

# Center Pivot

*Helping Suwannee County Grow*

## *What's Inside*

**August 2008**

1302 11th St. SW  
Live Oak, FL 32064-3611  
(386) 362-2771

<b>Important Dates!</b>	2-3
<b>Credit Scores/ESP</b>	4
<b>Having Fun with</b>	
<b>Good Nutrition</b>	5
<b>Meet Elena</b>	6
<b>Cloning - Sci-Fi or Reality?</b>	7
<b>4-H News and Events</b>	8
<b>Small Farms</b>	9
<b>Marketing Strategies</b>	10
<b>Fun Facts</b>	11
<b>To be Continued ...</b>	11
<b>Congrats Page</b>	13

*Volume 1 Issue 3*

suwannee.ifas.ufl.edu

## **EXTENSION DIRECTOR NOTES**

***Katherine Allen***

Hello Friends!

Summertime is here and the fresh fruits and vegetables are plentiful. Now is the time to enjoy the bounty that we have available. If you are finding that you have more than you can consume, consider canning them to use during times when your garden isn't producing. Also, keep the best canned specimens to enter in the fair! (The dates are March 27-April 4, 2009), but there won't be much ripe at that time, so save now! We had a lot of calls about how to can tomatoes, but have you ever tried dehydrating? It's another form of food preservation, see pg. 5.

We have the date for our first Farm Tour that will be open to the public and similar to a parade of homes. Mark your calendar for Nov. 20, 2008. More details will follow!

If you have ever wondered about your credit score, check out Cathy Rogers' article on page 4. Credit scores are now used when you purchase insurance and sometimes when you apply for a job!!!

We are excited to introduce you to our two new Agents, Elena Toro and Brian Estevez. Elena is our new Agriculture Agent and Brian is our new 4-H and Youth Development Agent. Speaking of 4-H, check out our fabulous 4-H award winners! If you would like to help sponsor our team to go to Nationals in January, please call the office. The kids deserve our support to recognize their achievement!

We are so fortunate to have three Regional Specialized Agents housed in Live Oak. They provide specialized information that normally we would not have the resources to afford. I think you will find their articles worth reading! Enjoy!



→ DON'T  
FORGET!

## August 2008

- 1 **4-H ConKerr Cancer Pillowcase Workshop**, 1pm-4pm, Suwannee County Extension Office, registration deadline is July 28, cost is \$5, contact Cathy Rogers at 386-362-2771.
- 5 **National Restaurant Association's SERV-SAFE Food Manager Training and Certification**, Columbia County Extension office beginning at 8:30 am. Test starts about 3:30pm, Fee, Call toll-free 1-888-232-8723 to register. Certification is good for five years. Bring photo id.
- 6 **Farm Bureau and Friends of Extension Appreciation Day**, Gainesville.
- 6-8 **4-H Who Wants to be a Millionaire Day Camp**, 9am-12pm, Suwannee County Extension Office, registration deadline is August 1, cost is \$15 for all 3 days, contact Brian Estevez at 386-362-2771.
- 11 **4-H County Council**, 6pm, Suwannee County Extension office.
- 18 **Take Charge of Your Diabetes**, 9 weeks, 4-6pm every Monday, August 18 through Oct. 20th, Suwannee County Extension office, Cost is \$75 (This includes a private consultation with a registered dietician and will likely be reimbursed by insurance.) contact: Cathy Rogers.
- 21 **Food Handler Training**, 8am-10am at Extension office. Foodservice establishments need to have all food handler's trained in food safety within 90 days of employment. This is the Florida Restaurant Association's curriculum. \$15.
- 14 **Everything You Want to Know about Tifton-85 Bermudagrass**, North Florida Holstein Farm, Bell. Contact Mary Sowerby, 362-2771.
- 19 **Building Your Financial Future** 1-5 pm, \$20/couple or single, Suwannee County Extension office, contact Cathy Rogers.
- 23 **4-H Awards Banquet**, 6pm, Suwannee County Extension
- 26 **Grape Field Day**, 4:30-8pm at the UF/IFAS North Florida Research and Education Center in Live Oak. \$15 price includes materials and dinner. Call 386/362-1725.
- 28 **NFBFG Hay and Farm Field Day**, 8:15am-3pm at WW Ranch in Jacksonville, contact Elena Toro at 386-362-2771 to pre-register. \$5 includes refreshments, lunch & packets.



→ DON'T  
FORGET!

## September 2008

- 1 **OFFICE CLOSED-HOLIDAY**
- 5 **Pecan and Chestnut Field Day**, UF/IFAS North Florida Research & Education Center, Live Oak, FL contact Karen Hancock, 362-1725.
- 8 **4-H County Council**, 6pm, Suwannee County Extension Office.
- 8 **Dairy Business Conference**, Marion County Extension Office, Ocala. Contact Mary Sowerby 362-2771.
- 11 **Surviving Difficult Times in the Green Industry: Managing Risk & Uncertainty in a Maturing Marketplace**, 8am-2pm at the UF/IFAS No. Florida Research and Education Center in Live Oak, FREE, contact Karen Hancock 362-1725.
- 16 **Building Your Financial Future**, 5-9 pm, \$20/couple or single, Suwannee County Extension office, contact Cathy Rogers.
- 20 **Family Fun Festival**, Activities for parents and their children, 9am-12pm, Suwannee County Extension office. FREE!
- 23 **Fiber For Better Health**, Advent Christian Village from 10am-11am, FREE, call Ann Thompson 386/658-5400.
- 23 **National Restaurant Association's SERV-SAFE Food Manager Training and Certification**, Suwannee County Extension office in Live Oak next to the coliseum beginning at 8:30 am. Test starts about 3:30pm. Fee. Call toll-free 1-888-232-8723 to register. Certification is good for five years. Bring photo id.
- 23 **Master Tree Farmer Program**, 6 pm, Suwannee Co. Extension Service, 3 week program, \$50, Registration deadline is August 22, 2008. For more info, contact Benjamin Koubek at 352-846-2374.



Save the date for our  
FARM TOUR on  
November 20, 2008

# Credit Scores

**Cathy Rogers,**

**Family and Consumer Sciences & 4-H and Youth Development Agent**

You probably know that a FICO (Fair Isaac Corp.) score is an objective score used to rate credit worthiness but many people do not fully understand how the score is calculated or how it is used. The list below shows how much emphasis is put on each of the different components used to determine the FICO score:

- 35% Payment history on accounts
- 30% Amounts owed
- 15% Length of your credit history
- 10% New credit
- 10% Types of credit in use

As you think about what makes up your FICO score, you may get a sense of whether your score is high, low, or medium. If you want to know your exact score you will most likely need to pay for that information. To get an estimate of the score go to [www.myFICO.com](http://www.myFICO.com). The score will be a reflection of the information in your credit reports which are collections by the three most-used credit reporting agencies: TransUnion, Equifax, and Experian. You can obtain one free report from each of the those companies per year by going online to [www.annualcreditreport.com](http://www.annualcreditreport.com), calling 1-877-322-8228, or by writing to Annual Credit Report P.O. Box 105281 Atlanta, GA 30348-5281. Once you have your credit report in hand, check it for accuracy. If there are mistakes they should be corrected by contacting the credit reporting company. Keep a written record of the details as you go through the process of correcting the mistake.

Good credit can improve your life in more ways than most people realize. A high credit score can net you a lower interest rate and higher credit limit on a loan or credit card, lower insurance premiums and better coverage, and little or no deposit for

utilities such as electric, gas, phone, TV, and internet services. This is because you have already proved that you tend to pay your bills. This great practice can help you to land that dream job. Potential employers commonly check credit reports and scores as a type of objective character reference. If you have questions about how to obtain or interpret your credit report, improve your score, select a credit card or other credit issues, contact Cathy Rogers at 386/362-2771.

## Economic Stimulus Payments

Even though April 15 has passed, there is still time for retirees, disabled veterans and others who normally do not file a tax return to submit a 2007 form to receive an economic stimulus payment. Contact Cathy Rogers at (386) 362-2771 if you, or someone you know needs forms or help in filling out the forms to receive the \$300 or more that our government wants us to spend in order to stimulate the economy.

**Don't fall for any email scams about your Economic Stimulus Payment!** IRS never initiates emails! Some people have received phone calls about the economic stimulus payments, in which the caller impersonates an IRS employee. The caller asks the taxpayer for their Social Security and bank account numbers, claiming that the IRS needs the information to complete the processing of the taxpayer's payment. The truth is, the IRS uses the information contained on the taxpayer's tax return to process stimulus payments, rather than contacting taxpayers by phone or e-mail. This appears to be an identity theft scheme to obtain recipients' personal and financial accounts.

# Having Fun With Good Nutrition

Children are all about having fun so why not take a fun approach when teaching nutrition. Children also like to feel self worth and they seek approval in what ever they may be doing. So here are some great ideas for some fun nutritious projects.

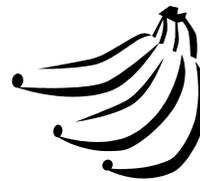
Have you ever thought about dehydrating fruit and vegetables for healthy snacks? Well go look in the back of your pantry or wherever you have that dehydrator stored and dust it off, we have some drying to do.

Drying is a wonderful and easy way to preserve foods. It retains more vitamins and nutrients than other preservation processes. It's a light weight easy snack to carry with no refrigeration required and it doesn't take up much space. Drying removes the moisture from the food so bacteria, yeast and molds cannot grow and spoil the food. It also slows down the action of enzymes, but does not inactivate them. Because drying removes moisture the food becomes smaller and lighter in weight.

For your first project choose something simple like bananas, apples or pineapple. If you prefer vegetables, try carrots, summer squash or cherry tomatoes. Pretreatment may be required for some fruit and vegetables due to darkening. Pretreatment may include dipping or blanching, depending on the food.

If you don't have a manual for your dehydrator you can surf the web for information and instruction for the food you choose to dry. Bananas are a fun and easy choice. There are several pretreating techniques.

- Honey dip
- Ascorbic acid solution
- Ascorbic acid mixture
- Sulfite dip
- Fruit juice dip



Fruit juice is a great choice for dipping or using as a soaking agent and it taste great. Choose a fruit juice that is high in vitamin C. Some choices include orange, lemon, pineapple, grape and cranberry. Each juice adds its own color and flavor to the fruit.

## Getting Started

Use solid yellow or slightly brown-flecked bananas. Avoid bruised or overripe bananas. Peel and slice bananas ¼ to 3/8 inch thick, crosswise or lengthwise. Thin, uniform, peeled fruit dries the fastest. Place enough fruit juice to cover the fruit in a bowl. Add cut fruit. Soak 3-5 minutes, remove fruit, drain well and place on dryer trays. This solution may be used twice, before being replaced. (The used juice can be consumed). Estimated drying time 8-10 hours.

Source: "So Easy to Preserve," Cooperative Extension The University of Georgia

For more information, ideas or questions, contact Bonnie Box, Program Assistant for the Family Nutrition Program at 386/362-2771. Her office is located at the Suwannee County Extension Office.

# Meet the New Ag Agent!

## ***Elena Toro, Agriculture and Natural Resources Agent***

It is a privilege to introduce myself as the new Agriculture & Natural Resources Extension Agent here in Suwannee County. My name is Elena Toro. I am grateful to have been given the opportunity to serve in this capacity and help bring all the educational resources available from University of Florida/IFAS Extension Service to an outstanding farming community.

To give you a little background, I have been working with extension programs related to livestock and forage production systems for about six years. I have worked with the United States Agency for International Development/Zamorano, UF Animal Science Department faculty and more recently with the Extension Service in Columbia County for the past three years. I received my Bachelor degree in Agriculture with a focus on Beef and Dairy Cattle Production from Zamorano, a unique school with a tradition of “learning by doing” and my Master’s degree in Agricultural Education and Communication from the University of Florida.

I am in the process of planning a series of educational programs which will include a Pesticide Training School at the Suwannee Extension Office for individuals who need to apply for a Pesticide Applicator’s License or need continuing education credits (CEU’s) to

renew their licenses. Another program that will be offered is the Advanced Version of the Growing Grower’s Program for those interested in vegetable production and marketing produce at farmers markets and for subscription farming across Northeast Florida.



I also want to take this opportunity to inform you that the 11<sup>th</sup> Annual Hay and Farm Field Day organized by the Northeast Florida Beef and Forage Group will be held August 28, 2008 at WW Ranch in Jacksonville, FL. This year’s program will include educational sessions for commercial hay and beef

cattle producers. For more information about this program visit <http://nfbfg.ifas.ufl.edu> or call our office and we will gladly mail you a brochure with all the information.

Please don’t hesitate to call me at 386-362-2771 or email me at [etoro@ufl.edu](mailto:etoro@ufl.edu) if you have any questions. I look forward to diligently working for the agricultural community of Suwannee County.

# Cloning - Sci-Fi or Practical Reality?

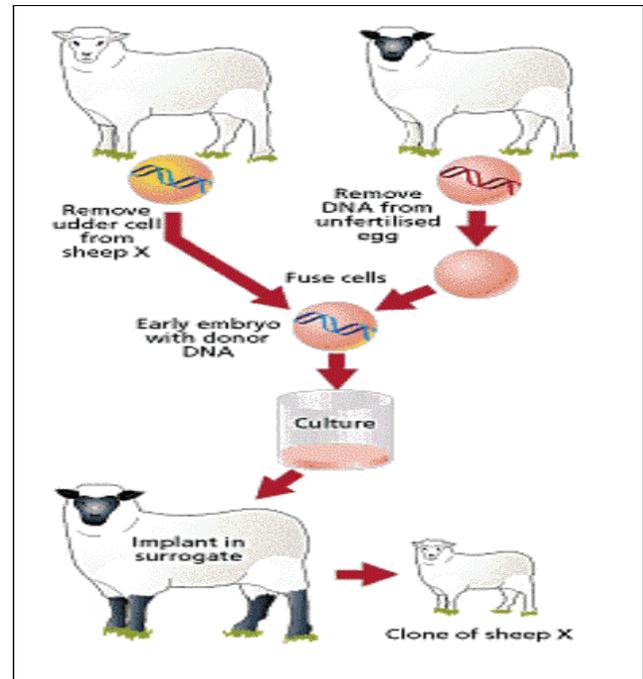
**Dr. Mary Sowerby, Regional Specialized Extension Agent - Dairy**

The idea of cloning or producing multiple “copies” of genetically identical animals, conjures up both “sci-fi” and practical images in most minds. Since the late 1970’s, researchers have been cloning agricultural animals by splitting embryos. Dolly, the first mammal (sheep) cloned from the cell of an adult animal, was born in 1996. Since then university researchers and private companies have been improving cloning techniques and making science fiction reality.

On the practical side, cloning can be used to protect endangered species. In China, for example, panda cells are being kept on reserve in case this species becomes threatened by extinction. In 2001 the first endangered species cloned was a gaur, the largest species of wild cattle found in Southeast Asia. Since then banteng (an ox found in Southeast Asia) and African wildcat clones have been produced. In 2005 the Audubon Center for Research of Endangered Species in New Orleans, LA, naturally bred unrelated African wildcat clones. They gave birth to the first offspring of unrelated clones of a wild species.

As food prices have taken a sky-rocketing turn for Americans, and feed prices have done likewise for producers of meat and milk, animal cloning represents a way for farmers and ranchers to accelerate the reproduction of their most productive livestock for more efficient production of safe and healthy food.

After review of over 400 research papers, in January, 2008, the U.S. Food and Drug Administration (FDA) published a final risk assessment on meat and milk products from animal clones and their offspring. The FDA concluded these products are as safe as conventionally produced food products. However, the U.S. Department of Agriculture has declared that an



indefinite voluntary moratorium on the retailing of such products should remain in place until further testing bolsters consumer confidence in cloned animal products.

Cloning is still cost prohibitive and used only on the very most healthy and productive animals. It is one reproductive tool which the National Academy of Science concluded would actually give consumers better food. They felt cloned animals have “increased genetic merit for increased food production, disease resistance and reproductive efficiency.”

## How are adult animals cloned?

Two types of cells must be collected to clone an animal by the most common cloning method called “somatic cell nuclear transfer”:

A somatic (body) cell is collected from the “genetic donor” – the animal to be cloned. This cell is

*(Continued on page 12)*

# Meet our new 4-H and Youth Development Agent!

## **Brian Estevez, 4-H and Youth Development Agent**

Hello Suwannee County! I want to take this opportunity to introduce myself. My name is Brian Estevez and I am the new 4-H/Youth Development Extension agent here in Suwannee County. I am very excited about working in this community and working with the youth here. To give you a little background, I was born and raised in Archer, Florida and I received my Bachelor and Master degrees from the University of Florida. My Bachelor's degree is in Animal Sciences where I specialized in Safety and Processing of Meat and Poultry. My Master's degree is in Agricultural Education and Communication where I specialized in Leadership Development. Please feel free to stop by the Extension office and introduce yourself.

**State Livestock Judging results** from the State contest in Gainesville on April 5:

### **Second Place Team!**

**TJ Burke, Philip Horvath, Jacob Kerr, Tineke Swart**

### **Individual scores**

- 4<sup>th</sup> Place-**Philip Horvath**
- 5<sup>th</sup> Place-**Tineke Swart**
- 6<sup>th</sup> Place-**Jacob Kerr**
- 9<sup>th</sup> Place-**TJ Burke**



### **Team Scores**

- Swine-1<sup>st</sup>
- Cattle-2<sup>nd</sup>
- Reasons/Questions-2<sup>nd</sup>
- Evaluation-3<sup>rd</sup>

The livestock team will be traveling to Denver, Colorado in January to compete in the Western Nationals! They will start conducting fundraisers to collect money for their trip. Please support this team as they prepare for the national contest!

### **Community Pride Congratulations!!!**

Congratulations to the five clubs that completed their community pride projects! The following clubs received grants and finished their projects: Leona, McAlpin, Sharp Shooters, RoboDogs, and the Suwannee County 4-H Council. Thank you for taking pride in your community!!!

### **Day Camps**

4-H Day Camps are going strong. The Shooting Sports, RoboDogs, Dairy, Life 101, and Who Wants to be a Millionaire Day Camps have been well attended and a whole lot of fun. Thank you to all that have attended and to those that have not, please join us for the next one.

### **Banquet**

The 4-H Banquet has been set for August 23 at 6pm. This is an opportunity to recognize all of the outstanding achievements of all of our club members. Please come join us!

\*\*\*\*\*  
\* **If your child is interested in any 4-H** \*  
\* **activity**, please contact the 4-H office, \*  
\* located in the Suwannee County UF/IFAS \*  
\* Extension office at **386-362-2771** located \*  
\* next to the coliseum in Live Oak. \*  
\*\*\*\*\*

# Small Farms Educational Programs in Florida

**Bob Hochmuth, Multi-County agent/Vegetable & Small Farms**

Meeting the educational needs of small farmers in Florida has become one of the statewide priority thrusts for Florida Cooperative Extension programs. Small farms represent over 90% of all farms in Florida, based on the USDA definition of up to \$250,000 in gross sales. These farms represent about 15% of all farm product sales in Florida. Recent census data indicated nearly 80% of all farms in Suwannee Co. are small farms and well over 80% in each northeast Florida county east of I-75.

Long range planning input from counties throughout Florida identified the need for small farm educational programs to be developed. Input provided by small farmers and allied organizations and groups identified critical issues facing Florida's small farmers. The issues included:

- Access to profitable markets.
- Entrepreneurial and business skills development.
- Networking with other small farmers.
- Readily accessible technical information on small farms and alternative crops and enterprises.
- Access to labor.
- Improving consumer relations and perceptions of farming.

Concerns related to urban development, loss of farmland, and reduced opportunities for farmers.

A new website (<http://smallfarms.ifas.ufl.edu>) was developed in 2005 for small farmers in Florida. The objective of this site was to organize educational information in one site to assist county extension agents in the efficient transfer of knowledge to small farmers at the county level. This site is maintained in Suwannee County at the North Florida Research & Education Center – Suwannee Valley and receives over 70,000 hits per month. It is one of the most popular small farms web sites in the country. The website is organized to provide information on selected topics including:

- Small Farm Development
- Agri/Eco/Heritage Tourism
- Aquaculture
- Cut Flower & Cut Foliage
- Forages
- Forestry
- Fruits & Nuts
- Greenhouse/Hydroponic Crops
- Herbs
- Livestock
- Organic Enterprises
- Ornamental Crops
- Value Added Products
- Vegetables
- Wildflowers
- Wildlife & Hunting
- Other Miscellaneous Enterprises

# Why Should I Buy from You?

**Linda Landrum, Regional Specialized Marketing Agent and Dr. Al Wysocki- UF, Food and Resource Economics**

In order to be successful in the highly competitive selling environment of today, producers need to use TLC marketing. No it's not "Tender Loving Care" but rather a 'Think Like Customers' approach to marketing. Part of this TLC strategy is asking yourself the critical marketing question of "Why should I buy from you?" Entrepreneurs must be able to answer this question to be successful in marketing their products or services. Start by asking yourself this question before any crop is planted, animal bought or service offered. If the answers you generate are unique or of value to potential customers, this will allow you to separate yourself from other sellers and gain a larger share of the market. To get you thinking about possible answers, here are some ideas from a customer's perspective you may want to think about.

**I'll buy from you when your product is locally grown.** All across the US, a growing trend among consumers is to buy from local producers. Consumers really like the notion of supporting local farmers, keeping dollars in their communities and knowing who is producing their food. Capitalize on this trend by telling your 'farming story' to all who will listen!

**I'll buy from you when I'm comfortable with your image and physical attributes.** First impressions are lasting so be sure your products, appearance, office, vehicles and other items portray the image you want folks to see.

**I'll buy from you when your name communicates something significant to me.** Is your name uniquely yours; is it easy to remember, pronounce and spell; does it convey what you are selling or just a name? Remember you will be spending a lot of time and

money advertising your company name so be sure it will stand the test of time and still send the right message for years to come.

**I'll buy from you when you show me effective packaging.** Is the packaging eco friendly, attractive, eye catching, does it keep the product fresh and have adequate information on it, in the size the target consumer wants? Your packaging is a reflection of your image and should work just as hard as you do to sell the product.

**I'll buy from you when you build relationships.** Successful marketing is all about relationships particularly when selling directly to the consumer. This relationship includes excellent customer service, providing samples where appropriate, creating a friendly, helpful buying environment and rewarding customer loyalty.

**I'll buy from you if you understand my communication style.** Not everyone communicates the same way. Some folks are amiable communicators with a very personal style which is easy to understand and respond to. Others are 'drivers' with a fast paced, high energy delivery which is sometimes perceived as rude. The 'expressives' have a very positive attitude and respond strongly to complements and questions about them. The hard charging 'analyticals' want 'only the facts, m'am' with little emotion involved. Understanding which communication style a person uses goes a long way in really getting your message across!

**I'll buy from you when your price is**

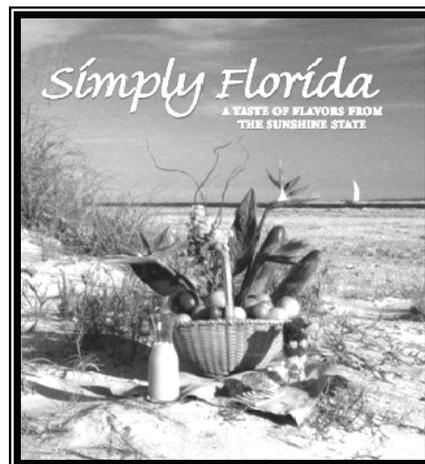
*(Continued on page 12)*

# Florida Agriculture

Information about Florida agricultural products can be found along with a variety of delicious, kitchen-tested recipes in the new cookbook, *Simply Florida: A Taste of Flavors from the Sunshine State*. Receive nutritional profiles on each recipe.

This colorful, hard cover, coffee-table style cookbook is divided into chapters on flavorful beef; tasty pork, poultry & more; a taste of the delicious dairy dishes; a bountiful harvest of nuts, beans and grains; ripened fruits; and farm-fresh vegetables.

*Simply Florida* offers recipes savoring the unique flavors from Florida's seashore to panhandle—a cuisine that truly exemplifies American regional cooking.



with

seas;  
sun-

Stop by the Extension office next to the coliseum in Live Oak to pick up your beautiful, full-color sewn hardcover or check out the website <http://www.simplyflorida.org/> Available for only \$25.

Discount for quantity orders: \$200 for 10 books. They make great thank you gifts, employee appreciation gifts, or are perfect for the collector in your family.

## Hmmm....

When you were a little kid, remember how hard it was to get a cookie? Always out of reach...at the back of the counter, on a high shelf, or on top of the fridge. Nowhere on any package of cookies anywhere does it say, "Keep out of reach of small children." But, where was the Liquid Drano? Under the sink, within each reach, right next to the rest of the poisons.

Source: Safety Stuff #392, March 19, 2008

**Proper campfire procedure:** Start extinguishing at least 1/2 hour before you plan to leave. Hopefully, this will result in only coal and ash. If you *are* extinguishing a burning fire

rather than hot ash and coals, use a stick to stir the wood and ash. This is to extinguish the flames as much as you can. Then, sprinkle water over the coals, which may cause a lot of steam mixed with ash so avoid standing directly above the fire. Once you have wetted down all the ash and coals, use a stick to stir everything together, until you hear no more hissing.

Wait 10 minutes and feel for hot spots. If everything is cold, you've done well. If there is still heat, sprinkle more water and stir.

Once you feel no heat, cover with sand and add one more sprinkle. Do your part to prevent the spread of wild-land fires.

Source:  
<http://www.campfire-dude.com/campfire-extinguish.shtml>



# Cloning –cont.

*(Continued from page 7)*

typically obtained by collecting skin cells which contain the complete DNA, or genetic blueprint, of the donor animal.

An egg cell is also collected from a female of the same species (known as the “egg donor”). The egg cell is much larger than the somatic cell.

In a lab, a scientist will remove and discard the nucleus of the egg cell which contains the egg donor’s genes. Then the somatic cell from the genetic donor (including its DNA) is inserted into the egg and the two cells are “fused” with electricity.

Next the fused egg is stimulated to begin cell division, just as an egg would if it had been fertilized by a sperm cell conventionally. Cellular division continues and the embryo grows about seven days before it is ready for transfer into a recipient female (“surrogate mother”). In the recipient’s uterus the embryo continues to develop. Following a full term

pregnancy, the recipient gives birth to an animal that is essentially the identical twin of the genetic donor.

Identical twins are nature’s way of cloning. A single egg splits into two soon after fertilization to form two genetically identical individuals. Similarly, in 1902, Hans Spemann is credited for using a hair of his infant son as a knife to divide both a 2-celled embryo and later a 16-cell embryo from a salamander. All four clones or twins developed into adult salamanders.

The term “clon” (which evolved to “clone”) was coined by U.S. Department of Agriculture employee Herbert Webber. It refers to “any group of cells or organisms produced asexually from a single sexually produced ancestor.”

It is not likely you will be buying milk or meat from cloned animals or their offspring any time soon from the grocery store. But, if you did, that milk or meat would not be any different than from the animal which supplied the donor genes and was its “identical twin”.

## Why Should I Buy From You?

*(Continued from page 10)*

**appropriate.** A low price is not the only reason folks will buy your products but should be viewed as appropriately priced for the value of the product or service as perceived by the consumer. Pricing should be done with an eye to your competitors, but must return a profit. Know your costs and convey to the consumer how your product will satisfy a need or solve a problem, creating a favorable pricing strategy.

Bottom line - I’ll purchase your products when you present effective selling points as to ‘Why I should buy from you?’

### Take Charge of Your Diabetes

Do you have type 2 diabetes? If so, we have a great program for you! **Beginning on August 5**, your Suwannee County Extension office will be offering a nine-session program called **Take Charge of Your Diabetes**. This course will give you the tools you need to make positive lifestyle changes for improved control of your diabetes.

# Let Us Know



Do you wish to continue receiving our newsletter? Ever conscious of the best use of our local tax dollars, and so that we may do our part to help reduce the amount of unwanted mail in your box, we would like to hear from you. Please indicate by one of the following methods if you would like to keep your name on our mailing list.

- No, I do not wish to continue receiving the Extension newsletter. Please remove me from your mailing list.**
- Yes, I would like to continue receiving the Extension newsletter.**
- Yes, I would like to continue receiving it by e-mail. My e-mail address is: \_\_\_\_\_**

**Return this notice or contact our office:  
Suwannee County Extension Service  
1302 11th St SW  
Live Oak, FL 32060  
Phone: 386-362-2771  
Fax: 386-364-1698  
peburke@ufl.edu**



**University of Florida/IFAS**

**Suwannee County Extension Staff**

**Katherine Allen**, County Extension Director (CED) and Family & Consumer Science (FCS) Agent  
**Cathy Rogers**, FCS & 4-H Agent/HCE Advisor  
**Bonnie Box**, Family Nutrition Program (FNP) Program Assistant  
**Diane McMillan**, Staff Assistant  
**Wanda Walters**, FCS/Dairy, Admin. Secretary  
**Carolyn Saft**, Suwannee River Partnership Educational Coordinator/ Horticulture/FYN Agent  
**Elena Toro**, Agriculture/Natural Resources Agent  
**Pam Burke**, FYN/AG Administrative Aide  
**Brian Estevez**, 4-H & Youth Development Agent  
**Carolyn Williams**, 4-H & FNP Administrative Aide  
**Mary Sowerby**, Dairy, Regional Specialized Agent  
**Linda Landrum**, Marketing, Regional Specialized Agent  
**Bob Hochmuth**, Vegetables and Small Farms, Regional Specialized Agent

**Dated Material**

# Congrats!



Elena Toro, our new Agriculture and Natural Resources Agent just received a NATIONAL award for her “Pastured Poultry” program. In addition, she was selected as the Florida winner for the Florida Association of County Agriculture Agents’ new professional award!

We are extremely proud of her accomplishments and are glad she is a part of our team.

Congrats also goes to our recent **Master Gardener Volunteer Graduates!** We look forward to working with you!