

the treatment is abbreviated and does not conform to the level of the first 7 chapters of the book. Chapter 9 presents good examples and discussion of chi-square techniques. Chapter 10 discusses a number of non-parametric techniques which are recommended when the data do not attain assumptions associated with classical procedures. Chapters 11 and 12 introduce the tests of association and prediction with an especially good discussion of multiple regression. The final two chapters cover the analysis of change over time with emphasis on time series analysis. Each chapter includes nice examples and a list of references. The unique aspect of this book is that it contains a set of learning objectives in the beginning of each chapter.

The author provides an essentially nonmathematical approach so that the students in colleges of agriculture can have better understanding and will not be afraid of mathematical manipulation. This book should appeal to the persons who are interested in the practical application of statistics in agriculture.

The author has chosen to cover the most essential topics and produced an all-inclusive test. However, the depth of coverage in certain areas necessarily suffers. Instructors will want to expand on various topics to match the needs of their students and clientele.

Also, the author perhaps has spent too much time on hand computations. He does not suggest any computer analysis alternatives until the regression and correlation chapter. References to graphics packages to illustrate objective conclusions regarding relationships might also be useful.

Overall, I find the book to be well-written and a useful introductory text to statistical applications to the fields of agriculture.

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Hunsley, Roger E. and W. Malcolm Beeson. **Livestock Judging, Selection and Evaluation**. Third Edition. The Interstate Printers and Publishers, Inc. Danville, Illinois. 456 pp. Hardbound. \$22.95.

This is a well organized and clearly written text. It deals with evaluation and selection of beef cattle, sheep, dairy cattle, swine and stock horses. The illustrations that accompany the written material as well as the many pictures which are presented should help the reader to understand the criteria used in judging differences in the various species.

In addition, the lists of terms which are given with each species for developing oral reasons to justify the placings of various classes would be a valuable aid to the beginning livestock judge in developing their vocabulary as well as his/her decision making skills.

The discussion of the breeds of livestock of the various species should help the reader to understand where each breed is able to contribute in commercial livestock production.

This text should be an excellent text for a beginning livestock judging class. It not only delineates differences among animals, but also goes into detail regarding the commercial importance of these differences.

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## Innovative Fundraising — The "Soynut" Experience

David A Harmon  
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Yearly college student club advisors faced the problem on advising club members on appropriate fund-raising events. Successful fund-raising requires creative thinking and exploring new ideas. This puts the organization at risk since experimenting with the unknown increases the chance of failure. Among the several positive aspects of fundraising is the creation of public awareness regarding the organization. On the negative, expenses involved in conducting an event can require an outlay of 50 to 70 percent of the projected gross receipts. This presents a danger that expenses can exceed receipts thus incurring a financial loss. At the beginning it is necessary to weigh the positive against the negative factors in deciding whether to start the fund-raising project (Brody & Goodman, 1988).

At the University of Minnesota, Waseca, this fund-raising challenge also exists for the respective club advisors. Having experienced the familiar frustration associated with traditional products, such as selling candy bars, calendars, and trinkets, it was determined that selling a new ag-related product, from a start-up, small agricultural business through the efforts of beginning students might have potential merit.

The new product chosen was a soybean snack, similar to a peanut snack, coated with carob, yogurt, onion/garlic, barbecue and butter-toffee. This innovative product combined novelty with college mission and created a unique marketing and learning opportunity.

### Project Objectives

**Relationship with College Objectives.** Why soybeans? (1) UMW's agricultural and rural life mission relates well to learning alternative uses of traditional crops such as soybeans. (2) Eighty-five percent of UMW's students come from rural backgrounds and the project allowed them to broaden their knowledge of this crop as a snack food. (3) UMW actively supports

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helping farmers during the farm crisis. The family business chosen was looking for new ways of supplementing their income during a period of depression in the farm economy.

**Building on Club Objectives.** The student organization, Business Professionals of America, has as primary purposes (1) the fostering and understanding of the function of labor, entrepreneur and management organizations in the American free enterprise system, (2) developing student leadership and (3) promoting ambition for professional success. The Soybean fundraising project could meet these goals, providing most students a meaningful educational learning experience.

### Developing a Business Plan

The family business would not allow the students to purchase the kits of soynuts on consignment, they required full cash payment, up front. The loan proposal was written by club members along with the assistance of an advisor to include justification for the funds to purchase 1,000 kits. The request for \$4,200 was granted by the college business office with the provision that the loan be paid back by the end of the school year with interest.

### Sales Campaign

The students organized a sales campaign to move the product during the Christmas holiday season. It included door-to-door sales, appearances in local retail stores during peak shopping hours and contacts with key agricultural business organizations for larger orders. Samples of the product were furnished by the vendor for store sampling by customers when club members were there supporting the product. By January 1, one-half of the inventory had been sold.

### Revised Sales Strategy

**Pricing the Product.** After the Christmas holiday season, club sales declined due to a lack of interest in purchasing this product as a gift item and the dwindling interest in selling this soy nut package. Meanwhile, interest continued to accrue on the original note. It became clear that a new strategy must be developed in the sale of soy nut inventory. The need was to sell the "opportunities and not the deficiencies" of the product (Seymour, 1966). A lower selling price was established to revive enthusiasm for the product and produce a profit that would enable the loan to be paid back. The vendor was concerned that the price not be dropped where it would place competitor's sales of the same product in jeopardy.

**Class Project.** It was decided to include a wider range of students to enhance the selling momentum for the product. A natural group, the class on sales at UMW, responded by creating a contest and establishing a sales quota for each student. This successful sales effort enabled the remaining debt to be paid off.

### References

- Brody, Ralph & Marcie Goodman. *Fund-Raising Events — Strategies & Programs for Success*, Human Science Press, Inc., New York, New York, 1988.
- Seymour, Harold J. *Designs for Fund-raising*, McGraw-Hill Book Company, New York, New York, 1966.

# INSTRUCTIONAL MEDIA REVIEWS

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*Safe Harvest*, By John W. Slocombe, Mark D. Schrock, John A. Kramer, Steven C. Young, Earl E. Baugher, Stanley J. Clark, Kansas State University, and William E. Lockhart, Single Concept Systems, Case-IH, William A. Garrett

*Safe Harvest* is a 1/2" VHS videotape on the topic of combine safety. The 23 minute tape is intended for grade 11 on up. It was developed by Case-IH and Kansas State University Agricultural Engineering Faculty. This action packed video program begins by emphasizing the importance of safety during combine harvesting. Following interviews of custom combine operators, KSU Agricultural Engineering Faculty focus on safe operation procedures.

### Review Summary

A highlight of the video tape was the interviews conducted with custom combine harvesters. The reviews also indicated the video holds your interest quite well and well organized in content and presentation. The graph represents the average rating of the reviewers.

	Excellent	Good	Fair	Poor
Picture Quality	X			
Sound Quality	X			
Editing		X		
Content		X		
Currentness	X			
Organization		X		
Accuracy	X			
Vocabulary		X		
Interest	X			
Technical Quality	X			
Overall (Average of Reviewers)	X			

The overall rating of *Save Harvest* was nearing a percent excellent, a tough rating to obtain.

### Summary Remarks

#### General Panel Member

I feel the video lends itself well to adults and/or custom harvester cutters. The younger audience may have difficulty paying attention. More impact statements and graphics needed.

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 University of Minnesota-Waseca

#### General Panel Member

An excellent presentation on safe combine harvesting, using an interview technique. Provides a well illustrated review of safety procedures and emphasizes