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**LAND O'LAKES, INC.**

**AGRICULTURAL COOPERATIVE/BUSINESS DEVELOPMENT  
AND TRAINING FOR CENTRAL AND EASTERN EUROPE  
GRANT NO.: EUR-0024-G-00-1072-00**

**QUARTERLY REPORT ON ACTIVITIES  
FROM JULY 1 TO SEPTEMBER 30, 1992**

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## 1. EXECUTIVE SUMMARY

Land O'Lakes experienced some exciting highlights this quarter in its training and technical assistance activities:

- In Hungary the first private dairy plant in Heves has experienced a dramatic increase in profits after the owner implemented what he learned in the Land O'Lakes "Advanced Marketing Principles" course. Post-course sales are 75% higher. He changed his marketing strategy, packaging and product portioning as a result of the course, and has developed a brand name. *"Attending the marketing course brought a major turn in my way of thinking. I realize what marketing can be and that with common sense and some marketing knowledge I can increase sales. The marketing course also contributed in that people are standing in lines and waiting for my milk instead of buying [the same products] from my competitor."*
- A Bulgarian professor, after interning with several University of Minnesota professors through her U.S.-based International Agriculturalist Program (IAP) internship, has developed new course materials and updated course information, enabling her to *retire her American book on forages published in 1948.*
- A number of tangible changes were implemented from marketing technical assistance. In Poland the Pastek dairy plant is now more carefully assessing market needs and differentiating its cheeses by different color packaging. It is also placing greater emphasis on product uniformity (quality, packaging, color) and making sure its trademark is on each package.
- Several U.S. IAP interns indicated that information gained from their U.S. internships will be shared with agricultural institutions in their home countries, such as the Bulgarian Department of Agriculture. One trainee had already requested a meeting with the Ministry of Agriculture and Forestry of the Slovak Republic before even completing his internship.
- The Vice Voyvoda of Poland's Zamosc province wrote Land O'Lakes a letter praising the "Introduction to Marketing" course conducted in May. *"I am sure that the knowledge obtained will accelerate the improvement of the market economy in my voivodship."*
- "My stay at Land O'Lakes has been useful and inspirational and every day brings new knowledge and experience...They took me to over 20 different farms in the area, as well as six dairy factories, the slaughterhouse and the local college." Jan Drbohlav, IAP intern (Czech Republic)
- Staff from the South Dakota State Dairy Science Lab said they would "welcome the opportunity to spend one more week" with the Slovakian IAP intern who asked to return for another week of training there at the end of his program.
- Land O'Lakes was the first Western organization to provide "Training of Trainers" instruction in the Slupsk voyevodship in Poland. The extension center personnel there videotaped much of the course for their future training use.

- Operators of the Bass Lake Cheese Plant in Somerset, Wisconsin, made a special request to allow their Bulgarian IAP intern to stay longer because they had so much that they really wanted to show him.

During third quarter, 1992, eleven International Agriculturalist Program interns arrived for three-month customized internships. Five came from Bulgaria, and three each came from the Czech and Slovak Republics. Trainees were exposed a wide variety of practical learning experiences in diverse topic areas during their programs, and all received technical training in "Small Business Management" and "Training of Trainers." Each helped design his/her program, and adjustments are being made throughout their programs to ensure a relevant, quality training experience.

Eleven in-country training courses were conducted this quarter as follows:

- Poland - 11 courses
  - Training of Trainers (4)
  - Dairy Processing and Manufacturing (2)
  - Cooperatives: Principles and Practices (2)
  - Agribusiness Management (2)
  - Introduction to Marketing (1)
- Czech Republic - 1 course
  - Cooperatives: Principles and Practices
- Bulgaria - 1 course
  - Agribusiness Management
- Hungary
  - Agribusiness Management

In Poland, over half of trainees were in agriculture and extension, which was to be expected considering the majority of the courses were "Training of Trainers" and "Agribusiness Management". In both Poland and Bulgaria 60% of attendees were men, and 40% women. For the "Agribusiness Management" course held in Bulgaria, over half were researchers or in academia, and a quarter from old-style cooperatives. For the same course held in Hungary, equal numbers of participants were farmers, in academia or involved in "other agriculture."

Two dairy plants in Bulgaria received technical assistance in "Cooperative Restructuring and Reorganization." Rich Hanna, former Land O'Lakes board member and hog and crop farmer from Joice, Iowa, worked with the State Cooperative Farm in Dalboki and at the former state farm at Kameno. At Dalboki farmers are facing a number of obstacles to privatization: interest rates are at 60%, privatization and cooperative laws are new and not yet fully implemented, and state monopolies control the agricultural input supplies and are reluctant to deal with small landowners. Nonetheless, they welcomed his assistance and respected his opinion as an experienced farm operator in the free-market system.

Land O'Lakes responded to numerous requests to further customize IAP internships to ensure that interns could achieve their personal goals, and also to respond to last-minute situations such as the broken finger of an intern involved in an artificial insemination internship. Through an amendment to this grant signed third quarter, 1992, Land O'Lakes has added two training courses in Lithuania, three in Albania, two weeks' of technical assistance in Estonia, and a ten-day U.S.-based orientation for key agricultural leaders of Romania and Albania, all in 1992.

## **2. IMPLEMENTATION OF ACTIVITIES**

The activities of Phase III, "Training and Technical Assistance," continued during the third quarter of 1992.

### **A. U.S.-BASED INTERNATIONAL AGRICULTURALIST PROGRAM (July 20-October 19, 1992)**

On July 20, 1992, eleven interns arrived for training - five from Bulgaria, three from the Czech Republic, and three from the Slovak Republic. They began a three-month internship program uniquely designed for each intern's training goals. These goals were identified during their initial interview with Land O'Lakes and each intern was asked to restate their goals on the program application.

#### **ORIENTATION SUMMARY**

On the first day after their arrival the group was given a guided historical/architectural tour of the Minneapolis and St. Paul area and acquainted with shopping areas, cultural centers, and dining and entertainment options. A three-day program orientation was then held at Land O'Lakes' corporate offices. The orientation included an introduction to, and overview of, the Land O'Lakes cooperative, an introduction to U.S. culture, and an International Agriculturalist Program overview. Land O'Lakes presented its expectations for the program along with the schedule for each intern's training program. A seminar entitled "Critical Thinking and Learning" was presented to assist interns to maximize the opportunity to gain new knowledge and understanding during their program. Land O'Lakes staff held individual consultations with each intern to review program goals and expectations.

On day two of the orientation the group visited Land O'Lakes' Research and Development facility and a Land O'Lakes feed plant. Key Land O'Lakes professionals met with the group to discuss marketing and distribution of dairy products in the United States. On the final day of orientation the trainees received presentations on the governance, structure, and operations of Land O'Lakes and an overview on the U.S. cooperative system.

#### **FARMSTAY**

Each intern (with the exception of Pavel Dostal, Tomas Stevlik and Nicolay Nikolaev) spent the first three weeks of his/her program on a dairy or hog farm. This experience allowed interns to observe everyday life on a Midwestern farm and to interact with local cooperative, extension, and financial agricultural professionals at the county and state levels.

#### **TECHNICAL TRAINING**

Immediately after the farmstay which most interns experienced, all interns attended a one-week "Small Business Management" training course conducted at North East Metro Technical College in Maplewood, Minnesota. This was followed by a one-week course on "Training of Trainers" presented at the corporate offices of Land O'Lakes in Arden Hills, Minnesota.



▲ *Eleven exuberant International Agriculturalist Program interns from Bulgaria and the Czech and Slovak Federal Republic joined several Land O'Lakes International Development Division staff members, families and friends for a group picture the day after their arrival in Minneapolis-St. Paul. Land O'Lakes organized a picnic at Como Park in St. Paul to welcome them and celebrate their arrival in the United States.*

*Pictured are (left to right):*

*Back row: Hristo Nikolov, Igor Skvarla, Kathy Maro, Vladimir Foltys, Jan Drbohlav.*

*Middle row: Diana Frantz, Jim Frantz, Laura Frantz, Helen Nelson, Petra Neuwirthova, Lori Anderson, Nicolay Nikolaev.*

*First row: James Bueltel, Sue Johnson, Stoino Atanasov, Hristina Iantcheva, Mary Hotchkiss, Nadia Nazarity.*

*Reclining: Pavel Dostal, Tomas Stevlik.*

## INDIVIDUAL PROGRAM ACTIVITIES THIS QUARTER

### BULGARIANS

1. **Mr. Stoino ATANASOV**, Manager, Viand-13 Ltd. (a feed production firm), Sofia, Bulgaria; and president of a village cooperative farm

Mr. Atanasov's internship goals were to:

- Study the cooperative structure, laws, and membership relationships; how cooperatives help owners reach the market and buy their products; economic ties between farmers and co-ops, pricing, marketing.
- Learn how to obtain good equipment, technology, and organize farmers.
- Learn about processing agricultural products for livestock consumption.
- Organize family farms into cooperatives and help them produce their own feed.

Farmstay: A dairy farm in southern Minnesota.

Mr. Atanasov spent three weeks with faculty members from the Department of Agricultural and Applied Economics at the University of Minnesota, focusing on learning cooperative structure and law, and the Capper Volstead Act. He then spent two weeks at NEW Cooperative in Fort Dodge, Iowa, a leading full-service cooperative specializing in supplying feed and seed to Land O'Lakes' farmer-members in the region. At the NEW Cooperative Atanasov also met key Cenex/Land O'Lakes management staff, including the Vice President of Agricultural Services.

2. **Ms. Hristina IANTCHEVA**, Senior Assistant (forage production research) to Professor Dimitar Braikov, Agrarian University, Plovdiv, Bulgaria

Ms. Iantcheva's internship goals were to:

- Visit American farms to see modern equipment and technologies.
- Visit a research institute and observe new techniques.
- Improve her qualifications as a professor.
- Obtain new teaching materials.
- Access information to provide better advice to farmers.

Farmstay: A farm in Detroit Lakes, Minnesota

Ms. Iantcheva interned with key individuals from the Cenex/Land O'Lakes Agronomy Division and received training in the use of Agrisource, a computerized agronomy advising program developed by Land O'Lakes. She then spent four weeks with key faculty members from the University of Minnesota Agronomy Department. During late September she visited the U.S. Dairy Forage Research Center and the American Society of Agronomy, both in Madison, Wisconsin. [See newspaper article on Iantcheva in Attachment A.]



▲ *Interns busily calculated depreciation and asset valuation in a "Small Business Management" training course at the North East Metro Technical College in Maplewood, Minnesota. The Bulgarian, Czech and Slovakian interns trained with Land O'Lakes Polish International Agriculturalist Program interns in this five-day practical course in early August.*

3. **Ms. Nadia NAZARITY**, Dairy Scientist, Research Institute of Animal Breeding, Kostinbrod, Bulgaria

Ms. Nazarity's internship goals were to:

- Conduct microbiological research related to establishing standards for milk.
- Learn about and observe the distribution system of milk and how it pertains to milk quality in the United States.
- Study standards for three fatty acids, lipid content, and milk handling, transport, and storage temperatures.
- Have access to a dairy library.
- Visit modern dairy farms and observe milk handling and collection techniques.

Farmstay: A dairy farm in Oshkosh, Wisconsin

Ms. Nazarity's training program involved one-week training experiences with the Dairy Herd Improvement Association in Zumbrota, Minnesota; Land O'Lakes' Research, Technology, and Engineering Laboratories, Arden Hills, Minnesota; the Dairy Quality Control Institute in Mounds View, Minnesota; and the Dairy Science Department at South Dakota State University in Brookings, South Dakota. [See newspaper article on Nazarity in Attachment A.]

4. **Mr. Nicolay NIKOLAEV**, Head of Department of Dairy Science, Institute of Animal Breeding, Kostinbrod, Bulgaria

Mr. Nikolaev's internship goals were to:

- Improve knowledge in management of dairy products, feeding, milking, labor, and overall efficiency.
- Learn about USDA's extension service.
- Improve his farm management skills.

For the majority of his training program, he studied with key researchers at the University of Minnesota's Agricultural Education Division, Dairy Science and Extension Units, and Agricultural and Applied Economics Department. Mr. Nikolaev also visited dairy farms and extension personnel in the St. Cloud, Minnesota, area for three weeks; trained with Minnesota's Department of Agriculture; and met with the Minnesota Association of Cooperatives and the Minnesota Trade Office. During the week of September 21, he traveled to Washington D.C. to meet with individuals from USDA's Agriculture Research Service, the National Milk Producers Association, the National Dairy Board, and the Beltsville Agricultural Research Center.

5. **Mr. Hristo NIKOLOV**, Researcher (studying proteins and casein analysis in sheep milk), Institute of Animal Breeding, Kostinbrod, Bulgaria

Mr. Nikolov's internship goals were to:

- Train in cheese plants and learn new technologies for milk processing.
- Develop new cheese products for Bulgaria.

Farmstay: A dairy farm in Ripon, Wisconsin.

Mr. Nikolov spent three weeks at the Bass Lake Cheese Plant in Somerset, Wisconsin, followed by a one-week stay at the Land O'Lakes' cheese plant in Perham, Minnesota. During the course of training at these plants he was given recipes for several different types of cheese that he hopes to start producing when he returns to Bulgaria.

## CZECH REPUBLIC

6. **Mr. Pavel DOSTAL**, Animal Husbandry Adviser, Bull's Station, Uhrbitova, Czech Republic

Mr. Dostal's internship goals were to:

- Train in the field of insemination.
- Improve his knowledge of animal production.

Mr. Dostal spent his internship training with 21st Century Genetics in Shawano, Wisconsin. Mr. Dostal's primary training was in the area of semen collection and processing of semen for use in artificial insemination. He trained in the semen laboratory and bank, and learned artificial insemination techniques, semen quality evaluation techniques, and new technologies and procedures for freezing semen in liquid nitrogen and packaging semen in straws. He also spent time observing local sales and service technicians and observing their interaction with local farmers.

**7. Mr. Jan DRBOHLAV, Head of Technological Division, Dairy Research Institute, Prague, Czech Republic**

Mr. Drbohlav's internship goals were to:

- Obtain information in the dairy industry and the Land O'Lakes cooperative system.
- Train in new product development with Land O'Lakes Dairy Research.
- Visit dairy plants, including those that utilize whey.
- Interact with key Land O'Lakes staff and discuss future plans of Land O'Lakes in the Czech Republic.
- Learn about the development of business partnerships and working relationships between research institutions.

Farmstay: A dairy farm in De Pere, Wisconsin

Mr. Drbohlav spent four weeks in the New Product Development area of Land O'Lakes' Research and Development Division. There he was assigned duties relating to particular research and development projects. During his program, Mr. Drbohlav visited a Land O'Lakes margarine/spreads processing plant in Hudson, Iowa, and traveled to the Land O'Lakes experimental farm in Fort Dodge, Iowa, to learn about its research activities.

**8. Ms. Petra NEUWIRTHOVA, Cattle Breeder, Collective Farm, Jesenik, Czech Republic**

Ms. Neuwirthova's internship goals were to:

- Observe methods pertaining to hygiene and quality of raw milk.
- Learn new breeding technologies and new milk production techniques.
- Study ecological production techniques.

Farmstay: A dairy farm in Marathon, Wisconsin

Ms. Neuwirthova's individual internship program began with a two-week program training under key researchers at the Department of Animal Science at the University of Minnesota, and one week each at the Poplar Hill Goat Farm in Scandia, Minnesota; and 21st Century Genetics in Shawano, Wisconsin, where she received training in artificial insemination.

## SLOVAK REPUBLIC

9. **Mr. Vladimir FOLTYS**, Milk Quality Researcher,  
Research Institute of Animal Production,  
Nitra, Slovak Republic

Mr. Foltys' internship goals were to:

- Train in a lab with milk-quality testing equipment.
- Learn about dairy equipment and its influence on milk quality.
- Obtain information to write a paper in the dairy science journal and newspaper for farmers.

Farmstay: A dairy farm in New York Mills, Minnesota

Mr. Foltys received training with the Dairy Quality Control Institute in Mounds View, Minnesota, for two weeks; the Dairy Herd Improvement Association in Zumbrota, Minnesota, for one week; and the Dairy Science Laboratory of South Dakota State University in Brookings, South Dakota, for one week.

10. **Mr. Igor SKVARLA**, Technologist in the New Product Development Division  
of Millex Company, Bratislava, Slovak Republic

Mr. Skvarla's internship goals were to:

- Learn about new product development for cultured milk, ice cream, yogurt-based ice creams, casein products and milk-based drinks.
- Improve management skills regarding processing, quality control, and marketing of dairy products.

Farmstay: A dairy farm in Red Lake Falls, Minnesota

Mr. Skvarla spent one month at the Bridgeman Creamery in Thief River Falls, Minnesota. While there Skvarla observed product flow process, sanitation, logistics and management in a small scale fluid milk processing plant.

11. **Mr. Tomas STEVLIK**, Director of Land Office of the district Nove Zamky,  
Ministry of Agriculture and Food, Bratislava, Slovak Republic

Mr. Stevlik's internship goals were to:

- Study farms of optimal size.
- Observe how irrigation is used in the United States.
- Study soil quality, land prices, our tax structure, remote sensing, soil maps, and plat maps.

Mr. Stevlik spent one month training with the West Central Experiment Station of the University of Minnesota in Morris, Minnesota, while living with a host family on a farm. While there he had meetings with scientists and dairy, livestock, horticulture, agronomy and sales specialists to study how they work with production farmers. When Tomas returns to the Slovak Republic he will assemble farms into units and these farms will be diversified, so he needed to

look at production and resources in each area and how they interact with each other. He also trained with the Soil Conservation Service and gained exposure to the county assessor and learned how county tax and federal farm programs affect farm units. He studied in the library, focusing on current topics and annual reports in agriculture, crops and livestock.

He also spent two weeks at South Dakota State University in Brookings, South Dakota, where he learned about remote sensing and some of the same things that he studied at the West Central Experiment Station. During this time he was able to visit the EROS ["Earth Resources Observation System"] Data Center operated by the Geological Survey, Department of the Interior. The EROS Center uses satellite imagery to assist agricultural specialists in making more informative decisions. This visit was followed by a one-week training program with the Soil Science Department at the University of Minnesota.

### CONCLUSION OF PROGRAM

During the last portion of their training program (fourth quarter, 1992) all interns will travel to the World Dairy Expo in Madison, Wisconsin.

Their practical training will conclude with one more week of training with their host organizations. The final week of their program will include a presentation on the agricultural industry in the United States; and visit to the Minneapolis Grain Exchange and Minnesota Department of Agriculture. Each intern will make a presentation about the training s/he has received, and the program will conclude with the completion of program evaluations and final travel preparations. All interns are scheduled to conclude their programs and depart on October 19, 1992.

### **B. IN-COUNTRY TRAINING (14 courses)**

<u>COURSE</u>	<u>DATES</u>	<u>LOCATION</u>	<u>TRAINER</u>
<u>Poland</u> (11 Courses)			
Training of Trainers	6/29-7/3/92	Mietne	M. Grantham
Training of Trainers	7/6-10/92	Strzelino	M. Grantham
Dairy Process. & Mfg.	8/24-28/92	Bydgoszcz	G. Behrens
Dairy Process. & Mfg.	8/31-9/4/92	Legnica	G. Geist
Cooperatives	9/7-11/92	Radom	M. Clark
Cooperatives	9/14-18/92	Slupsk	M. Clark
Training of Trainers	9/14-18/92	Ciechanow	T. Anderson
Training of Trainers	9/21-25/92	Czestochowa	T. Anderson
Agribusiness Mgmt.	9/21-25/92	Koszalin	L. Hayes
Agribusiness Mgmt.	9/28-10/2/92	Mokoszym	L. Hayes
Intro. to Marketing	9/28-10/2/92	Zielona Gora	D. Gray
<u>Czech Republic</u> (1 Course)			
Cooperatives	9/22-26/92	Prelouc	M. Clark
<u>Slovak Republic</u> (0 Courses)			

<u>Bulgaria</u> (1 Course) Agribusiness Mgmt.	8/3-7/92	Grudovo	L. Vanicek
<u>Hungary</u> (1 Course) Agribusiness Mgmt.	9/28-10/2/92	Debrecen	J. Kruse

Refer to Attachment B for charts on participant demographics (gender and professional affiliation).

### C. TECHNICAL ASSISTANCE

<u>TOPICS</u>	<u>DATES</u>	<u>LOCATION</u>	<u>SPECIALIST</u>
<u>Bulgaria</u> Cooperative Restructuring and Reorganization	9/21-10/2/92	Dalboki and Kameno dairy plants	R. Hanna

### 3. HOW PARTICIPANTS BENEFITTED - SOME EXAMPLES

#### A. U.S.-BASED INTERNATIONAL AGRICULTURALIST PROGRAM

##### BULGARIA

- **Stoino Atanasov:** Elwin Bruhl, the Feed Department Manager for NEW Cooperative in Fort Dodge, Iowa, relayed that Atanasov was amazed and excited about the cooperative's planning process. Atanasov spent one week with Bruhl. Atanasov studied in detail not only the cooperative's yearly business plan, but also the five-year long-range plan. Said Atanasov, "I'm anxious to do a plan like I have seen at Land O'Lakes. This information will permit me to do my best."
- **Hristina Iantcheva:** Iantcheva, an assistant professor of forage production research, seemed shy but excited when she arrived to begin her internship focusing on forage research. It soon became evident to everyone she met, however, that she was outgoing and intent on gaining as much information as possible. After training with county extension agents from the Minnesota Extension Service, she was introduced to several University of Minnesota professors. After this meeting she asked that her program be modified to allow her to sit in on their classes to observe their teaching style and have them aid her in developing new course materials for use in Bulgaria. Iantcheva was thrilled that now she has updated information and can retire her American book on forages from 1948.
- **Nadia Nazarity:** Land O'Lakes can find many ways the participants benefitted, however sometimes the benefits can be bittersweet. Nazarity missed her only child's first day of kindergarten, a very important day in a child's life. When Nazarity was asked if it was worth missing she replied, "It is important for me to be here in America and to gain as much knowledge as I can from Land O'Lakes. My daughter will understand this one day." Nazarity

took her training with the Dairy Quality Control Institute in Mounds View, Minnesota, very seriously. Here she received exposure to testing instruments, control samples, testing regiment, and the method or organization for controlling milk testing by not only private firms, but cooperatives as well. She has indicated her interest in sharing much of what she learned with the Bulgarian Department of Agriculture.

- **Nicolay Nikolaev:** Nikolaev began his training with key personnel from cooperatives, farm management instructors and Minnesota's Extension Service personnel. After observing how the public and private sectors network, Nikolaev said, "I want to know everything about the dairy industry in the United States." As a result, his program was modified to allow him 3 weeks of training with key individuals from the Agricultural Education, Dairy Extension, and Animal Health Departments of the University of Minnesota. Nikolaev feels very confident that the continued growth of his experiences and the knowledge gained in his internship will prepare him to move forward and implement changes once he returns to his position as Head of the Department of Dairy Science at the Institute of Animal Breeding.

- **Hristo Nikolov:** Nikolov's desire was to visit several small cheese operations and learn how to make different types of cheese, and to one day possibly start his own small cheese processing plant. He was scheduled to spend one week with Scott and Julie Erickson at the Bass Lake Cheese Plant in Somerset, Wisconsin. Midway through his stay there Land O'Lakes received a phone call from the Ericksons with the request, "Can't Hristo stay longer? There's so much more we'd like to show him!" The benefits received by the interns are oftentimes assured by the quality people that Land O'Lakes puts them in contact with.

## CZECH REPUBLIC

- **Pavel Dostal:** Dostal has indicated his intentions to implement much of what he learned about new technologies used in freezing semen once he returns to the Czech Republic. He has also built business and personal relationships with many of the employees at 21st Century Genetics. Said Dostal, "Building these friendships was one of the best things about my stay here."

- **Jan Drbohlav:** "My stay at Land O'Lakes has been useful and inspirational and every day brings new knowledge and experience. I especially liked my farm stay with the Hutjens family in De Pere, Wisconsin," said Drbohlav. He continued, "From that stay I know the work and life on farms, equipment, the system of cooperatives and extension services. They took me to over 20 different farms in the area, as well as six dairy factories, the slaughterhouse and the local college." Drbohlav has already obtained a great deal of printed material to take back to the Czech Republic, but the efforts and interest shown by the Hutjens family from Wisconsin was an unforgettable experience for Drbohlav.

- **Petra Neuwirthova:** Neuwirthova proved that she had the mettle to pursue her internship despite setbacks. As an animal breeder it's important to have the use of your hands, so when she broke her finger while staying at a dairy farm in Marathon, Wisconsin, she was worried that her other internship sites would

"change their minds" about hosting her. And one did, but after agreeing to give Neuwirthova a tour of their goat-breeding farm, they realized that both they and Neuwirthova could still benefit from spending time together. It was decided that she should stay a full week and have as much opportunity to observe and train as possible. As a result, not only did Neuwirthova learn new breeding techniques and other important aspects of caring for goats, she says now that "staying with the Maefsky family has been the best week so far."

## SLOVAK REPUBLIC

- **Vladimir Foltys:** Vladimir Foltys spent one week training in the dairy science lab at South Dakota State University in Brookings, South Dakota. He was elated to have the opportunity to study new methods and different equipment for determination of raw milk quality, and plans to institute these new ideas and methods for the laboratory in his research institute upon returning to the Slovak Republic. When Foltys asked if it would be possible to return to SDSU in October for one more week in the lab, Kurt Baldwin of SDSU was contacted and replied, "It [the experience of training Foltys] was a pleasure and also interesting for all of us in the lab. We would welcome the opportunity to spend one more week with Foltys." This visit was subsequently arranged.

- **Igor Skvarla:** Not only did Igor Skvarla want to train and observe technologies and procedures in ice cream plants, but he also wanted to observe and train with principle managers of these plants and study their system of management. He found a willing manager at the Bridgeman Creamery in Thief River Falls, Minnesota. Skvarla says of his own plants, "I experience problems with organization between the processing and marketing departments. They don't communicate very well and people don't know how to cooperate." Steve Edwards took Skvarla under his wing and let him observe his personal style and sit in on several staff meetings to observe the "chemistry" that a well-functioning team has. As a result, Skvarla now has many new ideas about management that he is anxious to try once he returns to the Slovak Republic.

- **Tomas Stevlik:** Tomas Stevlik feels he has benefitted most by his stay with the Soil Science Department at the University of Minnesota. Not only has he improved his technical soil science vocabulary, but he has obtained important information about the use of different kinds of software for soil maps, land use, vegetation, and establishing boundaries through implementing land and geographic information systems. Stevlik has made arrangements to bring back a demo of these two software programs and has already requested a meeting upon his return to the Slovak Republic with the Minister of Agriculture and Forestry to present what he has learned during his internship.

## **B. IN-COUNTRY TRAINING**

### POLAND

Gary Geist and Gint Behrens taught "Dairy Processing and Manufacturing" in August. One training participant, Mr. Stefanski Wojciech (Deputy Manager, Milk Procurement Division, dairy plant in Inowroclaw, Poland), said, "The information I gained during the course helps me to solve our and the farmers'

problems more professionally. It builds confidence of our organization among the farmers. It also results in higher quantity and better quality of milk production." [See photographs on following pages.]

Dr. Marilyn Grantham taught "Training of Trainers" twice in Poland in July. She found that the class participants had good backgrounds in adult/extension methods. However, most indicated that they benefitted from the practical experience learned in the class. Participants were divided into teams and each team had to design a program plan for a presentation to farmers on: Introduction of High-Gluten Wheat, Introduction of New Disease-Resistant Potato Varieties, Utilizing Feed Concentrate for Swine, and Increasing Crop Production With Less Advanced Farmers. The program plan had to describe the intended audience, the current situation, educational needs, teaching goals, teaching strategies, educational materials needed, program promotion, budget, who would be responsible for activities, evaluation, and communication of outcomes.

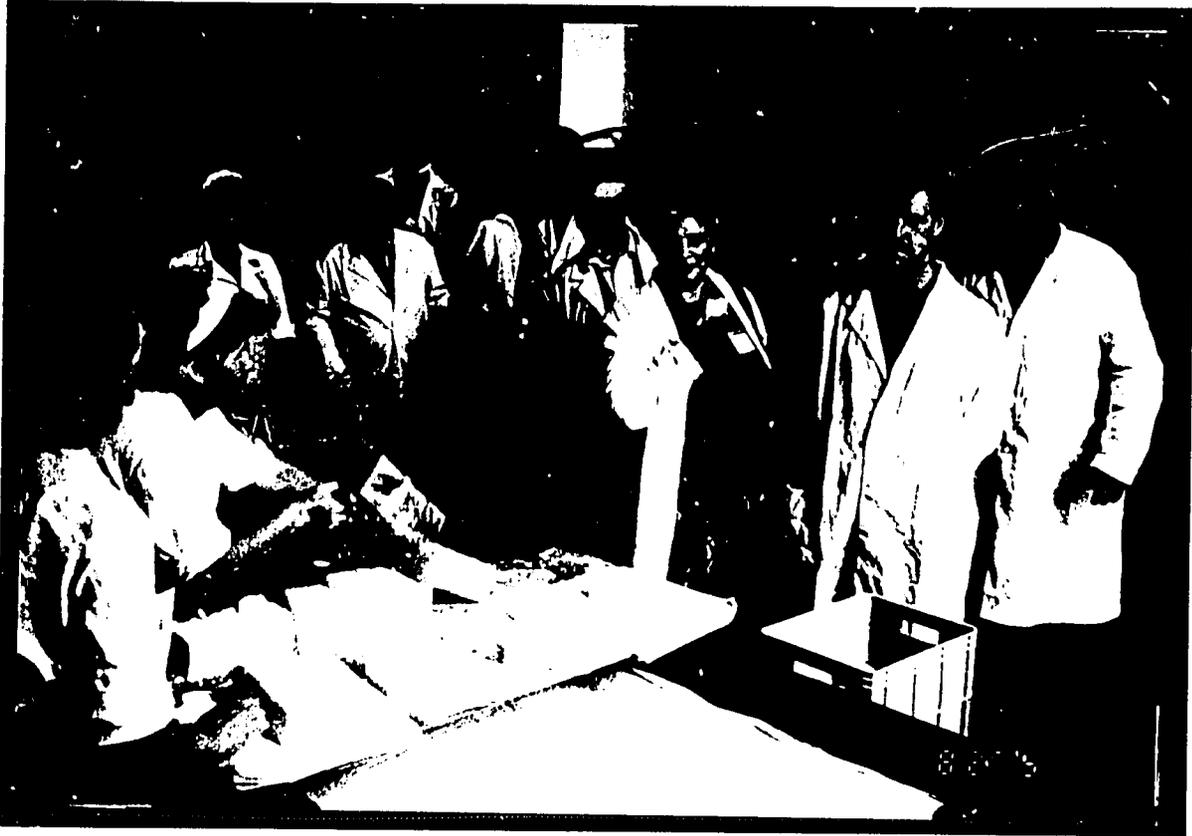
Participants in Słupsk represented the local agricultural extension service. They rated the course highly and asked Land O'Lakes to provide follow-up training in cooperative management and marketing.

Much of the course was videotaped by the extension center personnel in Słupsk, Poland. Land O'Lakes is the first Western organization to provide such training in the Słupsk voyevodship.

Grantham commented about course participants: "I was very touched by my interaction with the "Training of Trainers" course participants. Despite the language barrier, I discovered that we have more in common as extension workers than I expected. The Poles want very much to 'catch up' now that they fully realize what happened in the rest of the world after World War II; therefore, they are very curious about life in the U.S. and many are highly motivated to learn anything new that they perceive will help them in their work." [See photograph on following pages.]

#### POLAND AND THE CZECH REPUBLIC

During the third quarter Martin Clark taught the course "Cooperatives: Principles and Practices" twice in Poland, and once in the Czech Republic. The major challenge Clark faced in presenting the principles and practices of a democratically managed agricultural cooperative in Poland and the Czech Republic is that neither country has established cooperative laws. Clark acknowledged in his report, "In every class, the members were discouraged because good, workable cooperative laws had not made it through their legislatures." But Clark emphasized to course participants the importance of knowing how a true cooperative should be organized and managed so that when the time comes everyone will be ready and equipped with the knowledge to rise to the task. [See photographs on following pages.]



- ▲ *Participants from Gint Behrens' "Dairy Processing and Manufacturing" course examine the quality of the Quard cheese produced at the Inowroclaw Dairy Plant near Bydgoszcz, Poland.*

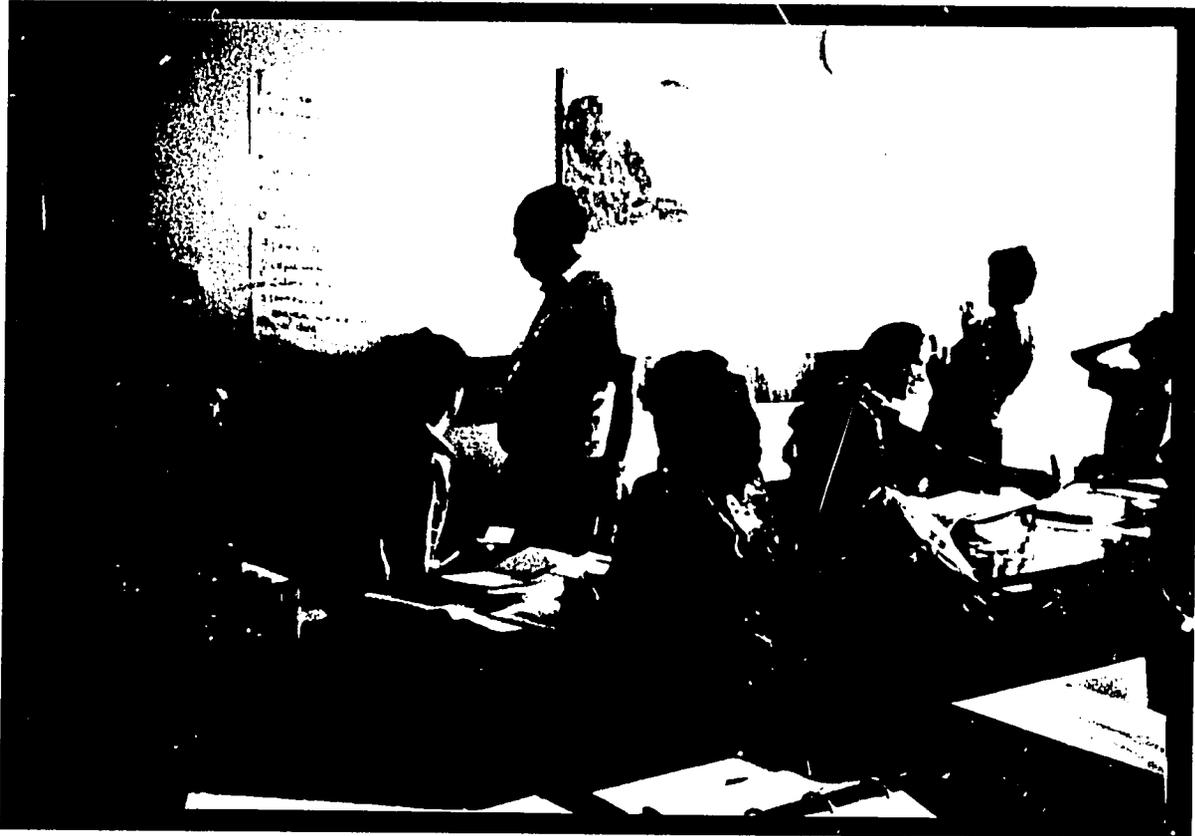
*In the classroom participants learned about milk quality, cleaning and sanitation practices, pasteurization, and plant inspection procedures. The plant tour allowed participants the opportunity to view first-hand the operations of a Polish dairy plant and its processing standards.*

#### HUNGARY

Although 20 registered for the "Agribusiness Management" course taught by Jon Kruse, only 10 showed up because a property sharing meeting was called at the cooperative. The meeting was to determine how the property of the cooperative will be divided. Needless to say, some of the participants chose to attend the meeting rather than the class as this could greatly impact their immediate future.



- ▲ *Gint Behrens instructs participants in "Dairy Processing and Manufacturing" to prepare for their upcoming field trip to a dairy plant.*



- ▲ *Participants in Dr. Marilyn Grantham's "Training of Trainers" course brainstorm ideas for their nominal group exercises.*

*Nominal group technique is a group approach to assessing and prioritizing needs and in-program planning; it is helpful in situations involving idea-generating and problem-solving "judgmental decision making," i.e. making policy decisions when participants have diverse backgrounds, points of view, and desires.*



- ▲ *After their graduation ceremony, earnest participants await the opportunity to apply what they have learned in the "Training of Trainers" course taught by Tom Anderson [second from left] in Ciechanow, Poland.*



- ▲ *Smiling participant Katarzyna Nowak is spokesperson for her small group as it presented ideas on how to solve problems if they were on the board of directors of a cooperative.*

*Trainer Martin Clark used props, such as hats and sunglasses, in his "Cooperatives Principles and Practices" course in Radom, Poland, as an incentive to encourage participants to be active in discussions. The spokesperson from each group wore the hat and sunglasses to encourage them to be more willing to be a group spokesperson and more excited about participating. Spokespersons kept their props as mementos.*

*Class participants and instructor held informal gatherings outside of class on several occasions, which encouraged carry-over class discussions and building bonds of friendship which they can use to work together in the future.*



- ▲ *During the "Cooperatives" course, Marian Kaczor [right], a farmer, offers his opinion on the responsibilities of the members and directors of a cooperative.*

*Small group discussions such as this were an active tool in the instruction of the participants at the extension center in Słupsk, Poland. Martin Clark, the trainer, believes that this hands-on approach is both an effective teaching method and more interesting for the class than straight lectures.*

## C. TECHNICAL ASSISTANCE

### BULGARIA

Rich Hanna, former Land O'Lakes board member and hog and crop farmer from Joice, Iowa, on a technical assistance assignment at the State Cooperative Farm in Dalboki and at the former state farm at Kameno, found a situation with many obstacles for private farmers. The interest rate was up to 60%. At this rate it is almost impossible for farmers to borrow money to capitalize their operations. The privatization and cooperative laws are new and have yet to be fully implemented. State monopolies control the agricultural input supplies and are reluctant to deal with small landowners.

At the Dalboki State Farm Hanna spent five days working with Mr. Ivan Gaidarov, Chairman of the Liquidation Committee; Mr. Maryann, the Vice Chairman; and Mr. Ivan Yordanov, Farm Manager. Hanna's scope of work was to assist the former state farm reorganize in their effort to dissolve the farm and form individual democratic cooperatives. The farm has a dairy, a winery, orchards, and grows grain crops. The group also asked for advice on improving the farm's operation and crop and livestock production. Hanna has written specific recommendations for the management dealing with improving farm production which include the steps needed to organize a democratic cooperative. The recommendations will be translated into Bulgarian and given to Mr. Gaidarov.

At the Kameno State Collective Farm Hanna found a more unified work and management force. The Chairman of the Liquidation Committee, Mr. Mitko Dobrev, was elected by the membership and according to Rich is "highly respected as a fair man." Rich found a fairly well-run operation with good forage quality, hog genetics, and farm equipment. The farm could use technical assistance from an agronomy specialist in weed control, and an animal husbandry specialist in hog production and nutrition. The farm would also benefit by a course on farm management to introduce improved recordkeeping and accounting practices.

Hanna said, "I found that talking to them [the management staff at Dalboki and Kameno] as an experienced farm operator in the free-market system, and answering many questions, it seemed to give them much relief and confidence. I could see faces light up, and after awhile even smiles and enthusiasm."

## 4. OUTCOMES

Land O'Lakes' staff conducted in-depth interviews with selected participants of Land O'Lakes courses prior to third quarter, 1992, to get feedback and to assess the long-term impact of the program on them and their places of business. The following is feedback from a few of the interviewees.

### POLAND

- "Introduction and Advanced Marketing Principles," May 11-15 & June 8-12, 1992; Elizabeth Dolphin and Cheryl Isberner, trainers, respectively.

When asked how helpful the courses were toward improving individuals' work, one participant responded, "It let me recognize the competition and their activities, organization of promotion and advertising...helped me solve many professional problems; helped me establish prices against competition; advertising; improving the position of my company on the local and country market." Mrs. Janina Jablonska Rymarczyk, Marketing Specialist, Zamosc Meat Processing Plant.

- **Technical assistance to Pasiek dairy plant, June, 1992; Howard Gochberg and Kim Ewers**

Feedback from the Pasiek dairy plant indicated that several tangible benefits were realized from Gochberg and Ewers' visit. A plant representative said that the most valuable information to them concerned the importance of packaging - its color, appropriateness and the type of consumer information that can be included on it. As a direct result of the assistance, Pasiek is looking at market needs more carefully now, and producing the processed cheeses which are in high demand. They also are differentiating their cheeses by different color packaging.

Another important change which came about from the assistance is that Pasiek is placing great emphasis on the uniformity of the product -- in terms of quality, packaging, and color. They are also making sure that their trademark is on each package.

- **"Introduction" and "Advanced Marketing" courses, and "Introduction to Agribusiness Management."**

Mrs. Janina Jablonska Rymarczyk, Marketing Specialist at the Meat Processing Plant in Zamosc, attended three Land O'Lakes courses. Mrs. Rymarczyk said, "I liked the trainers, the wide range of course material, and the way they [the courses] were presented." Her plant is now establishing competitive pricing, engaging in more advertising and trying to improve the position of the company in the local and national markets.

- **"Introduction to Marketing," May 11-15, 1992; Elizabeth Dolphin, trainer.**

Mr. Bogdan Kawalko, the Vice Voyvoda of Zamosc province, wrote a letter to Dave Gray, Vice President, Food Service and Ventures in Land O'Lakes' Dairy Foods Division, to express his feelings about Elizabeth Dolphin's course which was conducted in his province. Dolphin is a Marketing Manager in Land O'Lakes' Food Service Division. The letter reads:

Mr. Dave Gray  
Vice President  
Land O'Lakes, Inc.

I should like to inform you that the training for the representatives of self-governments and for the employees from the dairy cooperatives from the Zamosc area was held and successfully completed in Zamosc Extension Service Center during 11-15 of May. The course was conducted by Elizabeth Dolphin.

The participants enjoyed the training. I am sure that the knowledge obtained will accelerate the improvement of the market economy in my voivodship.

In my name and in those of the participants, I would like to thank you for your assistance in organizing this course.

I am very satisfied with the cooperation of Mr. Nathaniel Carin, the representative of your company, and his co-workers.

I am looking forward to our prosperous cooperation.

Yours faithfully,

Bogdan Kawalko  
(Vice Voivoda of Zamosc province)

The original letter in Polish is in Attachment C.

#### CZECH REPUBLIC

- "The Privatization Process," March 30-April 3, 1992; Karen Gulliver, trainer.

"The course has enabled me to realize the differences in a free-market economy and a centrally-directed one. It has influenced my way of solving everyday problems." (unidentified training participant)

"[From this course] I have realized the importance of entrepreneurial thinking in my job and have been trying to apply it successfully." (unidentified training participant)

#### BULGARIA

- Key Leader Agricultural Policy Orientation in the United States; January, 1992.

"As a whole, the U.S. Leadership and Agricultural Policy Orientation gave me many ideas and directions in my work. The number of courses which Land O'Lakes is planning to hold all over the country by the end of the year will generate even more new ideas and will stimulate the business career of many specialists working in the field of agricultural business and the [ones] just beginning their first steps, Bulgarian farmers." - Mr. Petkan Alexandrov Iliev, Coordinator, Ministry of Agriculture, Bulgaria.

- "Training of Trainers," June 22-26, and "Agribusiness Management," May 18-22, 1992; Wayne Martin and LeRoy Vanicek, trainers, respectively.

"[Because I am] working on the new laws, I personally found the two Land O'Lakes courses very useful and of a great benefit to my professional qualifications, regarding the application of the new laws and creating others in the field of agriculture. In addition to this, I am inheriting some land

in one of the richest areas of Bulgaria, the western part of it, where we are planning to found a cooperative of private owners similar to those in U.S.A., or following a model described in my second course of training held in Grudovo." Mrs. Vesselina Mincheva, Counselor, Bulgarian National Assembly.

## HUNGARY

- "Advanced Marketing Principles," June 29-July 3, 1992; Barbara Riordan, trainer.

Endre Kovacs, Land O'Lakes' in-country coordinator, interviewed Land O'Lakes in-country training participants Mr. Janos Orcsik, Mr. Janos Papp, Dr. Jozsef Lehota, and Mr. Jozsef Schalbert, all of whom attended the "Advanced Marketing Principles" course taught by Barbara Riordan, Marketing Manager in Land O'Lakes' Ventures Department.

The participants found the visual demonstrations and practical examples to be extremely effective in presenting information and marketing ideas.

One of the participants, Mr. Janos Orcsik, the owner of the first private dairy plant in Heves, Hungary, found that the information he learned in the course had an immediate payback in terms of improved marketing strategy, packaging, and portioning of his product, which resulted in a dramatic increase in profits. Additionally, he has been able to expand his business due to skills learned in the course.

Mr. Orcsik is now portioning sour cream into half and one kilogram boxes, and has begun portioning cottage cheese in half kilogram packages as a result of the Land O'Lakes marketing course. He is also trying to separate his product from other generic products by developing a brand name and is now printing his own brand onto the plastic bags. [See Attachment D for packaging or labeling samples.] He now uses stickers and "shelf talkers" in his shop, a marketing concept which he learned in the Land O'Lakes course. It is point-of-sale material hung from a grocery store shelf (see page 12 of Land O'Lakes quarterly report for April 1 to June 30, 1992).

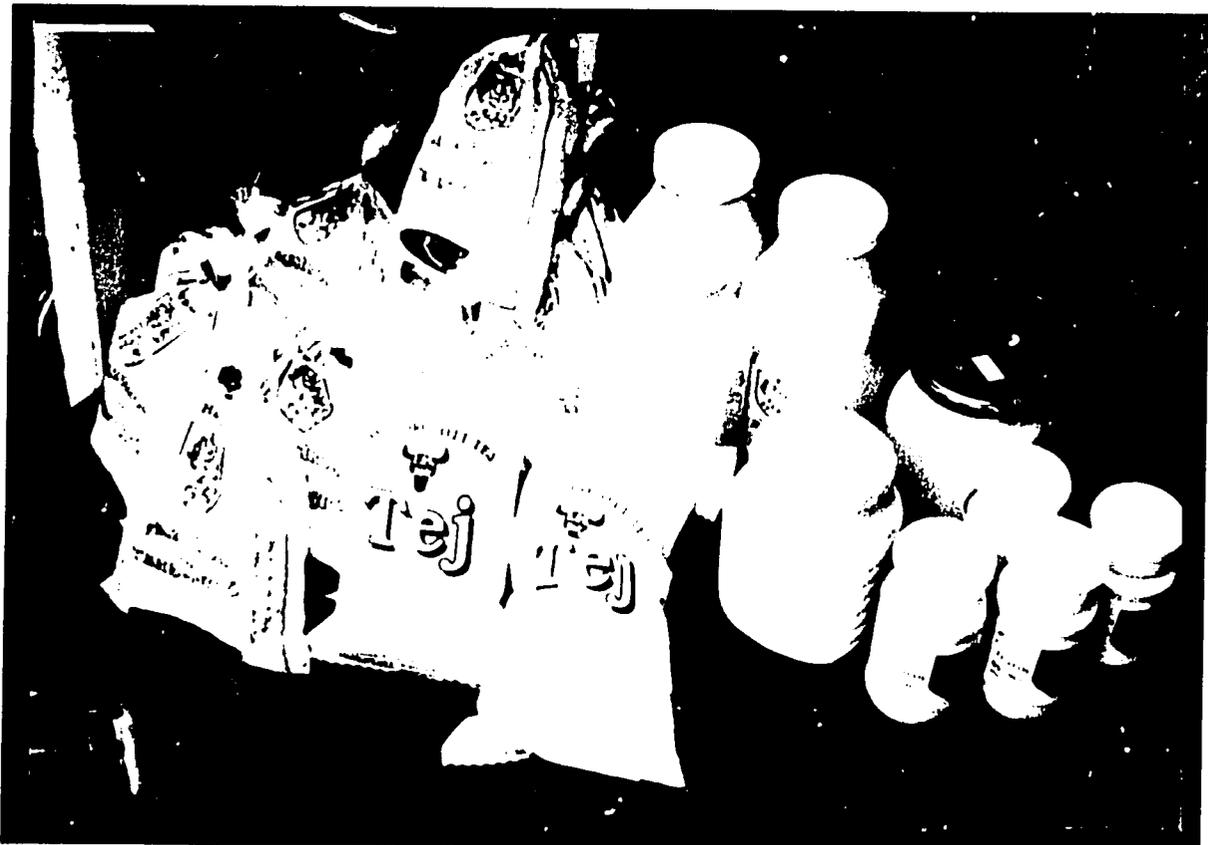
Mr. Orcsik said that prior to the course his cooperative was producing and selling 2,000 liters of milk daily. His post-course sales are 3,500 liters daily. He is doing more market research and analyzing statistics to improve his sales. He attends symposiums and meetings where he promotes his products and also refers to what he has learned in the Land O'Lakes course. His comment sums up his feelings, "Attending the marketing course brought a major turn in my way of thinking. I realize what marketing can be and that with common sense and with some marketing knowledge I can increase sales. The marketing course also contributed in that people are standing in lines and waiting for my milk instead of buying [the same products] from my competitor."

Mr. Janos Papp, a university lecturer in the marketing department at Godollo University, and Dr. Jozsef Lehota, the head of its marketing department, both plan to implement Riordan's method of teaching in their lectures.



◀ Mr. Janos Orcsik showing off some of his products.

▼ New dairy product packaging and portioning which Mr. Orcsik developed as a result of concepts learned in a Land O'Lakes marketing course in Hungary.



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**ATTACHMENT A**  
**NEWSPAPER ARTICLES ON LAND O'LAKES'**  
**U.S. TRAINING ACTIVITIES**

Dr. Lehota found the topic on new product development and its introduction in the marketplace of particular interest. He cited the marketing techniques of Cocoa Classics (a Land O'Lakes product) as an example of how to target a market and develop a marketing plan to reach the desired audience. He was able to identify where the Land O'Lakes logo, the Indian Maiden, was found on the packet and what it represents. Most importantly, both lecturers found the teaching methodology used in the course extremely helpful in preparing their lectures.

Mr. Papp does quite a few things differently in his lectures nowadays. He uses practical examples and demonstrations taken from the course and ones he has since developed. He uses real life examples, using Hungarian and American products to deliver more meaningful lectures.

At the Rakoczi Cooperative under the direction of Mr. Jozsef Schalbert, head of its marketing and foreign trade department, they are trying to establish a logo for the cooperative, a concept he learned in the "Advanced Marketing" course. After seeing the emphasis Barbara Riordan placed on packaging, Mr. Schalbert is encouraging his cooperative to put greater emphasis on packaging and to modify their packaging techniques to make their products more "spectacular."

Mr. Schalbert hopes that the new packaging techniques will give their products a competitive edge in the domestic and international markets. They also tried the idea of offering premiums for their products. Unfortunately this proved costly and so they are abandoning this idea for the time being. Using concepts learned in class, Mr. Schalbert and his marketing team are now reviewing their marketing strategy and are developing strategic plans and a marketing budget, which the cooperative did not do in the past. Mr. Schalbert's final evaluation: "I was very impressed by the course."

## **5. IMPORTANT PROGRAM ADJUSTMENTS**

### **A. U.S.-BASED INTERNATIONAL AGRICULTURALIST PROGRAM**

In order to be responsive to trainee needs, a number of individual program changes were accommodated in order to enhance the achievement of trainees' personal goals. These requests generally did not diminish the depth or scope of the basic programs, but exposed trainees to additional people, places and learning opportunities that were directly related to their internships. All requests were received by Land O'Lakes during the course of their internships, and Land O'Lakes endeavored to satisfy most trainees' interests, even though it required significant staff effort to do so.

Some of the last-minute program adjustments included fitting the following activities into a trainee's internship:

- observation of university-level classes and review of teaching materials/methods
- visits to cooperative district meetings
- meetings with key Land O'Lakes staff in marketing and distribution

- one week in Washington, D.C. to make agricultural contacts in USDA, National Milk Producers Association, National Dairy Board, and the Beltsville Agricultural Research Center
- pilot plant visits
- extra laboratory training
- exposure to a broader range of dairy plants
- training with university researchers
- library study and library searches

Other program adjustments required more significant internship adjustments. One trainee's English capability resulted in an important miscommunication during his selection interview in-country. He had indicated an interest in a dairy production internship. Upon his arrival in the United States it was discovered that his real interest was dairy *processing*. A new program was immediately developed for him with appropriate training sites and activities.

Petra Neuwirthova broke a finger on her right hand early in her internship, which required significant program adjustments since one of her goals was to learn artificial insemination technologies and techniques. All of her training, especially in this area, had to be modified so that it was more observational in nature rather than hands-on. Petra's eagerness to take advantage of her internship despite her injury convinced several internship hosts to work with her despite her limited ability.

## B. IN-COUNTRY TRAINING

AID encouraged Land O'Lakes to expand the scope and range of its training and technical assistance program to the Baltics and Albania. To enable this expanded activity to take place, Land O'Lakes recently was granted an additional \$4.0 million as an amendment to this cooperative agreement to expand the program to the Baltics, Albania, Romania and Macedonia and to increase our technical assistance activities in Poland, Hungary, the Czech and Slovak Federal Republic and Bulgaria. In response to AID's requests Land O'Lakes began by implementing several courses and technical assistance activities there.

Following is the schedule of the courses and technical assistance interventions already scheduled in the Baltics and Albania for October 1-December 31, 1992:

### IN-COUNTRY TRAINING

<u>COURSE/TOPIC</u>	<u>DATES</u>	<u>LOCATION</u>	<u>TRAINER(S)/ SPECIALIST(S)</u>
• <u>Lithuania</u> (2 courses) Food Plant Operations	11/30-12/4/92 12/7-11/92	Vilnius	K. Wahlin
• <u>Albania</u> (3 courses) Intro. to Agribus. Management	10/12-16/92	Tirana	T. Rysavy, D. Swanson

Cooperatives:			
Princ. and Practices	12/23-27/92	Tirana	A. Gerber
Intro. to Marketing Principles	12/14-18/92	Tirana	M. Clary

**TECHNICAL ASSISTANCE**

- Estonia (ten days)  
Dairy Plant Maintenance                      11/23-12/4/92                      Tallinn                      A. Gregory

Whenever possible, Land O'Lakes utilizes as many different tools as it feels necessary in a given country to provide a coordinated, well-integrated approach to development activities. Other Land O'Lakes activities not funded by this grant that will be conducted in the Baltics in the same time period are as follows:

**IN-COUNTRY TRAINING**

- Latvia (1 course)  
Milk Procurement                      11/23-27/92                      Riga                      G. Seiler

**TECHNICAL ASSISTANCE**

- Estonia (ten days)  
Dairy Plant Maintenance                      11/23-12/4/92                      Tallinn                      J. Stangeland
- Latvia (five days)  
Milk Procurement                      11/30-12/4/92                      Riga                      G. Seiler
- Lithuania (five days)  
Dairy Processing Plant Assessment                      12/14-18/92                      Vilnius                      K. Wahlin

As outlined in the amendment to the grant, Land O'Lakes will conduct a ten-day U.S.-based orientation for key agricultural specialists from Albania and Romania in 1992, and an in-country forum and several training seminars in the Baltics, Albania and Romania in 1993. Topics for training seminars will be determined after the in-country forums in order to be as responsive to local needs as possible. Land O'Lakes will also respond to technical assistance requests. Each technical assistance intervention is anticipated to be one week long and will be an add-on to a training seminar. The amendment will also allow Land O'Lakes to respond to the increased requests for additional courses and technical assistance in Poland, the Czech and Slovak Federal Republic, Hungary and Bulgaria.

The technical assistance interventions will focus on providing advice to key agribusiness managers and, at the national level, to key policymakers deliberating new cooperative laws and other laws which will affect the agribusiness sector. Land O'Lakes will identify four to five dairy

enterprises in Poland, the Czech and Slovak Federal Republic, and Bulgaria that have the potential to be viable private businesses and provide assistance to move them through the privatization process. The assistance will focus on financial matters, including development of loan documents, financial statements and preparation of detailed business plans.

New activities scheduled as a result of the \$4.0 million amendment are:

	<u>Number of courses</u>	<u>Number of one-week technical assistance interventions</u>
Estonia	6	11
Lithuania	4	8
Latvia	6	8
Albania	4	4
Romania	<u>4</u>	<u>4</u>
Total	24	35

SUNDAY  
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# Come to America

## Bulgarian professor observes agriculture

By **TIM KJOS**  
Staff Writer

Hristina Iantcheva was overly cautious about approaching a pen of horned bulls.

Moments earlier, these one-ton mammoths had been ridden by professional cowboys in the Friday performance of Guts 'N Glory '92.

Ultimately, Iantcheva stood several feet from the pen for safety's sake.

That might seem a rather strange response for an agricultural professor, but not for Iantcheva.

The Bulgarian native had just witnessed her first-ever professional

rodeo event. Bulgaria doesn't have cowboys and bulls of this sort.

But, the encounter is just one of many Iantcheva is experiencing during her three-month stay in Minnesota, most of it in Becker County.

Iantcheva is a senior assistant at the Higher Institute of Agriculture in Plovdiv, a city of 364,000 residents.

She holds a bachelor's degree in agronomy, and a Ph.D in forage production. Iantcheva, 33, teaches forage crops and grasslands systems.

She also does experimental research on improving the production and quality of pastures, grazing man-

agement on dairy farms, and seed production of grasses and legumes.

Iantcheva is one of five agricultural experts from the Eastern European Baltic country invited to the United States on a scholarship from Land O'Lakes Cooperative.

In addition, LOL is assisting six other persons from other Eastern European nations.

Iantcheva was one of 30 persons interviewed in Plovdiv by an LOL representative. Her session last about an hour.

Iantcheva is deeply interested in

Iantcheva to page 12A

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## Iantcheva

continued from page 11A

certain aspects of U.S. agriculture that coincide with her university:

- rotational livestock grazing.
- growth methods related to pasture and hay fields with grass mixtures.
- and, alfalfa production, particularly the detection of growth problems and determining when best to harvest it.

Iantcheva also wants to learn how American farms are organized and managed, observe university-level research, discover what the universities are doing with forage production and monitor some university agricultural classes.

From an agricultural standpoint, there are many similarities between the U.S. and Bulgaria.

Their chief crops are grain, fruit, corn, potatoes and tobacco. One of the main fruit crops is grapes. Bulgaria also produces roses.

They also raise cattle, sheep and swine. Dairy products are manufactured from cows and sheep.

Bulgarian farmers have their choice of three or four varieties of alfalfa, along with other legumes and grasses.

They fertilize the fields and apply herbicides to the crops, just like in the U.S. The Bulgarian farm machinery is smaller than the American version.

"Our growing season is longer (than Minnesota)," explains Iantcheva, "but we raise the same crops."

Becker County Extension Agent Lisa Axton, who is coordinating Iantcheva's stay with LOL, agrees.

"There are amazing similarities. We've been on farms where I've shown things that are new (to her), and yet other things are very similar," said Axton.

A major difference is Bulgarian farms are operated in the form of a cooperative. Few individuals own farmland.

Iantcheva has been staying with Vince and Becky Crary north of Detroit Lakes since her arrival July 26. Other host families have been arranged.

The professor has visited a number of dairy and grain farms, driven a four-wheel drive tractor and traveled



Hristina Iantcheva

with Jeff Axton, Detroit Lakes, on his artificial insemination dairy calls.

Iantcheva marvels at how American farmers independently seek to improve their economic fortunes.

But, she says Bulgarian cooperatives shield farmers from low prices.

"There are advantages to both types of farms," commented Iantcheva.

With the ouster of the Communist Party in late 1989, there are attempts now to break up the farm cooperatives and allow individual farmers to purchase it.

So far, very little of the land has sold.

Iantcheva said the university is constantly testing new varieties of alfalfa, both those developed in Bulgaria and by other countries.

Bulgaria also has a genetic seed bank, just as many other nations, for plant breeding and development purposes.

Another similarity to American agriculture is weeds. One day while paging through one of Axton's plant

books, Iantcheva observed several varieties that are found in Bulgaria, including foxtail and lamb's quarter.

Iantcheva is also observing how the Extension Service functions, since it doesn't exist in Bulgaria.

Bulgarian farmers typically put hay up in the form of square bales, haylage, or have it dried and ground into a product similar to soybean meal.

Iantcheva said alfalfa drying plants are commonplace. The moisture content is lowered to about 12 percent moisture, pulverized and then bagged.

The meal is used as a top dressing and as a feed supplement. Farmers also use soybean meal, she noted.

Another noticeable difference between both countries is the educational system.

Iantcheva studied five years before obtaining a bachelor's degree. It took another four years of study and writing her thesis before being awarded her doctorate degree.

Iantcheva has been a classroom

instructor for five years. She is a strict disciplinarian, expecting her students to study hard if they want to earn top grades.

Iantcheva will be visiting North Dakota State University in Fargo and the Crookston Experiment Station before going to the University of Minnesota campus in St. Paul for a two-week stay later this month.

She will return Aug. 30 and remain in the Becker County area until Oct. 18 before going back to Bulgaria.

The Higher Institute of Agriculture was founded in 1945. It features five main study areas: agronomy, horticulture, plant and soil protection, tropical and subtropical farming, and free faculty.

There are 25 departments, involving 36 professors, 64 associate professors and senior research associates, 25 teachers and 105 assistants.

There are 2,304 regular students, along with 386 foreign students and 686 students by correspondence.

## Bulgarian research scientist studies in area, lives at Ring farm



Nadia Nazarity

By Sandy Hadler

ZUMBROTA — Nadia Nazarity of Bulgaria is experiencing first hand the many facets of American agriculture during her visit to the U.S.

Last week she stayed at Walter and JoAnn Ring's home in rural Zumbrota and observed the techniques used in the Zumbrota DHIA lab.

Nadia is a research scientist who works in the milk department improving the quality of milk at a research institute in Sofia, Kostinbrod. She and her 5½ year old daughter live in an apartment at the institute.

While here she has learned about different milking equipment and improving milk quality. "I've learned small but very important things," she explained. The most important has been how to get high quality milk from the farm to the plant.

Land O'Lakes, who is sponsoring her visit, met with 32 research scientists three months ago in Bul-

garia, and chose five to tour various agricultural facilities in the U.S. Nadia was one of the five. Her colleagues are studying other areas of agriculture including how cooperatives work, new breeding technology and building structures for housing cows.

Nadia will be in the U.S. until October 16. On Friday evening, September 4 she left the Ring home to go to Faribault. She was uncertain of what she will be doing during the next few weeks explaining that the program from here on out is "open." She thought she might be visiting Crookston Agricultural College or Land O'Lakes labs.

Prior to her Zumbrota visit, Nadia spent time living with an Osh Kosh, Wisconsin farm family, and attended a small business management training course in Minneapolis.

Nadia is from a small city in the corner of S.W. Bulgaria that is located in the mountains. She said that there are many hotels there for old people with asthma and also a

sanitarium for sick children who live there year round because of the climate conditions which are beneficial to their health.

When she returns to Belgium, Nadia will be lecturing to her colleagues about cooperatives, farm organizations, and the process of making milk into cheese.

She explained that her country only recently (two years ago) has allowed "privatization" of its farms. "Our farms are big because they are government farms. The knowledge we get in this country will be used to help them (individual farmers) get started. We have some small farms, now, a lot with 1 or 2 cows," she said.

She believes it will be five to ten years before independent farms will flourish since it will take that long to build up their dairy herds.

The government, however, will continue to run many of the country's farms in the future, according to Nazarity.

### Impressions

Nadia said, "All the people here are very friendly. I'll never forget. They've helped me to improve my English. I've learned a lot about life here."

She added, "I like that people here wear cows on their shirts and decorate their homes with cow paraphernalia. People would stare (in Bulgaria). You are proud because you work with animals. This is your life."

According to JoAnne Ring, Nadia was very impressed to see so many dairy farms in this area and in Wisconsin.

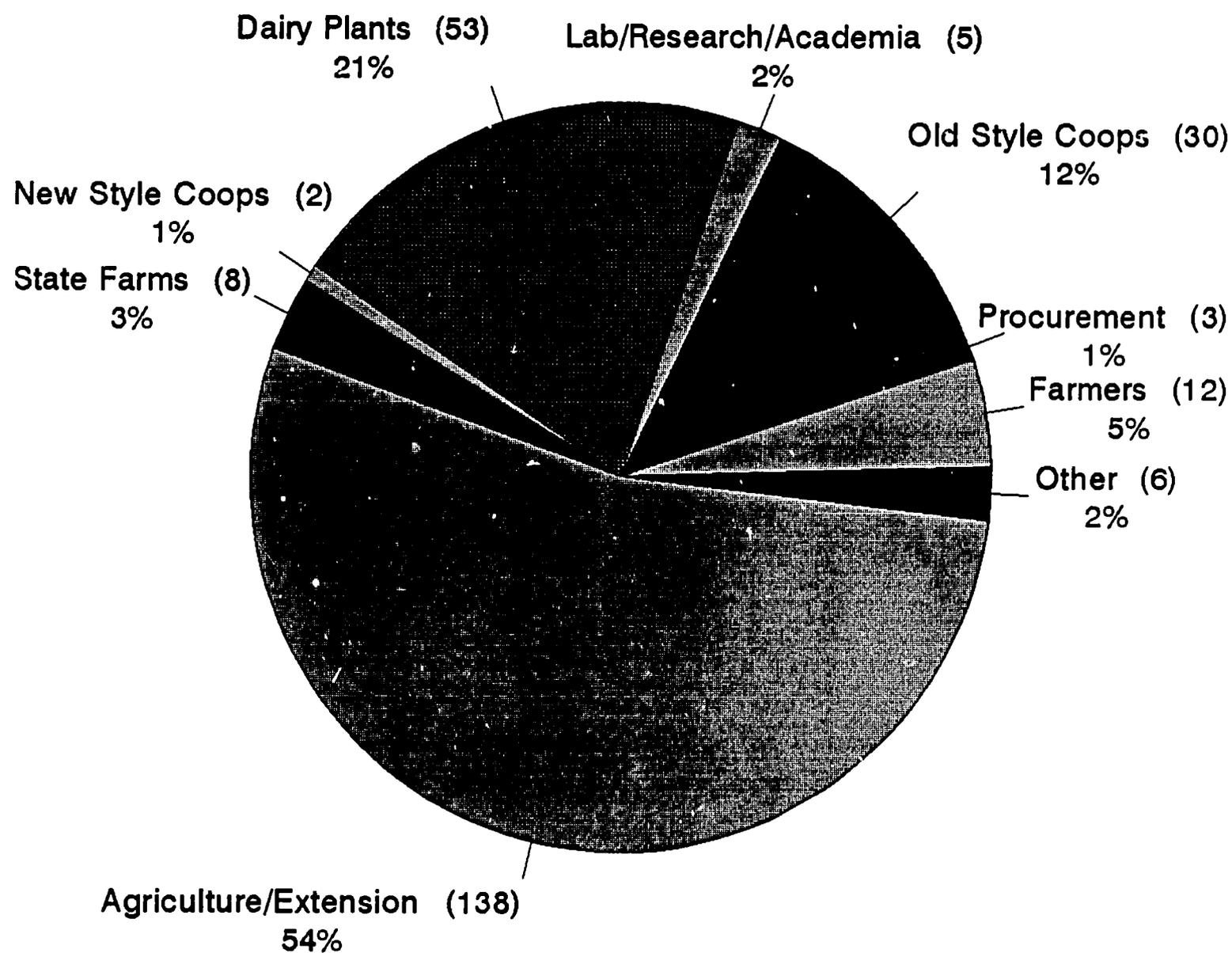
Nadia explained, "We have a lot of mountains and not a lot of land for a lot of feeds. Sheep can live in the mountains. We use them for meat, wool and milk."

The Rings became hosts to Nazarity when Marvin Cooper of Land O'Lakes in Pine Island asked Pastor Radke of United Redeemer Lutheran Church to help him locate a host family. JoAnne said that they have enjoyed Nadia's visit and have learned a lot from her.

**ATTACHMENT B**  
**DEMOGRAPHICS OF IN-COUNTRY TRAINING**  
**PARTICIPANTS**

# POLAND

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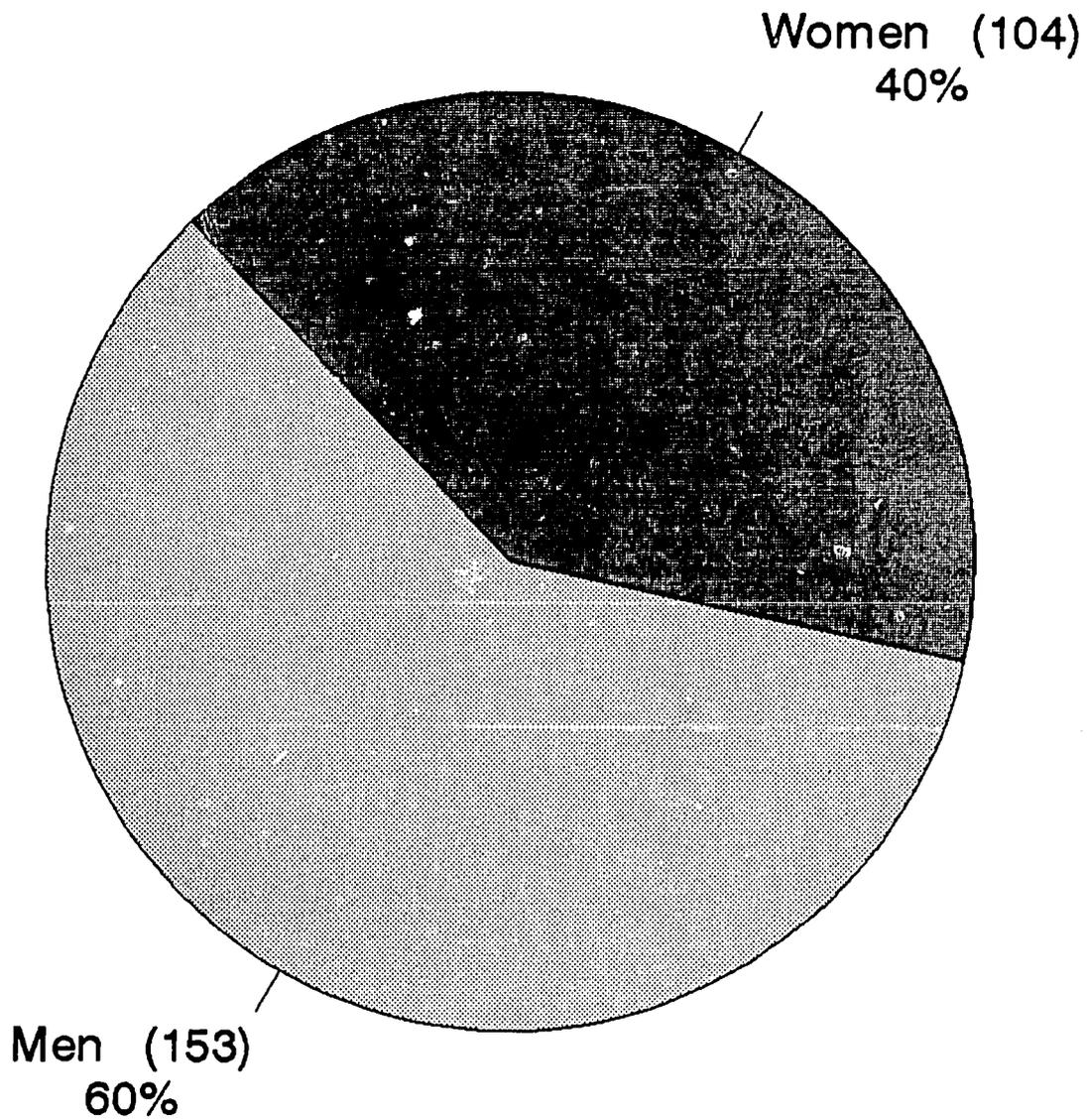
## Professional Affiliation

Number of courses = 11

34

# POLAND

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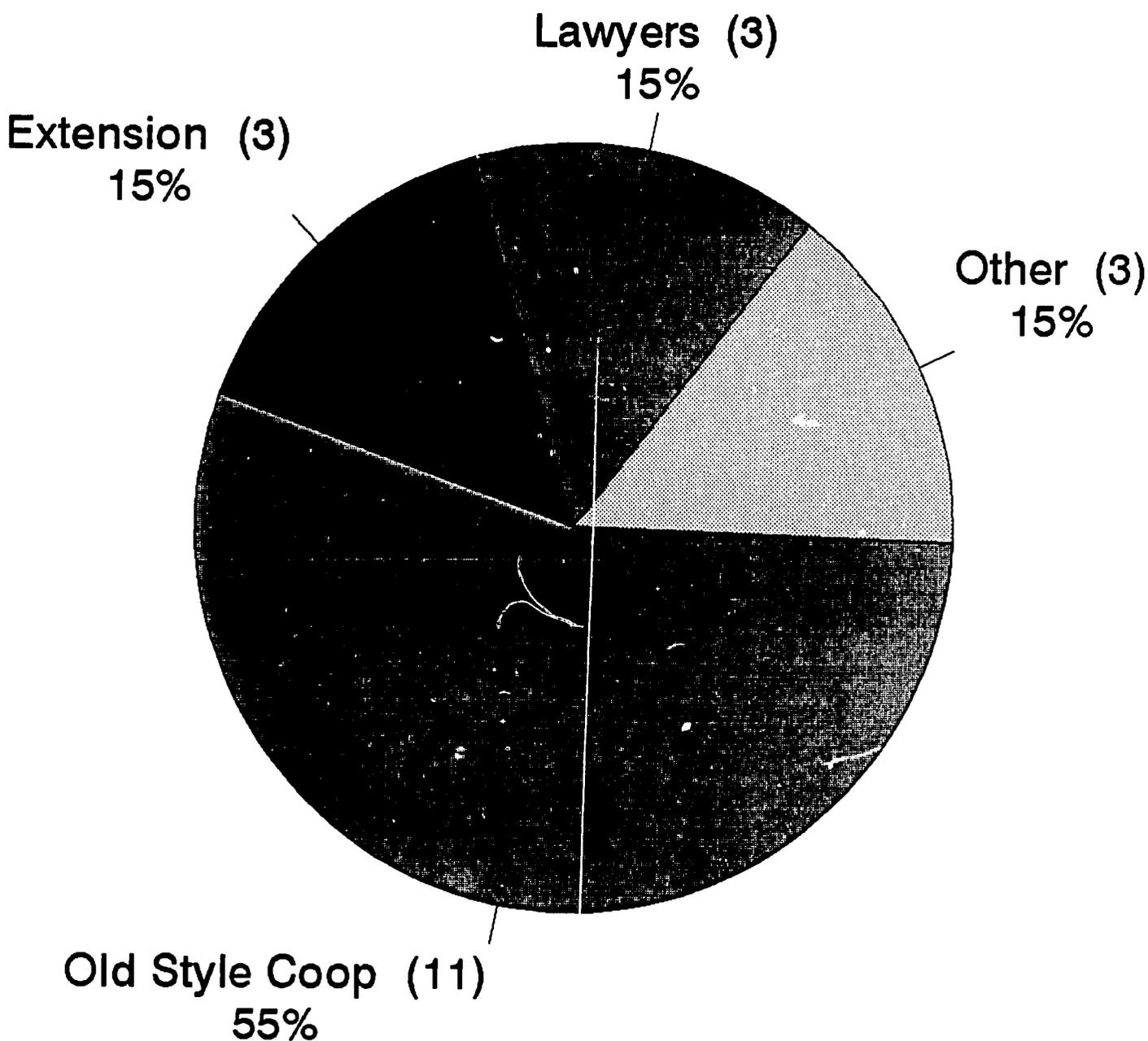
## Gender Profile

Number of courses = 11

25

# CZECH REPUBLIC

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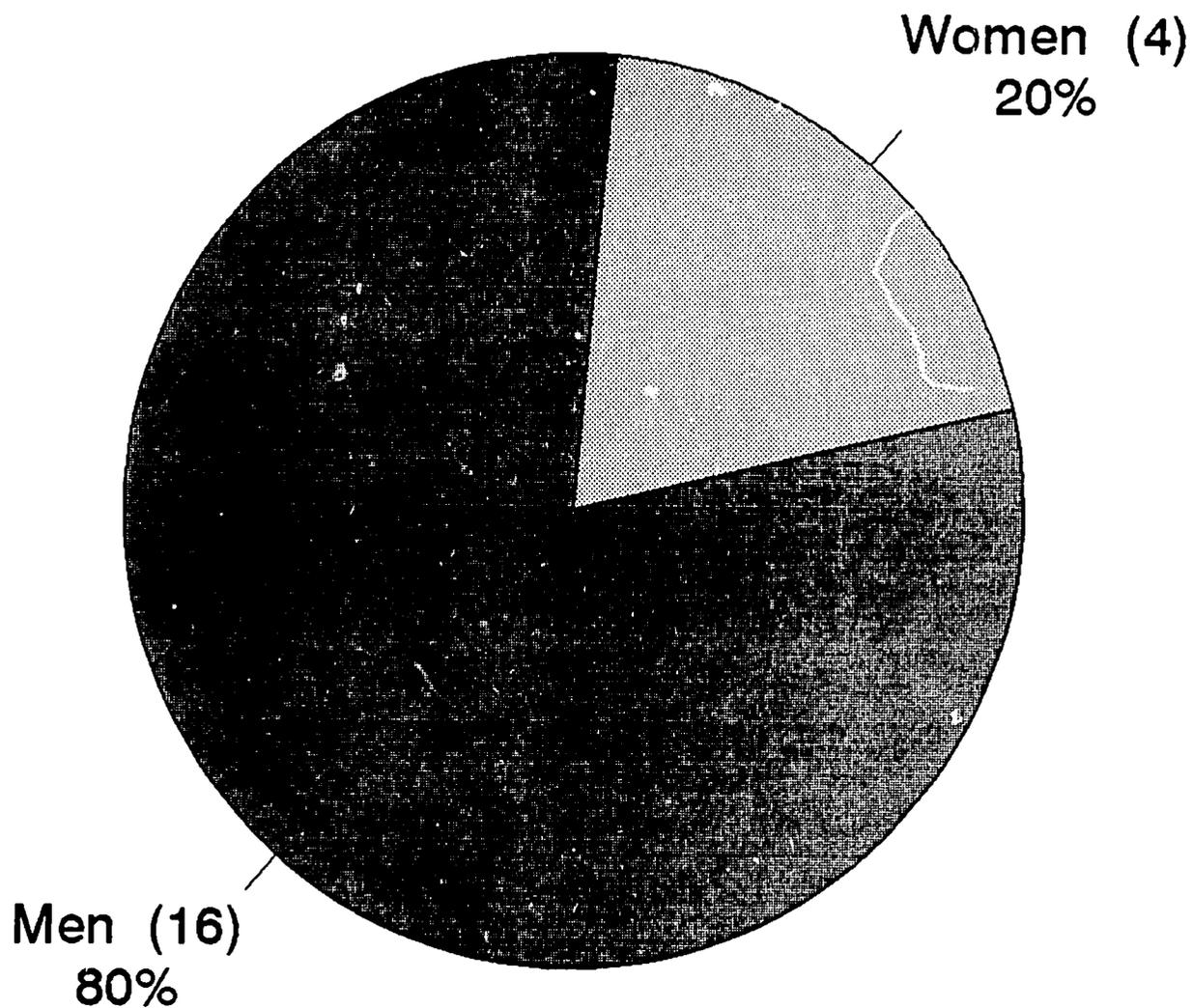
## Professional Affiliation

Number of courses = 1

36'

# CZECH REPUBLIC

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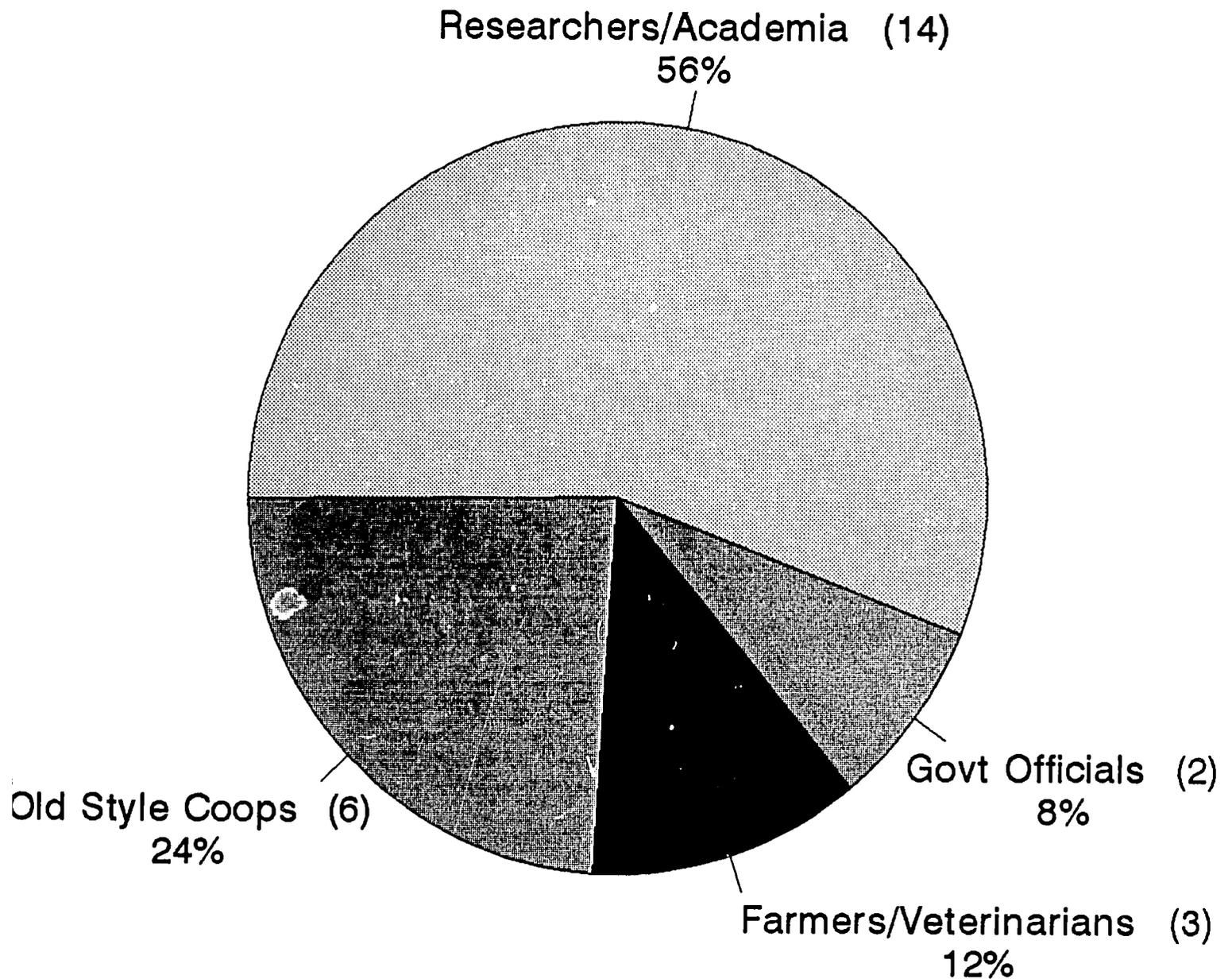
## Gender Profile

Number of courses = 1

31'

# BULGARIA

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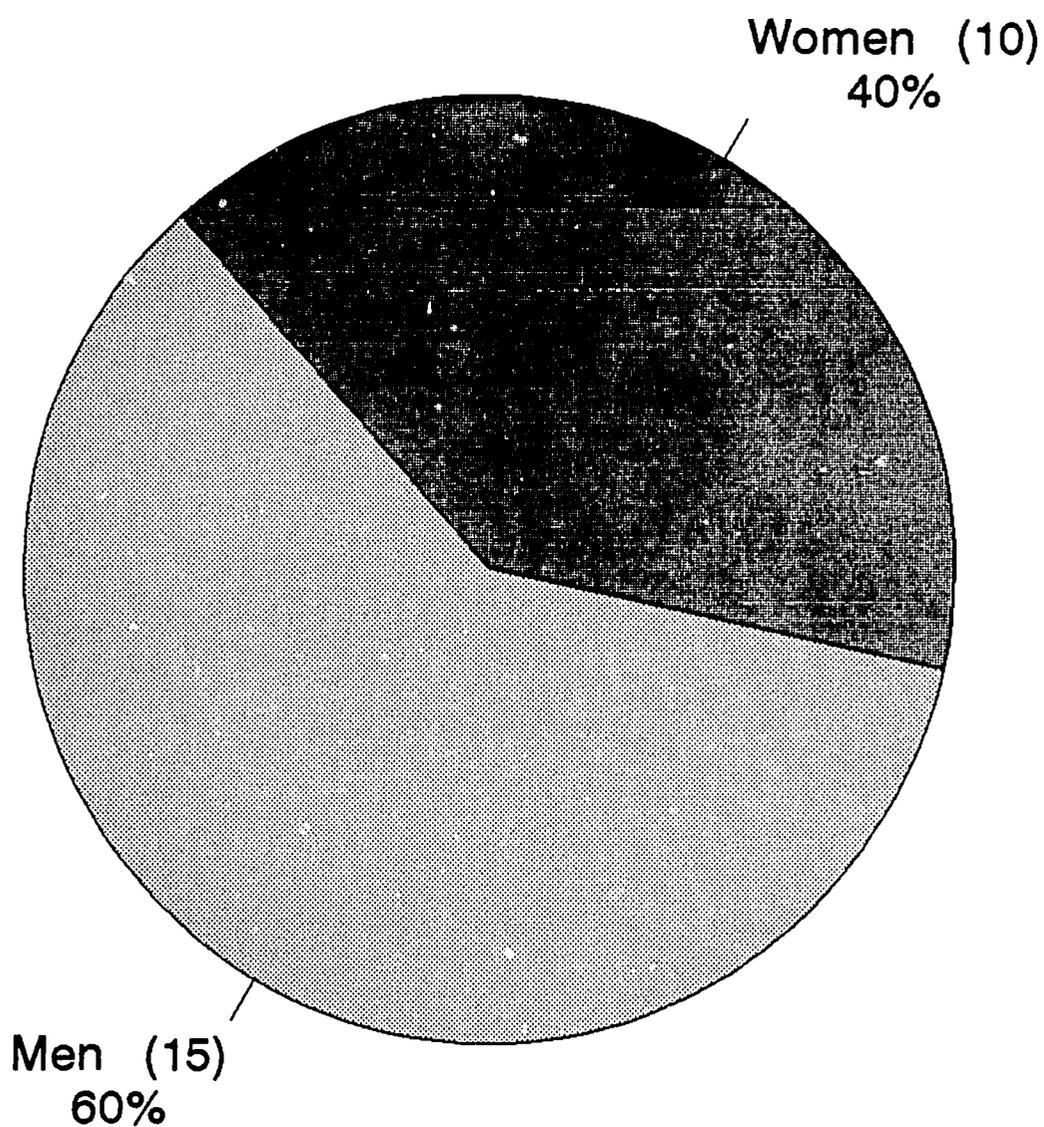
## Professional Affiliation

Number of courses = 1

280

# BULGARIA

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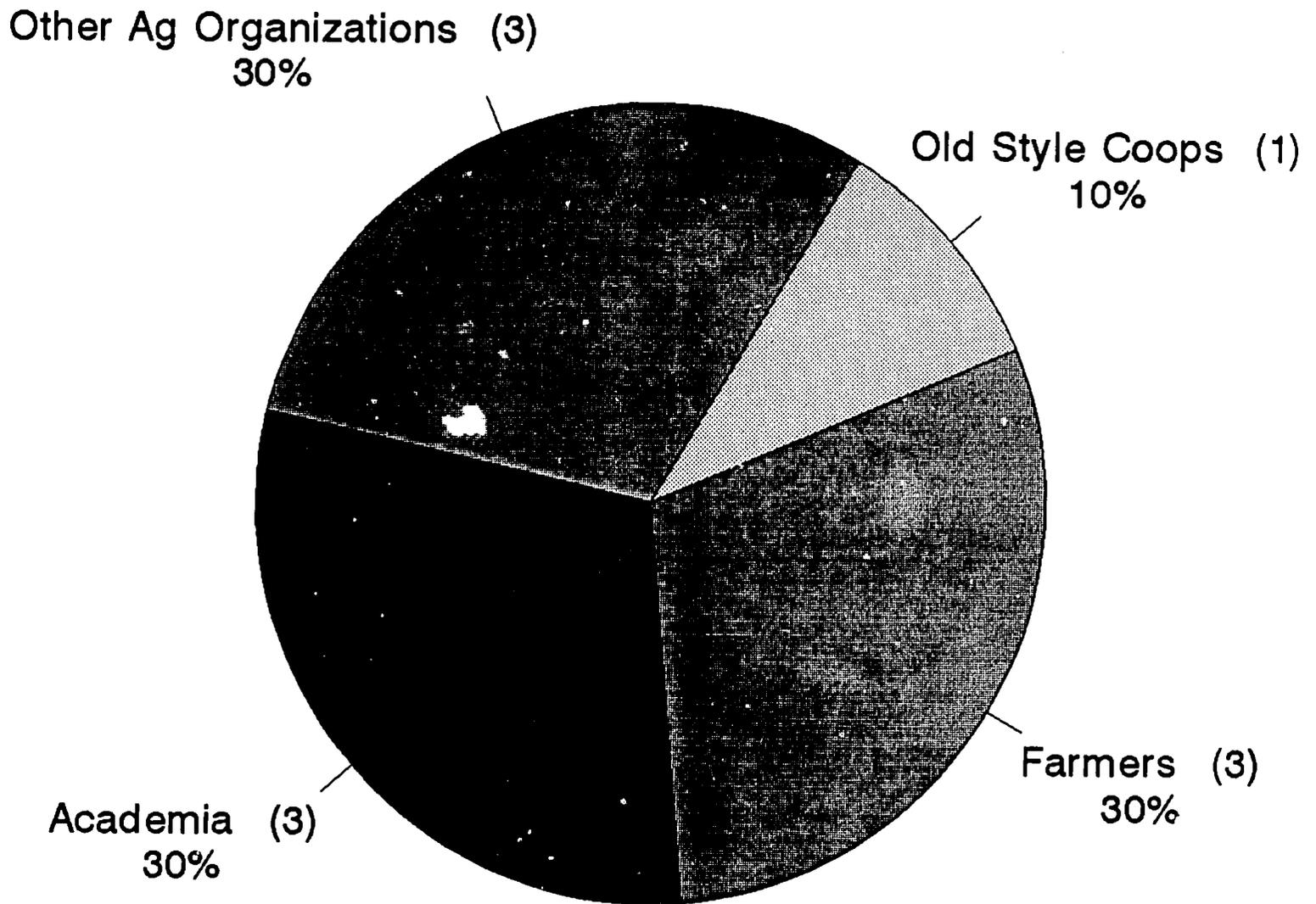
## Gender Profile

Number of courses = 1

- 39'

# HUNGARY

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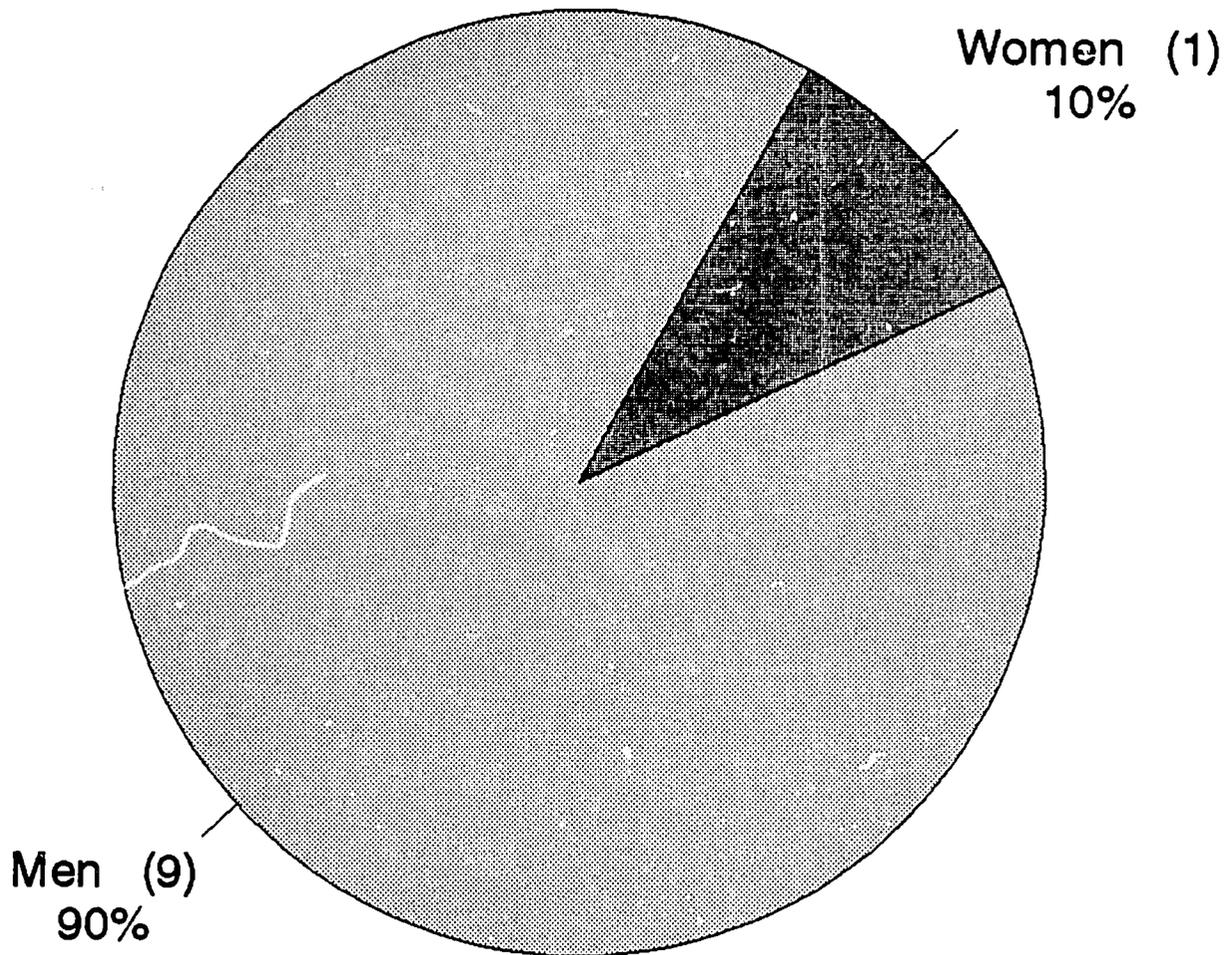
## Professional Affiliation

Number of courses = 1

- 40 -

# HUNGARY

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## Gender Profile

Number of courses = 1

**ATTACHMENT C**  
**LETTER FROM VICE VOYVODA OF ZAMOSC**  
**PROVINCE, POLAND**



## WICEWOJEWODA ZAMOJSKI

Pan  
Dave Gray  
V-ce President  
Land O'Lakes, Inc

Pragnę Pana poinformować, że w dniach 11-15.05.1992 r. w Zamojskim Ośrodku Doradztwa Rolniczego w Sitnie zostało przeprowadzone przez Land O'Lakes Inc szkolenie dla przedstawicieli samorządów i pracowników spółdzielczości mleczarskiej z terenu mojego województwa. Szkolenie prowadziła Pani Elizabeth Dolphin.

Uczestnicy szkolenia bardzo pochlebnie wyrażali się o treściach i formie przekazywanej wiedzy.

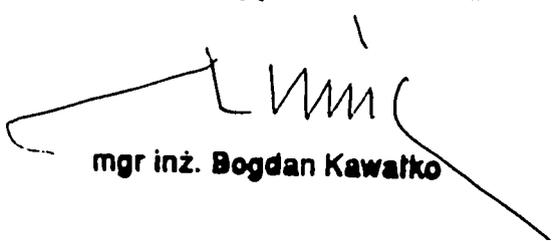
Myślę, że zdobyte wiadomości pozwolą na przyspieszenie wprowadzenia gospodarki rynkowej w moim województwie.

Chciałbym w imieniu uczestników kursu i własnym serdecznie Panu podziękować za umożliwienie zorganizowania takiego szkolenia.

Jednocześnie informuję, że współpracę pomiędzy przedstawicielem Pana firmy Panem Nathanielem Carinem, a kierowanym przeze mnie Urzędem oceniam bardzo pozytywnie.

Wiążę dużą nadzieję z rozwijających się kontaktów. Jestem przekonany, że są one początkiem przyszłej szerszej współpracy.

Pozostaję z szacunkiem

  
mgr inż. Bogdan Kawałko

**ATTACHMENT D**

**NEW PACKAGING OR LABELS DEVELOPED AS A  
RESULT OF A LAND O'LAKES TRAINING COURSE**

 HEVESI  
TEJFÖL

ZSÍR  
TART: 20 %  
MSZ 12253



Gyártja:   
ORCSIK  
János  
HEVES  
Kállai Éva u. 32

 HEVESI  
TEJFÖL

ZSÍR  
TART: 20 %  
MSZ 12253



Gyártja:   
ORCSIK  
János  
HEVES  
Kállai Éva u. 32

 Gyártja:  
ORCSIK  
János  
HEVES  
Kállai Éva u. 32



 HEVESI  
Félzsíros  
TEHÉN  
TÚRÓ  
MSZ 12263

Energiaérték 100 g termékben : 574 kJ (134 kcal)  
Sza. tartalom: 27%. Zsírtartalom a szá.-ban: 26%

HEVESI



FÉLZSÍROS  
1/2 kg  
TEHÉNTÚRÓ

Gyártó:  
Orcsik János  
tejtermék-feldolgozó vállalkozó  
3360 HEVES, Kállay Éva út 32.

MSZ 12263 ETK 729450266

0-10 °C között tárolva fogyasztható a jelzett időpontig!

45

**ATTACHMENT E**  
**FINANCIAL REPORT**

FINANCIAL REPORT

	Expenditures		
	Actual		Projected
	Grant to Date	7/1/92 to 9/30/92	10/1/92 to 12/31/92
1. U.S. Training	\$101,224	\$5,000	\$136,292
2. Country Forums	39,650	(21)	0
3. Program Management	207,439	68,927	50,000
4. Int'l. Agriculturalist, Training Program	66,801	58,218	7,000
5. In-Country Training	226,532	92,557	681,000
6. Technical Assistance	22,559	3,221	40,000
7. Program Development	3,032	3,032	0
8. Independent Program Evaluation	0	0	0
9. Indirect Cost**	<u>320,274</u>	<u>110,848</u>	<u>206,987</u>
Total	<u>\$987,511</u>	<u>\$341,782</u>	<u>\$1,161,279</u>

\*\* The provisional overhead cost rate will be adjusted in 1992. I estimate the new rate to be at 35% as of 1/1/92. A prior period adjustment estimated at \$73,015 will be made sometime in the fourth quarter of 1992.

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