.

Surviving in business requires many skills and not relying on lending institutions to help make the operation successful.

"They are breaking away and their resources are minimal," Jobe said.

Jobe said interest rates were 35 to 50 percent, and loan contracts have no terms. Private farmers try not to borrow money, for this reason. If a farmer borrows \$10,000, he must pay back \$20,000 in grain at a price less than the set market value.

Equipment is another thorn in the Ukrainians'

side. Most of the farming equipment dates back to the 1960s, according to Jobe. Also, parts are expensive and difficult to find.

"You just shook your head," he said. "It's unbelievable. They know the obstacles they have to overcome if they are going to be successful private farmers."

Jobe praised the Ukrainian soil. It looked like a person could sink up to their knees in the fields because the soil was so fine, according to the Winterset man.

Three Ukrainian cities were slated on Jobe's itinerary. He flew into Kiev, and then traveled to Uman, which was four hours south of Kiev. Jobe spent eight

days in Uman, which has a population of 150,000. He concluded his trip in Chutoro, an eight hour drive from Uman. Chutoro's population is 6,000.

Jobe said he learned a lot from people in the different communities.

"It was a great experience," Jobe said. "I'll never forget it."

Jobe said he would go back again, but would like to take his family. He said the hardest part about being gone was not seeing or having any contact with his wife Vonna or their three sons, Jacob, Joshua and Jeston.

"That was the hardest part about being over there," Jobe said. "The worse thing was not having my family there."

# Union County Advocate

Wednesday, May 21, 1997

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KENTUCKY

**Seeds of cooperation**

**planted by Russia, UC**

# Asian quartet is here to view way farmers operate

by Michael Banks  
of The Advocate staff

**W**alking through a lush green wilderness with massive oak trees swaying overhead, the four visitors must have felt as if they were on the other side of the world.

In fact, they were. The quartet were farmers from the Asian countries of Kazakhstan and Uzbekistan, two former republics in what was formerly Russia.

Kudaybergen Kantarbaev and Biken Bazabekova, both from Kazakhstan, and Davron Kjamanov and Tilquinjon Tursunov, of Uzbekistan, were in Union County on Tuesday and Wednesday touring numerous farms and businesses, and even took a walk through the relatively-new Higginson-Henry Outdoor Classroom.

On their journey through the outdoor classroom, the four Russian farmers watched as local school children studied nature, and even curiously peered over the students' shoulders and talked the children into posing for pictures with them beside wildlife study ponds.

Charlene Jaco, a member of the Union County Conservation Service who helped design and

build the outdoor classroom, said local officials wanted the Kazakhstan farmers to see the study site when students were using it. "We thought it would be a whole lot better for them to see it with the students using it," Jaco said. "They are just so thrilled to see this. It makes all the work we've done here even more worthwhile."

Tony Holloway, who is an area program director for the Kentucky Farm Bureau and served as a host to the Kazakhstan group, said the Higginson-Henry wilderness is in stark contrast to their home, which is nestled in a region bordered by the Caspian and Aral seas to the west and China to the east. Afghanistan is due south, while Siberia lies to the north.

Holloway, who visited Kazakhstan on an earlier

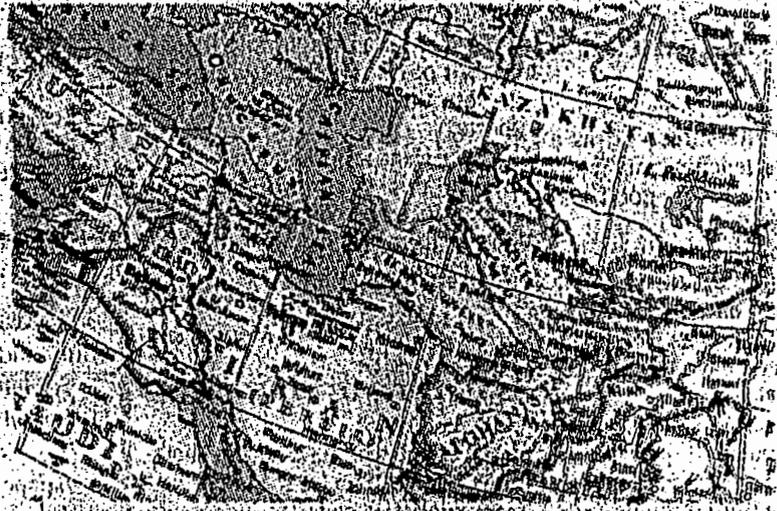
trip, said the country's principal crops are cotton, wheat and orchards specializing in pears, apples, cherries and fresh almonds. Vineyards also are prominent in the area.

"They grow a lot of fruits and vegetables, and they have the best raisins in the world," he said. "And they prosper at what they do," Holloway said.

"They're very intelligent people. They've all been educated through some sort of college," he said, pointing out that among their orchards, the farmers have planted wheat between the lines of fruit trees.

"They make the best use of the land that they can," he said.

While in Union County, the Kazakhstan farmers spent Tuesday afternoon on the Sturgis-area farm of Billy Bob



Farmers from the Asian countries of Kazakhstan and Uzbekistan were in Union County last week. Both countries are former Russian republics. Map taken from Almanac

See RUSSIA on page A-11

# Russia

*Continued from page A-1*

Sprague, who also serves as president of the Kentucky Farm Bureau.

Later that day, they visited the local agribusiness Sprague's Farm Supply near Morganfield, as well as Bickett Equipment Co. That night, they were treated to a dinner at the home of Mary Nelle White, who is on the KFB Women's Committee and is a former county Farm Bureau president.

On Wednesday, the foursome enjoyed breakfast at the Woodring Farm before touring the Higginson-Henry Outdoor Classroom.

It was an enjoyable and produc-

ive visit to Union County, Holloway said.

"What we wanted them to do here was to see how Kentucky Farm Bureau operates on a county and state level, and visit county Farm Bureau leaders, which they've done here."

"In addition to visiting Union County, the group was slated to visit Webster County, Christian County, McLean County, Muhlenberg County and also met with Congressman Ed Whitfield. He said they would also visit some banks in the area, as the farmers had expressed interest in credit and lending.

The privatization of land is one

major challenge facing the Kazakhstan farmers, Holloway said.

Holloway said Union County native J.K. Henshaw started the initial work with the Citizens Network for Foreign Affairs and the Kazakhstan group in February 1996. He said in March, he and another from the Kentucky Farm Bureau followed up on creating farm agencies, or "rayon private farmers associations" on a visit to the country.

"They're just amazed with all of this. It's just so great that they had the opportunity to see it and see how it works. They've heard it, and now they're getting to see all that we've told them," he said.



Union County played host to four farmers from the Asian countries of Kazakhstan and Uzbekistan, which are both former Russian republics, on Tuesday and Wednesday, May 13-14. Above, the farmers tour the Higginson-Henry Wildlife Study Area.

photo by Michael Banks



photo by Michael Banks

During a break in their tour Wednesday morning, an interpreter explains to a pair of visiting Russian farmers how local and state agencies worked together to build the Higginson-Henry Wildlife Study Area in Union County. Shown also is Larry Sharp, manager of the Higginson-Henry Wildlife Management Area.



## Hamming it up

A GROUP of Russian farmers recently toured Gatton's Farm in Bremen. They are part of an exchange program sponsored by Kentucky Farm Bureau. The Russians, from Uzbekistan and Kazakhstan, are touring Kentucky to learn farming methods. A similar group of American farmers are touring Russia. In top photo, Charles Gatton Jr., right, discusses country ham curing methods with his Russian guests. In left photo, the Russians are seen in the storage room with hundreds of Gatton's famous country hams.

-Times-Argus photos

# THE REPUBLIC



Columbus, Indiana

MAY 26, 1997



The Republic photos by Joe Harpring  
Above, Davron Djumanov, right, bestows upon Hartsville's Hank McGulre a traditional hat from his homeland, Uzbekistan. Djumanov, another farmer from his country, and two from Kazakhstan are touring Indiana over the Memorial Day weekend, looking for ways to improve their techniques. Below, Ken Bense, second from right, shows visiting farmers from the former Soviet Union, grain handling equipment on his farm, northeast of Hope. Pictured from left are Tulqinjon Tursunov, of Uzbekistan, interpreter Bibira Akmoldoeva of Kyrgyzstan and McGulre. To Bense's right is Kudaibergen Kantarbaev of Kazakhstan.

# Farmers cultivate interest

## Former Soviets see how Bartholomew agriculture works

By Ryan DuVall  
The Republic

Four farmers from the Central Asian countries of Kazakhstan and Uzbekistan were in Bartholomew County touring the farm of Ken and Julia Bense on Road 500W.

And although the former Soviet farmers and their American counterparts are decades apart in techniques and technology, they share one common bond — a belief that farmers must stick together.

The visit, sponsored by Indiana Farm Bureau and Citizens Network for Foreign Affairs, allows the farmers to learn how organizations for private farmers deal with policy-making, communications and business concerns such as insurance and organizing cooperatives.

Kazakhstan and Uzbekistan formed networks of private farmers' associations similar to Farm Bureau after becoming independent of the former Soviet Union.

During their visit to the Columbus area Saturday, the farmers stayed at the home of Hank and Betty Lu McGuire on Road 1100E. They also visited Francis and Lavonda Elliott's farm in Jackson County and Gary and Patty Reding's farm in Decatur County before visiting the Bense farm.

The McGuires met two of the four visitors during a February trip to Kazakhstan sponsored by Farm Bureau.

"They are just tremendous people and we've enjoyed the heck out of them," Hank said.

The Benses were just as cordial.

"We get several visitors and we enjoy visiting," Ken said. "We've had (visitors) from Germany, Hungary, the Army, Navy, Marines, FBI, the government — everywhere."

The group was accompanied by Bibira Akmoldoeva, a professor from Kyrgyzstan who served as an interpreter.

Speaking through Akmoldoeva, the farmers explained how far behind the times they are.

"You have different technology and we have different technology," said Kudaibergen Kantarbaev, vice-president of the Taldykorgon Farmer's Association. "Our technology is on a lower level, where yours is on a higher level."

"Your Farm Bureau is also much higher than our (associations), which are just starting."

The pieces of technology that impressed the visitors most were the Benses' grain dryers, silos and storage facilities.

"We used to have, in Soviet times, this machinery, but now they are owned by the state," grain farmer Biken Bazarbekova said. "But it was nothing compared to this."

Farmers in Kazakhstan and Uzbekistan raise corn, wheat, cotton and vegetables.

The climate is much dryer there than in Indiana and farmers use simple irrigation systems that rely on gravity to bring water to their crops from rivers and large reservoirs.

They mix all feed and silage by hand and can store feed only in pit silos — holes in the ground that are filled with grain and covered.

After discussing grain storage techniques with the them, Ken guessed the visitors are anywhere from 20 to 30 years behind American farmers.

During his visit to the former Soviet Union, the McGuire's saw just how limited farmers there are.

"The land in Kazakhstan is divided among the people," Hank said. "Every county has a governor and every governor wants control."

Government problems notwithstanding, the visitors still have hope.

"When we look at these farms,

we can look ahead to what our farms will someday be," said Davron Djumanov, a grain and livestock farmer.

Before leaving Saturday, the farmers were treated to a large meal at the Bense home where they met retired Columbus Russian teacher John Hudecek and Melanie Unrue of Columbus, who is leaving next week to spend part of her summer in Uzbekistan teaching with Yale University's Campus Crusade for Christ.

The group was scheduled to attend the Indianapolis 500 Sunday before finishing its tour of Indiana University at Purdue University on Thursday.



1996-97 Annual Report

The Citizens Network is one of the leading development educators in the United States. It engages public and private sector leaders throughout the country in a unique dialogue on the U.S. stake in promoting economic growth and sustainable development in the world's emerging economies and new democracies.

Through informative forums in the United States and through creative hands-on development projects in emerging economies, CNFA is serving as the catalyst for increased American participation, understanding and support of the important role development plays in the domestic economy of the United States.

In 1996, American Farm Bureau Federation President Dean Kleckner launched a unique partnership with the Citizens Network at the Farm Bureau's annual meeting in Nashville, Tennessee, attended by some 7,000 farmers and their families. This innovative program asks Farm Bureau members who have participated in Citizen Network technical assistance projects to tell their story in a series of workshops with their local Farm Bureau colleagues. Through these nationwide fora, the U.S. agriculture community is

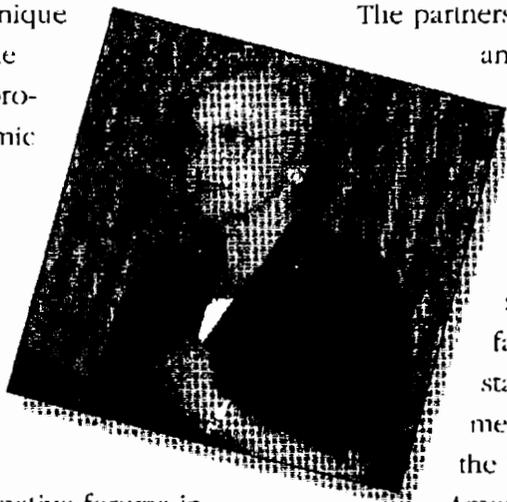
learning first hand, from people they know and trust, about American efforts to promote democracy and free markets—and why it is important to American farmers economic self-interest.

The partnership co-produced an important

video—*Free to Farm, Free to Grow*—that has been viewed by thousands of American farmers at their state and local meetings throughout the United States. The American Farm Bureau

Federation and the

Citizens Network also have linked their Internet web sites to inform Americans and others about upcoming opportunities to participate in new emerging-country development projects. The web-site is <http://www.cnfa.com>.



# Development Education

*Building  
Awareness and  
Understanding  
Among  
Americans*



# THE CITIZENS NETWORK FOR FOREIGN AFFAIRS

## Farm Bureau Program on Global Development Programs

### EVALUATION FORM

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Thank you for attending the CNFA workshop to learn about Farm Bureau's involvement in international agricultural development. Please assist us with our planning future programs, by completing this evaluation form. Thank you.

How valuable was the program to you personally?	<u>Low</u>				<u>High</u>
	1	2	3	4	5

Did the program contribute to a greater understanding of the Farm Bureau partnerships for agricultural development in the former Soviet Union and elsewhere?	1	2	3	4	5
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Was participation a worthwhile activity for the Farm Bureau?	1	2	3	4	5
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Do you think your attitude, awareness or understanding about economic development in transitional economies has changed as a result of this program?	1	2	3	4	5
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What about the value of U.S. economic development— How relevant is it to you and your farming operation?	1	2	3	4	5
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How effective was Bill Witting in his presentation?	1	2	3	4	5
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How effective were the Farm Bureau members in reviewing their assignments and the impact on agriculture abroad and at home?	1	2	3	4	5
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What about the visual presentation and handouts— Were they effective?	1	2	3	4	5
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Should the CNFA - Farm Bureau program be: (circle one) Ended      Continued      Expanded?

Please turn over >>>

**What is the most important insight(s) you gained from this workshop?**

**Do you have any suggestions for improving the format and/or content of similar workshops?**

Thank you for your cooperation in completing this anonymous form. Please leave it on your table or mail to:

David Cohen  
The Citizens Network  
1111 19th Street, NW  
Suite 900  
Washington, DC 20036

