

**United States Agency for International Development
Bureau for Humanitarian Response
Office of Private and Voluntary Cooperation
Farmer-to-Farmer Program**

Tri Valley Growers

***Farmer-to-Farmer Program
Annual Technical Progress Report***

Year 2

October 1, 1993 - September 30, 1994

implemented under

**Cooperative Agreement
FAO-0705-A-00-2096-0**

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I. Executive Summary/Program Highlights

In the second year of Tri Valley's Farmer-to-Farmer program, fifty(50) projects were supported on forty-three (43) volunteer assignments. Of these, 17 projects were in the Russian Far East, and 33 were in Western Russia. The majority of these projects were concentrated in the Voronezh Oblast and Primorskii Krai.

Tri Valley is building sustained relationships with selected host organizations, including private farms, farm associations, agribusinesses and selected educational and research institutions. Of the 28 host organizations assisted, 10 received two or more volunteers over the course of the year. Multiple and sequential volunteer interventions have created both personal and institutional linkages between Farmer-to-Farmer volunteers and Russian agribusinesses and institutions.

Technical assistance provided by FTF volunteers has resulted in several quantifiable achievements, including increased sales for agricultural farms and enterprises, introduction of improved seed varieties and production practices, broad dissemination of agricultural educational materials, procurement and installation of new processing equipment, and the formation of one joint venture and the promotion of another. Additionally, the FTF program has provided critical, though less easily quantifiable, training and technical assistance in farm and agribusiness management. This assistance has strengthened the capacity of managers and technical personnel to meet the challenges of operating their firms in the free market.

Among the highlights of FTF volunteer assistance this past year was assistance to four (4) separate enterprises in the installation and operation of processing equipment. One joint venture and three Russian companies were assisted variously in the procurement, installation and operation of meat processing, packaging, honey processing and seed extraction equipment through the efforts of FTF volunteers.

Marketing assistance provided by FTF volunteers resulted in 16 private farmers in the Moscow oblast contracting their potato and vegetable crops for the next two years, after having been unable to sell any of their crop in the previous year. Business training and assistance provided by FTF volunteers has resulted in the submission of 4 separate proposals to the Russian American Enterprise Fund for financing of expanded processing, storage and retailing operations.

Training for dozens of new private farmers in Russia has been supported directly through volunteer assistance. Additionally, a private Russian company has contracted with one FTF volunteer to print and distribute 12,000 color copies of an

agricultural technical manual in use at a private farmers training school. A previous black and white text on small plot vegetable production sold close to 250,000 copies in Russia alone.

The positive impact of FTF volunteers in the second year of the program has occurred despite significant challenges, including a constricting macro-economic and regulatory environment. The continued instability of the ruble, the inability to transfer land, the lack of agricultural credit, crime and corruption, and inconsistently administered privatization policies, continue to hamper the growth of the private agricultural sector. Enterprises which survive in this environment must be flexible, entrepreneurial and have some access to financial backing. The long-term success of continued assistance to entrepreneurial partners will depend upon improvements in macro-economic and regulatory environment. In the medium term, as Tri Valley's FTF program has demonstrated, targeted technical and capital assistance programs can do much to create models of private sector efficiency whose success strengthens the case for continued economic reform.

II. Year One Activities

Western Russia

Activities in Western Russia were concentrated in the Voronezh and Moscow Oblasts, with additional activity in the Tula and Krasnodar Oblasts. Volunteers worked with food processors, storage facilities, private farms, farm associations, and farmer training institutions. The range of technical assistance included production, processing, storage and marketing.

"Training the Next Generation of Farmers"

Two institutions in separate regions have received significant assistance from FTF volunteers focused on developing indigenous training programs capable of assisting the private farmers in crop production, storage and marketing. The Agriculture Department of the Zaokski Theological Seminary located in the Tula Oblast and the All Russian Agricultural College (ARAC), located in Sergiev Posad in the Moscow Oblast, have both received multiple volunteers who have worked with the staff, students and local farmers groups in production, farm management, storage and marketing. The Zaokski Agricultural Department is a privately supported training program, while the ARAC has spun off a privately supported farmer's advisory service. Both are meeting the challenges of providing critical training to the burgeoning private agricultural sector within Russia and the NIS.

Agricultural Department of the Zaokski Theological Seminary. Three separate volunteer assignments supported the work of the Agriculture Department at Zaokski. The department is a wholly autonomous unit of the seminary, which provides instruction to private farmers from throughout the former Soviet Union in fruit, vegetable and grain production, storage, processing and marketing. 58 private farmers attended 2 three month training courses, acquiring first hand skills in intensive production techniques, from greenhouse seedling production to farm accounting and management.

FTF volunteers Jacob Mittleider, who helped found the school as a private volunteer six years ago, and Logan Otto assisted the department on 3 assignments this year: training trainers in production and marketing, expanding the department's agricultural publications program, and developing a long-term plan to improve the financial security of the school through introducing new crops and identifying new markets.

Of particular note is the department's publications program. 250,000 copies of a vegetable production handbook written by the Dr. Mittleider were published by the

seminary and sold to small farmers and gardeners in Western Russia previously. This year, a large automobile company approached the department and the volunteer and requested permission to publish and sell 12,000 copies of a full color vegetable production manual. The manual is currently in production and will be distributed in late November, 1994.

All Russian Agricultural College. In conjunction with the Center for Citizen's Initiatives, Tri Valley has supported nine separate assignments to the All Russian Agricultural College and local farmers organizations in the Sergiev Posad region. Projects focused on introducing sustainable agricultural practices to local farmers, developing a sustainable agricultural curriculum at Russia's central vocational agricultural training college, and on improving the marketing of locally produced crops.

The All Russian Agricultural College is the central source for technical curriculum in agricultural for over 400 training institutions in the NIS. Representatives from dozens of these institutions worked with FTF volunteers on the development of appropriate training materials in sustainable agriculture, covering topics such as soil conservation, weed management, integrated pest management, and farm marketing, among others. U.S. extension materials were given to the college for discussion and translation. The college's materials were taken home by volunteers for a more thorough evaluation of the Russian curriculum.

Recognizing the need for continuing training to farmers in Russia, the college and local farmers associations created a separate entity known as the Farming Development Service (FDS), whose goal it is to provide agricultural advisory services to farmers in the Sergiev Posad region. The FDS is developing an extension material library, which currently numbers 33 publications, ranging from soil management to vegetable production, processing and storage.

Tackling the tremendous problem local private farmers face marketing their crops, two FTF volunteers from Maryland worked with regional administration officials and local farmers groups in developing a Farmer's Fair at which local produce was displayed and sold to buyers from throughout the Moscow oblast. The results were impressive: the 16 private farmers who participated in the Fair were able to contract out their entire production to for the next two years to multiple private buyers from Moscow. In the previous year, almost 2/3rds of the regions 300 private farmers went bankrupt when the city of Moscow reneged on a promised offer to buy the region's entire potato crop. The farmers have learned the need to diversify their marketing channels, and have begun to establish the distribution linkages that will ensure the long term viability of the regions private agricultural sector.

"Building Upon Success: Expanding Models of Private Enterprise"

Three Farmer-to-Farmer assignments have worked with an exemplary meat processing enterprises in the Voronezh Oblast, the ANN-K Enterprise. A medium-sized private enterprise, the company is controlled by two brothers, whom volunteers have described as true dynamic entrepreneurs. FTF volunteers have helped install and train the firm's technicians in the operation of new equipment, assisted the firm's management with developing the technical plans for expanding their facilities, and developed a business plan for submission to the Russian American Enterprise Fund.

ANN-K is a rare model of private sector success in the regional meat processing industry. Most Russian meat processors are large enterprises employing hundreds, if not thousands, of people, whose current production levels have dwindled to a fraction of their previous levels. The ANN-K firm has grown from 35 employees to over 135 workers in recent months. FTF volunteer Myron Bort worked with local staff to install new slicing, stuffing, clipping and vacuum packing machinery allowing the firm to double their daily production capacity from 3 to 8 tons.

Volunteers have assisted the firm in identifying foreign currency buyers of processed meat products in both the major urban markets of Moscow and St. Petersburg, as well as in Siberia. Additionally, FTF volunteers are in the process of facilitating the certification of new processed meat products by the Russian Meat Institute in Moscow - the government regulatory body responsible for certification and inspection of the meat processing industry.

Volunteers Wes Johnstone and Richard Astle have assisted the firm in preparing a business plan and request for financing to the Russian American Enterprise Fund to expand the plant's slaughtering capacity, which currently constrains the full operation of the processing equipment. The firm's senior management have acquired skills in western accounting techniques and financial analysis, critical to planning their future expansion.

"Rescuing A Regional Fruit Harvest"

In the second year of interventions to the Novonadezhdinski Enterprise (also known as the SAD Enterprise), a large integrated farm and storage facility, two FTF volunteers were requested to assist with this year's apple and pear harvest. The company had previously been assisted by FTF volunteers who worked on improving storage operations, developing improved accounting and farm management systems, and designing an IPM program for the farm. This year, the farm and growers in the surrounding region experienced a disastrous harvest, with yields at 10% of normal. The initial request was to have the volunteer work with the

farm's agronomists on analyzing the causes of the problem, thought to be apple scab and potentially the effects of acid rain, and recommend solutions to improve next year's yields.

The volunteers worked with the farm's lead agronomist, conducting a thorough examination of the farm's operations. Soil tests were arranged and conducted, and the use of fertilizer and pesticide practices were examined. The initial conclusions pointed to a serious zinc deficiency in the region's soils, in addition to possible low levels of nitrogen, magnesium and potassium. Further analysis of soil conditions and crops has been arranged with the University of California's field research laboratories, and the volunteer's are preparing to return in the new year to work with the farm's management on developing a long-term intervention program for the farm.

Russian Far East

Activities in the Russian Far East were concentrated in Primorskii Krai, particularly the Spassk Rayon, and in Khabarovskii Krai. Sixteen (16) volunteers assisted eight companies, associations and farms, many contributing to multiple projects. FTF volunteers worked downstream from agricultural production, assisting meat, dairy and honey processors as well as a wholly Russian owned food retailer. Assistance was also provided to a wholly Russian-owned seed company.

"Increasing Local Vegetable and Grain Production through Improved Seed Stocks"

Three Tri Valley Farmer-to-Farmer volunteers have worked with the Far Eastern Seed Company, the largest private seed company in the Russian Far East, on the introduction of short season vegetable seeds to the Russian market and the improvement of seed packaging and processing equipment. The project began in 1993, and since that time, volunteers have contributed approximately six man months of time providing business and marketing advice, and introducing improved seed varieties and equipment.

Volunteers Robert Cooper and Matthias Kolding conducted short season vegetable and grain seed trials, with seed stocks donated by Oregon and other western states' universities, and also donated and brought small-scale processing equipment for the company's use. Working side-by-side with company management and staff and other Russian farmers, the volunteers planted, harvested and evaluated different varieties of hybrid corn, bush bean, carrot, onion, leaf-less green pea and other vegetable seeds during the 1994 season. The small processing equipment which was donated will assist the company in the extraction of vegetable seed for processing and packaging.

With the assistance of FTF volunteers on a variety of fronts, the company is enjoying remarkable success. Sales over the past two years have grown 600%. Over 6 million packets of seed were sold this past year alone. Most germination rates of the Russian Far East Seed Company's products are well over 90%, nearly 4 times what local farmers have obtained with previously available seeds. Further U.S. based training for the company's management will likely be arranged through the reverse Farmer-to-Farmer program.

"Generating Rural Incomes through Small Enterprise Development"

Working through a the Spassk Association of Peasant Farm's, Tri Valley Farmer-to-Farmer volunteer Alan Buckley assisted a group of local beekeepers in forming a small honey processing and marketing cooperative. Previously, beekeepers in Spassk were unable to package and sell their products in local and regional markets. After working on a business and marketing plan with three leaders from a large group of local beekeepers, the volunteer secured a private loan of less than \$2,500 to pay for small processing equipment and packaging to be imported from the United States. The processing cooperative has contracted honey from over 25 local producers, and will begin marketing their newly packaged product in December of 1994.

"Building Distribution Channels in Vladivostok"

Three volunteers assisted the retail food division of ACFES, Co. Ltd. - a large, diversified private conglomerate in Vladivostok - on the improvement of existing network of retail stores (primarily kiosks, several small markets and backstage operations) and the design and implementation a new food center. The project, which was coordinated in conjunction with a local Peace Corps volunteer, involved activity on both the strategic and operational level. The volunteers worked with senior management on developing a comprehensive business plan for the expansion project, meeting with the companies suppliers, buyers and service providers. They assessed ACFES' existing retail stores, new stores under construction, and processing facilities, providing recommendations for greater operational efficiencies.

As a result of the volunteer's work, the company's architects modified the physical layout of the new retail stores, as well as the backstage operations. A formal business plan was completed in both English and Russian. The management of ACFES subsequently requested the volunteer's assistance in identifying potential American partners in the retail joint venture. As a result, a non-disclosure agreement was prepared, and the volunteers have contacted over a dozen major wholesalers and retail food companies in the U.S. regarding the opportunity, several of which have expressed interest in investigating the opportunity further. Additionally, funding through the Russian American Enterprise Fund is also being pursued.

III. Analysis of Year Two Activities

Program Overview

The projected number of volunteers and assignments for year two was exceeded. 43 volunteers travelled on separate trips to 50 assignments during the year, contributing to a total of 73 volunteers and 84 assignments for the first two years.¹ The impact of volunteer assignments increased as host institutions received follow-up assistance, volunteers were used on repeat assignments, and individual assignments were leveraged with other FTF assignments, U.S. government and international programs.

A preliminary assessment of average volunteer costs showed a cumulative cost per volunteer of \$13,938.26, and a cost per assignment of \$12,113.01. These costs have come down in the second year to \$12,820.23 and \$11,025.40.

The average length of a volunteer trip was 30 days. The average assignment (i.e. project) length was 26 days. The median was 22 days.

Tri Valley Growers Farmer-to-Farmer continued to work closely with large number of other U.S. and international governmental and non-governmental organizations active in Russia. FTF field directors have assisted the staff of the Russian American Enterprise Fund in outreach to enterprises, and have provided advice on regions which may be of interest to the Fund. Staff have also worked closely with the Academy for Educational Development in processing NIS/NET training candidates and providing in-country logistical support for trainees prior to their departure from Russia.

Individual FTF projects have been coordinated with the Peace Corps and the Center for Citizen's Initiatives, a U.S. based NGO providing business training and assistance throughout the former Soviet Union.

In Voronezh, FTF project manager Dennis Vincent has assisted the World Bank in its preparations for supporting agricultural programs in the oblast. The Bank has targeted the oblast as one of 3 areas where it will concentrate its activities in the coming year. World Bank officials have also visited the University of California's

¹ The final tally of volunteers and assignments is reflected in the attached NIS/FTF Tracking System Volunteer List. The weekly reporting submitted to AID will be updated and revised to reflect this corrected version.

Department of Agriculture and Natural Resources, examining the University's sustainable agriculture research efforts and discussing possible collaboration in the Pushchino and Voronezh areas.

Management Overview

One serious incident marred Tri Valley's program administration this year. Project Manager Betsy Jacob's was drugged and robbed on an overnight train from Moscow to Voronezh in January. The drug used was a blood pressure medication, and was, according to U.S. doctors, potentially fatal. She was hospitalized for 5 days in Voronezh, but managed to return to a full schedule by the end of the second week after the incident. A significant amount of money was taken from her person during the incident, which was being carried by her to open up a foreign currency bank account in Voronezh.

As a result of this serious incident, Tri Valley adopted a policy of never allowing volunteers to travel overnight without a Russian speaking escort, nor staff to travel without a companion. Since adoption of this policy, Tri Valley has not had any further incidents of this nature.

A new project manager, Dennis Vincent, replaced Betsy Jacobs in the Spring of 1994. The transition to the new manager was facilitated by an internal mid-term review and planning session held in Moscow with TVG San Francisco staff Derek Brown and Christine Pascal, external consultant Ted Weihe (Executive Director of the Overseas Cooperative Development Council), and the in-country FTF U.S. and Russia staff. The full report from this evaluation and planning session was enclosed with the 6th quarterly report.

**TRI VALLEY GROWERS
FARMER-TO-FARMER PROGRAM**

Program Statistics - Cumulative

September 30, 1992 - September 30, 1994

Number of volunteer trips:	73
Number of volunteer assignments:	84
Cost per volunteer trip:	\$13,938.26
Cost per volunteer assignment:	\$12,113.01

Program Statistics - Year 2

September 30, 1993 - September 30, 1994

Number of volunteer trips:	43
Number of volunteer assignments:	50
Cost per volunteer trip	\$12,820.23
Cost per volunteer assignment:	\$11,025.40
Average length (vol):	30 days
Average length (project)	26 days
Median length:	22 days

Note: Cost estimates are approximate. Not all volunteer expenses are recorded in the period incurred.

**TRI VALLEY GROWERS
FARMER-TO-FARMER PROGRAM**

**VOLUNTEER TRACKING SYSTEM
YEAR 1 AND 2 (SEPTEMBER 30, 1992 - SEPTEMBER 30, 1994)**

Number of Volunteers (by trip)			Technical Assistance Objective (by assignment)										Number of Beneficiaries			
Total	Male	Female	1	2A	2B	3A	3B	4	5	6	7	8	9	Male	Female	Total
73	65	8	18	5	15	7	21	2	5	3	0	4	0	456	189	645

Notes:

1. "Number of Volunteers" tallies the total number of separate trips taken by individual volunteers, not the number of projects which they worked on.
2. "Technical Assistance Objective" tallies the primary objective of each assignment worked on by individual volunteers.
3. "Number of Beneficiaries" attempts to measure the number of Russian hosts with whom the volunteers worked on a sustained basis (e.g. for several days).
It does not measure the number of individuals who were trained by the volunteers, or who may be impacted by a volunteer's technical assistance

**NIS/FTF VOLUNTEER TRACKING SYSTEM
TRI VALLEY GROWERS**

September 30, 1992 - September 30, 1994

Dep. Date:	Name:	State:	Sex:	Primary Location:	Beneficiary Organization(s):
Sep '92					
Oct '92					
Nov '92	Jerry Siebert	California	M	Moscow Olbest	Biological Research Center, IBPM
	Tim Wallace - Advisory Comm.	California	M	Moscow Oblast	Biological Research Center, IBPM
Dec '92					
Jan '93	Richard Klein - Staff	California	M	Primorskii Krai	Staff
	Michael Schaeffer - Staff	California	M	Voronezh Oblast	Staff
Feb '93					
Mar '93	Derek Brown - Staff	California	M	Primorskii Krai	Staff
	Edward Thor - Staff	California	M	Primorskii Krai	Staff
Apr '93					
May '93	Philip Stiles	Arizona	M	Sakhalin Oblast	Lobenko Farm
	Dan Thomas	California	M	Voronezh Oblast	Novonadezhdinski Enterprise
	Sukhpal Basrai	California	F	Voronezh Oblast	Novonadezhdinski Enterprise
Jun '93	Greg Billakopf	California	M	Voronezh Oblast	Kominternovskoe Enterprise
	Albert Paulus	California	M	Moscow Oblast	Biotron
	Nick Toscano	California	M	Moscow Oblast	Biotron
	Chiles Wilson	California	M	Primorskii Krai	Nakhodka (local orchards)
	Doug Hemly	California	M	Primorskii Krai	Nakhodka (local orchards)
	Michael Hofmann	California	M	Primorskii Krai	Agrotes
	Robert Ake	California	M	Voronezh Oblast	Kominternovskoe Enterprise
	Eric Thor	Arizona	M	Voronezh Oblast	Black Earth Farmer's Bank
	Roger Brinkman	Idaho	M	Moscow Oblast	Stepanov Farm
	Brian Wolfe	Arizona	M	Voronezh Oblast	Chernozemye Agro-commodities Exchange
	Phyllis Wolfe	Arizona	F	Voronezh Oblast	Chernozemye Agro-commodities Exchange
Jul '93	Robert McGee	Idaho	M	Moscow Oblast	Cooperative Volna
	Delbert Farnham	California	M	Moscow Oblast	Biological Research Center, IBPM
	Cora Farnham	California	F	Moscow Oblast	Biological Research Center, IBPM
Aug '93	Jerry Siebert	California	M	Moscow Oblast	Biological Research Center, IBPM
	Richard Spielman	Oregon	M	Khabarovskii Krai	Khabarovskoye Agricultural Corporation
	Ray Sharpe	Kentucky	M	Primorskii Krai	Alexandrovski Farm
	Rita Jones	Kentucky	F	Primorskii Krai	Alexandrovski Farm

NIS/FTF VOLUNTEER TRACKING SYSTEM

TRI VALLEY GROWERS

September 30, 1992 - September 30, 1994

Dep. Date:	Name:	State:	Sex:	Primary Location:	Beneficiary Organization(s):
	Beth Teviotdale	California	F	Voronezh Oblast	Novonadezhdinski Enterprise
Sep '93	Peter Catlin	California	M	Voronezh Oblast	Rossozh Experimental Fruit Growing Station
	Robert Cooper	Oregon	M	Khabarovskii Krai	Khabaroskoye Coop; Yevereyskaia
	Al Mosley	Oregon	M	Khabarovskii Krai	Khabaroskoye Coop; Yevereyskaia
	Laurence Becker	California	M	Voronezh Oblast	Rossozh, Voronezh Oblast, Experimental Fruit Growing Station
	Derek Brown - Staff	California	M	Moscow Oblast	Staff
	Ron Voss	California	M	Primorskii Krai	Spasskii Regional Seed Inspection Station
	Albert Weinhold	California	M	Primorskii Krai	Spasskii Regional Seed Inspection Station
Oct '93					
Nov '93	Clive Sanders	California	M	Primorskii Krai	Spasskii Regional Industrial/Agricultural Bank
Dec '93					
Jan '94	Alan Johnson	California	M	Moscow Oblast	All Russian Agricultural College & private farmers associations
	C. Wesley Wood	Alabama	M	Moscow Oblast	All Russian Agricultural College & private farmers associations
	Steven Campbell	Massachusetts	M	Moscow Oblast	All Russian Agricultural College & private farmers associations
	Michael Hofmann	California	M	Primorskii Krai	Novoselski Coop & Rice Research Institute
	Joe Carraway	Missouri	M	Primorskii Krai	Novoselski Coop & Rice Research Institute
	Tom Parks	California	M	Primorskii Krai	Spasskii Association of Peasant Farmers and Ag. Coops
	Lee Ruth	California	M	Primorskii Krai	Spasskii Association of Peasant Farmers and Ag. Coops
Feb '94	Kingsley Bash	Colorado	M	Moscow Oblast	Pharmaplant Enterprise
	David Granatstein	Washington	M	Moscow Oblast	All Russian Agricultural College & private farmers associations
	Wayne Vandre	Alaska	M	Moscow Oblast	All Russian Agricultural College & private farmers associations
	Walter Diehnelt	Wisconsin	M	Moscow Oblast	Diana Honey Producers
Mar '94	Kathy Gelhar	California	F	Moscow Oblast	Biological Research Center, IBPM
	Derek Brown - Staff	California	M	Voronezh Oblast	Staff
	Christine Pascal - Staff	California	F	Voronezh Oblast	Staff
	Ted Weihe - Evaluator	Virginia	M	Voronezh Oblast	Staff
Apr '94	Jacob Mittleiter	Utah	M	Tula Oblast	Agricultural Department Zaoski Theological Seminary
	Trauger Groh	New Hampshire	M	Moscow Oblast	All Russian Agricultural College and Injevina Private Farmers Group (Tambo
	Rulon Brown	Utah	M	Voronezh Oblast	Joint Stock Company Yesipkovski
	Erma Brown	Utah	F	Voronezh Oblast	Joint Stock Company Yesipkovski
	Myron Bort	Ohio	M	Voronezh Oblast	AnnK Meat Processing Enterprise

**NIS/FTF VOLUNTEER TRACKING SYSTEM
TRI VALLEY GROWERS**

September 30, 1992 - September 30, 1994

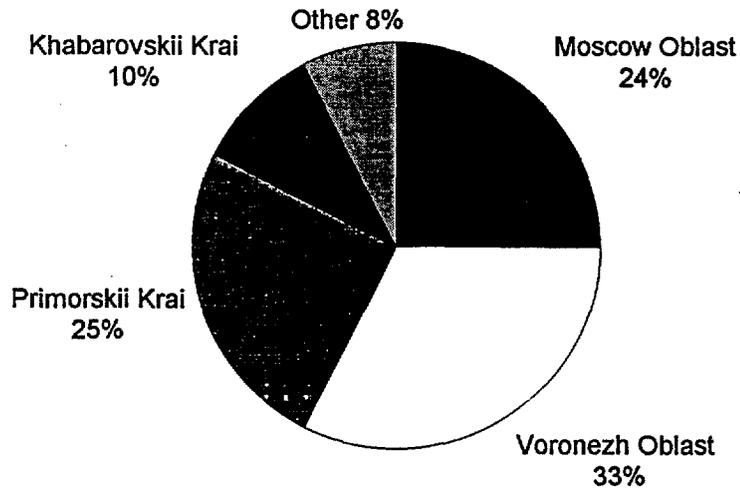
Dep. Date:	Name:	State:	Sex:	Primary Location:	Beneficiary Organization(s):
May '94	Robert Cooper	Oregon	M	Khabarovskii Krai	Far Eastern Seed Company
	Mathias Kolding	Oregon	M	Khabarovskii Krai	Far Eastern Seed Company
	Rulon Brown	Utah	M	Primorskii Krai	Spassk Meat Processing Plant
Jun '94	Ralph Graves	California	M	Primorskii Krai	Spassk Dairy Plant
	Ron Feuerstein	Michigan	M	Primorskii Krai	Spassk Dairy Plant
				Voronezh Oblast	Pobeda Farm
				Voronezh Oblast	Imeni Lenina Farm
				Voronezh Oblast	Velikii Oktyabr Collective Farm
	Logan Otto	Illinois	M	Tula Oblast	Tula Oblast, Agricultural Department Zaoski Theological Seminary
	Victor Trentadue	California	M	Krasnodar Oblast	Krasnodar Oblast, Gemete Farm, Stavropol Grape Cooperative
	Bill Stanfield	California	M	Krasnodar Oblast	Krasnodar Oblast, Gemete Farm, Stavropol Grape Cooperative
	Tom Brown	Connecticut	M	Primorskii Krai	ACFES Co., Ltd.
	John Hayes	California	M	Primorskii Krai	ACFES Co., Ltd.
Jul '94	Joe Koontz	California	M	Primorskii Krai	ACFES Co., Ltd.
	Alan Buckley	California	M	Primorskii Krai	Spassk Farmers Association, Khabarovskii Krai,
				Khabarovskii Krai	Komsomolsk Beekeeper's Association
	Wayne Vandre	Alaska	M	Moscow Oblast	All Russian Agricultural College, Local Farmer's Associations
	Rulon Brown	Utah	M	Voronezh Oblast	Yubilenoye Farm
				Voronezh Oblast	Yesivpovski Farm
	Wes Johnstone	Ohio	M	Voronezh Oblast	AnnK Meat Processing Plant
Aug '94	Robert Arthur	Minnesota	M	Voronezh Oblast	Agri-Industrial Enterprise
	Junior Slunaker	Indiana	M	Voronezh Oblast	Khvoschavatskoye Farm
				Voronezh Oblast	Imeni Lenina Farm
				Voronezh Oblast	Druzhba Farm
Sep. '94	Myron Bort	Ohio	M	Moscow Oblast	Podolsk Meat Institute
	Walter Ehrhardt	Maryland	M	Moscow Oblast	Sergiev Posad Regional Administration & Farmer's Associations
	Sylvia Ehrhardt	Maryland	F	Moscow Oblast	Sergiev Posad Regional Administration & Farmer's Associations
	Doug Hemly	California	M	Voronezh Oblast	Novonadezhdinski Enterprise (aka "SAD" Company)
	Eugene Wiseman	California	M	Voronezh Oblast	Novonadezhdinski Enterprise (aka "SAD" Company)

**NIS/FTF VOLUNTEER TRACKING SYSTEM
TRI VALLEY GROWERS**

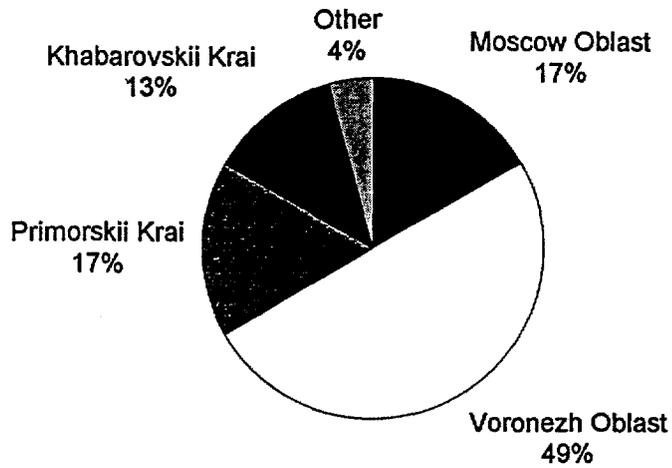
September 30, 1992 - September 30, 1994

Dep. Date:	Names:	State:	Sex:	Primary Location:	Beneficiary Organization(s):
	Jacob Mittleider	Utah	M	Tula Oblast	Agricultural Department, Zaokski Seminary
	Rulon Brown	Utah	M	Primorskii Krai	Yevgenievski Farm
	Bob Cooper	Oregon	M	Khabarovskii Krai	Far Eastern Seed Company
	Mathias Kolding	Oregon	M	Khabarovskii Krai	Far Eastern Seed Company

Assignments By Region - Program To Date



Assignments By Region - 8th Quarter



TRI VALLEY GROWERS CONSORTIUM

Farmer-to-Farmer Program

Grant #: FAO-0705-A-00-2096-00

Summary of Expenditures (September 30, 1992 - September 30, 1994)

	<i>Budgeted</i> Year 1*	<i>Actual</i> Year 1	<i>Budgeted</i> Year 2**	<i>Actual</i> Year 2	<i>Program</i> <i>to Date</i>
Salaries & Fringe	\$283,500.00	\$255,833.36	\$313,869.00	\$254,429.66	\$510,263.02
Travel & Per Diem	\$250,894.00	\$113,326.39	\$199,575.00	\$185,900.27	\$299,226.66
Equipment	\$30,790.00	\$25,318.24	\$0.00	\$21,308.19	\$46,626.43
Communications	\$10,800.00	\$4,451.27	\$10,800.00	\$13,084.67	\$17,535.94
Other Direct Costs	\$39,014.00	\$34,210.17	\$49,289.00	\$50,081.30	\$84,291.47
Indirect/Overhead	\$34,750.00	\$33,083.32	\$26,466.00	\$26,466.00	\$59,549.32
Total AID Costs	\$649,748.00	\$466,222.75	\$599,999.00	\$551,270.09	\$1,017,492.84
Recipient/Other contributions (Non Federal)	\$216,875.00	\$178,881.51	\$329,818.00	\$672,590.79	\$851,472.30
TOTAL PROGRAM COSTS	\$866,623.00	\$645,104.26	\$929,817.00	\$1,223,860.88	\$1,868,965.14

* Year 1: Sept. 30, 1992 - Sept. 29, 1993

** Year 2: Sept. 30, 1993 - Sept. 29, 1994

Farmer-to-Farmer Program

Year Two Publicity

(Note: the attached articles are only a partial record of the print and other media publicity which the Farmer-to-Farmer Program has received both in the United States and Russia. In addition to publicity which appears in official news publications, former Farmer-to-Farmer volunteers donate much of their time speaking to community groups, civic organizations, churches and schools regarding their experiences in the former Soviet Union.).



Farming in the former Soviet Union

Hermistonite finds big technology gap

By STEVEN BROWN
 of the East Oregonian

HERMISTON — Robert Cooper, upon returning to Hermiston from a three week goodwill mission to the Russian far east, said the agricultural scene there reminded him of his childhood in a way.

Farm technology in Russia is about where the United States was when Cooper was growing up in the 1940s, he said. When available it's often obsolete, which means most farm work is still done by hand. And inadequate or nonexistent storage leaves crops rotting on the vine in the summer.

"It wasn't what I expected," Cooper said. "There were no facilities to speak of. We had hot water for showers on three days out of three weeks. Things we normally expect everyday we never saw.

"Digging by hand, picking by hand and what machines they had were awkward — it's a different world," he added.

But Cooper, who spent 30

□ Former PGG manager helps Bulgaria move toward free-market farm system, Page 3A

State University Agricultural Experiment Station in Hermiston, said his brief visit to Khabarovsk, Russia, gave him the impression that the people and economy are on the rise after years of communist rule.

Cooper spent three weeks during September in Khabarovsk, gaining insight into Russian farm practices and the needs of farmers as they struggle with their transition to a free-market system.

"The main question they ask is if there is any way we can help them with machinery, because everything they do is done by hand," Cooper said. "Joint ventures are still the big thing they believe will get them out of this hole."

The main goal of his trip was to establish experimental seed-plot demonstrations at



four locations, but in the process Cooper set the framework for a more personal venture.

He's joining efforts with the USAID — United State Agency for International Development — and two Russian farmers in a seed production project.

USAID and the Tri-Valley Growers of California sponsored his recent goodwill mis-

But Cooper, who spent 30 years working for the Oregon State University Agricultural Experiment Station in Hermiston, said his brief visit to Khabarovsk, Russia, gave him the impression that the people and economy are on the rise after years of communist rule.

See Russia / 2A

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Russia

Continued from Page 1A

sion, which was led by Cooper and, Al Mosley, an agriculture professor at Oregon State University.

USAID is a federal agency heavily involved in international development through humanitarian aid in the form of food and infrastructure improvements. On this trip, USAID asked Cooper and Mosley to consult with Russian farmers on modern production methods.

But what Russian farmers want in particular are outside investors who will provide the capital — through partnerships — that will bring their farms out of the 1940s and into the 1990s.

Cooper is becoming involved in one of those partnerships — pulling together equal investments from USAID, two Russian farmers and himself.

"We're going to do some seed production," he said, noting it will involve mostly tomatoes and potatoes. "I'm trying to line up machines that will extract the seeds. We'll can the juice and package the seed."

The seeds, he said, can be sold throughout Europe. Russian farmers in the Khabarovsk region last year produced 1 million packets of seed — by hand.

Cooper is working with farmers Konstantin Skorik and Pavel Karpenko, both of Khabarovsk, on the joint venture.

He eventually will ship a seed extractor and packaging and canning lines to the farmers. "I've been calling all over the country trying to line-up these machines," he said.

The machines are circa 1940, but Cooper said the Russians will be able to develop quickly thanks to U.S. technology.



Contributed photo

Al Mosley, an Oregon State University crop science professor, in glasses at left, and Bob Cooper, in hat, a retired agriculture research technician from Hermiston, meet with Russian farmers and ag professors during a goodwill mission to Khabarovsk, Russia, in September.

Cooper will return to Khabarovsk in May to begin planting research on experimental plots.

While in Khabarovsk, Cooper and Mosley visited one 14,000-acre co-op farm operated by 400 workers, as well as several smaller, privately owned farms in the vicinity.

"They are starting to privatize their farms, sort of like we did 100 years ago with homesteading," Cooper said. In some in-

stances, the government has awarded 250-acre parcels to farmers, telling them additional land will be made available if they can show a profit in the first year, Cooper added.

Among those who received land are Cooper's Russian partners, Skorik and Karpenko.

"They want to move in the right direction, but their economy is terrible," he said. "But the people seem happy and eager to move into capitalism.

People seem content with the program."

Eventually, even the large co-op farms will break-up, largely due to the farm structure that worked well during communist rule but is doomed to failure under capitalism.

For example, the 14,000-acre co-op farm in Russia that employed 400 people would likely be operated by just two or three people in Eastern Oregon.

"Under communism, everyone

was treated equally, but under capitalism there is no way their corporate farms can work," Cooper said. "But I think they are on their way up."

A big problem simply will be the development of an infrastructure that can accommodate their production. Unlike Eastern Oregon, where cold-storage warehouses and grain elevators are common, an obvious lack of facilities plagues the far east of Russia.

"What they raise in the summer rots. They don't even have home canning," Cooper said. "They have no way to take care of their surplus. I saw no refrigeration."

To compound the problem, transportation is poor over badly-maintained roads, and only the Siberian railroad cuts a path clear across the massive country. Khabarovsk is about 2,000 miles closer to Hermiston than it is to Moscow, which is 8,000 miles to the west.

In addition, inflation is crippling the economy and is the main reason Russian farmers are seeking help from international investors such as Cooper. While Cooper was in Khabarovsk, inflation had pushed the exchange rate of the ruble to 1,142-1 in U.S. currency.

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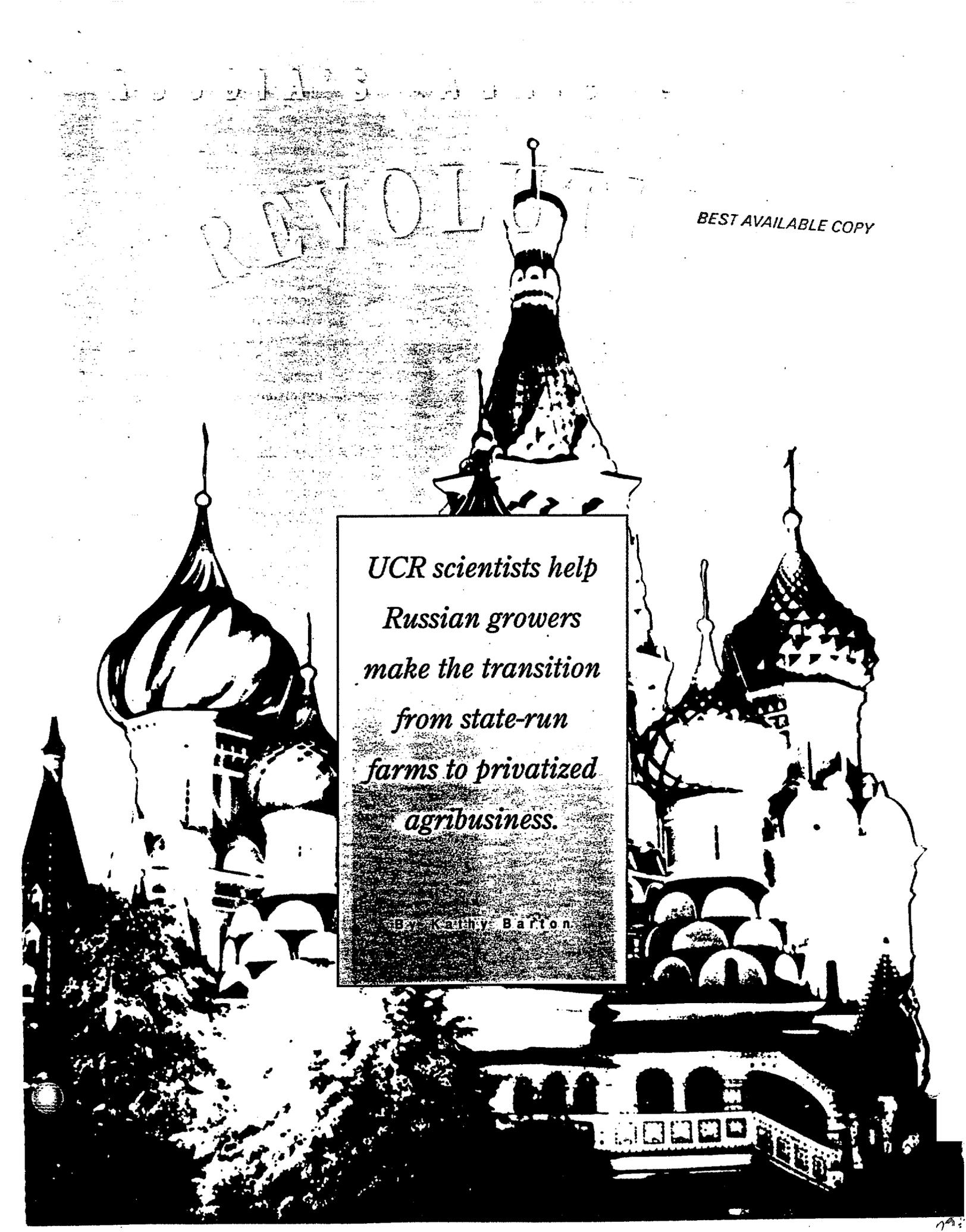
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REVOLUTION

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*UCR scientists help
Russian growers
make the transition
from state-run
farms to privatized
agribusiness.*

By Kathy Barton



It was as if a time machine had transported UCR scientists Nick Toscano and Albert Paulus back to the 1930s. What they saw last summer in Russia was a fledgling agribusiness hampered by dilapidated equipment and buildings, a disorganized food distribution system, and little mechanization.

In fact, many farmers still used a scythe to cut grain, Toscano says.

But on the last day of their visit—after touring a string of outdated farming operations—Toscano and Paulus saw the potential for Russian agribusiness. Farm Director Nickolai Vasilievich Parinov had installed cold-storage rooms and other modern facilities at his farm. An entrepreneurial and progressive farmer, Nickolai seemed anxious to have the U.S. scientists advise him on the pest and disease problems his apple trees suffered. And he talked of developing a joint venture between his farm and a soft drink company.

The contrast crystallizes the issues facing Russia as it

attempts to shift from communism to a more market-oriented economy. As the agricultural sector becomes privatized, many farmers still struggle to get their fruits and vegetables to market before they spoil. Some have embraced their new freedom to go into business for themselves.

The University of California—in collaboration with other universities and agribusiness, as well as Russian research institutes and government agencies—has stepped forward to help with that country's tumultuous transition to a capitalism-like economy.

"The shift from communism is causing enormous stress at all levels of society," says Seymour D. Van Gundy, Professor Emeritus and former Dean of the UCR College of Natural and Agricultural Sciences, who is directing the UC efforts. The spiraling decline of the ruble, runaway inflation, and political uncertainty threaten to stymie efforts in Russia to promote a stronger economy and open new international markets, he says. "There is no question



Last summer, UCR entomologist Nick Toscano observed serious pest and disease problems that harm the quality of potatoes, cabbage, and apples grown in Russia. But, he says, perhaps the biggest challenge facing Russian agribusiness is marketing and transportation of fruits and vegetables.

that the United States must help Russia through this economic crisis.”

The issues are numerous, including the need to help the country's new agribusiness develop and to save Russian science as a world resource, thus helping the former superpower gain an economic foothold in the global community, Van Gundy says.

Consortium Goals

In 1992, the University of California, Washington State University, and one of Russia's premier research institutes established a consortium to do nothing less than help transform the very nature of economics in the heart of the former Soviet Union. Among the objectives of the Russian-U.S. Science, Education, and Economic Development Consortium:

- Assist private farmers on an individual basis with pest problems, postharvest preservation of produce, distribution, and marketing
- Develop a technology-transfer agricultural extension system, based on the University of California model
- Stimulate private sector development in agriculture, environmental sciences, and biomedicine, among other fields
- Help scientific institutes develop joint ventures with business in both Russia and the United States
- Foster scientific exchanges between the two countries.

Since last summer, individual Russian growers have received technical assistance on farm and business practices, marketing, produce storage, livestock care, and pest and plant disease management as part of a Farmer-to-Farmer program. Funded by the U.S. Agency for International Development (USAID), the program is administered by Tri Valley Growers, a California farmer-owned marketing cooperative based in San Francisco, under a cooperative agreement



The program aims to increase the quantity and quality of food in Russia. Its long-term goal is to create investment and trade opportunities involving the Russian agricultural sector.

The cooperative agreement was one of six awarded by USAID for

programs to assist Russian agriculture. The Tri Valley Growers-UC grant funds travel and other expenses for volunteers to provide "people-to-people" technical assistance throughout the food systems of Russia.

24



From Field to Market

About 30 volunteer farmers, UC scientists and Cooperative Extension advisors, agricultural educators, and agribusiness executives have visited Russia so far. The program is open

to anybody willing to offer skills and expertise, with expenses paid by the Farmer-to-Farmer grant. The initial efforts of the volunteers have focused on improving produce storage techniques, since an estimated 40 to 60

percent of Russian harvests spoil before they reach consumers.

The produce that does reach market, Toscano says, is fresh, but otherwise poor by American standards. He observed that apples were small, about twice the size of a golf ball, and strawberries, though tasty, were a quarter to a half the size of those grown in California.

"What they need is to establish a food production and distribution system just to provide economical food for their own country," Van Gundy says. "Eventually, I think there is the potential for exportation, especially for wheat and forest products."

Among the biggest challenges facing Russian agriculture is development of the infrastructure to move produce from the field to market, according to Ed Thor, Vice President of International Development for Tri Valley Growers. Although the rail system works well, there is no system of brokers and independent stores and, as of two years ago, there were only 650 refrigerated trucks in all of Russia, Thor says. "There is no network already established."

Thor says during his several trips to the former Soviet Union, he has found food availability and quality to be uneven. For example, he says, during the first year of reform it was typical for many Muscovites to have trouble finding food, but in the Black Sea port city of Odesa in what is now Ukraine, he observed that bread and such fruits as tangerines were plentiful. Now, food is available everywhere, but expensive, especially for people on government salaries, such as teachers, researchers, and the military, he says.

Most of the farmer-to-farmer assistance is being provided in Voronezh, an important agricultural region about 200 miles southeast of Moscow, and Pushchino, a city 60 miles south of Moscow that is working with a research institute there to develop a profitable "agri-

zone" in the region. Russian armed forces personnel returning from active service are being lured to the region by the prospect of establishing their own farms. Assistance also is being provided in the Russian far east regions of Vladivostok and Khabarovsk.

Research and Development

At the same time, Van Gundy and other UC experts are advising the Pushchino Biological Research Center in development of an agricultural extension service based on the UC model. The research institute currently is developing a university that will include environmental sciences and agricultural curricula, as well as an extension service to deliver research advances to the field where they can be put to use.

"They don't currently have that system in Russia. It's unknown to them," Toscano says. "The biggest problem is that the former commune farmers were used to everything being centralized. Now they have no direction from the Ministry of Agriculture."

To further stimulate private sector development, the Russian-U.S. Science, Education and Economic Development Consortium plans to establish a business development training center in Pushchino to provide training and hands-on business internships for selected entrepreneurs from the Moscow region.

In addition, the Pushchino city government and research institute hope to develop a research and technology park to support establishment of commercial ventures. Many scientific institutes have been told they need to become more business-oriented by conducting contract research, developing joint ventures with the private sector, and marketing products they develop, Van Gundy says.

Van Gundy says scientists at the Pushchino Biological Research Center are infused with a strong but

uncertain optimism about their new freedom. But they are unsure where to begin, he says. The consortium is helping them hone their vision for a future that includes spin-off enterprises, joint ventures with agribusiness and biomedical firms, and development of a system for transforming the results of basic research into practical applications, particularly for the budding private agricultural sector.

Valuable Scientific Resources

The need to support Russian science, too, is great, according to Van Gundy. Economic conditions



In spite of the continuing political instability in Russia, Seymour D. Van Gundy says he is fairly optimistic about the nation's shift to a market-oriented economy. "The younger generation wants to go this way."

already are tempting many scientists to leave the country for university jobs in the United States or other nations.

Without aid, the commonwealth will experience a hemorrhage of science talent that will leave it unable to weather the current economic

crisis and achieve political stability, Van Gundy says. Researchers' salaries have been reduced to the U.S. equivalent of \$10 per month, in some cases. The situation has left them without foreign exchange for scientific journal subscriptions, laboratory materials, or travel funds. Combined with limited telecommunications facilities, the situation threatens to isolate Russian scientists from their global colleagues.

The consortium has created opportunities for scientific exchanges. Scientists at UC and the Pushchino Biological Research Center are collaborating on toxic waste bioremediation. UC scientists in Russia also are searching for natural enemies of the Russian wheat aphid and sugar beet leafhopper, two serious agricultural pests in California.

U.S. business can benefit, too, from scientific collaboration, Van Gundy says. Companies and federal agencies supporting research can contract for research in Russia for a fraction of the cost in this country, he points out. Already, the U.S. Department of Energy plans to fund a major Russian nuclear laboratory, and U.S. companies are beginning to establish links with Russian institutes.

"The United States should seize this opportunity by helping Russian science link with American science in creative and collaborative ways," Van Gundy says. "Otherwise, the world risks losing a unique scientific resource."

The UC effort is but one model for the contribution of U.S. universities to the long-term economic vitality and political stability of the new Russia and other states of the commonwealth, Van Gundy says. "This is the first step to help protect some of Russia's unique scientific resources, foster collaboration between our two countries, and advance the economic and political stability of Russia," he says.

Have skills, will travel

Retiree shares business savvy

By Shari Smith

COLUMBIANA — Myron Bort of Columbiana, retired operator of Bort Meat Packing Co., Inc., didn't take retirement sitting down. Now that he no longer plies his trade here in America, Bort travels to other countries as a volunteer meat industry consultant.



BORT

He recently returned from several projects in Russia working with Tri Valley Growers (TVG) Farmer to Farmer Special Incentive Program.

San Francisco-based TVG was awarded a cooperative agreement by the United States Agency for International Development in 1992 to implement the program. It was administered in conjunction with the University of California Division of Agricultural and Natural Resources and will run through 1995.

To assist in the transformation of the Russian agricultural economy, the Farmer To Farmer program sponsors American farmers and agribusiness professionals on short- and long-term technical assistance missions throughout the food system in Russia.

Through the TVG program, Bort advises private meat slaughtering and processing businesses in Russia. Since 1984, he has gone on 28 meat projects.

Family ties. Bort said he gets a special sense of satisfaction from helping people in Russia and the

Ukraine, because his parents came to the United States from that area in 1910. They settled in Canfield and began the Bort Packing Co. in 1922. Bort dedicated 30 years to the business, retiring in 1985.

He said he feels right at home working in Poland and Russia because he speaks fluent Russian and Polish. He has also volunteered at meat plants in Uruguay, Venezuela, Ecuador, Brazil, Grenada, Jamaica, Hungary, Ukraine, Siberia and Kazakhstan.

He said most developing countries are at least 20 years behind the United States in meat processing technology.

"Conditions are poor and most East European meat managers do not have the skills to operate a money-making meat enterprise," Bort said. He said under the old Russian system, meat packers weren't concerned about earnings. "I want to teach them to make a profit," he said.

Another challenge is logistics. Russian farms and meat-packing plants were often built many miles apart, meaning livestock had to be hauled long distances. Bort's work involves designing and building small meat plants on the farms.

Seeking recruits. TVG maintains offices in Voronezh and Pushchinö in Western Russia and Vladivostok in the Russian Far East. Farmer To Farmer project managers in each office solicit technical assistance requests from private and privatizing agribusinesses. After reviewing the requests, approved projects are then matched with American volunteers by Tri Valley's San Francisco program staff.

TVG is recruiting volunteer

farmers and businessmen for international development in Russia. Individuals with expertise in the following areas are in demand: livestock producing and management; grain and silage growing; potato and vegetable growing, packing and distribution; fruit growing and processing; meat slaughtering, processing and canning; dairy and cheese production. The program also seeks experienced managers from food-oriented, private firms, including marketing.

Bort stressed that volunteers don't need to be retired. "It's a great opportunity for businessmen who have two or three weeks off to travel and share their skills," he said.

Interested volunteers are encouraged to contact Derek S. Brown, Farmer To Farmer program manager, or Jean Bouch, volunteer coordinator, at Tri Valley Growers, 101 California Street, Fourth Floor, P.O. Box 7114, San Francisco, CA 94120-7114; phone 415-837-2618; fax 415-837-3999.

On the road again. Bort leaves in December for his third private project in Grenada, where he will work with Nebraska hog farmers who have a 100-sow pig operation. Bort designed a slaughter and processing facility which will start production in January 1995 funded by the Agriculture Venture Trust (AVT).

Import restrictions by the Organization of Eastern Caribbean States, a seven-member island confederation, have spurred efforts to produce food products necessary for local consumption and the growing tourist industry. AVT has invested in a newly-developed pig farm to produce pork.

Few Illinois farmers will ever get the chance to work the soil in a distant country, but Berryville farmer Junior Slunaker is not among them.

Slunaker, who grows popcorn, yellow corn, soybeans and other beans for export, recently returned from a three-week trip to Russia to teach American farming techniques to Russian farmers and study Russian agriculture.

He and a farmer from Minneapolis, Minnesota were chosen by Tri Valley Growers, Inc. of California, a large vegetable growing operation.

Tri Valley Growers worked to get a federal grant to send American farmers to Russia in exchange for Russian farmers.

The company asked the Illinois Department of Agriculture to recommend a farmer, and the department recommended Slunaker.

"It was the opportunity of a lifetime," said Slunaker, adding that he plans to go back next year for several weeks.

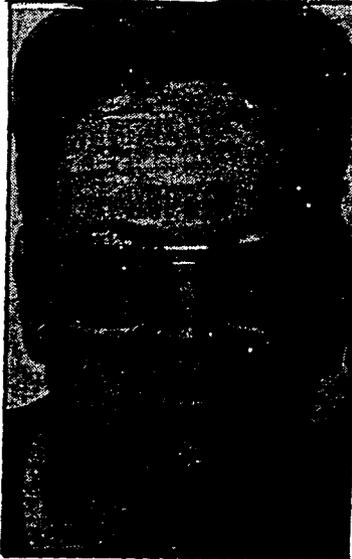
Slunaker is going to send popcorn, and other seed to Russia to be planted by Russian farmers. He will then check how well the crops and the Russian farmers did when he goes back. Another group is going over in mid-March.

"The people were very friendly," he said. "When I was getting ready to leave, all the kids on the farm came up to me and shook my hand."

He had help from Russian interpreters to communicate with his hosts.

The trip included stops in Moscow and visits to six farms spread out in a half circle 120 miles from a town called Voronezh, as well as the town itself. Voronezh is about 450 miles from Moscow.

"They have beautiful soil, and it's better than southern or central Illinois," Slunaker said. "I would love to go farm there."



Junior Slunaker

The soil is great, but farming equipment and techniques are decades behind the west, he said.

"They are crawling 50 years behind us but are eager to learn new techniques," he said. "The problem is the farms haven't had enough money to buy the equipment seed and chemicals in the last two years."

"I felt like I was going back in history," Slunaker said.

Farmers use a mixture of wheat, barley and milk to feed livestock instead of the highly

nutritious corn and soybean grain used in the west, he said.

The six farms he visited each have about 350 workers and have to support another 400 retired people, Slunaker said. They are remnants of collective farms created by the Soviet Union, he said.

The farms only produce enough to feed themselves, he said.

"The retired people are having a rough go at it," he said. "They were taken care of until a couple of years ago."

All 700 plus people are stockholders in the farm, and

thus employees cannot be fired.

"One of the farm directors grabbed an obviously drunk worker and asked me 'what would you do with this guy if you were the boss', I said I would fire him," Slunaker said. "He said he can't because the worker is a stockholder."

"There is no money to use as an incentive to make people work hard," he said.

He said the collapse of the communist government left a lot of Russians wondering what to do with themselves.

One of the biggest problems created by the old communist economy and its collapse has led to too much specialization in agriculture and other industries.

"Everyone is taught one aspect of farming but not others," he said. "If you know cattle, you don't know hogs, if you know crops, you don't know machinery."

"One of my hosts said to me, 'if you are such an expert in everything, see if you can weld this piece of machinery for me,'" Slunaker said. "It was no problem for me because I have a degree in metallurgy and do my own repairs."

Another problem is ridiculous rules created by the government, which are weighing down the Russian economy.

In order to stimulate the economy, a new piece of equipment must be bought when something breaks down.

"You can't use parts from another motor for eight years," Slunaker said. "They have rows of eight or nine tractors lined up that can not be used, even for parts."

The Russian economy is still in very bad shape though it has improved in recent months, he said.

The average farm worker makes \$30 a month and many hadn't been paid since February, Slunaker said. Supervisors and even school teachers only make \$40, he said

Food, however, is cheaper than in the United States, as long as it is Russian and not from the west, he said.

Russian farmers told Slunaker they receive 2/5 to 1/2 less for what they produce than American farmers.

"The west won't let Russia go back to what it was," Slunaker said. "Our governments will keep pushing them forward and are going to spend a lot of money."

Two other problems he noticed were alcoholism and stealing, and both are intertwined with Russia's bad economic conditions.

A Russian-style mafia dominates much of the business sector, and many kids and old people are forced to beg for money or food, he said.

"It is a time of trial especially for young and old people," he said.

"They don't put tarps on the back of trucks to keep grain from falling off and I saw old women from a farm sweeping up the spilled grain to store for the winter," Slunaker said.

A girl he met has to work to help support her family because her father gets paid only \$30 a month and hasn't been paid since February. He said this is the case for many Russian children.

"She wants to play the violin but can't afford to buy one, so she has to compete with other kids at the school to use its one violin," he said.

Slunaker's wife Elaine is a co-owner of Innovation, an Olney business that produces blue prints and computer graphics among other products.

His son Jason Slunaker and his father Ray Slunaker are also partners in the farming operation.

Slunaker's mother's name is Mary, and his two other kids are Doug, a pre-schooler, and Sarah, who is in Kindergarten at St. Joseph's.



East Meets West

Interpreter Nadya Senchakova Vladimer, left, was one of the people who helped Berryville farmer Junior Slunaker communicate with his Russian hosts.



Working the Soil of Mother Russia

Vasilii Nikolaevich Poletaev, chief agronomist and assistant director of a large Russian farm employing 350 people, works hard in the farm's carrot fields. Poletaev is one of many Russians Junior Slunaker, a Berryville farmer, met on his three-week trip to Russia.

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John Hays: "I was struck by the immensity of the Russian Far Eastern Market"

Last Friday two americans visited our editorial office: Mr. John Hays vice - president of "Tom Brown & Co" and Mr. Richard Klein wellknown by his publications about his impressions about Russian way of life, the representantive of the "Tri Valley Growers" California. Mr. Hays told he worked three weeks in Vladivostok under the American Federal Program "Farmer to Farmer" which carries out consulting and financial aid to the farmers and agri-businessmen of the Russian Far East. Mr. Hays worked out some projects for "AKFES" dealing with the AKFES facilities and supermarket in the Second River area of Vladivostok. The american company "Giant" and the famous Far Eastern company "ACFES" will fulfill this construction of supermarkets and Food Processing Plants.

Mr. Hays was struck by the immensity and poorly developed Russian Far Eastern Food Market. "Yes"- he said: "there are some food in the stores but the choice is very limited and the quality leaves much to be desired." "You russian men are rescued by your hardworking and skilful russian ladies, who can cook delicious dishes with ordinary foodstuffs.

John worked three weeks with "AKFES" as a volunteer. He made a short movie, which he wants to show to businessmen in the US and covince them of business prospects in Russia.

Джон ХЕЙТС: "Я поражен необъятностью дальневосточного рынка"

Гости редакции



В прошедшую пятницу нашу редакцию посетили два американца: Джон Хейтс - вице-президент компании "Том Браун и Ко" и уже хорошо известный нашим читателям своими публикациями впечатлений о жизни в России Ричард Клейн - представитель калифорнийской компании "Трай Вэлли и Гроуэрс" (ТВГ).

Господин Хейтс рассказал, что проработал во Владивостоке три недели в рамках американской федеральной программы ТВГ, осуществляющей консультативную и материальную помощь приморским фермерам и предпринимателям, занимающимся переработкой сельхозпродукции. Джон Хейтс за двадцать дней пребывания в городе разработал и предложил несколько проектов с фирмой "АКФЕС". Они предусматривают строительство складских помещений и универсама в районе Второй Речки. Этим делом с известной приморской фирмой будет заниматься американская компания

"Тайант", которая специализируется в области строительства продовольственных магазинов и фабрик по производству продуктов питания.

Господин Хейтс отметил, что поражен необъятностью и неисчерпаемостью дальневосточного рынка в продовольственном плане.

"Да, - сказал он, - продукты в магазинах есть, но их выбор очень мал и качество еще далеко не передовое. Вас, русских мужчин, выручают наши трудолюбивые и умелые русские женщины, которые могут приготовить удивительные блюда из простейших продуктов".

Джон работал эти три недели в "АКФЕСЕ" как волонтер. На видеосъемку он снял небольшой фильм, который намерен показать бизнесменам в Америке и убедить их в перспективах бизнеса в России.

Олег КОРМИЛИЦЫН.
Фото Людмила ФЕДТОВАЯ.

Uncle Sam meets Mother Russia

■ Benicia men working to help build supermarkets in eastern Russia, where supplies are 'unreliable'

By Sarah Rohrs
HERALD STAFF WRITER

Vladivostok — a city of 850,000 in eastern Russia — demands a skill, patience and perseverance that most Americans would find difficult to imagine. And that's just shopping for food.

The region is undergoing rapid and profound changes as people slowly embrace capitalism and western-style markets, and whet their appetites for more products

and an easier lifestyle.

The United States, Japan and North Korea are crowding at the door to help fledgling Russian business conglomerates improve production facilities, build storage units, warehouses and retail centers, and infuse people with new shopping habits and expectations.

And at the forefront of the food industry's transforma-

tion are management and food distribution consultants John Hayes and Joe Koontz of Benicia.

The two men spent a month this summer in the Primorye Region on the Siberian Peninsula, which faces Japan. They worked with a four-year-old business conglomerate called ACFES on a business plan to build one of the area's first supermarkets — backed up with food preparation and storage facilities.

Demand is so high for better food and new products that Hayes said eastern Russia's market of 8 million people are "virtually untapped."

Outfitted with an enthusiastic, glowing outlook of the changing face of Russia, Hayes and Koontz are full of

contacts, Hayes' mission is to create joint ventures with American companies that would like to do business in the region, particularly Vladivostok, Nakhodka — the site of a free enterprise zone.

While Hayes and Koontz witnessed the everyday hardships and the grim determination Russians need just to get through the day, they also found an irresistible warmth, hospitality and creativity.

"We found the Russians to be warm, open, curious and very interested in Americans

and what it's like to live here," Hayes said. He is a management consultant for Tom Brown Co., which specializes in food industry retailing throughout the world.

"Once Russians embrace you and they like you, they are the greatest hosts. Their hospitality is incredible."

Koontz, an executive in Specialized Distribution Management Inc., a firm working with Safeway and other supermarket chains, said the people are like sponges, "wanting to absorb everything you have to offer them."

"They're not sure if democracy will work. They're

hedging their bets. Every office still has a big picture of Lenin and they still all have their little cooperatives."

Although theirs was a business trip, it was impossible for them not to ap-

preciate the Primorye Region's natural beauty, nor to have compassion for the people and the difficulties they live with.

In Vladivostok, Russia's largest port city, huge trees stand among the streets and sidewalks, and artists stage free puppet shows for children in city parks while their parents go shopping.

And, according to custom, women at nightclubs and Russian folk theaters dance for their male partners before dancing together. After a rousing, colorful performance, robust Cossack dancers pass the hat to make a living.

On weekends in the hot and humid summer, Vladivostok residents try to escape the heat by crowding to the beaches where, apparently unaware of beach towels, they lie directly on sun-baked stones.

During their trip, Hayes and Koontz were treated

They stayed in a former sanitarium once used by the communist government, built within a virgin forest 15 minutes outside of town. Now privatized, the sanitarium provides a full array of services and is trying to exist as a hotel.

During their long days, Russians escorted Hayes and Koontz to the theater, symphony, radio stations, artists' studios, nightclubs, and new bakeries and food stores, even a rock concert.

They ate dinner with well-to-do and dirt-poor families who, according to tradition, gave them gifts, no matter how meager or beat-up their possessions.

Hayes also met military officials in full regalia, the mayor, the head of the Holy Mother of God Church, the chief of police, and North Korean consultants.

One afternoon, he spent hours with the editor of the

Vladivostok Times newspaper, discussing how the editor and advertising manager could draw revenues by capitalizing on the "women's market," advertising food and fashion products.

Hayes and Koontz went to eastern Russia as volunteers for Tri-Valley Growers and the University of California, which have administered a special program to assist Russians with the transformation of their food industry.

Sponsored by the U.S. Agency for International Development, Hayes and Koontz worked primarily with ACFES, which owns a hotel, food stores, a Toyota distributorship and is the Coca-Cola bottling and distributor for Primorye Region.

While Koontz stayed two weeks, Hayes used his full month in Vladivostok to develop a business plan, feasibility study and needs assessment for ACFES to work with American companies in building the area's first full-scale western-style supermarkets.

Of prime interest to Hayes and Koontz was an undeveloped area to the west of Vladivostok, called the Spassk Region, home to vegetable farmers and dairy and cattle operators. With the right kind of storage, production and canning facilities, the area could become Russia's San Joaquin Valley, Hayes said.

Only 2 percent developed, but full of fertile soil and excellent growing conditions part of the year, Hayes said the Spassk Valley "makes the San Joaquin look like a ditch."

Russia's food industry is

best described as "fragmented," mainly because of the deteriorating infrastructure and a system in which suppliers are not coordinated with distributors, and few storage or warehousing facilities exist.

Cars, buses and delivery trucks often languish at the side of the road for months when they break down because of the lack of tires, repair facilities and tow trucks. Russians typically drive their cars until they fall apart because they either can't afford to repair them or

the parts aren't available.

ACFES, Hayes said, is interested in finding U.S. retailers to do business with, but also to give them the knowledge, skills and equipment needed to successfully enter the free-market system.

"They don't have the proper preservation facilities and often don't have enough food to last through the winter. Either they do without or import," Hayes said.

Russians have "zero convenience" when it comes to shopping, Koontz said. They usually spend up to 20 hours

a week just trying to obtain the food and other necessities they need (toilet paper is especially difficult to come by). And usually, they must return to markets again and again to find the items they want.

"The best term to use is 'unreliable,'" Koontz said. "Some products you see are snatched up in a hurry because they may never be available again."

The meat market is especially crude, without an adequate cattle production, storage distribution or preparation system. More

than 60 percent of the meat consumed in eastern Russia is imported from Korea, Japan and China.

"Butchers" use axes to cut up sides of beef, offering shoppers indistinguishable hunks of meat rather than distinctive retail cuts. Most meat is sold as sausages, which is probably safer than the large chunks because the sausages are packaged.

Hayes and Koontz met many people who had never even heard of a steak, and if handed a prime rib would probably cut it up for a stew and serve it with a cabbage salad.

The goods are often of poor quality and the shopping experience itself leaves a lot to be desired, they said.

Russians have a variety of places to shop, but the process takes a lot of time and the supply is not reliable. Vegetable markets like the Benicia Farmers' Market also exist throughout the city.

Some state-run markets still exist and large apartment complexes are outfitted with food markets. The new, "progressive," individually owned markets are like the American "Mom and Pop" stores, but with a smaller selection of items and with a Byzantine method of purchasing.

In these stores, all items are behind the counter. The shoppers must request each item they would like to buy.

They receive a piece of paper for each item they want and a clerk tallies up the cost using an abacus.

After paying, the shoppers take the slips of paper and return to the counter again to pick up their purchase.

The closest thing to a supermarket are large out-

door markets, where individual entrepreneurs sell a variety of merchandise at kiosks — everything from nylons to batteries to vegetables and meat.

ACFES's plan is to eliminate the kiosks and create supermarkets where shoppers can find everything they need under one roof, including medicine, appliances, gardening equipment and a reliable food supply.

Western supermarket chains are already eyeing the eastern Russian market; Giant, a Seattle-based chain, is working to build the first such market in Vladivostok. Since his return to Benicia and the Bay Area, Hayes has lined up three food industry companies interested in the joint ventures.

Hayes said it's his impression the Russian women will take the Primorye Region into the 21st century, instilling capitalistic principles in individual households.

"The women have always had more responsibility for the household activities. We found they are adjusting and picking up the burden

better than the men. The women work all day and then do all the chores.

"In the morning, they walk one or two hours to a train, ride the train for 45 minutes or more, then walk one to two hours to their jobs. At the end of the day, they repeat the same process, then go home to take care of the family," Hayes said.

Struck by their penchant for hardwork and incredible patience, Hayes said he witnessed a compelling "dogged determination" among the women, commuters and shoppers. Few people getting on and off the buses or charging through the kiosks wore smiles — as if life in Russia is serious business

Koontz said regardless of what happens in Russia — whether democracy fails or is a smashing success — he has no doubt the people will persevere (as they have for centuries), adapting to harsh conditions and flourishing.

"The people take care of themselves. They have a lot of faith and pride in Mother Russia," he said.



One sign of the free-market system in Vladivostok are these open markets full of individually owned kiosks, offering nylons, toilet paper, snack foods, meat, vegetables and appliances. The average Russ spends 20 hours a week shopping. No supermarkets or retail stores exist.

Bringing the Supermarket Concept to the Russians

by MELISSA EVERETT

Imagine there being no Village Market or Super Stop & Shop in Wilton. The novelty of a supermarket is not likely to be considered too new by Wiltonians, or fellow Americans elsewhere, but people in the most remote portions of Russia, where the idea is quite foreign.

A small Russian town of Vladivostok does not even have a supermarket, let alone one that remotely compares to the common supermarkets here, according to Tom Brown of Midway Farm Road, who runs his management consulting firm, Brown and Company.

Brown and his East Coast partner, John Hayes, traveled to Vladivostok on June 27 and spent 10 days there meeting with businessmen in Vladivostok who are interested in opening a food store.

Brown operates his end of the partnership out of his home, and Mr. Hayes runs the other half in Arcadia, Calif.

U.S. Know-How
United States government

"We gave them constructive comments for plans, then it was clear, academic that these people didn't have the money for a supermarket"

Tom Brown

Brown has organized a funding program, under the auspices of the Agency for International Development, that sends American businessmen to underdeveloped and developing countries to teach some of America's most successful business techniques.

It was Mr. Hayes who, through keeping in touch with people in the San Francisco Bay area, discovered the opportunity to travel to Russia and do business there, Mr. Brown said.

"The consulting firm specializes in supermarket retailing and distribution, so it was an ideal situation," Mr. Brown said.

"We teach methods of purchasing at a lower cost. We work with the design and layout of the supermarkets."

Mr. Brown, a 12-year veteran of

IBM, worked for 14 years for a large consulting firm called Case and Company.

Tri-Valley Growers, an American company owned by West Coast farmers who process and can vegetables, kicked off a cooperative called Farmers to Farmers, which is a joint venture between Tri-Valley Growers and the government.

"They needed volunteers to go to Russia," said Mr. Brown, "and my partner heard about it because he's over there on the West Coast, so we arranged to go."

The two men volunteered to travel to Vladivostok, a town on the east coast of Russia, bordering Korea.

Modernizing Russia

"That part of the country is so out of touch, we went to give them an idea of how to feed themselves

more efficiently," Mr. Brown said.

While there, Mr. Brown and Mr. Hayes met with a Russian company, Acfez, that deals with food distribution and retailing.

"These men have doctorates," Mr. Brown said of the Russians who represented Acfez. "Most of them are displaced from defense jobs; one was a marine engineer."

According to Mr. Brown, Acfez became the first corporation in Russia after the fall of communism.

"You can't believe how they buy food," said Mr. Brown. "They go to a kiosk (a booth) and tap on the window, and point to what they want, they pay for it and someone behind a shield passes the merchandise out."

"There is no concept of a consistent supply. If something's available now, chances are it won't be available again, so there's a big emphasis on stocking up," he said, "and consumers don't love that system."

After an initial meeting with the Russian men from Acfez, Mr. Brown and Mr. Hayes drew up a

See Market on page 24

Market

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business plan.

On the first weekend, the men wrote the key part of the plan, and they received a positive reaction from the Russians, according to Mr. Brown. They said "that's clear thinking... we agree," he said.

"We gave them constructive comments for plans, then it was clear, academic that these people didn't have the money for a supermarket," Mr. Brown said.

But, Mr. Brown said he'd take the plan to investors here in America. There was much interest from clients in this country.

July 4 in Vladivostok

"Part of the plan was to convince them (the Russians) that a business partner that operated supermarkets and had familiarity with grocery retail would be best," Mr. Brown said.

"It could cut the bill to have the right machinery put into the package," Mr. Brown said. When Russia invests, the costs would include his consulting services.

In Vladivostok, the two businessmen spent July 4 at the American consulate celebrating the holiday American style, with hamburgers, hot dogs, baked beans and corn.

Mr. Brown said, "There were about 150 Americans in Vladivostok, and most of them came over on the plane with me."

Then, "Once the high level issues were solved, I left, and my partner stayed to get some feedback," said Mr. Brown.

Communication Barrier

At first, Mr. Brown said the language was a formidable barrier.

"I concentrated really hard and sounded the words out and I thought, hey, these are the same words (as in English)," he said.



Entrepreneur

Tom Brown of Middlebrook Farm Road travelled to Russia a consultant on supermarkets. Melissa Everett photo

He hit another major breakthrough when he realized that there were quite a bit of French words, too.

"Don't get me wrong," Mr. Brown said. "It's a complicated language. I didn't master it in any way."

He said the weather was very similar to New England weather. The summers in Vladivostok are warm and humid and it rains almost every day.

Run-Down Town

"Everything was very tired looking, broken, decayed, run down," Mr. Brown said. He blamed the situation on "a failed system, economically bankrupt — communism crash."

Mr. Brown noted that Vladivostok was on the rise, though. "You can start to see that it's getting better," he said.

The average income for a couple there was \$450, but the apartments

and transportation are free (they are provided by the government), according to Mr. Brown.

"The entire town had central heating, which was out, so there was no hot water, everything had to be boiled in a pot," Mr. Brown said.

'Smash Success'

"The trip was a smash success," Mr. Brown said. "Anyone who has a chance to go should not miss especially if you have the opportunity to share what you know."

While Mr. Brown was there, the city was celebrating its 160th anniversary.

"It was just like America," he said. "There were old antique costumes, the government was there — I shook hands with him."

"It was a good experience. It's probably going to be good business, too," Mr. Brown said.

Organic Farms, Minus the Granola

By Anne Barnard
THE MOSCOW TIMES

Struggling to establish himself as a private farmer on the plot of land he received from the collective farm where he was born and raised, Vladimir Frolov, 32, is Russia's answer to the homesteaders of the American West.

He is also an aspiring organic farmer.

In the West, organic farmers, who work without chemicals and use ecological methods to enrich their soil, are often stereotyped as granola-eating intellectuals who have the luxury of worrying about protecting the land, not eking a living out of it.

But for many cash-strapped Russian farmers, the choice is simple.

"Chemicals are expensive — and on top of that you need special equipment to apply them," said Frolov, who salvaged his three tractors from the kolkhoz junk pile.

That's why Frolov uses many of the methods of "sustainable agriculture" promoted by American scientists who believe heavy use of chemicals ultimately ruins farmland and makes crops dangerous for consumers.

He fertilizes his fields with peat moss and "green manure" — nitrogen-rich legumes like alfalfa which are plowed back into the ground to replenish nutrients. He defends his potatoes from pests like the Colorado beetle through a kind of agricultural rhythm method, timing his planting so that crops mature before the beetle hits its peak population.

The result? A potato yield of 25 tons per hectare, as opposed to an average of 19 for the region and 5 for local state farms. And a passel of satisfied clients — mainly businesses that buy in bulk to resell to their workers — who remember his potatoes as being tasty and "ecologically pure."

"Before, people cared only about the price. Now they're starting to think about quality," said Frolov, though he said Russia has a long way to go before consumers can afford organic food marketed, and priced, as such.

"If we miss this chance it'll be all over," said Natalya Andreyeva, an instructor at the All-Russian Agricultural College in Sergiyev Posad near Frolov's farm, who this fall is launching a course on sustainable agriculture for local farmers. "Once they



The Ehrhardts of Maryland admire the cucumbers at a sustainable agriculture farm near Sergiyev Posad.

start making some money and using chemicals we'll have to start from scratch to convince them."

Andreyeva, herself a private farmer, said people who work their own land are naturally inclined to treat it with respect. "It's as if you are in it together with the land; everything you give the land returns to you. You couldn't have any relationship to the land when you worked 9 to 5 on the collective farm."

That's just what Frolov and his wife, Lena, have been doing for the last two years; they explained over lunch in the house Vladimir built of logs chinked with moss, where marigolds line the front walk and a plastic chandelier dangles from the ceiling above a squat wood-burning stove.

Among their guests were Sylvia and Walter Ehrhardt, two American organic farmers who came over to share their farming and marketing experience with local farmers and instructors under the auspices of the Center for Citizens' Initiative. The

Ehrhardts are helping Andreyeva to organize a local farmers' market and plan a cooperative processing plant. Chowling down on tasty fresh cucumbers and radishes grown chemical-free in Lena's garden, Vladimir proudly showed Sylvia the grapefruit-sized Dutch potatoes he grew this summer, and complained that the Russian variety he had planted proved to be runts.