

# ATTRAnews

Quarterly Newsletter of Appropriate Technology Transfer for Rural Areas  
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Holly Born (far left) & Anne Fanatico visit with Gerard Plantais of the Loue Cooperative in a poultry house (above) at Le Mans, France, where black-feathered, naked-neck chickens (at right) are raised.



## "Dégustation et voir c'est croire!"

Specialists explore Label Rouge certification system in France

"Tasting and seeing is believing!," so the French phrase in this story's headline proclaims. That's also the way two ATTRA technical specialists summarize their recent trip to Le Mans, France, where they learned how free-range poultry is produced and marketed under a national certification system known as "Label Rouge" (Red Label).

From May 15-26, Anne Fanatico and Holly Born were among a group of five Americans who observed the Label Rouge system in operation by visiting French farms, processing plants, product distributors and national trademark and certifying agencies. The group is exploring a similar free-range poultry system in the U.S. Their trip was funded by the USDA Scientific Cooperation Research Program.

Other members of the group included Diane Kaufmann of the American Pastured Poultry Producers Association, Steve Stevenson, a rural sociologist at the Center for Integrated Agricultural Systems at the University of Wisconsin - Madison, and Keith Richards, coordinator of the Southern Sustainable Agriculture Working Group.

"We were extremely impressed by the scope and success of the Label Rouge system," Fanatico says. "Label Rouge was



Label Rouge processed birds are trucked to market (above, right) by poultry co-ops. At left above, they are displayed in a supermarket.

founded in 1965 as a grassroots organization for small family farms interested in marketing poultry. The system has grown to thirty-eight production and marketing organizations that represent nearly seven thousand farmers, and two hundred and sixty firms such as feed suppliers, hatcheries, processors and distributors."

Born, who works on several NCAT projects and responds to ATTRA client cases in the areas of agricultural economics and marketing (and speaks fluent French), was in awe of poultry cases more than half-filled with Label Rouge certified products in supermarkets of northwest France. Products wearing many labels but all adorned with the red certification logo included poultry, pork, beef, fruits and vegetables, dairy items and freshwater fish.

"The number of Label Rouge birds marketed has climbed from two and a half million in 1967 to more than a hundred (See Label Rouge on page 5)

### News briefs

#### Organic wool survey

ATTRA is teaming up with the Organic Trade Association's Fiber Council and the Vermont Organic Fiber Company to survey producers of organic wool and other protein fibers. We will use the survey results to compile a database of producers and baseline information that will assist in networking with this rapidly developing industry sector and helping buyers find suppliers. If you are a producer of certified organic wool or other protein fibers and you'd be interested in participating in a brief (about 15 minutes) survey, please contact Matt Mole at [mmole@vtorganicfiber.com](mailto:mmole@vtorganicfiber.com). If you don't have Internet access, please call Holly Born at ATTRA: 1-800-346-9140.

#### Website redesigned

ATTRA is gathering comments for a planned redesign of our website, which currently receives an average 1,500 visitors per day. Readers are asked to fill out a brief questionnaire on the ATTRA website telling us what they like and dislike about the site and suggesting ways to improve it. The survey is located under "What's New" at: [www.attra.ncat.org](http://www.attra.ncat.org).

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# Congress set to 'conference' on FY02 sustainable ag funding

Congress is expected to meet in mid-September to begin "conferencing" on final approval of the FY2002 agriculture budget.

The chart below of 29 sustainable agriculture programs in the budget shows FY2001 funding levels and FY2002 funding recommendations by President Bush, the House and the Senate. The chart was prepared by Ferd Hoefner of the Sustainable Agriculture Coalition and the Midwest Sustainable Agriculture

Working Group. Numbers in the chart represent millions of dollars.

Margaret Krome of the National Campaign for Sustainable Agriculture explains that programs in capital letters in the chart are priority programs for grassroots action by the Campaign. Programs in lower case are other programs of note, she adds. The Campaign is a network of hundreds of national and grassroots organizations working on issues that impact U.S. agriculture, rural devel-

opment, the environment and consumer rights.

People with comments or concerns about the recommended funding levels are invited to contact Krome at: phone (608) 238-1440 or email: mkrome@inxpress.net), or Campaign offices at: P.O. Box 396, Pine Bush, NY 12566, phone: (845) 744-8448, fax: (845) 744-8477, email: Campaign@SustainableAgriculture.net, Website: <http://www.SustainableAgriculture.net/>.

## Discretionary Programs

ATTRA – Appropriate Technology Transfer for Rural Areas  
 cons ops – Conservation Operations (Technical Assistance) (NRCS)  
 DFO – Direct Farm Ownership Loans (FSA)  
 DOL – Direct Farm Operating Loans (FSA)  
 FMNP – Farmers Market Nutrition Program (part of WIC program)  
 FSMIP – Federal-State Market Improvement Program (AMS)  
 gfo – Guaranteed Farm Ownership Loans (FSA)  
 gol-s – Guaranteed Farm Operating Loans – Subsidized (FSA)  
 gol-u – Guaranteed Farm Operating Loans – Unsubsidized (FSA)  
 IFS – Integrated Farming Systems partnerships (ARS)  
 nri – National Research Initiative (CSREES)  
 OFPA – Organic Foods Production Act (AMS)  
 org trans – Organic Transition Program (CSREES)  
 RBEG – Rural Business Enterprise Grants (RBCS)  
 rboag – Rural Business Opportunity Grants (RBCS)  
 rc&d – Resource Conservation & Development (NRCS)  
 RCDG – Rural Cooperative Development Grants (RCBS)  
 SA - PDP – USDA Professional Development Program  
 SARE – Sustainable Agriculture Research & Education (CSREES)  
 SDA – Outreach & Technical Assistance for Socially Disadvantaged Farmers  
 SMG – State Mediation Grants (FSA)

Programs	FY01	FY02 Bush	House FY02	Senate FY02
ATTRA	2.0	2.0	2.5	2.0
cons ops	714.1	773.5++	782.8++	806.5
DFO	128.0	128.0	128.0	147.0
DOL	525.0	600.0	00.0	611.0
FMNP	20.0	20.0	25/15	25/0
FSMIP	1.3	1.3	1.3	1.3
gfo	870.0	1000.0	1000.0	1000.0
gol-s	369.9	500.0	500.0	506.0
gol-u	1077.8	1500.0	1500.0	1500.0
IFS	0.8	0.0	0.0	1.3
nri	106.0	106.0	106.9	137.0
OFPA	1.6	1.6	?	?
org trans	0.5	0.5	2.0	1.0
RBEG	40.6*	40.6	42.6	46.6
rboag	8.0	3.0	4.0	3.0
rc&d	42.0*	43.0	48.0	48.0
RCDG	4.5*	4.5	5.0	6.0
SA-PDP	3.8	3.8	5.0	4.5
SARE	9.3	9.3	12.0	13.0
SDA	3.0*	3.0	3.0	3.5
SMG	3.0	3.0	3.0	4.0

\* Note that in FY01, the Fund for Rural America added the following amounts to the figures on the chart: \$2 million for RCDG, \$6 million to RBEG, \$1 million to RC&D, and \$3 million to SDA.

\*\* The Senate bill added 100,000 acres to the remaining 39,000 acres left in the program, treating the additional 100,000 acres as emergency funding. The final bill includes the Senate provision.

+ The Initiative for Future Ag and Food Systems is permitted to spend all \$120 million of FY00 money in FY01. A special legislative provision added to the bill stipulated that grants may only be made to landgrant colleges and universities. This was amended in a later bill to include all universities and colleges.

## Mandatory Programs

CFO/CSP – Conservation Farm Option  
 CFSA – Community Food Security Act (CSREES)  
 EQIP – Environmental Quality Incentives program (NRCS)  
 FPP – Farmland Protection Program (NRCS)  
 FRA – Fund for Rural America (RD/CSREES/Secretary)  
 IFAFS – Initiative for Future Agriculture & Food Systems (CSREES)  
 whip – Wildlife Habitat Incentive Program (NRCS)  
 WRP – Wetlands Reserve Program (NRCS)

Programs	FY01	FY01 Bush	House FY02	Senate FY02
CFO/CSP	0.0	0.0	0.0	0.0
CFSA	2.5	2.5	2.5	2.5
EQIP	200.0	174.0	200.0	200.0+++
FPP	7.5	0.0	0.0	0.0
FRA	30.0	30.0	0.0	0.0
IFAFS	120.0+	120.0	0.0	120.0
whip	12.5	0.0	0.0	0.0
WRP	161.0**	0.0	0.0	0.0

## First National Organic Tree Fruit Research Symposium in Colorado....

By Richard Earles  
 ATTRA Program Specialist

The First National Organic Tree Fruit Research Symposium, held from May 31 to June 1 at Grand Junction, CO, was organized by two western Colorado organic fruit growers, Steve Ela and Larry Traubel, along with Dr. Curt Rom of the University of Arkansas at Fayetteville. It was sponsored by the Colorado Organic Crop Management Association; Colorado State University; the Scientific Congress on Organic Agricultural Research (SCOAR); the American Society for Horticultural Science (ASHS); and Gerber Products, Inc. The proceedings will be edited by Dr. Rom and published in 2002 by ASHS.

### Milestone event

As several of the presenters noted, this was a milestone for U.S. horticulture - the first professional research symposium devoted to organic tree fruit production. It definitely didn't have the flavor of "just another conference." Scientists from

every apple-growing region in the U.S., and from Switzerland and New Zealand, came to share information, assess progress and research needs, and interact with growers. Notice I said "apple-growing" regions. While cherries, pears, and peaches were on the table as well, most of the research presented was on apples. "The major problems for organic growers fall into four categories," said Ela, "weed control, insect and disease management, soil fertility, and bloom-thinning methods."

### The dreaded plum curculio

Plum curculio is still the most serious pest of apples east of the Rockies. It causes up to 80% damage in organic orchards in Michigan, where the insect is blamed for putting eight growers out of business last year. Mark Whalon at Michigan State is working on increased understanding of the plum curculio life cycle. He's using trapping systems to detect and map their movements into and within the orchard. He says orchardists need to work on "pulling mortality through the whole year."

(Continued on page 3)

# NCAT & NRCS host national 'Using Grass Profitably' workshop: Field & classroom events from Oct. 15-17 in Ozarks

Livestock producers are invited to study a whole-farm approach to sustainable livestock production during a "Using Grass Profitably" workshop presented Oct. 15-17 by the National Center for Appropriate Technology (NCAT) and the Natural Resources Conservation Service (NRCS). Field and classroom sessions for the workshop

will be held near NCAT offices in the Ozark Mountains at Fayetteville, Arkansas. NCAT operates a host of regional and national sustainable agriculture projects, including ATTRA.

"This workshop is an upshot of a series of forage and livestock research projects which NCAT and many partners have been working on the past several years," says Ron Morrow, NCAT Technical Services Manager. "Some exciting outcomes of those projects have been formation of learning communities of ranchers called 'Grassroots

Grazing Groups', and the publication of the national *Beef Farm Sustainability* and *Dairy Farm Sustainability* checklists. This workshop will allow us to share and expand what we have learned about the interface of plants, soils, watersheds, livestock and the ranching families who manage them."

Workshop participants will take part in morning classroom presentations and on two afternoons of the workshop will venture to the John and Becky Spain Ranch, a 360-acre cattle and poultry operation which has won numerous awards for its innovative forage management programs. John Spain is a board member of NRCS's Grazing Lands Conservation Initiative as well as the American Forage and Grassland Council.

Workshop speakers will include Dennis Onks of the Middle Tennessee Experiment Station, Spring Hill, TN; Jim Gerrish, Forage Systems Research Center, University of Missouri; Diana Endicott, Rainbow Management Company, Bronson, KS; Mike Hubbs, NRCS Soils Quality Lab, Auburn, AL; and John Spain, farmer, Hindsville,

## Using Grass Profitably Workshop sessions will be:

### **The Basics :** **Monday, Oct. 15**

**Using the Systems Approach**  
Plant, soil, and animal interface  
**Understanding the Plants**  
Forage production and utilization  
**Understanding the Soils**  
Soil quality and fertility  
**Understanding the Animals**  
Species and type differences

Afternoon Field Sessions at the Spain Ranch that day will be:

**Overview of Farm**  
**Morning Session Applications**  
**Plants:** Estimating forage availability, quality, and stock density  
**Soil:** Soil quality demonstration  
**Animals:** Body condition scoring, health and stress indicators

### **Resource Management:** **Tuesday, Oct. 16**

Classroom Sessions:  
**Marketing Animals and Products**  
Value added markets  
**Economics of Grass Farming**  
Expenditures, income, & returns  
**Grazing Animal Nutrition**  
Using forages to meet requirements  
**Animal Health and Profitability**  
Stress effects & pest management

Afternoon Field Sessions: Spain Ranch

**Evaluation of Soil Quality**  
Using NRCS soil quality kit  
**Grazing Management**  
Stocking density, feed budget & profile, extending the grazing season

### **Expanding Horizons:** **Wednesday, Oct. 17**

Classroom Sessions:  
**More Profit Using Resources**  
Multi-species grazing, CLA  
**Species Break-Out Sessions**  
Beef, dairy, sheep, goats, swine  
**Pulling It All Together**  
Whole farm planning & checksheet  
**Evaluating Goals and Discussion**  
Steps to implementation



AR. Eight NCAT agriculture specialists will also be involved with the presentations.

Registration fees for the workshop are \$95 by Sept. 1 and \$125 after that date. The fees include three lunches and two dinners. A registration form, as well as information about discounted hotel rates, is available at the ATTRA website: [www.attra.ncat.org](http://www.attra.ncat.org). To download the registration form on the website, click on "What's New?" and then go to the "Sustainable Livestock Management" button. People may also order a copy of the form by calling ATTRA at 800-346-9140. For additional information, please contact Ron Morrow or Ann Wells at: ATTRA, P.O. 3657, Fayetteville, AR 72702, 800-346-9140, [ronm@ncat.org](mailto:ronm@ncat.org), [annw@ncat.org](mailto:annw@ncat.org).

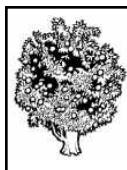
## ....draws apple growers from the U.S., New Zealand & Switzerland

This means not only killing the plum curculio when they're in the orchard but trapping them as they move to overwintering sites and trapping/killing them in those sites during the winter.

### **Using 'Surround'**

Kathleen Delate of Iowa State said, "I don't think you can grow organic apples in the Midwest without Surround." She was referring to the kaolin clay particle film barrier that has given organic growers a much-needed weapon against the plum curculio and other insect pests. In her research in Iowa, Surround was "very effective" against codling moth, and "effective" against curculio. The report from Indiana researchers was different in regards to Surround's efficacy, apparently because the researchers were unable to keep the product on the trees during a very rainy season. Engelhard, the manufacturer of Surround, is working on making a "stickier" formulation that won't wash off as readily.

For more information on Surround, request *Insect IPM in Apples: Kaolin Clay*, an ATTRA Reduced-Risk Pesticide Fact



Sheet, or read it in pdf format on our webpage at <<http://www.attra.org/attra-pub/PDF/kaolin-clay-apples.pdf>>.

### **The Skinny on Thinning**

Curt Rom reported on a survey of bloom thinning methods used by certified organic and transitional apple growers, which found that organic growers are using post-bloom hand removal as their primary method. Presentations included four projects on organically acceptable chemical thinning agents. Substances being tested include sodium chloride, calcium chloride, lime sulfur, vegetable oil emulsions, fish emulsions and ammonium thiosulfate.

As conference-goers learned, excellent research is being done on orchard floor management, fertility management, and all aspects of pest control. Some of these research efforts are discussed in *Considerations in Organic Apple Production*, a new publication in ATTRA's new *Organic Matters* series. We will be tracking further developments in organic research mentioned at the conference in future updates of our *Organic & Low-Spray Apple Production* booklet.

# With NOP Rule on way, ATTRA authors pen new Organic Matters Series

Three publications in ATTRA's new "Organic Matters" series are now available free of charge. A fourth publication in the series, *Organic Farming for Water Quality*, will be published this fall.

Written by ATTRA agriculture specialists, the three publications are *Pursuing Conservation Tillage Systems for Organic Crop Production* by George Kuepper, *Considerations in Organic Apple Production* by Guy Ames and *Considerations in Organic Hog Production* by Lance Gegner.

"The Organic Matters series is being created to speed the flow of technical information, in light of the new organic rule, to farmers, researchers and others involved in organic production," Kuepper says. "The series was made possible through generous support from the Organic Farming Research Foundation, the USDA Agricultural Marketing Service and the Kerr Center for Sustainable Agriculture."

People may obtain any or all of the Organic Matters Series publications by dialing ATTRA from 8:30 a.m. to 4:30 p.m. (Central Time) weekdays at 1-800-346-9140.

*Pursuing Conservation Tillage Systems for Organic Crop Production* (28 pages) takes a look at conservation tillage as it may be applied to organic agronomic and vegetable cropping systems. Author George Kuepper notes that very little no-till or low-till research has been done under conditions typically found on organic farms. So as Kuepper explains, "We had to cast a wider net and review - in addition to the few organic studies - a considerable volume of conventional research, to find applications that might be adaptable to organic farming."



### Tillage systems

The publication discusses such practices as mulch tillage, ridge tillage, zone or strip tillage, and killed mulch systems. A section on living mulches discusses cover crop selection and suppression. In seven pages of selected abstracts, Kuepper profiles research projects and writings from across the U.S. that are relevant to organic systems. Four pages of references suggest a volume of further reading on the topic.

### Research spurred

In the publication's summary, Kuepper notes that the rapid growth in organic agriculture has helped to spur research in herbicide-free conservation tillage. "While organic conservation tillage systems are certainly worthy of pursuit, it is clear that there is much to be learned before the more radical of these...can be widely adapted," Kuepper writes. "As imperfect as such systems might be, they will still contribute greatly to the sustainability of organic agriculture and should be pursued vigorously."

*Considerations in Organic Apple Production* (24 pages) opens with the line, "As in real estate, economic success in organic apple production depends on location, location, location." Author Guy Ames points out that because of far fewer



pests and diseases in the region clearly, western growers have a competitive edge over eastern growers who are plagued by a "plethora of pathogens, arthropod pests and weeds." "Half of the diseases that afflict the East don't even occur out West", such as fireblight, scab, black rot, white rot, bitter rot

and cedar rust.

Ames draws on his own experience of more than two decades as a commercial orchard producer in Arkansas in explaining that especially for Eastern growers, there is no silver bullet, only

the scattergun approach, to combat the multiple pests that attack organic apples. Still, as he points out, there are new promising technologies on the horizon that will possibly aid the orchardist. One such technology which the publication discusses in depth is "Surround," a kaolin clay, wettable particle-film developed in the 1990s by USDA researchers that is proving effective against an array of pests in organic apple production.

### Breeding programs

Ames also discusses breeding programs for genetic resistance, new microbial products on the market, and the use of inert biorationals such as soybean and jojoba oils. Five pages of abstracts describe a variety of cultural and other controls employed by farmers and researchers in the pest war of U.S. organic apple production.

*Considerations in Organic Hog Production* (43 pages) in its introduction issues a caveat to would-be organic hog producers. With the National Organic Program set to implement the Final Rule for national organic standards on April 22, 2002, farmers and researchers are yet struggling to understand regulations that "provide clear-cut do's and don'ts on a few matters, and oceans of ambiguity on others." As author Lance Gegner says, "One of the areas where the most ambiguity exists is in livestock production."



### Unexplored hog territory

While not attempting to comprehensively address the topic, the publication focuses on a number of areas of compliance, and, as Gegner adds, "More importantly, on some overarching issues of sustainability and animal welfare." A former large-scale hog producer, Gegner says that when it comes to organic livestock, hog production appears to be relatively unexplored territory. He provides web resources that list requirements for organic hog production under the NOP's Final Rule.

### Understanding hogs

The publication then presents 27 pages of discussion, which includes many farmer comments, on "understanding hogs." Included are sections on nesting, rooting, wallowing and foraging behaviors; pastured pork production; housing considerations that include conventional and alternative practices such as Swedish deep-straw farrowing systems; husbandry practices; physical alterations such as castration and tail docking; and hog health issues. Five pages of abstracts on research trials across the U.S., a discussion of marketing practices, and five pages of references complete the publication.

# From Villecresnes to Le Mans, U.S. group tours French farm country

(Continued from Page 1)

million last year," Born says. "Label Rouge poultry accounts for thirty to forty percent of household poultry purchases in France each year."

Label Rouge poultry commands a 100 percent premium price. Consumers are willing to pay twice as much as standard poultry because of the high quality and safeness of the product.

## Visiting SYNALAF

The U.S. group's first visit on the tour was to the village of Villecresnes near Paris to meet with Madame Agnès Laszczyk of the Syndicat National des Labels Avicoles de France (SYNALAF). "SYNALAF is the central, national association," Fanatico explains. "It represents regional poultry production groups in providing consumer education about Label Rouge poultry products, in collaboration with the French Ministry of Agriculture and agricultural and consumer associations."

Madame Laszczyk took her American visitors to a local grocery store to show how Label Rouge chicken, turkey, pork, eggs, butter and cheese are prominently displayed in the meat and dairy cases. "We spent about two hours in the store reviewing the different product labels that are certified under the Label Rouge system," Born notes.

## Visiting a French market

In addition to standard poultry, French poultry is marketed under government quality labels as certified, organic and Label Rouge. The group was surprised to learn that unlike in America where most chicken is sold cut up or further processed, most chicken in France is sold whole. Perhaps this is because the French love their chicken in stews and roasts. Not much processed chicken, such as nuggets, is sold in the French markets. Several manufacturers offer Label Rouge ready-to-eat roasted chicken. These birds are processed without flavor enhancers, polyphosphates or preservatives.

In the supermarket, Madame Laszczyk showed the group the individual identification number that appears on each package of whole or cut up poultry. The ID number denotes the breed of the bird and such information as its hatchery and the farm where it was raised, the geographical location where it was slaughtered, and the name and address of the certifier to which questions can be raised.

## National Commission for Labels

During their next stop, at the National Commission of Labels and Certification (CNLC) in Paris, the group learned how this national commission for labels serves as a private advocacy board for all organic, Label Rouge and Appellation de Origin Controlee (AOL) labels in France. The CNLC monitors the certification process for every entity involved in Label Rouge production, processing and marketing. It is the CNLC that approves business plans and associated controls, what is called the "code of practice" for all Label Rouge producers.

On a train ride the following day to Le Mans, the group enjoyed their first glimpse of the French countryside, a beautiful patchwork of rural villages and diverse family farms. They learned that Le Mans is not only famous for hosting the annual French Grand Prix automobile race but for its status as one of the main poultry production areas of France. It was here that the Label Rouge system was developed. The university town of 148,000 people — located along the Sarthe River about 120 miles southwest of Paris — is also home to the French

National Agricultural Research Institute (INRA) and INRA's economic research unit on quality controls called UREQUA. INRA hosted the visit to France for the Americans.

UREQUA Director Bertil Sylvander rolled out the red carpet for the group, as he and about 20 researchers and interns welcomed them with a lunch (all meals in France must include fine wines) and lots of lively mealtime discussion about agriculture in France and the U.S. Present were people who work for CRISALID, the French equivalent of landgrant and extension personnel within INRA. They work closely with people throughout the Label Rouge system.

At a farm near Le Mans the next day, the group observed Label Rouge poultry production in action. The farm is owned by a family of five who raise cattle, crops and poultry. They are members of the Loue Cooperative, which consists of 1,000 farmers who raise poultry as independent growers. Gerard Plantais, a Loue technician, accompanied the group to the farm.

"The farm family we visited purchases their chicks from the Loue hatchery," Fanatico says. "The birds come from special old breeds that are selected for their slow growth rate, performance on pasture and high meat quality. They take from 81 to 100 days to reach maturity, compared to an average 46 days for standard birds. On this particular farm, they raise black-feathered, naked-neck chickens."

## Poultry arrangements

The chickens are reared in buildings measuring a maximum 4,300 square feet, with good natural light. About 4,000 chickens per batch are placed in each house. As soon as their feathers are fully developed, the chickens have access to a grassy, shaded, open-air field measuring about two acres. Each bird has outside space of about 22 square feet.

Growers allow birds to forage through the day but also provide feed to ensure they have proper nutrition for growth and health. The birds have access to shelter at all times and are locked in at dusk. They are fed rations made up of at least 75% cereals completed by vegetable proteins. No animal matter or growth factors are used. They produce meat that is firm, thin-skinned and low in fat. Minimum dressed weight of Label Rouge chickens is 2.2 pounds.

On the final day of the visit, the U.S. group paid a visit to QualiOest, a private certifier which ensures that groups of producers such as Loue are in compliance with the high quality standards of Label Rouge.

## Processing plant

The group also toured the CAVOL processing plant near Le Mans. One of the largest Label Rouge processors, the plant employs 300 workers who can output up to 300,000 birds per week.

"Plant workers process one farm's birds at a time," Born says. "As part of the overall quality control measures, records are kept listing each person involved in the processing of every bird. Up to fifteen percent of the processed birds do not meet Label Rouge quality standards and are marketed as 'standard' chicken."

The U.S. group plans a followup trip to France in Spring 2002. In the meantime, they ask that people with comments, suggestions and questions contact Anne Fanatico or Holly Born at: ATTRA, P.O. Box 3657, Fayetteville, AR 72702, Phone: 800-346-9140, Fax: (501)442-9842, email: [annef@ncat.org](mailto:annef@ncat.org) or [hollyb@ncat.org](mailto:hollyb@ncat.org).

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## Just Briefly

### Discussing risk management

ATTRA Project Manager Teresa Maurer was among a field of 50 presenters at the "Survival Strategies for Small and Limited Resource Farmers and Ranchers" conference from July 23-25 at Agricenter International in Memphis. The event, hosted by USDA Risk Management Agency and Tennessee State University, drew

250 people from 45 states.

Maurer teamed with staff from the Aquaculture/Fisheries Center at the University of Arkansas in Pine Bluff, to present a session on "Alternative Enterprises."

### Rural Development gathering

ATTRA Technical Services Manager Ron Morrow spoke about ATTRA and related sustainable agriculture projects of the National Center for Appropriate

Technology at a gathering of 325 USDA Rural Development staff members on Aug. 8 at Charlotte, NC. Morrow was invited to speak by the USDA Rural Business - Cooperative Service, which funds ATTRA.

Many of the USDA staffs in attendance at the meeting do not deal directly with agriculture issues in their daily work. Morrow told them about a host of free ATTRA services and information available for sustainable rural development efforts.



Appropriate Technology Transfer for Rural Areas  
 P.O. Box 3657 Fayetteville, AR 72702  
 1-800-346-9140

A project of the National Center for Appropriate Technology

## RBS celebrates 75th birthday of Cooperative Marketing Act

The USDA's Rural Business – Cooperative Service (RBS), which funds the ATTRA project, is celebrating the 75<sup>th</sup> anniversary of the passage of the Cooperative Marketing Act. A special observance was held last month in Washington by Secretary of Agriculture Ann Veneman to observe passage of the historic piece of legislation which was

RBS offers an array of free publications of interest not only to people involved in the cooperative movement but all segments of U.S. farming. The RBS website address is: <http://www.rurdev.usda.gov/rbs/index.html>



adopted by the 69<sup>th</sup> Congress and signed by President Calvin Coolidge on July 2, 1926.

As RBS Deputy Administrator Randall Torgerson notes, the legislation “spelled out a federal program of service to associations of agricultural producers that is as fresh and useful today as when it was written 75 years ago.”

### **Help through self-help**

“The value of producer-owned cooperatives as a critical dimension of market

structure is derived from the virtue of people working together for their common good,” Torgerson says in the August issue of *Rural Cooperatives* magazine which commemorates the 75<sup>th</sup> anniversary. “Help through self-help is the bottom line. Programs providing the tools and encouraging people to help themselves have proven to be among the finest forms of government assistance available.”

According to the USDA statistics, the farm cooperative movement is alive and well in the U.S. The 3,500 farmer-owned agricultural cooperatives in the nation record about \$72 billion per year in sales of crops and livestock and about \$23 billion in farm supply sales. Co-ops help members market their products and, increasingly, add value to the products through further processing. Members are also able to obtain farm supplies and services at fair prices through cooperative efforts.

### **RBS serves USDA Rural Development**

RBS is part of USDA's Rural Development mission area, which was created in 1994 when the agency consolidated rural economic programs that had previously been scattered among various agencies. RBS encompasses the former Agricultural Cooperative Service and some of the economic and business development programs of the former Rural Development Administration and the Rural Electrification Administration.

RBS works to invest financial resources and provide technical assistance to businesses and cooperatives located in rural communities; to establish strategic alliances and partnerships that leverage public, private, and cooperative resources to create jobs; and to stimulate rural economic activity.



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 ATTRA Materials**  
**Call 1-800-346-9140  
 and ask for :**


- ✓ **Biointensive IPM**
- ✓ **Companion Planting**
- ✓ **Organic Alternatives for  
 Late Blight Control in Potatoes**
- ✓ **Sustainable Fireant Control**

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## ATTRAnews

Teresa Maurer, ATTRA Project Manager  
 David Zodrow, ATTRAnews Editor  
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